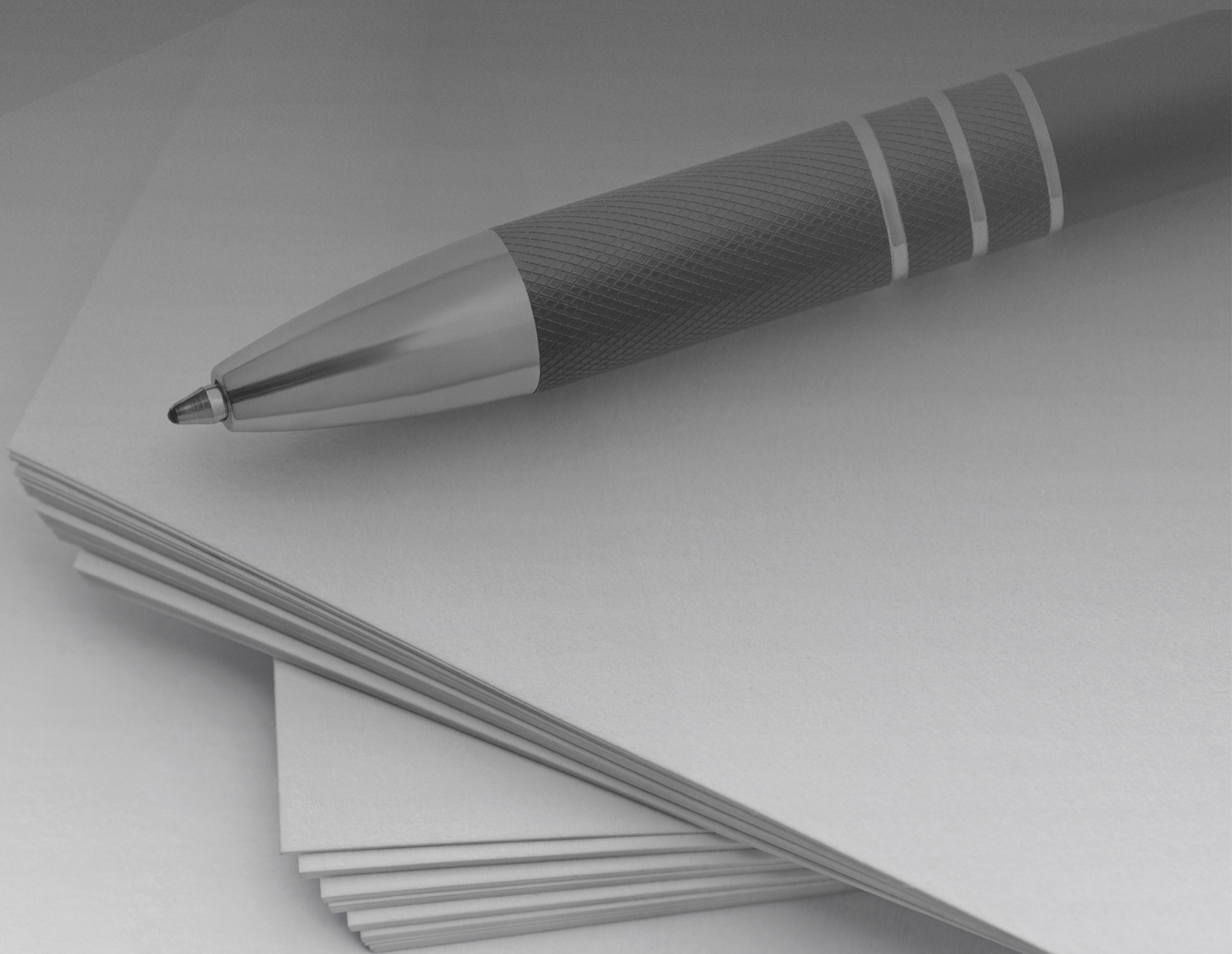# CONTENT MANAGEMENT TEMPLATES

Users Guide

The purpose of content marketing is to earn your audience's attention and trust by informing, educating, and inspiring them to take action. The action may be multi-fold; to recognize a problem, accept the truth of it and make a conscious decision to fix it. Then taking the first step to obtaining the solution by joining your email list, downloading your lead magnet or purchasing your solution.

Your content will guide them toward the actions you want them to take. Additionally, the content you publish differentiates you from your competitors and, if you've studied your audience enough, will persuade them to buy your products or use your services seamlessly.

Why Content is So Important

Content on your site is meant to inform, engage, and persuade your audience to take a specific action. In the past, you may have been tempted to eliminate much of the content to make your site more visual and less text based but doing so can be a big mistake. Instead, you want more content on your website so that you can communicate with your audience instead of less.

Let's look at several reasons why content is so relevant.

Informs and Educates Your Audience

This is clear for most people and easy to understand. You publish "how-to" content, "why" content, and other information that teaches your audience something that they may not have known. This is the most effortless content to create for your website so that you can teach them about their problems and, ultimately, the solutions that you provide.

Brings Traffic Due to SEO

Search engine optimization (SEO) is really just a fancy jargon-filled way to describe the fact that the content you publish attracts your viewers because it uses search terms within the content that your audience will use to find you via many search engines like Google.

Creates Earned Inbound Links

When you do a good job organizing the content you want your audience to see on your website, other people will find it and link back to it. When you share that content with your social media followers, that also provides a link back to your content. But when you earn inbound links from other sites, especially authoritative sites, your ranking will go up, and so will your traffic because of it.

Encourages Engagement

The content you create also encourages engagement. The more sharable the content is, the more it's likely to be shared. When content is shared, it creates interaction with others as well as another inbound link to your site. For this reason, you want to not only make the content look attractive, but you want to ask them to share it.

Makes Money

Obviously, one thing that content does it make money for you. It makes money by bringing in traffic, educating, and persuading your viewers to become customers or at least join your list where you can market to them even more. Directing content to your ideal customer is one of the best ways to earn a new customer.

Increases Your Authority Quotient

Content is also a way to prove and show your knowledge about a topic. When you can show that you are educated on a topic and can lead your audience to success and a solution to their problem, it will solidify your expert status to your audience. If you're interested in thought leadership, this is very important.

Content is The Basis of Your Digital Marketing Strategy

The truth is the content that you publish should be the basis of your digital marketing strategy. Because if you really think about it, all the digital marketing tactics like SEO, offering lead magnets, email marketing, social media marketing, PPC marketing, video marketing, and so forth are all content based. That means that almost everything you do to market your business is content based.

Putting content into its proper category as a marketing tool that is essential to your survival and success will lend itself to ensuring that you put the content you create and purchase into use as soon as possible in as many ways as possible so that you receive the maximum return on your investment.

The best way to accomplish this is to organize your website carefully. Because it's so crucial for your success, let's look at some ways to organize content so that you can really use it to its full potential.

Organizing Content on Your Website

The content that lives on your website, and honestly, most of your content should first originate on your website before it's shared with the world, needs to be organized in a way that makes the site easily understandable by your customers but also noticed by the search engines.

Organizing the content on your site will ensure that not only will your audience enjoy consuming the content on your website, but the search engines will send more traffic your way when the content is organized effectively.

Keep Website Navigation Clean

When you set up your website, you'll want to ensure that you have less on your navigation. You do not need a link to everything you offer on your home page. Instead, remember that fewer links upfront is generally better for visuals and for ensuring your audience finds the information they need and want.

Group Content with Tagging and Categories

When you set up your website, as you know, you can have categories for the content on your blog. Use fewer main categories and more subcategories. Also, if you have the capability to use tagging that can further organize the content on your site (and your files) without messing up the general organization of it.

Create More Individual Landing Pages

One key to ensuring that the content you have on your site is getting maximum views and results is to create more individual landing pages. You really should have a separate landing page for each product or service you offer. You should also treat blog posts, articles, and other content on your site the same way. That will generate more pages and help you keep it more organized if you don't have too much cluttering up each page.

General Content Organization for Maximum Return on Investment

The content you have, whether it's on your website, being used in email marketing, or if it's sitting on your hard drive, is a valuable investment. Whether you buy content or create it yourself, the time and resources spent on content development can be used in a way that maximizes your profits and lowers the amount of work you need to do sourcing, creating, and publishing new content. Keeping the content that you have organized will ensure that it's easy to find, repurpose, and ensure maximum profits.

Create a Naming Convention for Digital Files

One of the most challenging aspects of having a lot of content to use is that you forget you even have it, and it's hard to find. However, if you work toward designing a naming convention for your files, it'll be a lot easier to find them even if you accidentally put the content in the wrong file.

For example, let's say that you have created and published a blog post directed toward your customers who have purchased product 1 to get them to buy product 2 on August 21, 2019. A file name like 08212019B1to2keyword. So, you'd use the date it was published, and if you have created a file called this year, you could shorten that filename to just the date.

The B stands for published on the blog, and 1 to 2 stands for who it's targeted toward and for what purpose. The keyword would be the subject matter of the post. Come up with something that works for you that is easy for you to remember. If you know the naming convention, you should be able to find the file when you need to.

Use Cloud-Based Storage

While it's fine to continue using your hard drive or even an external hard drive, the truth is, using cloud-based storage or your digital files is a lot less risky than leaving it on your computer or an external physical drive. Using a paid cloud-based storage is also always better because you never want to lose any of your hard-gained content. And yes, every published blog post should be saved in the cloud and not just on your blog.

Understand Your Buyer's Journey

Take the time to understand your buyer's journey because if you know the intent, your audience has when consuming your content, it'll not only be more comfortable to create and buy it'll also be simpler to organize.

For example, if you create content designed to target a customer who is in the consideration stage, that type of material going to be different from the content you created for someone new to your offers.

Knowing the purpose of any piece of content you develop makes it easy to reuse it and repurpose it or share it with someone specific at just the right time.

Use Customer Personas to Organize Content

Another way to think about your content is by matching content to the personas you've created for your audience based on their buying journey. If this is easier for you to think about using that method because part of the issue with content marketing is ensuring the right content gets to the right person. Ideally, you want to be able to go to a file to view content about a problem and solution directed toward a specific type of person without too much thought.

Keep a Brainstorming Document Available

One aspect of content creation is the brainstorming process. But organizing and keeping track can be confusing. Just create a document that you can access from anywhere that you can easily add your idea to the end of as they come to you. You can do this in Evernote, Trello, and even Google docs, but find one and stick to it because tools are only useful if you use them, and you don't need to use them all. You don't need 10 different brainstorming docs.

Keep Track of Created and Published Content in Excel

Keep a file of your created and published content in excel. The great thing about doing this is you can just go into the file and add the published content name, link, and information in one file. If you create enough headings for your rows, you can quickly sort the content based on buyer intent, subject matter, audience persona, or whatever criteria that work for your needs.

Work At Least A Quarter Ahead

Content marketing needs planning. Use an editorial or publication calendar to help you organize your quarters. Working at least a quarter ahead is an excellent way to ensure that you meet all your goals. However, do remember that you'll want to add appropriate content on the fly too.

Plan How You'll Reuse and Repurpose

Don't leave repurposing planning to the last minute. When you are planning any type of content at all, always decide right then about the different ways you're going to repurpose it. That way, you put it right in the schedule at that moment, and you'll be sure to get the most out of any content you create or buy.

For example, if you buy a PLR eBook, what are the ways you're going to use it? Don't just buy it, leave it in the cloud and not plan what you're going to do with it. You may forget you even have it. Instead, when you buy or create something, organize, plan, and schedule the actions you need to take with it to get the most out of it.

Let's Talk About the Templates and Planners …

Our goal is to make things simpler for you…to make it easier for you to reach more people in your business and get more sales. With that in mind, let's look at this month's templates and planners.

50 Things to Blog About

As the name suggests, this is a list of 50 ideas to help get your creative juices flowing. Many of the ideas you can use time and again.
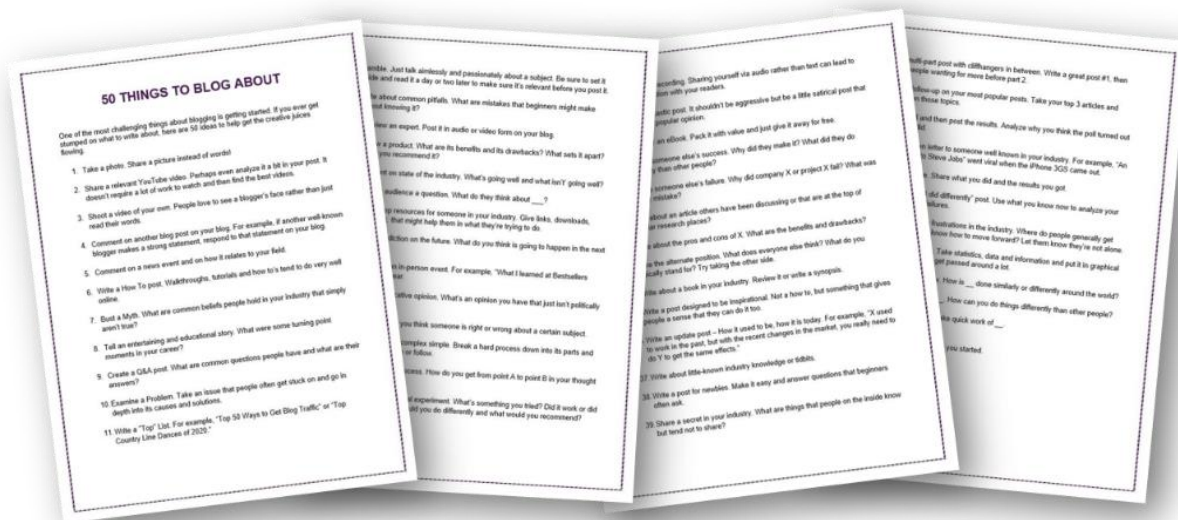

Content Management Daily Planner – One Month

This is a 30-day planner with daily sheets to help you plan what content to publish, which projects are due, tasks that need to be completed, people you want to connect with and more.
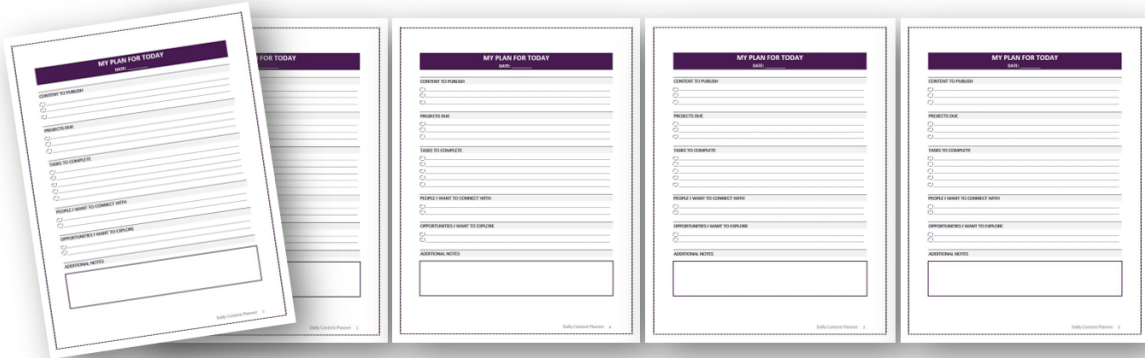
Weekly Content Marketing Journal

Containing 4 weekly review sheets to help you track the work you planned out in your daily planner, this journal gives you room to document things that worked well, things that didn't, obstacles you faced and more.
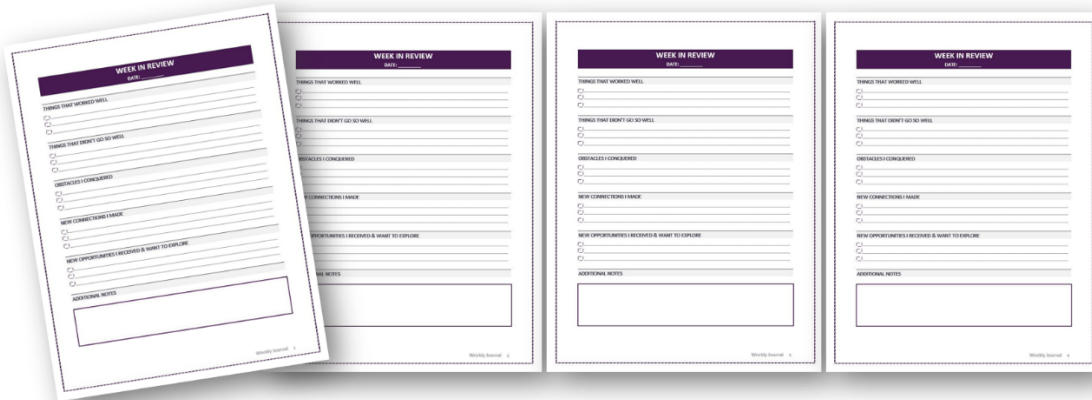
Master List - Affiliate Programs

A handy spreadsheet with plenty of space for you to track your affiliate accounts, affiliate links and product or services reviews you create.

Master List - My Products & Services

Keep track of your personal products and services, special offers, sales/opt-in page URLs and more. There's also room for you to track reviews others have created about your products or services.

Master List - Products & Content

Track your business assets, content, opt-in offers and product details.

Monthly Content & Promotions Planner

Use this spreadsheet to help plan & track your content and promotions. There's space to plan and track products you'll promote in the upcoming month, content pieces to be created (and any outsourcing information related to it). Your daily promotions and where they will be promoted. We've also included the brainstorming sheet, so you have the ideas at your fingertips.

As you can see, everything included in this month's journal spreadsheets and planners, will help you leverage the power of content creation in your business.