



The Proven Content Marketing Plan to Grow Your Business

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How can marketing directly increase sales? Answering this question is the top priority for many marketers and businesses.

Content marketing is the popular solution. But without a strategic framework, it quickly becomes overwhelming and complex to manage.

Kaleidico's proven content marketing plan offers a simple tool kit to help you reach consumers directly and offer exactly what they're looking for. Construct a smooth and compelling path to your product or service that works as a powerful lead generation system.

Our full content marketing plan will shape your entire online presence, build your audience, and most importantly generate leads. What could you accomplish by reaching more people with an efficient and sustainable content marketing framework?

What you'll learn

Why content marketing fuels business

How to build your own content marketing plan

How to make the most of content marketing with lead generation



Why Content Marketing Fuels Business

Consistent and compelling content marketing meets your audience where they are. It then guides, reminds, and educates them about your business, helping to convert them into qualified leads, and ultimately satisfied customers.

Strategic content marketing fuels lead generation and contributes to rapid growth for your business. Not only has Kaleidico proven it with clients over almost two decades, but marketing statistics also show the effectiveness of content marketing for growing business.

Content marketing generates approximately **3x as many leads** while costing **62%** less than traditional marketing.

Source: [Demand Metric's Content Marketing Infographic](#)

82% of marketers reported actively using content marketing in 2021, **up from 70%** last year.

47% of buyers view 3-5 pieces of content before engaging with a salesperson.

Source: HubSpot's [The State of Content Marketing in 2021 \[Stats & Trends to Watch\]](#)

90% of buyers say they would've engaged with a salesperson earlier in the purchasing process.

60% of marketers reuse content 2-5 times, but only **29%** actually have a strategy for doing so.

Marketers who prioritize blogging efforts are **13x** more likely to see a positive ROI.

More than **1/2** of small businesses currently outsource their marketing efforts, with **65%** of larger companies outsourcing.

Source: Small Biz Genius' [40+ Incredible Content Marketing Statistics for 2021](#)

Build Your Own Content Marketing Plan

A solid content marketing plan may center around content creation and marketing tactics, but what it's ultimately meant to do is communicate with the people who need your product or service so they can get what they need from you.

With that in mind, building a content marketing plan involves a system that incorporates the many aspects of making a successful sale — the customer journey, a trained sales team, and an optimized website.

We've broken down the steps to building a well-rounded and fail-proof content marketing plan to optimize the customer journey, which includes:

- 1. Discovery and SEO Research:** Analyzing your current marketing efforts and opportunities. Understanding your market, your audience, and your competitors.
- 2. Traffic Generation and Content Creation:** Using channels like SEO blog content, PPC ads, email marketing, and more to help consumers find you.
- 3. Website Optimization:** Increase conversions with enhanced web design and development.

Using these tactics, your content marketing plan will create the momentum for lead generation.

We'll also look at how to capture, engage, and nurture leads to convert them to customers. But first, let's dig into each of these three tactics.



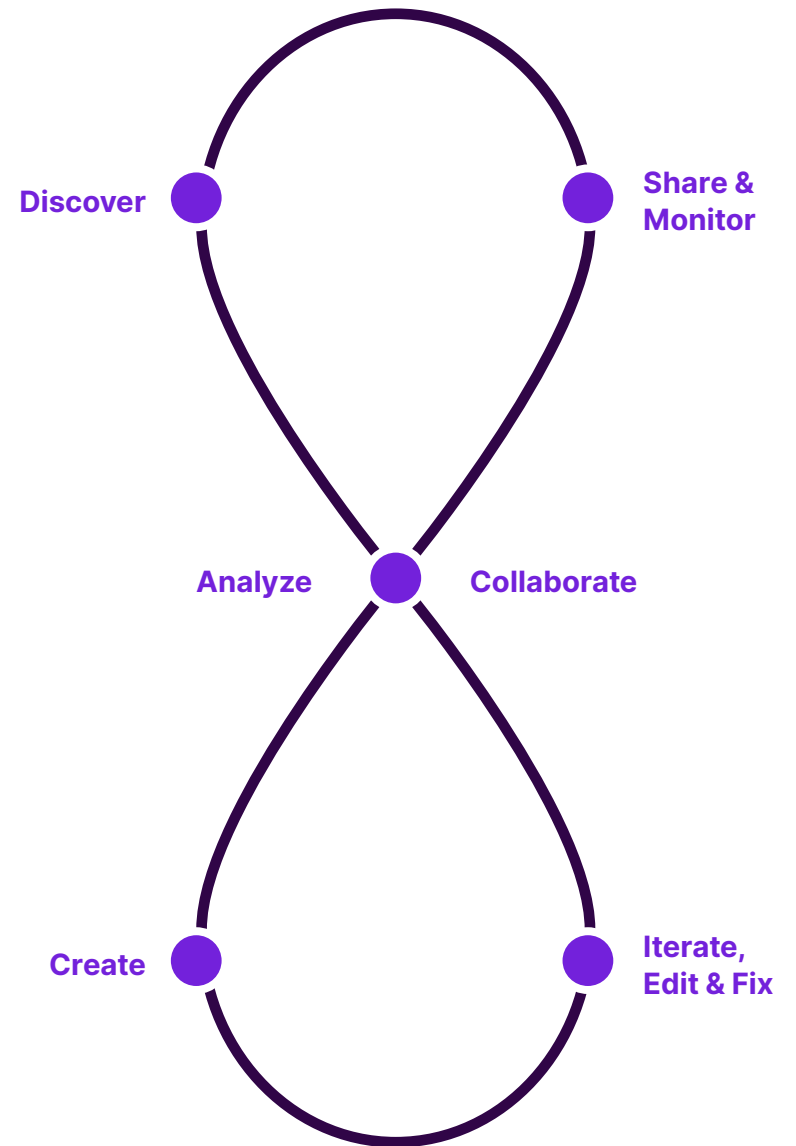
Discovery and SEO Research

Getting started with discovery and SEO research will shine light on your own current marketing tactics and resources, as well as what competitors are doing and what's happening in the market.

Before putting the pressure on to take action, we like to step back and make this first step all about curiosity and exploration.

Dedicating time and effort to this step allows for the opportunity to learn what makes you unique, the ins and outs of your business, and your audience. It also helps you hone in on your objectives and how to reach them.

By clearly assessing your full picture, we gain insight into opportunities, as well as how to prioritize them so that we can create a sustainable and efficient process around building your content marketing plan.



Questions to Ask Yourself

Whether you have a strong handle on your marketing efforts, feel they're non-existent, or you feel a little lost, you may be surprised how much you'll discover just by assessing what's currently happening. Start by documenting your answers to these questions.

What marketing channels are you using now?

This includes your website, blog, email marketing, social media, Youtube, print and digital ads, partnerships, referral networks, etc. Just get them all down on one list.

What marketing campaigns are you running?

Are you running any digital ads through Google or social media? What keywords are you bidding on? Do these tie to any non-digital tools, like print ads, direct mailers, commercials, or other channels? Note these too, all channels ultimately work together.

What content or content resources do you currently have?

Note what content you already have available based on the channels you're using above. This could include website, blog, or email content, customer resources, social media content, photos, videos, etc. Are there people within your business who produce content or are interested in producing it?

How do you currently get customers?

This triggers many questions that bring awareness to the overall selling process. Are you getting leads and what are the sources? Is it through your marketing campaigns, lead buying, referrals, internet leads? What is the quality of the leads and how does your team feel about them? How many convert to customers?

What is the journey your customers experience?

For each channel where you generate leads, think about the journey they're taken on from their first impression to becoming a customer. Do they quickly connect with someone after making an inquiry? Are they then moved along through the sales funnel methodically or has this been complicated for your team to manage?

Finding Opportunities

The wheels are turning, you see a high-level summary of your current marketing efforts and wonder what to do to make them better. Instead of jumping into action, we need to understand the space you're in. Let's research the current market to better understand what opportunities will be most effective.

UNDERSTAND YOUR AUDIENCE

Content marketing is nothing without an audience. So how well do you know yours? And what if you could reshape it to be your ideal audience? Balancing your own goal of attracting qualified leads — while also meeting your ideal audience where they are — will start to bridge the gap and reveal opportunities for growing your customer base.

Do the Research

What is your audience up against when researching online? What marketing are they exposed to? What are their trusted resources? What else are they juggling in their lives and how can your product or service help?

Understand their mindset and behaviors to step outside of what you know about your business, and instead think about why you provide value to your audience.

See the Opportunities

Consistent and compelling content marketing meets your audience where they are. It guides, reminds, and educates them about your business, helping to convert them into qualified leads and satisfied customers.

Based on the research about their experiences online, what could you create to better guide them to becoming a customer? What frustrations could you eliminate for them?

SEO RESEARCH

To do content marketing well, you need to know how to reach your customer base. Search Engine Optimization creates a concrete foundation, almost giving you a formula for creating opportunities with content.

Do the Research

Kaleidico's SEO research and analysis goes deep. We start by finding the keywords that your ideal prospective customers are searching, and your competitors are using, to provide a detailed report.

See the Opportunities

It gives us a starting point — to get your website ranking for those particular keywords and key phrases, while also weeding out irrelevant and negative terms, shaping the basis of the content we'll create.

Digital Marketing Plan Worksheet

You've done the research and are beginning to see opportunities. We have a simple tool to create a clear path for each business objective you want to achieve.

Break down each objective to build a plan from start to finish and ensure you don't lose focus or waste time. By focusing on the audience, traffic, conversion, and nurturing, you'll naturally fuel your entire content marketing plan with a clear path toward reaching your KPIs.



[Download and fill out your own Digital Marketing Plan Worksheet to build elements of your content marketing plan.](#)

<p>Business Objective Determine a business objective and Key Performance Indicators (KPIs) that will help you measure how to meet it.</p>	
<p>Audience What audience do you need to reach your objective? What channels do they use?</p>	<p>Traffic What channels/content/campaigns will build traffic from this audience and do they need to be created or updated?</p>
<p>Conversion How will traffic convert to leads? Note channels, CTAs, and lead paths you need. How will you manage the relationship and process with leads to help them convert to clients?</p>	
<p>Nurturing Conversion takes time. What tools will you use to nurture the ongoing relationship with leads to keep them engaged until they're ready to work with you?</p>	

Traffic Generation and Content Creation

You've formed a strategy around who your audience is and how to reach them. Now it's time to take action. Use these tactics to generate traffic, and ultimately more qualified leads.

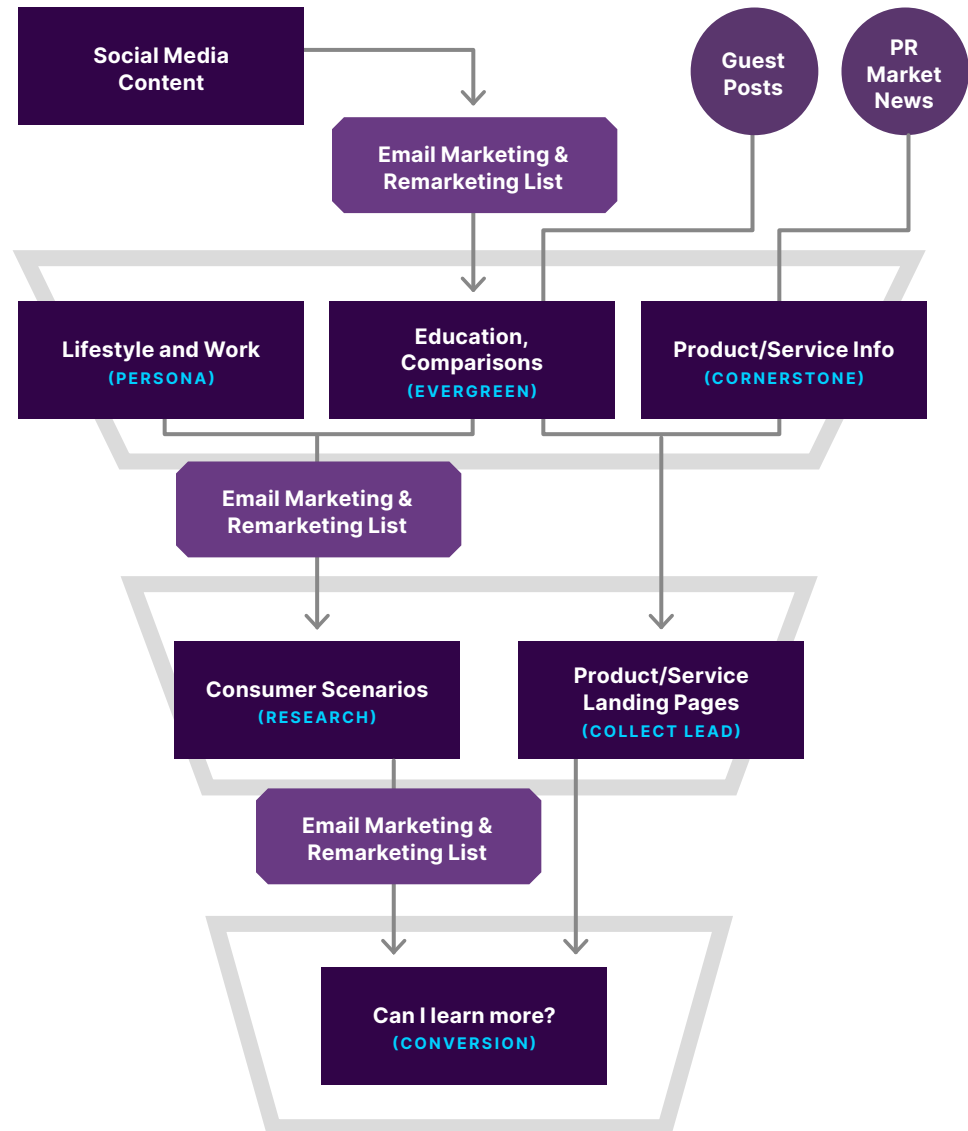
At Kaleidico we've tested and proven our content marketing framework to take you on a clear path from content creation to traffic generation. This includes nailing down a content calendar, topics, keywords, and all other elements needed for channels like SEO blog content, PPC ads, email marketing, and more — all within the bigger picture of your customer's overall journey.

Content Marketing Framework

FOR LEAD GENERATION

With our proven content marketing framework, you can see how all the elements of a content marketing plan come together.

This framework guides your leads from their research and the channels they visit, through your sales and marketing process, to making inquiries, and becoming customers.



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Positioning Your Content to Attract Your Audience

When it comes to content creation, content marketing can feel overwhelming, as if hundreds of different details are needed across infinite channels.

But let's shift that perspective. All you really need is to determine your **positioning**. From that stems everything you need to create content for any marketing tactics you want to use.

Your positioning is based on things your business is already doing, which you've just assessed. Now is the chance to make sure it's clear to your audience (and your team). By establishing even one simple positioning statement, you'll guide endless pieces of content.

Rather than producing hundreds of unique materials, you're really just adapting one message to fit the tools you have to reach your audience. When considering how audiences find and engage with a business, we recommend focusing content creation in these areas:

- Straightforward information about your product or service that shows its value
- Content that helps the consumer compare their options and decide to purchase
- Content targeting your ideal customers' persona or lifestyle so they can relate to you
- Information that establishes your credibility, like case studies, reviews, commentary on current events, etc.



Efficient and Sustainable Content Creation

At Kaleidico, our SEO research often guides our content creation, making website and blog content a natural starting point for improving SEO and generating traffic. From here, other content and channels become easier to fill, forming a robust content plan.



Website Content

We recommend establishing positioning on your website first. We'll get into the user experience more in the next section but for now, let's focus on the words on the page.

As you publish all of your product or service details on your website, it serves as the ultimate reference for your team to guide other content channels. And all other channels will link back to your website. Having clear SEO content about your product or service and your credibility is a great foundation.



Blog Content

Publishing ongoing blog content gives search engines something to "chew on" so that you can begin to rank in their results. Keyword and audience analysis feeds blog topics and helps you stay competitive in your market so that prospective customers can not only find you, but also start looking to you for trusted insights.



PPC Campaigns

Based on your unique positioning, investing in PPC campaigns follows and reminds your audience about you. With digital ads, you can install a platform pixel on your website to drive traffic there. This short code places a cookie in the user's browser and triggers your Google Ad, for example, on the websites they visit, encouraging them to return to your site, even when they aren't actively thinking about your product or service. When they get to your site, they'll want to stay because of the clear and compelling content.



Email Marketing

As users engage with your website, you can get email signups. This should be backed by strategic email content, often pointing consumers to a spot on your website or an informative blog to keep them engaged (see how the content is all connected?). Remind them in each email how they can get in touch with you, that you're their trusted source for your product or service, and give them a clear call to action to keep them moving through your sales funnel.

Website Optimization

Obviously your audience is influenced by much more than just the content you write. How that content is presented is just as important. When consumers land on your website, they should intuitively find what they need, and be guided through ways to engage with you.

With this in mind, Kaleidico's website design and development teams are crucial to our content marketing services. As a full-service, cohesive team we work together to ensure the visuals, functionality, information architecture, and your brand are optimized on your website. Again this also sets the standard for all other marketing channels.

Our checklist for a successful lead conversion website:

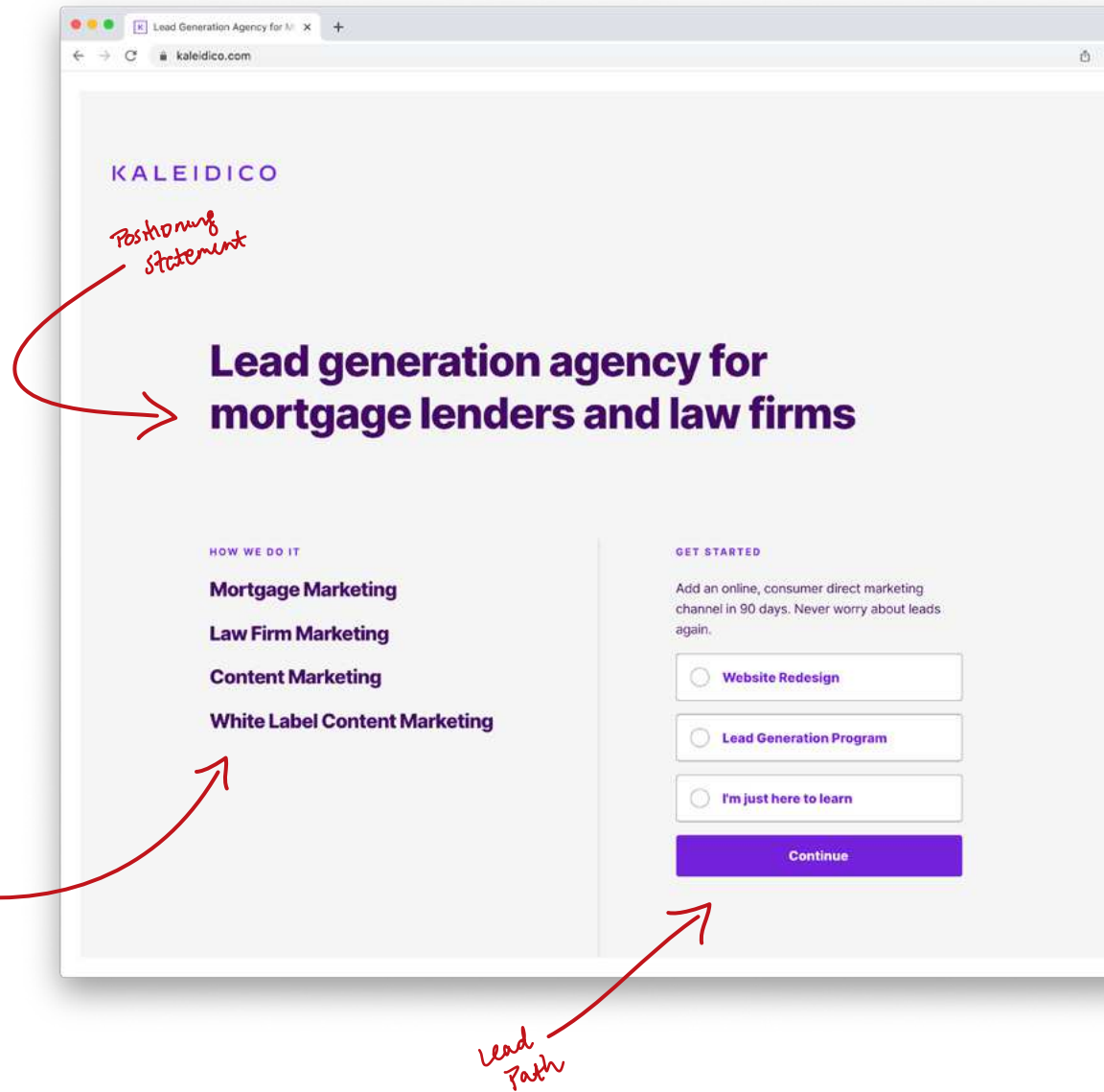
- Positioning statement at the top of the home page with your top CTA
- Progressive lead paths, or forms, that gather users' information as they engage and become a lead
- Information about what you do and how you serve your customers
- Landing pages for each product or service you offer, enhanced with CTAs and lead paths
- Email newsletter or list signup
- Lead magnets that provide value to consumers in exchange for their email or other information
- Blog with organized categories and regularly updated SEO posts
- Contact page with all ways to reach you
- Team bio and reviews pages that show up in search results and establish credibility

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Give Consumers What They Want

With analytics tools like Google Analytics and SEMRush we can see what pages of your website are most visited, how users got there, and their behavior on the page. Impressions, time spent, bounce rates, conversions all tell us whether that page is functioning well.

If someone lands on a page but doesn't fill out the form to become a lead, the page isn't converting. This is where website design and development come in to enhance the page and make sure you're giving your users what they want — your product or service.



Make the most of Content Marketing with Lead Generation

Generating ongoing content across multiple channels is a large part of our proven plan. But that content grows legs when we also focus on how customers complete their journey with you — from how they engage, to how you capture their information, and how you continue to nurture the relationship until they convert to customers.

Lead Capture and Engagement

Strategic lead capturing and engagement are essential in converting leads. Considering the words on the page that warm up a lead and guide them to engage with you is just as important as the elements on the page that make it intuitive for the consumer to take action.

Although this might not feel like traditional content marketing, writing, designing, and developing strategic and progressive lead capturing forms and clear calls to action has just as much impact as SEO blog content or digital ads. This is a level of detail your competitors often miss and it produces unusually high conversion rates.

Ideally, as you collect information from leads, it would automatically feed into a CRM, which will help you to nurture and remarket to the leads.

Lead Nurturing and Remarketing

Collecting leads is important but let's keep them moving through the funnel to turn leads into sales conversions.

Once you begin collecting leads in your CRM, manage the ongoing relationship with them. Within your CRM, craft workflows that market to your various audiences, including past clients and unresponsive leads.

This is where triggered emails and newsletters help you make the most of your messaging by continuing to ping your customers. For example, if they fill out a form or take another relevant action, send a triggered email with a link to schedule an appointment with one of your salespeople so they can connect with your business.

As you show up in their browser through PPC ads and in search results as they research, you'll see the full benefit of your content marketing plan in action. Stay top of mind for customers and make it so easy for them to take action with you.

Are you ready to get started?

Dive into Kaleidico's proven content marketing plan to immediately begin increasing your lead flow and conversion rate.

From there you'll make content marketing a repeatable and scalable process that will continue to grow your business and your customer base.

Gain qualified leads along with a plan for moving them through your sales funnel to become satisfied customers.

How Kaleidico can help

Kaleidico's content marketing framework brings on a lot of new opportunities, which also means new challenges. Those willing to take it on experience deliberate and strategic growth.

If you need support in your content marketing efforts, learn more about Kaleidico. With almost two decades of digital marketing expertise, we understand you as well as your audiences. Work with us to execute strategic content marketing strategies to grow your business.



[Schedule a discovery session with us](#)

Or email hello@kaleidico.com