

From content marketer to content strategist

Teresa Schmedding
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Content marketing is a piece of content strategy

Content strategy: Content strategy is getting the right content, to the right people, in the right place, at the right time.

Content marketing: Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Content strategy
hamburger



AUDIENCE: The meat of your strategy. For substance, invest the time to understand the information needs of your audience.



CONTENT THEME: The gooey, tasty information goodness that melts over your audience. Relevant content sticks.



VOICE & TONE: The sauce! The flavour and personality of your content will depend on things like culture and industry. Tabasco? Ketchup? Mayo?



CONTENT FORMAT: The mix of content condiments that add texture and variety to your strategy.

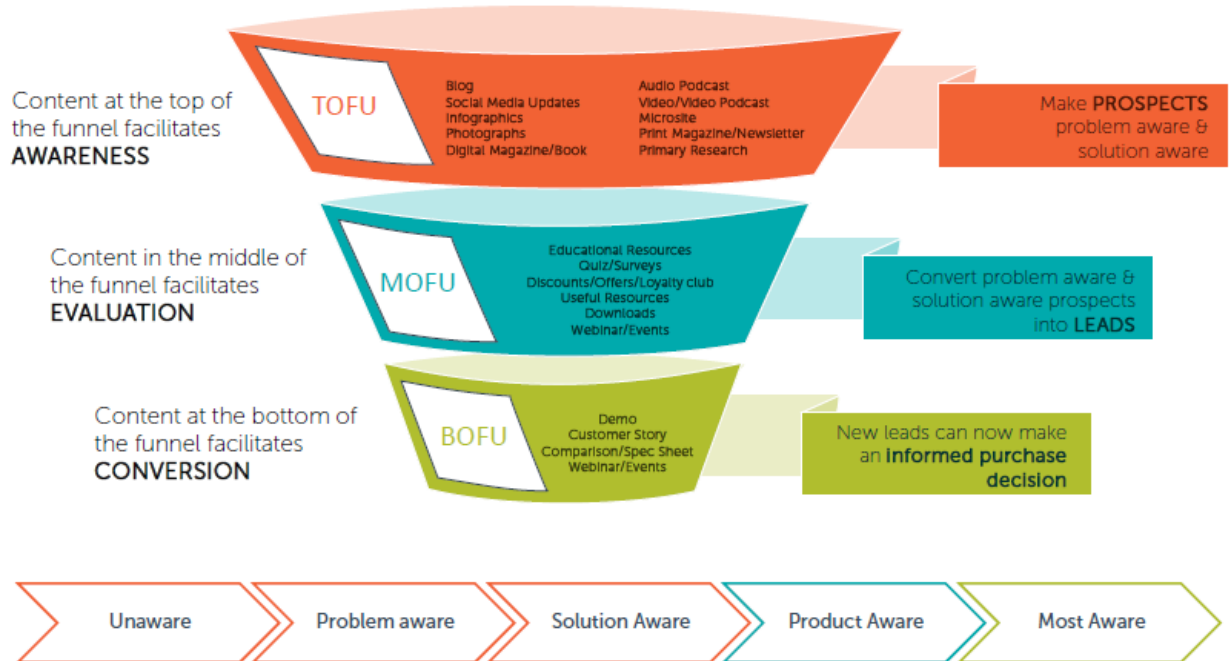


BUN: Your digital channels provide the platform for your content strategy and hold it all together.

Content lifecycle

The Smart Content Lifecycle

To feed the process, we use smart content



Content types



Ways to break into content marketing/strategy

e-learning: Digital and traditional content marketing/strategy courses on Coursera

follow the experts: Find, follow and connect with the experts

build your personal brand: Website, social, content (if you can't build yours, how can you build mine?)

Experts I follow

Sonia Simone: Co-founder and Chief Content Officer of Copyblogger. Outstanding blog.

Brian Clark: Co-founder of Copyblogger, CEO of Rainmaker Digital

BuzzSumo: Research, data analysis of content. Outstanding blog and Chrome plugin.

Brittany Berger: chief content unicorn at BrittanyBerger.com, great YouTube channel.

Kristina Halverson: Founder, CEO of Brain Traffic and Confab conference. Excellent blogs and podcasts.

Contently: Content marketing website, great blog

Content Marketing Institute: Mission is to advance the practice of content marketing. Great magazine, excellent website.