

Your 5-Step Content Implementation Plan



content**sparks**

The following plan contains 5 steps (plus a bonus 'content maximizer') that you can follow to get the most out of your new content you purchased from Content Sparks. If you don't already know what you're going to do with your content, let these steps guide you.

Use the accompanying checklist to make sure you've completed all the tasks. And you can use the Workbook and spreadsheets to take notes and plan how you'll implement, publish, and repurpose your content.

Step 1: Set Your Content Drivers

In Step 1, you need to do the ground work that drives all the content you create and publish. If you haven't already done these tasks in your business, now is the time. Once you've done these once, you can revisit them periodically to see if they've changed, just as you would with a marketing plan.

- What is Your Ideal Target Customer Profile?
- What is Your Unique Value Proposition?
- What are Your Top Business Goals?
- What are Your Top Business and Marketing Challenges?
- What are Your Top Content Needs?
 - Which parts of your funnel need content based on your top challenges?
What types of content?
 - Awareness/Lead Generation
 - Marketing Materials
 - Lead Magnets
 - Free Content
 - Conversion
 - Emails
 - Paid Products
 - Sales Materials
 - Customer Retention & Loyalty
 - Resources and freebies
 - Tutorials/Training
 - Emails
 - More products
 - Etc.
 - See this blog post with more info:
<https://contentsparks.com/content-plan-answer-questions/>

Step 2: Content Planning

In Step 2, you do all your planning of how you'll use the content you just purchased. This type of planning will ensure that your content will get the results you need for achieving your business goals.

- Take Stock of Your Content
 - List content that came with your purchase, eg:
 - Course Book
 - Workbook
 - Checklists
 - Graphics
 - Slideshow
 - Opt-In Report
 - Blog Posts
 - Follow-Up Emails
 - Tweets
 - etc
- Match Content to Needs
 - How will you use each piece of content based on your top content needs from Step 1?
- Match Needs to Delivery Method
 - If you currently don't have a delivery method set up, note tasks you need to complete to get there, with deadlines. Example delivery methods include:
 - Membership site
 - Download Page via media storage location
 - Email attachment
 - Online coaching platform
 - In-person presentation
 - Webinar
 - Teleseminar
 - Video
 - Etc.
- Identify Additional Content Needs
 - Other sales funnel content
 - Other content formats (eg, slides or videos)
 - More emails
 - Etc.

Step 3: Content Customization

In Step 3, you do the customization, editing, and branding of your content based on the plans you laid out in Step 2.

- Identify new titles
- Edit for your audience and ideal target customer
- Add your own examples and stories
- Add your own suggested resources
- Add your own images
- Add content you think is missing
- Take out content you feel is irrelevant or unnecessary for your audience
- Add your branding
 - Logo, url, colors, fonts, formatting, etc.
- Convert to desired media
- Create additional content (Identified in Step 2)
- For more ideas, see 'Tips for Using Your Content' doc in your product folder

Step 4: Content Publishing

In Step 4, publish your edited, finalized content in the format that you need for your planned delivery method.

- Render/publish final content files
 - Must be non-editable formats. No source files delivered to customers
- Upload to delivery platform
 - Eg, Media library and download page, YouTube, Coaching membership, email autoresponder, saved to folder on computer ready for live delivery, etc. (See Step 2 where you planned this)

Step 5: Content Promotion

Step 5 is all about getting the word out about your content. It's where you plan how you will let your audience know about the content, whether it's just for your customers/members or you're using the content as part of a larger sales funnel.

- Identify communication methods
 - How/where will people learn about your new content?
Depends on where in funnel. Eg,
 - Social Media
 - Paid Ads
 - Printed marketing materials
 - Website/blog announcement/post
 - Free webinar with promo
 - Emails
 - Press Release
 - Etc.
- Identify promotion tasks/responsibilities
 - What needs to be done
 - Who will do it?
- Set up promotion calendar
 - When will each piece of communication about the content be sent or published?
 - When will ads run?
 - Schedule for webinar promo - pre and post too
 - When post to social media & which platforms
 - When send emails to lists & what topics
 - Etc.
- Implement and monitor
 - Google Analytics
 - Social media stats
 - Conversion rates
 - Sales
 - Etc.
- Identify changes needed
 - Changes/additions to content
 - Changes/additions to promotion

Content Maximizer

Your 'Content Maximizer' is where you extend the value of the content you purchased and/or created by repurposing it into different formats, for different audiences, or to achieve different goals.

- Identify 5 ways to repurpose each piece of content
 - Identify multiple ways for most important content, eg:
 - Report download from email series
 - Infographic from key points in report
 - Checklist from how-to post
 - Audio from report or other text
 - Slides from key points in report
 - Video from slides and audio
 - eBook from blog post series
 - Etc.
 - See category on blog for tutorials: [How to Repurpose Your Content](#)
- Create editorial calendar for repurposing and publishing your content
 - Dates
 - Content Topics
 - Call to Action
 - Content Source - product name
 - Specific file source
 - Formats of content
 - Where to publish (could be multiple locations)

At Content Sparks, we like to use our project management system ([asana](#)) to plan what content needs to be created and when. Then we use a social media scheduler for the social media content ([Promo Republic](#)). Some people just prefer to use a spreadsheet. It's entirely up to you! Try out different things and see what will be the easiest and most efficient for your own business and your preferences.

**Need more ready-to-go content to build your business,
extend the content you have, and fill your plan?**

[>>CLICK HERE>>](#)

