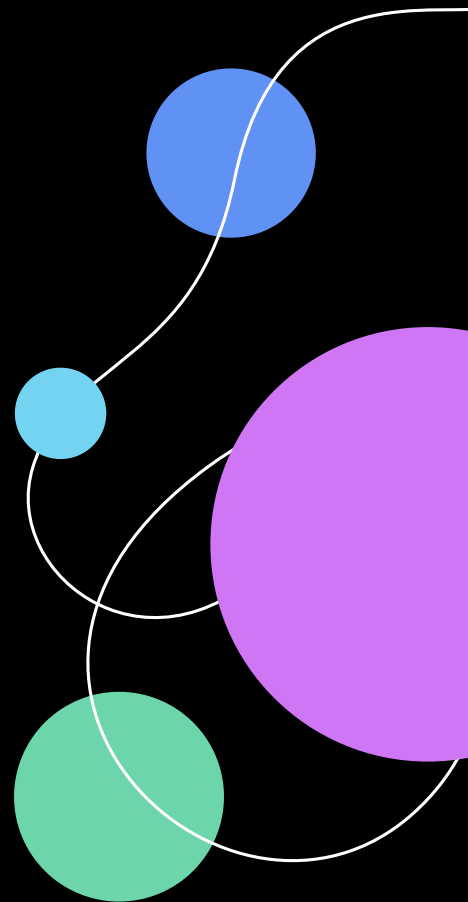


# What Is A Content Marketing Strategy?

report by Digital Commerce Partners

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# Content Marketing Strategy: Defined

*A content marketing strategy is a plan for attracting your ideal customers and moving them through your sales process.*

**You do this by publishing and promoting helpful content.**

- Blog posts
- Videos
- LinkedIn posts
- etc.

The best content marketing strategy builds up your business as an authority in your space – a brand voice people trust because of your expertise.

To get your content in front of the right people at the right time, SEO leverages organic traffic to help customers discover you.

The DCP team designs and implements an 11-step customized content marketing strategy for each client.

**The following pages describe our proven method.**

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## Step 1: Content Goals

*The goals you set now will frame and guide your entire content marketing strategy.*

Like every other goal you set for yourself — if it's not explicit, it won't get accomplished.

To help you narrow down your goals, we typically focus on these three categories:

### **1. Business objectives:**

Specify revenue increases and general growth. You want to set goals that align with your overall business strategy.

### **2. Marketing objectives:**

Increase brand awareness and lead generation. You can use key performance indicators (KPIs) like click-through-rate (CTR) and conversion rates to measure success.

### **3. SEO objectives:**

Note search engine rankings and organic traffic. You can focus on long-tail keywords and quality backlinks.

## Step 2. Define A Target Audience

*Defining the target audience for the content we produce enables us to really understand our clients and their products.*

We develop an introductory roadmap consisting of a series of interviews and in-depth research reports.

**Some of the key details we gather include:**

- The current health of the client's website, including backlink analysis and performance of current content
- The client's preferred branding and tone of voice
- The client's marketing goals and expectations
- The client's key competitors
- The goals of the client's websites

The more information we can gather about the target audience at this stage, the easier it becomes to make effective, data-driven decisions about the type of content that will best serve their product, service, or business goals.

## Step 3. Competitor Research

*We identify the most relevant competitors in our client's niche and compile a list of the top keywords they rank for.*

We use tools like [Semrush](#) and [Ahrefs](#) for this.

This step helps us both determine the useful keywords our client already ranks for and discover new, relevant keywords we think they should rank for.

**When examining competitor content, we try to determine:**

- High-quality keywords they're currently ranking for
- Which of their pages are getting the most organic traffic
- Which topics they're covering
- The type of pages they're ranking with
- The different types of content they produce

With this information, we develop a clearer picture of the type of content we need to create to compete with competitors for relevant keywords.

## Step 4. Conversion Funnel

*At its most basic, a content conversion funnel is an intentional, multi-step path that turns a website visitor into a paying customer.*

It's helpful to think of the customer journey in stages of awareness:

1. **Problem-Aware:** Your prospect knows they have a problem, but doesn't know there's a solution.
2. **Solution-Aware:** Your prospect knows the result they want, but isn't sure your product provides it.
3. **Comparing & Converting:** Your prospect knows what you sell, but isn't sure it's the right solution.

**One essential role of content is to aid the customer journey by moving the prospect from one stage to the next.**

- **Problem-Aware:** Educate your audience with blog posts and webinars.
- **Solution-Aware:** Use case studies and testimonials to build trust as you present your solution.
- **Comparing & Converting:** Highlight your USPs in comparison pages and reviews to give prospects reasons to choose you.

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## Step 5: Content Audit

*Look at the rankings, traffic, and quality of your existing content – everything from blog posts to product pages.*

Next, determine the right action for each page – keep, tweak, or delete.

**Keep pages that meet one or more of the following criteria:**

- Ranks well for valuable keywords
- Important site pages: about, contact, privacy policy, etc.
- Important business pages: landing pages, testimonials, and case studies

**Tweak pages that could rank well but need improvement, or could be valuable to the business for other reasons.**

**Delete pages that hold no value to the business:**

- Thin content pages (articles written with no focus and aren't worth rewriting)
- Old or expired events, sales, and offers
- Duplicate pages

Finally, in your Google Sheet, you can map content to your funnel stages and tag each piece of content with an action.

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## Step 6: Keyword Research

*We don't think of keywords and search volumes as just numbers; they're real people looking for solutions to their problems.*

We always start with a list of high-value keywords compiled during the information gathering, competitor research, and goal-setting stages of our content marketing strategy process.

It forms the backbone of the content we plan to create in the next stages of your customized plan.

We also factor in other metrics, such as search volume and keyword difficulty, but these are measured against the value they provide in regard to achieving those goals.

In terms of keyword difficulty, we consider the chances of ranking for that keyword, the strength of the client's site, and which keywords competitors use, among other factors.

During our three-competitor gap analysis, we uncover opportunities. This includes identifying gaps where competitors are weak, but our client can excel.



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## Step 7: Topics, Pillars, and Clusters

*Once you have a list of topics, you want to organize them into clusters. Mind-mapping tools help you visualize how they're all related.*

**You'll want to anchor your content marketing strategy with pillar pages.**

These are comprehensive guides that will link out to topic clusters.

Topic clusters are your opportunity to explore subjects in depth and cover details that are beyond the scope of your pillar pages.

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## Step 8: Content Calendar

*Each client requires a different, tailored approach when strategizing and producing content.*

**We use a visual board in Asana to stay organized. (You could also use similar tools such as Trello or CoSchedule.)**

Our comprehensive content marketing strategy outlines:

- What content we want to produce
- The keywords we intend to use
- An editorial calendar to keep track of when we plan to publish

We work with six-week editorial calendars for two reasons:

1. It's long enough to plan, create, and publish content consistently — and on schedule.
2. Yet it's short enough to analyze our results and adapt our next batch of content for maximum ROI for the client.

To prioritize each piece of content, we use the ICE method: Impact, Confidence, Ease. Score each content idea on a scale of 1–10 for ICE.

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## Step 9: Content Production

*We hand over all the research to our writers in the form of a detailed brief – how the content should look and what keywords to target.*

**Search engines don't just favor content with the right keywords – they favor content that provides relevant answers and solutions to the users' queries.**

Search intent also guides the word count and format of the articles, as well as the logical progression of the content.

Each piece of written content is SEO-optimized and easily readable with:

- H1, H2, and H3 headings
- Bullet points
- Numbered lists

The on-page optimization process fine-tunes elements like:

- Image/video optimization
- Title tags and meta descriptions
- Structured data
- Internal linking

We also include downloadable elements such as lead magnets, reports, and ebooks. Finally, we add a call to action to prompt the reader to move to the next stage in the conversion funnel.

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## Step 10: Content Repurposing

*After publishing, it's time to promote the content on as many channels as possible to drum up interest and increase visibility.*

**There are several ways to share content externally, but social media is one of the most effective.**

Make sure to choose the right platforms and promote your content where your audience hangs out.

We also promote content by republishing platforms, email outreach, and featuring it on different websites and external publications.

**This isn't simply to expose the content to more readers; it also increases the number of backlinks to the content.**

The more backlinks a piece of content has, the greater the signal to search engines that the content is valuable — and the more likely it is to rank higher among search results.

**It's worth noting that we never pay for backlinks, and neither should you.**

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## Step 11: Measure Results

*After publication and promotion, we actively track content marketing metrics to ensure that it achieves its desired goals and generates results.*

This process consists of two distinct but intersecting processes:

1. Auditing existing content and updating it as necessary
2. Analyzing and forecasting performance analytics

With advanced analytics tools like Google Search Console and Semrush, we track the performance of the content and make adjustments as needed.

These steps include:

- Updating keywords
- Responding to search engine updates

We also track internal and external publications to determine the most efficient and effective distribution channels, and optimize accordingly.

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## 13 Questions to Craft a Simple Content Marketing Strategy

*If you're feeling inspired and want to get started on crafting your own content marketing strategy, we've got you covered with 13 helpful questions.*

1. Who are your users?
2. Who are your competitors?
3. What do you bring to the table?
4. Do you hear people talk about specific aspects of your niche?
5. What content do you already have?
6. What is the purpose of your content?
7. How often should you publish content?
8. How will you distribute your content?
9. Who's in charge of your content?
10. Who will produce your content?
11. Do you have a content manager?
12. Who is responsible for the results?
13. What's your primary strategy?

# Want Us to Develop Your Content Marketing Strategy?

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A successful content marketing strategy is dependent on a high-quality and thorough development process.

**If a content market strategy fails, it's likely because something was overlooked during development.**

If you want to build a truly successful content marketing strategy, let us take the lead.

Get in touch today to discuss how we'll increase targeted traffic and grow your business.



**Jon Nastor**

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Digital Commerce Partners

