

Content Factory Overview

- ✔ To WIN the "SEO Lottery Game" you need content
- ✔ WHAT/WHO/WHERE/WHEN of Content Marketing
- ✔ WHAT will you create content about?
- ✔ WHAT format will the content be in?
- ✔ WHO will create the content?
- ✔ WHERE will you post the content?
- ✔ WHEN will you release the content?
- ✔ Managing your **Content Factory Pipeline**

WHAT To Create Content About?

- ✔ Monitor your competitors' blogs
- ✔ Monitor your competitors' Social Media
- ✔ Pay attention to the keyword searches in your market
- ✔ Pay attention to forum discussions in your market
- ✔ Pay attention to your market's hashtags on SM
- ✔ Monitor videos being published in your market
- ✔ Survey your email list and SM following for ideas
- ✔ News, Trends, Current Events, Industry Changes

WHAT Content Format To Use?

It's best to use a variety of content types - blog posts, FB articles, videos, infographics, Special Reports, white papers, etc.

For each piece of content you're going to create for your business, you need to decide what format it will be in. You can also use multiple formats for the same idea/topic.

Create A Content Idea Vault

You, or someone on your team, needs to constantly be adding new “content ideas” to a vault/storage area.

You can use a shared Google Doc, Basecamp account, To-Do list service, Excel spreadsheet, etc. ALL content ideas must be stored, noted, and then **PRIORITIZED.**

Note popularity, keyword relevance, format.

WHO Will Create Your Content?

Either YOU or someone you hire is going to be creating content for your business. If you don't like to do it, or are not good at it, DON'T do it.

You can outsource content creation piece-by-piece, or eventually hire someone full-time that produces content for your business.

WHERE To Post Your Content?

Every piece of content needs to be posted somewhere - sometimes you can post to multiple places (i.e. YouTube AND embedded on your blog AND uploaded to FB).

Blog posts are #1 priority, FB Page posts are #2, YouTube videos are #3, Pinterest #4, Instagram #5. Watch what your competitors are doing to get results!

WHEN To Release Your Content?

- ✔ You must pre-schedule the release of your content.
- ✔ You should post a MINIMUM once every 2 weeks.
- ✔ Once per week is a lot better than every 2 weeks.
- ✔ 2-3 times per week MAX for 'high value' content.
- ✔ Monday/Tuesday is a great day to post.
- ✔ Try and stick to a CONSISTENT schedule.
- ✔ 5AM PST is a great time to post content/email list.
- ✔ Monitor your audience activity based on time/date.

Results Create More Results!

Simply keep an eye on your Google Analytics traffic numbers! The pieces of content that start driving the most traffic (and/or conversions)... create MORE just like it... targeted similar keywords/topics, etc.

Consider expanding on what's working with a CONTENT SERIES!

Your Content Factory Pipeline

