

Digital Marketing Recipes

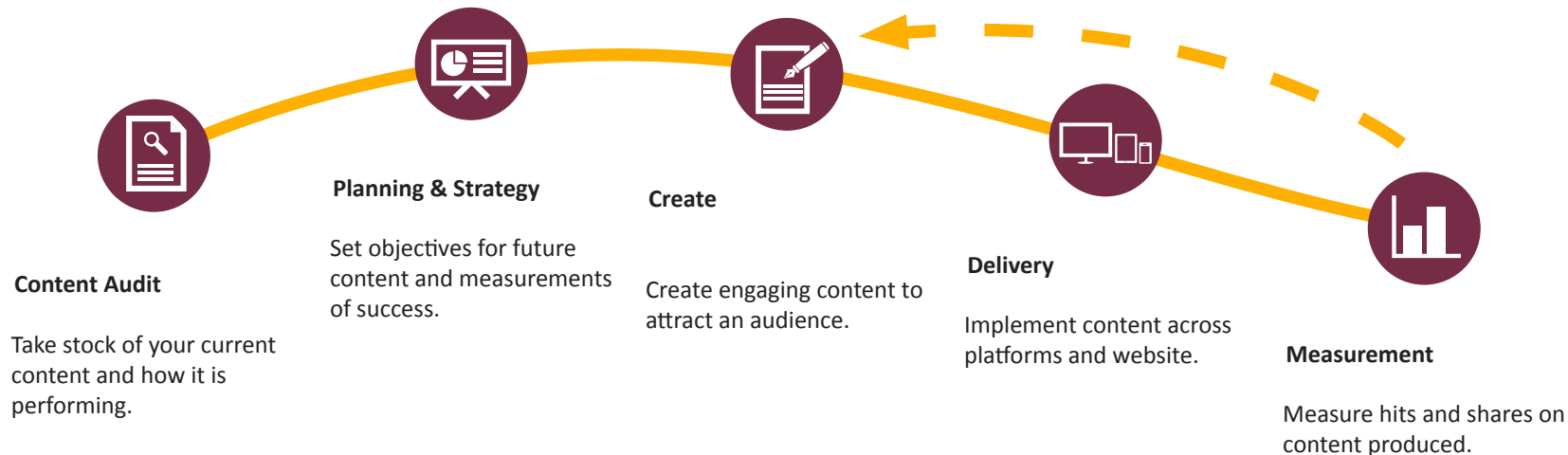


A step by step guide to developing an effective content management program...

Content is incredibly important. It can increase your site visibility, showcase your products and services, and give customers a reason to return to your website time and again. Approaching your content with a strategy in mind ensures that your copy is targeted, timely, and optimised for sharing across the web.

Objectives

Determine a strategy outlining types of copy that will be produced and how they will be shared across platforms.



Digital Marketing Ingredients



Content Audit	Planning & Strategy	Create	Delivery	Measurement
<p>Objective</p> <p>Take stock of your current content and how it is performing.</p>	<p>Objective</p> <p>Set objectives for future content and measurements of success.</p>	<p>Objective</p> <p>Create engaging content to attract an audience.</p>	<p>Objective</p> <p>Implement content across platforms and website.</p>	<p>Objective</p> <p>Measure hits and shares on content produced.</p>
<p>Measure of success</p> <ul style="list-style-type: none"> Content analysed Areas of potential improvement identified 	<p>Measure of success</p> <ul style="list-style-type: none"> Know what you want to achieve Know which medium is best for your business Know who you want to reach Know what you want to say 	<p>Measure of success</p> <ul style="list-style-type: none"> Choose relevant topics Create engaging content for your targeted audience Know how to provide rich content 	<p>Measure of success</p> <ul style="list-style-type: none"> Execute and share content across mediums most relevant to your business goals Reach and engage with your target audience 	<p>Measure of success</p> <ul style="list-style-type: none"> Hits across website being recorded
<p>Deliverables</p> <ul style="list-style-type: none"> Audit report Content Action plan 	<p>Deliverables</p> <ul style="list-style-type: none"> Strategy plan 	<p>Deliverables</p> <ul style="list-style-type: none"> Finished copy 	<p>Deliverables</p> <ul style="list-style-type: none"> Copy implemented across website Copy implemented across other platforms 	<p>Deliverables</p> <ul style="list-style-type: none"> Analytics reports