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Content Strategy

A Summary

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CONTENT STRATEGY SUMMARY

One of the core principles of today's content marketing is to publish massive amounts of content and then distribute it as widely as possible. When you distribute the content into other channels, you want to have those channels link back to your website. That accomplishes a few things:

1. It positions you as a thought leader in the eyes of a wider audience
2. The links back to your website will help you with search engine rankings
3. The links back to your website will bring more traffic to your site

So the more widely you distribute your content, the more traffic you will receive and the more exposure you will receive - all of which increases your success.

FOUNDATIONAL THOUGHT

When someone has a question about [your niche], their first thought should be:
"[your name] can answer that question for me!"

SOLUTION

Become a trusted source of knowledge through creating, soliciting, curating, and acquiring massive amounts of in-depth, helpful content and disseminating that content as widely as possible. Over time, through the dissemination of your content, you will come to be known as a definitive authority on your niche.

Basic Content Strategy

- Massive amounts
- Widely disseminated
- With infrastructure to support response

Content Types

- Articles
- Videos
- Blogs
- White papers
- Presentations
- Webinars
- Interviews
- Newsjacking
- Social media interactions
- Email
- Infographics
- Video testimonials
- Surveys
- Case studies
- Answer sites
- Podcasts
- Discussion forum posts
- Magazine articles
- Conferences
- Ebooks
- Press releases
- Mobile/tablet apps
- Gamification site

Sources of Content

- Internally-generated
- User-generated
- Outsourced
- Curated
- Acquired

Dissemination Targets

- Your website
- Discussion forums
- External blogs
- Facebook, Twitter, Google +, Pinterest, Flickr, Del.icio.us, etc.
- Guest posts on other blogs
- Slideshare & other presentation sites
- Document-sharing sites
- External blog comments
- Kindle, Nook, etc.
- In-person training/mentoring
- iTunes
- Google Play Store
- Ezines
- Press Release Services
- Article Repositories