

GLOBAL ENTREPRENEURSHIP & BUSINESS MANAGEMENT SUMMIT

conferenceseries LLC Ltd

April 10-11, 2019 | Toronto, Canada

ACCEPTED ABSTRACTS

BUSINESS AND ECONOMICS JOURNAL 2019, VOLUME:10 | DOI: 10.4172/2151-6219-C1-003

Create a working content strategy plan: Learn the exact steps to create a successful content marketing strategy for your business this year

Monica Miller

Monica Writes, USA

Content is king, right? So how do we capture that king and put him in control of your business empire? That is the question speaker, Monica Miller, the content strategist, will be answering in this presentation!

If you've been struggling to create content that gets traction, turn cold prospects into buying customers, and build trust, then she will show you how to create a successful content marketing strategy plan for your business with ease and flow. Understanding the key principles to piece together a content strategy plan will make a difference in your business as you build your empire. It's time your audience hears from you and that is by leading the way through the powerful form of content creation. May the "King of Content" rule in your empire.

Action Point 1: Understand what a content strategy plan is and how to work it inside of your business.

Action Point 2: Discover the 4 types of content every successful business needs.

Action Point 3: Easily piece together a content strategy plan by working backward (you'll learn these exact steps).

Action Point 4: Learn the 3P's and how they affect your outcome.

monica@monicawrites.com