

# CREATING CONTENT WITH A PURPOSE.

Inbound Certification Class #5

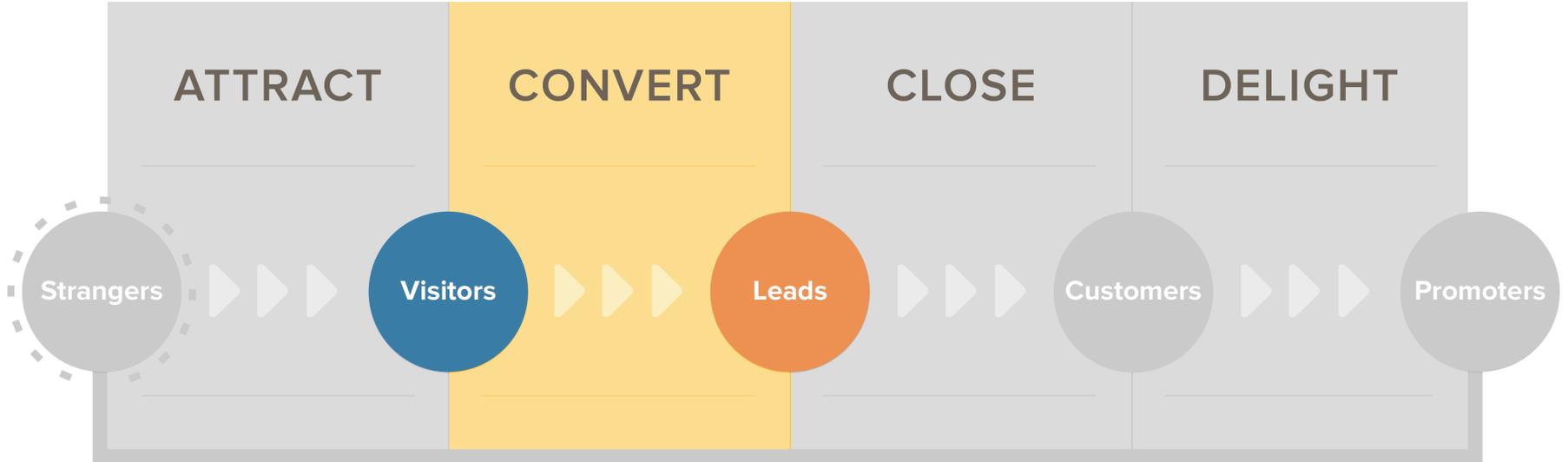


**#INBOUND**

# 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



by **HubSpot**

1

WHY INBOUND  
MARKETING CAN'T EXIST  
WITHOUT CONTENT.

What is **content**?

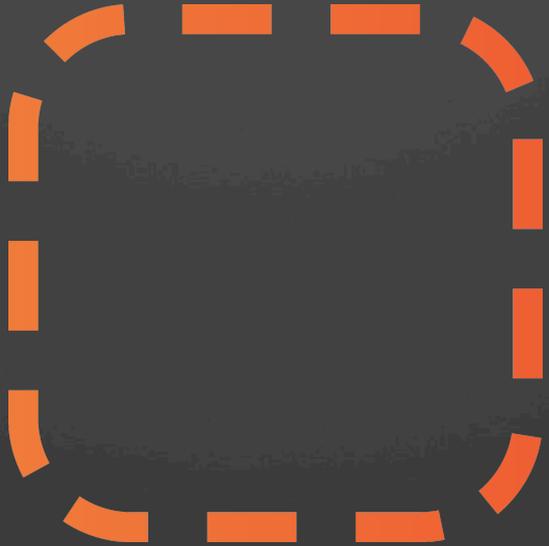


**Content is the message** your inbound marketing strategy delivers.

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

# Space

Pre-Internet Era



# Attention

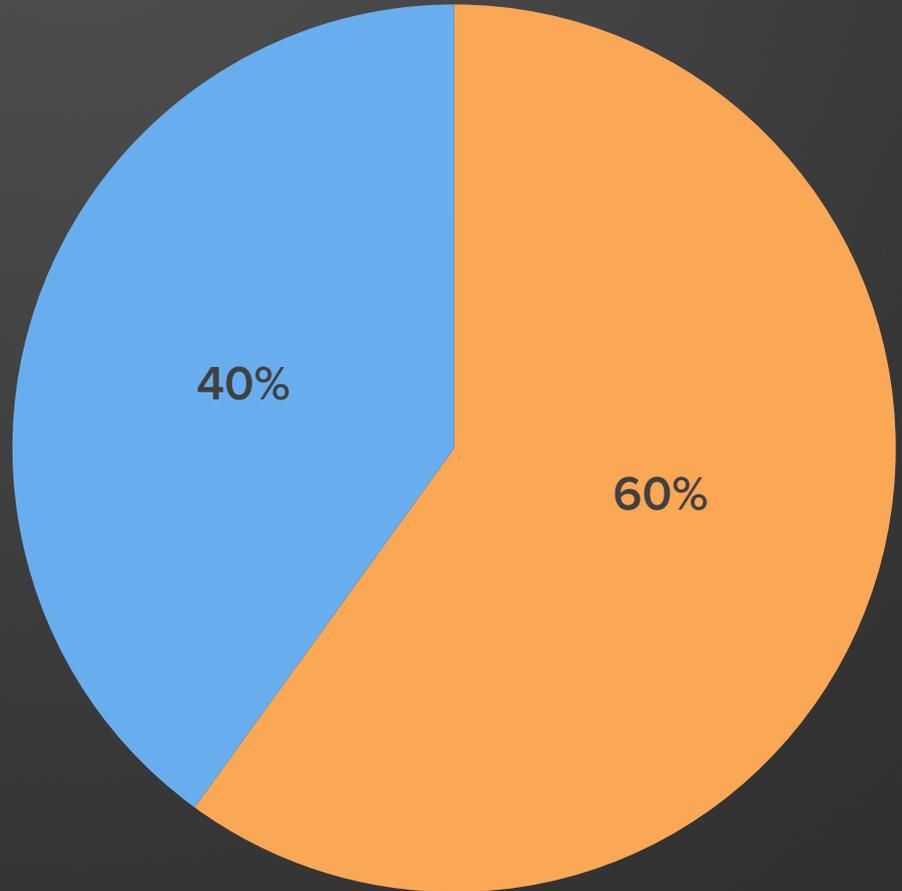
Post-Internet Era



**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.



# 60%

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



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

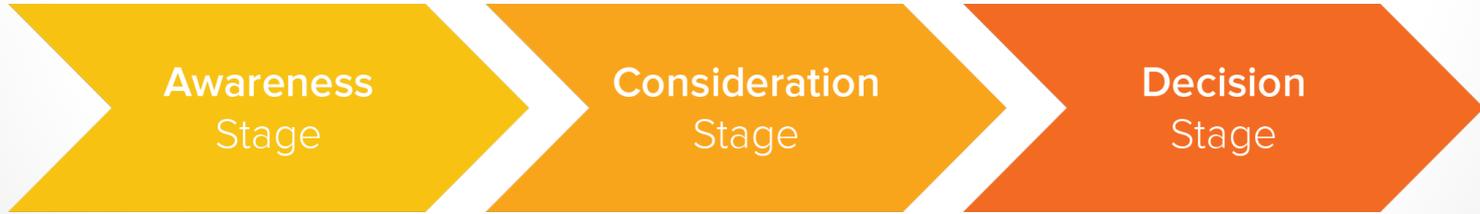


The Buyer's Journey

# **The Buyer's Journey**

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

# THE BUYER'S JOURNEY



**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



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

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

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

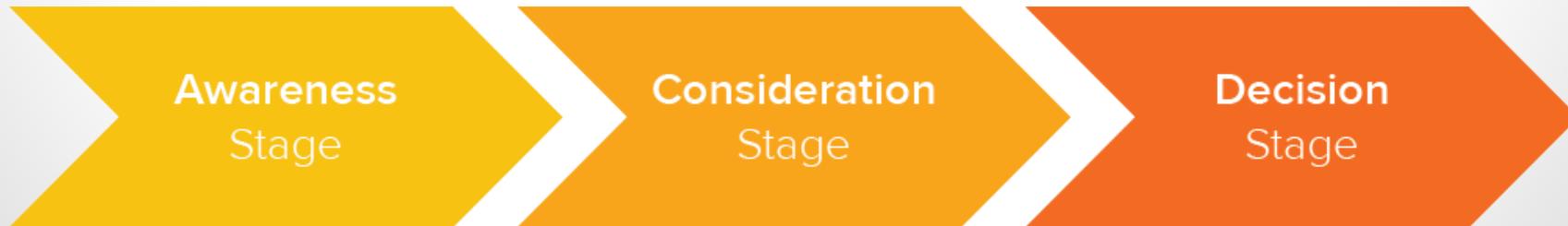
Prospect has now clearly defined and given a name to their problem or opportunity.

- 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.



Optimization Tips for Improving your Website Conversion Rates

Posted by [Samantha Winchell](#) on Dec 18, 2013 8:00:00 AM

[f](#) [t](#) [g+](#) [v](#) [M](#) [e](#) [3](#)

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.

Awareness  
Stage

Consideration  
Stage

Decision  
Stage



**NEW BREED**  
Unified Marketing + Sales

## Download: 9 Steps to Redesigning Your Website

Redesigning your website is a big undertaking, but one that many companies face. For some it's a daunting task, so we've created an ebook to help you through the process. This 9-step guide will give you the knowledge necessary to redesign a beautiful and optimized website.

**This Free eBook will walk you through the essential elements of a successful website redesign.**

- Take inventory of your current assets
- Build a strong navigation structure
- Develop a clear and optimized content strategy
- Create compelling calls-to-action that resonate with your audience
- Design effective landing pages that drive conversions
- We hope you enjoy this ebook and find it to be a useful methodology to grow your business!

TO DOWNLOAD, COMPLETE THE FORM TO THE RIGHT -->



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# THE BUYER'S JOURNEY

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



## 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:

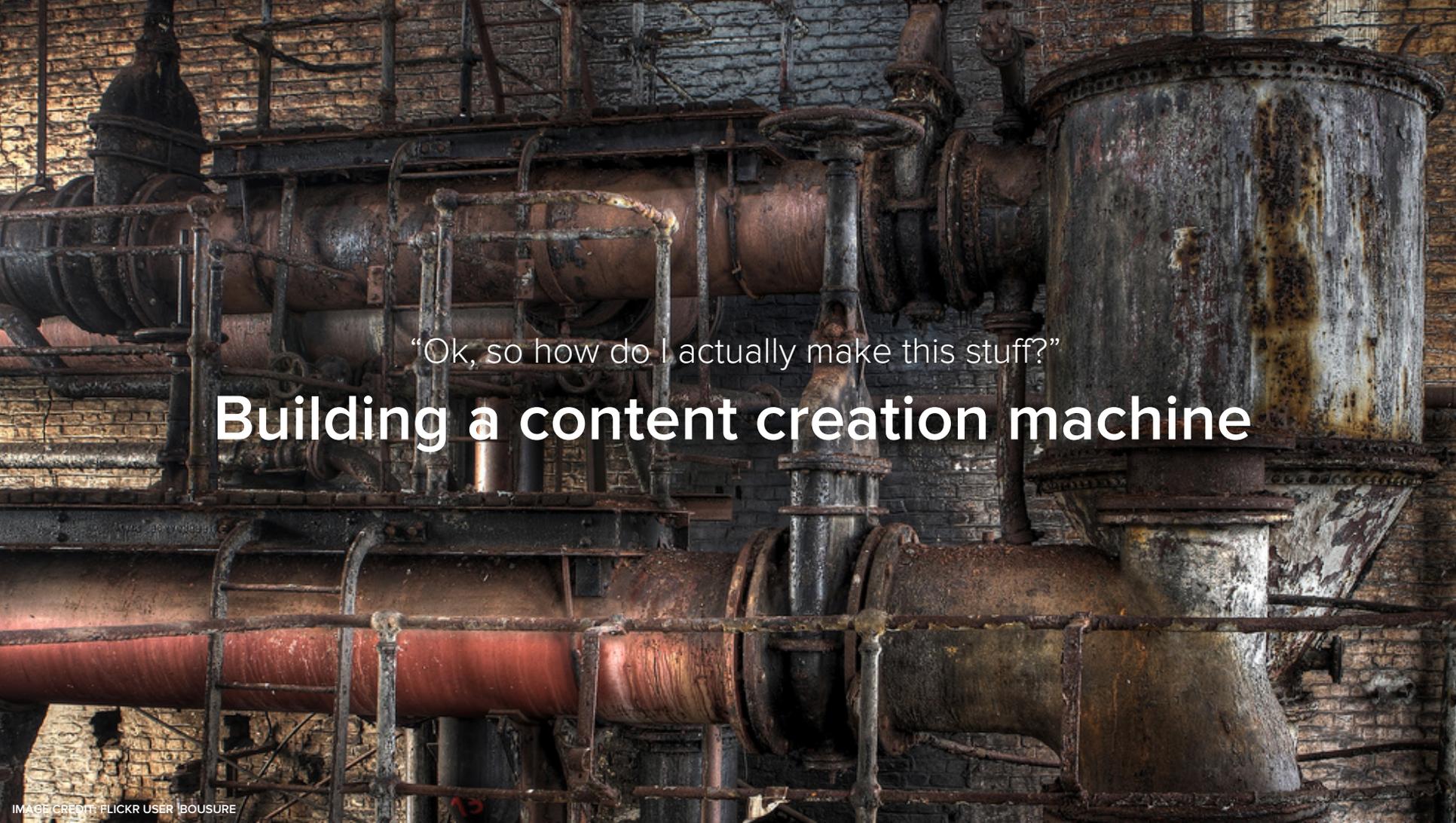
- + Website Navigation Review
- + Website Content Audit
- + Sales Ready Analysis
- + Recommendations for Optimization



Content is the **honeypot**.

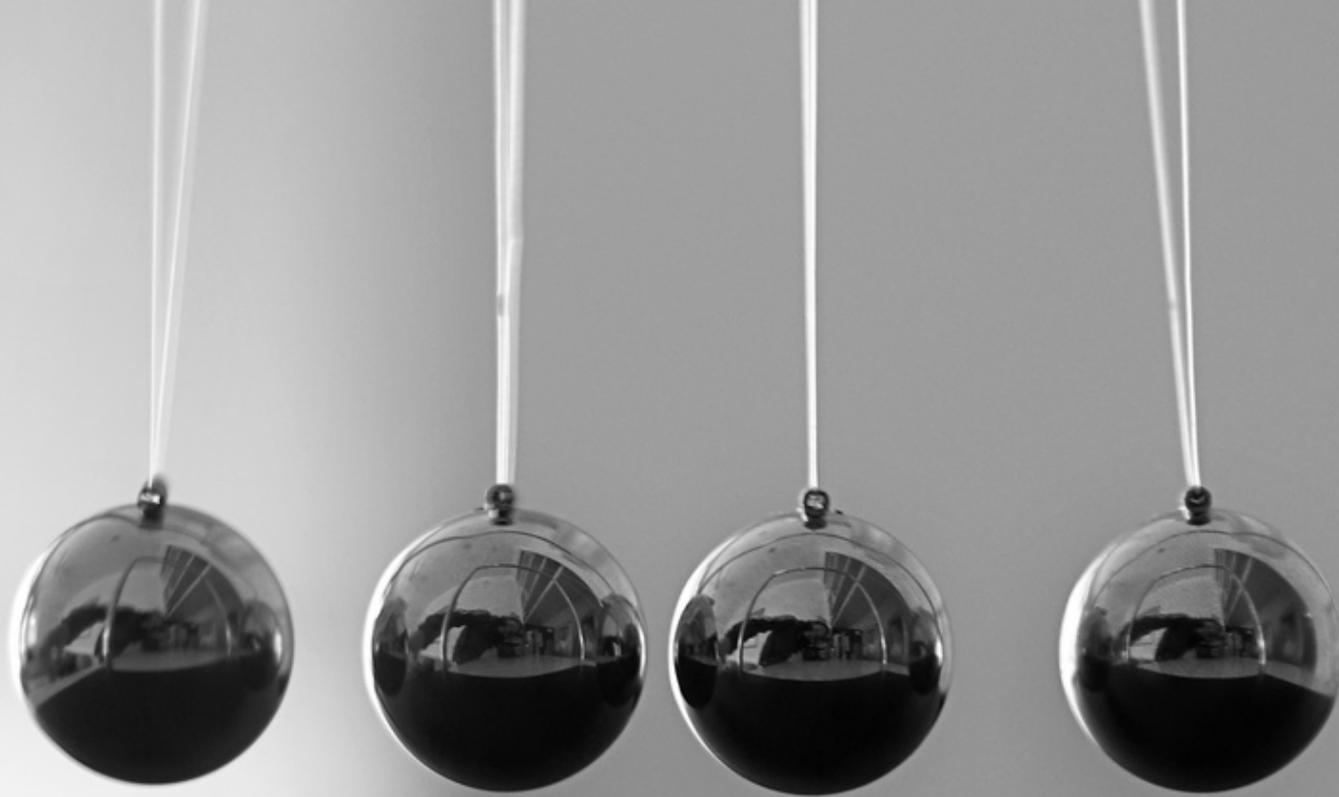
It has the very important job  
pulling people from one  
stage of the methodology  
to another.





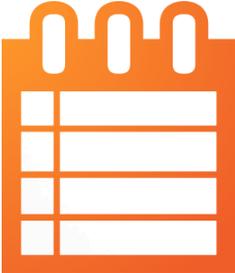
“Ok, so how do I actually make this stuff?”

# Building a content creation machine



Processes create **momentum.**

# The Content Process



1. Plan



2. Produce



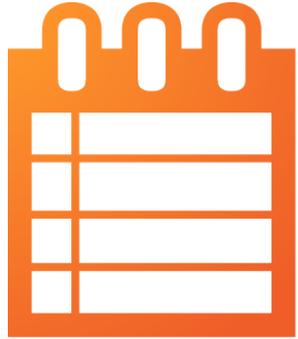
3. Distribute



4. Analyze



(Repeat)



# PLAN

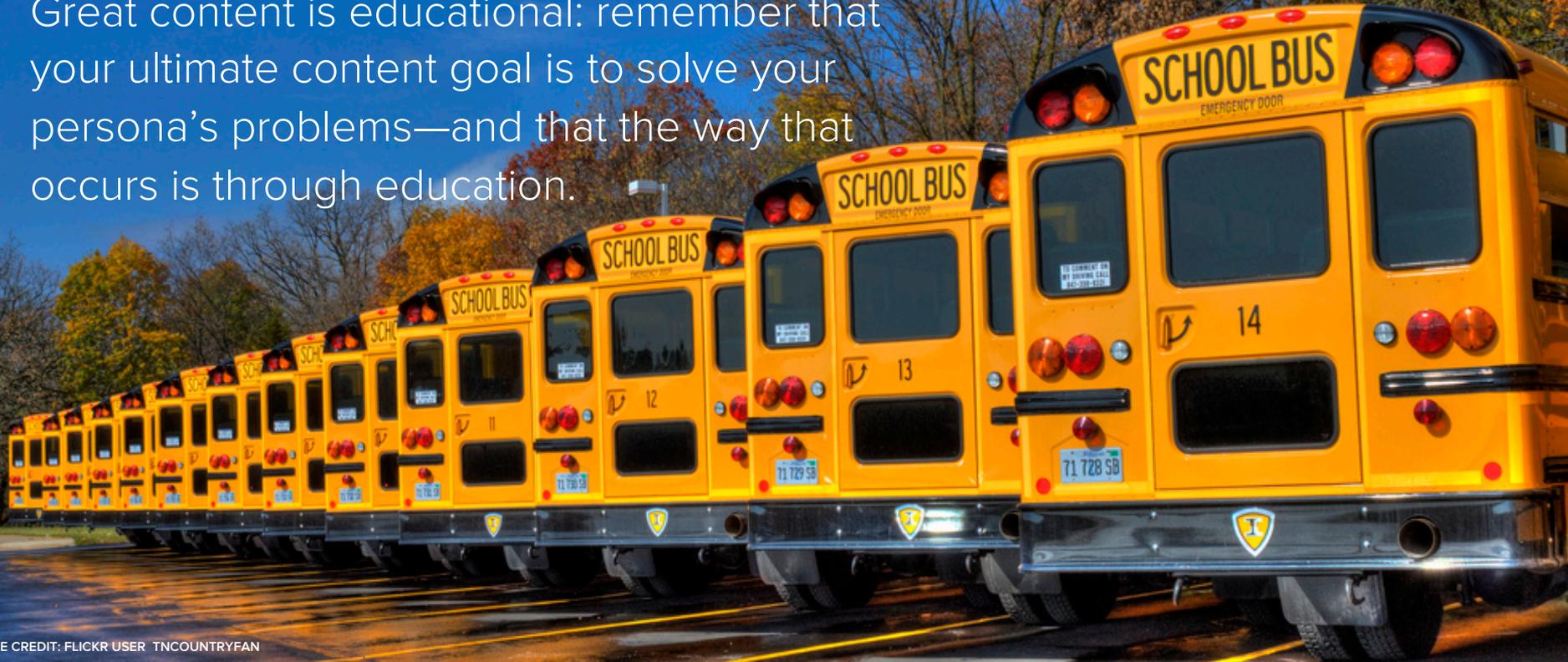
Before creating content, be sure you know what you're going to create and why you're creating it. That is determined by your personas, buyer's journey, and business goals.



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

20%



80%

The content

**GOLDEN RULE**



# 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.





# 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.





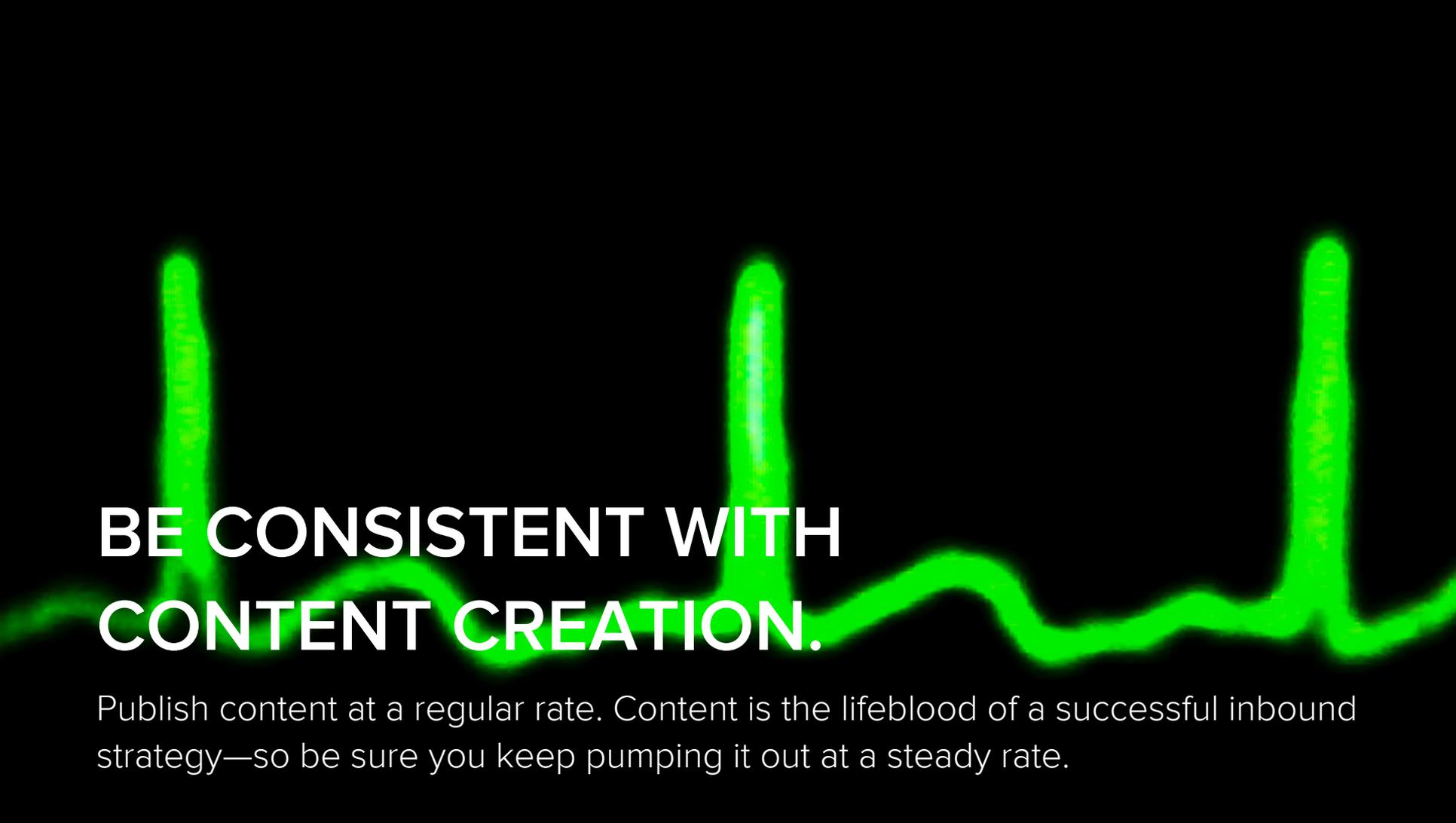
# DISTRIBUTE

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

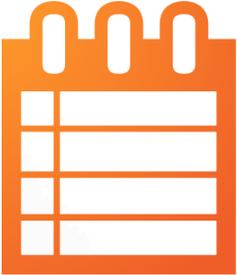


Buyer personas



The Buyer's Journey

# THE CONTENT PROCESS



1. Plan



2. Produce



3. Distribute

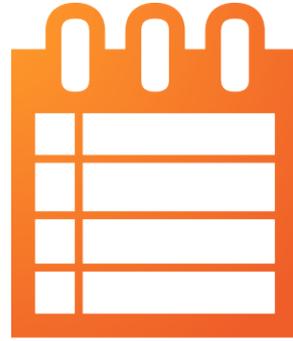


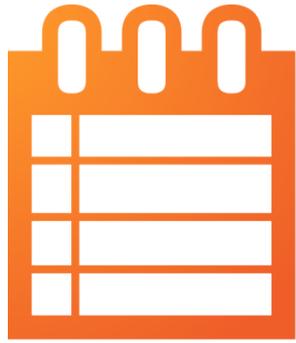
4. Analyze



(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.



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

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 Aahnnoom Hahsahn?" says the telemarketer on the other end. "This is an important message regarding your oven preferences."



**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.



**INBOUND MARKETING RISING**  
THE DAWN OF MARKETING YOU WON'T HATE

As consumers continue to flock to the Internet, the Internet marketing industry continues to evolve. In a two-way medium like the Internet, the traditional models of marketing are losing their efficacy, and new types of marketing are gaining steam by providing value for consumers increasingly put off by intrusive marketing tactics.

THE INBOUND MARKETER	VS.	THE OUTBOUND MARKETER
<p><b>"NEW MARKETING"</b> is "any marketing tactic that relies on earning people's interest instead of buying it."</p>		<p><b>"OLD MARKETING"</b> is "any marketing that pushes products or services on customers."</p>
<p>Communication is interactive and two-way.</p>		<p>Communication is one-way.</p>
<p>Customers come to you: • Via search engines, referrals, social media</p>		<p>Customers are sought out: • via print, TV, radio, banner advertising, cold calls</p>
<p>Marketers provide value.</p>		<p>Marketer provides little to no added value.</p>
<p>Marketer seeks to entertain and/or educate.</p>		<p>Marketer rarely seeks to entertain or educate.</p>

**THE DECLINE OF 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

**Alpha Software Uses HubSpot Segmentation To Increase Conversions by 143%**

Alpha Software was sending general one-size-fits-all emails to their entire list. They didn't have the proper data and technology needed to segment their leads, and were missing valuable opportunities as a result.

**143%**  
increase in landing page conversion rates

**24%**  
average increase in monthly lead volume

**Are YOU evaluating marketing software? If so, click here.**

**Questions? Call us.**  
We're here to help. Call us and speak with an Inbound Marketing Specialist who will answer any questions you might have.  
1-888-HUBSPOT (888-482-7768)

**Request a demo.**  
One of our Inbound Marketing Specialists will show you how the HubSpot software can help you get more visits, leads, and customers.  
[Request a demo >](#)

**Start a free trial.**  
Give the HubSpot software a try by signing up for a 30-day free trial. You'll get a fully functional account. No credit card necessary.  
[Start a trial >](#)



**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.



**HubSpot Ranked #1 Marketing Automation Software Vendor in VentureBeat Survey**

by Mike Volpe

February 26, 2014 at 12:07 PM

Last month, David Raab, an expert in the marketing automation field, estimated that the industry will grow roughly **50% in the upcoming year alone**. That's exciting news for providers like us, but it also creates a significant challenge for potential buyers, many of who are first-time buyers of large marketing systems.



Where can you turn for accurate information on what to buy and what questions to ask? How do you know if a solution is right for you? Who do you need to involve in the decision and why? The questions goes on and on, but fundamentally, the proliferation of players, products, and pricing options available makes choosing a marketing automation vendor a significant challenge.

There's no shortage of advice online from people who consider themselves marketing

# 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

How to Optimize Your Landing Pages for Long-Term Lead Generation

by Hartley Brody

December 28, 2012 at 9:00 AM

**INTRODUCTORY**

One of the great things about **inbound marketing** is that your content keeps paying dividends over time, long after it was originally promoted. Just consider what HubSpot CMO Mike Volpe said during his session at the LeWeb'12 Paris conference earlier this month:



*"We've built up these big marketing assets that continue driving an ROI for our business. So I could send the whole marketing team on vacation at HubSpot, and our new lead flow wouldn't actually drop by that much because of all these assets we've built up."*

That's a pretty good spot to be in, eh?

**The Long Term Impact of SEO on Lead Generation**

What if the campaigns you're working on this month were still generating leads for you six months later? What about *three years* later?

At HubSpot, we've discovered that **90% of the new leads we generate each month actually converted on offers that we didn't create or actively promote that month.** Furthermore, **70% of new leads came from offers that we hadn't touched in over 3 months!**

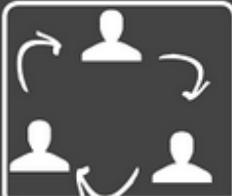
USER GUIDE



**LANDING PAGES**

[View Now](#)

**LEAD MANAGEMENT MADE SIMPLE**



How to Manage & Nurture Your Leads to Drive More Sales

**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]