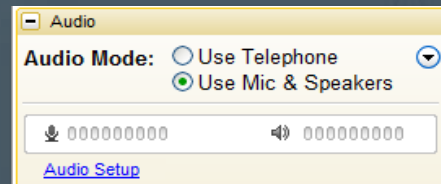


HOW TO BUILD A SUSTAINABLE CONTENT MARKETING PLAN



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

The background is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

@HubSpotAcademy

#InboundLearning

SUBSCRIBE TO HUBSPOT PROJECT UPDATES

<http://academy.hubspot.com/subscribe-for-hubspot-project-updates>

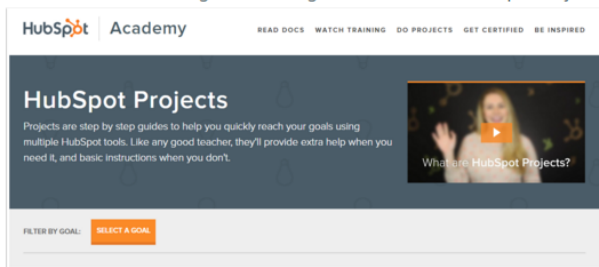


Academy

Subscribe to HubSpot Project Updates

The HubSpot services team is continually working on creating new HubSpot Projects to help you DO inbound. Subscribe for:

- Updates when new Projects are available
- Opportunities to trial new Projects before they go live
- Future live trainings on how to get the most out of HubSpot Projects



SUBSCRIBE FOR HUBSPOT PROJECT UPDATES

First Name

Email*

Are You a HubSpot Partner?

- Please Select -

What best describes your organization

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Please notify me when:*

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@MarkKilens

Justin Champion
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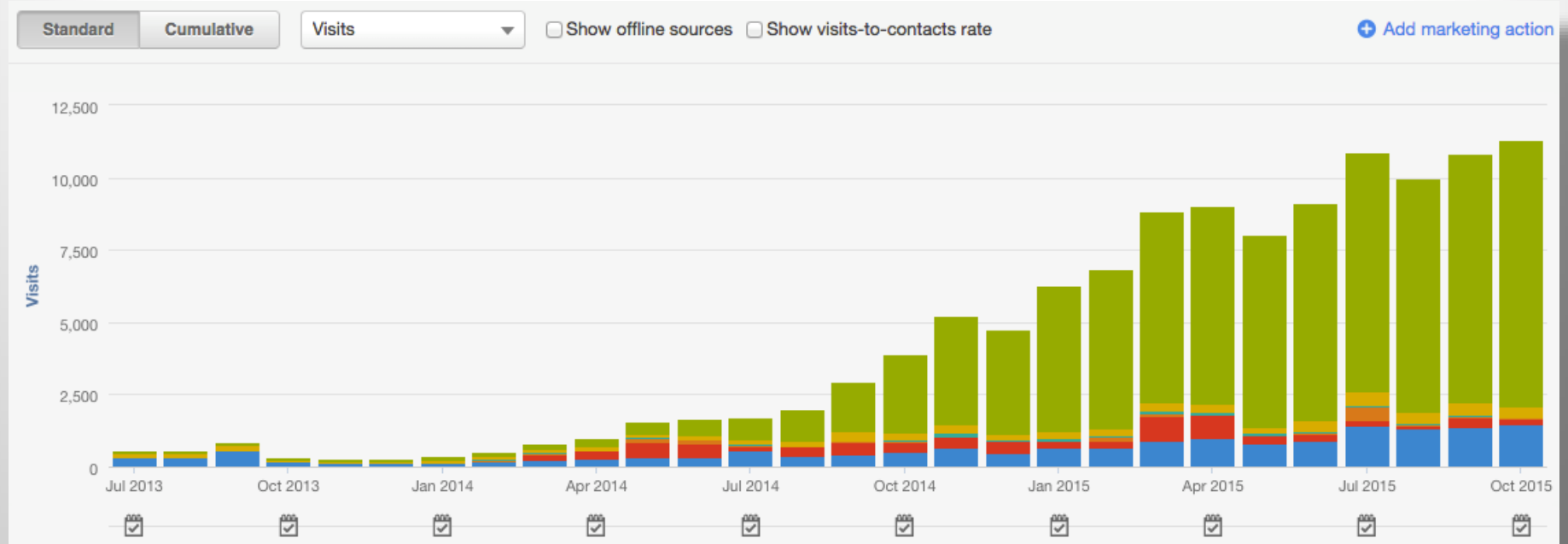
AGENDA

- 1 Content marketing overview
- 2 Reverse engineering content
- 3 Creating a conversion funnel
- 4 Repurposing content
- 5 Next steps and resources

A large, bold, orange number '1' is positioned on the left side of the slide, serving as a section marker.

1

CONTENT MARKETING OVERVIEW



Numbers don't lie - inbound marketing works!



But trying to achieve
results may feel like this.



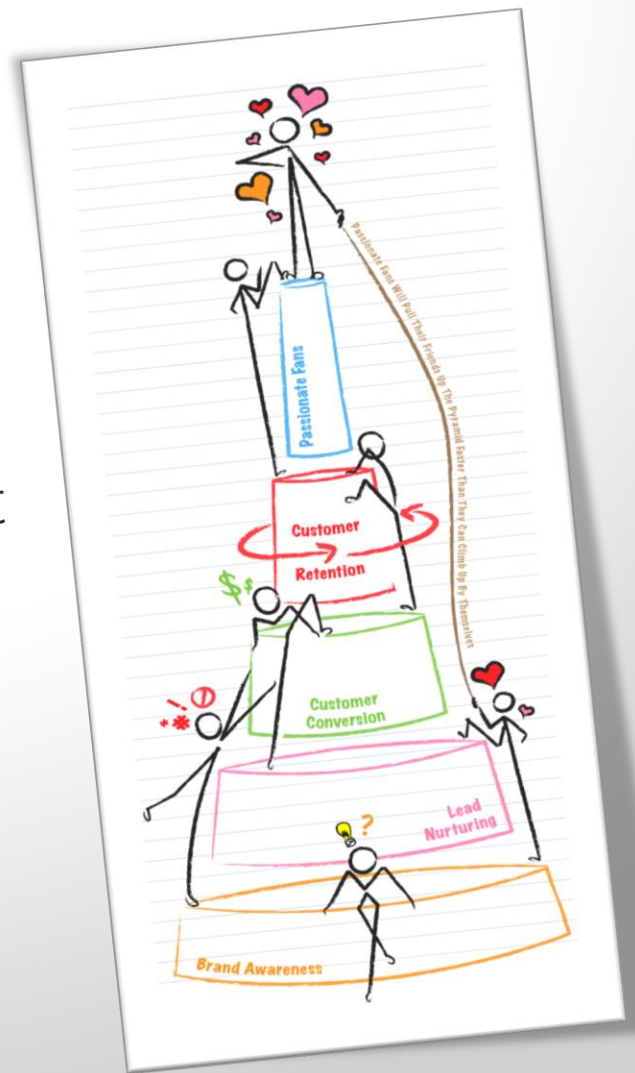
QUESTION TIME!

What's your biggest content creation challenge?

MOST COMMON CUSTOMER ROADBLOCKS

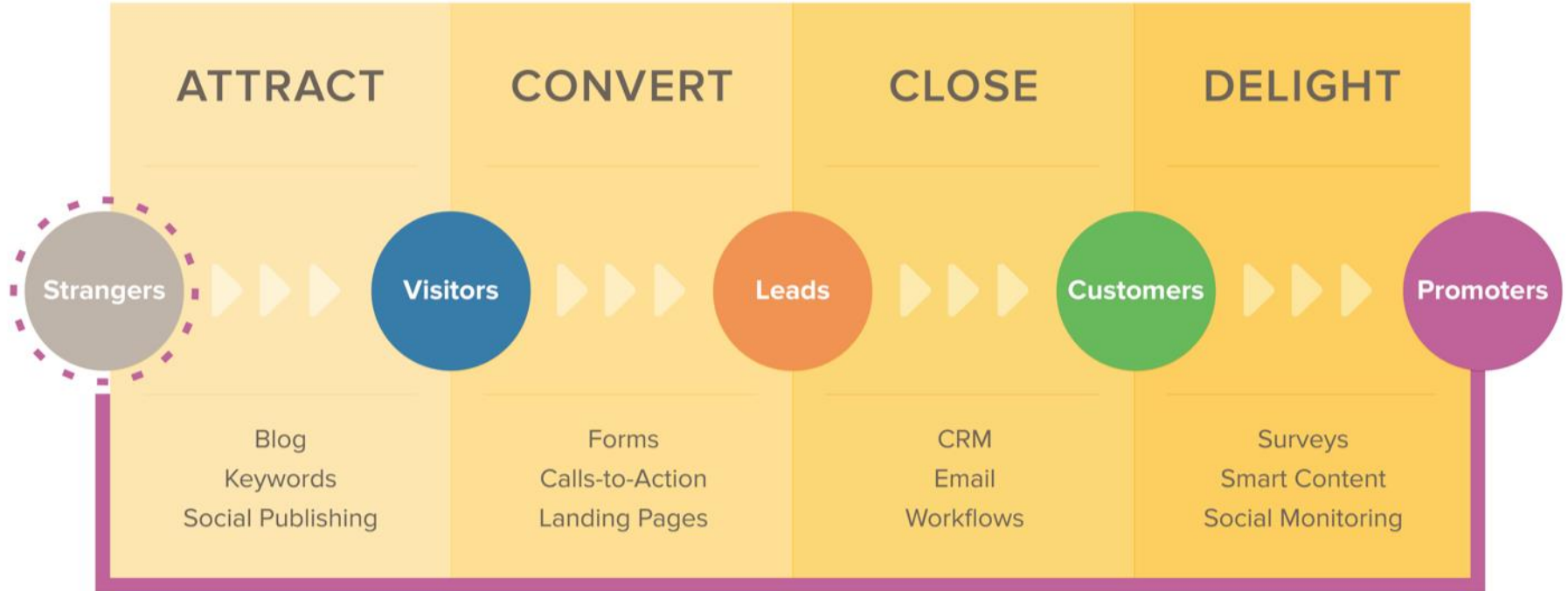
- ☒ Limited bandwidth
- ☒ Limited knowledge of HubSpot platform
- ☒ Limited marketing knowledge
- ☒ Have content, but not sure what to do with it

HubSpot's platform is rooted in content creation, and you need it to prove ROI.



The more you **create content**,
the **easier** it will be.

Inbound Methodology





Today we're going to teach you how to **successfully implement these two stages.**

3 STEPS TO CREATING A CONTENT MARKETING PLAN

- ☒ Reverse engineering content
- ☒ Creating a conversion funnel
- ☒ Repurposing content

2 REVERSE ENGINEERING CONTENT

AN INTRO TO

THIS TOPIC

An introductory guide to [this topic] and how
to succeed at it

AUTHOR NAME

- Company and Title -



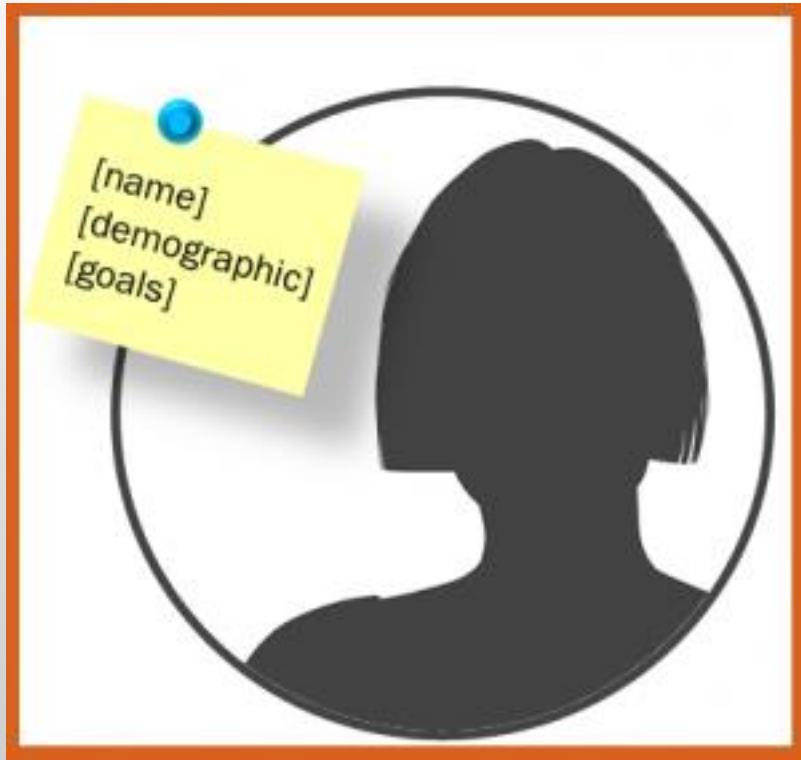
A Publication of



Let's create an ebook.



Think of your ebook like a puzzle; **a grouping of pieces that form a larger picture.**



Step 1: determine who you are trying to reach.



Step 2: brainstorm content ideas that personas would be interested in.

HOSTING A SUCCESSFUL BABY SHOWER

Supporting topics

- **Timing**
- **Shower themes**
- **Choosing a venue**
- **Decorations**
- **Food, fun, and games**

Step 3: select a
content topic and
identify supporting
content themes.

HOSTING A SUCCESSFUL BABY SHOWER

ebook title

ebook chapters

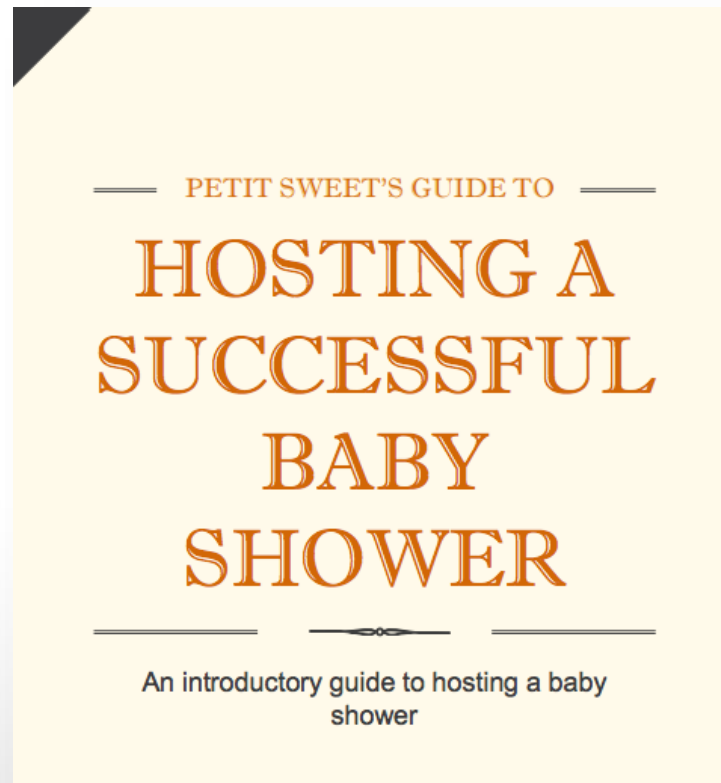
Supporting topics

- **Timing**
- **Shower themes**
- **Choosing a venue**
- **Decorations**
- **Food, fun, and games**

Welcome to your **ebook outline!**

Write a blog post for each supporting topic.





BAM! You just created an ebook through content installments.

Short-term actions should enable
long-term [content based] success.

EXERCISE!

Identify a content theme that fits your business with 3 - 5 supporting topics.

HOSTING A SUCCESSFUL BABY SHOWER

Supporting topics

- **Timing**
- **Shower themes**
- **Choosing a venue**
- **Decorations**
- **Food, fun, and games**

ebook topic




ebook theme

3 CREATING A CONVERSION FUNNEL



Now that we have our ebook, we need to create a conversion path for visitors to access it.

BEST PRACTICES TO OPTIMIZING USER EXPERIENCE

-  Provide a pleasant, manageable experience
-  Be consistent on every page
-  Keep it simple

Choosing the Right Venue Can Either Make or Break Your Baby Shower



Web

Images

Videos

Shopping

News

More ▾

Search tools

About 475,000 results (0.88 seconds)

Choosing the Right Venue Can Either Make or Break Your ...

www.petitsweetnc.com/.../choosing-the-right-venue-can-either-make-or-... ▾

Nov 14, 2014 - The foundation of every party, especially a **baby shower**, is location.

Finding the perfect venue can be a challenge.

Petit Sweet Blog - Custom Cupcake Baker in Raleigh

www.petitsweetnc.com/petit-sweet-blog ▾

Nov 21, 2014 - Keep Your **Baby Shower** Guests Happy with Memorable Bite-Sized

Treats ... **Choosing the Right Venue Can Either Make or Break Your Baby ...**

Someone finds
a blog post on
Google.

They read the blog and want to learn more.



Below are five venues to consider:

1. **Friend or Family Member's House:** If a friend or family member is willing and has room to host the party at their house, then this could be an ideal option. It'll help keep costs low, and may help you increase your budget to support party décor, food, etc.
2. **Local Park:** Park's are a great place to host an outdoor themed party. Furthermore, most parks are free, so you can conserve budget. If possible, try and look for parks that offer amenities, such as grills, pavilions, and bathrooms.
3. **Restaurant:** If you think you'll need help with food, then a restaurant could be right for you. When choosing a restaurant, consider food options, layout—does the restaurant offer a private space, ambiance—something quiet so it doesn't negatively impact the party, and location—try and plan around the mother-to-be so she doesn't have to travel far.
4. **Church or Community Center Hall:** These are usually available to rent for a couple of hours. Furthermore, these spaces usually have wide-open layouts, which makes it easier to customize your party space. Moreover, both places usually have kitchens, so coordinating food will be an easier task.
5. **Tea Room or Hotel Suite:** These options are more out-of-the-box, leading to a more hands-off planning process. If you're a busy host, then having someone else do all the work will save you a lot of time!

Choosing the right venue can either make or break your baby shower. Make sure to plan ahead and consider whether or not your theme will work with your space.

Are you planning a baby shower? If so, then make sure to download Petit Sweet's Guide to Hosting a Successful Baby Shower!

Receive Guide to Hosting a Successful Baby Shower

Condensed content that's included in ebook

Insert CTA to Book

Visits landing
page and fills out
form to receive
free ebook



Guide to Hosting a Successful Baby Shower



Planning a baby shower can be a daunting task. We're here to help! This guide contains information in the following areas:

- ✔ Checklist to stay on track with planning your baby shower
- ✔ Inspiration and assistance with choosing a baby shower theme, food, decorations, games, venue, and party favors

If you're looking for help planning your upcoming baby shower, then this guide is for you!

First Name*

Please complete this mandatory field.

Last name*

Please complete this mandatory field.

Email address*

Are you planning a baby shower?*

Which best describes you?*

Postal Code*

Submit



HOME SERVICES GALLERY PRICING BLOG ABOUT CONTACT

Hosting a Successful Baby Shower Guide Download

Thank you for your interest!

Please download Petit's Sweet's Guide to Hosting a Successful Baby Shower below.

Download Free Guide

Curious how much a custom order cupcake order is going to cost you? Check out **Petit Sweet's Cupcake Order Checklist** and get prepared!

— PETIT SWEET'S GUIDE TO —
**HOSTING A
SUCCESSFUL
BABY
SHOWER**
— — —

Call out
download link

Promote
secondary CTA

Easy
access to
download
ebook.



Hi There,

Thank you for downloading Petit Sweet's Guide to Hosting a Successful Baby Shower! Please click the link below to download your guide.

[Download Free Guide](#)

Need help with a custom cupcake order? [Click here](#) to download Petit Sweet's cupcake order checklist now.

Sincerely,

Sharon



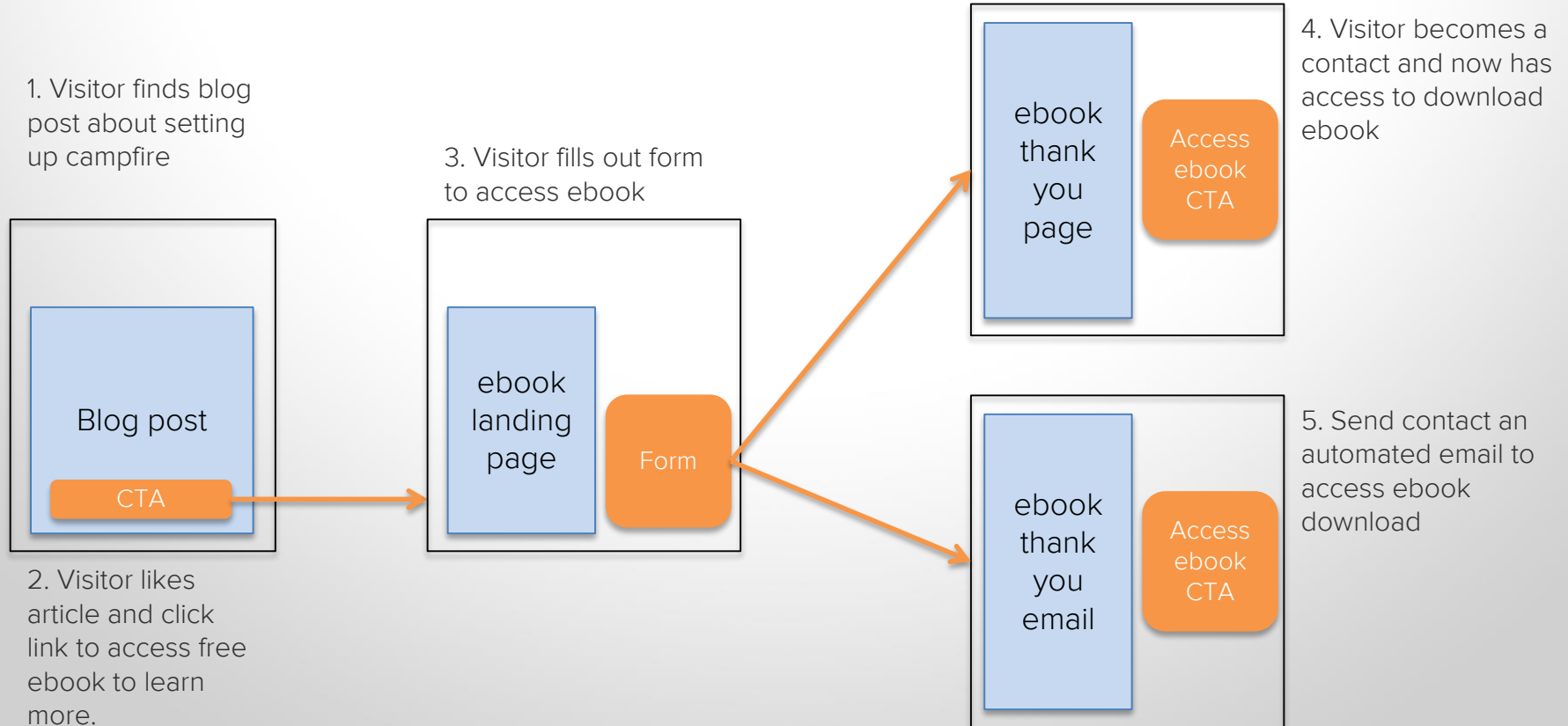
Share with your friends!



Automated email
to ensure contact
received ebook
download

Same look
and feel as
thank you
page

Ebook Conversion Funnel Review



The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

4 REPURPOSING CONTENT

A large, white, stylized recycling symbol (three chasing arrows forming a triangle) is positioned on the left side of the image. The background is a teal color with a visible vertical wood grain texture and some minor surface scratches.

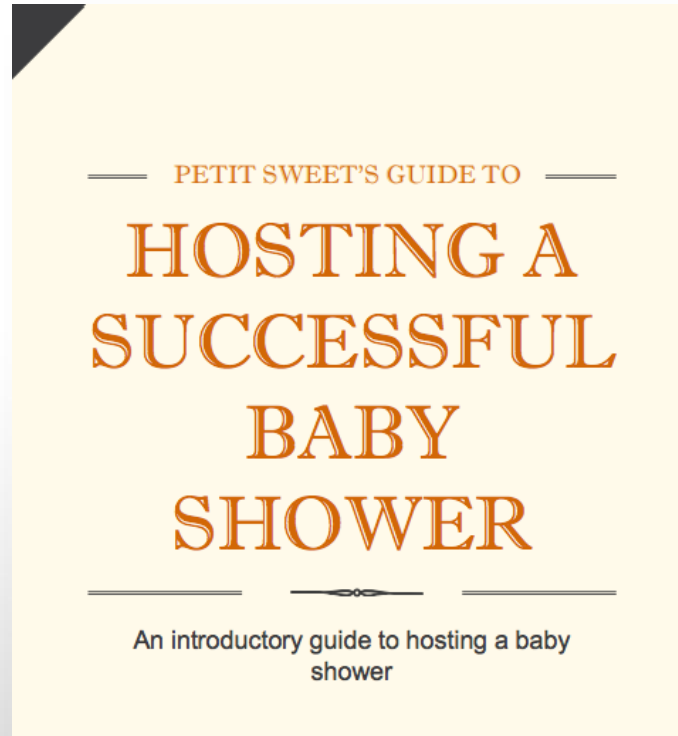
Reduce
Reuse
Recycle

Your new content
marketing best
friend.



Think of yourself like a multipurpose minimalist; **stretch the value of your possessions.**

Think: “How else can this content be consumed?”

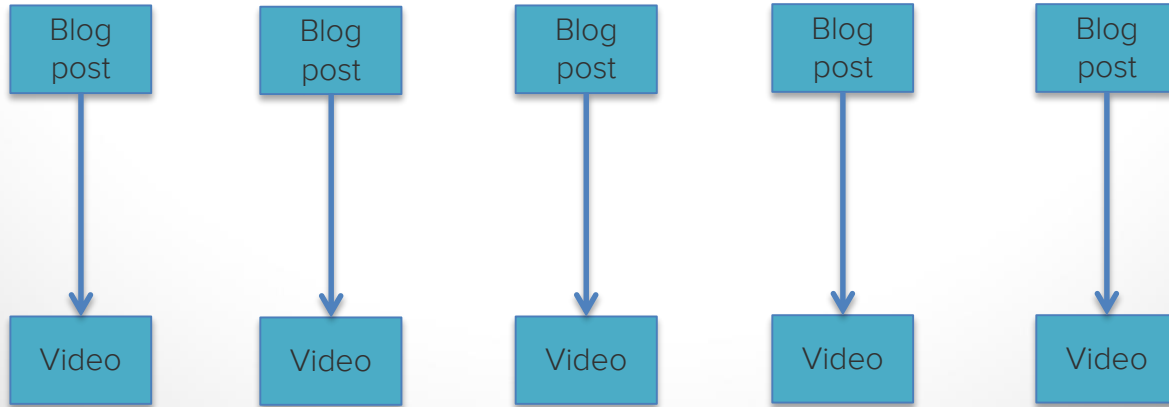




QUESTION TIME!

What are some ways you can repurpose content?

Opportunity: **video series**



Distribution channels: Vimeo, YouTube, social media

Opportunity: Checklist



Distribution channels: landing page, blog post(s), social media

Opportunity: Webinar



Distribution channels: landing page, blog post(s), social media, Slideshare

**WHY IS REPURPOSING
CONTENT IMPORTANT?**

Free Download: Content Marketing Guide - HubSpot

offers [hubsport.com/content-marketing-blueprint](#) ▾ HubSpot, Inc. ▾

Download the **Content Marketing Blueprint** to see how promoting your content doesn't always have to be so time-consuming. Brought you by **HubSpot** and ...

The Essential Guide to Creating a Successful Content ...

[blog.hubspot.com/marketing/content-marketing-blueprint-ht](#) ▾ HubSpot, Inc. ▾

Jan 30, 2014 - Well, **HubSpot** recently teamed up with Evernote to do just that. We've created a **content marketing blueprint** that's available right inside of ...

HubSpot & Evernote: How to create a content marketing ...

offers [hubsport.com/webinar-creating-a-content-marketing-...](#) ▾ HubSpot, Inc. ▾

[Free Webinar] **HubSpot** and Evernote have joined forces to create The Ultimate **Content Marketing Blueprint** for your 2014 **content marketing** strategy which will ...

Content Marketer's Blueprint

[www.contentmarketingblueprint.com/](#) ▾

The **Content Marketer's Blueprint** provides a proven framework for growing your school or ... As a Principal Inbound Professor at **HubSpot** Inc, I have worked with the ... **Inbound marketing** can grow your business or help your school achieve its ...

HubSpot & Evernote's Content Marketing Guide

[www.slideshare.net/HubSpot/hubspot-evernotes-content-marketing-blue...](#) ▾

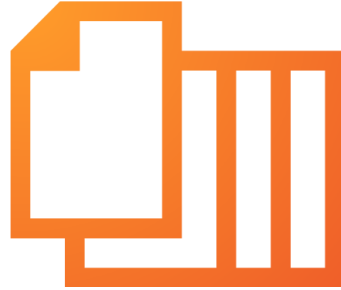
Jan 23, 2014 - Creating a **Content Marketing** Guide for 2014 **#contentblueprint** Meet Your ... **#contentblueprint** **HubSpot** & Evernote's **Content Marketing** Guide.

Design for Action: A Content Marketing Blueprint (HubSpot ...

[www.slideshare.net/.../design-for-action-a-content-marketing-blueprint-h...](#) ▾

Sep 15, 2015 - You invest so much time, effort, and money on **content marketing**, yet it doesn't seem to connect, or convert, the way it should. Why? Because ...

Secure more
search engine
real estate.




Easily increase
content production,
growing your
content library.

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

5 NEXT STEPS AND RESOURCES

You're in luck—we have a **step-by-step training program!**

<http://academy.hubspot.com/projects/customer-projects-how-to-build-a-content-marketing-plan>



HubSpot Academy

READ DOCS WATCH TRAINING DO PROJECTS GET CERTIFIED BE INSPIRED

CUSTOMER PROJECTS


HOW TO BUILD A CONTENT MARKETING PLAN

🕒 SUGGESTED TIME TO COMPLETE: 4 HOURS PER WEEK OVER 8 WEEKS




This program will help you successfully complete a content marketing plan.

Completing these steps will allow you to:

- Efficiently create a content offer with supplemental blog posts.
- Build a conversion path to support content offer.
- Identify repurposing opportunities to increase footprint of content offer.



PROGRAM OVERVIEW

-  Three step-by-step projects on how to complete a content marketing plan
-  Helpful whiteboard videos
-  Reach out to your primary point of contact for additional assistance

FINAL LAST WORDS...

RINSE. WASH.
REPEAT.

Standard

Cumulative

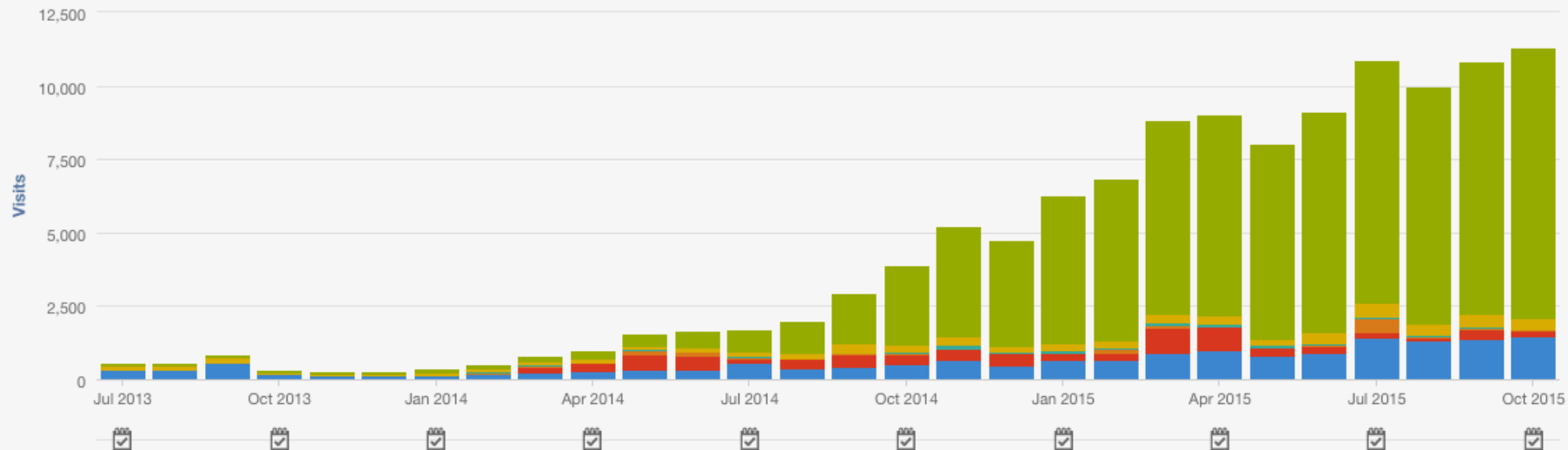
Visits



☐ Show offline sources

☐ Show visits-to-contacts rate

[+ Add marketing action](#)



NEXT STEPS

- 1 Continue formulating your content offer
- 2 Develop a conversion path for the content offer
- 3 Generate ideas to repurpose the content offer based on your distribution channels
- 4 Connect with your HubSpot point of contact to review the content plan

RESOURCES

- 1 How to Build a Content Marketing Plan
- 2 Content Training Class
- 3 Blogging Training Class

QUESTIONS?