

8 Keys to a Successful Content Marketing Campaign

Great content marketing campaigns don't just happen

Content marketing, when done well, has a long-lasting impact on the success of an organization.

But this success does not come easily.

Competition is fierce, audiences are hard to reach, and without a well-defined approach to campaigns, content marketers are essentially just relying on luck to drive business results.

This guide gives you the foundation to outmaneuver your competition, deliver real value to your audiences, and drive audiences through your marketing funnel to attain well-defined business objectives.

And it shows you how to prove your success every step of the way.

This infographic is the abridged version of the full [content marketing campaigns guide](#).

The [Abridged] Ultimate Guide to

Content Marketing Campaigns



It's never been harder to be a content marketer

Good content marketing is no longer good enough. If you're relying on content marketing campaigns that consist of a blog post with some social promotion, you are doing the bare minimum. It's time to up your game. Here are the essential steps you can use to make your next great content marketing campaign.

Define the specific business objective of the campaign

Before creating any content, identify the main business objective of this content marketing campaign. Business objectives may include:

- Brand Health
- Marketing Optimization
- Revenue Generation
- Operational Efficiency
- Innovation
- Customer Experience

When you define your objectives, make sure they are a specific metric met over a specific time, such as 100 new leads in 30 days.



Identify how to measure your success

Identify the metrics that will prove the success or failure of the campaign in the context of its overall business objective. Examples:

- Brand Health: Sentiment, share of voice, influencer engagement
- Marketing Optimization: Cost savings, lower cost per lead, higher ROI
- Revenue Generation: Leads, sales, quality of existing clients
- Operational Efficiency: Call deflection, reduction in cold-calling
- Customer Experience: NPS, popularity, sentiment
- Innovation: Feedback on new ideas, identification of new customer pain points

Define the audience you're targeting

Go beyond simple demographics of your audiences. Are you targeting existing customers, prospects, or both? What stage of the buyer's journey are they in? Awareness? Consideration? Conversion?

Understand each of your audience's main pain points and create content that seeks to alleviate these pain points even without the help of your products or services.



Identify the content topic and takeaway

Selecting the best topics to cover in your content marketing campaign can be tricky. Select topics that matter to your audience, that have good SEO traction, and are not too difficult to talk intelligently for.

Content intelligence, like Ceralytics, uses vast amounts of data to identify the topics that best fit your audience's pain points and stage in the buyer's journey to your overall business objectives. It's based entirely on data-driven insights and takes biased opinions out of the mix.

Create a next step for the reader to take after they've consumed your content. This keeps your audience engaged and pushed through your marketing funnel.

Create your content

You now have a solid foundation on which to build your content marketing campaign. Now it's time to execute it.

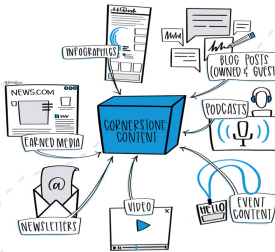
A piece of cornerstone content is the focal point of your content marketing campaign. Identify the keywords and keyword clusters that best fit the pain points you identified for your audience. Try to stick to medium-tail keywords that have decent search volume.

Aim to create 10x content - content that is 10 times better than anything else about that topic. Your goal is to deliver the most value to your audience as you can.

Then, create supporting brick content that drives more exposure to your cornerstone content. Brick content can be on your site or other sites.



CORNERSTONE & BRICK CONTENT



Identify how your content drives desired actions

If your content is amazing, and drives a ton of traffic, it still needs to accomplish your overall business objective to be successful.

Simply putting aggressive sales ads in a content piece rarely works to drive revenue goals. Most audiences are used to ignoring them. Instead, audiences seek a logical next step they can take within the context of the page they're reading.

Consider using content upgrades or logical links to products and services to get your audience to take a next step in the marketing funnel.

Promote your campaign

You've created amazing pieces of content, now it's time to promote them. After all, content doesn't distribute itself. Use the PESO model to identify the best channels for your content.

Paid	Earned	Shared	Owned
<ul style="list-style-type: none"> Pay Per Click - Search engines, paid social, etc. Native advertising Display ads Remarketing Sponsorships Cost per lead programs Paid influencers 	<ul style="list-style-type: none"> Influencer marketing PR outreach Outreach to extended networks Providing exclusives to publications and influencers 	<ul style="list-style-type: none"> Social sites Forums Referrals Word of mouth 	<ul style="list-style-type: none"> Your blog Your website Newsletter Email campaigns Your social profiles



Measure your content marketing campaign

The best part about this process is that by the time you get to measuring the success of your campaign, you've already defined its business objectives and metrics you're going to use to determine its success.

Utilize whatever software or qualitative information you need to get metrics back on your campaign. That may be Google Analytics for traffic and goal conversions, your CRM for revenue, Net Promoter Score surveys, content intelligence platforms, etc.

Make adjustments to optimize your campaign. Sometimes small tweaks can make a big difference in a content marketing campaign's performance.

Infographic based on the full guide at: ceralytics.com/content-marketing-campaigns

