

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 <b>Cs</b> Content strategy	10 <b>Sh</b> Slideshow
2 <b>Ar</b> Article	11 <b>Vi</b> Visualisation
3 <b>V</b> Video	12 <b>Pr</b> Press release
4 <b>Im</b> Image	13 <b>Wb</b> Webinar
5 <b>Ev</b> Event	14 <b>Ap</b> App
6 <b>Gm</b> Game	15 <b>Eb</b> Ebook
7 <b>To</b> Tool	16 <b>So</b> Social
8 <b>P</b> Print	17 <b>Em</b> Email
9 <b>Ei</b> E-learning	

- Strategy**
- Format**
- Content Type**
- Platform**
- Sharing Triggers**
- Metrics**
- Checklist**
- Goals**

## A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

107 <b>Fu</b> Funny	108 <b>Sx</b> Sexy	109 <b>Sg</b> Shocking	110 <b>Mv</b> Moving	111 <b>Un</b> Unbelievable	112 <b>Cv</b> Controversial	113 <b>Co</b> Cool	114 <b>Ig</b> Illuminating	115 <b>Rd</b> Random	116 <b>Zg</b> Zeitgeist	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disgusting
120 <b>Sq</b> Search queries	121 <b>Se</b> Search optimisation	122 <b>Ce</b> Copy editing	123 <b>Fm</b> Formatting	124 <b>Hd</b> Headline optimisation	125 <b>Tv</b> Tone of voice	126 <b>Gd</b> Brand guidelines	127 <b>Pe</b> Plain English	128 <b>Do</b> Device optimisation	129 <b>Fc</b> Fact-checking	130 <b>Cd</b> Credit sources	131 <b>Ct</b> Calls to action	132 <b>Fd</b> Invite feedback

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