

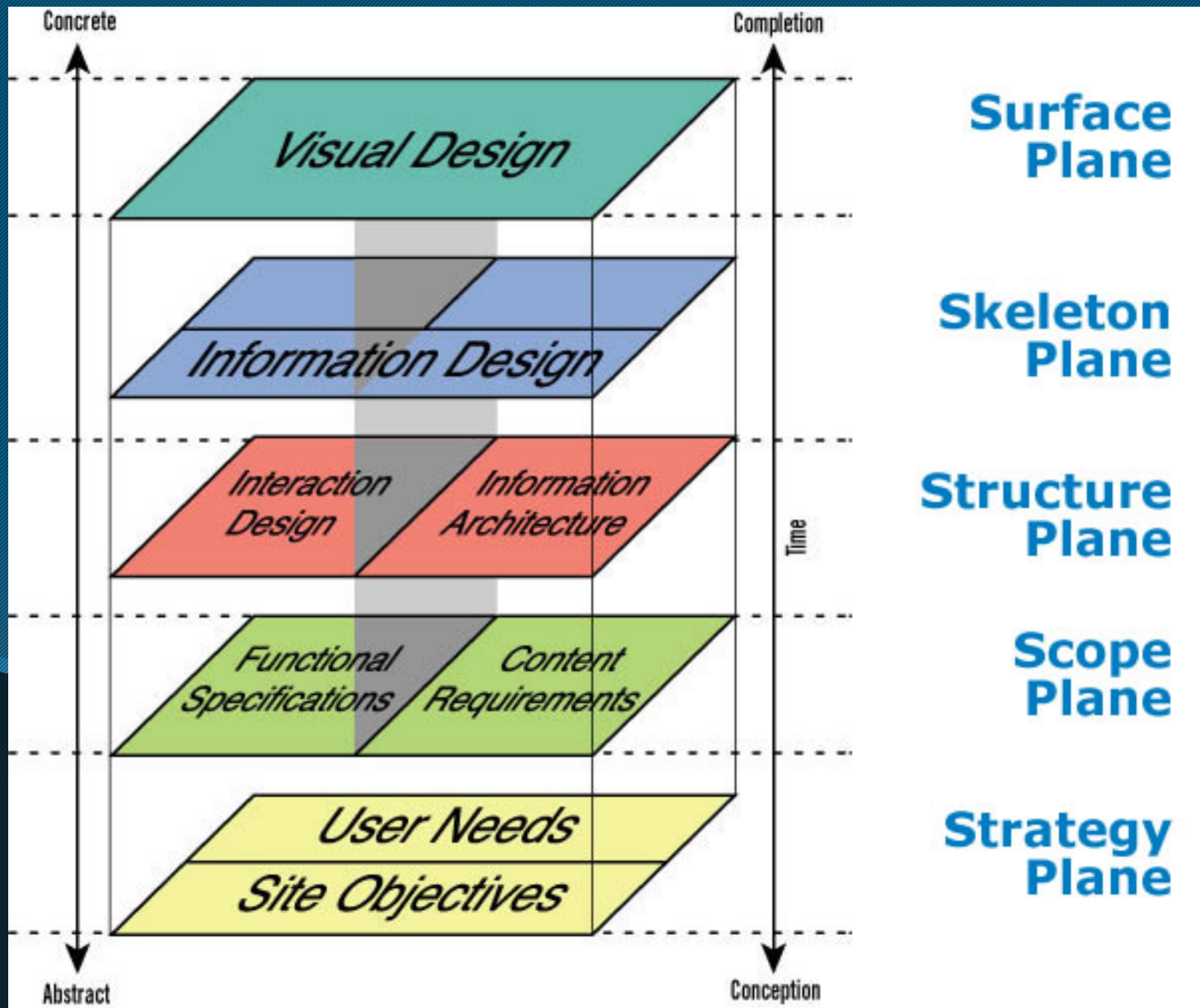


#dimbootcamp

# Develop a Content Plan

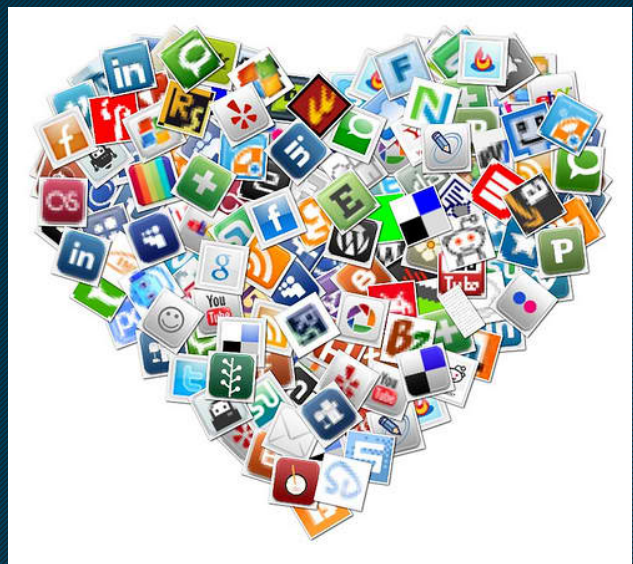
Janette Toral

[http://digitalfilipino.com/  
influencer](http://digitalfilipino.com/influencer)



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Peer reviews

Mixed sources

Perceptive reference

Crowd

Cognitive fluency

Product visualization

Social media

Emotional decision

Subconscious decision

# Pillars of Influence





# Link your Google+ profile to the content you create

## Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go...](#)  
[www.wired.com/epicenter/2011/06/inside-google-plus.../1](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)



by **Steven Levy** · in 838,229 Google+ circles · [More by S](#)  
Jun 28, 2011 – Follow [@stevenlevy](#). **Google**, the world's company, is formally making its pitch to become a major networking.

You can link content you publish on a specific domain (such as [www.wired.com](http://www.wired.com)) to [your Google+ profile](#).

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as [stevenlevy@wired.com](mailto:stevenlevy@wired.com)) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

## Understand how your content appears in search

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)



For example:

Submitting this form will add your email address to the [Work section of your profile](#), which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the [Contributor to section of your profile](#).

[Sign up for Authorship](#)

*Make great*

**CONTENT**

*and*

**VISITORS**

*will come*

# THE NO HYPE, BUZZWORD-FREE GUIDE *to* CREATING GOOD CONTENT FOR YOUR BUSINESS

There is a simple, proven path that anyone can follow to create good content. This is it, in nine easy steps.

1

## Think about what you know

Think about what interests you. Make a list of the things you know about, the things people seem to want to hear about, the topics you're interested in and that get you excited.



2

## Find good sources

Collect the websites, blogs, books and other sources that contain the best writing and reporting about your topics. Keep adding new ones and pruning the less valuable ones.

## Read

Every day. The good stuff, a lot of it. Within your topics, by the sources that matter. Analyze what works. Read some bad stuff, too. Ask yourself, "What makes it bad?"

3

4

## Save things

Remember when you read that one piece and you realized what it was missing, or it sparked a related idea that went unexplored? Did you save it, file it away in a proper place with your notes and ideas? That's what writers do. Do that.



5

## Hold an editorial meeting

Grab a few colleagues, tell them to bring good things they read recently and one or two important topics. Share your ideas. Think up headlines for articles you'd all like to read. Now assign them to each other. Repeat weekly.



6

## Give yourself deadlines

Deadlines provide focus and motivation. To really work, they must be shared. Put them on an editorial calendar. Hold yourself to your deadlines. Get other people to hold you to them. Hold other people to theirs.



7

## Write

This is the natural extension of reading, keeping notes and refining of your ideas with colleagues. Know your angle. Share an anecdote that helps illustrate your point. Be clear. Don't use words you don't understand. Don't waste your words by using them carelessly.



8

## Get edited

Good content comes in part from good editing. You need an editor. Ask her to ensure what





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7



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### Repeat

Writing good content isn't rocket science but it does require multiple steps. The more you do it, the easier it gets.



**Spundge**

Spundge makes it easy to collaboratively track news and topics, curate the most relevant information and create influential content. Sign up for a free account at [Spundge.com](http://Spundge.com).

For more great content tips, visit our blog at

[www.spundge.com](http://www.spundge.com)

Substance – top  
tone, style, what  
message we need  
communicate



Workflow – the  
process, tools and  
resources we need  
to create and  
maintain content

Structure – how  
to prioritize and  
build up the content  
building blocks

Governance –  
consistency, integrity  
and quality of the  
content

CONTENT COMPONENTS

PEOPLE COMPONENTS

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# Develop a content plan

- “ Define clear goals and objectives.
- “ Identify your target audience.
- “ Align to your audience reasons for “buying”
- “ Identity type of contents to be used.

# Content types

“ Articles

“ Photo

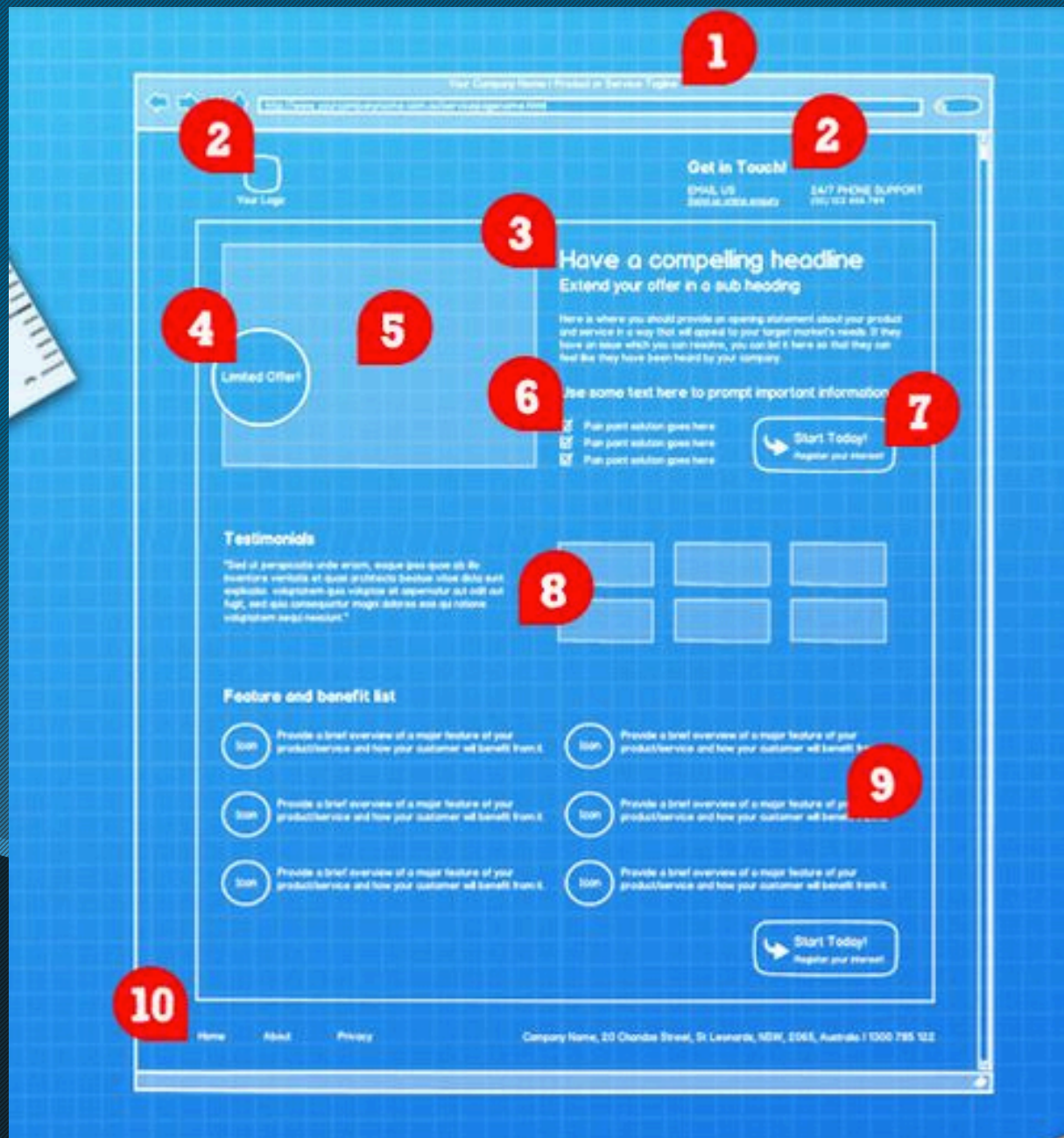
“ Video

“ Slides

“ Infographic

“ White paper

“ Podcast



# Develop a content plan

- “ Who will create the content and how?
- “ Content promotion approach.
- “ SEO it.
- “ Metrics

# SOCIAL MEDIA MARKETING RADAR





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See you at the  
next webinar!  
[http://digitalfilipino.com/  
influence](http://digitalfilipino.com/influence)