The iApotheca 30-Day Content Marketing Challenge

Day 2

Key Takeaways

( ) A content marketing plan helps you map out your goals and your best strategy for success with your target audience.

( ) A good content marketing plan will help with:

- Brand awareness.
- Increased productivity.
- Better analytics.
- Tracking ROI.
- A more consistent message.

( ) You can build on your buyer personas when setting goals for your content marketing plan.

Action Items

☐ Download the iApotheca Pharmacy Content Planner if you haven't already and give it a quick look through.

☐ Start thinking about what you'd like to achieve with your content marketing and take a few minutes to jot down some ideas. Get lofty and have fun with it; you can always define and clarify them later.

☐ If you're involving your staff in your content marketing (and I hope you are!) have them take a look at the planner and jot down any ideas they may have for content marketing goals.

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Day I

Notes

My Action Items

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