Chasing the Elusive Content-Market Fit

A Content Marketing Framework for Ideation, Discovery, and Differentiation

Ross Simmonds
Foundation Marketing
Best Week Of Elementary School
EVERRRRRR!!!

#CTAConf
@TheCoolestCool
I hated these...
But I LOVED WALLY aka WALDO
But I LOVED WALLY aka WALDO
It’s hard to find Waldo...
But it’s also hard to find content worth creating.

#CTACnf
@TheCoolestCool
There's No Better Dashboard...
There’s No Better Sound
<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
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<td>YouTube</td>
<td>Franklin Hatchett: “Having Facebook Ad Problems? STOP And Watch This Right Now!” and more...</td>
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</tr>
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<td>YouTube</td>
<td>jagdishbhai pandya has subscribed to you on YouTube!</td>
</tr>
</tbody>
</table>
But how do you find CONTENT IDEAS that drive results?
What people think it’s like...
What
it’s
actually
like...
BUT it doesn’t have to be...

OH PLEASE

DO TELL ME MORE
Understand the audience you’re trying to connect with by studying the channels they’re visiting...
Or understand the channels you’re using by studying the way content is being received by users.
Let the discovery process take you. Visit communities. Browse Groups. Reverse engineer backlinks. Look at the SERP. Now rethink the way you deliver content to your audience and the content itself.
REMIX

Don’t just steal ideas. That’s a one way street to the average of the means. Instead remix the content you know will work and ensure that the content you create is better than what exists today.
Here’s How Most People Think About This Concept...
Or like this...
Nope.
Nope.
NOPE.
RESEARCH

RETHINK

REMIX
KEYWORD RESEARCH IS STILL A VERY, VERY VALUABLE WAY TO UNCOVER CONTENT WORTH CHASING

(It’s just not the only way)
How To Uncover Content-Market Fit (The Framework)
The 3 Step Process For Ideation, Discovery, and Differentiation

Research
Channel – User Fit
Find the channel your audience spends time on

Rethink
Content – User Fit
Find the content that your audience wants most

Remix.
Content – Market Fit
Measure how your audience responds to the content

Goal of Effort

How To Uncover Content-Market Fit (The Framework)

The 3 Step Process For Ideation, Discovery, and Differentiation

**Research**

- **Channel – User Fit**: Find the channel your audience spends time on
- **Content – User Fit**: Find the content that your audience wants most
- **Content – Market Fit**: Measure how your audience responds to the content

**Rethink**

**Remix.**

**Experiment**

**Growth**

**Goal of Effort**

- Find the channel your audience spends time on
- Find the content that your audience wants most
- Measure how your audience responds to the content
How To Uncover Content-Market Fit (The Framework)

The 3 Step Process For Ideation, Discovery, and Differentiation

**Research**
- Channel – User Fit
  - Goal of Effort: Find the channel your audience spends time on
  - Question To Ask: What channels do they spend time on? What does well?
  - Timeline: 1-4 days
  - Key Metric: Activity Metrics (Search Volume, Subscribers, Followers, etc)
  - Next Step: Rethink how you can better serve this audience.

**Rethink**
- Content – User Fit
  - Goal of Effort: Find the content that your audience wants most
  - Question To Ask: Measure how your audience responds to the content

**Remix.**
- Content – Market Fit
  - Goal of Effort: Measure how your audience responds to the content
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The 3 Step Process For Ideation, Discovery, and Differentiation

**Research**

- **Goal of Effort**: Find the channel your audience spends time on
- **Question To Ask**: What channels do they spend time on? What does well?
- **Timeline**: 1-4 days
- **Key Metric**: Activity Metrics (Search Volume, Subscribers, Followers, etc)
- **Next Step**: Rethink how you can better serve this audience.

**Rethink**

- **Goal of Effort**: Find the content that your audience wants most
- **Question To Ask**: What topics resonate? What stories connect?
- **Timeline**: 1-2 weeks
- **Key Metric**: Engagement Metrics (Upvotes, Links, Shares, Comments & Press)
- **Next Step**: Create a remix based on research and insights

**Remix**

- **Goal of Effort**: Content – Market Fit
- **Question To Ask**: What topics resonate? What stories connect?
- **Timeline**: Growth
- **Key Metric**: Engagement Metrics (Upvotes, Links, Shares, Comments & Press)
- **Next Step**: Develop a remix based on research and insights
How To Uncover Content-Market Fit (The Framework)

The 3 Step Process For Ideation, Discovery, and Differentiation

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- **Channel – User Fit**: Find the channel your audience spends time on.
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- **Content – User Fit**: Find the content that your audience wants most.
  - **Goal of Effort**: Find the content that your audience wants most.
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  - **Timeline**: 1-2 weeks
  - **Key Metric**: Engagement Metrics (Upvotes, Links, Shares, Comments & Press)
  - **Next Step**: Create a remix based on research and insights.

**Remix.**
- **Content – Market Fit**: Measure how your audience responds to the content.
  - **Goal of Effort**: Measure how your audience responds to the content.
  - **Question To Ask**: Can this be remixed further? How can we remix at scale?
  - **Timeline**: 4+ weeks
  - **Key Metric**: Results Metrics (Leads, Media, Backlinks, Traffic & Sales)
  - **Next Step**: Create a content engine around the concept.
How To Uncover Content-Market Fit (The Framework)

The 3 Step Process For Ideation, Discovery, and Differentiation

<table>
<thead>
<tr>
<th>Step</th>
<th>Goal of Effort</th>
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<th>Timeline</th>
<th>Key Metric</th>
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**Research**

- **Channel – User Fit**
  - Find the channel your audience spends time on
  - What channels do they spend time on? What does well?
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**Rethink**

- **Content – User Fit**
  - Find the content that your audience wants most
  - What topics resonates? What stories connect?
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  - Engagement Metrics (Upvotes, Links, Shares, Comments & Press)
  - Create a remix based on research and insights

**Remix**

- **Content – Market Fit**
  - Measure how your audience responds to the content
  - Can this be remixed further? How can we remix at scale?
  - 4+ weeks
  - Results Metrics (Leads, Media, Backlinks, Traffic & Sales)
  - Create a content engine around the concept
30 DAYS OF QUICK & EASY MEDITERRANEAN DIET RECIPES
THE MEDITERRANEAN DIET

RESEARCH

Water
At least 8 cups a day

Meats & Sweets
Limit

RETHINK

Wine
In moderation

Poultry, Eggs & Dairy
Moderate portions daily to weekly

REMIX

Fish & Seafood
Often, at least twice a week

Vegetables, Fruits Whole Grains,
Olive Oil, Beans, Nuts, Legumes,
Seeds, Herbs & Spices
Base all meals on these foods

Savor meals with loved ones and be active every day
LET’S GET STARTED

Communities Are Great Places To Find Content People Want....
Top Posts From Hacker News
We Did This...
We Did This...
We Did This...
<table>
<thead>
<tr>
<th>Rank</th>
<th>Post Title</th>
<th>Author</th>
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<tr>
<td>10</td>
<td>How To Promote Your Content With ZERO Budget</td>
<td>Ideas Inside</td>
<td>coredna.com</td>
<td>over 2 years ago</td>
<td>Must Read</td>
</tr>
<tr>
<td>9</td>
<td>How we acquired 1.85M new users in 5 months -- without paid acquisition</td>
<td>500.co</td>
<td></td>
<td>about 3 years ago</td>
<td>Must Read</td>
</tr>
<tr>
<td>8</td>
<td>How I built (and now scale) my side projects: Story, insights, and practical</td>
<td>hackingui.com</td>
<td></td>
<td>over 2 years ago</td>
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<td>7</td>
<td>Sean Ellis' Secret Framework for Unlocking Organic Growth</td>
<td>appcues.com</td>
<td></td>
<td>about 3 years ago</td>
<td>Must Read</td>
</tr>
<tr>
<td>6</td>
<td>How to start building an audience when you don’t have any audience yet</td>
<td>medium.com</td>
<td></td>
<td>over 1 year ago</td>
<td>Must Read</td>
</tr>
</tbody>
</table>
Sort Content By The Most Engaging Posts In A Community

#CTAConf
@TheCoolestCool
What's your best hidden SEO secret?

I'll go first:

Take a relevant URL and plug it into Reddit search w. the "site:www.domain.com" query and see what post generated the most love on Reddit. Take that same concept, rethink it, remix it and make it something better.

Reach out to press for coverage. Submit to relevant communities. Let the backlinks come pouring in...
Use Quora Ads Manager To Uncover Relevant Topics

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>What’s an efficient way to overcome procrastination?</td>
<td>1,000 - 1,500 weekly views</td>
</tr>
<tr>
<td>What dirty business tactics do you know?</td>
<td>40,000 - 45,000 weekly views</td>
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<tr>
<td>What are the most effective and proven time management techniques?</td>
<td>3,000 - 4,000 weekly views</td>
</tr>
<tr>
<td>What is the best way to make money?</td>
<td>2,500 - 3,500 weekly views</td>
</tr>
<tr>
<td>What are the best ways to lose weight?</td>
<td>4,500 - 5,500 weekly views</td>
</tr>
</tbody>
</table>

#CTAConf
@TheCoolestCool
One of the first times I applied this model was on a site called Reddit...
Sorted the content by the top posts...

RESEARCH
How To Grow Your Instagram Account From 0 to 50,000 Real Quick, Real Friggin Quick [Case Study]

What's up r/Entrepreneur! I've posted here before about my freelance business but today I want to talk about Instagram. While it appears everyone is flocking from Instagram to Snapchat (thanks DJ Khaled) I'm still viewing Instagram as a channel that most businesses should and still can leverage.

Around this time last year, we launched the @HustleGrindCo Instagram account to promote our fitness brand. We didn't monetize it. Since then, we've grown the account to more than 75,000 followers each and every day (Check out our Dashboard via DataRobot for the most tried and tested tactics we used to grow our account).

My hope is that you'll take a page from our book, apply it to your business, and grow. Let's get to it...

Leverage The Following Of Other Instagram Accounts

In the world of Instagram marketing, this tactic tends to be broken up into:

1. Shout outs and
2. Product placements

Got 76,000 followers on my fitness Instagram page. How do I monetize?

It took me about 5-6 months to grow my fitness Instagram page to 76,000+. It's a squat/fitness page and now I am looking for ways to monetize it. What advice do you give?

Congrats on the 75k followers!

This is definitely something you should be able to monetize! You have more followers than one of my accounts and I've already started to bring in revenue through it. As a bit of background and full transparency, over the last few months I've worked with a handful of brands on their Instagram accounts and my co-founder & I have monetized our companies Instagram account (@HustleGrindCo) quite recently. We're only at 45k followers but have been able to bring in revenue from this vehicle in particular every single day.

Here's a couple tactics you could take to monetize:

1) Give Shout Outs For Cash:

This is one of the most basic and common practices for Instagram monetization. Brands from around the world are looking for new ways to get their story in front of customers and leveraging Influencers can be extremely effective. In most circumstances, the brands are watching hashtags related to their business and then looking at your profile to find potential shout outs for cash.
Sp. Elon Musk Says Humans Should Already Have A Moon Base: “It’s 2017,” Musk said. “We should have a lunar base by now. What the hell’s going on?” ibtimes.com/elon-m...
Posted by u/mvea MD-PhD-MBA 1 year ago

Sp. Elon Musk explains why he launched a car toward Mars — and the reasons are much bigger than his ego: “The goal of this was to inspire you, and make you believe again, just as people believed in the Apollo era, that anything is possible.” businessinsider.com/why-el...
Posted by u/mvea MD-PhD-MBA 11 months ago

Sp. Elon Musk: 'We want a new space race — space races are exciting' businessinsider.com/falcon...
Posted by u/mvea MD-PhD-MBA 1 year ago

En. Elon Musk’s South Australian battery responded in just 140 milliseconds after a coal-fired power plant failed sciencealert.com/elon-m...
Posted by u/luthnasarth.cn transitumbra.fox permanet 1 year ago

Society Neil deGrasse Tyson: Why Elon Musk is more important than Jeff Bezos, Steve Jobs and Mark Zuckerberg: “here's the difference: Elon Musk is trying to invent a future... he is thinking about society, culture, how we interact, what forces need to be in play to take civilization into the next century.” cnbc/2018/1...
Posted by u/mvea MD-PhD-MBA 2 months ago

Agriculture Kimbal Musk: Elon’s brother — is leading a $25 million mission to fix food in schools across the US: “in 300 public schools in American cities. Part-playground, part-outdoor classroom, the learning gardens serve as spaces where students learn about the science of growing fruits and veggies” businessinsider.com/kimbal...

Trans. Elon Musk making “kid-sized submarine” to rescue teens in Thailand cave: "Construction complete in about 8 hours," the tech billionaire tweeted Saturday. arstechnica.com/scienc...
Posted by u/mvea MD-PhD-MBA 7 months ago

Agriculture Norway to spend $13 million to upgrade 'doomsday' Arctic seed vault reuters.com/article...
Posted by u/mvea MD-PhD-MBA 11 months ago

Soc. Elon Musk Reveals Release Date and Price for Boring Company's Eco Bricks: The company plans to start selling the bricks in two months time at a price of 10 cents per brick — giving them away for free when used for affordable housing projects. inverse.com/articl...
Posted by u/mvea MD-PhD-MBA 5 months ago
<table>
<thead>
<tr>
<th>Source</th>
<th>Title</th>
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<td>Elon Musk Says Humans Should Already Have A Moon Base — “We are not going to hell’s going on?”</td>
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<td>Trans: Elon Musk making “kid-sized submarine” to rescue teenage billionaire who tweeted Saturday.</td>
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RESEARCH:

Elon Musk Quotes 11,000 /mos
Elon Musk + Books 10,500 /mos
Elon Musk Resume 6,600 /mos
Elon Musk Memes 10,600 /mos
How Did Elon Make Money 4,600 /mos

RETHINK:
RESEARCH:

RETHINK:

Elon Musk Quotes
Elon Musk + Books
Elon Musk Resume
Elon Musk Memes
How Did Elon Make Money

11,000 /mos
10,500 /mos
6,600 /mos
10,600 /mos
4,600 /mos
WHEN SOMETHING IS IMPORTANT ENOUGH, YOU DO IT EVEN IF THE ODDS ARE NOT IN YOUR FAVOR.
- Elon Musk
Reddit Loves Sharing Links

Type of Links (Data based on 400 entries)
Life & Motivation (r/GetMotivated, r/lifehacks, r/lifehacks, r/LifeProTips, r/YouShouldKnow)

- Website: 208 (52.0%)
- Image: 164 (41.0%)
- Video: 28 (7.0%)

Type of Links (Data based on 600 entries)
Movie and Music (r/MovieDetails, r/movies, r/television, r/hiphopheads, r/Music, r/listentothis)

- Website: 334 (55.7%)
- Image: 114 (19.0%)
- Video: 152 (25.3%)
TIL: It is possible to only have high blood pressure in the doctor’s office and it is called "White Coat Syndrome".

TIL: That around roughly 4 pounds of your body weight is the weight of trillions of microorganisms in your gut.

TIL: A girl who received a liver transplant does not need lifelong immunosuppressants because her blood type spontaneously changed to accommodate the donor liver.

TIL: There's very little proof that vitamin C actually has any effect on preventing or treating the common cold, although after reviewing 60 years of clinical research it was found that when taken daily, vitamin C very slightly shortens cold duration, by 8% in adults and 14% in children.

TIL: Not only do 1 in every 10 people have a tiny second spleen, called an accessory spleen, but also that if the main spleen is removed, the tiny second spleen can grow to function as a new spleen.

TIL: Americans’ faith in doctors is plummeting: just 34% of U.S. adults polled had "great confidence in the leaders of the medical profession," down from 76 percent in 1966. Only Chileans, Bulgarians, Russians, and Poles were less trusting of the medical profession.

TIL: "No one in the U.S. has died from a black widow spider bite in over 10 years."
Netflix paid 45 million for the full series of Lost, 26 million for Scrubs, and 12 million for Desperate Housewives for ONE YEAR.

TIL Banks have therapists known as 'wealth psychologist' who help ultra-rich clients, who are unable to mentally cope with their immense wealth.

TIL: Amazon’s profits for its entire existence are still less than what ExxonMobil takes home every 2.5 weeks.

TIL that banks have therapists known as 'wealth psychologist' who help ultra-rich clients who are unable to mentally cope with their immense wealth.

TIL The most successful Bond movie ever is Thunderball released back in 1965. The movie made over $141 million which amounts than $1 billion today when inflation is adjusted.

Twitter CEO Jack Dorsey facing calls to step down after bot scandal.

TIL that in 1934, FDR enacted a Federal law requiring that all gold be turned over to the federal government at the price of $20.67/oz. After the government acquired most of the gold, they changed the market price to $35/oz.
Have You Heard Of Product Hunt?
Great Products Have Launched And Got Their Start There…

- **Inbox by Google**
  - Next generation inbox
  - 145 Android

- **Periscope**
  - Explore the world through someone else’s eyes
  - 174 Android

- **Product Hunt for iOS**
  - The best new products, every day, in your pocket
  - 193 iPhone

- **Remote OK**
  - The biggest remote job board on the web
  - 55 Web App

- **Noizio**
  - Ambient background sounds for your Mac
  - 45 iPhone

- **Meerkat**
  - Tweet live video in one click
  - 111 Android

- **Revue**
  - Easily create an engaging, gorgeous, weekly digest
  - 91 Web App

- **Ship Your Enemies Glitter**
  - Send glitter to the people that deserve it
  - 74 Funny

- **Pixate**
  - Design native mobile app prototypes without code
  - 24 Mac

- **Hackr.io**
  - Product Hunt for Online Programming Courses & Tutorials
  - 34 Education
Some Of These Dead Products Were Actually Just Really Good Content....
Product Graveyard

Commemorating the most memor products that have gone away.

And finding some alternatives along the way.

View products

Website
productgraveyard.com

WORK HERE
Product Designer
Full Time · Bengaluru

Software Engineer - Back End
Full Time · Bengaluru

Senior Software Engineer - Devops and Infrastructure
Full Time · Bengaluru · Remote

Senior Software Engineer - Front End / Angular4
Full Time · Bengaluru
<table>
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<tr>
<th>#</th>
<th>Product</th>
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<tr>
<td>180</td>
<td>Hype Link</td>
<td>List links to social, streaming platforms, and more.</td>
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<tr>
<td>859</td>
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FACEBOOK GROUPS ARE GOLD FOR CONTENT INSPIRATION

“23 billion Facebook groups in the UK”
- an Edwards, Planning Director, Northern Europe Facebook

“1.4 billion people (yes, billion) now use Facebook Groups every month.”
- F8, May 2018
Research The Topics That Matter To Your Audience
There are MILLIONS of Facebook Groups
RESEARCH  RETHINK  REMIX
RESEARCH

RETHINK

REMIX
The List & Review Strategy

Headphones

The Best Headphones Under $100
UPDATED JANUARY 7, 2019
by Lauren Dragan
If you're looking for backup headphones or just don't want to spend a lot, we reviewed all the best cheap headphones for you.

The Best Noise-Cancelling Earbuds
UPDATED JANUARY 4, 2019
by Brent Butterworth and Lauren Dragan
Offering good sound, comfort, and noise cancelling, the Plantronics BackBeat Go 410 is our new pick for the best all-around set of noise-cancelling earbuds.

Furniture

The Best Home-Office Furniture and Supplies
UPDATED DECEMBER 21, 2018
by Wirecutter Staff
A team of work-from-home veterans spent more than 150 hours researching and testing the best home-office furniture and supplies.

The Best Cheap Gaming Chair for Your Living Room
UPDATED NOVEMBER 19, 2018
by Kevin Purdy
We tested 10 gaming chairs and found that the inexpensive BirdRock Home Adjustable Memory Foam Chair—not an X Rocker—is the best for most living rooms.

The Best Rug Pads
UPDATED NOVEMBER 14, 2018
by Alex Arpaia
After researching 23 rug pads and testing 15, we found that the Mohawk Home Supreme Dual Surface Felted Rug Pad offers the best combination of cushion and grip.
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PHYSICAL PRODUCTS
X COFFEE EDITION

- Best Keurig Machine
- Best Coffee Press
- Best French Press
- Best Coffee Grinder
- Best Instant Coffee
- Best Cold Brew Coffee
- Best Coffee Maker
- Best Coffee Beans
- Best Coffee Grinder
### The Keyword Glossary Strategy

| A                              | A Priori Probability |
| A Round Financing              | A+/A1                |
| A-/A3                          | A-B Split            |
| A-B Trust                      | A-Credit             |
| A-Note                         | A-Share              |
| A-Shares                       | A. Michael Spence    |
| A.M. Best                      | AA+/Aa1              |

**RETHINK WHAT ALREADY WORKS**
Domains

What are domains?

Domain names are the unique, human-readable Internet addresses of websites. They are made up of three parts: a top-level domain (sometimes called an extension or domain suffix), a domain name (or IP address), and an optional subdomain.

Protocol: `http://www.tinydancinghorse.com`

- Subdomain
- Domain Name
- Top-level Domain
CRM or Customer Relationship Management is a strategy for managing an organisation's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that is used for contact management, sales management, productivity, and more. The goal of a CRM system is simple: Improve business relationships.

Dig into the details of CRM: Download the Complete CRM Handbook
Download now
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RESEARCH

RETHINK

REMX
How To Uncover Content-Market Fit (The Framework)
The 3 Step Process For Ideation, Discovery, and Differentiation

### Research

**User – Channel Fit**
- Goal of Effort: Find the channel your audience spends time on
- Question To Ask: What content resonates? What type of content?
- Timeline: 1-4 days
- Key Metric: Activity Metrics (Search Volume, Subscribers, Followers, etc)
- Next Step: Rethink how you can better serve this audience.

### Rethink

**Content – User Fit**
- Goal of Effort: Find the content that your audience wants most
- Question To Ask: What topics resonates? What stories connect?
- Timeline: 1-2 weeks
- Key Metric: Engagement Metrics (Upvotes, Links, Shares, Comments & Press)
- Next Step: Create a remix based on research and insights

### Remix

**Content – Market Fit**
- Goal of Effort: Measure how your audience responds to the content
- Question To Ask: What format works best? Can this be remixed further?
- Timeline: 2+ weeks
- Key Metric: Results Metrics (Leads, Media, Backlinks, Traffic & Sales)
- Next Step: Create a content engine around the concept
Ways To Uncover Content Ideas Worth Chasing:

- Research The Top Domains On Reddit
- Research The Top Content On Reddit
- Analyze Tri-Grams Of Popular Reddit Posts
- Analyze the Serp For Relevant Keywords
- Research Most Linked Articles (Across Industry)
- Research Most Shared Articles (Across Industry)
- Research Popular Topics In FB Groups
- Research What Pages Matter To Brands
- Research Top Content On Quora Getting Traffic
- Steal The Glossary Strategy
- Steal The List & Review Strategy
- Use Flippa/Empire Hunter For Inspo
- Visit The Search For Insight
- Steal The Modifier Strategy
HOW DO YOU KNOW WHICH OF THESE IDEAS YOU SHOULD CHASE?

ROI

Circle Of Competence

Cost To Create/Time To Create

Shareability/Linkability/Rankability/Competition
Do the things that have the path of least resistance but also the greatest opportunity to succeed
And IF that’s still feeling crowded...
If that still feels like you have TOO MANY ideas, concepts & tactics

YOU’RE IN LUCK.
Because you’ve just uncovered the modern day equivalent of the Scholastic Book Fair
Chasing the Elusive Content-Market Fit
A Content Marketing Framework for Ideation, Discovery, and Differentiation

Ross Simmonds
Foundation Marketing
RossSimmonds.com