CONTENT MARKETING FLOWCHART

OBJECTIVE	TO ATTRACT	TO ENGAGE	TO CONVERT
AIM	BUILD AWARENESS	BUILD INFLUENCE & TRUST	DRIVE SALES OR LEADS
CONTENT TYPE	EDUCATIONAL OR ENTERTAINING	COMPETITION, QUIZ OR USER GNERATED	BRAND RELATED
STRATEGY	SEO OPTIMISED FOR ORGANIC TRAFFIC	BUILD RAPPORT – LIKE & COMMENT	ENGAGAING COPY WITH CTA
SUPPORT	OUTREACH	SOCIAL MEDIA	ADVERTISING

THE MEDIA FORMULA