

# CONTENT MARKETING LANDSCAPE

## 1 Research and Discovery

- Analyse target market
- Listen to competitors
- Explore current trends

## 2 Objectives of Content

- Education
- Build credibility
- Create brand image

## 3 Idea Generation

- Brainstorming
- Keep in mind production budgets
- Coincide with happenings and events

## 4 Content Platforms

- Know where to publish
  - Own digital assets?
  - Social media?
  - Influencers? Paid or organic?

## 5 The Pool of Content

Apps

Crowdsourcing

Videos

FB posts

Slides

Visuals

Interactive

Newsletters

Infographics

Photos

Tweets

Articles

## 6 Content Categories

- Festive greetings
- Fan of the month
- Promotions
- News and updates
- Quizzes
- Tips
- How-tos
- Product information
- Contests

## 7 Search Engine Optimisation (SEO)

- Use content to strengthen SEO
- Use keywords