



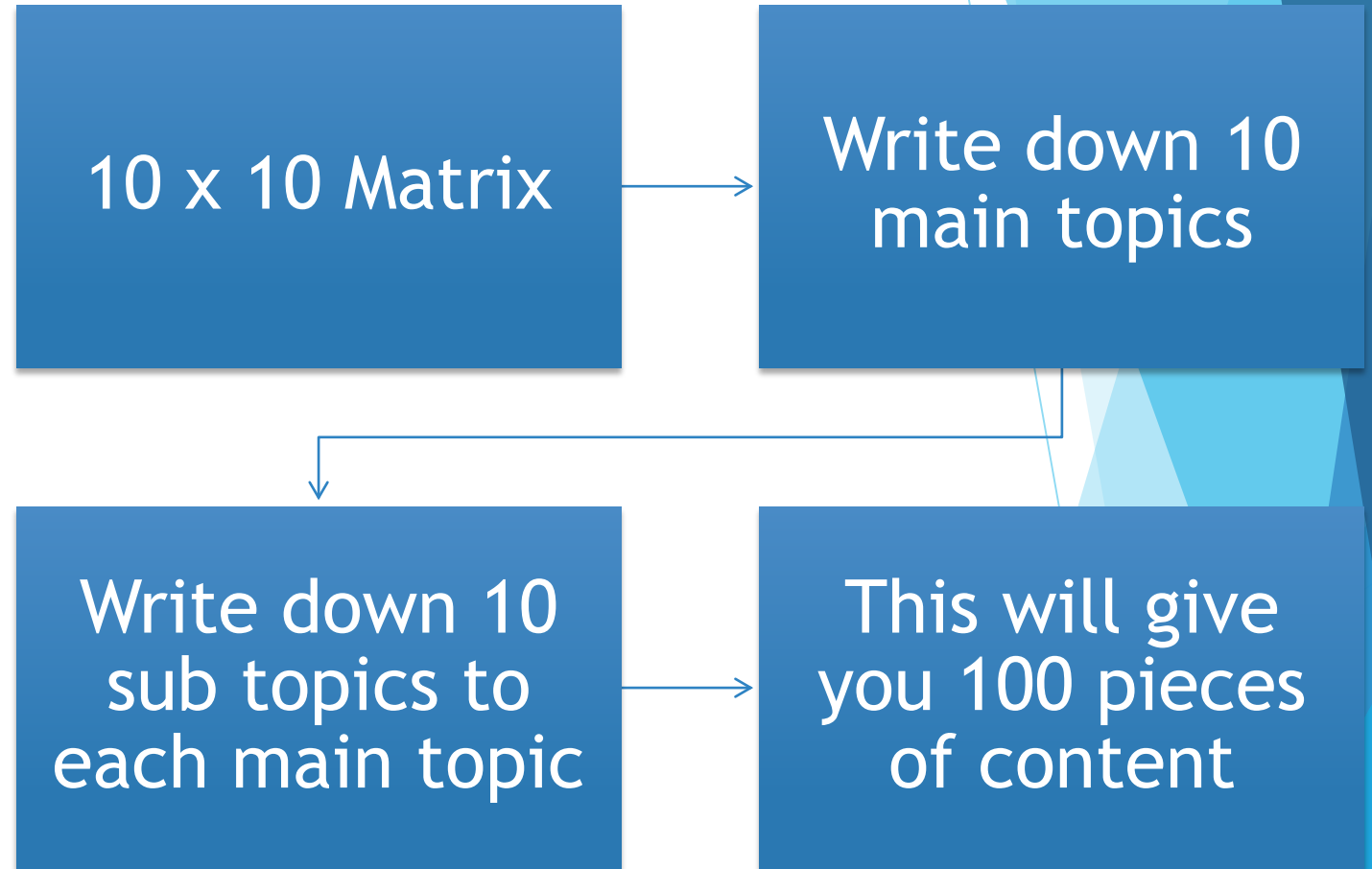
Creating a Content Marketing System

Compliments of *Sizzle By Design*
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What is Content Marketing?

“Content marketing is a form of online marketing focused on creating, publishing and distributing content for a targeted audience in order to generate leads and increase sales.”

Content Creation



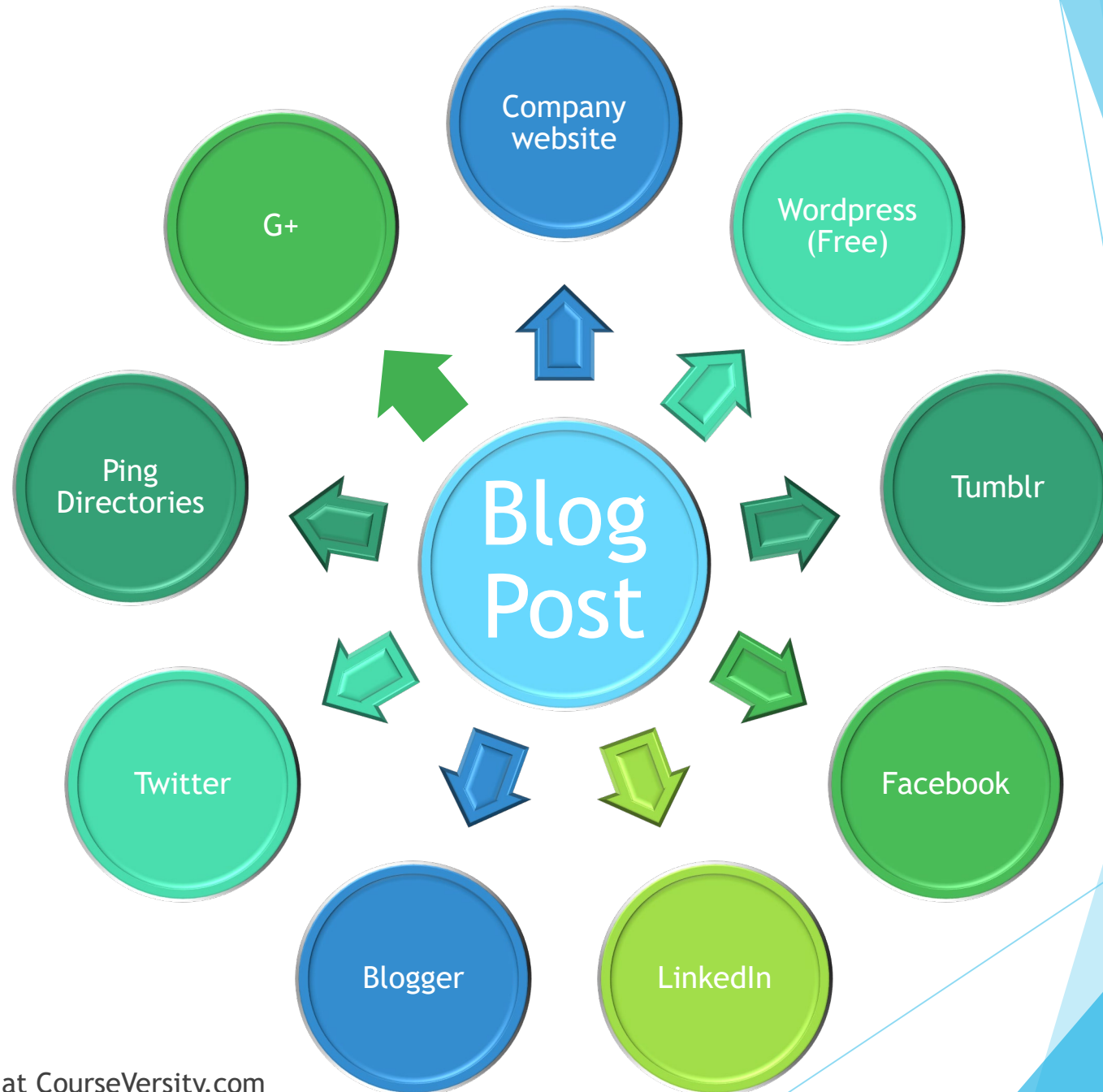
10 x 10 Matrix Sample for “Business Niche”

Main topics	1 Taxes	2 Finances	3 Operations	4 Marketing	5 Advertising	6 Risk Mgmt	7 Legal	8 Sales	9 Staffing	10 Non-Profit
Sub topics 1	NYS	Accounting	Office Productivity	Joint Ventures	Branding	E&O	Trademark, Patents	Training	Careers	Fundraising
2	Federal	Payroll	Minutes	Networking	PR	General	Legal structure	Travel	Job search	Benefits of
3	W9	P&L	Phone systems	Email	Direct Mail	BOP	Copyrights	Consulting	Interviewing	Governance
4	I9	Forecasting	Supplies	Webinars	Billboards	Commercial	Compliance	Management	Team building	501 (c) (3) vs (6)
5	W4	Accounts payable	Interior design	SEO	PPC	Auto	Partnerships	Cold calls	Workplace communication	Grant writing
6	1120	Accounts receivables	Mobile phone systems	Presentation	Coupon Books	Workers Comp	Shares	Negotiation tactics	Change management	How to Start one
7	1040	Collections	Technology	Social Media	Magazines	Disability	Cyber law	Sales Productivity	Outsourcing	Board members
8	1099	Quickbooks	Manufacturing	Write book	Banners	Disaster recovery	Employment Law	Goal Achievement	Resumes	Membership Retreats
9	Payroll	Ledgers	Architecture	Live stream	Radio	Workplace Safety	Labor Law	Motivation	Retention	Board insurance
10	Filing Deadlines	Debt management	ISO 9001	Blogging	Newspaper	Payroll	Identity Theft	Personality Types	Immigration	Volunteers

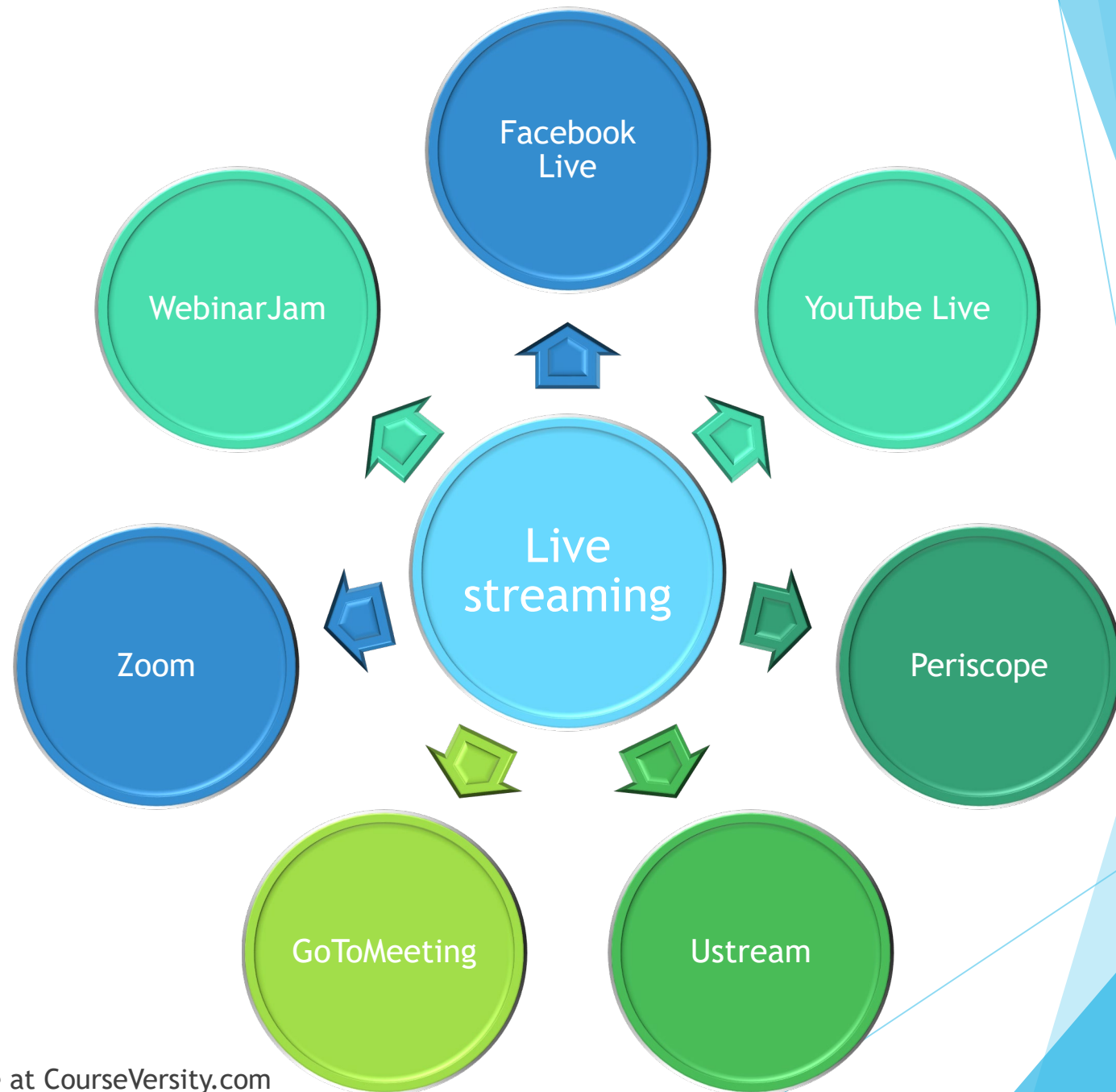
10 x 10 Matrix - Worksheet

Main topics	1	2	3	4	5	6	7	8	9	10
Sub topics										
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Blog Syndication



Live Streaming Syndication



Video Content Syndication



Podcast Syndication

