

Types of Content for Digital Marketing Checklist

These should get you started, and you can certainly experiment with many other types of content marketing as appropriate. Try each of these and check them off as you go, so you make sure you have some experience with each before deciding what combination works best for your audience.

1. Main website pages
2. Blogs
3. Guest blogging
4. Video
5. Podcasts
6. Infographics
7. E-books and white papers
8. Press releases
9. Webinars
10. FAQ pages
11. Topic clusters
12. Link bait
13. Case studies

Focus on creating the highest-quality, most information-dense content at regular intervals, and you'll reap the rewards in your Google rankings — and in the number of appointments you schedule with clients.

Think in terms of campaigns. Every major topic or practice area you want to promote should make use of the following content types:

1. A topic cluster – a series of blog posts interlinked from a pillar / general page on that topic
2. An e-book
3. Calls to action offering the e-book
4. A landing page for the e-book
5. A video
6. A podcast
7. An infographic
8. A deep piece of content worth linking to

If you want to go a step further, you should also create a quality “thank you” page that people hit after they fill out your forms. These thank-you pages will have links to more quality information and they also get set up in Google Analytics as the touchpoint required to track a goal conversion. In addition, they can trigger email marketing automation “drip” campaigns using a tool like HubSpot.

These drip emails will send even more powerful content, such as a link to a relevant blog post, then a case study, then a request to talk. Such emails go out every three to five days automatically, so you are nurturing prospects as you sleep.

Content marketing is very sophisticated now and artificial intelligence is only making it deeper and more complex to organize.

Automated tools are great and information flows freely on how to do these things, but it all comes down to having an organized process and a team of people designated to handle specific tasks.

It may feel overwhelming, but once you get into the flow, it becomes more of a rinse-and-repeat process, where creativity and insight are more important than just the tactical factors.

If your business has something to say, don't let other people with less experience do all these things that I have outlined; they'll come up in search and social media ahead of your company, and capture leads that just might be your ideal customers.