



# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 <b>Cs</b> Content strategy	
2 <b>Ar</b> Article	10 <b>Sh</b> Slideshow
3 <b>V</b> Video	11 <b>Vi</b> Visualisation
4 <b>Im</b> Image	12 <b>Pr</b> Press release
5 <b>Ev</b> Event	13 <b>Wb</b> Webinar
6 <b>Gm</b> Game	14 <b>Ap</b> App
7 <b>To</b> Tool	15 <b>Eb</b> Ebook
8 <b>P</b> Print	16 <b>So</b> Social
9 <b>El</b> E-learning	17 <b>Em</b> Email

- Strategy
- Metrics
- Format
- Goals
- Content type
- Sharing Triggers
- Platform
- Checklist

## A seven-step guide to success:

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across key content distribution/**social platforms**.
5. Track the key **metrics** and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

68 <b>Pv</b> Page views	76 <b>Uv</b> Unique visitors	84 <b>Nv</b> New visitors	91 <b>Br</b> Bounce rate	99 <b>Tf</b> Traffic
69 <b>Nl</b> New leads	77 <b>Do</b> Downloads	85 <b>Cl</b> Cost per lead	92 <b>Kp</b> Key pages	100 <b>Le</b> Leads
70 <b>Bm</b> Brand metrics	78 <b>Rp</b> Reputation metrics	86 <b>Pm</b> PR metrics	93 <b>Dg</b> Demographic metrics	101 <b>Br</b> Branding
71 <b>Of</b> Offline media	79 <b>Mi</b> Micosite	87 <b>Am</b> Acquisition metrics	94 <b>Rm</b> Retention metrics	102 <b>Sa</b> Sales
60 <b>Tw</b> Twitter	64 <b>Fa</b> Facebook	72 <b>Li</b> Linkedin	80 <b>Pi</b> Pinterest	88 <b>Is</b> Instagram
56 <b>Cm</b> Competitions	61 <b>Yo</b> Youtube	65 <b>Vm</b> Vimeo	81 <b>Fo</b> Forums	89 <b>Tu</b> Tumblr
51 <b>Tr</b> Trends	57 <b>Ch</b> Checklist	62 <b>Re</b> Reddit	73 <b>Gp</b> Google+	83 <b>Ad</b> Advertising
46 <b>Rc</b> Research	52 <b>Op</b> Opinion	58 <b>Gf</b> Gifs	74 <b>Vn</b> Vine	82 <b>Sl</b> Slideshare
41 <b>Ee</b> Event-based	47 <b>In</b> Inspiration	53 <b>Fi</b> Fiction	66 <b>Ig</b> Imgur	75 <b>Ps</b> Partner sites
36 <b>Hi</b> Hivemind-based	42 <b>Bg</b> Beginner's guides	48 <b>An</b> Analysis	67 <b>Hn</b> Hacker News	90 <b>Fl</b> Flickr
31 <b>Lb</b> Linkbait	37 <b>Te</b> Templates	43 <b>Sv</b> Surveys	68 <b>Re</b> Reddit	97 <b>Sm</b> Social metrics
26 <b>Rs</b> Resources	32 <b>Fu</b> Fun	38 <b>Pc</b> Product-based	79 <b>Mi</b> Micosite	103 <b>Sc</b> Search metrics
21 <b>Re</b> Reviews	27 <b>Pd</b> Productivity	33 <b>Da</b> Data	80 <b>Pi</b> Pinterest	104 <b>Me</b> Members
18 <b>Ho</b> 'How to' based	23 <b>Ex</b> Experiments	28 <b>Gl</b> Glossaries	81 <b>Fo</b> Forums	105 <b>Sh</b> Shares
13 <b>Wb</b> Webinar	19 <b>Iv</b> Interviews	24 <b>De</b> Definitions	89 <b>Tu</b> Tumblr	106 <b>En</b> Engagement
12 <b>Pr</b> Press release	15 <b>Eb</b> Ebook	29 <b>Ga</b> Galleries	98 <b>Eg</b> Engagement metrics	
11 <b>Vi</b> Visualisation	16 <b>So</b> Social	34 <b>Mm</b> Mindmaps	106 <b>En</b> Engagement	
10 <b>Sh</b> Slideshow	17 <b>Em</b> Email	39 <b>Fr</b> Frameworks		
9 <b>Ar</b> Article	18 <b>Ho</b> 'How to' based	44 <b>Tm</b> Testimonials		
8 <b>Im</b> Image	19 <b>Iv</b> Interviews	49 <b>Dm</b> Demos		
7 <b>To</b> Tool	20 <b>Qz</b> Quizzes	54 <b>Nj</b> Newsjacking		
6 <b>Gm</b> Game	21 <b>Re</b> Reviews			
5 <b>Ev</b> Event	22 <b>As</b> Ask the experts			
4 <b>Im</b> Image	25 <b>Qu</b> Question-based			
3 <b>V</b> Video	30 <b>Ti</b> Timesaving			
2 <b>Ar</b> Article	35 <b>Bp</b> Best practice			
1 <b>Cs</b> Content strategy	40 <b>Co</b> Compilations			

107 <b>Fu</b> Funny	108 <b>Sx</b> Sexy	109 <b>Sg</b> Shocking	110 <b>Mv</b> Moving	111 <b>Un</b> Unbelievable	112 <b>Cv</b> Controversial	113 <b>Co</b> Cool	114 <b>Ig</b> Illuminating	115 <b>Rd</b> Random	116 <b>Zg</b> Zeitgeist	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disgusting
120 <b>Sq</b> Search queries	121 <b>Se</b> Search optimisation	122 <b>Ce</b> Copy editing	123 <b>Fm</b> Formatting	124 <b>Hd</b> Headline optimisation	125 <b>Tv</b> Tone of voice	126 <b>Gd</b> Brand guidelines	127 <b>Pe</b> Plain English	128 <b>Do</b> Device optimisation	129 <b>Fc</b> Fact-checking	130 <b>Cd</b> Credit sources	131 <b>Ct</b> Calls to action	132 <b>Fd</b> Invite feedback