

Create the Ultimate Business Strategy
for Your Business in 2022

ANALYZE YOUR COMPETITOR'S CONTENT MARKETING STRATEGY PART 4

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About Jimmy Newson

Founder: Moving Forward Small Business | Jimmy Newson Consulting

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



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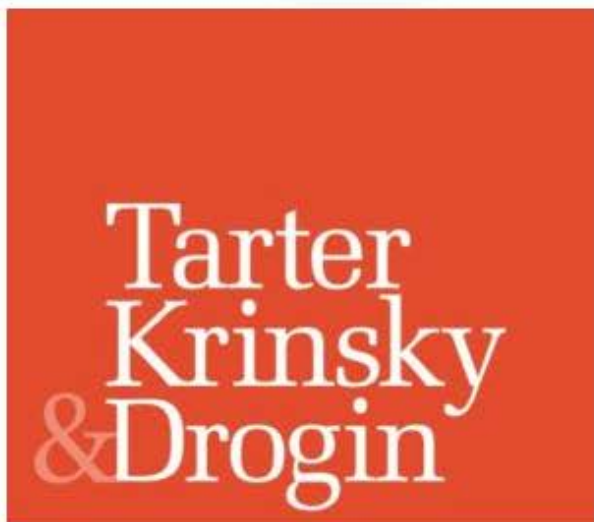
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SIX-PART MINI-SERIES

01

**The Competitive
Research &
Analysis Strategy &
Overview**

02

**Your 5 Types of
Competitors: Deep
Dive**

03

**Analyze Your
Competitors
Product,
Distribution, &
Sales Strategies**

SIX-PART MINI-SERIES

04

**Analyze Your
Competitors'
Content Marketing
Strategy**

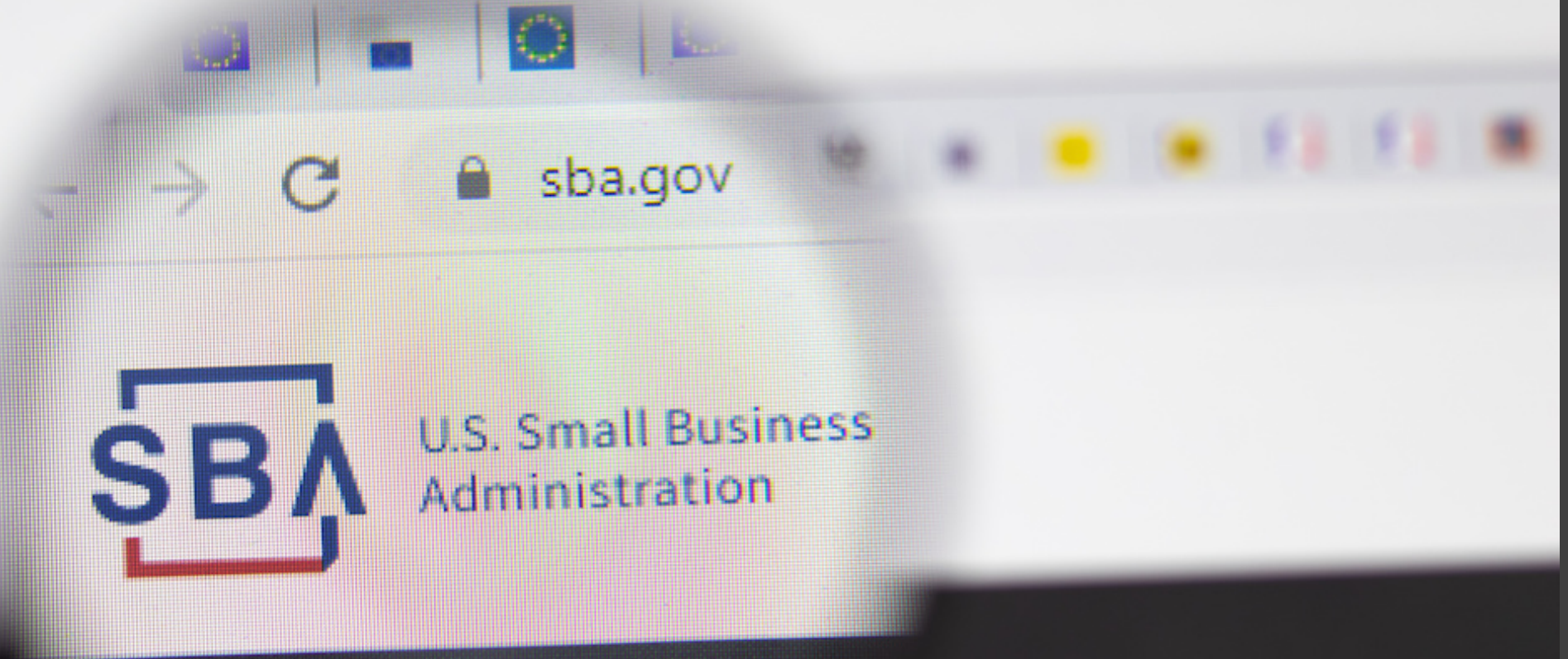
05

**Step-By-Step to
Completing a SWOT
Analysis &
Determine your
Unique Value
Proposition**

06

**The Competitive
Landscape in 2022:
Expert Panel &
Networking Event**

10 Steps to Start Your Business



<https://www.sba.gov/business-guide/10-steps-start-your-business>

Step 1:

Conduct Market Research

Step 2:

Write Your Business Plan

In Today's Session, You Will Discover:

- What is Content Marketing
- Why it is Something You Need to Consider
- Important Pre-Content Marketing Elements
- Analyze Your Competitors' Content
- How To Evaluate Your Competitors Content
- How to Find Missing Content Opportunities
- Discover Underutilized Channels to Thrive
- Your Homework

“

“We need to stop *interrupting* what people are interested in and *be* what people are interested in.”

~ Craig Davis, former Chief Creative Officer at J. Walter Thompson.

”



What is Content Marketing?

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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 action.

Source: Content Marketing Institute



Why is Content Marketing Something You Need to Consider

- Blogs create 67% more leads compared to non-bloggers.
- Before speaking with a salesperson, 47% of purchasers research 3-5 online sources.
- Content marketing users grow at a 30% faster rate than those that do not.
- According to 72% of B2B marketers, content marketing generates more engagement and leads.



Your Important Pre-Content Marketing Elements

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Your Important Pre-Content Marketing Elements

- Your purpose, vision and mission
- Your Target Audience – Buyer Persona
- Your Products and Services
- Your Competitors (5 types)



Perform A Competitor Inventory Check

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Perform a Competitor Inventory Check

- Blogs
- Video
- Social Posts
- Ebooks/Lead Magnets (Lead Gen)
- Webinars
- E-Newsletters
- Podcasts
- Presentation/Thought-Leadership



Analyze and Evaluate Your Competitors Content

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Analyze Your Competitors' Content

- Visit Their Website
- Visit Their Social Media Channels
- Subscribe to Their List
- Use Analysis Tools
 - Ahrefs
 - SEMrush
 - Buzzsumo
 - SEO Minion (Extension)

Evaluate Your Competitors Content

- Analyze Blog Content
- Check SEO Strength
- Review Ad Strategy
- Download their eBooks
- Attend their event online/offline

TOOL TIME





Analyze and Evaluate Your Competitors Content

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Evaluate Your Competitors Content

- Blog Content
- SEO Strength
- Ad Strategy
- Read their Social Media Posts
- Watch their Videos
- Download their Ebooks
- Attend their event online/offline

TOOL TIME





Find Missing Content Opportunities

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Find Missing Content Opportunities

- Compare Keywords
 - (See what's missing)
- Compare Main Topics
 - (See what's missing)
- Compare Related Topic
 - (See what's missing)

TOOL TIME





Discover Underutilized Channels

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Discover Underutilized Channels

- Direct Traffic
- Referral Traffic
- Organic Traffic
- Social Traffic
- Paid Traffic

Discover
Underutilized
Channels

Direct Traffic

- To Your Website
- To 3rd Party Sites (Amazon, Course Sites, Zoom)

Discover Underutilized Channels

Referral Traffic

- From 3rd Party Sites
(Amazon, Course Sites,
Zoom(Saas))
- From Partners, Sponsors &
Bloggers
- From Directories
- From 3 Party Software
(Vimeo, BigVu, Wista, etc.)

Discover
Underutilized
Channels

Organic Traffic

- Google
- Bing
- Yahoo

Discover
Underutilized
Channels

Social Media Traffic

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- TikTok

Discover
Underutilized
Channels

Paid Traffic

- SMM (Social Media Marketing)
- Google/YouTube

TOOL TIME



HOMEBREWWORK:

-
- Research Keywords and write down Topic Opportunities
 - Define the goal of creating content to attract your audience
 - Create a Content Calendar and Publish
 - Monitor the Results
 - Rinse and Repeat



STRENGTHS

WEAKNESSES

SWOT

OPPORTUNITIES

THREATS

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