

## How to build a comprehensive content strategy with time-tested data-backed techniques



There are 8 billion people searching for products and services on the Internet every day. How can I build a comprehensive content strategy that connects potential customers with the unique value of my brand?

It's not as hard as it may seem. But you need a content marketing strategy, or, to put it simply, your content marketing plan.

When I walk into our local grocery store, it doesn't take me long to figure out that Kerrygold is the best butter brand on the shelf.

I just peel off the wrapping a little and see this unmistakable creamy color of the sweet-smelling slab. And I immediately know it's the one I am looking for! I want real butter!

I see the value of the butter immediately just by looking at its content.

What if you were able to show your content in such a way that whoever is walking by your digital e-commerce store would immediately see the amazing "creamy value" of what you are doing and say: "It's real!"

Your "creamy" content is churned from your pure passion. You know it has value! And you want to share it with the world.

You want people to see what's inside. Because as soon as they see the content, they will want to buy.

## How can a content creation strategy help you to display the value of your brand?

There are 8 billion Internet searches happening daily! Can you imagine how many people are typing in your keywords this very minute?

You have every chance to pop up in their search results if only... you can communicate to that mysterious Google algorithm through your content that you are this brand with the creamiest product that people look for.

In the digital marketing universe, Google only understands the language of SEO, keywords, links, and site authority.

The streets of that worldwide e-commerce mall are paved not with stone but with meta-titles, meta-descriptions, anchor texts, and subheadings.

They are the signs that direct your customers to your store. If you know where to put them, you are good to go.

So how do you create the kind of content that consistently directs your clients to your window display?

You need to build a winning content marketing strategy with time-tested, data-backed techniques – after all, according to BrightEdge Research, [68% of all trackable website traffic originates from Organic and Paid Search](#), vastly exceeding all other channels, including Social Media!

This means that your consistent online content yields the most dividends in terms of traffic over time!

## Is it hard to write good content?

Daunting as it may sound, the art of content writing doesn't require a college degree. In fact, there are a few things we need to unlearn before it starts coming smoothly.

Julia XXXX's course Content Strategy and Marketing breaks down this process into a few simple steps so you can present your delectable content to your customers who are looking for the real deal in as little as 45 days.

Enroll today to develop a step-by-step content marketing strategy from scratch, using guided training with signature content hacking techniques and become an effective, high ROI content strategy expert.

## How to build a successful content marketing strategy and reach your content marketing goals?

There are 6 natural steps to building a successful content marketing strategy that will help you to achieve your business goals.

1. Know your foundations – *what makes you different?*
2. Who are you speaking to? Know your audience.
3. Understand and use keywords and draw customers with appealing SEO content.
4. Build authority over time.
5. Give your customers consistent “creamy” value.
6. Know what to do with your content after publishing it – editorial calendar, post-publishing plan, repurposing old content.

Watch this 20-minute video masterclass by XXX and learn all the basic ingredients for building an impactful content strategy.

Let’s see what each step entails:

## 1) The foundation for an effective content marketing strategy – what makes you different?

“No one lights a lamp and puts it under a bushel.”

I remember the first time I came across Tim Denning’s writing on Medium after perusing a couple of dozen other authors. “This is different!” I exclaimed immediately.

It was like finding Kerrygold among other butter brands on the shelf. The taste and the smell were unmistakable.

Your creamy delectable content is also different because it comes from the depths of who you are and reflects your unique expertise. And other people can’t help seeing it because it shines.

What do other people say about your product or service again and again? This might be a clue about how you stand out.

Put it into words and turn it into your purpose. This is how you start developing your content strategy. An effective content marketing plan starts with tapping into your purpose!

To hear some success stories and learn the skills, techniques, and strategies behind a real business from content, watch a free masterclass by XXX [How To Build A 7-Figure Business Through Content Marketing](#).