

DAY 7



Get The Most Out Of Your Content Marketing



When you set SMART objectives and know your target audience you can market bespoke content and measure campaign success.

JENINA KNOX

✓ Discovery

1. Outline your objective using S.M.A.R.T goals
2. Define your target audience
3. Analyse competition

✓ Development

1. Define topics
2. Content mapping
3. Content gap analysis

✓ Execution

1. Define topics
2. Content mapping
3. Content gap analysis

