Instructors

Sarah Burt
Sr. Content Strategist
WriterAccess

Byron White
Founder
CMC and WriterAccess

Ashley Faus
Content Strategy Lead
Atlassian

Workshop Objectives

Content Planning Methodology

Review Planning Fundamentals

Review Sample Plans and Templates

Exercises for Success

Content Planning Tactics

Keyword Map Development

Pillar Topic Development

Alternative Tactics for Betterment

Here's the Situation

Situation > Complexity > Solution

- Businesses understand content planning is critical for success
- But developing content strategy is challenging
- And tracking and delivering content performance seems impossible
- Making it difficult to secure funding and continue the investment

Lots of Complexity

Situation | **Complexity** | Solution

- Tactics without strategy is the first mistake we make with content planning
- More content does not deliver better results
- Too many content planning tools are available, without knowledge of which is the best
- Documenting a Content Plan takes time to answer all the questions that are required for success

CONTENT PLANNING TOOLS

CONTENT PLANNING TOOLS

Calendars	Research	Curation	Visual Mapping	Productivity
CoSchedule	Survey Monkey	Scoop.it!	Jumpchart	Basecamp
DivvyHQ	Qzzr	Curata	Lucidcharts	Trello
GatherContent	SurveyGizmo	Paper.li	UXPin	Asana
Kapost	Quora	Quuu	Balsamiq	Monday
Contentools	Google Alerts	BuzzSumo	Planbox	Aha!
Canto	Google Trends	Feedly		Simple.
Google Ads Planner	Bombora	Ahrefs		Smartsheets
	DiscoverOrg			
	Promoter			
	Reddit			
	TechTarget			
	Priority Engine			
	Aberdeen			

Content Strategy Masterclass

Situation ▷ Complexity ▷ **Solution**

- Review Content Plannning Core Methodology
- Dive Deep into Keyword Map Development
- Review Tactics for Pillar Content Topics and Sub-Topics
- Discuss Alternative Methods and Tactics for Success

CONTENT STRATEGY MASTERCLASS AGENDA

01 Content Planning Essentials **Byron White**

02 Content Plan and Topic Selections **Sarah Burt**

03 Content Tactics and Deeper Strategy **Ashley Faus**

04 Questions and Answers **YOU!**

I. CONTENT PLANNING ESSENTIALS

Byron White

Content Plan Essentials

1. Introduction
2. Industry Research
3. Customer Journey
4. Buyer Personas
5. Keyword Map

Introduction

Content Strategy Goals vs Tactics

GOALS	TACTICS
Boost NPS Ratings	Content Helpfulness
Decrease User Acquisition Cost	Content Engagement
Increase Followers/Fans	Content Sharability
Improve Likes and Shares	Content Amplification
Increase Organic Traffic	Content Optimization
Improve Conversion Rates	Content Connection
Improve Lead Quality	Content Targeting
Improve Post-Lead Conversions	Content Motivation
Improve Churn Rates	Content Inspiration
Extend Lifetime Value	Content Alignment with Product Benefits
Improve Renewal Rates	Content Alignment with Product Benefits

Performance Goals

Easier to Achieve	More Difficult to Achieve	Very Difficult to Achieve	Ultimate Performance Goals
• Traffic • Conversion Enhancement • Long Tail Listing Positions • Leads • Time on Site	• Short Tail Listing Positions • Engagement: Likes, Shares, Comments • Links • Quality Leads • Referrals and Word Of Mouth • Channel Attribution • Email Open Rates	• Churn Rate • Customer Acquisition Cost • Customer Lifetime Valu • Content Asset Attribution	• Brand Awareness • Revenue Growth

1. Industry Research

Competitive Research

	Your Website	Competitor 1	Competitor 2
Traffic Volume	●	●	●
PPC Spend	●	●	●
Content Portfolio	●	●	●
Content Authority	●	●	●
Publishing Frequency	●	●	●
Social Reach	●	●	●
Social Conversations	●	●	●
Testimonials	●	●	●
Partnerships	●	●	●
Internal Links	●	●	●
Inbound Links	●	●	●
SEO Strength	●	●	●
SEO Performance	●	●	●
Testing Practice	●	●	●

Competitive Keywords

Keyword Research

Keyword Research

Using SpyFu competitive intelligence software, we harvested **9,840 organic keywords** to consider for topic optimization that would appeal to both readers and the search engines. We then removed the duplicates, misspelled words, and keywords that would be impractical for content creation. We also eliminated phrases with low search volume.

The result was a **Keyword Universe** of **2,112 unique keywords** and keyword phrases that will boost search engine optimization, topic ideation and monthly performance measurement, thus helping us establish and achieve content marketing goals.

SAMPLE KEYWORD MAP
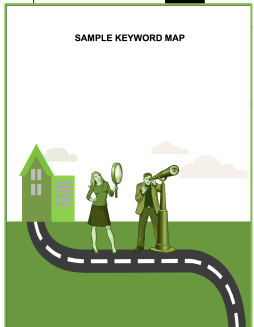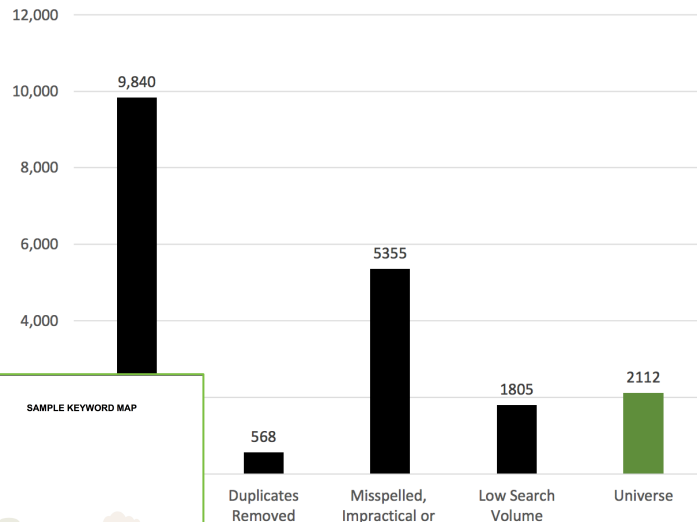
Keyword Groups

The final *Keyword Universe* is then sub-divided by hand into three different groups of keywords based on the goals for content marketing with consideration of difficulty to rank in the search engines, content budget projections, traffic growth goals, reader engagement needs, competitive intelligence and realistic expectations.

KEYWORD GROUPS	Keyword Count
All Keywords (Universe)	2,112
Primary	442
Low-Hanging Fruit	462
Secondary	1,208

Primary Keywords: *Primary Keywords* are keywords hand-selected for WriterAccess based on three primary variables: business impact, reader engagement and lead generation – the three goals established for content strategy. These 442 keywords will become the highest-priority focus for content creation and optimization.
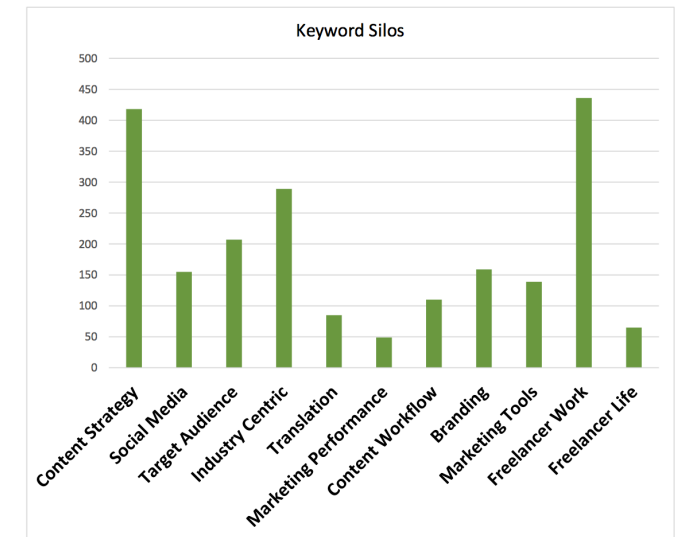
Low-Hanging Fruit: *Low-Hanging Fruit Keywords* are keywords that WriterAccess currently ranks between positions 11 and 50 on Google. All of these keywords offer opportunity to achieve top 10 listing positions in the search engines and deliver on short term content marketing goals, increasing organic traffic, improving lead generation and boosting revenue. More than 462 Low-Hanging Fruit Keywords are currently targeted, and we expect more to be added monthly with success.

Secondary Keywords: *Secondary Keywords* are hand-selected based on the long term goals for content marketing, namely capturing organic market share from the competition and consistently engaging readers, customers and fans with fresh information and insights that drive readership and revenue. Both long- and short-tail keyword phrases are included in this group with wide ranges of search volume, PPC price and ranking difficulty. These 1,208 secondary keywords should also serve as ideation sources for writers seeking new topics for content creation.
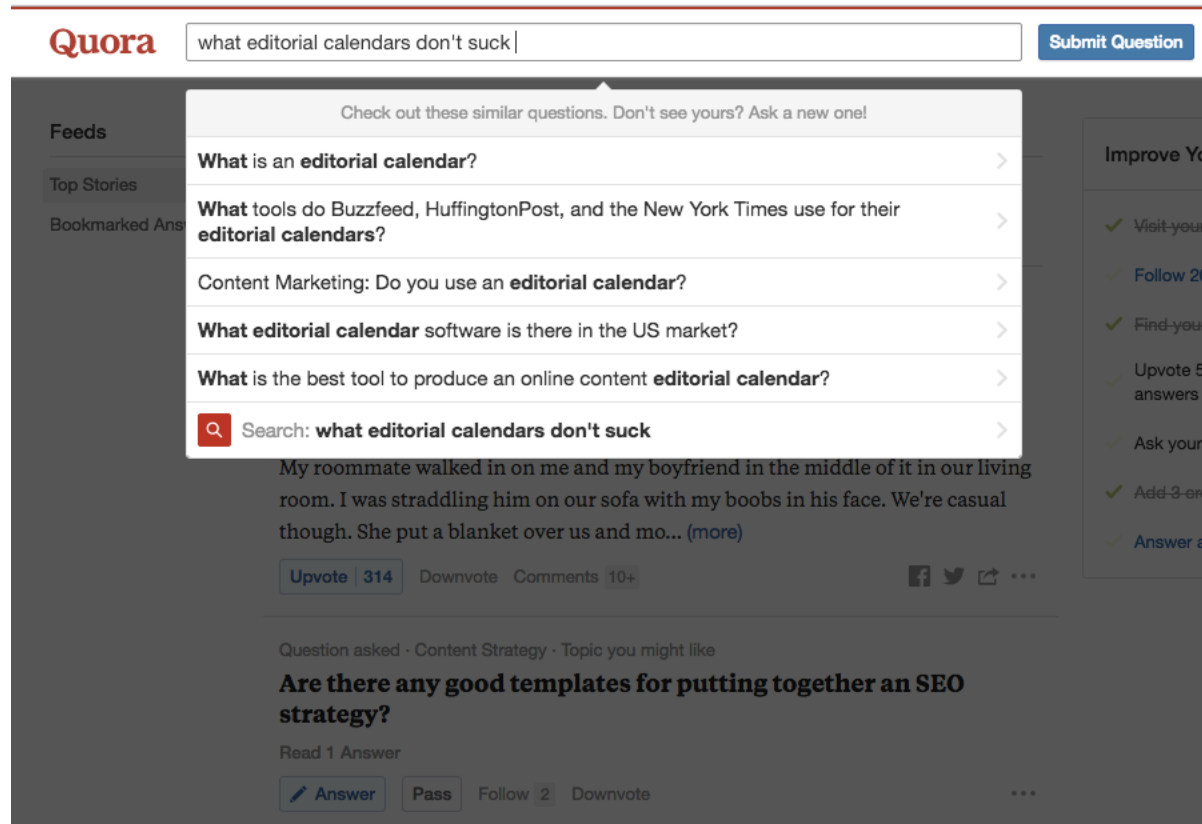
Keyword Silos

Keyword silos are categorical classifications for groups of keywords targeted for search engine optimization and reader engagement. Each keyword silo contains keywords that align with the keyword silo name, general topic and target audience that would have interest in those topics and keywords. We've identified 11 Keyword Silos for WriterAccess, representing three core personas: SMB's, Agencies and Writers. All 2,112 keywords in the WriterAccess Keyword Universe have been tagged or associated with ONE AND ONLY ONE Keyword Silo, to help streamline the search engine optimization process and achieve ranking goals.

(Note: a single keyword could theoretically be used and applied to multiple keyword silos and topics, but performance tracking is much easier with the one to one ratio.)

AUDIENCE RESEARCH

Topic Research

Content Research

Author Research

Internal Content Audit

- Articles
- Books/e-Books
- Blog Posts
- Case Studies
- Informational Guides
- Podcasts
- Product/Service Guides
- Press Releases
- PPC Landing Pages
- Special Landing Pages
- Videos
- Webinars
- White Papers
- Workbooks

Volume Comparison

Total Content Assets
WriterAccess vs. Competitors
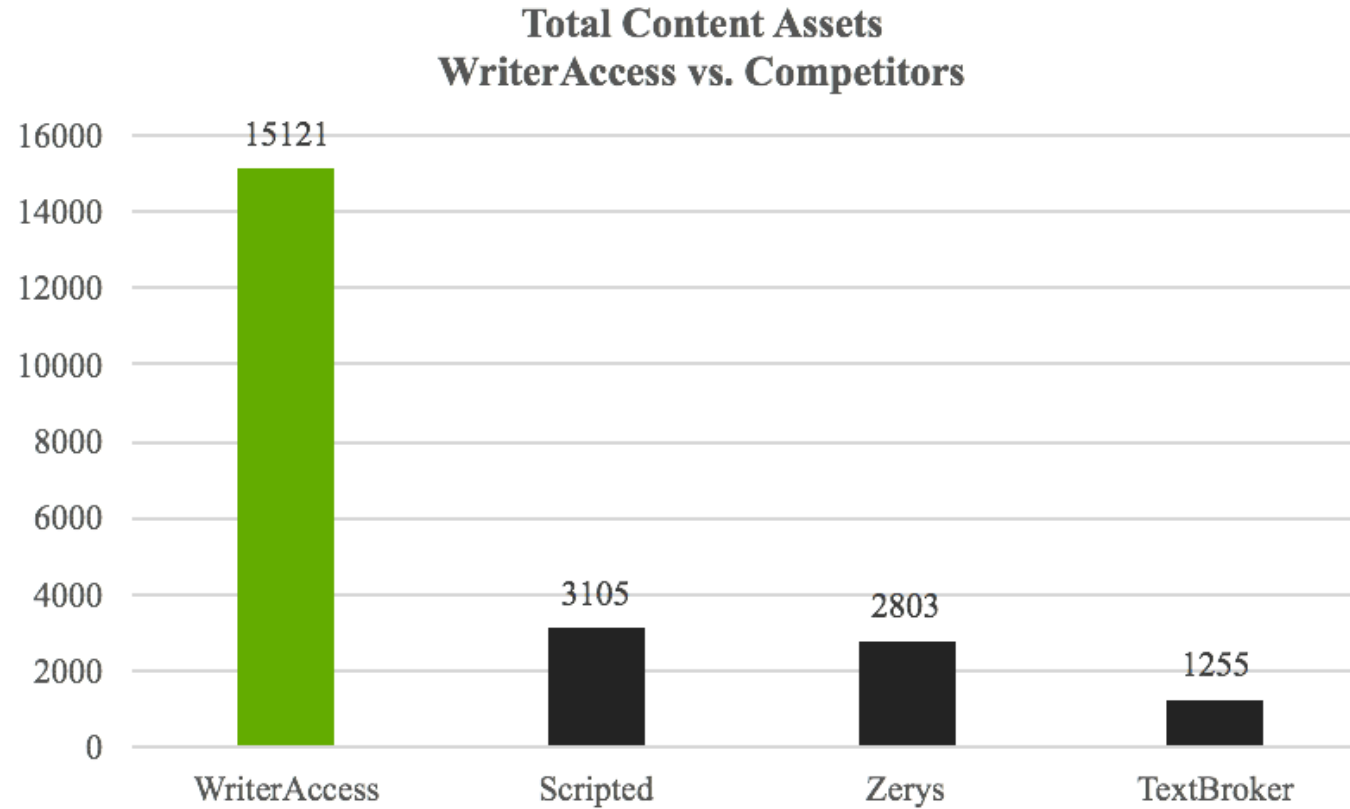
Content Asset Coverage

Content Audit Matrix

Type	WriterAccess	TextBroker	Zerys	Scripted
Article	0	0	0	13
Blog	1832	231	483	1065
Case Study	0	0	2	18
Data Sheet	0	0	0	0
eBook	2	2	0	3
Facebook Posts	1508	67	933	950
FAQ	22	0	0	0
G+ Posts	378	149	172	3
Guide	12	10	0	27
Infographics	0	0	14	0
LinkedIn Posts	63	37	243	271
News	0	33	0	0
Podcast	0	0	0	0
Press Release	28	3	2	6
Tweets	757	626	783	561
Video	4	42	41	8
Web Page	10461	48	127	137
Webinar	54	6	0	35
White Paper	0	1	3	8

Publishing Frequency

- Competitive publishing schedule for each content asset
  - Daily
  - Weekly
  - Monthly
  - Quarterly
  - Yearly

2. Customer Journey

Quick Stats

- 44 percent of companies have a greater focus on customer acquisition vs. 18 percent that focus on retention. (Invesp)

- It costs 5 times as much to attract a new customer than to keep an existing one. (Invesp)

- Increasing customer retention rates by 5 percent can increase profits by 25 percent to 95 percent. (Invesp)

- 43 percent of consumers ignore future communications from a brand once they receive irrelevant information or products. (Gigya)

- 20 percent of consumers report they stopped buying products from a company after receiving irrelevant communications. (Gigya)

It's All About The Customer
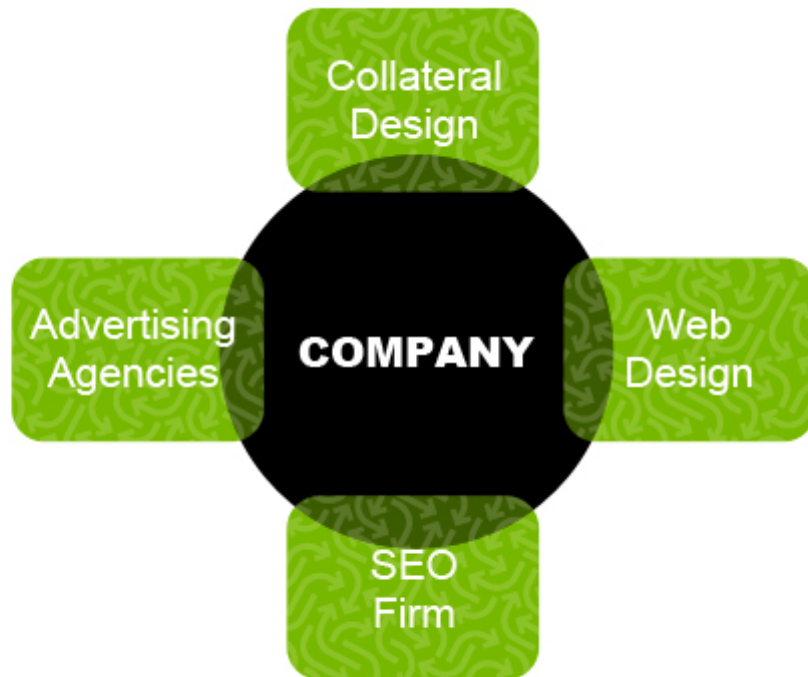
Customer Experience Design

It happens millions of times each week – a customer receives a drink from Starbucks barista – but each interaction is unique.

It's just a moment in time – just one hand reaching over the counter to present a cup to another outstretched hand.

But it's a connection.

We make sure everything we do honors that connection – from our commitment to the highest quality coffee in the world, to the way we engage with our customers and communities **to do business responsibly**.

From **our beginnings** as a single store over forty years ago, in every place that we've been, and every place that we touch, we've tried to make it a little better than we found it.

Customer Journey Map

SAMPLE CUSTOMER JOURNEY MAP

8 Stage Customer Journey Map

Marketing — Sharing — Discovery — Sales — Investigation — Consideration — Product/Service — Trial — Purchase — Perception — Connection — Customer Success
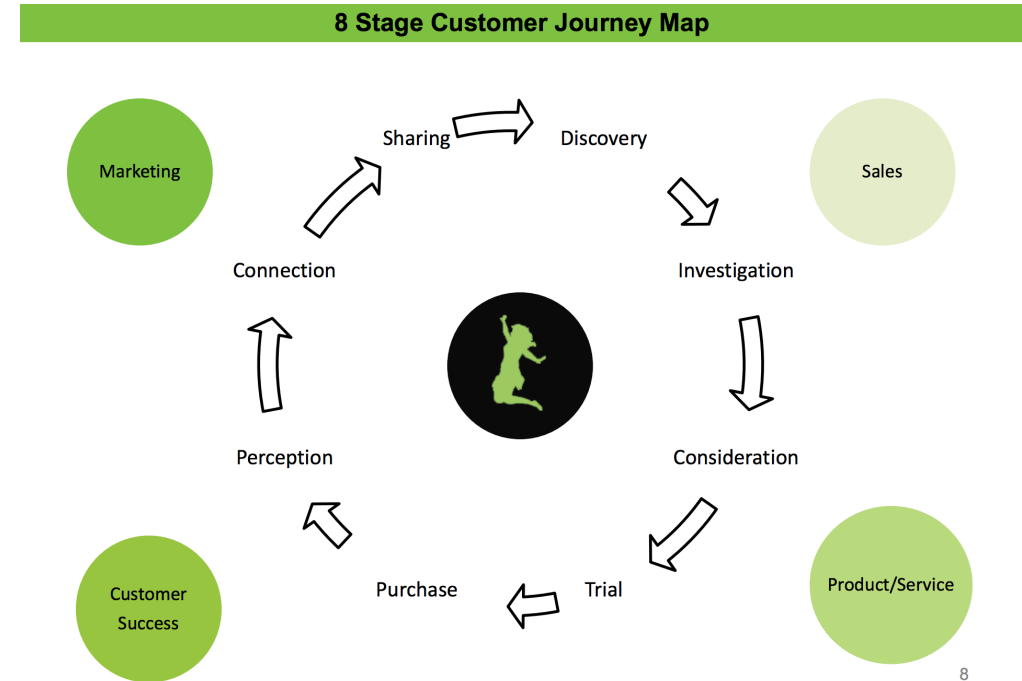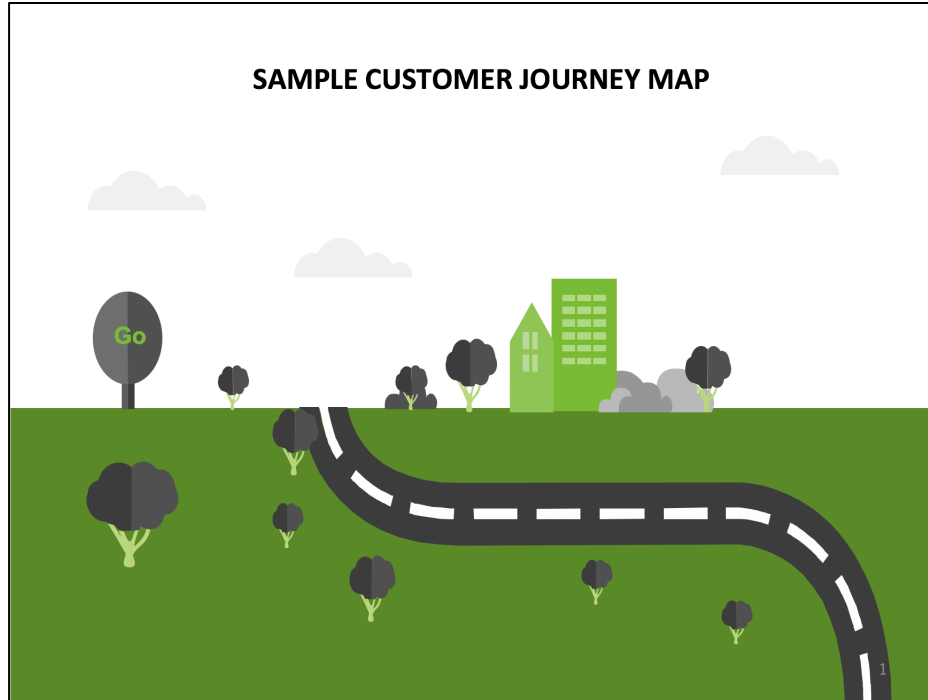
Lots of Different Journey Visualizations

Maybe too Many Visualizations
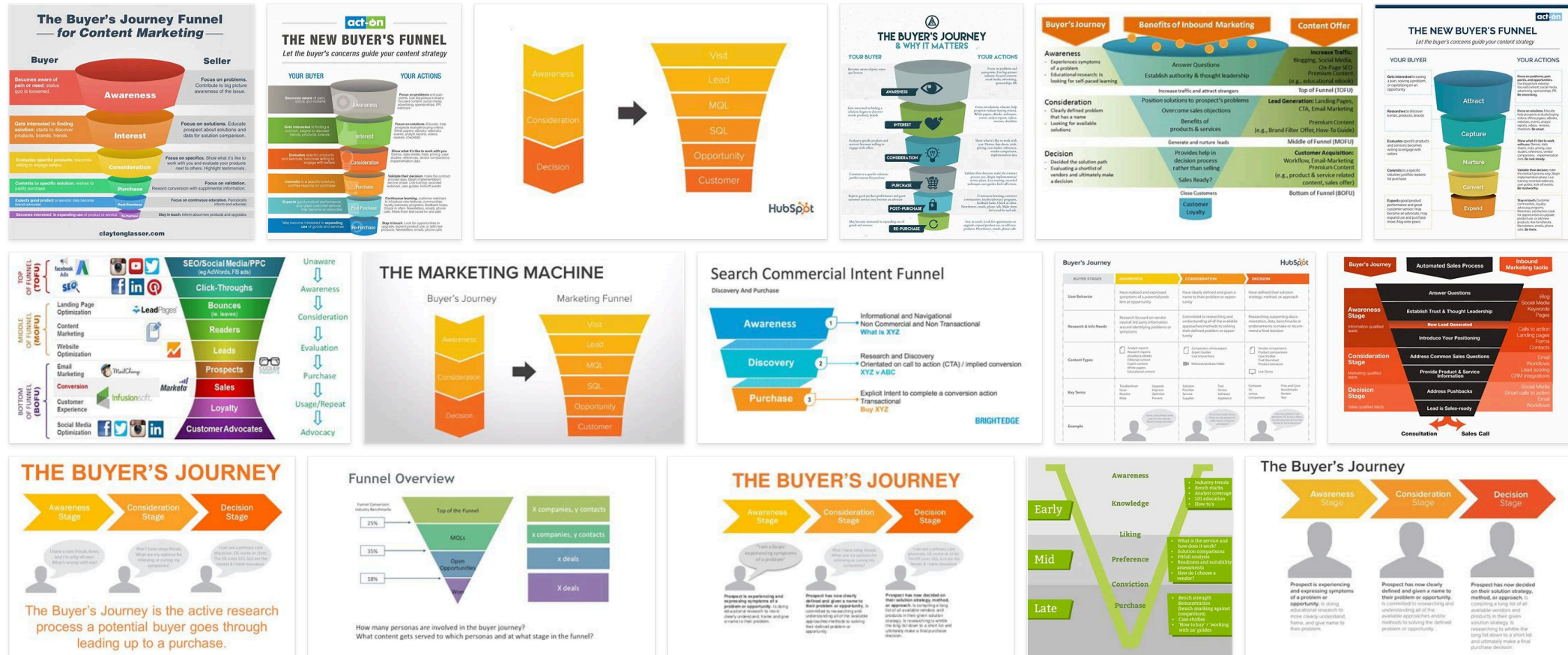
New Approach: The Playground

Beyond the Editorial Calendar: New Rules of Content Strategy

Resources

Discovery Stage
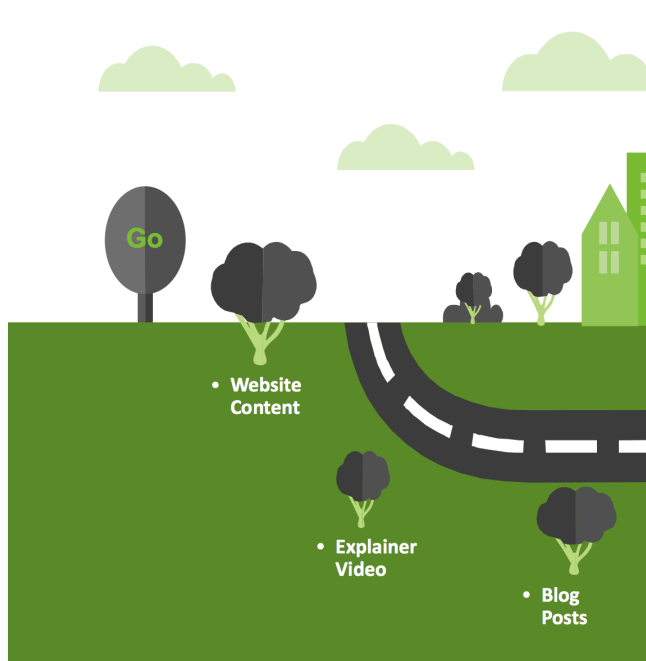
Discovery Stage Research

DISCOVERY STAGE RESEARCH SUMMARY

WriterAccess prospects understand that content is critical for marketing and sales success these days.
However, creating all the content needed to achieve marketing goal is challenging. WriterAccess is top one of
the solutions customers explore at this stage, and many clients work
PPC and/or strategy exclusively, leaving it to customers to create the

CUSTOMER STATEMENTS AND QUOTES

- ➔ Will outsourcing writing services deliver the quality I need? Is it
- ➔ Who are these writers, editors and strategists, and are they qu
- ➔ I have had "bad" experiences with competitors or UpWork (big
- ➔ How does it work, do I send orders out to the crowd, or work o
- ➔ Is WriterAccess like an agency? How is it better than an agency content?
- ➔ Will these writers have the needed domain experience within to "speak" our corporate language?
- ➔ How dependable are these writers? Can I interview them and basis?
- ➔ Will I own the content or do I have to attribute the writer?
- ➔ How can I be sure my personal/company information remains writers?
- ➔ Can the writers help me come up with topics? I often run out o
- ➔ How can I make sure the copy created by the writers is 100% u

Discovery Stage Content Topics

DISCOVERY STAGE TOPICS FOR CONSIDERATION

- ➔ Dos and don'ts of hiring a freelance writer
- ➔ Top 10 pitfalls of content creation platforms you need to know about
- ➔ What are the best freelance writer websites
- ➔ How to vet a freelance writer and make them love you at the same time
- ➔ What to expect when you pay more for writing
- ➔ 4 essentials to make a writing platform work well
- ➔ 10 things to know before outsourcing
- ➔ Guide to hiring freelance talent
- ➔ How to search and find the best writer for a project
- ➔ 10 Reasons to outsource freelance writing rather than hire internally
- ➔ What your freelance writers should know about SEO
- ➔ Testing 1,2,3… Secrets to finding the perfect writers for a project
- ➔ How One Person Operations can scale their business with freelance writers
- ➔ How the WriterAccess workflow saves you tons of time.
- ➔ How to synergize your internal and freelance writing teams

Go
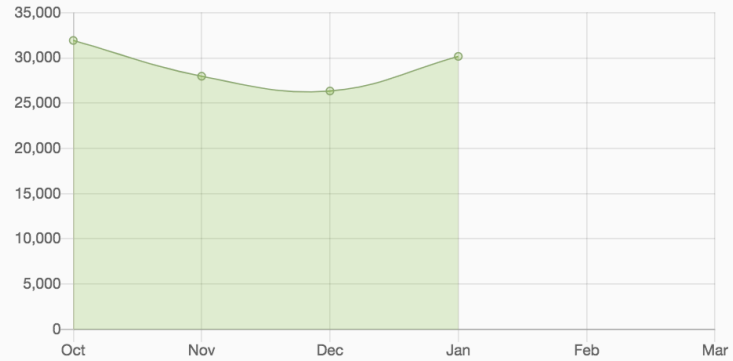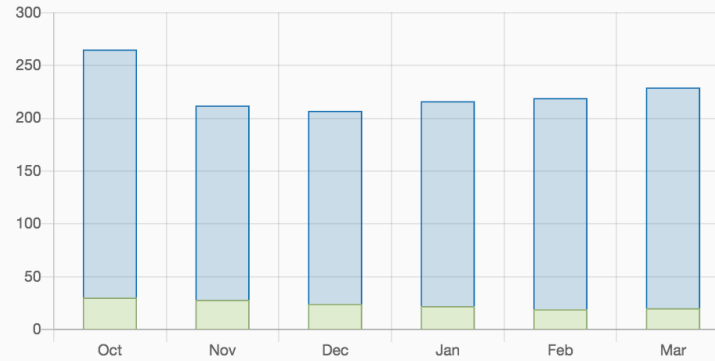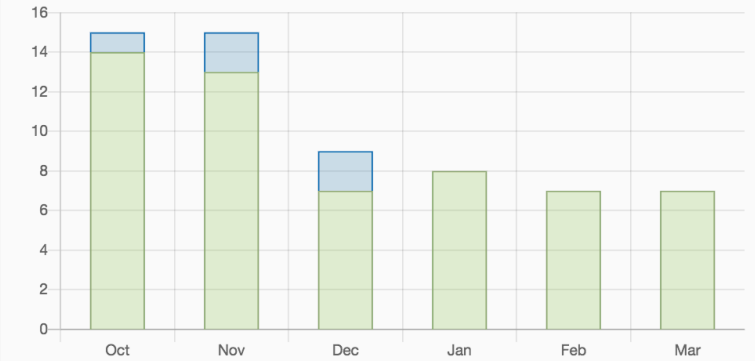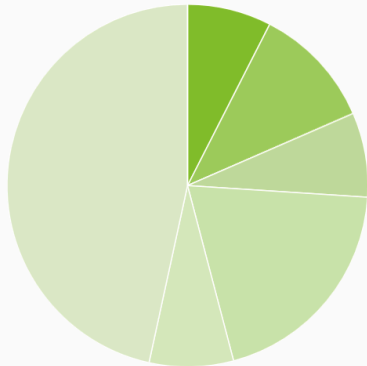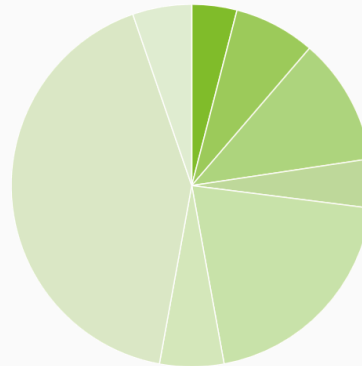
- **Website Content**
- **Explainer Video**
- **Blog Posts**
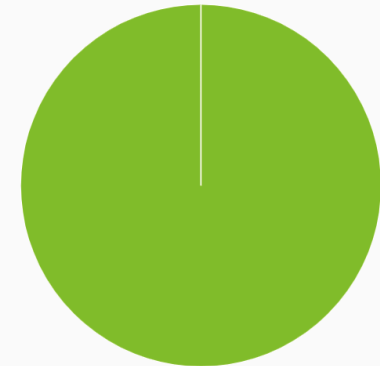
3. Buyer Personas

Buyer Personas Purpose

Documenting personas for different buyers helps writers personalize content with the tone, style, and sophistication that will boost engagement and drive performance goals.

Typical Buyer Persona

Persona	Problem Identification	Evaluate Solution Approaches	Vendor Comparisons (Solution Definition)
Oliver	What are my peers doing to differentiate their customer satisfaction scores? Is my team focused on the right things to grow profitability? Are we doing enough to maximize productivity & motivation for each employee? What are the top industry initiatives my peers are undertaking? What are my peers spending on customer satisfaction? How do I compare?	What innovative solutions are my peers using to improve operational efficiency? What % of my budget should I be allocating towards mobile workforce management improvements? Why should I change from my existing WFM system?+A7	How do I hold my team accountable to finding the best solution for our business?

CUSTOMER RESEARCH SOURCES

- **Analytics**: Discover the source of traffic and navigational pathways.
- **Psychometrics:** Use new social analysis tools.
- **Search Box**: Track what prospects are looking for and what they find.
- **FAQ**: Review what customers ask for and the language used.
- **Customer Service Reps**: Learn the FAQ and knowledge requests.
- **Let's Talk**: Speak with customers and learn their wants and needs.
- **Surveys**: Ask for feedback on your content, navigation and methodology.
- **Help Desk Tickets**, **Amazon Customer Discussions**, **A/B Testing, ETC**

The One Question for Buyer Personas

Bring me back to the day that you decided to purchase our product/service. What were you thinking, and why did you choose to buy from us?

Sample Buyer Persona Guide

Sample Buyer Personas
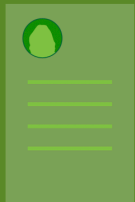
1

Customer Personas Research

INVOLVE YOUR TEAM
Get your team together, including marketing, customer service, product development, business development, sales and more. Anyone that interacts with customers can help paint the picture of what makes customers tick. Document the exact words customers are using gathered from interactions and interviews.

INVOLVE YOUR CUSTOMERS
Speak with your customers directly to learn their situation, complexity, pain points and challenges with the buying process. Survey your customers formally, if appropriate. Ask great questions to learn the answers that will make your personas useful tools.

SOCIAL MEDIA
Listen to your customers in the social sphere by connecting with them directly. Search for questions customers are asking in the social sphere related to your products/services. Most importantly, **converse** with your customers on Twitter, Facebook, LinkedIn, and even Snapchat.

ANALYTICS
Tune into your analytics to learn where your customers come from, what keywords they use to find you, how much time they spend on-site, and what content assets they engage with that seem to influence the buying decision. Parse out who buys what, and who the influencers are, for each persona you develop.

3

Sample Buyer Personas

ABOUT BRIAN

Brian H
Director of Marketing

IN A NUTSHELL
- Plus Service
- Director of Marketing
- Age 30 - 45
- Male
- $130,000/Year
- Suburban
- MBA
- Married
- Family

ENGAGEMENT STYLE
- Phone
- **Email**
- LinkedIn
- Facebook
- Twitter
- Live Chat
- **Help Desk Tickets**

SITUATION

Brian leads a small marketing team at a mid-sized company, developing the content strategy, creative direction, planning and management of a team that cranks out hundreds of campaigns a year. He is the decision maker when it comes to new product, platforms and services. They recently lost two in-house content creators, so he's looking to find outsourced replacements with the goal to scale up if all goes well.

COMPLEXITY

Brian is super-quality sensitive and looking for writers with similar skills and proficiency to the two writers that left the business. He is not experienced using content creation platforms, but one of his team members has used WriterAccess at another company, managing the process of finding writers, placing orders and managing the workflow.

SOLUTION

Reviewing the skill and proficiency of the previous writers would help the WriterAccess team with matchmaking services. Finding a champion in-house to manage the workflow and oversee the onboarding process with new writers to be sure the goals are clear, and expectations met, will be key for success.

TOP BEHAVIORS
- **Data Driven**
- Dem…
- **Infor…**
- Indep…
- **Fast …**
- Slow…
- Depe…
- Time…
- Audi…
- Skep…
- **Effic…**
- **Strai…**
- Crea…

DRIVERS AND INFLUENCERS

Brian H
Director of Marketing

"I need help maintaining a steady stream of high quality content to continue our leadership position, but with more scale than we can handle in-house. We have a support team in place to manage the workflow, we just great writers."

PURCHASING INFLUENCES
- Ads
- Re-marketing
- Explainer Video
- **Tradeshows**
- Downloads
- Webinars
- Podcasts
- **Research Online**
- **Product Demo**
- Service Demo
- Proposal

PRIORITY

Time — Price
Price — Quality
Quality — Service

VALUES

Predictability — Innovation
Analysis — Turn-Around
Directness — Storytelling
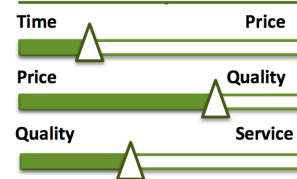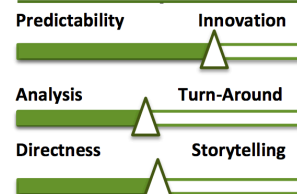
EXTERNAL INFLUENCES
- Friends
- Online …
- **Though…**
- **Strategi…**
- Advisor…
- News
- **Blogs**
- **Trade S…**

CREATIVE BRIEF

Brian H
Director of Marketing

CUSTOMER JOURNEY
- Discovery
- Investigation
- **Consideration**
- Trial
- Purchase
- **Perception**
- Connection
- Sharing

TONE
- Business Formal
- Business Casual
- Journalistic
- **Everyday Formal**
- **Everyday Informal**

STYLE
- Action
- **Authoritative**
- Basic
- Casual
- Common Speak
- Conservative
- Creative
- **Descriptive**
- **Elaborative**
- **Enthusiastic**
- Humorous
- Impressional
- Informal
- Inspirational
- Instructional
- Journalistic
- Judicious
- Laconic
- Light
- Neutral
- **No Fluff**
- **Objective**
- **Ornate**
- **Personal**
- **Persuasive**
- Playful
- **Sincere**
- Whimsical
- Witty/Funny
- **Witty/Smart**

FORMATS
- Analogies
- **Bullet Points**
- Interview
- **Links**
- Metaphors
- **Quotes**
- **Subheads**
- **Images/Captions**

OBJECTIVE
- Inform/Educate
- **Motivate to Purchase**
- Engage and Entertain

14

Personas and Journey Map Combined

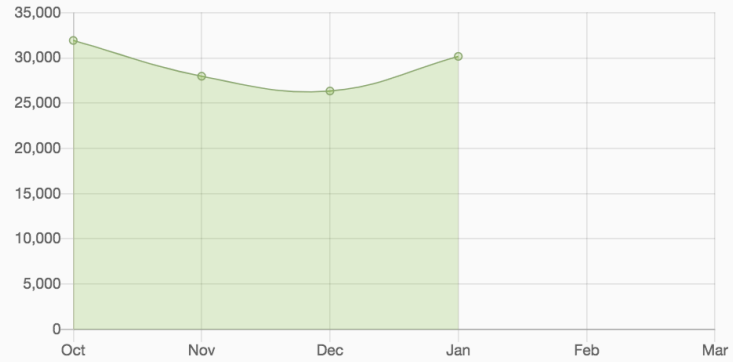| Persona	Awareness Building	Problem Identification	Evaluating Solutions	Vendor Selection	Negotiating	Implementation	Advocacy
	In this early stage you want to stay away from content about your offering. Focus instead on benchmark research, survey reports, trend studies and industry news.	In this phase your buyer is starting to identify areas of opportunity within their own organization to improve. Content such as self-assessments, case studies and checklists are particularly valuable.	Unless you have a monopoly (and who does anymore) there is likely more than one solution to the problem that your offer solves including the option to do nothing or build a custom solution. Content here should help buyer's understand why inertia is the wrong approach and identify the unique ways working with a third party benefits them. Be careful to focus on approach validation vs. your specific offering.	Buyer's guides, competitive comparisons, product reviews are essential elements to any vendor selection content plan. You will also want to heavily emphasize your approach to service, spotlight customer satisfaction and highlight staff thought leaders and 3rd party influencers who validate your approach.	ROI Calculators, Justification Briefs, Proposal templates, executive outreach, promotions and TCO case studies are very relevant for this stage of the buyer's journey.	Enabling buyers to successfully leverage your offer is the most critical component to building references and an on-going revenue stream. Implementation stage content should include how-to videos, user stories, FAQs and documentation.	A content strategy's job is not done once a buyer becomes a customer but many content marketers stop prior to this stage. Instead map specific content plans that focus on renewal revenue streams & creating brand advocates, and on-going loyalty. This can include something as simple as holiday greetings or emergency response communications to training on new capability launches.
Persona A							
Persona B							
Persona C							

Persona Performance Measurement
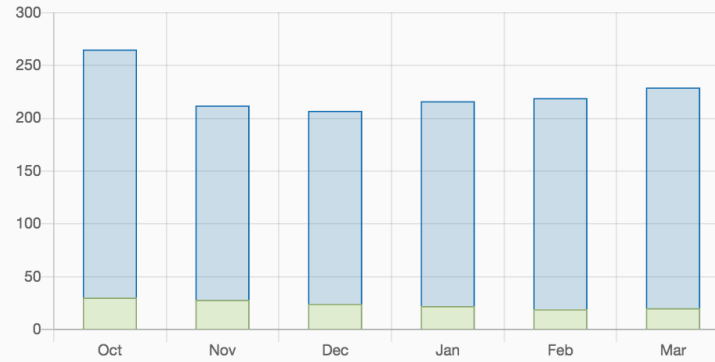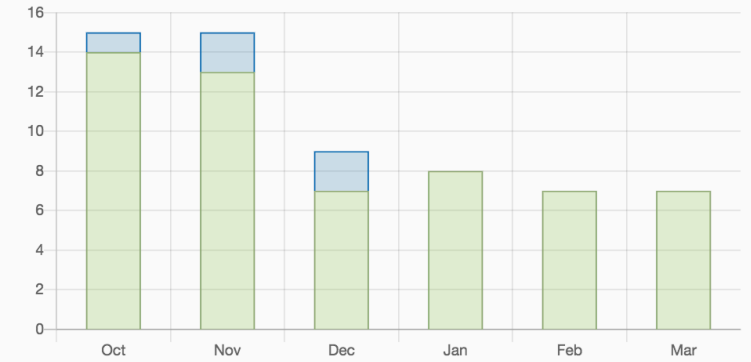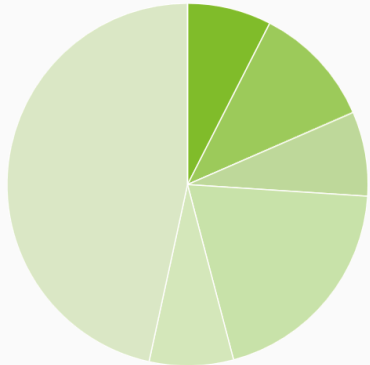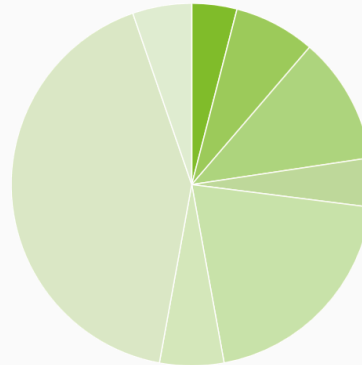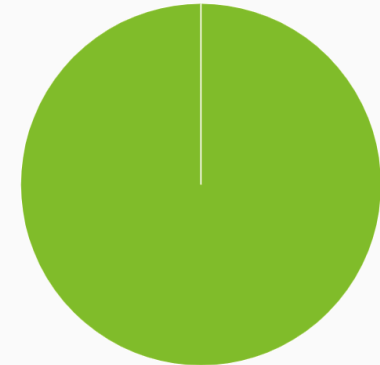
Keyword Map

Keyword Map Development

	Domains			Worthy		Groups		Silos
DomainId	**DomainName**	**OurDomain**		**Name**		**Name**		**Name**
5.25845E+18	contently.com	0		Yes		Primary		Agency
5258449287815093694	contently.com	0		No		Secondary		Competitors
4.42826E+18	writeraccess.com	1				Low-Hanging		For Writers
4.53411E+18	scripted.com	0						Hire Intent
4534106866192298332	scripted.com	0						Service Offerings
7.72618E+18	clearvoice.com	0						Writing Techniques
7726178626989200771	clearvoice.com	0						Content Strategy
2.38179E+18	skyword.com	0						Hire Designers
1.94992E+18	textbroker.com	0						Translation

Planning Exercise
Customer Journey Map

8 Stage Customer Journey Map

Marketing

Sharing

Discovery

Sales

Connection

Investigation

Perception

Consideration

Customer Success

Purchase

Trial

Product/Service
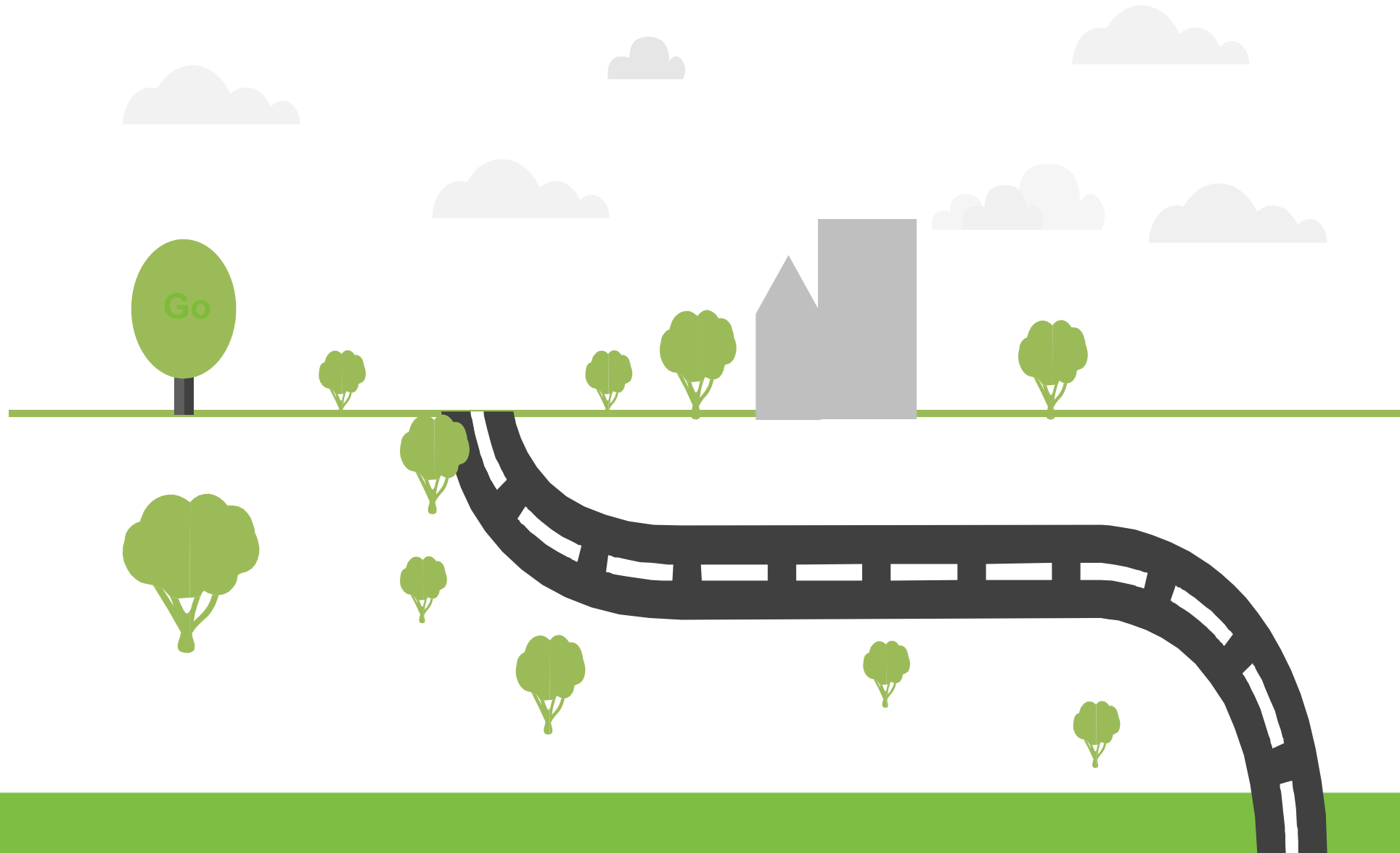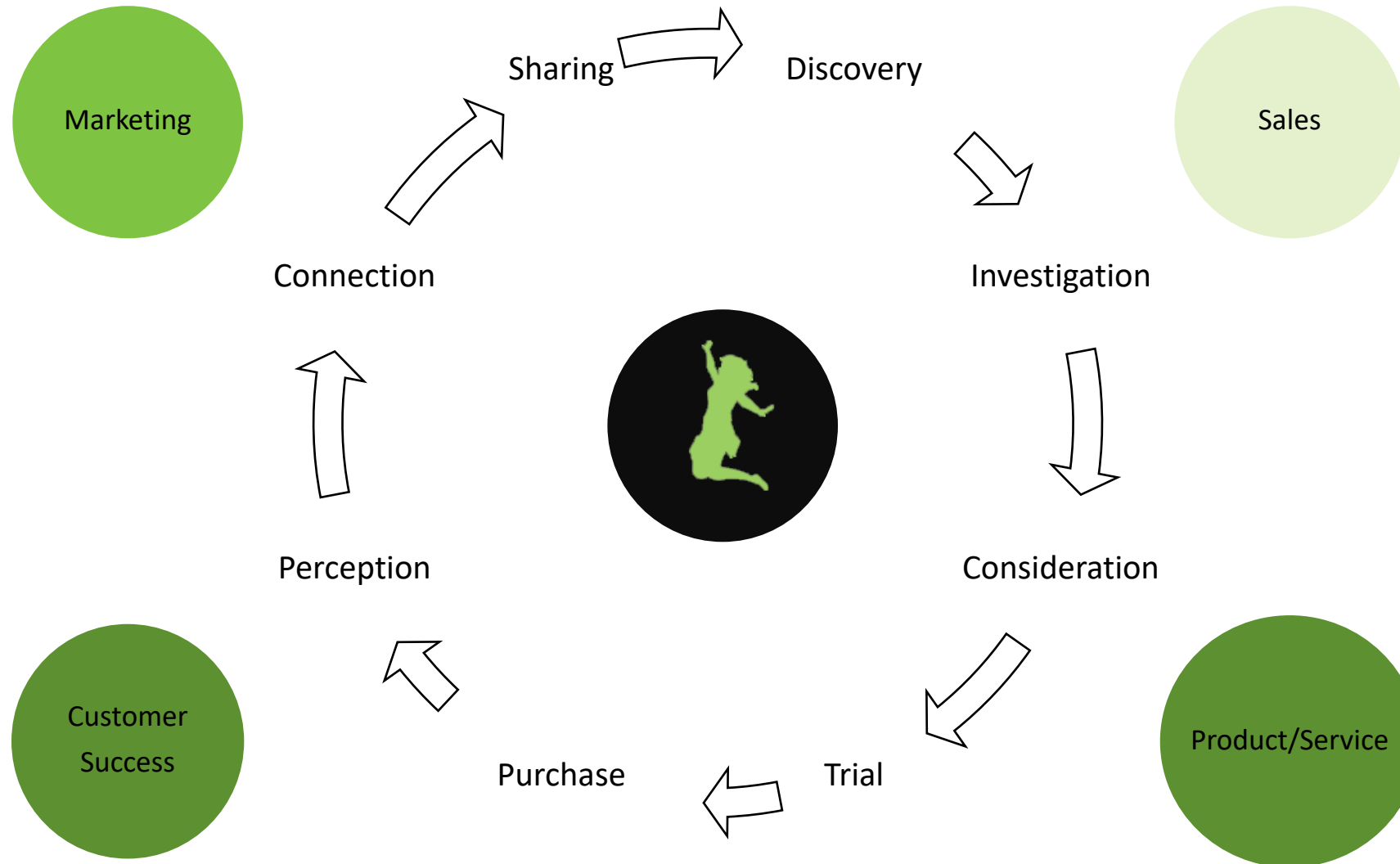
Discovery Stage Research

DOCUMENT WHAT YOUR CUSTOMERS THINKING AND FEELING AT THIS STAGE

WHAT QUESTIONS ARE YOUR CUSTOMERS ASKING

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

Discovery Stage Content Assets

CONTENT ASSETS RECOMMENDED (CIRCLE)

- Ads
- Articles
- Posts: Micro Form
- Posts: Short Form
- Posts: Long Form
- Books
- Brochures

- Case Studies
- Catalogs
- Emails
- Mobile
- Newsletters
- Postcards
- Presentations / Webinars

- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Tools
- Video
- White papers

PAID AND ORGANIC DISTRIBUTION CHANNELS (CIRCLE)

- Blog
- Conference (Speaking)
- Downloads
- Email
- Facebook
- Instagram

- Live Chat
- LinkedIn
- Media: Paid/Earned
- Mobile App
- Pinterest
- Radio

- Snapchat
- Tradeshows
- TV
- Twitter
- YouTube
- Website

Discovery Stage Topic Ideas

LIST TOPIC IDEAS FOR CONTENT ASSETS   **(ASSET TYPE)**

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

Perception Stage Research

DOCUMENT WHAT YOUR CUSTOMERS THINKING AND FEELING AT THIS STAGE

WHAT QUESTIONS ARE YOUR CUSTOMERS ASKING

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

Perception Stage Content Assets

CONTENT ASSETS RECOMMENDED (CIRCLE)

- Ads
- Articles
- Posts: Micro Form
- Posts: Short Form
- Posts: Long Form
- Books
- Brochures

- Case Studies
- Catalogs
- Emails
- Mobile
- Newsletters
- Postcards
- Presentations / Webinars

- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Tools
- Video
- White papers

PAID AND ORGANIC DISTRIBUTION CHANNELS (CIRCLE)

- Blog
- Conference (Speaking)
- Downloads
- Email
- Facebook
- Instagram

- Live Chat
- LinkedIn
- Media: Paid/Earned
- Mobile App
- Pinterest
- Radio

- Snapchat
- Tradeshows
- TV
- Twitter
- YouTube
- Website

Perception Stage Topic Ideas

LIST TOPIC IDEAS FOR CONTENT ASSETS   **(ASSET TYPE)**

➔ _____

➔ _____

➔ _____

➔ _____

➔ _____

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➔ _____

The Content Plan

Sarah Jane Burt

You've got a keyword map.

Now what??

Topic Planning

Head to Google.

Type your keywords and phrases into Google to see what types of content and topics are ranking for these keywords on page one.

Make a list of pillar topics.

Based on the topics you see on page one, make your own list of pillar page topics that cover the top concerns and popular approaches to the topic.

Sketch out sub-topics.

Check out the headings and sub-headings on some of the top-ranking pages. This will give you an idea of what sub-topics you will need to talk about in your own pillar page articles. Aim for 2-5 sub-topics, depending on the length of the piece.

Ranking Topics

What topics are ranking for your keyword/phrase?

Are they how-to articles?

Comprehensive guides?

Questions?

Tips?

People Also Ask & Related Searches

People also ask

How do you create content? ⌄

How do you make amazing content? ⌄

How do I create a content plan? ⌄

What are the different types of content? ⌄

What are the types of content marketing? ⌄

How do you create a content marketing strategy? ⌄

How do you plan content on a website? ⌄

How do I get free content for my website? ⌄

How do I create content for my website? ⌄

What is social media with examples? ⌄

What are some social media tools? ⌄

Is Google a social media? ⌄

Searches related to creating content

creating content **for social media**

how to create online content

content **creator**

creating content **meaning**

content **creation process flow**

what is content **creation**

how to create content **for your brand**

content **creation examples**

Editorial Planning

Decide which topics you will write about.

Now that you have ideas for pillar topics, you need to decide which topics you will write about and when you plan to publish the blog posts.

Plan out the details in your editorial calendar

Whatever your editorial calendar looks like, you should keep all the details of each post, such as the publish date, due date, title, details, writer, keywords, target persona, etc. in one place that you can refer back to.

Create content briefs.

Create content briefs that provide the details you or a writer might need to ensure that the content meets its goals.

Editorial Planning

Blog Posts

Publish Date	Status	Due Date	Title	Content/Details	Writer	Topic Silo	Keyword(s)	Secondary Keyword(s)	Target Persona(s)	Journey Stage	Offer/CTA
4/13/20	Published	4/2/20	COVID-19 Research Refresher: How to Determine if Sources are Credible	In the wake of COVID-19, there's a lot of false information out there. This article serves as a refresher on how to identify credible sources/research. Though it should talk about how to identify these sources in general, you should use the fact that there's a lot of misinformation out there about COVID-19 as the stage for why we are talking about this.	Stephanie M.	Content Creation	COVID-19, coronavirus	additional informati	All	Awareness	
4/22/20	Published	4/10/20	10 Things You Need to Look for When Hiring Freelance Writers	A list of things to consider when you are looking for freelance writers for your team.	Sarah Jo RL	Content Strategy	hire freelance writers		Agency, Enterprise, SMB	Decision	https://www.writeraccess.com/client-signup/
4/28/20	Published	4/7/20	8 Ways to Grow Your Freelance Writing Business That Actually Work	This guide should provide actionable advice that freelancers could start using today to find new clients and grow their business.	Joseph H	Life Betterment	freelance writing business, freelance writer, freelancer		Writers	Awareness	https://www.writeraccess.com/apply/
4/30/20	Published	4/14/20	Got Freelance Writing Skills? Here are 11 Skills You Need to Succeed as a Freelance Writer	What skills do freelance writers need to succeed? This will cover all the top skills businesses are looking for.	Sarah Jo R L	Content Creation	freelance writing skills, freelance writing career	freelance writing job	Writers	Awareness	
5/1/20	Published	5/1/20	Tech Bulletin #5 - WriterAccess Platform Updates	Updates to the new WA platform from Byron.	Byron	Tech Bulletin					
5/4/20	Published	5/1/20	COVID-19 Resources for Freelance Writers	Provides a comprehensive guide to the different resources available to freelance writers during COVID-19.	Lani R.	Life Betterment	COVID-19 resources, Freelance writers		Writers	Decision/ Post-Purchase	https://www.writeraccess.com/apply/
5/5/20	Published	5/1/20	Grow Your Content Marketing Skills with These 7 Free Online Courses	Offer a short list of online content marketing courses that are free to the public. Try looking on Udemy, Coursera, HubSpot, etc. Explain what each offers and link to the sign up page. Do NOT include courses from competitors. CTA should be to CMC Academy, which is free through May 31, 2020.	Leigh M.	Organic Marketing	content marketing, digital marketing, online courses	blogging, bloggers,	Writers	Consideration	https://www.contentmarketingconference.com/academy-registration/

Content Brief

Title:

How to Create Content That Will Knock Your Audience's Socks Off

Target Audience:

Content marketers for small businesses

User Intents:

- To understand what makes great content
- To learn how to create effective content that engages their audience
- To learn the steps they need to take to create quality content

Formatting:

- Use headings to break up your content so that it's easy to digest.
- When appropriate, use bullet points or a numbered list to organize your content.
- You can italicize or bold words to emphasize, but don't go overboard.

SEO:

- We are writing to human beings. Please use the keywords naturally in the content.
- Adding or removing an "s" from a keyword is fine.
- You should link to 1-2 external pages in your content. Make sure that you are NOT linking to a competitor and that the piece you are linking to is NOT the same exact topic as your section.

Word count:

2,000 - 3,000 words

Description:

Offer a step-by-step guide on how to create effective content for a specific target audience. Use one relevant example in each step to demonstrate how the reader might take a topic from ideation through to publishing and repurposing.

Include the following sub-topics in this post:
- Content Planning Process
- Developing a Content Brief
- Choosing Writers and Assigning Content
- Editing and Optimizing Content
- Publishing and Repurposing Content

Primary keywords (2-3x):

Create content, creating content

Secondary keywords (1-2x if relevant):

Quality content, content marketing strategy, content creation process, editorial planning

Initial Resources/Inspiration:

- https://blog.hubspot.com/marketing/content-creation
- https://neilpatel.com/blog/tips-for-creating-content/
- https://neilpatel.com/blog/how-to-come-up-with-blog-ideas/
- https://contentmarketinginstitute.com/2011/10/10-tips-for-corporate-bloggers/
- https://www.searchenginejournal.com/repurpose-blog-post-content/341603/

The Content Plan

Magic Mountain

Content & SEO Plan

WriterAccess

Content and SEO Plan
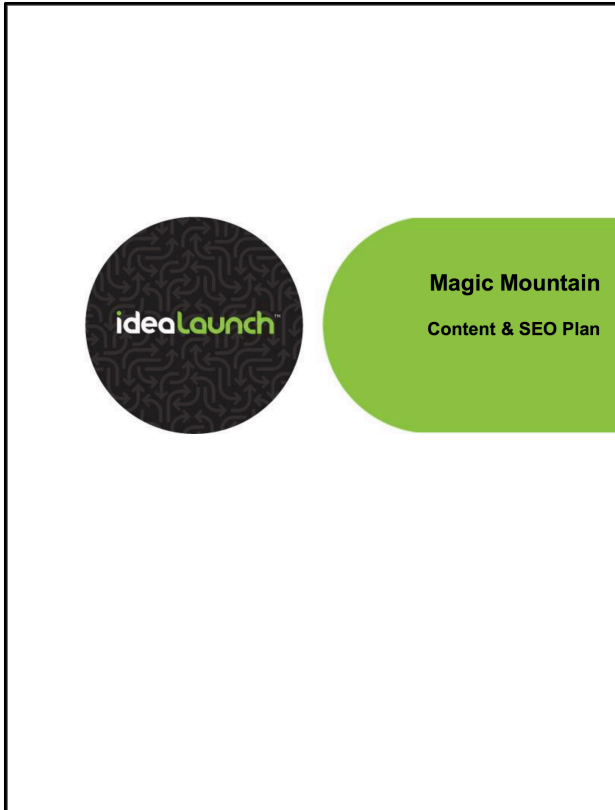
CMC Resources: Download Two Content Plans

Treat the Buyer's Journey like a Playground

People can enter and exit as they desire, they can go in any order, and they can engage with the content the "wrong" way.

Content Depth

Conceptual

Philosophical or theoretical in nature, focus on the "what" and "why of the idea

Strategic

Focus on the processes, tools, and key knowledge components that must be in place to make the conceptual ideas reality

Tactical

Prescriptive, step-by-step instructions, and specific exercises to help the audience implement conceptual and strategic ideas

Distribution

Asset Type

Written, visual, audio and/or interactive content. Long-form vs. short-form, live vs. recorded

Strategic

A mix of paid, owned, and earned channels, a place to host content, a place to share content

Tactical
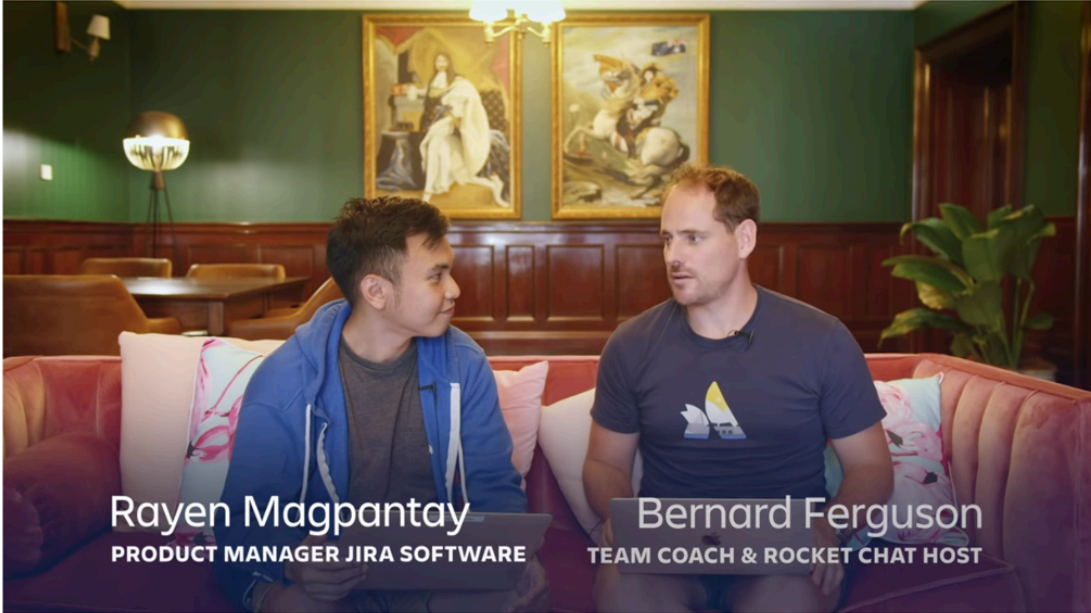
Reach vs. engagement vs. CTR. All assets and all channels do NOT need to accomplish all things at all times!

Narrative and Distribution Combined

Narrative	Depth (Conceptual, Strategic, Tactical)	Asset Type	Potential Outlet

Content Pairing: Video Demo + Community Q&A

Used Trello, Jira, and Confluence to Manage Work

Fields). You can see all Demo Den episodes here on community.atlassian.com.

Demo Den Stats: 2020 Series

Take a look below for some helpful filming tips and directions to guide you through the process!

Filming Tips

Be sure to record your demo in FULL screen view. If the screen is too small, the editing team is going to have a hard time making the video fit and look clear. Use your phone to film your intro, outro, and audio. Use your preferred screen capture software to record your screen while you demo the feature. Note that you need to capture audio AND screen in the same take (ie: if you mess up a section, please re-record the entire video so that the on-screen actions match with your voiceover description). Also, when screen recording be sure to have a solid background, this ensures that the watcher will not see movement behind the screen recording.

Use horizontal or landscape orientation for filming the intro and outro. Use full-screen capture on your laptop for all demos (except demos specifically showcasing mobile features).

What to wear: Wear something that makes you feel comfortable and like yourself. Solid-colored shirt, no stripes or bold prints. Doesn't have to be an Atlassian T-Shirt. No hats.

Find a quiet space with natural light. Position the camera at roughly eye level, face-on. Make sure you don't have bright or harsh lighting coming from overhead or from the side. Position yourself in the frame like this with the background provided (download the image for your virtual Zoom background below):

This shot is not a good set-up. I'm too close to the camera so that only my head fills the frame, and I'm backlit, making it difficult to see my face.

Q2 Demo Den

Feature	Owner	Video Asset Due	Go-live Date	Q&A Date	Demo Den Assets	Marketing Approved (Final)	Live video URL

Type / to insert any element

Content Pairing: Long-Form Articles + Videos

Used Trello, Jira, and Confluence to Manage Work

Content Pairing: Article + eBook

Republishing Content

Problem + Solution
Frame up the problem on one outlet, link to piece that details the solution on another outlet

Case Studies and/or Research
Problem: "what it is" and "why it matters" Solution: Here's how we solved the problem
Cross-link to content with proof-points

Republish Existing Content
Take existing long-form content and republish it on another site, with a call-out and link to the original piece of content

Republishing on LinkedIn

How to Make Yourself Look Like the Most Obvious Fit for the Position

Published on September 23, 2016

Adrian Granzella Larssen
Editorial Director + Content Strategist +
Founder, Sweet Spot Content

19 articles · ✓ Following

The other day, I was scanning through resumes for one of my open positions when a co-worker dropped by to recommend a friend of hers who had applied. "He's amazing," she said, "and would be perfect for this role." I went back to the applications and realized I had put him in the "probably not" pile. "I'll talk to him," I said, thinking that I'd have one conversation and pass.

Turns out, he was perfect for the position and made it to late stages in the interview process. So why did his resume almost get tossed? Because he had a bit of a different background than I was initially looking for for the role, and his application didn't connect those dots quite so clearly.

Or frankly, maybe they did—and I was just powering through resumes as fast as I could and focusing on the ones that clearly looked like the best fit.

Either way, this situation shows why it's so important to make it abundantly clear to the hiring manager how your experience will translate into the role you're applying for. Or, as one of my favorite career coaches Jenny Foss says, making sure you're a "smack-in-the-forehead" obvious fit for the job.

How, exactly, do you do that? Assuming your experience actually does translate (and if it doesn't, head here), here are a few quick little strategies you can try today.

Read the tips on TheMuse.com.

New data reveals where we really stand with diversity in the tech industry

Published on March 22, 2017

Aubrey Blanche
Designer of Equitable Organizations |
Technologist | Radical Peacemaker

5 articles · ✓ Following

Since 2014, tech companies have been releasing diversity reports. CEOs and heads of diversity have spoken about the investments necessary to #changetheratio and pursue #diversityintech. And many companies have moved from raising awareness of the problem to taking real steps to close the opportunity gap. But what's been missing from the conversation is the voices of the average tech workers – how do they think and feel about diversity and inclusion (D&I) and where we stand as an industry? Are their experiences and conversations the same as the ones that have been broadly shared? This is a critical piece of the puzzle.

👍 Like   💬 Comment   ↗ Share   1,134 · 135 Comments

Syndication + Partnerships

Social Media: Don't just talk about yourself!

Your feed should be a place to engage your audience whether or not they click to your website.

Offline + Social Media Connection

Tenets to Build a Content Playground

Delight your audience
Focus on creating quality content that engages the audience at each touch-point

Build the relationship
The long-term affinity for the brand is more important than driving a transactional landing page conversion

Influence at every touch-point
All content can be considered top-of-funnel content. It's no longer about rushing people to a purchase, it's about educating and empowering for success.