



**Course 2F:
Content Strategy**

Content Strategy

Everything Authors

INTRODUCTION

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Principal, RRP Marketing



What to Expect

Facts

Human Behavior

Consumer Behavior

Define Content

Content Strategy Overview

How to Build Your Content Strategy

How to Execute Your Content Strategy

How to Measure Success

FACTS

3,000,000

Books published in 2010

FACTS



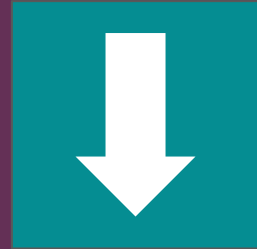
2815
publishing houses



42.5K
writers and
authors



Books published



Books sold

https://www.huffpost.com/entry/book-publishing_b_1394159

<https://www.publishersglobal.com/directory/united-states/publishers-in-united-states>

Human Realities

- On-the-go
- Busy
- Distracted
- Impatient



Consumer Truths

- Has options
- Forgetful
- Decision-fatigue
- Bombarded with messages
- Will bail



Before Today

CREATE
CONTENT

LANDING PAGES

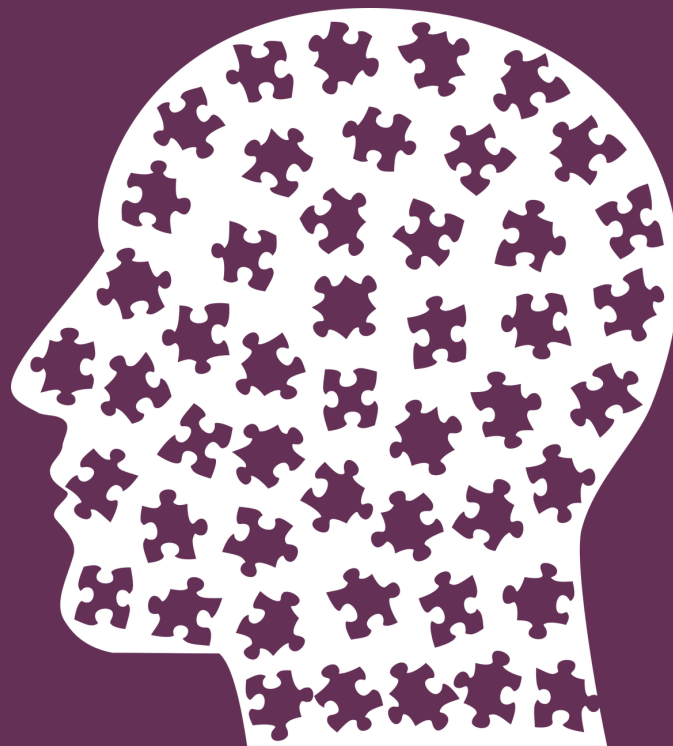
CONTENT IS KING

FEED THE BEAST

FUNNELS

Content: Definition

- Text
- Links
- Graphic
- Video



Content: Mediums

Traditional Media

- Television commercials
- Pre-movie commercials
- Radio

Print

- Signs + flyers
- Billboards
- Newspaper ads
- Magazine ads
- Articles
- Direct mail pieces

Websites

- Websites
- Social media
- Social media ads
- Landing pages
- Podcasts
- Billboards
- YouTube
- Blogs
- Text messages
- Apps
- Display Ads
- Online publications

Social Media

- Facebook
- Instagram
- TikTok

Video/Audio

- YouTube
- Vimeo
- Podcasts

Other Digital

- Email
- Text messages

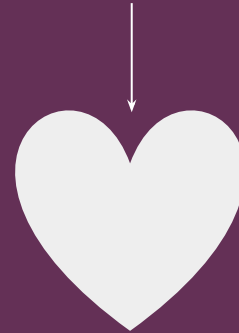
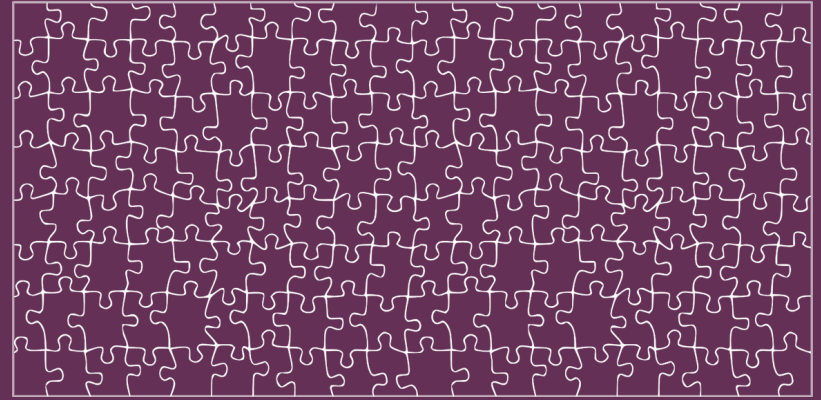
Strategy without tactics
is the slowest route to victory.

Tactics without strategy
is the noise before defeat.

Content Strategy: Purpose

Clear, integrated communication that...

- connects
- engages
- influences
- results in action
- results in sales



DO THIS

Content Strategy: Purpose



Big Picture



Small Steps

Execution Benefits

At-a-glance

Consistent communications

Facilitates teamwork

Expand options



**Course 2F:
Content Strategy**

Building Your **Content Strategy**

Building Your Content Strategy

- Start with your goal
- Determine budget
- Define your audience
- Identify tactics
- Develop execution timeline
- Determine + build content

Start with Your Goal

WHAT DO YOU
WANT TO **ACHIEVE**?

How do you
MEASURE success?



Start with Your Goal

Ultimate goal

- Sales (first, repeat)
- Attendance
- Participation
- Hire

Intermittent goals

- Engagement
- Click through
- Follow
- View
- Phone calls

Determine Your Budget

HOW MUCH money do you have/are you willing to spend on marketing?

Things to consider

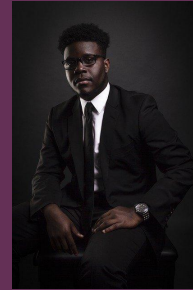
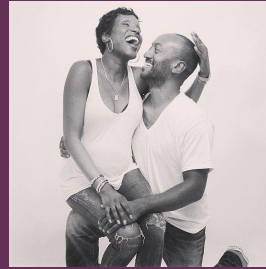
- design
- ads
- Virtual assistant/social media manager



Define Your Audience

Determine your
target audience

Define your target
audiences
characteristics



Identify Tactics

- Where does your audience spend their time?
- What does your budget permit?
- What does the reach look like?

Identify Tactics

Traditional Media

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- Pre-movie commercials
- Radio

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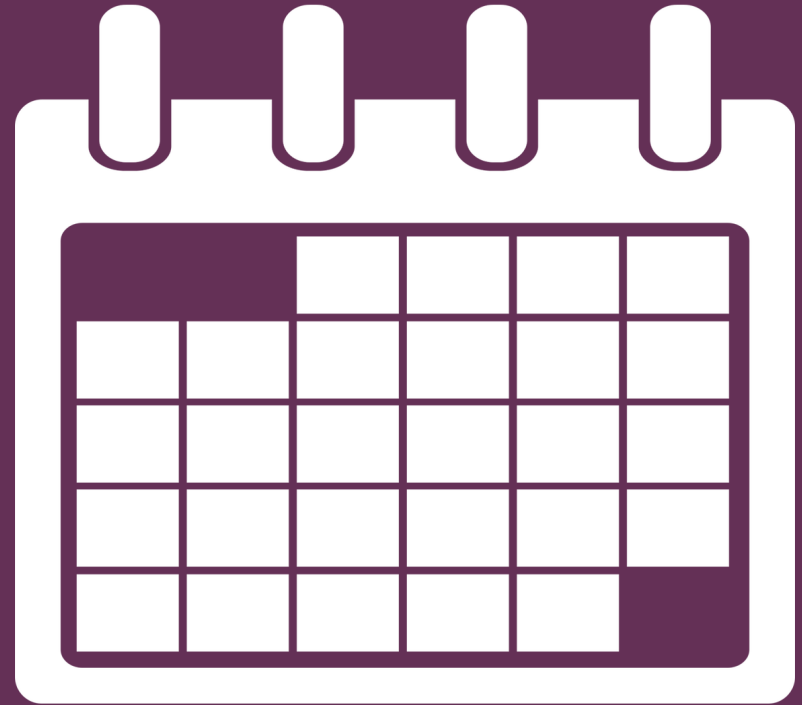
- YouTube
- Vimeo
- Podcasts

Other Digital

- Email
- Text messages

Determine Execution Timeline

WHEN
will you execute
your tactics?



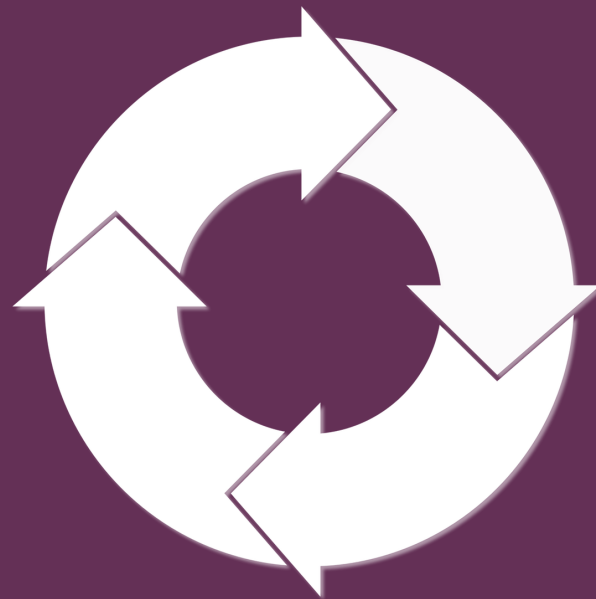


**Course 2F:
Content Strategy**

Executing Your **Content Strategy**

Execute Your Content Strategy

- Build
- Publish
- Analyze
- Revise






Build Your Content

- Text
- Links
- Photography
- Graphic
- Video
- Audio

FOUNDATIONAL Classes

A strong foundation will undergird all of your efforts, setting you up for long-term success (4 Classes)

MARKETING BASICS	CONTENT STRATEGY	CONTENT DEVELOPMENT
 Course 1F: Marketing Basics	 Course 2F: Content Strategy	 Course 3F: Content Development
One Paved It's not always about screaming from the heavens and hoping that someone hears. A strong strategy undergirded by core marketing principles creates a catalyst for success. In this course, you will learn about the core components of a marketing strategy that drive awareness, sales, and revenue. Cost: FREE WATCH NOW	ONCE - 8PM EST / 7 PM CST Seasoned marketers will tell you that the main determinant of success is "strategy," or the ability to build and execute a plan from start to finish. It's less about individual tactics and more about how the efforts work together to reach a specific goal. In this course, you will learn the ins and outs of "content strategy" as well as how to build and execute like a pro. Cost: \$30 \$15 REGISTER	ONCE - 8PM EST / 7 PM CST Would you build a house without knowing how? So why do you trust those without content development experience to develop your content? Yes, I'm talking about you. Those who sign up for this course will learn how to develop and create memorable experiences through foundational messaging, design, and videography principles. Cost: \$30 REGISTER



Content Strategy

Everything Authors

Course 2F: Content Strategy

Regina Patterson
Admin · Yesterday at 5:45 PM · 📍

WE CUT THE PRICE IN HALF. Our content strategy class, held tomorrow, 9/22, is only \$15. Because the information in this session is universal, you don't have to be an author to take away knowledge that you can apply to your business. Sign up at everythingauthors.com/live-classes.

Classes Begin 9/22

Content Strategy Class \$15

Take the **Mystery**

Regina Patterson
Admin · September 16 at 9:49 PM · 📍

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Interactive Sessions
Q & A Period

Authors.
Move your book from
PUBLISHED TO PURCHASED

Instructor: Regina Patterson
BPP Marketing, Principal

Classes begin 9/22

Like Comment Share

PUBLISH CONTENT

PUBLISH according to
EXECUTION TIMELINE

PRO MOVE: Schedule
content

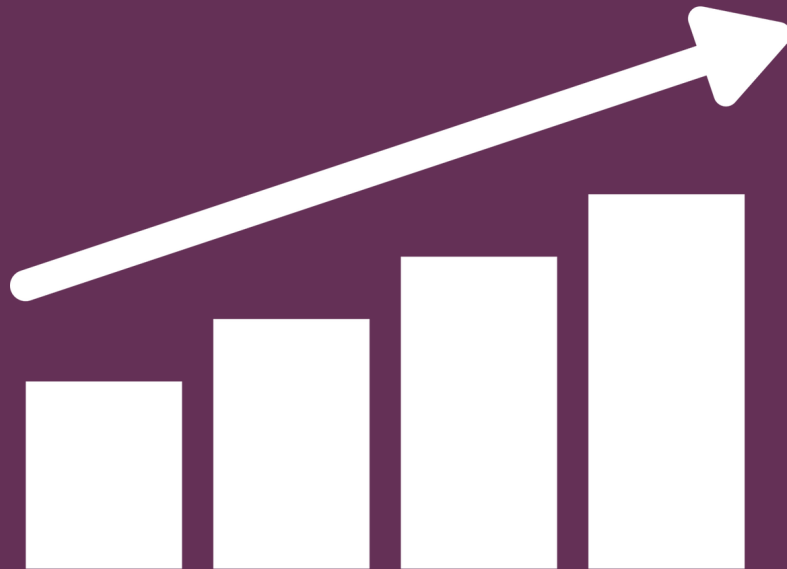


Analyze

What's WORKING

What's NOT WORKING

Don't LAUNCH & LEAVE



Revise

If it's not working

REVISE

or

END





**Course 2F:
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Measuring Your **Content Strategy**

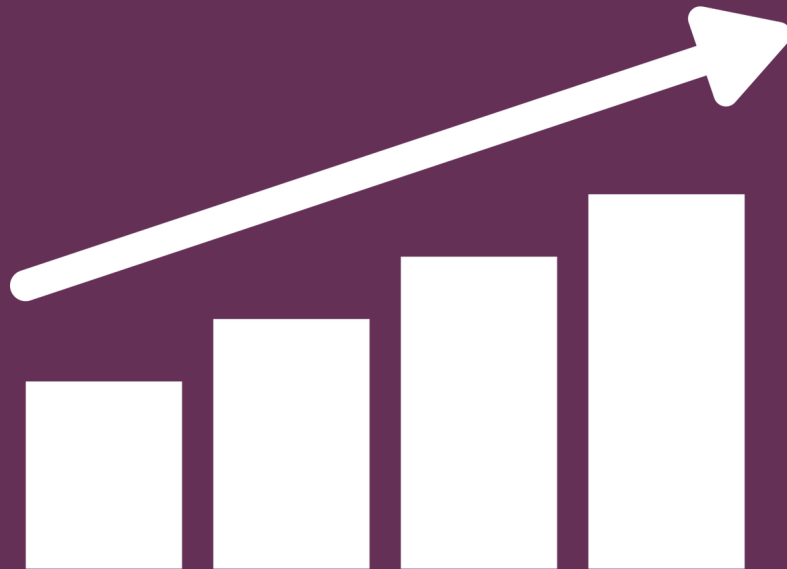
MEASURE SUCCESS

Did you **REACH** your
GOALS

What **WORKED**

What could be **IMPROVED**

What **DIDN'T WORK**



KEY PERFORMANCE INDICATORS

Sales

Visits/Sessions

Views

Unique Visitors

Bounce Rate

Open Rate

Number of calls

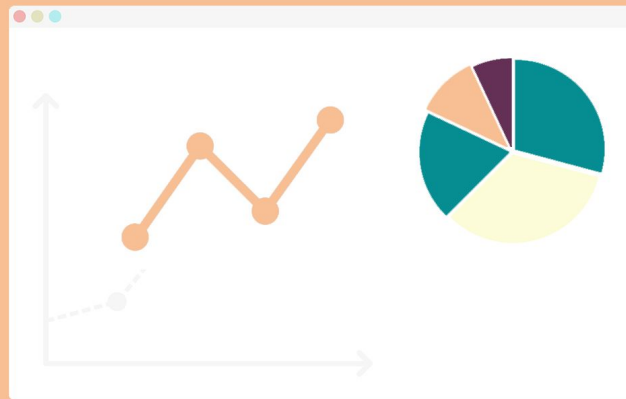
Attendance

Forwards

New Visitors

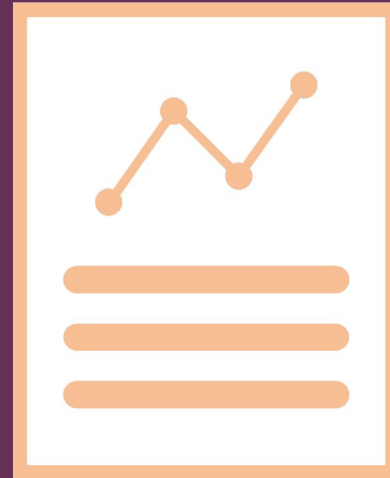
New Sales

Referral



TOOLS

Sales Reports
Google Analytics
Manual Tracking
Social Media Reports
Email Reports



FOUNDATIONAL Classes

A strong foundation will undergird all of your efforts,
setting you up for long-term success

(4 Classes)



MARKETING BASICS

Date Passed

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Cost:

FREE

WATCH NOW



CONTENT STRATEGY

09/22 - 8PM EST / 7 PM CST

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Cost:

~~\$30~~ **\$15**

REGISTER



CONTENT DEVELOPMENT

09/29 - 8PM EST / 7 PM CST

Would you build a house without knowing how? So why do you trust those without content development experience to do develop your content? Yes, I'm talking about you. Those who sign up for this course will learn how to elevate and create memorable experiences through foundational messaging, design, and videography principles.

Cost:

\$30

REGISTER

Gaining Success

everythingauthors.com/live-classes

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LinkedIn: [linkedin.com/in/reginarpatterson](https://www.linkedin.com/in/reginarpatterson)

