

A person wearing a light blue shirt is writing in a white notebook with a yellow pencil. The scene is set on a desk with a laptop keyboard visible in the foreground. The background is slightly blurred, showing some greenery.

CONTENT

MARKETING

BLUEPRINT

Content Marketing Resource Sheet

So, you've discovered what content marketing is and why it is so valuable. You know how to start employing content marketing for the best results and you know how it works. Now it's time to actually start putting all that information into practice.

Before you do though, there are some tools and resources you should invest in/check out. Here are some of the most important.

Tools

Microsoft Word

Microsoft Word is the premiere word processing software. This will allow you to write content with formatting that can be copied and pasted directly into WordPress. It will also allow you to automatically check your spelling and grammar and it will give you a nice clean environment to work in.

Office 365 is unfortunately not free however. If you want a free word processor instead, look into Open Office or perhaps Libre Office.

Another option is Google Docs. This is less powerful but it does have the benefit of being cloud-enabled, meaning that you can collaborate with others.

Grammarly

www.grammarly.com

If you want to test your grammar even more, then you can do so using Grammarly. This will help you to write in a more efficient and engaging manner and to avoid awkward grammatical errors. For those less confidence in their writing skills, this is a Godsend!

Yoast

www.yoast.com

Yoast is an SEO plugin for WordPress. This will allow you to see how prominent your keywords are in your content, as well as how readable your writing is. Don't put too much stock in these things, but it certainly doesn't hurt to have it there!

UpWork

www.upwork.com

This is one of several freelancing sites, with other examples being Freelancer.com and PeoplePerHour. These are great places to find people who might be willing to write for

you, but do be aware of the high likelihood that your content will be less unique and less passionate than if you wrote it yourself.

If you do go this option, be sure to work to find someone who cares as much as you do about the subject!

Further Reading

Moz Blog

<https://moz.com/blog>

Moz Blog is certainly among the most respected and comprehensive resources on the web when it comes to digital marketing. This site has comprehensive guides to many different aspects of DM, including content marketing. It will also keep you updated with the latest industry developments and is basically a must-read for anyone running an online business.

Search Engine Journal

<https://www.searchenginejournal.com>

For news specific to SEO however, Search Engine Journal is probably one of the best resources out there and will ensure you stay up-to-date. While content marketing and SEO are separate, it is certainly useful to have a grounding in both.

Smart Passive Income

<https://www.smartpassiveincome.com>

The home of Pat Flynn, Smart Passive Income is one of the most popular blogs on the web for building successful online brands. It can show you how to build a blog, monetize it and promote it using content marketing. Pat is a nice guy and this comes across in all his posts and videos, making it all the more enjoyable and informative. You can learn as much by mimicking this site as you can from reading the tips!