



*cheltenham avenue*



*Cheltenham*  
*Content Marketing Flight plan*

## What is Content marketing?

According to the Content Marketing Institute, content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer actions.

## Why is content marketing important?

1. Improve brand reputation by building trust through consistent messaging.
2. Great content helps influence conversions.
3. Content enables your brand to showcase your subject matter expertise.

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## Cheltenham's Content Marketing Framework

Cheltenham's content marketing framework uses the inbound marketing methodology and the buyer's journey to craft a comprehensive marketing strategy. We help you provide your audience with valuable, engaging, and consistent marketing content.

## Our 5 focus areas for effective and engaging content

1. Inbound Marketing
2. The Buyer's Journey
3. Pillar & Cluster Content
4. Content Variation
5. Content Channel Plans

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## Inbound Marketing Methodology

## What is inbound marketing?

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. ([Hubspot](#))

The inbound methodology can be applied in three ways:

**1.Attract:** drawing in the right people with valuable content and conversations that establish you as a trusted advisor with whom they want to engage.

**2.Engage:** presenting insights and solutions that align with their pain points and goals so they are more likely to buy from you.

**3.Delight:** providing help and support to empower your customers to find success with their purchase.



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## The Buyer's Journey

The buyer's journey (also called the sale's journey) is how a potential client or customer moves from a stranger to a client. Delivering content at every stage of the buyer's journey helps to move potential clients through your sales funnel.

## **The 5 Stages of the Buyer's Journey**

1. Awareness
2. Consideration
3. Purchase/Decision
4. Loyalty
5. Advocacy

## **Awareness**

Ideas for Business Promotion

- Social media
- Blog posts
- Customer referrals

## **Consideration**

Ideas to Influence Customer Consideration

- Case studies
- Freebies
- Landing pages

### **Purchase/Decision**

What Do Customers Purchase

- Products
- Services
- Swag/Merch

## **Loyalty**

Ideas for Long-Term Investment

- Member areas
- Tailored content
- Discounts/Rewards

## **Advocacy**

Ideas for Supporting Customer Referrals

- Impact analysis
- Feedback surveys
- Testimonials

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## Pillar & Cluster Content



# What is Pillar Content?

Pillar content are foundational pieces of content that broadly overviews a core topic and links out to in-depth articles about specific subtopics.

## **Why is pillar content important?**

Pillar content supports SEO, showcasing your expertise and authority, while adding context and improving page rank.

# What are Cluster Topics?

Cluster topics are multiple pieces of content grouped by a shared topic and related subtopics. Together these pages present a comprehensive understanding of a specific subject.

## **Why are cluster topics important?**

Cluster topics create a strong internal linking web to help users (and search engines) find relevant content.

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## Content Variation

## The Spice of Life

Boost engagement  
by providing a  
variety of content.

### 5 Content Types to Boost Engagement

1. **Valuable** - helpful content, educational, shareable, teaching/ learning
2. **Aspirational** - idealized, attainable vision, goal oriented
3. **Life-cycle** - content to increase awareness, relationship nurturing, encouraging action
4. **Unique** - branded content, business forward
5. **Evergreen** - timely content, relevant, useful for years to come

### **Valuable Content Ideas**

- Definitions
- Comparisons
- Infographics

### **Aspirational Content Ideas**

- Ads
- Before and afters
- Testimonials

### **Life-cycle Content Ideas**

- Email welcome Series
- Nudge email
- Newsletter

### **Evergreen Content Ideas**

- How- to blogs
- Case studies
- Essential Guides

### **Unique Content Ideas**

- Quizzes
- Contests
- Interviews



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## Content Channel Plans

Reposting the same content on every marketing channel is **NOT** effective. Great content *should* be repurposed and tailored to fit the platform and the audiences it is posted for.

## What is Content Repurposing?

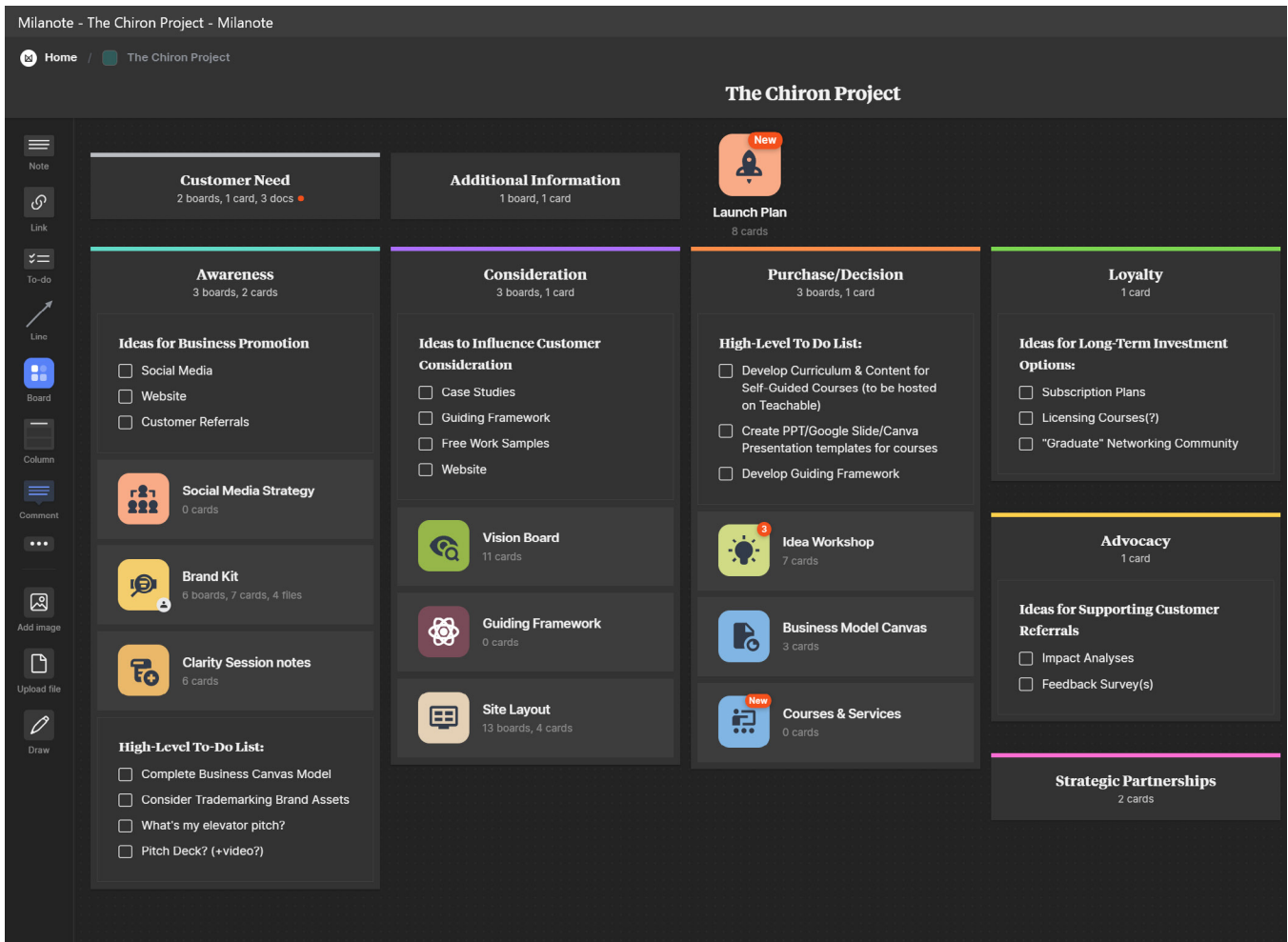
Content repurposing is the process of re-using existing content and presenting it in new ways to expand its reach and lifespan.

Save a significant amount of time in your content marketing efforts and increase your engagement by repurposing content.

### 3 Content Channels we focus on at Cheltenham

1. Blog
2. Email
3. Social Media

At Cheltenham, we establish post frequency and plan ahead with automation in mind for each content channel.



# Clarity for the Chiron Project

**Brand Development + Content Marketing Strategy**

The Chiron Project bundled brand identity design and content marketing strategy, developing a comprehensive brand launch plan.

**[Read the Case Study](#)**



## Email Marketing Guidebook

Learn how to stay connected to your audience while you can educate, inform, and thrill those who sign-up for your content.

[Download the guidebook](#)



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