



JASMINE POWERS  
MARKETING FANGIRL

## CASE STUDY BUSINESS

“Using MindMeister and G Suite, I can plan and execute an effective, engaging content marketing strategy that caters directly to my target audience.”



**Jasmine Powers**

Digital Marketing Agency Founder

jasminepowers.com

ORGANIZATION

U.S.

REGION

Marketing & Sales

SECTOR

Content can be **pre-planned** in MindMeister so it's readily available and timely

A strategy mind map can be shared with clients to collaborate in **real-time**

Imagery for content can be stored on **Google Drive** and embedded in the mind map

Content drafts are written in **Google Docs** and linked to in the map, ready to publish

## CASE STUDY BUSINESS

### Content Marketing Made Simple with MindMeister and G Suite

Jasmine Powers founded and runs her own digital marketing agency, under the brand of Jasmine Powers Marketing Fangirl. Jasmine's agency helps clients to develop sales pipelines and marketing strategies, in order to help creative and B2B service professionals make money from selling courses and memberships.

One of the many strings to Jasmine's marketing bow is content marketing. However, as Jasmine shares, a successful content strategy begins with meticulous planning:

"Creating content on an ongoing basis can be a daunting task. It doesn't go well if completed on a whim or only when inspiration comes. A solid content marketing strategy, allowing you to pre-plan content and pre-empt content marketing opportunities, is essential."

So how can you create a content plan that works without the headache of an unnecessary process? This is where Jasmine discovered MindMeister and G Suite.

#### Planning a Content Strategy with Everything in One Place

As Jasmine explains, every content plan should answer a number of key questions:

1. Who are we creating the content for?
2. Which content mediums will deliver it best?
3. When is the best time for us to deliver it and how frequently?

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To regularly come up with timely and useful content pieces, and collate all of the content strategy details in a thorough content-plan, Jasmine creates a content strategy mind map in MindMeister and embeds accompanying collaterals using G Suite.

"Mind mapping using MindMeister helps your content planning process significantly," Jasmine shared. "By

visually exploring keywords and topics, content types and calendars, ideas will flow and can later be solidified in an editorial calendar. Mind mapping has been found to boost creativity, so it's the ideal tool to use for this content planning and ideation process."

Within each content mind map, further details can be added on how the content will be delivered and which medium would work, as well as plans for outreach and distribution.

Finally, to ensure all content collaterals are collated in one place, Jasmine uses the MindMeister integration with G Suite to embed all documents and imagery. For example, a draft for each content piece will be made in Google Docs, saved to Google Drive and then embedded as a link within the mind map.

"Using MindMeister and G Suite, I can cater to my target audience - executing an effective content marketing plan is painless."

Additionally, images for the content pieces, which have been found to increase engagement within blog posts by 94%, are stored within Google Drive and can be imported either via the Google Drive integration or uploaded directly via the MindMeister image embed feature.

#### Achieving A Bird's Eye View for an Effective Content Marketing Strategy

Jasmine shares that with this workflow, planning content is made simpler:

"Although this content-planning process can get deeply analytical, a great bird's-eye content plan is straightforward to create with MindMeister," Jasmine shared. "With a solid content plan, you can schedule content in a more strategic and detailed way on an ongoing basis."

"Using mind maps, I can answer my target audience's key questions, and discover new content and ideas for delivery. By documenting a plan into an editorial calendar, an executable content marketing plan can be painless."