

CONTENT MIND MAP

GOALS - INTENT



Informational content

Topics the user actively wants to search for
E.g. Articles, studies, cases



Social Content

To entertain the user
E. g. Images, videos, podcasts, games



Transactional content

To show all information and advice about the product/ service
E.g. Reviews, descriptions, ratings

**Consider a mixture between them!*



CONTENT TIPS



Define the purpose
Why the article, ad or post?



Simplify your content
...and keep it attractive



Keep AIDA in mind
How to trigger AIDA?



Structure and audience
Define both clearly!



Personalize
Show people



Emotionalize
Trigger emotions and added value



Full campaign or boost?
Consider budget and expected reach



KPI - MEASURE IT!

Types and tools



Reach
Impressions
Sistrix



Traffic
Active users - Clicks
Google Analytics



Engagement
Likes, comments, reactions, page sessions etc.
Google Analytics, Google Search Console



Leads
Action taken: subscribes, calls,
Google Analytics, Hubspot



Brand awareness
Change in search volume Eng. on SoMe
channels

**Keep a scoreboard to track your results and have a better overview!*

HOW TO FIND CONTENT

Focus on the following



Keywords



Events



Questions



Newsletter



Social Media



Competitors

**Put yourself in the audience's shoes to evaluate your content and message*

CONTENT MARKETING

POSITIONING IS KEY

First and foremost, define the reason for your action plan

brandaffairs™



CHANNELS

Focus on the following



Google Ads (Paid)
Increase your reach on Google



Google my Business (Organic)
Stand out when people search for you



SoMe Channels (Paid/organic)
Increase your reach on key networks such as LinkedIn, Facebook, etc

**KPIs, reports and analytics can be directly tracked on the channels*