



# The First 5 Phases of Content Marketing Mastery

## Phase 1: Goal Setting

- Marketing Goals
- Business Goals
- Measurement

## Phase 2: Audience Identification

- Who They Are
- Where They Work
- What They Do
- What They Want
- Why They're Not Getting It

## Phase 3: Content Planning

- Content Journey
  - Calendar
- Content Audit
  - In-House
  - In-Mind
  - In-Sync
- Where You Shine
  - Your Sweet Spot
    - Credible Experience
    - Demonstrable Results
  - Where your Skills Meet Your Market's Pain

## Phase 4: Content Delivery

- Channels
  - Email
  - Media
  - Social
  - Live
  - Direct
- Key Considerations
  - Time
  - Budget
  - Expertise
  - Consistency

## Phase 5: Audience Build

- Blog
  - Auto-Response Sequence
    - Mind Map
    - Ebook
    - Tool kits
    - Multi-Format
      - Workbook
      - Subscription Trigger
      - Sales Trigger
  - Relationship Trigger
    - Mind Map
    - Ebook
    - Tool kits
    - Multi-Format
      - Workbook
      - Subscription Trigger
      - Sales Trigger
- Webinars
  - Sales Trigger
- Cornerstone Content
  - Subscription Trigger
  - Sales Trigger