BLOGGER SIDEKICK

Blog Strategy Canvas

Designed for:

Start date:

Purpose

Why does your blog exist? Make one defining statement that you will use as an anchor for all online marketing decisions

Audience

How would you define your ideal audience in a few sentences?

Competitors

Which other websites are competing for the attention of your audience?

_____

_____

_____

_____

Content Anchors

What keywords will you create content anchors for?

_____

_____

_____

_____

Platform

Where will you distribute your blog content?

- ☐ Your company blog
- ☐ Guest blogging
  - 1. _____ 2. _____
- ☐ Repurposing
  - ☐ Infographic ☐ E-Book
  - ☐ Video ☐ Template
  - ☐ Other _____

Channels

Where will you promote your blog content?

- ☐ Email
- ☐ Social ☐ Facebook ☐ LinkedIn ☐ _____
  - ☐ Twitter ☐ Google+ ☐ _____
- ☐ Influencers
  - 1. _____ 2. _____
  - 3. _____ 4. _____
- ☐ Other _____

Resources

Who is accountable for this blog strategy?

Research _____ Governance _____

Writing _____ Repurposing _____

Creative _____ Promotion _____

Quality Assurance _____

Rhythm

How many blogs can you commit to scheduling every week?

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Day: _____ Time: _____

Metrics	Goal	Rating
☐ Traffic		🟢 🟠 🔴
☐ Shares		🟢 🟠 🔴
☐ Inbound Links		🟢 🟠 🔴
☐ Subscribers		🟢 🟠 🔴
☐ Leads		🟢 🟠 🔴
☐ Other		🟢 🟠 🔴

Conversion Content

What content will you give away in exchange for someone's email address?

☐ E-Book　　☐ Checklist　　☐ _____

☐ Template　☐ Cheat Sheet　☐ _____

Free Nurture Content

What additional content will you provide to someone that has opted in for the conversion content?

☐ Video Course　☐ Webinar　　☐ _____

☐ Email Course　☐ Free Trial　☐ _____

Paid Nurture Content

What can you sell to your audience at a low price that will start them on a journey to buy your primary product or service?

☐ $1 Trial　　☐ Paid Webinar　☐ _____

☐ Paid Course　☐ Coaching Call　☐ _____

Primary Product or Service

How would you describe your primary product or service in a few sentences?

_____

_____

_____

SIDEKICK BLOGGING FORMULA™

The '*Sidekick Blogging Formula*' is what guides your activity once you have documented your strategy. Each component of this formula should be aligned to your 'Purpose' and 'Audience' definitions. It may be interpreted both sequentially and simultaneously. Over time you can focus on optimizing each part.
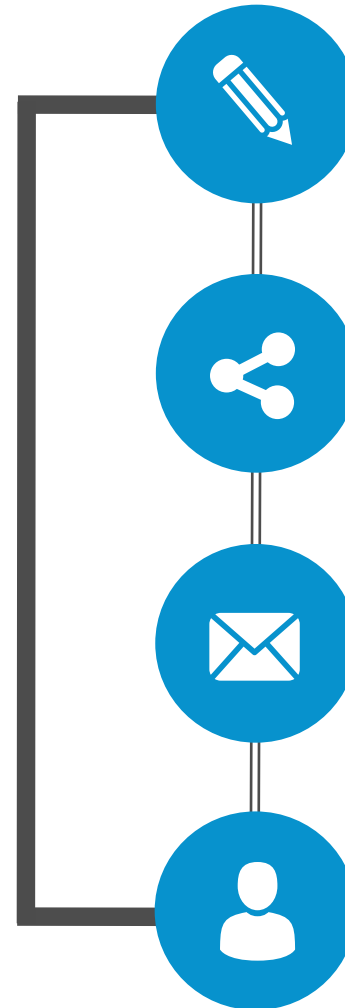
CREATE

This part of the formula is all about creating content. You are creating content based on your purpose, audience, rhythm, resources and content anchors - these are the part of your strategy that guide creation.

PROMOTE

Promotion is as important, if not more so, than creating content. In this part of the formula you are driving traffic to your blog posts and content anchors using the tactics that best reach your audience and pursue your purpose.

CONVERT

Now that you have people reading your content, you need to convert them into email subscribers. This part of the formula is all about creating appropriate 'conversion content' and optimizing your website to capture emails.

NURTURE

Once someone signs up for your email list you need to take them on a journey. This is where you capitalize on an automated email sequence exposing new audience members to 'Free Nurture Content', 'Paid Nurture Content' and eventually your 'Primary Product or Service'