CREATING CONTENT WITH A PURPOSE.

Inbound Certification Class #5

HubSpot Academy

AGENDA

1   Why inbound marketing can't exist without content

2   How to create remarkable content

3   Content that converts

4   Key takeaways and resources

Inbound Methodology

| ATTRACT | CONVERT | CLOSE | DELIGHT |

Strangers → Visitors → Leads → Customers → Promoters
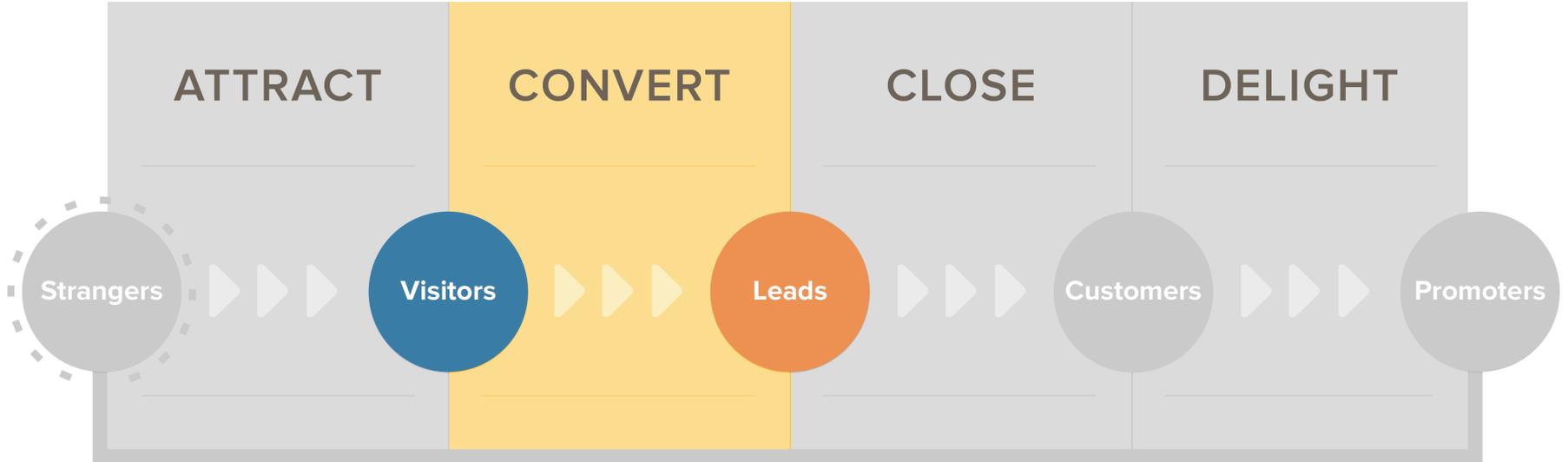
by HubSpot

1 WHY INBOUND MARKETING CAN'T EXIST WITHOUT CONTENT.

What is **content?**

Content is the message your inbound marketing strategy delivers.

Without **content,** the internet would be empty.

Space

Pre-Internet Era
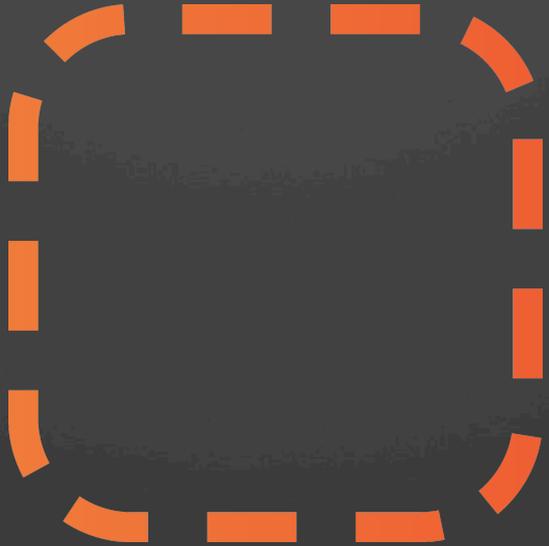
Attention

Post-Internet Era

93% of B2B marketers use content marketing, but only **42%** say they're effective at it.

60%

of the sales cycle is over before a prospect ever talks to a salesperson.

40%

60%
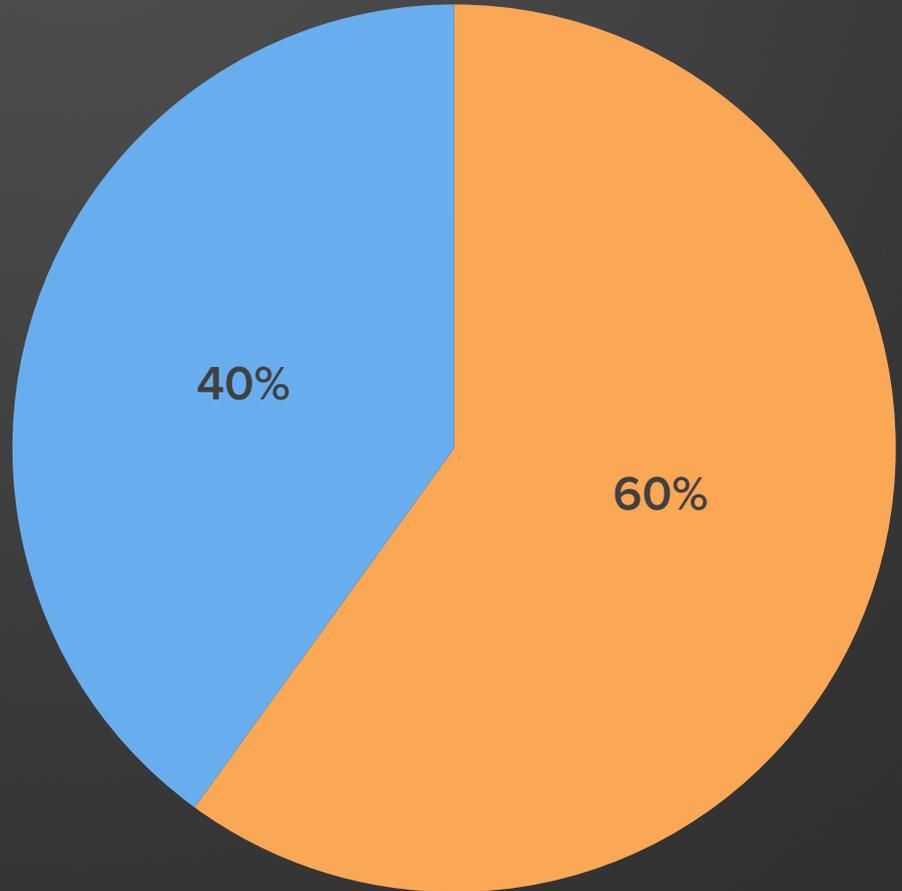
60%
of the sales cycle is in the hands of marketers and content they create.

SALES

MARKETING

That's where having the right content comes in: **capturing your prospect's attention.**

2 HOW TO CREATE REMARKABLE CONTENT.

Remarkable content is solution, not product-based.

If you're creating product-based content, it's going to be good but it's never going to be **remarkable**.

To provide a **solution,** you must understand the **problem.**

But: you can't solve a problem if you don't know what it is.

TWO KEYS
TO CREATING REMARKABLE CONTENT

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

BUYER PERSONAS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

If you know who they are,
you know what **they're interested in.**

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

The Buyer's Journey

The research process people go through leading up to making a purchase.

THE BUYER'S JOURNEY

Awareness
Stage

Consideration
Stage

Decision
Stage
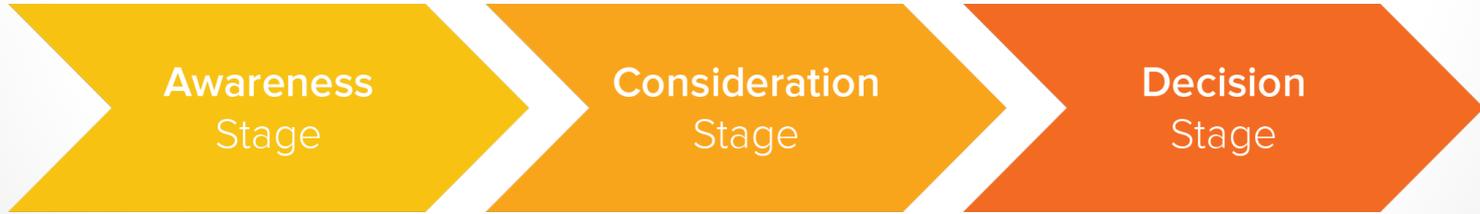
Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give a name to their problem.

Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

THE BUYER'S JOURNEY AND CONTENT

Awareness Stage

- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational Content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

Consideration Stage

- Expert guides
- Live interactions
- Webcase
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

Decision Stage

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product Literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

THE BUYER'S JOURNEY

Provide educational content to help prospects educate themselves about the overarching issue, root problem, or potential opportunity at hand.

Awareness Stage

Consideration Stage

Decision Stage
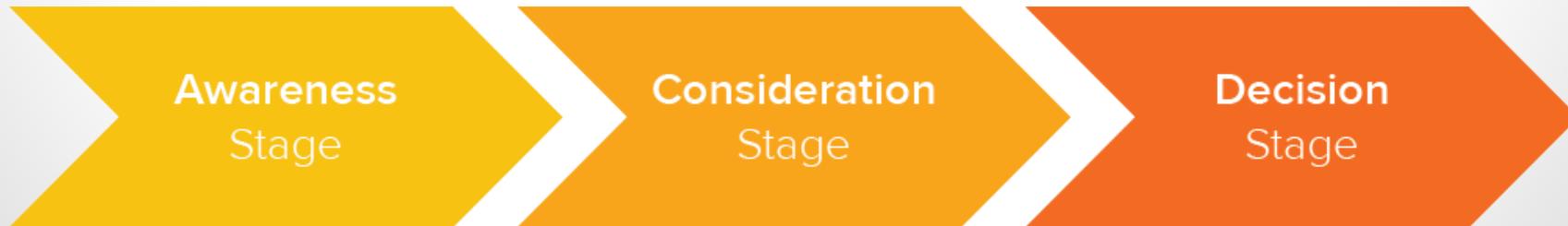
Optimization Tips for Improving your Website Conversion Rates

Posted by Samantha Winchell on Dec 16, 2013 8:00:00 AM

Page visits are great, but really, what is a visit worth if it's not converting? As marketers, we want our visitors to convert into a paying customers, right?

As we like to say here at New Breed, your website should be your best salesperson. A well-designed, optimized site, will not only draw in quality views, but will also convert those views into sales.

But the real question is...how can you optimize your website for higher conversion rates? Easy: by building a site to act as a salesperson would.

Naturally, a salesperson would provide a potential buyer with the information they want and/or need to make a purchase. You wouldn't buy a car without knowing gas mileage, or perhaps whether or not it has an adequate number of cup holders, would you? In the absence of a salesperson, it becomes the job of your website to quickly and easily answer the important questions your buyers are asking.

To do this, your website must be customized to suit a natural sales funnel. Using different tools and tricks, your site will not only draw in more views, but ultimately, will drive more sales as well. Keep reading to learn how!

Customize your Viewer Experience for Higher Conversion Rates

MAKE USE OF SMART CONTENT TOOLS

Using an enhanced platform, like HubSpot's Content Optimization System (COS), you will have the ability to make your content "smart." Essentially, you will be able to designate specific content to certain users. "HubSpot adds in smart content, forms and CTAs. Smart content enables you to personalize your pages to the changing needs of each lead and customer" (HubSpot).

THE BUYER'S JOURNEY

Provide educational content to help prospects learn more about the specific problem, opportunity, or issue.

THE BUYER'S JOURNEY

Provide content and resources that help prospects learn more about and choose the best solution for their problem.

Awareness Stage

Consideration Stage

Decision Stage

Check Your Inbox Now!

Thank You for Requesting our "9 Steps to Redesigning a Website" eBook!

So, now what? How about a **Free Website Evaluation** with one of New Breed's top strategists? Have your website evaluated by seasoned web design experts who will give you recommendations on how to **make your website your best salesperson.**

The Free Website Evaluation Includes:

+ Website Navigation Review
+ Website Content Audit
+ Sales Ready Analysis
+ Recommendations for Optimization

FREE WEBSITE ASSESSMENT

SIGN UP NOW

Content is the **honeypot.**

It has the very important job pulling people from one stage of the methodology to another.
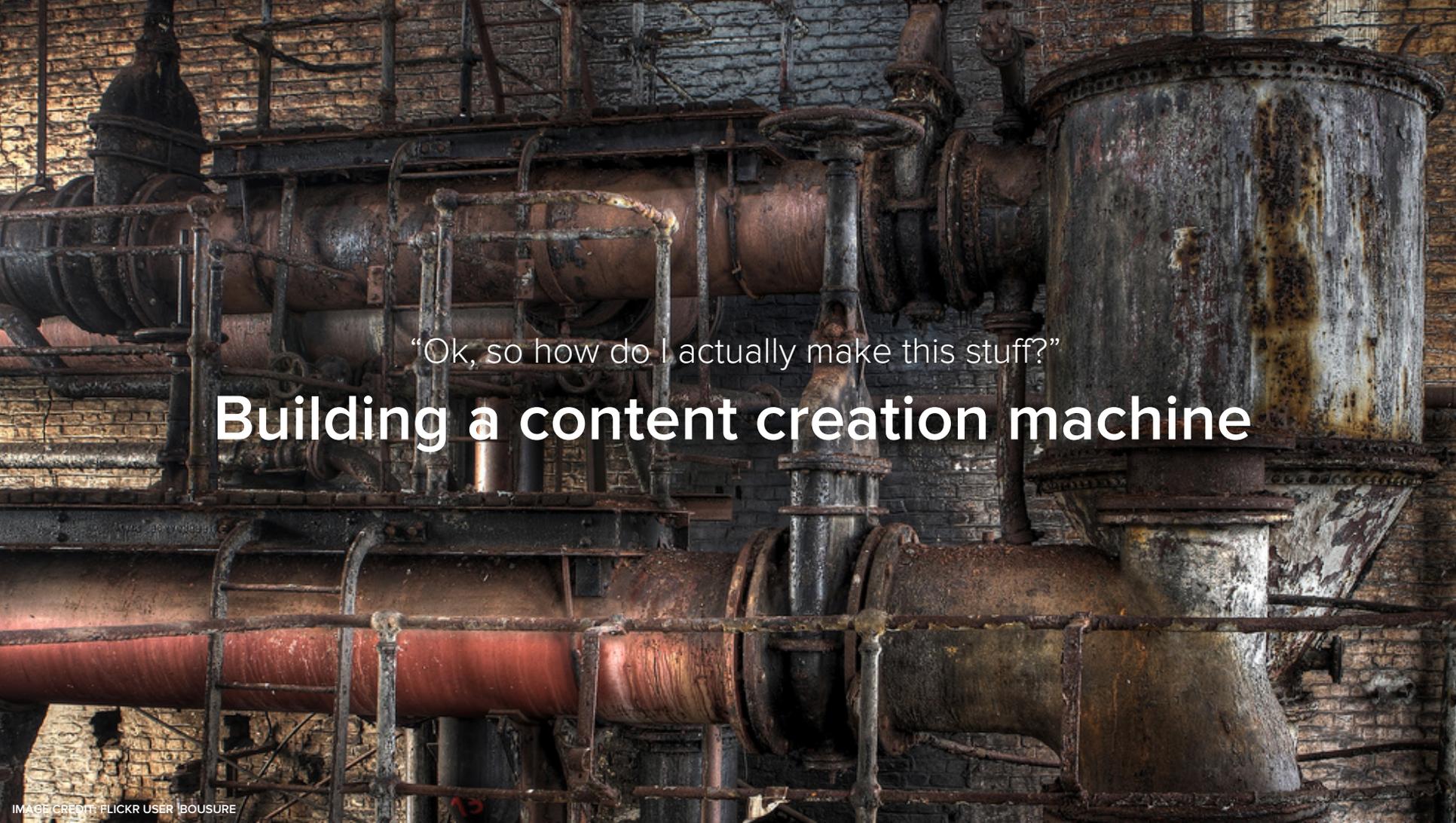
"Ok, so how do I actually make this stuff?"

Building a content creation machine
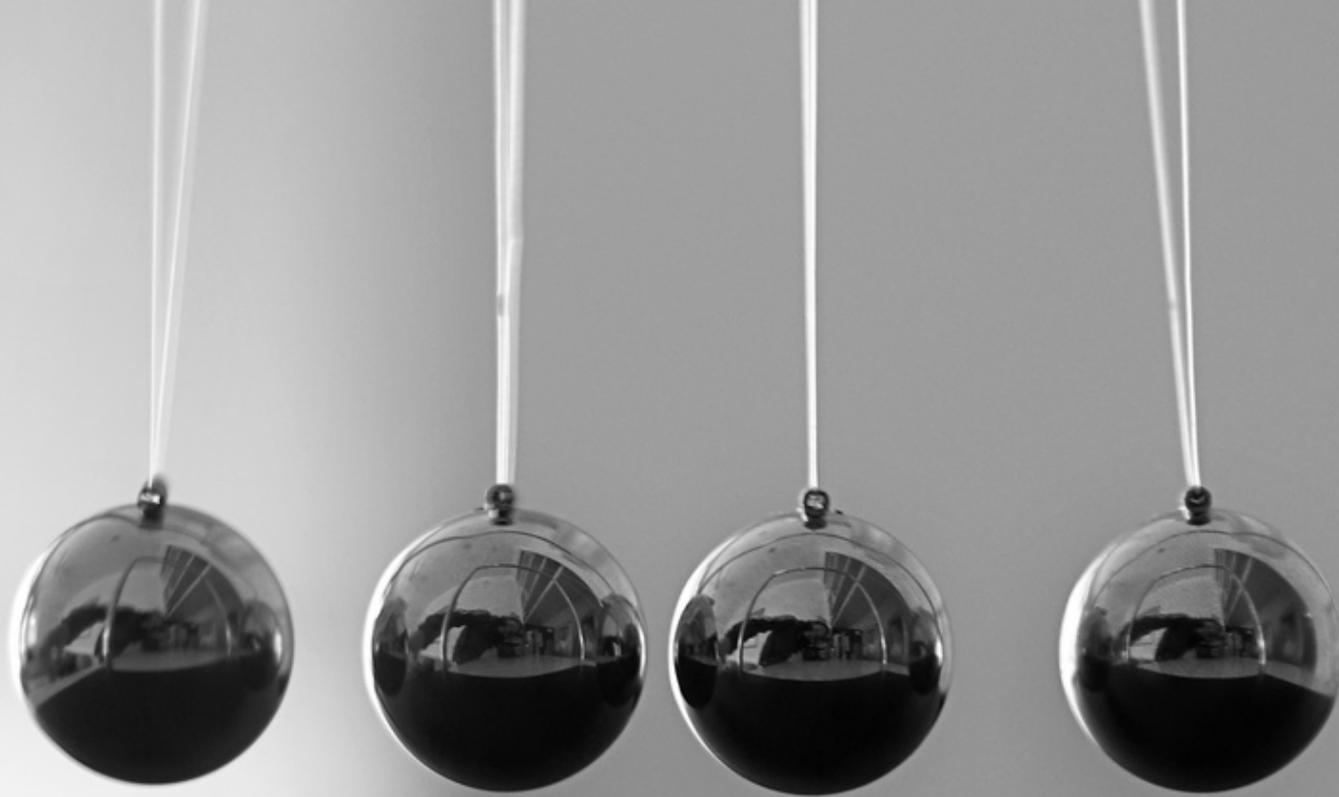
Processes create **momentum.**

The **Content Process**
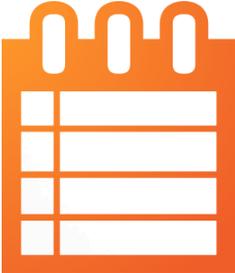
1. Plan   2. Produce   3. Distribute   4. Analyze   (Repeat)
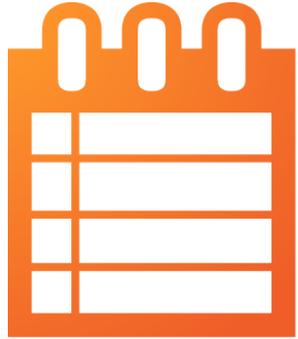
PLAN

Before creating content, be sure you know what you're going to create and why you're creating it. That is determined by your personas, buyer's journey, and business goals.

What's the **goal?**

COMING UP WITH ACTUAL IDEAS

Great content is educational: remember that your ultimate content goal is to solve your persona's problems—and that the way that occurs is through education.
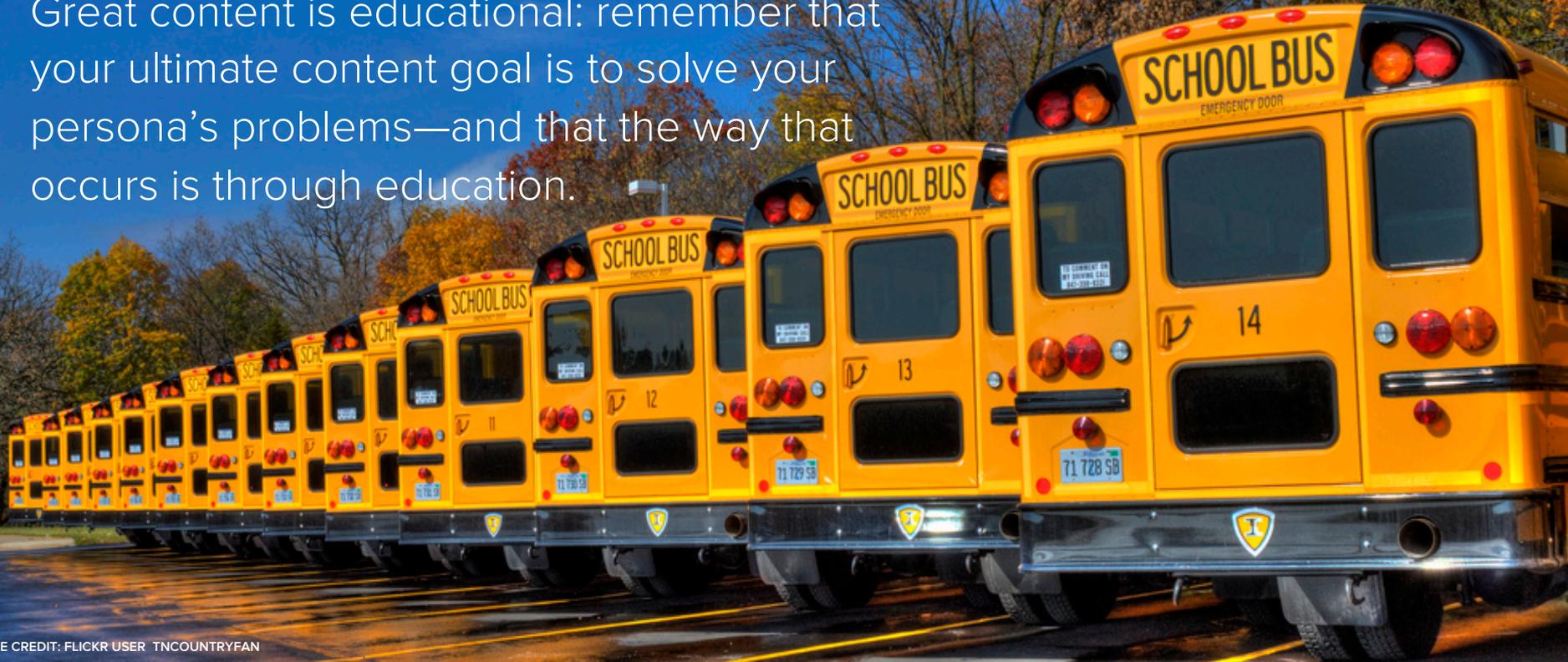
WAYS TO IDENTIFY TOPICS THAT MATTER

- Keyword research – what you want to rank for

- Internet forums

- Popular industry news

- Sales/support FAQs

- Your personas' goals

- Your personas' challenges

The content **GOLDEN RULE**

20%

80%

TALK BENEFITS, NOT FEATURES.

Benefits tie into emotional desires; features mostly have a rational appeal.

Feature: McDonald's has drive-up windows.

Benefit: You can get a tasty, hot breakfast fast, on the way to work -- without getting out of your car.

Wake up to deliciousness.

Breakfast

With so many options, mornings have never been tastier. From wholesome choices like Fruit & Maple Oatmeal and the Egg White Delight McMuffin to the savory Sausage Biscuit to the sweet McGriddles sandwich, you'll find exactly what you need to start your morning off just right.

Fruit & Maple Oatmeal · Fruit 'N Yogurt Parfait · Egg McMuffin · Egg White Delight McMuffin · Sausage McMuffin · Sausage

Steak, Egg & Cheese McMuffin · Bacon, Egg & Cheese Biscuit · Sausage Biscuit · Sausage Biscuit with Egg · Steak, Egg & Cheese Biscuit

Sausage McGriddles · Sausage, Egg & Cheese McGriddles · Bacon, Egg & Cheese Bagel · Steak, Egg & Cheese Bagel · Big Breakfast

Big Breakfast with Hotcakes · Cinnamon Melts · Hotcakes · Hotcakes and Sausage

PRODUCE

Create your content. Follow your plan for what you'll produce, who will produce it, and by when.

Develop a production strategy that makes sense to you.

PRODUCE

Transforming content ideas into real **conversions.**

If you are still exclusively publishing content about your products and services, **stop.**

And now the cold, hard truth:

No one cares about your brand. They want answers to their questions and solutions to their problems.

DISTRIBUTE

This means not only which tool you use, but where it is and what you say about it that makes it relevant. it can be really great content, but if it's not relevant to the person when they're seeing it, it doesn't matter how great it is.

Delivery makes content **relevant.**

You can't just create content—you also need to be sure it gets out into the world.
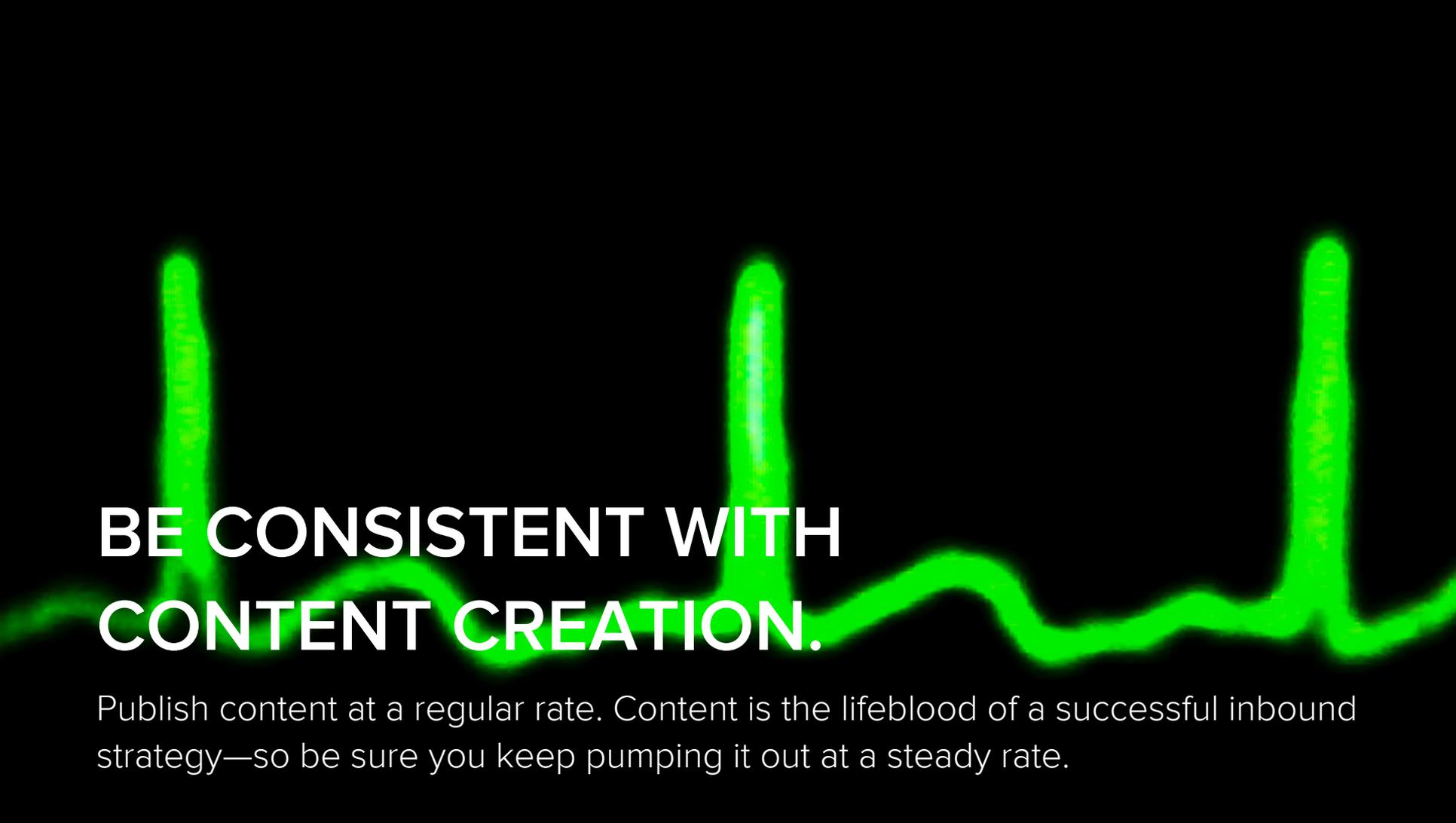
BE CONSISTENT WITH CONTENT CREATION.

Publish content at a regular rate. Content is the lifeblood of a successful inbound strategy—so be sure you keep pumping it out at a steady rate.

ANALYZE

Before washing and repeating, make sure what you're doing is working. Why did it work? Why *didn't* it? Use that insight to create better content moving forward.

METRICS TO CONSIDER
WHEN ANALYZING CONTENT EFFICACY

1   Number of visits

2   Leads generated

3   Social proof, share-ability

4   Inbound links

5   Content performance by author

6   Content performance by topic

7   Content performance by format

REPEAT

Take what you learned from each piece of content created to make each one down the road more effective – and remember to follow that 80/20 rule!

3 CONTENT THAT CONVERTS.

Content **quality** is the single most important factor for increasing conversion rates.

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

THE **CONTENT PROCESS**
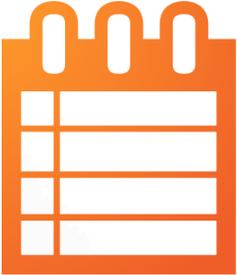
1. Plan

2. Produce

3. Distribute

4. Analyze

(Repeat)

Let's apply this to an **example!**
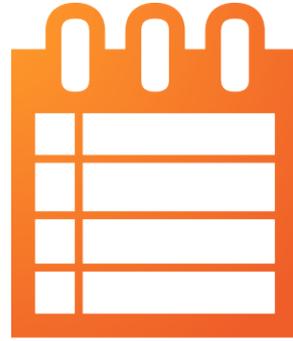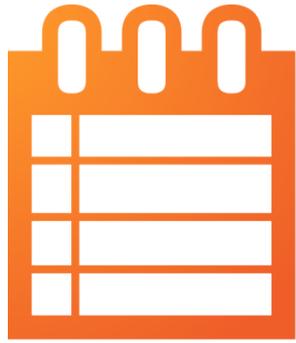
PLAN

Persona: Marketing Mary

Buyer's Journey: Awareness, Consideration, and Decision

Distribution: Social media, blog, website pages

Creation timeline: 3 months

Who's responsible: The HubSpot Marketing Team

Goal: Purchase inbound marketing software

PRODUCE

What to make: Blog posts, website content, offers, social media messages

What it's about: Increased lead generation (her goal/pain point)

DISTRIBUTE

How to distribute: Website pages, blog, social media, landing pages, email

ANALYZE

Visits goal: 800k visits in 60 days

Leads goal: 40k leads in 60 days

Customers goal: 400 customers in 60 days

MARKETING MARY AWARENESS STAGE CONTENT

Goal: Purchase Inbound Marketing Software
Topic: Increased lead generation

Awareness stage page: "About" type pages help answer Mary's questions about "what inbound marketing is in the first place."

Awareness stage blog post, eBook, and social media message: High level educational content helps Mary learn more about her marketing options as a whole and how inbound might be one way to get more leads.

WHY THIS WORKS

Mary needs to learn what inbound marketing is in the first place before she can determine if it can help her get leads and might be something she wants to invest in.

MARKETING MARY CONSIDERATION STAGE CONTENT

Goal: Purchase Inbound Marketing Software
Topic: Increased lead generation

18 Simple Tips to Grow Your Business with Inbound Marketing

by Laura Hogan

February 28, 2014 at 10:00 AM

There is one main obstacle for growing your business that has evolved in recent years. Your potential buyers are being over-saturated with information due to the increase in availability of this information.

In fact, Sirius Decisions reported the average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process.

A Beginner's Guide to Inbound Lead Generation

by Anum Hussain

July 22, 2013 at 8:00 AM

We've all been through it. The moment you're about to dig into the best darn pile of spaghetti and meatballs you've ever seen. Just as you twist your fork in the pasta, spear a mouth-watering meatball, and go in for the first savory bite ... the phone rings. "May I speak to Aaahnooom Hahsahn?" says the telemarketer on the other end. "This is an important message regarding your oven preferences."

Consideration stage blog posts: Help Mary learn specifically about how Inbound Marketing can help her accomplish her business goals and get more leads.

Consideration stage infographic: helps Mary learn more about the specifics of inbound marketing and how it relates to what she was doing before: outbound marketing.

WHY THIS WORKS

Now that Mary knows what inbound marketing is, she needs to learn how it can help her get more leads and achieve her overall business goals.

MARKETING MARY DECISION STAGE CONTENT

Goal: Purchase Inbound Marketing Software
Topic: Increased lead generation

Decision stage content: Case studies help Mary determine if a particular inbound marketing tool & lead gen strategy will work for her.

Decision stage blog: Content that provides comparisons or specific information on specific products is useful in this stage.

WHY THIS WORKS

Mary is bought in on inbound marketing and lead generation strategies, now she needs to decide which provider or service best suits her need.

IMPORTANT: It's not until this stage where you should write content about **your own company**. People aren't ready to hear about it until they get here!

MARKETING MARY DELIGHT CONTENT

Goal: Retain as a customer and delight into promoter

Topic: Increased lead generation

Inbound doesn't end at the close. Topic and product-specific content, advanced strategy, and education to help users take their lead generation to the next level can also be provided post-sale.

ANALYZE

How many visits: Goal = 800k; actual = 1 million
How many leads: Goal = 40k; actual = 30k
How many customers: Goal = 200; actual = 150

ANALYZE

How many visits: Goal = 800k; actual = 1 million ✓✓

How many leads: Goal = 40k; actual = 30k ✗

How many customers: Goal = 200; actual = 150 ✗

WHY THIS WORKS

Get a view into what's working, what's not, and where to focus on with future content strategies.

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

1   Content is the fuel that your inbound strategy runs off of.

2   Great content must be tied to both your persona and where they are in the buyer's journey.

3   Follow the 80/20 rule and create mainly awareness and consideration stage content.

4   Make sure everything you create is helpful to your personas.

5   Strategy creates momentum: Plan, produce, distribute, analyze, repeat.

6   Distribution is what makes content relevant. Share content and share on a regular basis.

RESOURCES

1   A Practical Guide to Creating Killer Marketing Content [eBook]

2   Creating a Content Machine at Your Organization [eBook]

3   Editorial Calendar [downloadable template]

4   35 Free Templates to Make Content Creation Faster [blog post + templates]