

Welcome

Before we get started

1. Today's webinar is scheduled to last **1 hour including Q&A**
2. Click the CC button for **Closed Captions**
3. **BSL interpretation** is available
4. This **webinar is being recorded** and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "**Everyone**" from the dropdown) and ask questions using the **Q&A button**. You can also use the reaction buttons! 🤔 🎉 😊

Content strategy development: Aligning content with a marketing funnel

Ollie Couling, 12 June 2024



**Digital Culture
Network**



Today's session will help you to...

1. **Assess** current content marketing activities
2. **Develop** an approach for planning content
3. **Deliver** customer-focused content
4. **Align** content with your strategic objectives

Today's session will help you to...

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This webinar is interactive

So, what is a content marketing strategy?

Let's break it down...

Strategy ---- A plan to achieve a long-term outcome

Marketing -- The promotion of products or services

Content ----- A unique way of delivering information



Git



Pintrest



Discord



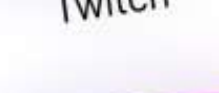
Hello



Fliker



YouTube



Twitch



Instagra



Blogger



Weebly



Dribbble



Twitter



Yelp



Skype



imeo



Linked In



Facebook



Spotify



WordPress



Cloud Platform



Fe



Optimizer



Analytics



TikTok



Medium



**This is why we
need strategy.**

The Four D's

- **Diagnosis**
- **Discovery**
- **Design**
- **Distribution**



**ROYAL
MUSEUMS
GREENWICH**

The vision:

“To be a progressive national museum – relevant, inclusive, ethical, informed and expert”

The mission:

“To tell histories more fully,
recognising different perspectives...”

Diagnosis

Why are we doing it?



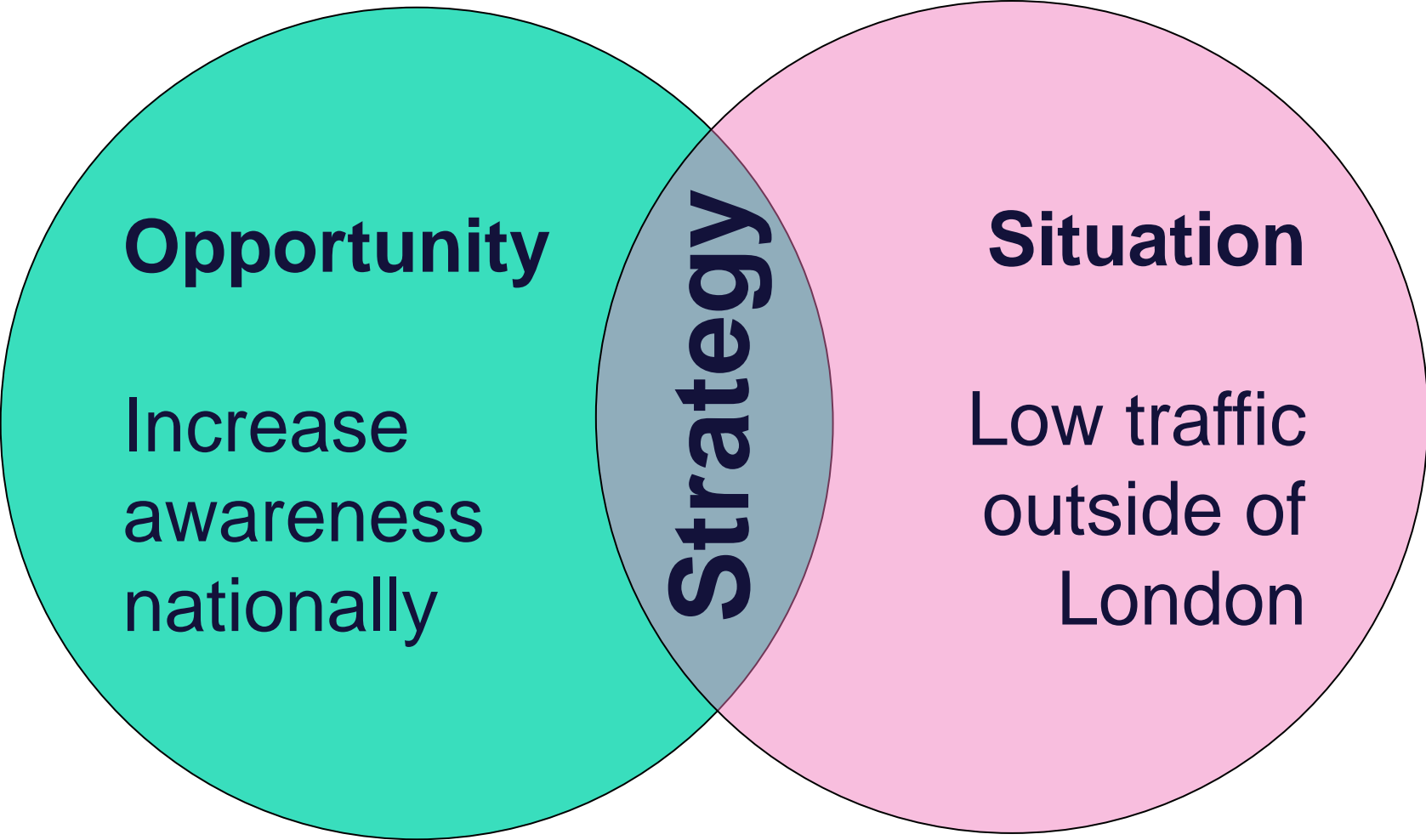


Opportunity

Increase
awareness
nationally

Situation

Low traffic
outside of
London



Opportunity

Increase awareness nationally

Situation

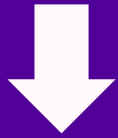
Low traffic outside of London

Strategy

Set the objectives.

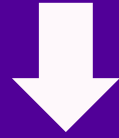
Objectives

Reach



Attract
wider
audiences

Deepen



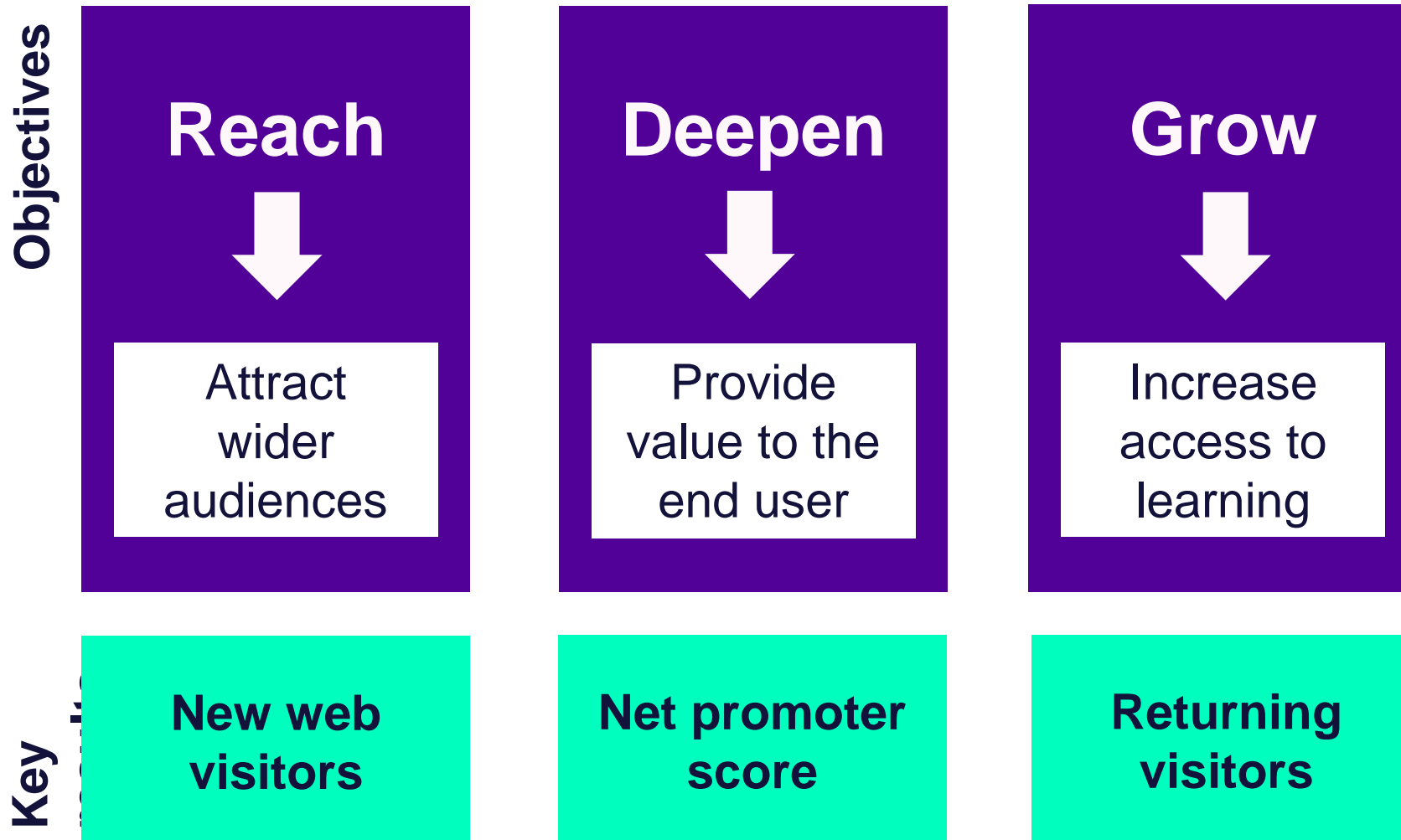
Provide value
to the end
user

Grow

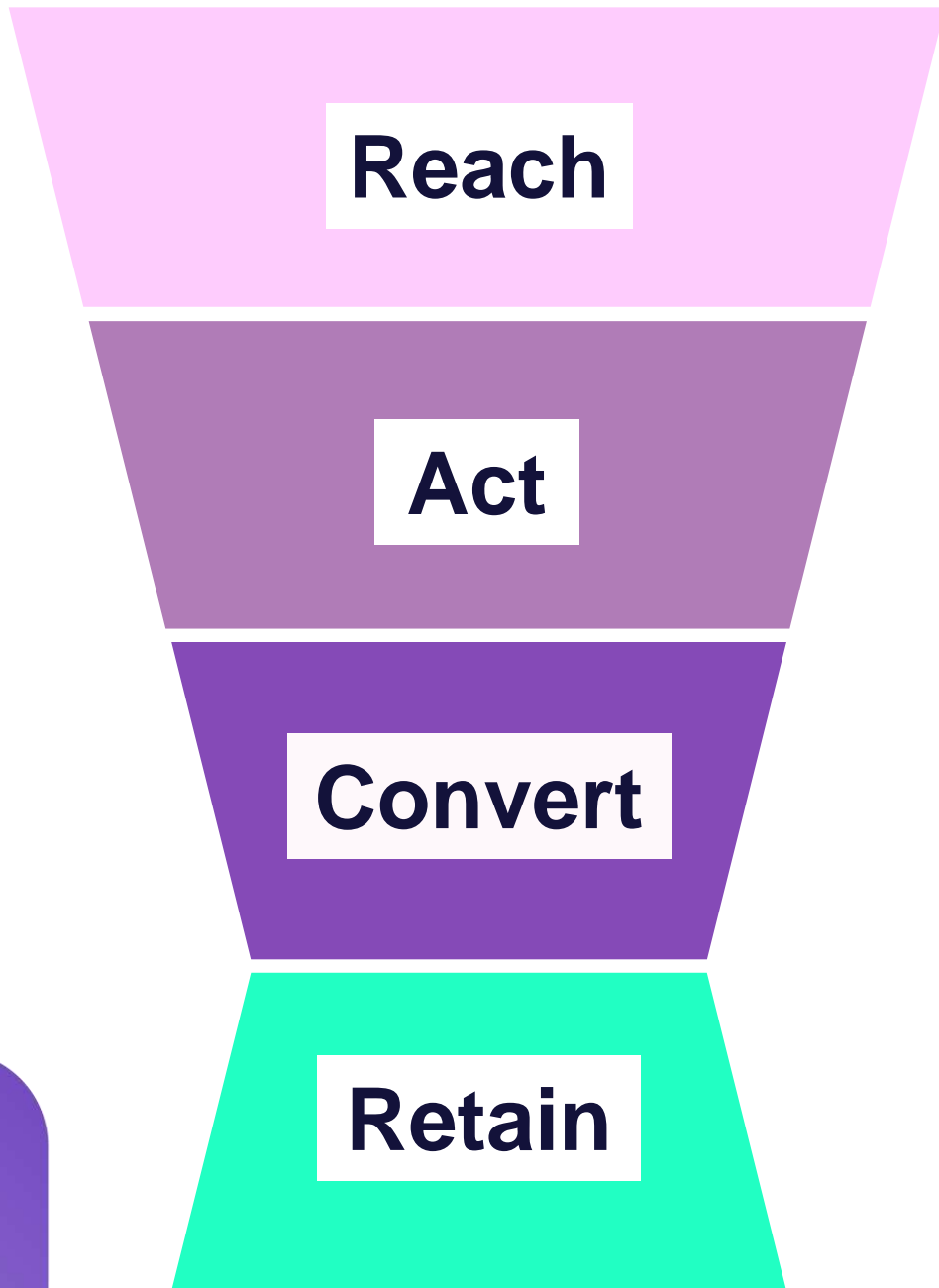


Increase
access to
learning

Define what good looks like.



Form hypotheses...



The
marketing
funnel.

Reach

Result

Act

Result

Convert

Result

Retain

Result

Align content
with your **key**
results

**This next bit
needs input 😊**

Discovery

Who is it for?



Understand your audience.



How can audiences be grouped?


Schools

Members

Frequent
visitors

Families

Online
visitors




Cutty Sark



Royal Observatory



National Maritime Museum



Queen's House

Identify your audience's needs.



Identify your audience's needs.


Schools

Members

Frequent
visitors

Families

Online
visitors




Cutty Sark



Royal Observatory

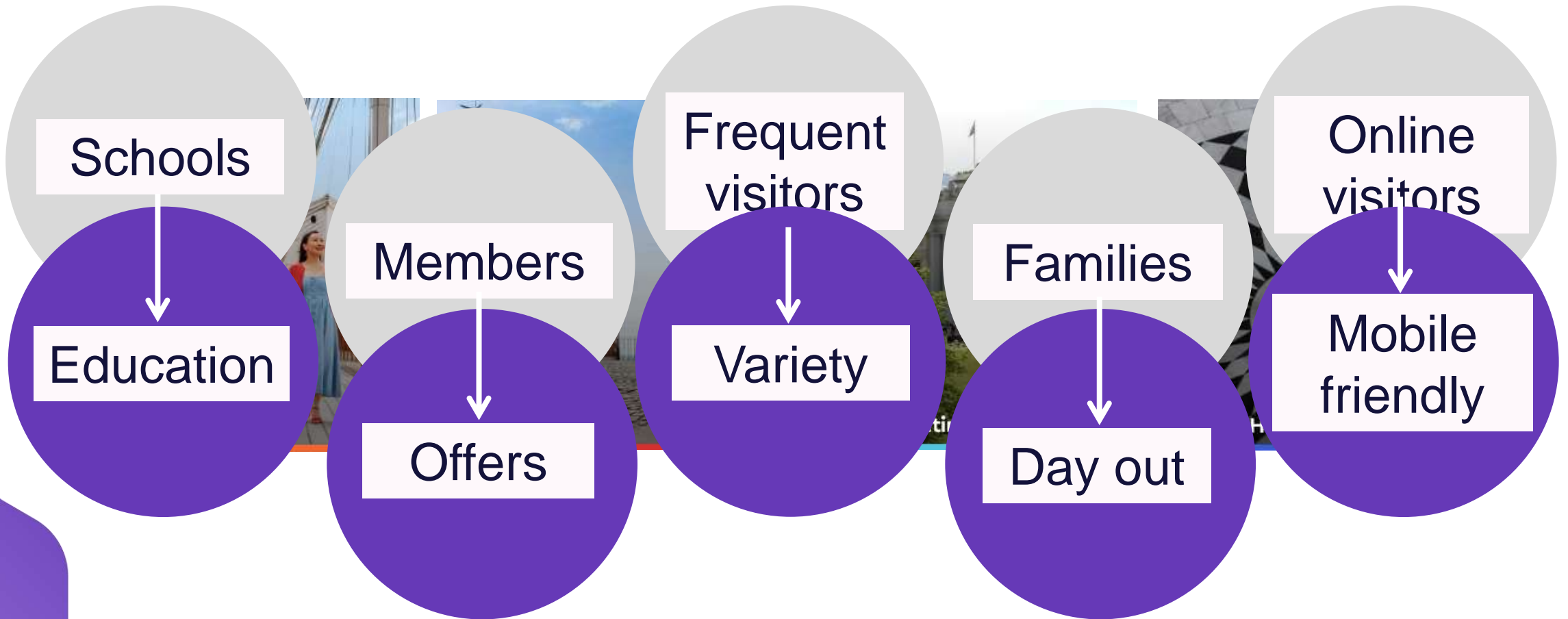


National Maritime Museum



Queen's House

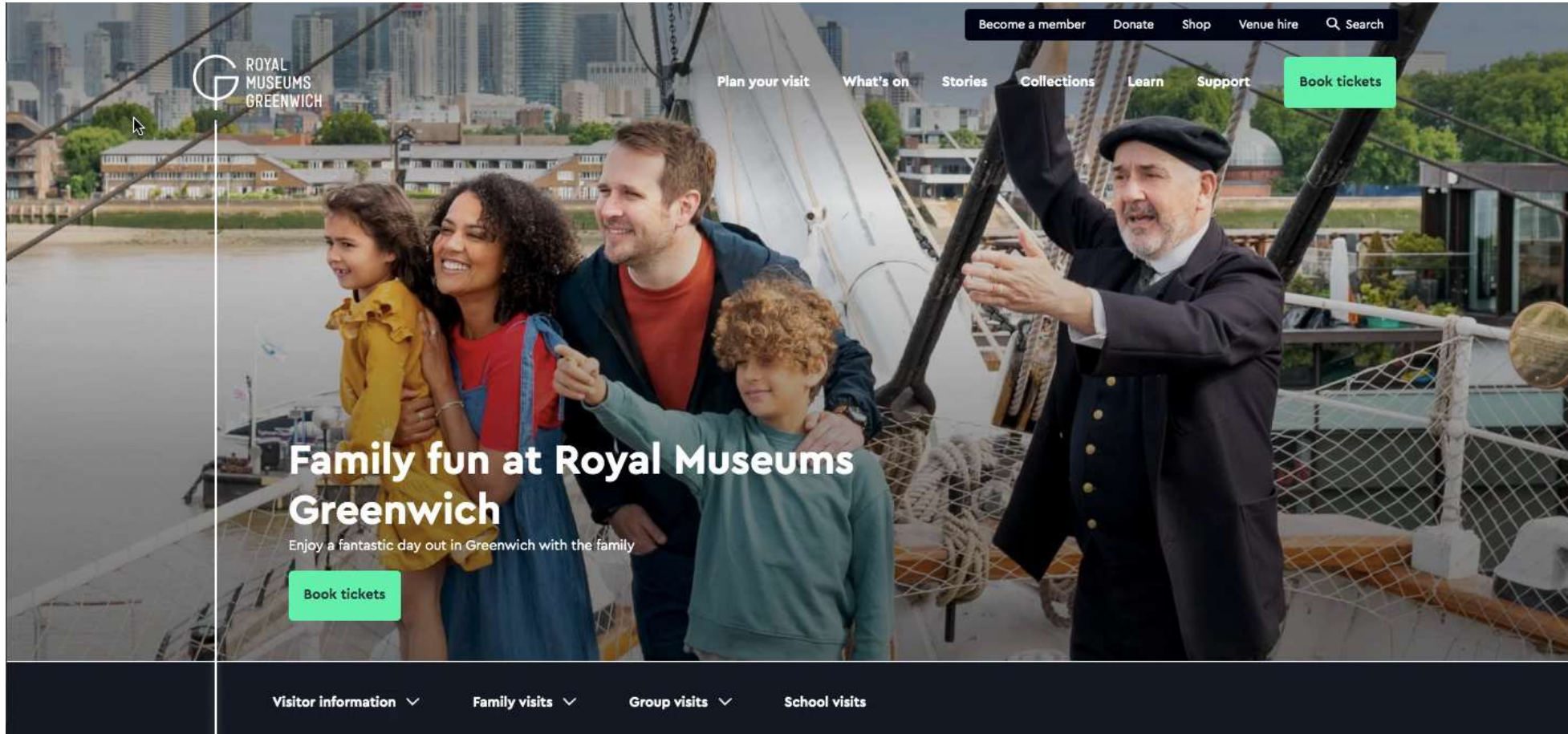
Identify your audience's needs.



Match the need.



Match the need.



The screenshot displays the homepage of the Royal Museums Greenwich website. The background image shows a family of four (a woman, a man, and two children) standing on the deck of a historic sailing ship, looking towards a guide in a dark uniform and cap who is gesturing towards the sea. The city skyline of Greenwich is visible in the background.

ROYAL MUSEUMS GREENWICH

[Plan your visit](#) [What's on](#) [Stories](#) [Collections](#) [Learn](#) [Support](#) [Book tickets](#)

[Become a member](#) [Donate](#) [Shop](#) [Venue hire](#) [Search](#)

Family fun at Royal Museums Greenwich

Enjoy a fantastic day out in Greenwich with the family

[Book tickets](#)

[Visitor information](#) [Family visits](#) [Group visits](#) [School visits](#)

Reach

Act

Convert

Retain

Align content
with your
**customer
journey**

**Interactive bit
coming soon!**


Design

How do we do it?






1. Review your process



**1. Review
your
process**



**2. Know
your
structure**



**1. Review
your
process**

**2. Know
your
structure**

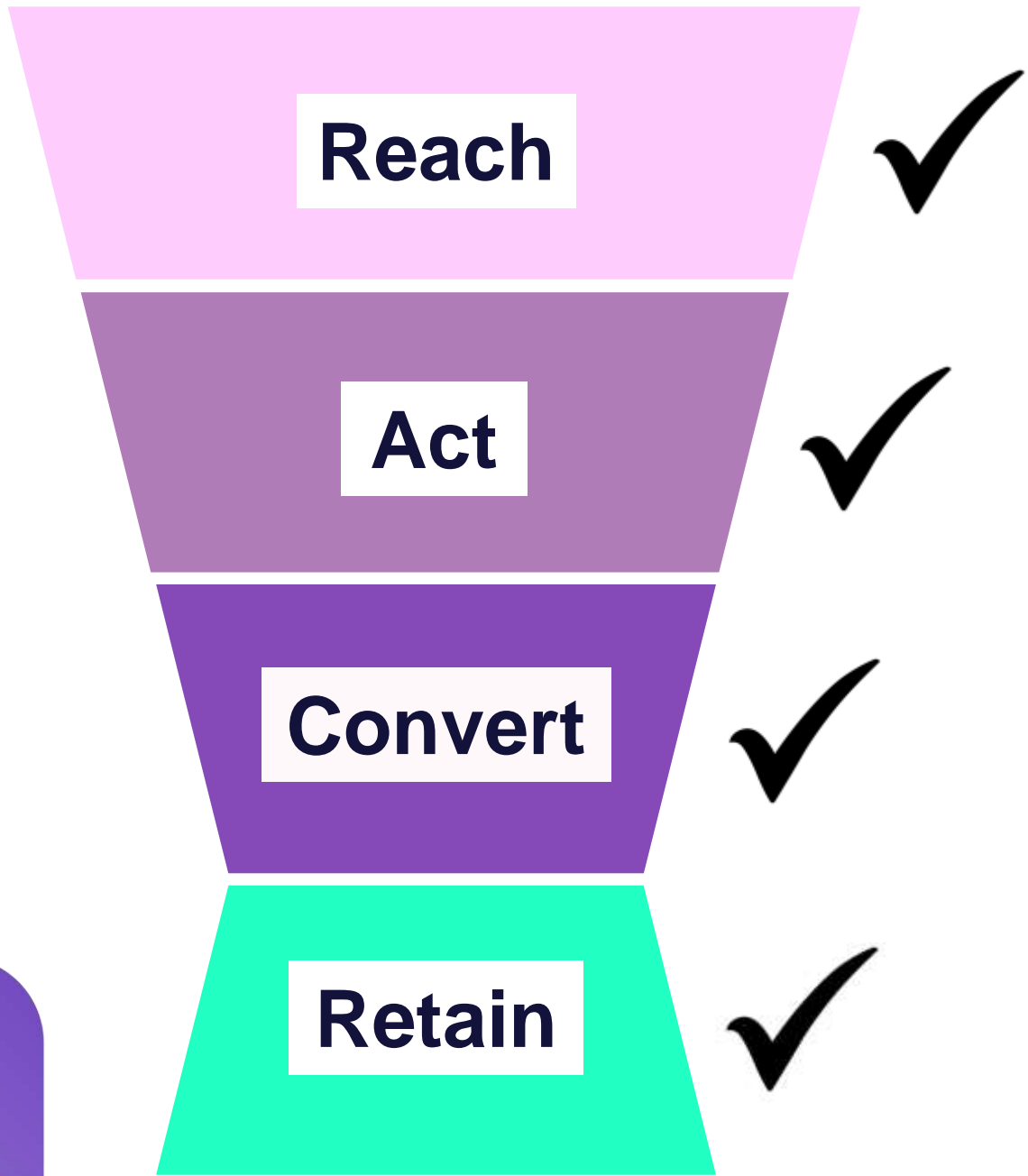
**3. Style
the
editorial**

**1. Review
your
process**

**2. Know
your
structure**

**3. Style
the
editorial**

**4. Tailor
an
experience**



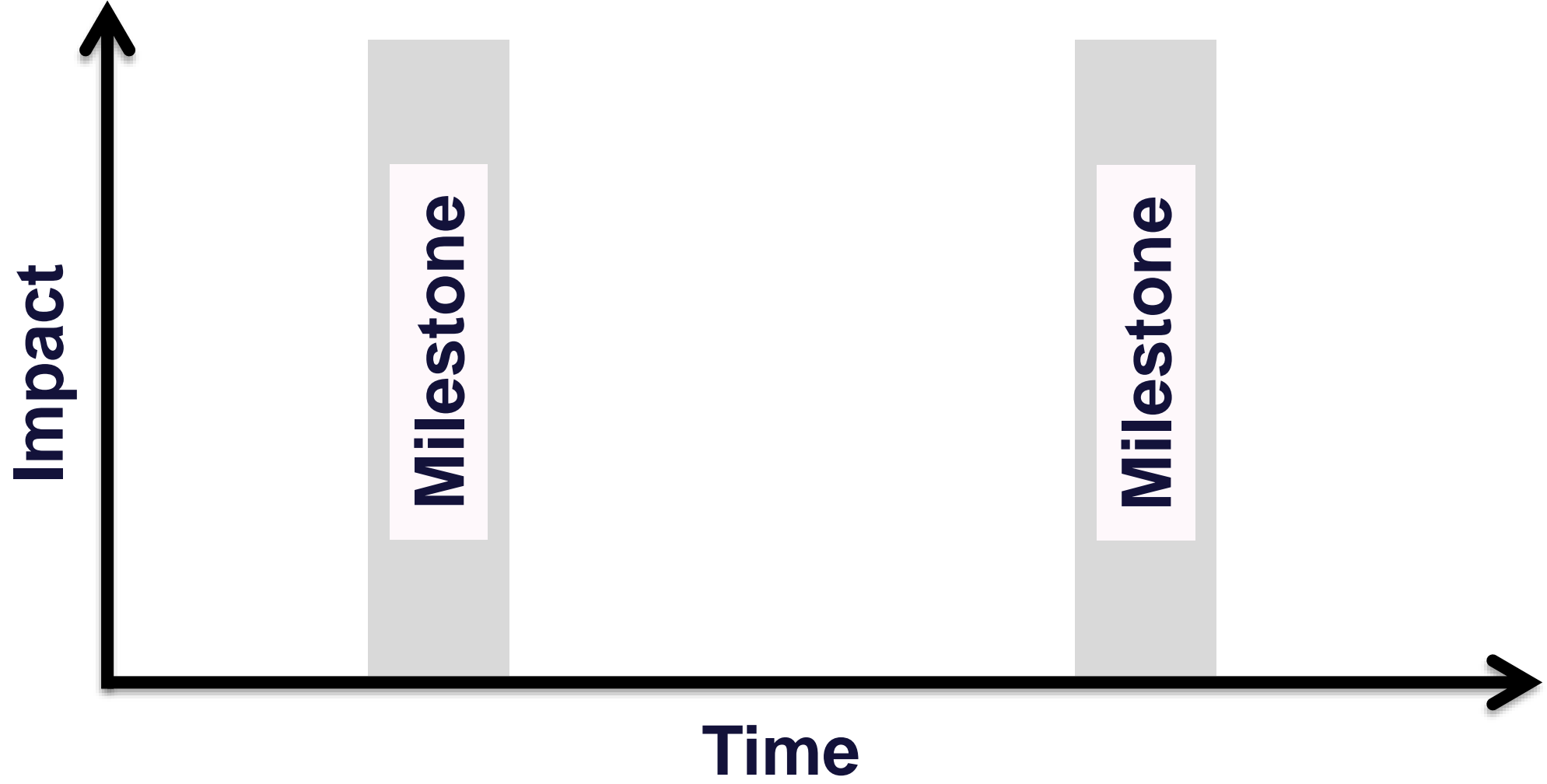
Align content
with your
**capacity and
resources**

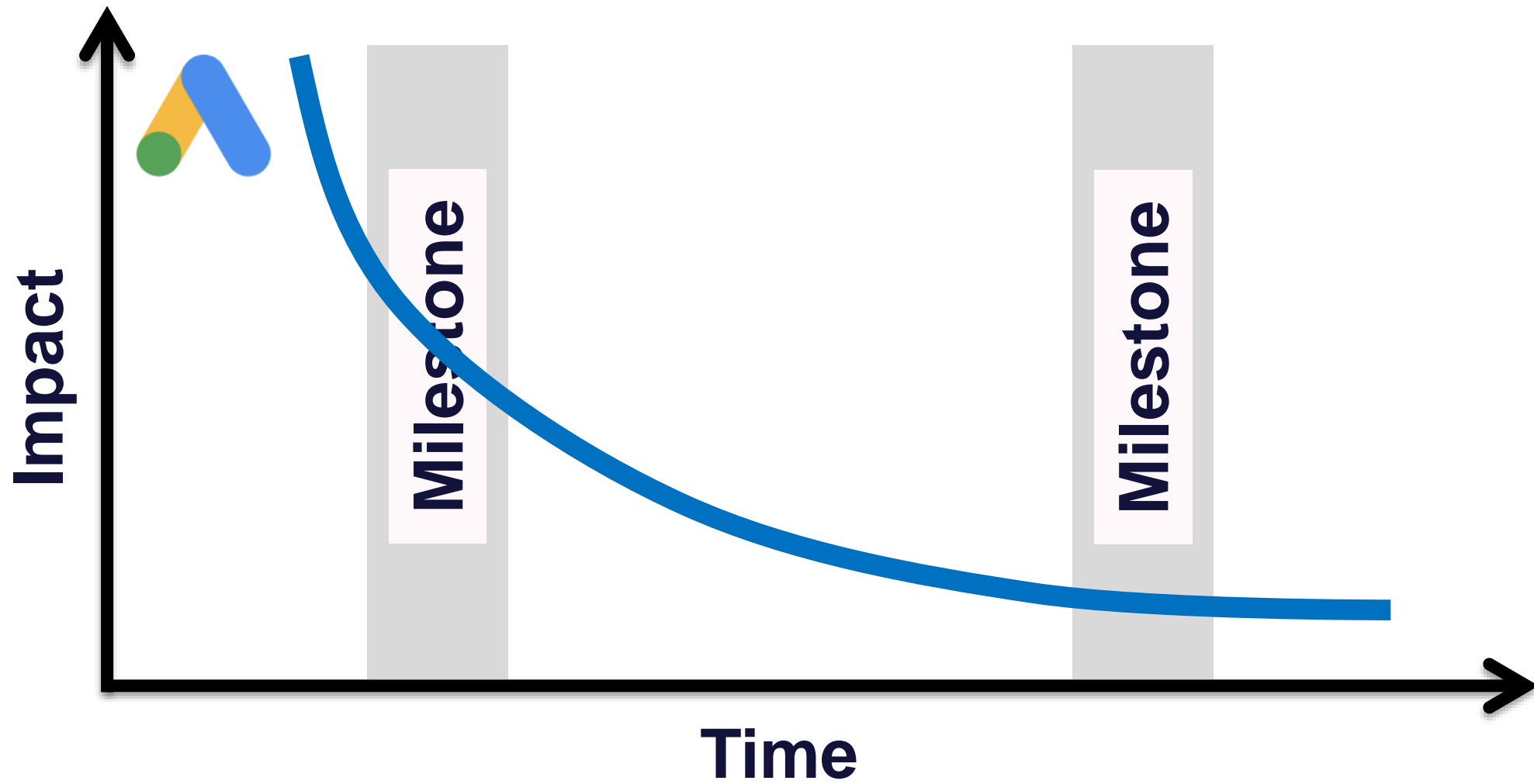


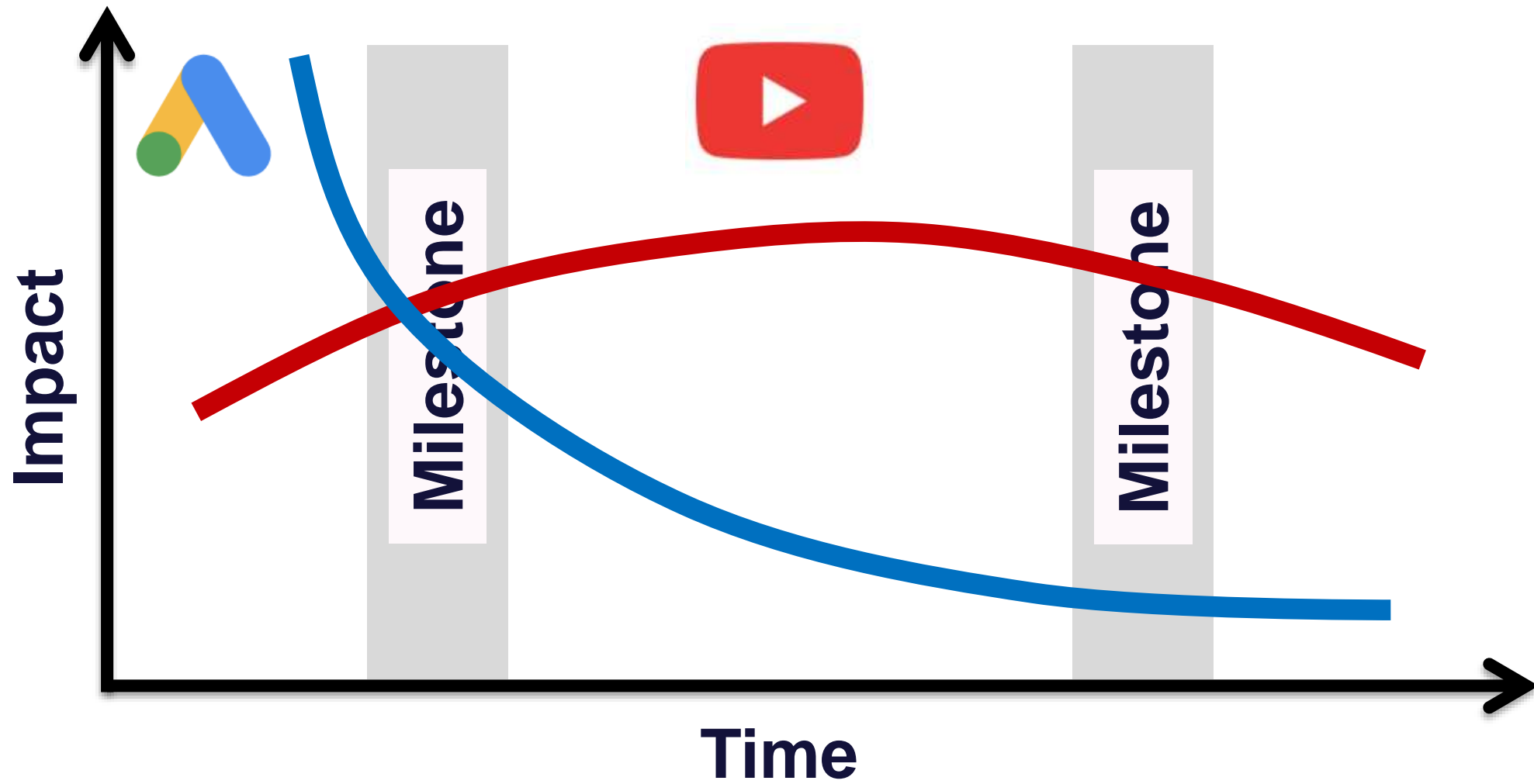
Distribution

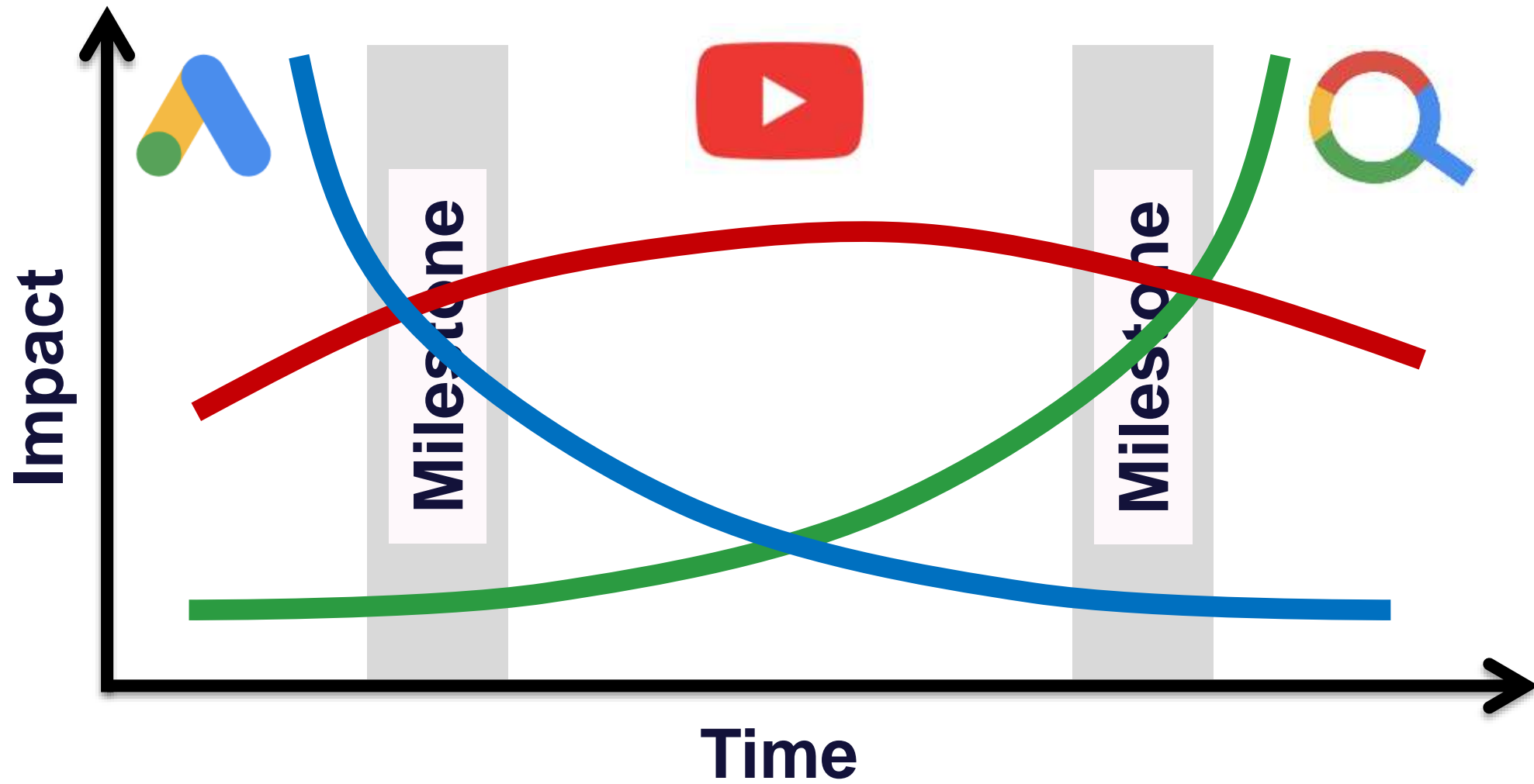
When do we do it?

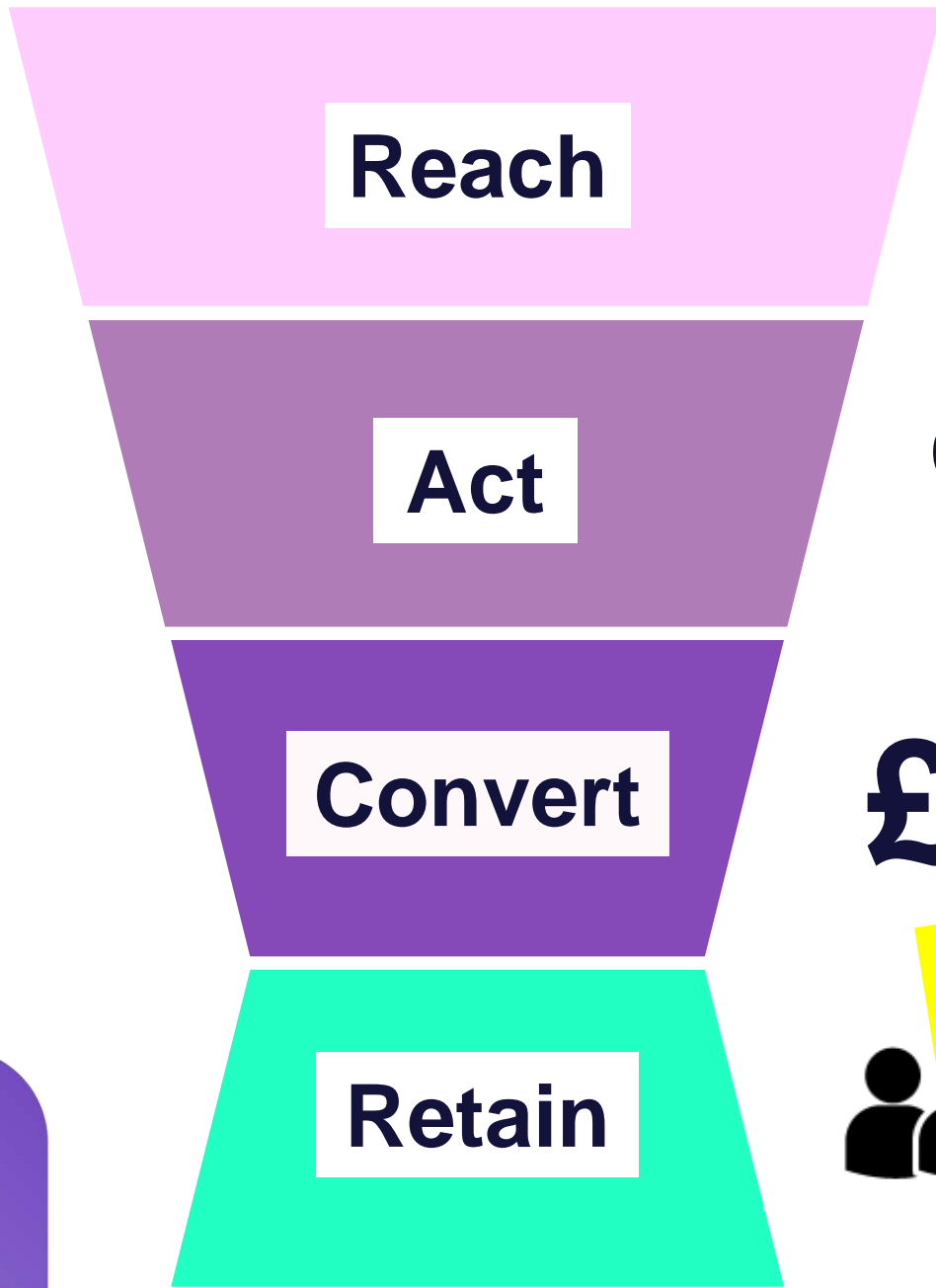












#

Align
performance
indicators

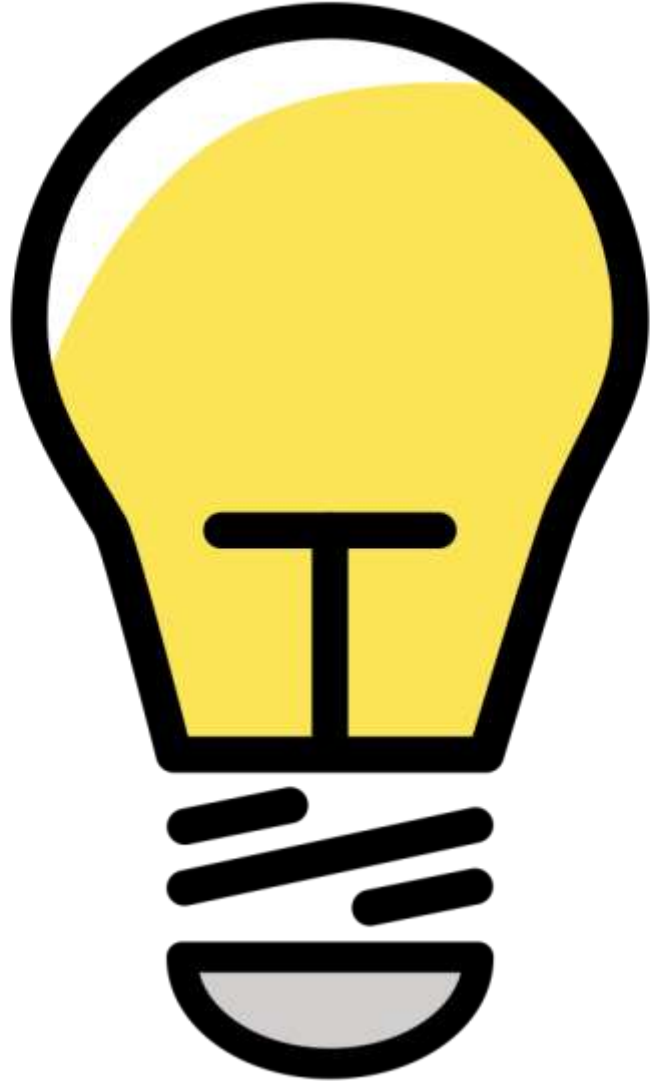
%

with your

£

Interaction is imminent...

👤



**KPIs do not
need to be
scary!**

[Watch this report's video tutorial](#)[Set up guide](#)[Connect your own data](#)

Overview

OBJECTIVE

What is your business Objective? - Ex: "Increase purchases at store", "Increase relevance around a new campaign"

SoMe OBJECTIVE

What is that you got to achieve with your Social Media Channels - Ex: "Communicate Promos"

Social Media KPI's

What are your main KPIs - (Awareness, Consideration, Engagement, Conversion)

Metrics - Insights

What are the metrics that are relevant to achieve your goals? (Reach, Video Views)

KPIs

Community Growth

Page total followers
43,541
↑ 1.9%

Page new followers
940
↓ -57.1%

Awareness

Page total impressions
3,635,010
↓ -31.9%

Total reach
692,958

Community Engagement

Page Engaged Users
36,795
↓ -48.7%

Post / Contents - Engagement

Total reach of posts
6,992
↓ -99.6%

Post engagements



We recommend you always have something to

Case study

How did they do it?



Google

 Who was the first woman in space?



Google Search

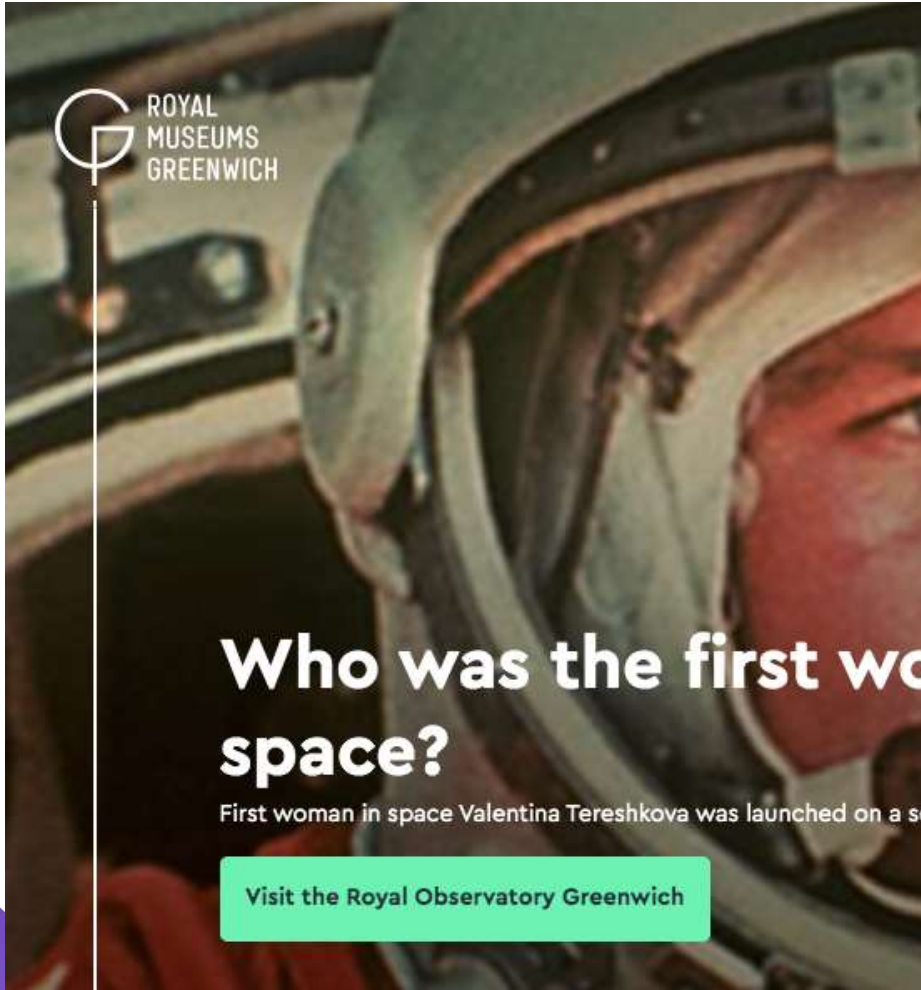
I'm Feeling Lucky



Who was the first woman in space?

First woman in space Valentina Tereshkova was launched on a solo mission in 1963

[Visit the Royal Observatory Greenwich](#)



Geography

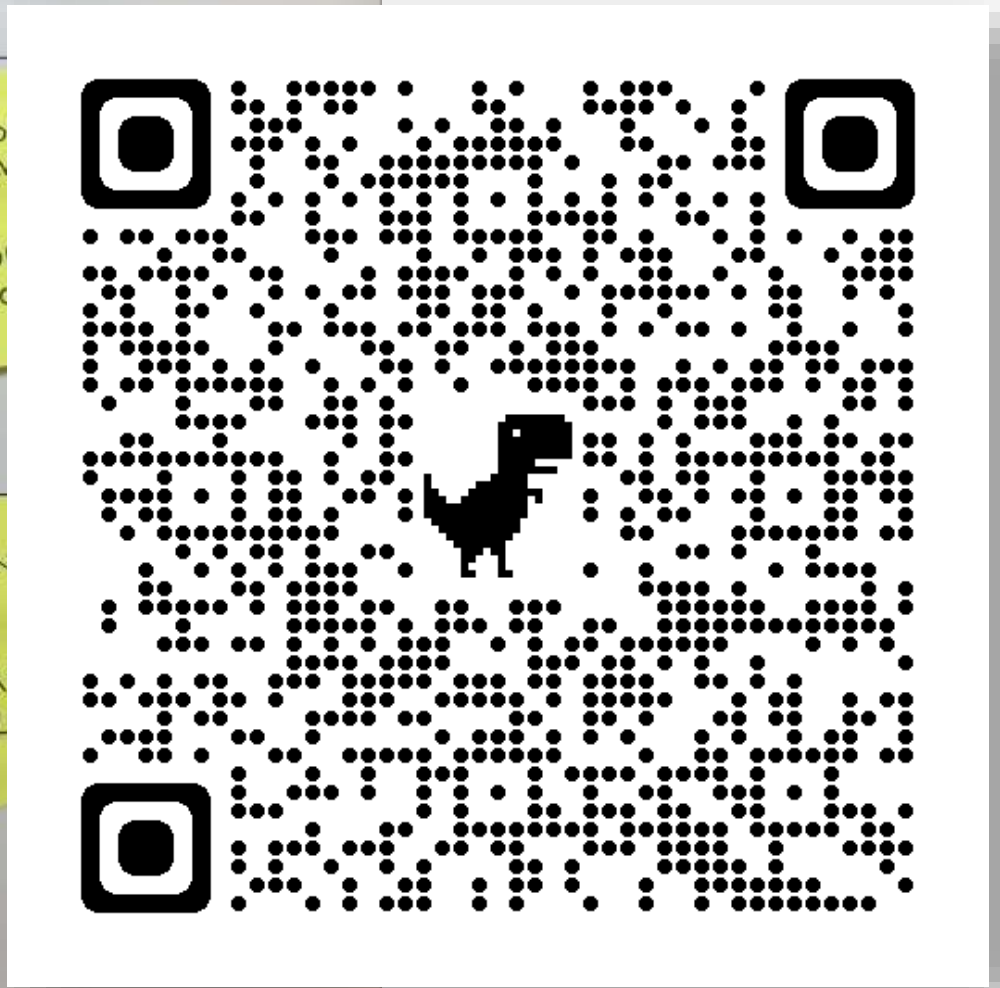
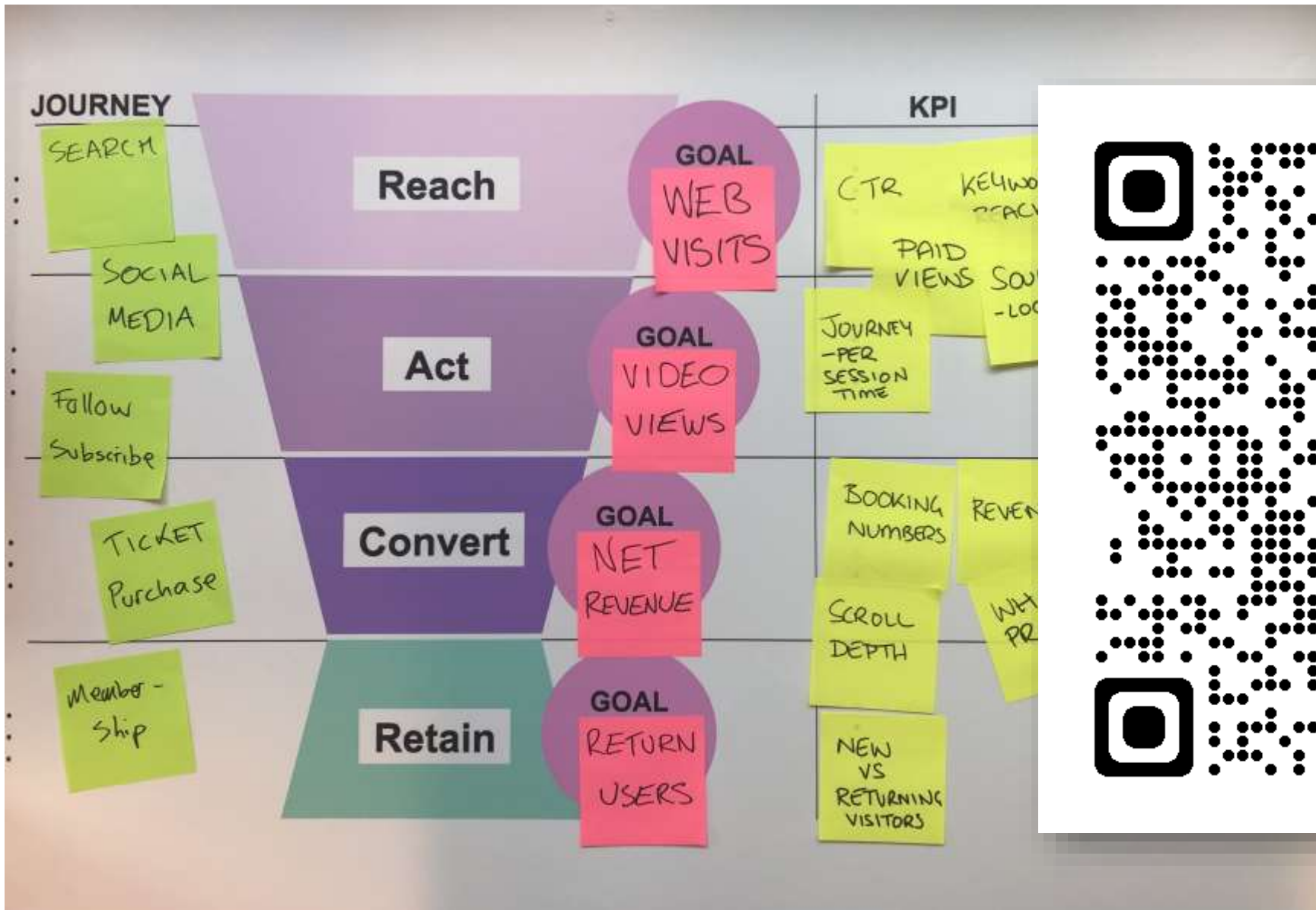
Desktop Only Sep 2023

Top 5 Countries

Country	Percentage
United States	34.6%
United Kingdom	27%
Canada	3.5%
Australia	3.49%
India	2.43%

The Four D's

- **Diagnosis**
- **Discovery**
- **Design**
- **Delivery**



Get in Touch



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[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)

Q&A



Digital Culture Network