

FINDING YOUR THEME



St. Louis Product
Management Group

CREATE CONTENT THAT CONNECTS
MAY 7, 2015

CONTENT MARKETING

THE CREATION AND MARKETING OF USEFUL,
INFORMATIVE, NON-PROMOTIONAL
CONTENT TO A SPECIFIC AUDIENCE.

Companies engage in content marketing to increase demand, generate and nurture leads, and ultimately define brand value.



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mint



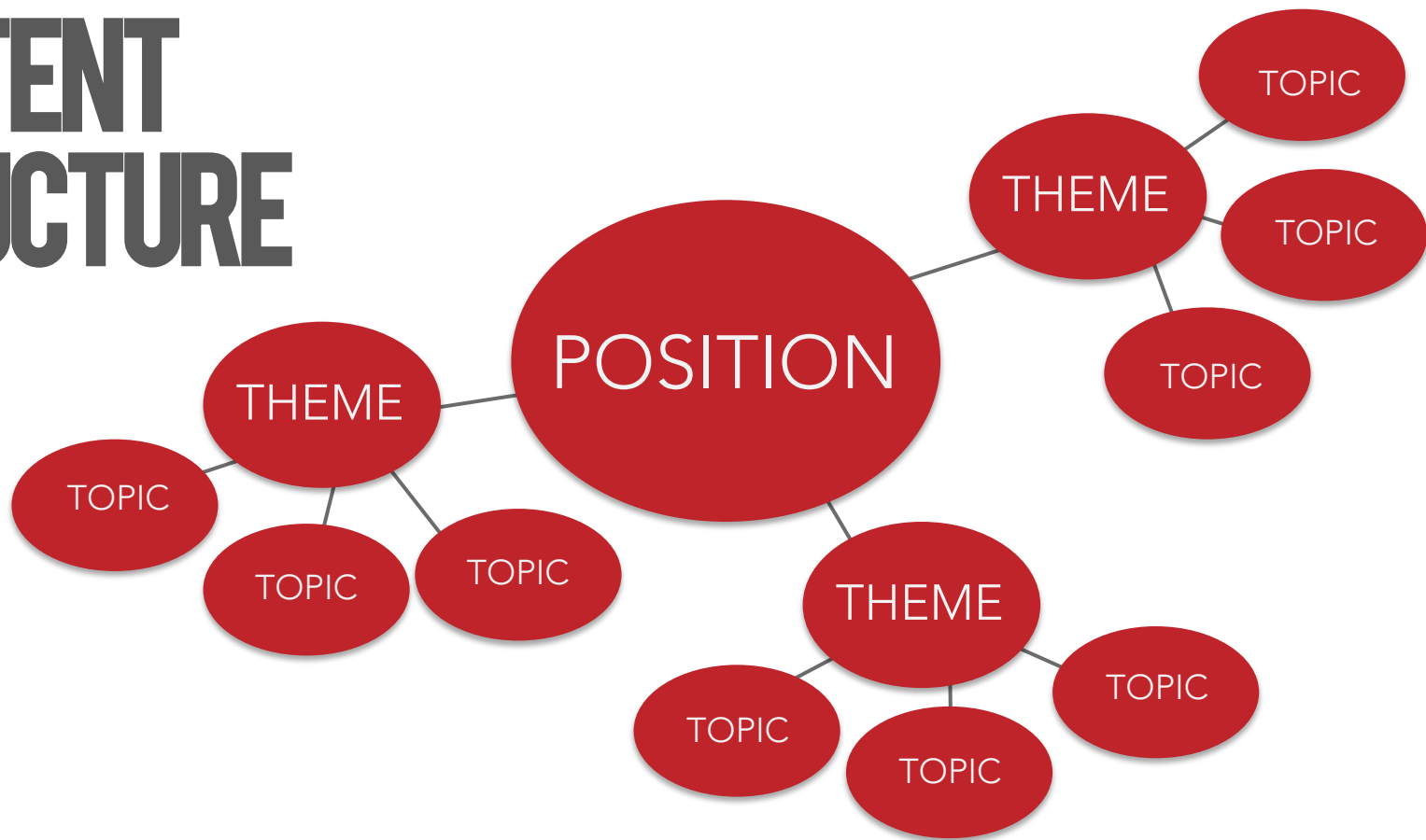
**FOCUS+
DEPTH+
INSIGHT=**





AUDIENCE:
Young Professionals

CONTENT STRUCTURE





AUDIENCE:
Private and Public
Sector Security
Professionals

POSITION:
LIVE
THREAT
INTELLIGENCE

THEME:
**LIVE ATTACK
MAP**
TOPIC: Visual of
Attacks

THEME:
**BREAKING
THREAT NEWS**
TOPIC:
Curated

THEME:
**ENTERPRISE
SECURITY**
TOPIC: Original
Analysis

THEME:
**SOCIAL MEDIA
BEST PRACTICES**
TOPIC: Guidelines
for Financial
Professionals

POSITION:
**SECURE SOCIAL
MEDIA
MANAGEMENT**

THEME:
**SOCIAL MEDIA
REGULATIONS**
TOPIC:
Federal Guidance
on Social Media
Activities



AUDIENCE:
Companies in
Heavily Regulated
Industries

THEME:
**SOCIAL MEDIA
COMPLIANCE**
TOPIC: Tips to
Avoid Social
Media Crises

CONTENT SKETCHING WORKSHEET

www.traffic-prm.com/content-sketching

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