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CONTENT MARKETING STRATEGY & CALENDAR 2020

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Content Marketing Strategy

Introduction

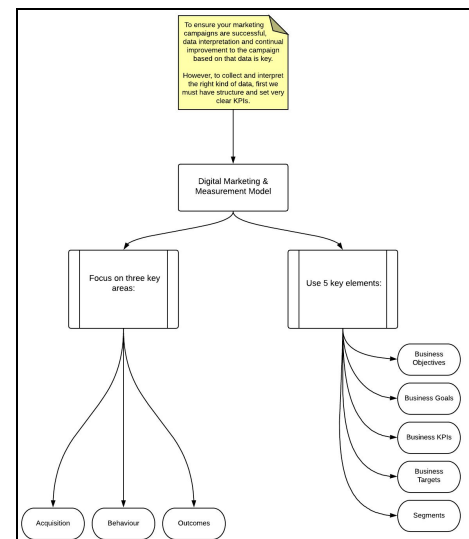
Our overall goal in establishing and executing a Content Marketing Strategy is to have one voice as a brand and to encourage you to be consistent in your messaging to your clients. By establishing an official strategy and calendar you can ensure you are actively generating and syndicating content around your brand and the services you offer. By having this voice driven out through your company you can help to build your company into a leading brand within your industry.

Objectives

In 2020 you are looking to build upon your brand and give your clients more information on the products and services that matter to their business. This will help to show that as a brand are experts within the industry and can be looked upon as leaders and innovators. In doing so, you should achieve a number of objectives that will help to build brand awareness, help generate leads and ultimately increase sales and revenues.

The objectives of this Content Marketing Strategy are as follows:

- Raise brand awareness and recognition
- Generate meaningful content to enhance the experience your clients have
- Improve your overall brand perception as a leader and expert in your industry
- Increase your ranking for competitive industry keywords
- Help generate more traffic to your website
- Provide more content that you can syndicate and help generate more traffic to your site
- Provide marketing content and programs you can use to generate more leads and referrals
- Enable you to nurture your database using turn-key marketing resources
- Help reinforce the value of your services and increase your sales and recurring revenues
- Improve brand loyalty and retention by providing ongoing content and expertise



Monthly Content Marketing Themes

The 2020 Content Marketing Strategy is broken down into monthly themes. These themes/topics are driven by the core products and services you provide your clients, as well as timed alongside your upcoming marketing launches and messages. Below is a snapshot of the 12 content marketing themes for 2020, and the first two for 2021:

- January:
- February:
- March:
- April:
- May:
- June:
- July:
- August:
- September:
- October:
- November:
- December:
- January 2021:
- February 2021:

One Brand.

In order to compete with other brands you need to generate high quality content and have that content syndicated across numerous channels effectively.

In addition, it is important that all marketing should follow the same strategic path at the same time to give your clients and prospects the greatest possible experience from any channel you own.

Both are necessary for the 2020 Content Marketing Strategy to be successful. If just one of the above commitments falters; your overall goal to become a recognised brand using content marketing will not happen.

Components of the Content Marketing Strategy

An effective content marketing strategy leverages various tools and tactics to generate good quality content. Below outlines the components that make up your 2020 Content Marketing Strategy.

- Remarketing Campaigns
- Offline Collateral
- Reports (Trends and Industry Info)
- Infographics (Pinterest, Flickr, Instagram)
- Social Media (LinkedIn, Pinterest, Facebook, Twitter, Instagram)
- Blogs
- Press Release (on and offline)
- Email Newsletter
- Videos

2020 CONTENT MARKETING STRATEGY & CALENDAR

1. Offline Collateral

Each month your content will be syndicated around various online platforms and this should be mimicked as much as possible across your offline collateral.

Your website and other web assets, and your company email signatures will encourage your clients and prospects to experience the whole marketing message wherever they choose. However, it is important that both on and offline work hand in hand, ensuring no marketing opportunity is missed. These could include business cards, signage, brochures and displays. These are often expensive to change, however other offline collateral such as invoices and statements, quotations and tender documents, specification sheets can be easily amended.

You should ensure that offline collateral comprises links to relevant social media, links to relevant pages on your website (different collateral could well be aimed at different web pages to give the greatest experience), details of how people can get in touch (twitter, facebook, email, contact form, online chat facility), where to find relevant reports, whitepapers, case studies and testimonials, where to see videos and how tos.

2. Blogs

Each month your written content should be added to your website as a blog. This means M3SM can optimise this content for search, ensuring relevant keywords are used in the appropriate places and allowing for correct syndication of the content in the relevant places.

Blog Writing:

Your blog content should consist of:

- A title
- An appropriate image
- Around 2000 words including a maximum of 6 of your targeted keywords and phrases

Your content should be written around your monthly calendar subject and can be written and even scheduled in advance.

3. Email Newsletter

Your email newsletter written around your content each month will be a tool to nurture your database on a consistent basis. The newsletter should include 2-3 short articles on a specific topic (driven by the monthly themes), as well as perhaps a latest trend or marketing statistic from your industry, a frequently asked question, a case study or testimonial or a branded video.

Overall the newsletter is a great way to showcase your business as an expert in your field and to help keep your brand top-of-mind among your clients and contacts. It is also great content that can be customised and broken down into a few Facebook and Twitter updates for example. Or if you are so inclined, a guest article in a local newspaper.

4. Videos

A marketing initiative could include 2-3 minute videos that followed the content marketing topics of the month. Surveys say these types of videos were rated as a valuable marketing tool for businesses of your type.

The videos add a multimedia element to your content marketing strategy, which allows us to leverage video syndication channels and help spread awareness of your brand across another form of communication.

In addition to being a content piece on its own, the videos can also be utilised within

your email newsletters as something a little different from your competition.

Videos can also be created using verbal testimonials, which gives credibility to the written testimonials you should be sharing on your website, and can be published on YouTube, Google My Business, Facebook, LinkedIn, Twitter, Pinterest and Instagram too.

More ideas below:

- Video content for your branded YouTube or channel
- Dynamic media element on your website and landing page.
- LinkedIn profile or blog update on your Facebook timeline and Twitter
- Special email to your database to announce the release of a new product
- Additional content to optimise for your industry keywords
- Subject for an entry on your blog
- Dynamic element within your email newsletter
- Enhancement to your email signature (via a link to the video)

5. Press Release

Each month you should consider releasing a whitepaper for press release (approx. 8-12 pages) that is aligned with the content marketing topics. These whitepapers should be added as a downloadable resource on your website and through your corporate social channels.

The whitepapers could be used as a lead capture incentive on your website or blog. These whitepapers can also be used as complementary giveaways at business meetings. They can also be used as content for your Facebook and Twitter posts.

6. Social Media (YouTube, Facebook, Twitter, LinkedIn, Instagram and Pinterest)

Each month the content created around that month's topic should be further syndicated (and therefore creating additional content) through your social media channels; most specifically through your blog on your website as well as your Facebook, LinkedIn, Instagram and Twitter profiles. The goal with these channels is to help generate more content around your brand on the products and services you offer and to assist in our optimisation for branded keywords as well as high competitive industry terms.

In addition to content being syndicated by us, the power of social media really comes down to the collective power you have as a network. So while 1 blog posts and 2-3 Facebook/Twitter/ LinkedIn/Instagram posts are great, being able to multiply that amount by the size of your company payroll is much more powerful.

How you can Help:

You can help by sharing the posts on your Facebook page, as well as your Twitter, Instagram and LinkedIn profiles.

Facebook – How to Use this Resource:

Ensure you are a fan of your branded Facebook page so you can easily like and share any new posts and share them with your Facebook friends and fans as they are released.

Twitter – How to Use this Resource:

Ensure you are following your branded Twitter profile so you can easily retweet any new tweets to help syndicate branded content across your Twitter channel as well.

LinkedIn – How to Use this Resource:

Ensure you are following your branded LinkedIn company page so you can easily like and share any new posts to help syndicate branded content across your LinkedIn connections.

Pinterest – How to Use this Resource:

If you leverage Pinterest in your business, re-pin Infographic pics from your branded Pinterest board. Local images can be pinned to a map too, use keywords within your comments.

List your Social Media Profiles here for easy access:

- Blog:
- YouTube:
- Facebook:
- Twitter:
- LinkedIn:
- Instagram:
- Pinterest:

7. Infographics

To help further demonstrate your expertise, when the topic calls for it, an infographic could be created as part of that month's content marketing strategy.

Infographics add a more visual element to the content you are syndicating and allow us to leverage image-sharing sites (like Pinterest) in our syndication process. Because of their compelling nature, infographics tend to have a high likelihood for being shared.

Be sure to add any infographics to a corresponding service page on your website to help further demonstrate your expertise and to capture leads/ contacts.

These graphics can also be used in your blog posts, added to your Facebook page and highlighted on your timeline, linked to in a Twitter post, and used on your website and landing pages.

8. Remarketing Campaigns

Plan to have a remarketing strategy that will be carried out over the course of 2020. Create and publish remarketing banners to drive traffic to specific landing pages.

Remarketing is a great way to ensure no stone is unturned.

Your PPC budget can be spent not only on people who are actively searching for your products and services at any given moment, but will drop a "cookie" into their browser which will follow them for around 30 days, showing your banner at appropriate moments, reminding them of your company.

If the prospect does not click onto your website, at the very least your brand awareness is enhanced. If they do click, it will be because they really are interested in your products and services.

This type of prospect are fairly likely to convert over a period of time.

9. Reports

Research reports and Trends Reports can be used to educate businesses on your products and services in a non sales way. These reports are another content piece that will brand you as a leading expert in the industry.

In addition these Reports can be uploaded to the resource section of your website as a lead capture incentive. The statistics and content within the reports will also make great social media updates, so we suggest breaking down the content and share across your social networks. They also make great supportive data to take with you to a client meeting and demonstrate what the latest trends are.

Content Marketing Syndication Process

Syndication of all components of the content marketing strategy starts on your website and your social channels. However the true power of your Content Marketing Strategy is when all of the content is shared and syndicated across the channels managed across your company network. The visibility of your content and your brand increases exponentially when you all work together as one network and leverage the same content marketing strategy. For this reason, the involvement of you and all your team

members is vital to the success of your 2020 Content Marketing Strategy.

What You Need to Syndicate Content

Your Social Channels:

Primary Channels: These are the channels you will want to leverage primarily for sharing content to your connections.

- Facebook profile
- Twitter profile
- LinkedIn profile
- Instagram profile
- Pinterest Channel
- YouTube Channel

Secondary Channels: These are the additional channels you can leverage to share content.

- Google My Business profile
- Blog
- Email database

Additional Tools:

In addition to the above channels you will need the following tools to help streamline syndication as well

- Email Marketing System: There are many available, we can manage your email marketing on your behalf.
- Social Syndication Tool: You can streamline the syndication of content across your social channels by managing this through a tool that updates your profiles with one push of the button. There are a number of options out there available to you.

Following Social Channels:

As mentioned in our Social Media section above, you will want to like and follow the below social channels so that you can easily syndicate updates as they are posted.

- Facebook:
- Twitter:
- LinkedIn:
- YouTube:
- Instagram:
- Pinterest:

2020 Content Marketing Calendar

Below is a high-level calendar of the 2020 Content Marketing Strategy. This details the monthly topics for the year, the content marketing tactics that are part of our overall strategy, and the frequency in which these tactics will be released.

- Press Release Newsletter
- Video
- Reports / Case Studies
- Blog Posts Social Media Posts Infographics
- Remarketing Banners & Landing Pages

UK Holidays and Observances: <https://www.timeanddate.com/holidays/uk/2020>

UK Awareness Days: <https://www.awarenessdays.com/venue/united-kingdom/>

Week	Topic/Event	Location/Area	Comments
1	New Year, New Strategies	All	
2			
3	Chinese New Year & Burns Night 25th	All/Scotland	
4			
5			
6			

7	Valentines 14th	All	
8			
9			
10	St Davids' Day 1st	All/Wales	
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12	St Patricks 17th	All/Ireland	
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