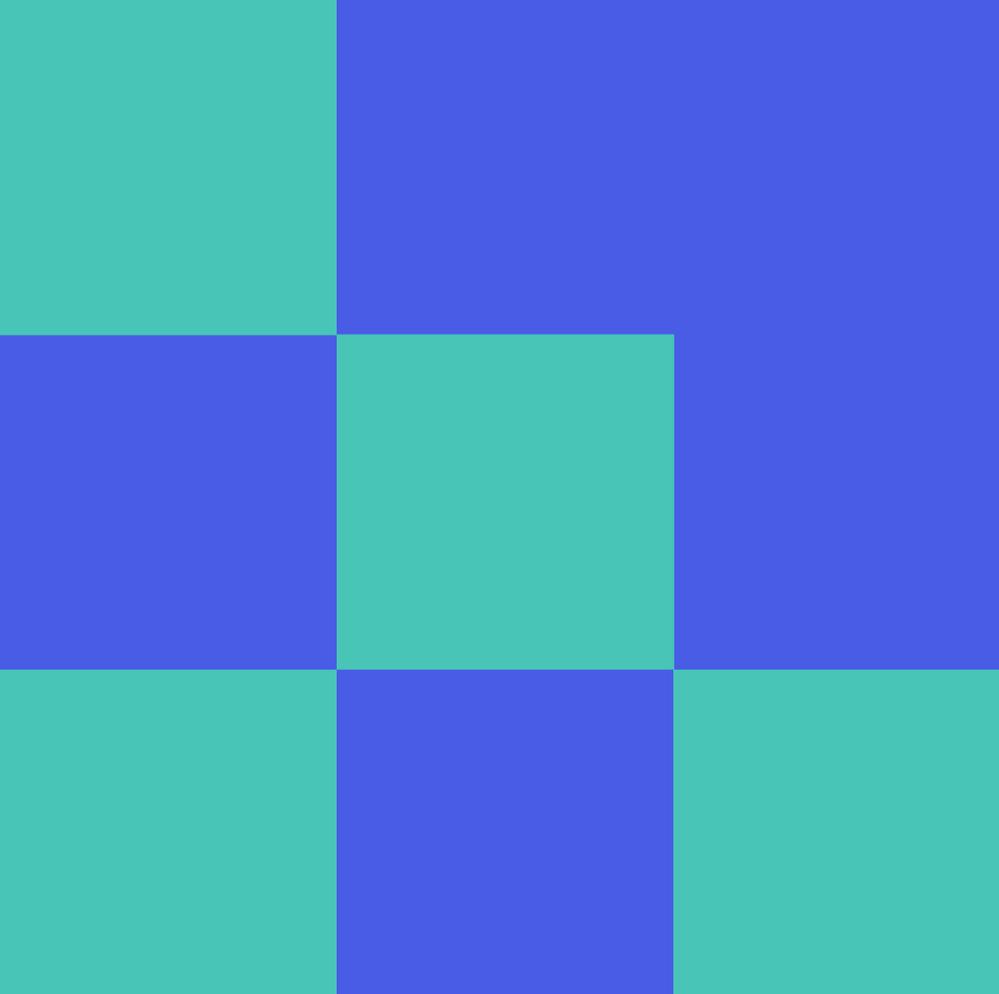


# Content Marketing

Best Practices with Maddie Ace

*impact*  
ACADEMY

 STRATEGIC PARTNERS  
MARKETING, LLC



Two types of content...

# Marathon vs. Sprint

Long-term, strategic,  
consistent content.  
Focus is on batching and  
efficiency.

Panic-driven, fast-paced,  
get-it-out-there type  
content. Takes more time  
& more energy.

## Why marathon content is important...

✓ You want to build up a **trusting relationship** by showing up in content when you say you will.

✓ As super busy entrepreneurs, you need to be as **efficient** with your time as possible.

✓ Allows you to a step back and use **strategy**, linking back to your goals, instead of being on the hamster wheel.

**Bottom line: it facilitates trust and leads to sales.**



**Consistency is key.**

# 3 Pillars of Consistency for Marathon Content Creation.

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## 1 Schedule

### WHY...

1. Algorithms are based around consistency in scheduling.
2. You want to build up a trusting relationship with your readers. They know when you're going to show up and anticipate finding your new content.

### HOW...

**WHEN** are you going to show up? What can you commit to? Once a day? Once a week? Twice a month? Monthly?

**WHERE** are you going to show up? Where are your client avatars most likely to be? Emails, Social Media (Instagram, Twitter, Facebook), Pinterest, Blogging, LinkedIn.

**When are the best times to post?** You can use an app or look at the stats on your scheduler.

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## 2 Aesthetic

### WHY...

1. Everything should tie together. You want people to look at your content and immediately know it's you.
2. You want them to build a trusting relationship with you, to get familiar with your brand so a) if you DO show up somewhere new, they know who you are as you grow and b) when you go to SELL they are more likely to buy as they feel they know and trust you.

### HOW...

Clean graphics look professional  
Same fonts  
Same color codes  
Similar design templates  
Same logos  
Do you have templates?

# 3 Pillars of Consistency for Marathon Content Creation.

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## 3 Language

### WHY...

1. Everything should tie together. You want people to read your content and immediately know it's you.
2. They want to feel like you are talking directly to them.
3. This facilitates a rapport, trust and so they are more likely to go onto sales.

### HOW...

Use language that directly speaks to your client avatar.

# MASTERING THE MARATHON PROCESS



## BATCHING

Create batches of content at a time. This is more efficient, saving energy and time.

E.G. Once a month on social is just 4 posts.

E.G. Write out full email sequences at once so you can hyper focus on the goal, language and incentives.

## STRATEGY

Focus on the bigger picture and create content aligned with your goals. 80% **storytelling**, 20% sales.

## SCHEDULING

Using a scheduler like Later, you can plan content months ahead. You can always tweak or move it around - a scheduler gives you that flexibility.

# A note on sprint content...

**Everyone  
works  
differently.**

There is nothing wrong with sprint content, or intuitively creating content in your flow whenever things come to you. Just save it for strategic execution when you can (blogs, social posts etc.)

**Stories** on Instagram and Facebook are naturally more suited to content on the go, but they can be scheduled out too. Whether it's live, in the moment or scheduled, make sure to be consistent and committed here as well.