SOCIAL SELLINATOR.COM
YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA

ULTIMATE CONTENT MARKETING STRATEGY CHEAT SHEET

MASTER THE ART OF CONTENT MARKETING WITH THIS HANDY GUIDE.



6 TYPES OF CONTENT MARKETING ELEMENTS

1. Blog Posts
2. Infographics
3. Videos
4. Podcasts
5. Social Media Posts
6. eBooks and Whitepapers

6 WAYS TO GET CONTENT IDEAS

1. Customer Queries
2. Competitor Analysis
3. Trending Topics
4. Keyword Research
5. Industry News
6. Customer Reviews and Testimonials

10 REPEATABLE CONTENT CREATION TEMPLATES

1. **Blog Post:** "How to {solve a problem} in {number} easy steps"
2. **Infographic:** "{Interesting Statistic}: What it means for {industry/audience}"
3. **Video:** "Behind the scenes at {Your Company}"
4. **Podcast:** "Interview with {Industry Expert}"
5. **Social Media Post:** "Our top tips for {solving a problem}"
6. **eBook:** "The ultimate guide to {industry topic}"
7. **Case Study:** "How {Your Company} helped {Client} achieve {result}"
8. **Webinar:** "{Industry Expert} talks about {hot topic}"
9. **Email Newsletter:** "The latest news and trends in {industry}"
10. **Press Release:** "{Your Company} launches new {product/service}”

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10 CONTENT MARKETING MASTERS TO EMULATE

1. Seth Godin
2. Ann Handley
3. Joe Pulizzi
4. Neil Patel
5. Gary Vaynerchuk
6. Rand Fishkin
7. Brian Clark
8. Darren Rowse
9. Jay Baer
10. Michael Stelzner

3 FORMATTING TIPS

1. Break up text with headers and bullet points for readability.
2. Use compelling visuals to enhance your content.
3. Keep paragraphs short and concise.

3 LANGUAGE LESSONS

1. Write in a conversational tone to engage your audience.
2. Use storytelling to make your content more compelling.
3. Avoid jargon and keep your language simple and clear.

3 PSYCHOLOGY TRICKS

1. Use scarcity tactics (limited time offer, only a few spots left) to prompt action.
2. Leverage social proof (testimonials, case studies) to build trust.
3. Use the principle of reciprocity - give valuable content for free to encourage future

15 CONTENT MARKETING PROMPTS

1. How-to guides for common challenges in your industry.
2. Case studies showcasing your product/service.
3. Interviews with industry experts.
4. Round-up of industry news.
5. Behind-the-scenes look at your company.
6. User-generated content showcasing your product/service.
7. Infographics highlighting key statistics or trends.
8. Webinars or workshops offering in-depth learning.
9. Reviews or comparisons of tools/products in your industry.
10. Predictions for the future of your industry.
11. Personal stories or experiences related to your industry.
12. A series of posts on a specific topic.
13. A challenge or contest involving your product/service.
14. A recap of an event or conference.
15. A spotlight on a customer or employee.

15 ADDITIONAL CONTENT MARKETING STRATEGY PROMPTS:

1. **Expert Opinions:** Gather insights from industry experts on a trending topic.
2. **FAQs:** Create a post answering frequently asked questions from your customers.
3. **Day in the Life:** Showcase a typical day in the life of an employee or a customer using your product/service.
4. **Product Tutorials:** Create step-by-step guides or videos on how to use your product or service.
5. **Guest Posts:** Invite industry influencers or customers to write a guest post on your blog.
6. **Seasonal Content:** Create content around holidays, seasons, or events relevant to your industry.
7. **Success Stories:** Share stories of customers who have achieved significant success using your product/service.
8. **Content Series:** Develop a series of blog posts or videos on a specific topic that will be released over time.
9. **Industry Myths:** Debunk common myths in your industry.
10. **Checklists:** Provide useful checklists related to your industry or product (e.g., "SEO Checklist for New Websites").
11. **Quizzes or Surveys:** Engage your audience with interactive content.
12. **'Best of' Lists:** Compile 'best of' lists relevant to your industry (e.g., "Best Digital Marketing Tools in 2023").
13. **Future Trends:** Predict future trends in your industry.
14. **Mistakes to Avoid:** Share common mistakes to avoid in your industry or when using your product/service.
15. **Charitable Initiatives:** Share any charitable initiatives or community service your company is involved in.

BONUS FORMULA: WHAT + WHO + WHY
e.g. "5 CONTENT MARKETING STRATEGIES every STARTUP needs TO BOOST ENGAGEMENT."