



How to Use The Content Marketing Toolkit

Introduction

Industry research across multiple countries cites how marketers are being tasked with increasing their production of content – or starting a content marketing strategy from scratch. Oftentimes, these marketers lack resources to launch their ambitious programmes. A common complaint we hear from peers is that content can take a lot of their time to implement. Professionals at small companies or businesses located in emerging markets feel this challenge even more acutely. Where can they get started or what can be done to improve their process?

Luckily, implementing a content marketing strategy doesn't feel daunting when you have tools and templates that are easy to use. No one wants to reinvent the wheel – so you shouldn't recreate calendars, plans, or checklists. Use ours instead!

Our team at LinkedIn created a wish list of the templates that would have made our lives easier when we began focusing on content marketing, as well of some items we still wanted. We involved teams around the world who were at different stages of content marketing development – from offices in San Francisco, London, Bangalore, Singapore, Sydney and beyond. From this, The Content Marketing Toolkit was born.

Every great content marketer begins their strategy in a spreadsheet or slide deck – building plans, plotting distribution, crunching performance metrics, checking budgets, and presenting results to management. Regardless of whether you have access to powerful online collaboration and management tools, you can create a strategy that moves your brand forward with resources in The Content Marketing Toolkit.

Author

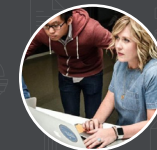


Jennifer Bunting
Head of EMEA Product Marketing
London, LinkedIn

Contributors and Editors:



Jason Miller
Head of Content & Social
Media Marketing
London, LinkedIn



Megan Golden
Group Manager, Global Content
& Social Media Marketing,
Washington D.C., LinkedIn



Alexandra Rynne
Content Marketing Manager
San Francisco, LinkedIn



Christy Tran
Consumer Marketing,
Digital Strategy Organization
San Francisco, LinkedIn

What you will find inside The Content Marketing Toolkit:

This collection of resources is intended to jumpstart the planning process. Let the column headers or slide headlines guide you and simply fill in the blanks. The files are predominately spreadsheets and slide decks that you can edit. It's easy to alter the templates to make them relevant to your specific needs.



1. CONTENT CALENDAR

Ensure your brand has fresh content available all year and that you take important dates into consideration by filling out a Content Calendar. This is simple way to align your marketing team and keep cross-functional stakeholders informed about big campaigns.



2. SOCIAL MEDIA DISTRIBUTION PLAN

Content only delivers value for your brand if the right people find it. This template contains a calendar and resources to promote your content on social. As any social media manager knows, this can quickly become complicated because each platform is unique. To solve this challenge, we created tabs for each social platform – enabling your team to post across LinkedIn, Facebook, Twitter, Instagram and more while meeting the specific requirements and best practices of each platform.



3. CONTENT AUDIT TEMPLATE

The objective behind doing an audit may vary from fiscal year planning to product launches - and more. This template is designed help keep track of existing assets and where to find them. Take your analysis a step further by including performance metrics and recommending next steps.



4. CONTENT GAP ANALYSIS

How much new content do you need? Use the Content Gap Analysis to identify holes in your content assets by plotting existing content against marketing objectives, the buyer's journey, and/or key personas. This is a perfect follow-up to a Content Audit so that you can visually see the gaps that must be addressed.



5. SEO CHECKLIST

Follow these tried-and-tested SEO recommendations to increase the organic search traffic to your website, blog, and landing pages.



6. CONTENT MARKETING STRATEGY FOR FY19 TEMPLATE

Don't let another year fade away without putting a content marketing strategy in place. Get buy-in on your strategy from stakeholders and develop a plan that produces measurable results.



7. METRICS AND ANALYTICS DASHBOARD

Enter your performance data into a dashboard to share with executives and discuss how your content strategy is meeting the needs of your business.

Appendix I:

LinkedIn Marketing Solutions resources for content marketers

Are you ready for more inspiration and tips to put your plans into action on LinkedIn?

Secret Sauce: How LinkedIn turns up the heat on their LinkedIn marketing campaigns



[Download Book](#)



Your Organic + Paid Playbook: Unlock Your Brand's Potential on LinkedIn



[Download Book](#)



Tactical Plan: A daily playbook for successful content marketing on LinkedIn



[Download Book](#)



Read Me If You Want To Advertise Better on LinkedIn



[Download Book](#)



Appendix 2: Online Tools & Resources

Research

Ubersuggest

Buzzsumo

MOZ

Design



Social Media Management



Collaboration



Content Hubs





ABOUT LINKEDIN | LinkedIn operates the world's largest professional network on the Internet with more than 590 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent and educated people.

RELATIONSHIPS MATTER | With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

Follow Us On Twitter

@LinkedInMktg

For more information visit
marketing.linkedin.com

