



Owen Mantz Copywriting

Content Marketing Plan

OVERVIEW

A content strategy is a plan for creating content that facilitates your business goal. It helps you create the right brand awareness content that can influence your buyer's decision for every stage of the sales funnel to drive leads and conversions.

Content marketing is the gold mine for driving great business outcomes, as lots of buyers depend on content to make purchases. Statistics show that **60% of customers are inspired to seek out a product after reading about it**. A good content marketing strategy can make all the difference for your brand, which is why **82% of marketers actively use content marketing**.

Increase leads, sales, and followers through...

- The ability to use custom memes to grow a following on social media platforms and then turn those followers into fans of your music
- Prioritization of content distribution and promotion to multiple channels over rapid content creation
- And ultimately achieving virality thanks in large part to social media brand building across several platforms

Followers don't admire artists just for their music.

It's the entire brand they create and monetize.

It's the connection with their audience that drives them forward.



Content based around memes is shared 7x more than any other content.

The above fact comes delivered among [stats](#) released by Instagram.

In fact, Instagram hired a new executive to focus specifically on the platform's meme-sharing accounts. Considering those include accounts like [@Daquan](#) (15.5M followers) and [@Betches](#) (7M followers), it's a smart strategic move. Even the media is jumping on board with memes (e.g. BuzzFeed's [@World](#)).

Digital trends like memeable, social-media consumable content.

Here are the five steps it takes to create an effective marketing strategy:

1. Know your goal_____

The goal of your content marketing strategy should be tied to brand awareness, leads, conversions and customer retention.

2. Do buyer persona research_____

[Buyers are 48% more likely to consider](#) service providers that have a personalized marketing strategy. Your content is for your target buyers. Therefore, you have to know who your target buyers are so you can decide the best way to sell your content to them.

3. Develop content ideas_____

- a. Do a content audit
- b. Focus on brand awareness
- c. Content frequency

4. Determine your content format and delivery channels_____

Depending on your target audience, your content format can come as Tik Toks, videos, podcasts or more.

5. Track the performance of your content strategy_____

Knowing the progress state of your content marketing strategy means you can determine whether or not you are close to your goal. This is great because you get to decide what needs to change or continue.