

# 3

## STEPS TO CREATING A KILLER CONTENT

# STRATEGY

THAT WILL 8X YOUR LEADS



*“Businesses that blog experience  
126% more leads”*

**CLIENTSUITE**

# Introduction

**It could be the end of the financial year**, your aunt's birthday or the day your spouse surprises you with a new puppy. The time of year does not matter. Any day, every day, creating fresh content is a high priority on your agenda as an inbound marketer, even if you do not directly produce the content.

To be sure, this approach is a change from the days when marketers produced content only when a momentous event, such as a product launch, necessitated it. Nowadays, marketing involves a consistent supply of mixed content such as blog posts, videos, eBooks, online classes and social media updates. If practised correctly, this strategy pays for itself by enhancing a business's online presence, driving up its search engine rankings, increasing its traffic and solidifying lead generation.

Make no mistake, constant innovation can be draining or seem like too much. Regardless, do not let yourself slack off. A drop in those guest blogs or videos means a decrease in business for your company. Even worse, if you try to catch up by throwing out all sorts of content, you risk attracting customers who are wrong fits for your business at the expense of attracting those who are good matches. This white paper explains how you can create a realistic, manageable content plan for your business.

# Step One



**GET IN  
SYNC WITH  
YOUR  
AUDIENCE.**

# Put Yourself in the Shoes of Your Target Buyers

**Obviously, it is not a good idea to publish content if you do not know your target base.** It's important that you think like a buyer. Consider the following questions when you develop buyer profiles and personas.

- Who are your perfect customers and potential customers? Why?
- What are the problems, biggest worries, needs, wants and interests of those customers?
- Where do those customers go for social media? Where on social media do you reach them?
- What types of content resonate most with them?

**Persona:** A narrative of sorts that represents your perfect customers and takes into account demographics, online patterns and well-founded guesses about their concerns, histories and what drives them.

Delve into your customer base to find out frequent buyers of your services or products. It's entirely possible that your research turns up a few buyer types. Give each type his or her own persona that includes an exhaustive description with a name, job title or position, information on the buyer's company or field, and demographic information.

Suppose a local coffee shop's biggest customers are students and professors from the university next door. In this example, the coffee shop's marketers might name the personas "college student Mary" and "Dr. William Davis, the busy professor," and flesh out details about their duties, where they live, their income and disposable income, and so forth. Profiles should serve as the foundation to explain customers' worries and challenges.



## Ask three questions:

|  
● —> WHAT ARE THE **PROBLEMS** CUSTOMERS ARE TRYING TO SOLVE?

|  
● - - -> WHAT DOES HE OR SHE **NEED** MOST?

|  
● - - -> WHAT INFORMATION ARE THEY **SEARCHING** FOR?

When you examine the route that transforms prospects to customers, you'll better understand the trials and needs of your target base. Marketing platforms help inform you which search words bring prospects to your website, for how long, what they read or watched, and any forms they submitted. Use that information when you flesh out the details of your personas.

Going back to the local coffee shop business, "college student Mary" generally searches for coffee shops that are open late or that never close. On the site itself, she reads about the shop hours, price offerings and also about entertainment options such as which bands play which nights and when there are poetry slams. Using that activity, the coffee shop owner can ascertain that the Mary persona needs a coffee shop with flexible, late hours, affordable prices and entertainment options.

Dr. William Davis, the busy professor, generally searches for coffee shops with short lines and that are very close to campus. On the site itself, he reads about higher-priced, selective beverages or treats. Using that activity, the coffee shop owner can ascertain that Dr. Davis has plenty of disposable income to spend on trying new drinks and food but does not want to stand in line a long time.

# Step Two



## **BUYING CYCLES AND YOUR CONTENT.**

# Buying Cycles and Your Content

## What are the steps of your buying cycle?

Content is key in every step of inbound marketing, whether it is producing recognition of your business or helping leads become customers. However, each step of the buying stage needs its own type or types of content.

### Here are the four steps of the buying cycle:

- Awareness: Prospects familiarise themselves with your business or they develop a need for the product or service you provide.
- Education/Research: Prospects, aware of their problem, look into possible answers, one of which is your service or product.
- Comparison/Confirmation: Prospects compare and contrast possible answers and eliminate options.
- Purchase: Prospects choose which business to buy from.



ANALYSE  
THE PATH OF  
CUSTOMERS

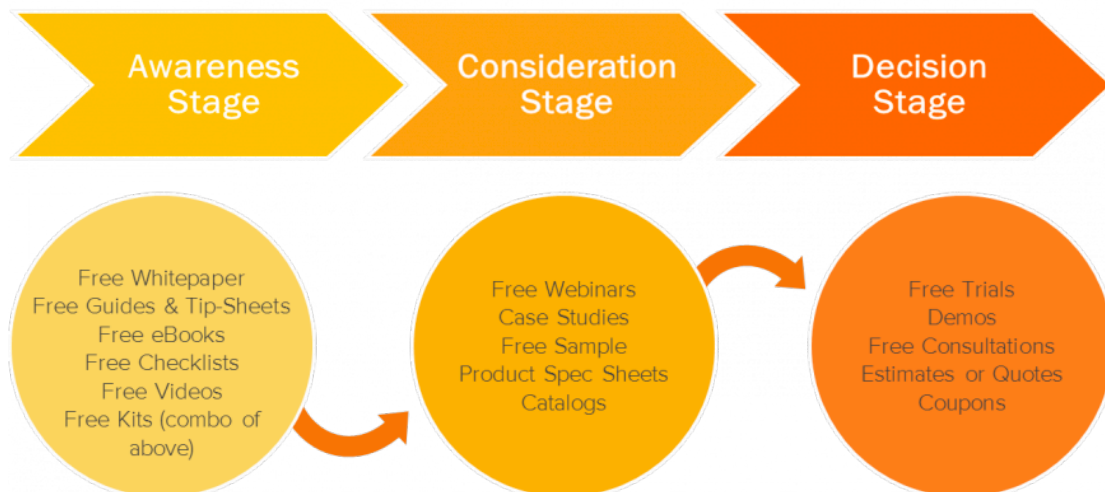
TARGET NEW  
PROSPECTS  
ACCURATELY

## Content Map for Buying Channels

With those four stages of the buying cycle, list content types that best fit each stage. While prospects may use some kinds of content such as blog posts in all four stages, certain types of content are more useful in some stages than in others.

In general, this is how a content map for your buying channel should look.

1. **AWARENESS:** Social media updates, blog posts
2. **EDUCATION/RESEARCH:** White papers, eBooks, webinars
3. **COMPARISON/CONFIRMATION:** Testimonials from customers, video demos, case or scientific studies
4. **PURCHASE:** Product specifications and product information, reports from analysts and experts





# Step Three



**CREATE  
EDITORIAL  
SCHEDULES.**

# Set up an Editorial Calendar

So you have a buyer persona or two, and you've matched your content types to each step of that persona's buying cycle. The next move is to decide when and where to share that content. An editorial calendar helps you do this. It is like a guide, demonstrating what types of content to produce, what subjects to cover, the personas to focus on and a publishing schedule. Here are some steps you might want to adapt to suit your purposes.

1. Use an online calendar such as a Google calendar or a spreadsheet to track your editorial strategy. A good goal to shoot for is to always have planned three months in advance, but such a goal may not always be realistic.
2. Proceed inside out from your marketing goals to determine your editorial approach. For example, if a marketing goal is to have X number of new subscribers to a newsletter during a specific period of time, look at past marketing campaigns to help figure out how much content you need to achieve that goal.
3. Plug exact dates and exact content publishing strategies into the calendar. For example, you can update the business blog every other business day while aiming for one new Facebook post a day. You can set the end of one month as the publication date for an ebook, and set the end of the next month as the date to publish a demo video. For each date, list the corresponding content title, its subject area and the target persona.
4. Establish parameters for each piece of content such as which buying cycle it best fits, the search engine terms it aligns with and other marketing goals.
5. Tie in your content to key dates or events that serve as natural openings. A coffee shop could tie content into a Halloween costume content it plans to host, and a paper company could consider key conferences or trade shows its employees are attending, and use those events to generate content.

6. Think big from small chunks of content. For instance, suppose you are a roofer, and a trade association published a white paper on the best types of roofing materials. Use the next few weeks to devote a fair number of blog posts focusing on a different aspect or section of the white paper.
7. Have individual sections for each type of content. Blog posts get their own section, as do eBooks and so on. This approach helps you track how often you publish those types of content and that you are spreading it among appropriate intervals, buying cycle steps and personas.

# The Editorial Calendar

After you plug various information into the editorial calendar, you have a wealth of detailed planning at your fingertips. This technique saves you a lot of time and helps you shape your vision. It is fine to leave small number of holes or gaps. You do want flexibility for breaking news or editorial changes.

## Conclusion and Summary

Now that you have read this white paper, you are in a great position to start setting up a content strategy for your business and generating useful content. Here's an outline of what you should do:

- Analyse demographic and behavioural information about your potential customers and established customers to build buyer personas.
- Connect your content to the buying cycle of the personas.
- Develop an editorial calendar that holds a precise schedule for when content will be published. Include ways in which you can generate ideas for new content, and maintain a backlog of ideas.

	TOPIC / TITLE	CONTENT / DETAILS	KEYWORD(S)	TARGET PERSONA(S)
MONDAY				
	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success.	Business Blogging; Blogging Benchmarks	Owner Ollie; Mary Marketer
TUESDAY				
	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advise while promoting complete guide.	Search Engine Optimization; SEO; Search Ranking	Owner Ollie; Mary Marketer
WEDNESDAY				
	How to Craft the Right Questions for Your Next Marketing Survey	Use an excerpt from the Marketing Surveys ebook to provide readers beneficial survey best practices.	Marketing Surveys; Survey Marketing	Owner Ollie; Mary Marketer
THURSDAY				

# How can help grow leads and sales for your business?

If your business is anything like the hundreds we've already helped (chances are it is), there is a lot of low-lying fruit within reach! We'll show you how to double, even triple the number of leads and sales you get without spending more on advertising.

A good content strategy is central to your SEO efforts. However, having good content alone will not get you rankings for the competitive "money" keywords in your market that are driving 90% of the revenue.

In order to obtain solid rankings for the commercially focused keywords in your industry - you need a strategy for obtaining high-quality backlinks links to your site. These links increase the "authority" and popularity of your website in Google's eyes and results in your content outranking the competition.

SEO is different for every industry and needs a custom approach to really get the return on your investment required to scale your online marketing. We implement rock-solid SEO strategies so it delivers your business a new source of leads and sales each month on autopilot.

## **We're In The Business Of Helping You Grow Yours**

Let's hop on a call! We will help you identify the trouble areas and growth opportunities in your business.

We'll strategize and get you to where you need to be.

ClientSuite is the best all-in-one platform with the tools, support and resources you need to succeed with your business.

[\*\*Book A Demo Call To Get Started\*\*](#)