



Content Marketing Strategy & Mapping

The Launch of Wimpy Tech 2.0



Presented by:
Robert Rose
Content Marketing Institute

Table of Contents

Overall Strategy & Mission

This is where you outline your strategy (what was covered in building your case through to this point). What goals are you trying to reach and introducing this document.

- A Content Marketing Strategy
- Content Marketing Strategy Execution
- Measurability & ROI
- Timing - A Two Phased Strategy
- Conclusion & How This Document Is Structured

Section I – Web Site: Content Marketing Execution

This section should outline how you'll implement the new process. If it's a new Web site, for example, you should describe the Web site, its pillars of content, the categories, and the type of content that it will have. You should touch on the velocity of the content, the content inventory and mapping - as per the personas that you've build etc... In the example below, you'll see that there's Web site content, a blog, with different categories and an SEO strategy. there's also the various categories for the site - and then a suggested set of content items for launch.

- Web Site Content
- The Marketing Blog
- Categories For The Blog – Optimized for SEO
- Q & A
- Support Content:
- Case Studies
- Video Gallery
- Summary & Content Inventory & Mapping
- Suggested Content Items & Inventory For Launch

Section 2 – Content Targets, Tone & Personality

This is where we put our creative and editorial guidelines that we discuss as the Social and Editorial guidelines chapter. This will also be a reiteration of our personas - and the exact things we will say TO them - and what their desired response will be.

- Suggested Creative Positioning For WIMPY TECH
- Content Marketing Targets (For Launch).....
- What will we say to them?.....
- The Desired Response

Section 4 – Measurement & ROI

How we will measure success and our ROI goals - 'nuff said

Section 5 – Content Workflow, Editorial Process & Repurposing.....

We discuss this in detail in the first part of the second half of the book - and this is where you describe the process of HOW all this content will get done.

Section 6 – Summary Recommendations and Actions Needed

At the end of this exercise is a lot of "to-do's". This is where recommendations are made - and actions are taken.

Section 7 – Timeline & Calendar For Launch

Project Team

Appendix 1 – Full Revised Sitemap.....