

TASK 3 -CONTENT WORKSHEET

FULL NAME:

COMPANY NAME:

COMPANY WEBSITE:

EMAIL ADDRESS:

NOTE: PLEASE FILL IN THIS FORM ELECTRONICALLY.

ONLY WORD OR PDF FORMAT WILL BE ACCEPTED.

THE COMPLETED FORM MUST BE SUBMITTED BY WEDNESDAY 26 APRIL 2017.

(See bottom of page for submitting details)

Good content is essential for building trust and a strong brand. Going through the below content marketing self-assessment form will be a good way to start and to give you a bit more clarity about your approach.

Taking the time to evaluate where your company's content marketing efforts can also help you in the long run and help you determine how to get where you want to go. See the below questions, all of which you need to be able to answer before you're ready to build your own content strategy:

1. What business objectives do you expect to achieve for using content as a marketing tool?

Type the letter of all that apply to you: _____

Every company wants a strong brand that's widely recognized and respected. While that may be what you're ultimately working towards, some of the shorter-term goals that you should consider focusing on include:

- a) Increasing traffic to your website by XX percent
- b) Securing media coverage and/or content placements
- c) Establishing a process for using content as a touch point to proactively reach customers and prospects in a non-sales context
- d) Positioning your company as a trusted source of information, inspiration and/or a leader in your products and services
- e) Differentiating yourself from your competitors

2. Do you have a thorough understanding of who your audience is?

The deeper your understanding of your audience (your customers and prospects as well as your overall industry), the more successful you will be at creating effective content for them. Knowing things like how sophisticated your audience is, what their most pressing needs are, and what they value most is the only way you'll be able to ensure that you're developing content that is on point.

For example, what is your audience's age group, how are they using the internet or which social media platforms are they using, are most of your customers brides, or event venues etc?

Answer Yes or No and the describe your audience:

3. Do you know what types of content will resonate most with your audience, how it should be delivered, and what it needs to address?

From sales collateral to newsletters and visual social posts to videos, there's no shortage of platforms for content. For most start-ups and expansion-stage companies, however, trying to master all of them is an unrealistic goal. Instead, focus on whatever content will have the most traction with your audience.

Here's where having a thorough understanding of your audience is essential. Lengthy blogs are great, but if your audience doesn't have a need for that depth of content or the attention span to read it, your time and resources might be better spent creating something else like Pinterest boards. Figure out what your audience needs content about, and how they like to consume that content.

Answer Yes or No and give examples of content ideas you think your customers will enjoy seeing or reading about, and how you think it should be presented (newsletter, social media posts with links, only images with short copy/text etc.):

4. Do you have the staff in place to build and operate your content strategy?

Your content should not be a part-time hobby. If you truly want to have successful content, you're going to need dedicated time and/or resources to build and run it. Perhaps you have someone on your team who is very active online and who is good at social media and rota time into their work schedule to manage this.

Answer Yes or No and tell us who you will put in charge and why:

5. Do you have a network of influencers that you can tap for content?

In addition to creating high-quality original content, ideally you will also want to be able to have people influential in your industry producing content for you. That can be as simple as getting permission to repost an influencer's existing content or collaborating to create something new. Is there a wedding dress shop you can link up with or someone who is popular at baking cakes in your town who has a big following and you can share each other's content? Either way, doing so ensures that you've got someone influential helping you to promote that piece of content, giving you exposure to a broader audience. Of course, we also have fantastic content available across all our consumer platforms ready for you to share, free of charge! Images, DIY's, great videos, inspirational articles and general fun facts!

Don't forget to visit our 2 consumer sites and follow our social media platforms to discover what you can share!

[Funnyhowflowersdothat.co.uk](http://funnyhowflowersdothat.co.uk) & [Thejoyofplants.co.uk](http://thejoyofplants.co.uk)

Answer Yes or No and add the links of the 3 companies, local businesses or websites you feel will be open to working with you:

6. Do you have the infrastructure to distribute and promote your content?

Just about every company has a website, but not all websites are designed to support an array of content. Is yours set up to only accommodate the products or bouquets you sell with photos? Is it set up to make it easy to share that content via social channels? If not, there's not much reason to create a content strategy in the first place.

Answer Yes or No, and tell us more about how you are currently promoting your content or how you plan to (again, this could be newsletters using MailChimp, or social media (Facebook Instagram, Twitter and Pinterest), your blog, or workshops etc, we want to know what tools you use and how you get your content out there:

7. Which, if any, of the following do you currently produce? Which are you most interested in producing going forward?

Articles

Blogs

Curated Content

Newsletters

Videos

Other?

List all that apply now, or the ones you plan on incorporating in the future:

8. Do you have an editorial and content creation calendar?

Answer Yes or No and please submit your completed form along with a template of what you are currently using:

Your editorial and content creation calendars are essentially the schematics you need to operate your content strategy. They tell you what content you're going to produce, and when, and how you're going to go about doing so. You can easily create a content calendar by creating a calendar on a spreadsheet. We recommend using a Google document and filling in the fields (the columns to be completed) you will require so you or the person who will be helping you keep it up to date can access it from anywhere at any time. You will need to create or set up a Google account if you do not already have one. You can find out more by [clicking here](#).

Fields we suggest are as follows:

Special diary	Dates	Day	Week	Date	Theme	Name of article	Link
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Special Days: These are a good way to keep special happenings and events in mind that could be relevant to your customers or potential customers. This could be of what is happening globally, across the country, or even in your own town -local fetes, festivals or special events. You could select the ones you feel is relevant to your audiences, so make sure you are signed up to your local news pages and calendars, and for a more national approach, it's also worth looking at what's going on to make sure you create relevant content. Here's one we can suggest: <https://www.awarenessdays.co.uk/awareness-days-calendar/>

Below is a snapshot of how we fill in the calendar to help us plan when to have our articles ready, and when we will be amplifying it on our social media channels:

Special Day	Day	Week	Date	Campaign	Theme	Name of article	Link
	Sunday		April 9, 2017		Easter	Colourful easter	https://www.funnyhowflowers.com
	Monday	15	April 10, 2017		Easter	Easter Holiday To-Do	
	Tuesday		April 11, 2017				
	Wednesday		April 12, 2017		Easter	Make your home even more beautiful with easter flowers	https://www.funnyhowflowers.com
	Thursday		April 13, 2017				
Good Friday	Friday		April 14, 2017		Flower Agenda	DIY sporty gerbera roll	https://www.funnyhowflowers.com
Coachella Week	Saturday		April 15, 2017		Easter	How to make a cheeful Easter tree	https://www.funnyhowflowers.com
Easter Sunday	Sunday		April 16, 2017				
Easter Monday	Monday	16	April 17, 2017				
	Tuesday		April 18, 2017				
	Wednesday		April 19, 2017				
	Thursday		April 20, 2017				
Queens B'day	Friday		April 21, 2017		Flower Agenda	DIY Gerbera confetti	https://www.funnyhowflowers.com
	Saturday		April 22, 2017				
	Sunday		April 23, 2017				
	Monday	17	April 24, 2017				
	Tuesday		April 25, 2017				

We also have a separate social media calendar that has columns with the text we will use for each post on each platform with their links ready to go, but we will elaborate more on Social Media when we get to that topic next month.

9. What are the calls to action your content will be pushing?

What are you trying to get your audience to do? Buy your product presumably, but what's the first step in that process? Is it to sign up for your newsletter, request a place in your flower arranging workshop, or simply to visit your website? If there's no call to action, your content will never help you meet your business objectives.

Please list your call to actions below:

10. Do you know how to measure the net impact of your content?

Answer Yes or No, and tell us which tool you use:

There are plenty of ways to measure the impact of your content. To prove it's worth, you're going to need to do exactly that. Google analytics is one example of a great tool that can provide you with very detailed information about how people are engaging with your content online. Directly tying your content to your bottom line is no easy task, so try capture as many metrics as you can to demonstrate its value. To learn more about Google analytics, you can visit their page to get started: <https://analytics.google.com/analytics/web/provision/?authuser=0#provision/SignUp/>

SUBMIT:

Please return your completed document by **WEDNESDAY 26 April 2017** by email to Chanel de Kock, UK Marketing Manager, Flower Council of Holland: c.de.kock@flowercouncil.co.uk

NOTE: This is only for accepted applicants to return, but further guidance to help you improve your online presence will be available to anyone who wishes to follow this programme. Follow-up articles will be disclosed before the end of April.