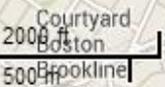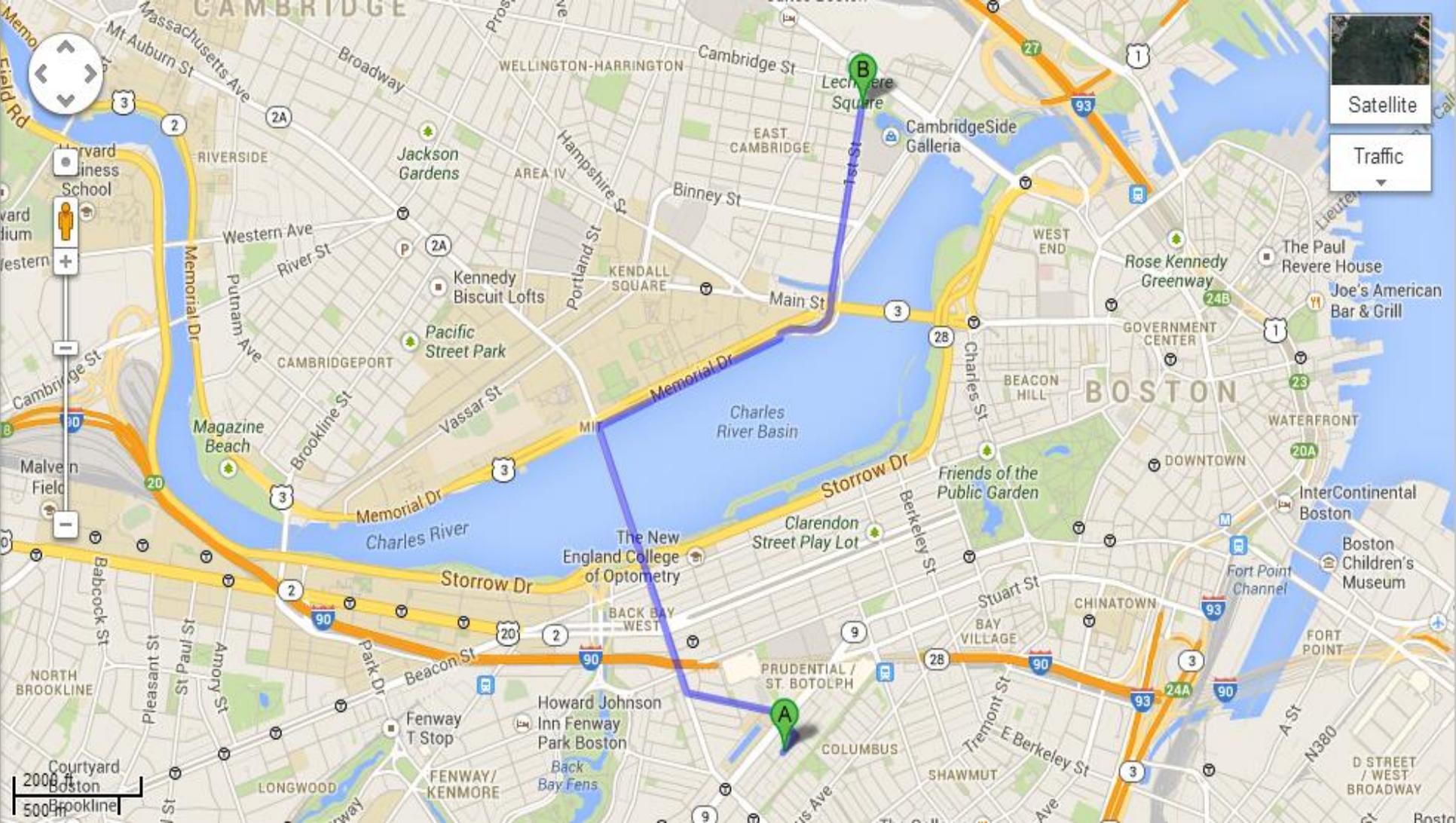inbound

The Marketer's 3 Step Content Roadmap: Aligning Content to Your Buyers Journey

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Agenda
Part I – Learn & Organize

1   The Buyer's Journey

2   Content Mapping Methodology

3   Map an Individual Content Offer

4   Quick Reference Guide

5   Map Entire Content Library – Content Offer Inventory

Agenda
Part II – Apply & Create

6. Content Matrix

7. Analyze Content Matrix

8. Content Roadmap

9. Use What You Have

Part I
Learn & Organize

1 Buyer's Journey

The Buyer's Journey

The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase

Specific content assets are more relevant to buyers at specific times during the buyers journey

That's nice in theory....

Content Offers

Case Study
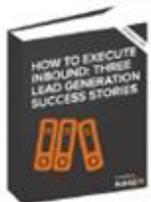
Video

White Paper

Calculator / Worksheet

Ebook

Template

Research Report

Checklist

Webinar

Free Demo

Trial Download

But how do you as the marketer know which one of your content offers to choose?

2 Content Mapping Methodology

Content Mapping Methodology:
3 Key Content Mapping Fundamentals

User Behavior and Research Needs differ throughout the stages of the Buyers Journey

Awareness Stage

Mission:
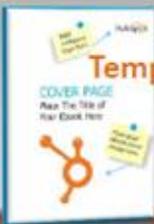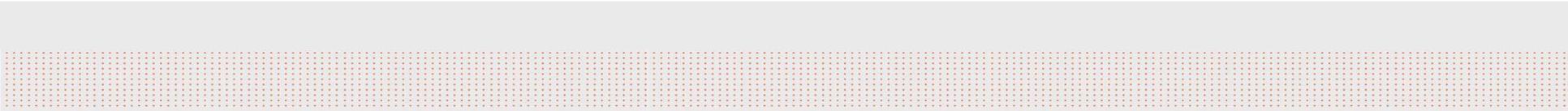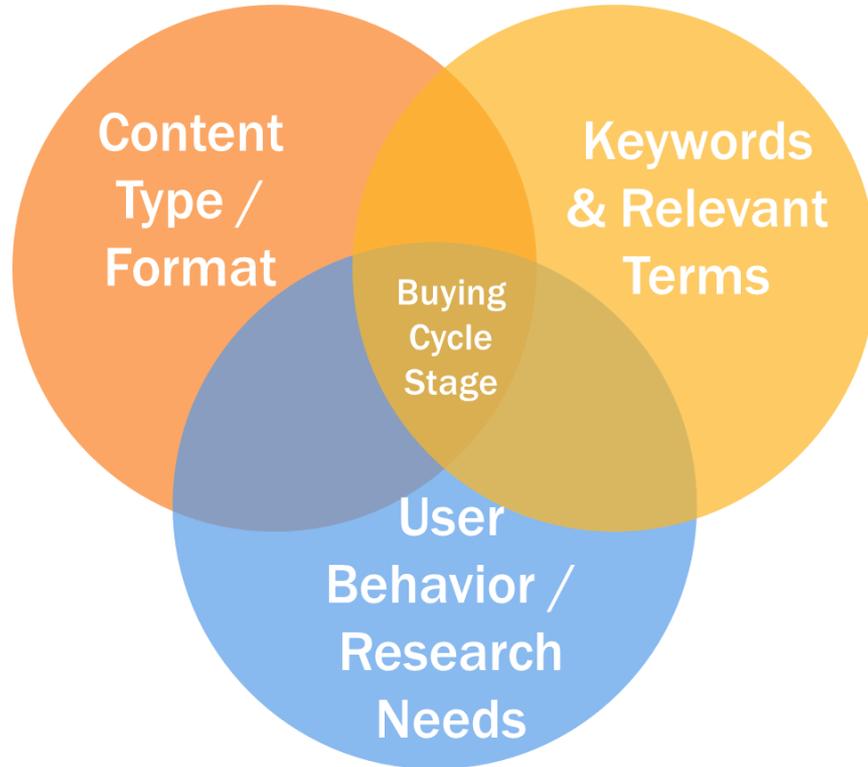Users are seeking educational, third party, vendor neutral content

- "Symptoms" research to decide if a problem exists, to more clearly define and name that problem
- Establish Requirements
- Identify business or personal problem

Consideration Stage

Mission:
Users are committing to solving their clearly defined problem, more focused on solutions & comparisons

- Explore all avenues and types of options across industries
- Research Solutions
- Determine Solution Strategy

Decision Stage

Mission:
Users are seeking validation in determining their short list and selecting a vendor

- Research products / vendors
- Build short list
- Assess ROI

User Behavior / Research Needs

Specific Content Types are most relevant at specific stages of the Buyers Journey

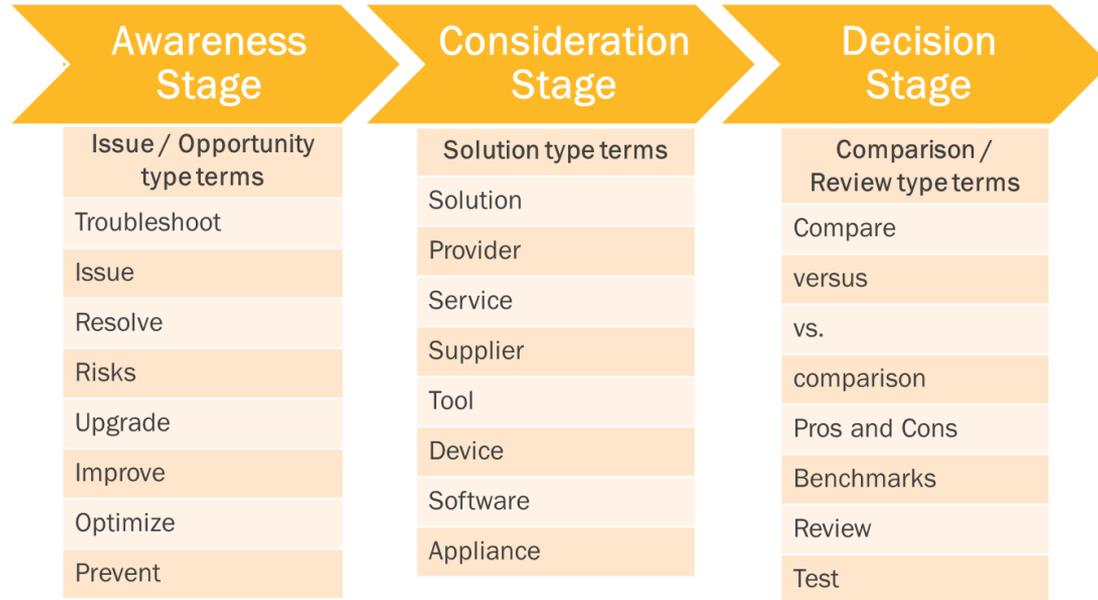| Awareness Stage	Consideration Stage	Decision Stage
eGuides	Webcasts	Vendor/Product Comparisons
eBooks	Solution Comparison White Papers	Case Studies
White Papers	Expert/Editorial eGuides	Trial/Software Downloads
Editorial Content	Podcast	Virtual Tradeshows
Analyst Reports	Video	Product Literature

Content Type / Format

Leverage relevant terms in each Buyers Journey Stage in: Offer Title & Abstract, Landing Page, CTA Buttons, Email Copy & Subject Line

Awareness Stage

Issue / Opportunity type terms
Troubleshoot
Issue
Resolve
Risks
Upgrade
Improve
Optimize
Prevent

Consideration Stage

Solution type terms
Solution
Provider
Service
Supplier
Tool
Device
Software
Appliance

Decision Stage

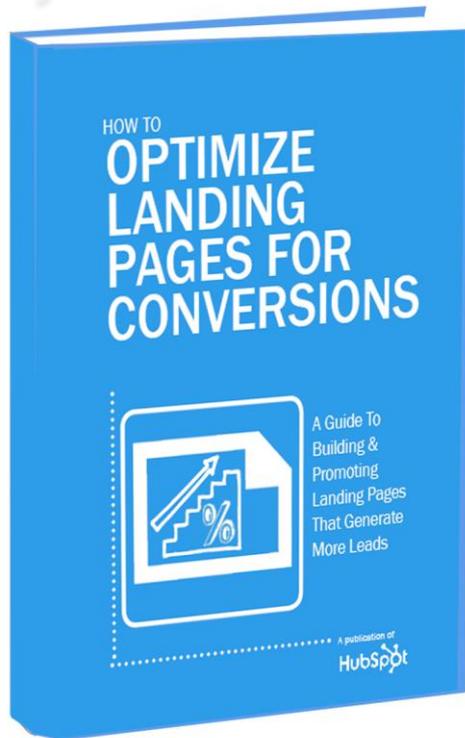| Comparison / Review type terms |
| --- |
| Compare |
| versus |
| vs. |
| comparison |
| Pros and Cons |
| Benchmarks |
| Review |
| Test |

Keywords & Relevant Terms

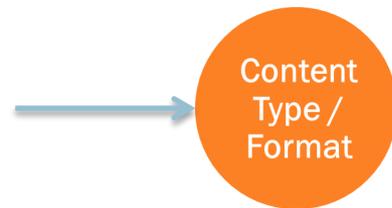# 3 Map an Individual Content Offer

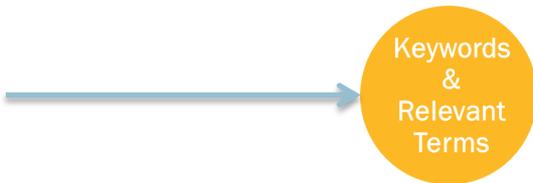# Map Individual Content Offers

Map each Content Offer:

1. Identify 3 Key Content Mapping Fundamentals: Content Type, Keywords and Terms, User Behavior

User Behavior / Research Needs
- Have a problem with Landing Page Performance
- Have low conversion rate on LPs
- Likely have a problem with leads

Content Type / Format
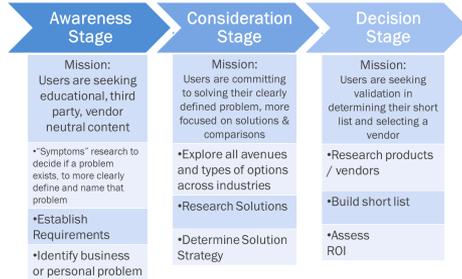- eBook
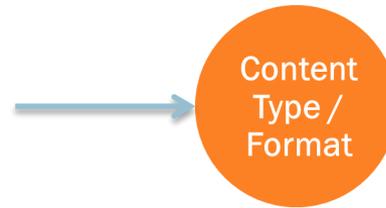- Expert Advice

Keywords & Relevant Terms
- Optimize
- Improve ("for conversions" implies "to improve conversions")

Map each Content Offer:
2. Evaluate alignment of each to Buyers Journey Stages

Awareness Stage	Consideration Stage	Decision Stage
Mission: Users are seeking educational, third party, vendor neutral content	**Mission:** Users are committing to solving their clearly defined problem, more focused on solutions & comparisons	**Mission:** Users are seeking validation in determining their short list and selecting a vendor
•"Symptoms" research to decide if a problem exists, to more clearly define and name that problem	•Explore all avenues and types of options across industries	•Research products / vendors
•Establish Requirements	•Research Solutions	•Build short list
•Identify business or personal problem	•Determine Solution Strategy	•Assess ROI

→ **User Behavior / Research Needs**

- Have a problem with Landing Page Performance
- Have low conversion rate on LPs
- Likely have a problem with leads

Awareness Stage	Consideration Stage	Decision Stage
eGuides	Webcasts	Vendor/Product Comparisons
eBooks	Solution Comparison White Papers	Case Studies
White Papers	Expert/Editorial eGuides	Trial/Software Downloads
Editorial Content	Podcast	Virtual Tradeshows
Analyst Reports	Video	Product Literature

→ **Content Type / Format**

- eBook
- Expert Advice

Awareness Stage	Consideration Stage	Decision Stage
Issue / Opportunity type terms	Solution type terms	Comparison / Review type terms
Troubleshoot	Solution	Compare
Issue	Provider	versus
Resolve	Service	vs.
Risks	Supplier	comparison
Upgrade	Tool	Pros and Cons
Improve	Device	Benchmarks
Optimize	Software	Review
Prevent	Appliance	Test

→ **Keywords & Relevant Terms**

- Optimize
- Improve ("for conversions" implies "to improve conversions")

Map each Content Offer:

3. Decide on 1 Buyers Journey Stage to which this Content Offers Maps
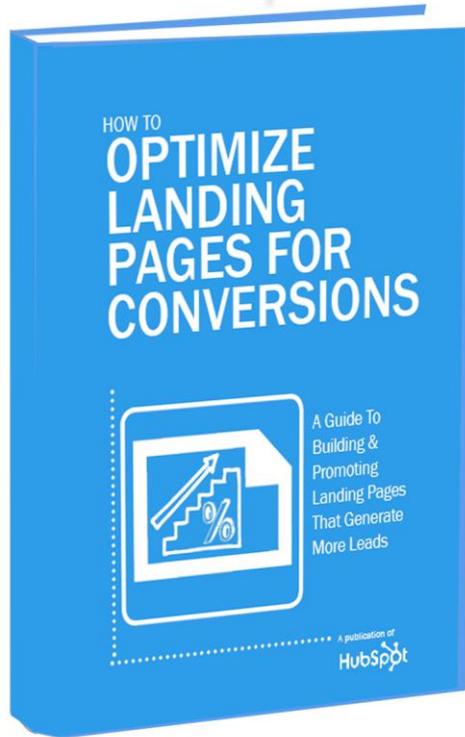
Awareness Stage

Did you Map the Content Offer correctly?

4 Quick Reference Guide

Buyer's Journey

HubSpot

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	Comparison white papers Expert Guides Live interactions Webcase/podcast/video	Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo
	Troubleshoot Upgrade Issue Improve Resolve Optimize Risks Prevent	Solution Tool Provider Device Service Software Supplier Appliance	Compare Pros and Cons Vs. Benchmarks versus Review comparison Test

I have a sore throat, fever, and I'm achy all over. What's wrong with me?

Aha! I have strep throat. What are my options for relieving or curing my symptoms?

I can see a primary care physician, ER, nurse or clinic. The ER costs $$$, but are the fastest & I have insurance.

Buyers Journey Quick Reference Guide
Hang it up at your desk!

Part II
Apply & Create

5 Map Entire Content Library – Content Offer Inventory

Map Entire Content Library

Map entire Content Library
Content Audit Worksheet (in Excel)
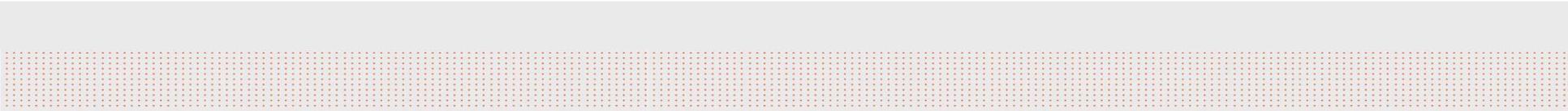
6 Content Matrix

Content Matrix

Analyze Entire Content Library

Map & Analyze Overall Content Mix, holes opportunities, overall content alignment with market maturity

Map & Analyze entire Content Library

Map & Analyze Overall Content Mix, holes, opportunities, overall content alignment with market maturity

Awareness Stage	Consideration Stage	Decision Stage
# %	# %	# %
Title A Title B Title C	Title 1 Title 2 Title 3	Offer X Offer Y Offer Z

Content Matrix Analysis Produces Observations with Logical Correlating Recommendations

Content Matrix Analysis Observations	Recommended Action:
Content Offer has Unclear Buyers Journey Stage alignment	Revise Content Offer Title
Content Offer contains information aligning with multiple stages	Split Content offer into 2 Offers, each distinctly aligned with 1 stage only
Not enough Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information available only on website page
Not enough Awareness Stage Content	Create awareness stage thought leadership white paper
Not enough Consideration Stage Content	Identify and create more Consideration Stage Content Offers
Not enough Decision Stage Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information currently available only on website page (Common Examples: Product info., Case Study/Testimonial, Free Trial, Demo, Contact Us)

7 Analyze Content Matrix

Analyze It

Persona

	Awareness Stage	Consideration Stage	Decision Stage
	# %	# %	# %
	# %	# %	# %

Content Matrix Analysis Produces Observations with Logical Correlating Recommendations

Content Matrix Analysis Observations	Recommended Action:
Missing Content in Awareness Stage for Persona A	Create Awareness Stage White Paper for Persona A
Only have content for one Persona	Repurpose Content Offers in each Buyers Journey Stage to message to Persona C where content is lacking
Content is generic and not aligned by Persona "Any of our Buyer Personas would find this helpful"	Strengthen Content Offers to align more closely with the needs of a specific persona

Topic

	Awareness Stage	Consideration Stage	Decision Stage
🌐	# %	# %	# %
🖌			
🛒			
💲			
🔨			
🎓			

Content Matrix Analysis Produces Observations with Logical Correlating Recommendations

Content Matrix Analysis Observations	Recommended Action:
We have a favorite Topic and have never explored any other topics	Do industry research to identify new topics of interest to your prospective buyer: technology developments, changes in law or regulations, social trends changing how people live their lives, economic factors affecting the status quo, generational or social factors causing shifting priorities
We have a favorite Topic which all of our Content Offers cover exclusively	Build up library of Content Offers in all 3 Buyers Journey Stages for Topic #2

Content Type / Format

	Awareness Stage	Consideration Stage	Decision Stage
📘	# %	# %	# %
📰			
📈			
📄			
☰			

Content Matrix Analysis Produces Observations with Logical Correlating Recommendations

Content Matrix Analysis Observations	Recommended Action:
Content Format Type Lacking Variety	Repurpose a Webcast into a 2nd and 3rd offer in different Formats such as a Podcast and a downloadable Slide Presentation

8 Content Roadmap

What Observations did your Content Matrix Analysis Produce?

Compile a list of the Logical Correlating Recommendation for each Observation

Content Matrix Analysis Observations	Recommended Action:
Content Offer has Unclear Buyers Journey Stage alignment	Revise Content Offer Title
Content Offer contains information aligning with multiple stages	Split Content offer into 2 Offers, each distinctly aligned with 1 stage only
Not enough Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information available only on website page
Content Format Type Lacking Variety	Repurpose a Webcast into a 2nd and 3rd offer in different Formats such as a Podcast and a downloadable Slide Presentation
Not enough Awareness Stage Content	Create awareness stage thought leadership white paper
Not enough Consideration Stage Content	Identify and create more Consideration Stage Content Offers
Not enough Decision Stage Content Offers	Put a Bow on it: Create a downloadable PDF Content Offer from information currently available only on website page (Common Examples: Product info., Case Study/Testimonial, Free Trial, Demo, Contact Us)
We have a favorite Topic and have never explored any other topics	Do industry research to identify new topics of interest to your prospective buyer: technology developments, changes in law or regulations, social trends changing how people live their lives, economic factors affecting the status quo, generational or social factors causing shifting prioritities
We have a favorite Topic which all of our Content Offers cover exclusively	Build up library of Content Offers in all 3 Buyers Journey Stages for Topic #2
Missing Content in Awareness Stage for Persona A	Create Awareness Stage White Paper for Persona A
Only have content for one Persona	Repurpose Content Offers in each Buyers Journey Stage to message to Persona C where content is lacking
Content is generic and not aligned by Persona "Any of our Buyer Personas would find this helpful"	Strengthen Content Offers to align more closely with the needs of a specific persona

Create What You Need...

Outline Content Roadmap

Content Roadmap
Itemize Next Steps – Separate Short & Long Term Action Items

Short Term Action Items

1. Revise Titles

2. Create Landing Pages for new content found on your website

3. Split Content Offer XYZ that tries to cover multiples stages into 2 Content Offers: i.e 1 Awareness Stage PDF and 1 Consideration Stage Webcast

Long Term Action Items

1. Create Awareness stage White Paper for Persona A

2. Identify and create more Decision Stage Content Offers

3. Build up library of Content Offers in all 3 Buyers Journey Stages for Topic #2

4. Repurpose Content Offers in each Buyers Journey Stage to message to Persona C where content is lacking

9 Use What You Have!

Use What You Have...

Use It In Your Inbound Marketing
IDEA #1 - Lead Nurturing Workflows

Use It In Your Inbound Marketing
IDEA #2 - Lead Scoring

Use It In Your Inbound Marketing
IDEA #3 – Thank You Pages

Use It In Your Inbound Marketing
IDEA #3 – Thank You Pages

Use It In Your Inbound Marketing
IDEA #4 – Smart Call-To-Action (CTA) Buttons

Julie
SPATOLA

@juliespatola

Find all of the resources from today's session by going to my profile:

hubspot.com/juliespatola

QUESTIONS?