



WALK THE TALK

WORKBOOK

SEAMLESS CONTENT STRATEGY



SEAMLESS CONTENT STRATEGY

INTRODUCTION [P3](#)

The seamless strategy map

KEYPOINTS FROM THE VIDEO [P4-6](#)

The content process

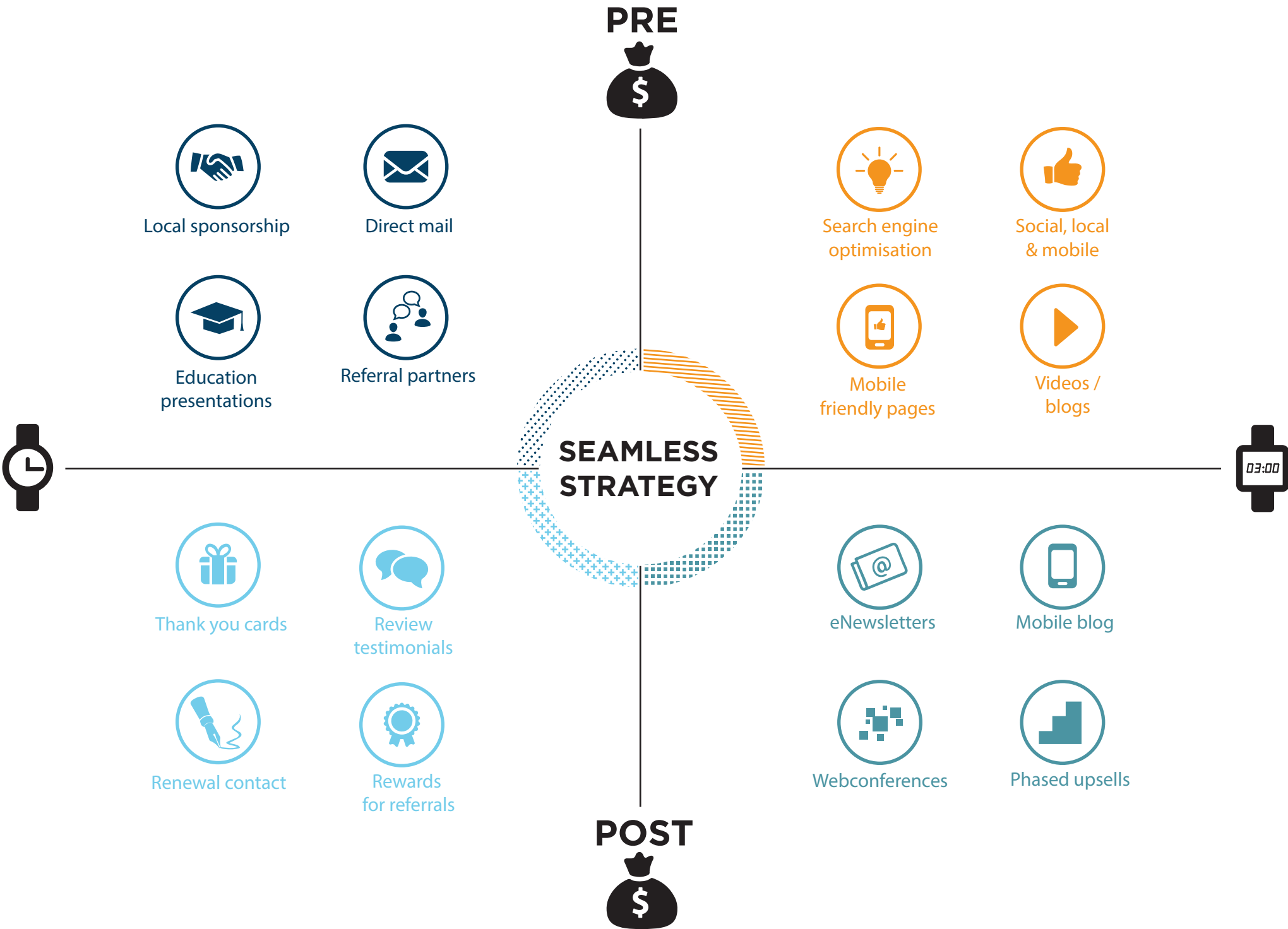
The content format

Example: monthly content schedule



APPLY THE LESSON [P7-8](#)

- Map your digital assets
- Create a plan and schedule of content



THE CONTENT **PROCESS**



1. PLAN



2. LEVERAGE / CREATE



3. DISTRIBUTE



4. ANALYZE























REPEAT

THE CONTENT **FORMAT**

- 1 Case studies
- 2 Videos
- 3 Infographics
- 4 Whitepapers
- 5 Worksheets
- 6 eBooks
- 7 Templates
- 8 Research reports
- 9 Checklists
- 10 Webinars
- 11 SlideShare decks
- 12 Whatever else you can come up with!

A MONTHLY SCHEDULE

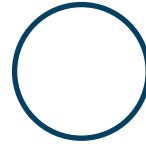
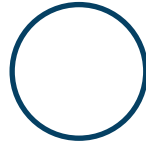
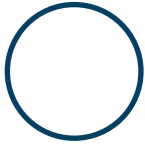
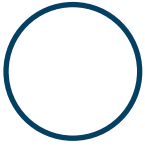
(example)

Week	1	2	3	4	5
 WORDPRESS					
<i>MailChimp</i>	<i>MailChimp</i>		<i>MailChimp</i>		<i>MailChimp</i>
					
					
					

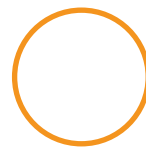
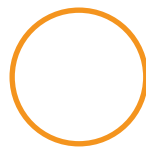
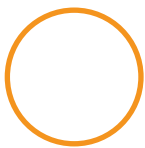
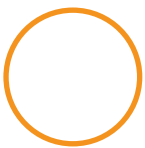
- **WordPress** is an easy way to create a free blog.
- **MailChimp** is a good platform to create online email marketing and a good solution to manage contacts, send emails and track results.

MAP YOUR **DIGITAL ASSETS**

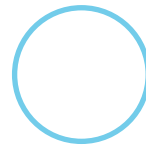
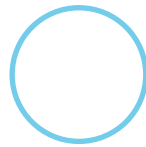
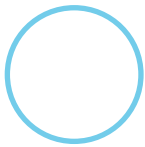
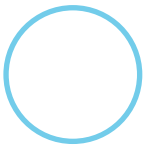
 Analogue /  Pre-sale



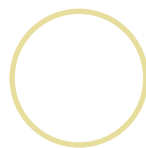
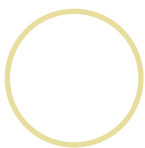
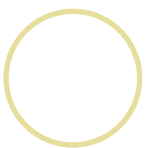
 Digital /  Pre-sale



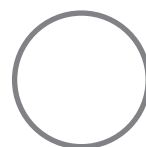
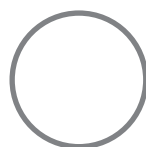
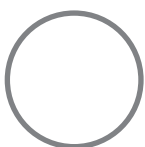
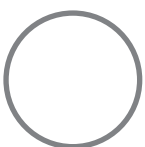
 Analogue /  Post-sale



 Digital /  Post-sale



Extra digital assets



YOUR SCHEDULE OF CONTENT

Week	1	2	3	4	5
(example) LinkedIn Publication	✓	✓		✓	

