ATHENA

CREATIVE
WEB

THE STRATEGIC CONTENT MARKETING STACK 2019

THE STRATEGIC MARKETING STACK

PLANNING

AUDIENCE	MESSAGE	GOAL
Needs & desires	USP/ point of difference	Traffic
Pain-points & pressures	Editorial tone of voice	Leads
Motivations	Answering the 'why'	Sales
Life goals	Answering the 'who'	Search ranking
Values	Answering the 'how'	Members
Demographics	Answering the 'what'	Shares
Technical capabilities	Brand development	Engagement

CONTENT

EARNED	PAID	OWNED
Exposure gained from being valuable	*Strategic spending for business growth*	*Material owned and controlled by your business*
Social media engagement	PPC advertising	Website/intranet
Search engine ranking/SERP	Print advertising	Branding
Product or service reviews	Radio/TV/display advertising	App
Customer testimonials	Facebook/Instagram advertising	Print marketing collateral
Customer feedback	Linked In advertising	Podcasts
Media stories	Affiliate marketing	Videos
Customer inquiries	Native advertising	eBooks
TV, radio interviews	Sponsored content	e-learning/training
Survey feedback	Advertorial	Media release/media kit
Positive PR/reputation management	Corporate sponsorship	White papers
Business partnership opportunities	Event sponsorship	Blogs
Google reviews/third party reviews	Video/YouTube advertising	Email marketing
Website referrals/backlinks		Photography

INFRASTRUCTURE

How well the tech works (website, CRM, mobile app, etc.)

Usability/UX
Delivery
Stability
Scalability
Security
Compatibility
Tech support

METRICS

How success is measured

Customer retention metrics	Social media metrics	New website visitors
Audience metrics	Advertising conversion metrics	Unique website visits
Sales metrics	Advertising engagement metrics	Web page bounce rate
Reputation & PR metrics	Social media engagement metrics	PPC landing page conversion rate

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