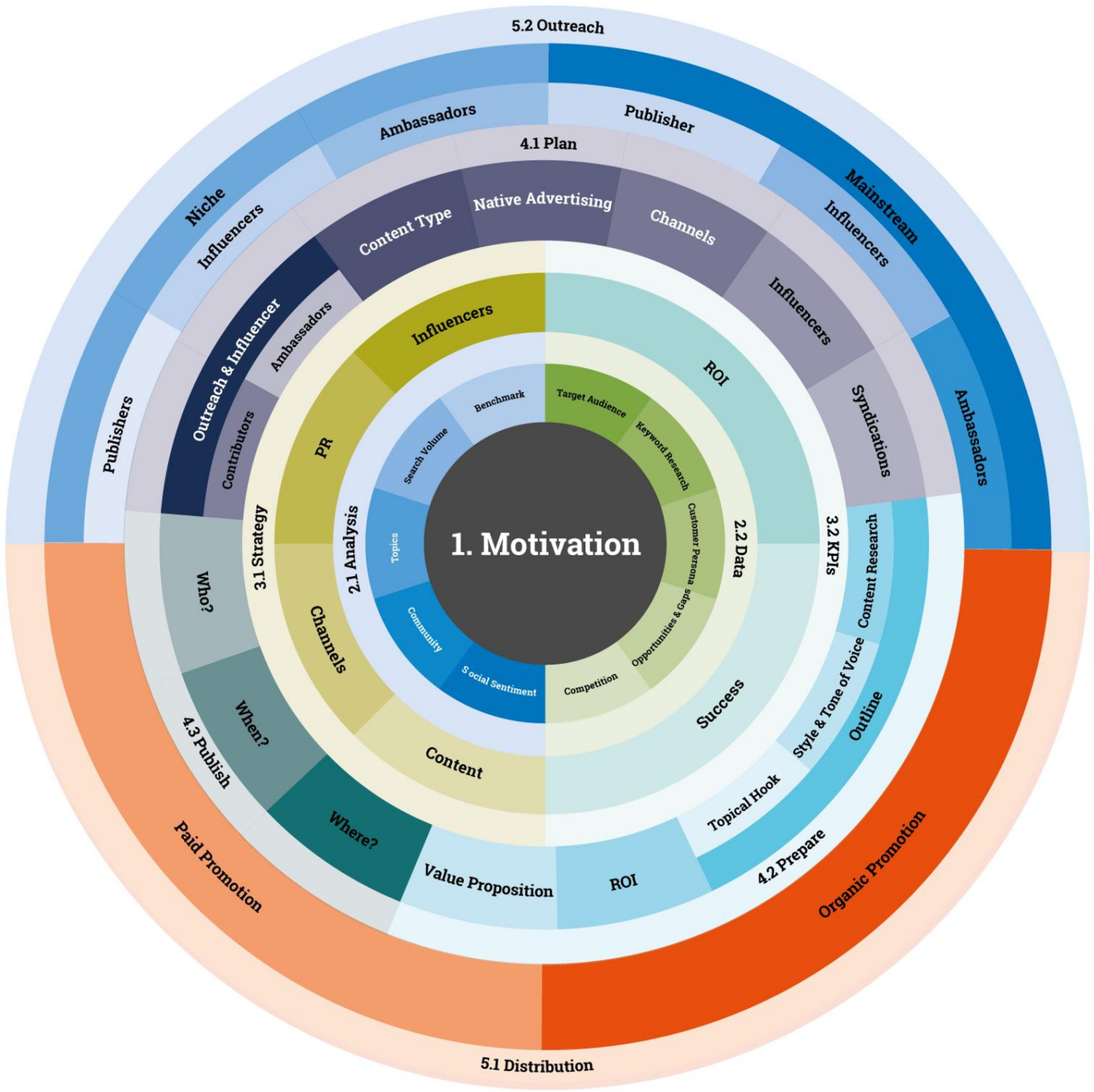
Content Marketing Wheel



1. Motivation
2. Research & Data
3. Strategy
4. Content P.P.P.
5. Outreach

The Content Marketing Framework is a guide to what you need to consider when developing a content strategy. We believe Motivation – a combination of brand values and a specific business goal – should underpin every stage of the process.

Keeping this in mind, the framework leads you from initial data-gathering to outreach and distribution, acting as a step-by-step roadmap to a successful strategy, whatever your industry or niche.

We're **Melt Content**, a content marketing agency combining commercially focused and data driven strategy into content marketing, social, SEO and development.

Melt Content