## Contents

**Foreword** by Marcus Sheridan xi

**Preface** xv

**Acknowledgments** xvii

**About the Author** xix

**Introduction: Your Content Marketing Transformation** xxi

### Chapter 1  Building a Content Creation Framework  1

- Why Does Your Business Need a Framework for Creating Content? 1
- How Do You Build a Framework for Creating Content? 2
- What Resources Do You Need to Build a Content Creation Framework? 10

### Chapter 2  The Power of Storytelling  17

- Why Does Your Business Need a Story? 17
- How Do You Develop the Structure of Your Story? 19
- What Does a Good Story Look Like? 27

### Chapter 3  Generating Content Ideas  33

- Why Do You Need a Process for Generating Content Ideas? 33
- Where Do Ideas Come From? 35
How Do You Generate Ideas for Content Creation? 38

Chapter 4 Planning a Long-Term Content Strategy 49
Why Long-Term Content Planning Is Important 49
How Do You Build a Long-Term Content Strategy? 51

Chapter 5 Becoming an Effective Writer 65
Why Effective Writing Matters 65
How to Attract and Engage People with Effective Content 66
How to Improve Your Writing 73

Chapter 6 Creating a Blog Post 81
Why Does Blogging Help Your Business Grow? 81
How Do You Create a Successful Blog Post? 82
What Does a Successful Blog Post Look Like? 91

Chapter 7 Extending the Value of Your Content through Repurposing 99
Why Repurposing Content Is Important 99
How Do You Extend the Value of Your Content? 101
What’s an Example of Repurposing Content? 117

Chapter 8 How to Effectively Promote Content 123
Why Content Promotion Is Important 123
Organic versus Paid Content Promotion 125
How to Excel at Content Promotion 128
What a Successful Content Promotion Campaign Looks Like 133

Chapter 9 Measuring and Analyzing Content 141
Why Measuring and Analyzing Content Is Important 141
How to Collect and Interpret Data 142
What to Do with Data after You’ve Collected It 152

Chapter 10 Developing a Growth Marketing Mentality 157
What Is Growth Marketing? 157
How Can You Develop a Growth Marketing Mindset? 158
What Are Some Growth Marketing Pro Tips? 165

Chapter 11 Creating Topic Clusters and Pillar Pages 171
Why Are Topic Clusters Important? 171
How Do You Create an Effective Topic Cluster and Pillar Page? 172
What’s an Example of a Successful Pillar Page? 190

Chapter 12 The Results: Where to Go from Here 201
Glossary 203
Notes 207
Index 211