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# How to Create a Solid Content Marketing Plan

7 key steps to add to your content marketing checklist.

1

## Create Localized Content for Your Newsletter



By filling your newsletter with localized content, you will be providing your clients with relevant information encouraging them to subscribe to your updates.

2

## Schedule Social Media Posts



Schedule weekly social media posts with planned content to stay organized and consistent.

3

## Send Industry Updates to Your Email Lists



Email marketing is one of the best ways to communicate with your clients. Send your clients industry updates to keep them in the know on best practices and industry updates.

4

## Add Visuals Such as Pictures and Videos



Spice up your content with less copy and more visuals! Posts with visuals receive twice as much engagement than posts with just text.

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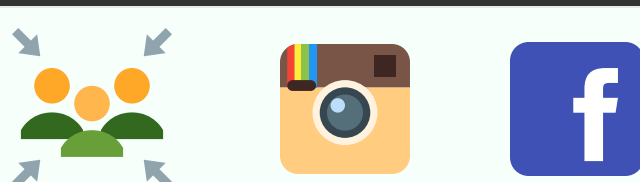
## Update Your Blog with Relevant and Helpful Content



Your blog should be a place where your clients can receive a variety of information. Be sure to create a consistent posting schedule (try once a week!).

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## Pay to Promote Your Social Posts



One of the best ways for your content to reach the audience and numbers you have working for is to pay to promote your posts on social media. The cost is minimal, and the reward is large!

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## Pay Attention to Your Audience's Responses

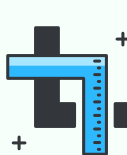
Paying attention to your audience can be done in 3 steps.

Listen



Listen to what your audience is responding

Analyze



Define what their responses mean.

Respond



Answer your audience with the best response.



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