

## Content marketing

*Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.*

**Content  
Marketing**

Social Media  
Posts

Video  
Content

Blogs

Infographics

Case Studies

eBooks

Education  
Articles

Newsletters

Webinars

Memes &  
Gifs

# Types of Content

- Blog posts
- Infographics
- Videos
- eBooks
- Case studies
- Checklists
- Testimonials and reviews
- Influencer marketing
- Guides and how-tos
- Memes

<https://rockcontent.com/blog/types-of-content-marketing/>

**BRAND  
AWARENESS**

**WEBSITE  
TRAFFIC**



**COMPETITIVE  
ADVANTAGE**



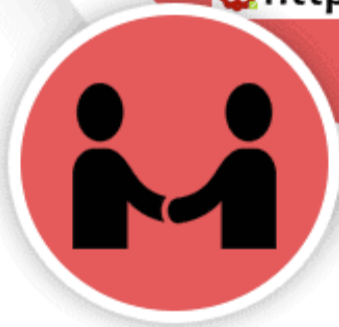
# **BENEFITS OF CONTENT MARKETING**



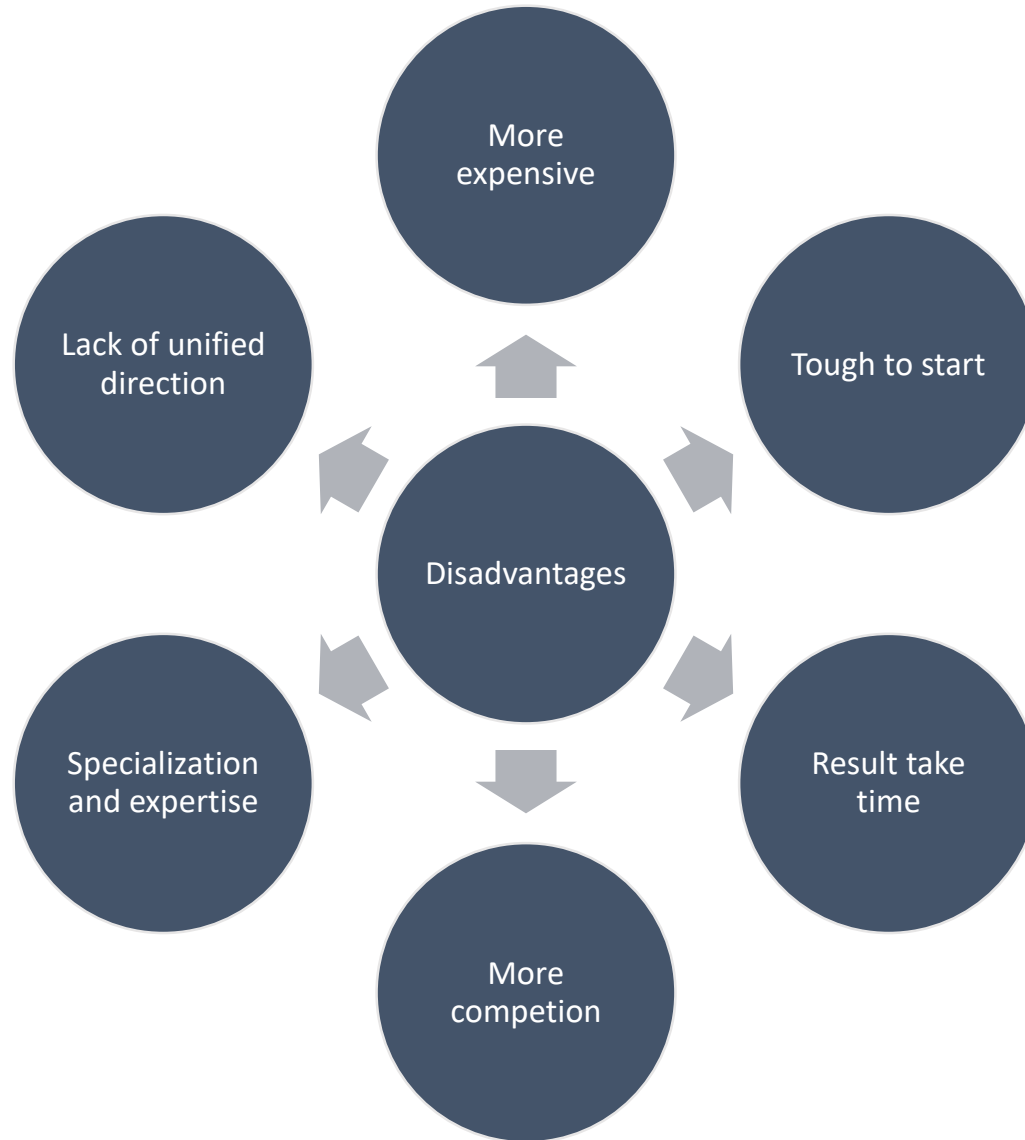
**BROADCASTING  
CHANNEL**

 <http://credible-content.com>

**CUSTOMER  
ENGAGEMENT**



**LEADS &  
CONVERSION**





# 5 Steps to an Effective Content Strategy



Align your content with the customer journey. Identify what topics, needs, and questions will be addressed in your content.

Audit your existing content to determine what can be used as is, what must be updated, and what must be created from scratch.

Determine the genre and format of each content piece. Identify who will be the subject matter experts, authors, and other contributors.

Determine the objective of each piece of content and how performance will be tracked and measured.

Identify what online and offline channels will be used to get content in front of constituents, members, and donors.