Content marketing process to optimize website performance

The following slide shows the process of content marketing the organization as it highlights the process like developing strategy, content creation and management, content promotion and analytics and improvement.

Start Here

Strategy

- Content marketing strategy
- Buyers persona
- Kpi and goal development
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01

Content Creation & Management

- Keyword research
- Landing page creation
- Developing blog content
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02

Our Content Marketing Process

Analytics, Measurement & Improvement

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- KPI measurement
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03

Content Promotion

- Through social media
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