

# Content strategy, editorial planning & content calendars

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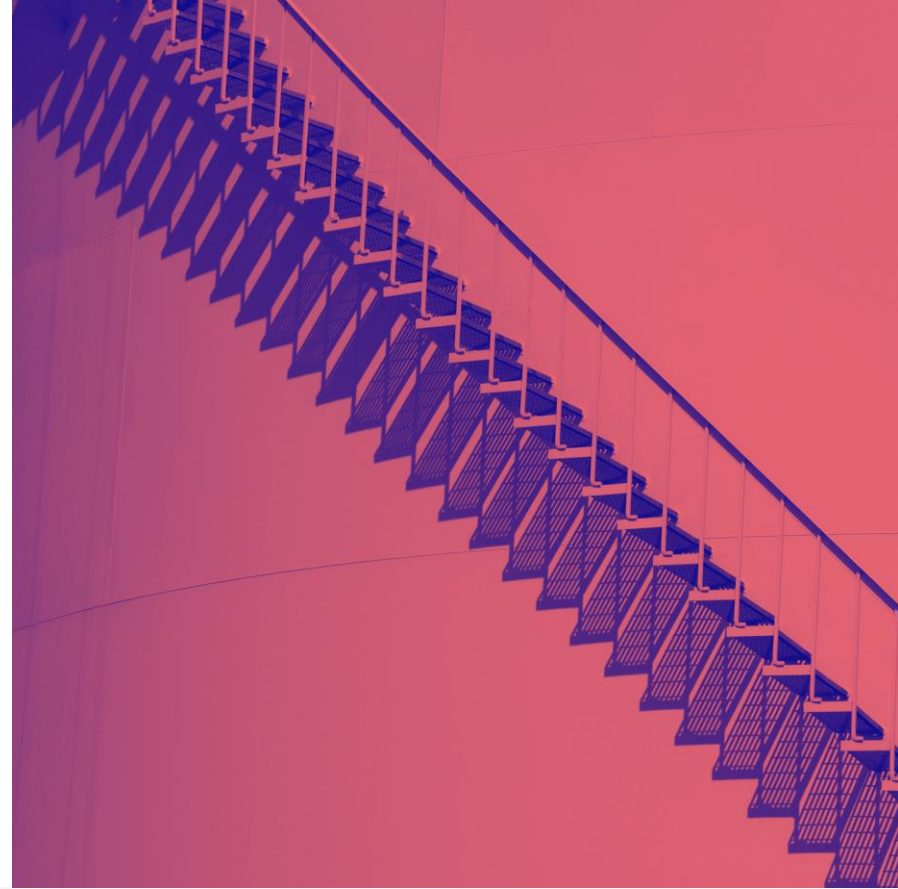
Econsultancy training taster session

Marketing Week Live 2017

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Econsultancy Training



# Achieve Digital Excellence

To succeed in digital, it must permeate every part of your business – from top level strategy, organisational structure and staff capabilities, to technology and processes. Econsultancy is the only business of its kind that bridges the gap between strategy and action through a unique mix of research, training and events.

## SUBSCRIPTIONS

Our research and online resources are produced by our own analysts and researchers with two goals in mind: to provide you with the insight you need and ability to put what you know into practice

## TRAINING COURSES

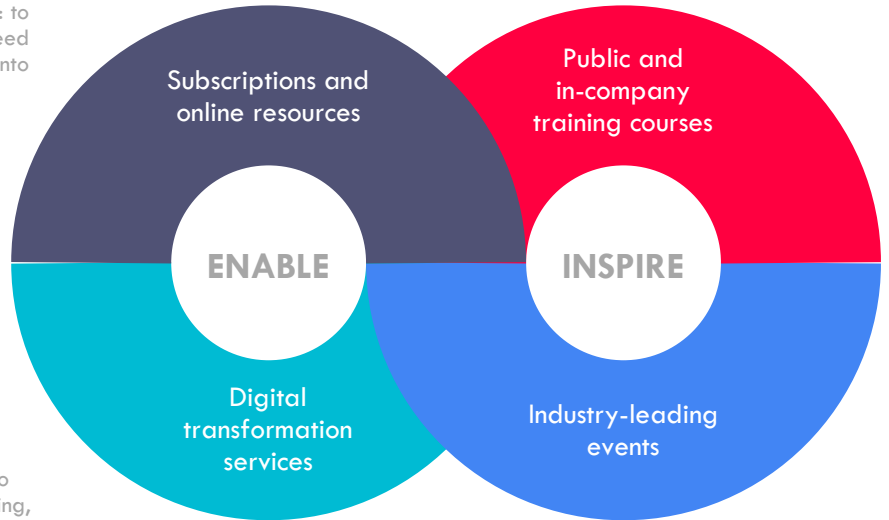
We're not just trainers – we're practitioners. That means the insights we share are tested, honed and always up-to-date.

## DIGITAL TRANSFORMATION

Address strategy, people, processes and technology to close the gap between where you are now and where you need to be.

## EVENTS AND NETWORKING

Our events are carefully curated to provide inspiration and fresh thinking, practical focus on the topics that matter as well as enviable networking.





## Practitioner-led training

At Econsultancy, we're not just trainers. We're also passionate researchers, analysts, consultants and most importantly, practitioners. And that means the insight and advice you'll receive through our training services will be completely up to date and relevant.

### **One and two day training courses**

Packed with insight and practical advice, these courses will help you get up to speed and beyond in your chosen subject

### **Intensives: Mastering Digital Marketing**

These three-day sessions will power through theory and practical skills and see you come away with some serious know-how

### **On-site and bespoke training courses**

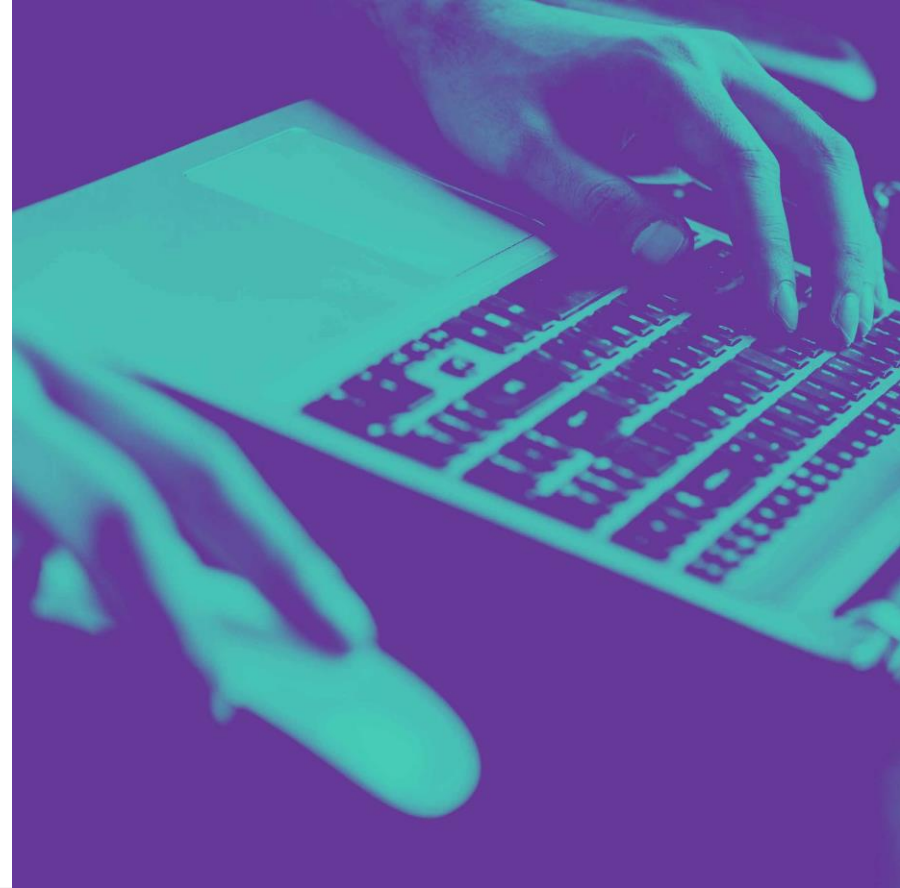
Choose any of our courses and we'll deliver and tailor it to your team - ensure an open environment and to get everyone up to speed

### **Interactive Elearning modules**

These convenient, interactive, online modules cover core digital skills and will allow you to learn the basics at your own pace

### **Online Classroom**

Based on our most popular training course, Fast Track Digital Marketing, Econsultancy's Online Classroom provides all the advantages of face-to-face training with the benefit of flexible learning.



# About Tim

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Tim Fidgeon is one of the UK's leading digital trainers and consultants. He holds an MSc in Human-Computer Interaction and has been helping organisations develop market-leading digital strategies, experiences and content since the late 90s. After leading the User Experience teams for several large digital agencies, he is now a trainer and consultant.

His articles on digital marketing and user experience have been published by:

.net magazine

New Media Knowledge

Usability News

Web Standards Group



# What the course is all about

- Develop a content strategy, governance policies & content calendars
- Exclusive templates for...
  - Strategy Statements
  - Audits
  - Content Request & Brief
  - Content Calendar



# Content strategy, editorial planning & content calendars

- Create a Content Strategy
- Evaluate your organisation vs. strategy
- Generate content ideas



# What is content strategy?

Content Marketing = using content to promote the organisation  
(vs. paid media)

Content Strategy = what content to produce & processes

Editorial Planning & Content Calendars = day-to-day plan



# Why research your audiences?

It makes your life much, much easier!

You don't know what you don't know  
...until you do the research

Refresh your research (when you feel appropriate)





# Personae

% of content per:

- Goal
- Topic
- Format



Understandings will drive content development



# Sources of insight

## External data

- General research
- Search behaviours
- Competitor & influencer analysis

## Internal data

- Sales team
- Customer services
- Analytics

## Generate your own data

- Online tools
- Focus groups
- Interviews
- Card sorting
- Usability testing
- A/B testing



# Search behaviours

- [adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
- [google.com/trends/](https://google.com/trends/)
- [answerthepublic.com/](https://answerthepublic.com/)

Most popular	Seasonal trends	Long-term trends



# Influencer analysis

Other people & organisations your audience might listen to...

- Within your domain
- Outside of your domain



# Influencer analysis

- Competitors
  - Direct
  - Intermediaries
  - Alternatives
- Trade associations
- Reviews
- News
  - Mainstream
  - Industry
- Social media
- Blogs
- Existing customers



# Social behaviours

- [buzzsumo.com](https://buzzsumo.com)
- [followerwonk.com](https://followerwonk.com)
- [hashtagify.me](https://hashtagify.me)

Most followed	Hashtags	Topics	Formats



# After research, create strategy statements....

High-level summary of strategy per segment

More detail = available....

- % of content per:
  - Goal
  - Topic
  - Format



Understandings will drive content development



# Strategy statements

- Per persona
- Global statement

Useful formula...

- This <audience>
- ...want <type of content>
- ...to help them achieve <audience goal>
- ...and this helps us to achieve <business goal>





# Inc.com's strategy statement

“Inc.com is the place where entrepreneurs can find resources and inspiration to help run and grow your business.”

Audience

Type of content

Audience goal

Business goal

Entrepreneurs

Resources & inspiration

Run & grow business

Subscriptions,  
events,  
advertising...



# Content strategy, editorial planning & content calendars

- Create a Content Strategy
- **Evaluate your organisation vs. strategy**
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# Types of audit

- Inventory
- Best practice
- Strategy
- Governance



# Scope of audit

Level of detail in evaluation = important!

- 100% coverage may not be possible...
- Sample audit: keep going until...
  - Patterns emerge
  - You = confident in findings
- Rolling audit: site-by-site, section-by-section

TOTAL NUMBER OF PAGES/PIECES	SAMPLE SIZE
<5,000	Varies
10,000	5,000
25,000	7,000
50,000	8,000
100,000	9,000
>1,000,000	10,000-16,000

<http://contentstrategy.com/book.html>



# Inventory audit

Complete list of all content

- Automation = possible
- Google Analytics
- Your CMS (Content Management System)



# Best practices audit

Expert audit vs. training your assessors

- Cost
- Consistency



# Best practices audit

## Training assessors:

- Criteria: clear & comprehensive
- Ratings: examples for each criteria
- Train: all your assessors
- Monitor: to ensure consistency

Run a test mini-audit!

## Example issues...

- Search
- Copywriting
- Mobile
- Email
- Social
- Inter-connections



# Strategy audit

Rate vs. strategy

Consider...

- Criteria
- Example ratings & training
- Monitoring





# Do we have clearly defined...

Stage	Stakeholders (who does what?)	Process (when & how they do it)	Forms (to be completed)
<b>Request:</b> <ul style="list-style-type: none"><li>• BAU</li><li>• Urgent</li></ul>			
<b>Brief</b>			
<b>Review</b>			
<b>Sign-off</b>			



# Do we offer...

Issue	Best practice guide	Templates	Training	Ongoing support
Copywriting				
Tone of voice				
Search				
Social				
Email				



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## Formats – What could you use?



- Case studies/testimonials
- Reviews
- Analysis/comment
- Customer service/How-to guides
- Interview/Profile
- Quiz/puzzle
- Event-related
- Lists (rankings/Top 10s)
- Infographic
- Video
- Aggregated content
- Guest or user-generated



# Tactics – how could you be...?



- Expert
- Practical
- Visual
- Interactive
- Sexy
- Entertaining
- Exclusive
- Topical
- Narrative
- Credible
- Personal
- Positive & emotional



# Thanks for your time!

Any questions?



# Online Classroom

Based on our most popular training course, Fast Track Digital Marketing, Econsultancy's Online Classroom provides all the advantages of face-to-face training with the benefit of flexible learning. All accessible through an Econsultancy subscription.

## 1. INSIGHT AND ADVICE FROM AN EXPERT PRACTITIONER

12 engaging video training sessions

## 2. CPD ACCREDITATION

18 hours of CPD accreditation by the CPD Standards Office



## 3. ANYWHERE, ANY TIME

The Online Classroom is mobile and table responsive

## 4. GET THE ANSWERS TO PRESSING QUESTIONS

Monthly live Q&A sessions with the trainer (available on-demand for those who cannot attend the live sessions)

## 5. TEST AND BENCHMARK KNOWLEDGE

Each module contains quizzes to help users measure their knowledge as they go

## 6. TRACK PROGRESSION

Users can track their own progress while managers can review the development of their entire team



# Continue your learning

[Content Strategy, Editorial Planning & Content Calendars](#) - Use promo code **MWL17** and save 10% off the public training course

## [Online classroom](#)

To find out more & view the full range of training options:



[econsultancy.com/training](https://econsultancy.com/training)



[training@econsultancy.com](mailto:training@econsultancy.com)



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