WHY YOUR ORGANIZATION NEEDS CONTENT.

First, a definition. **What is content?**

con·tent²

/ˈkän͟tent/

noun
noun: **content**; plural noun: **contents**

1. the things that are held or included in something.
   "he unscrewed the top of the flask and drank the contents"

   - the amount of a particular constituent occurring in a substance.
     "milk with a low-fat content"
     synonyms: amount, proportion, quantity More

   - a list of the titles of chapters or sections contained in a book or periodical.
     "the contents page"
     synonyms: constituents, ingredients, components, elements More

   - information made available by a website or other electronic medium.
     "online content providers"

2. the substance or material dealt with in a speech, literary work, etc., as distinct from its form or style.
   "the outward form and precise content of the messages"
   synonyms: subject matter, subject, theme, argument, thesis, message, thrust, substance, matter, material, text, ideas More

Content is the message your inbound marketing strategy delivers.

It's not just about content, it's also about how you use the content that makes it **truly remarkable.**

Content is the **foundation** successful inbound marketing is built off of.

Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers → Visitors	Leads	Customers	Promoters
Blog Keywords Social Media	Forms Calls-to-Action Landing Pages	Email Signals Workflows	Events Social Inbox Smart Content

by HubSpot

Inbound Methodology

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by HubSpot

CONTENT IS:

1 Purpose

2 Format

3 Topic

1 CONTENT PURPOSE

Offer?
Gated by a landing page or behind a form.

Blog post or website content?
Open to access by anyone on the internet.

2 CONTENT FORMAT

1 Case Studies

2 Videos

3 Infographics

4 Whitepapers

5 Calculator/Worksheets

6 eBooks

7 Templates

8 Research reports

9 Checklists

10 Webinars

11 SlideShare decks

12 Whatever else you can come up with!

What's the **difference** between all these content formats?

The best format for your content depends on your personas and what most resonates with them. Create what they want to see.

3 CONTENT TOPIC

What are you
writing about?

Determining your content **topic**

Determining your content **topic**

Know your:

BUYER PERSONAS

BUYER'S JOURNEY

HOW TO CREATE REMARKABLE CONTENT.

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

# HOW TO CREATE REMARKABLE CONTENT

Buyer personas

The Buyer's Journey

Marketing Mary

Mary is a traditional marketer at a midsize business. She wants to learn more about inbound marketing and about the latest and greatest with what works in the world of inbound. Her goals are getting more leads and hitting her numbers overall; her challenges are that she wears many hats and doesn't have a lot of free time.
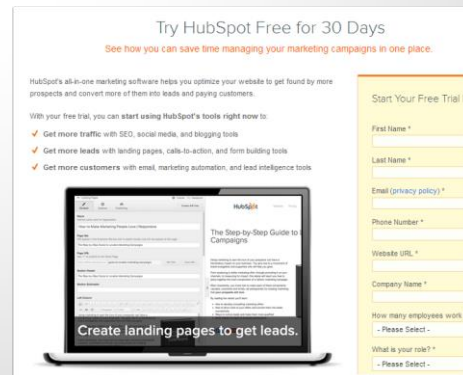
The Buyer's Journey: the research process people go through leading up to making a purchase.

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 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

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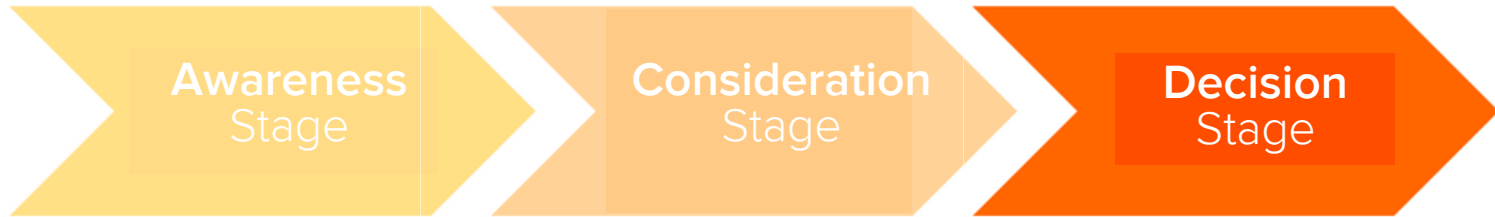
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The Buyer's Journey and Content

Awareness Stage	Consideration Stage	Decision Stage

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
- Comparison
- Whitepapers
- Expert guides
- Live interactions

- Webcase
- Podcast
- Video

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.

Map your content to **personas** and
the buyer's journey

BUYER'S JOURNEY | **POST OR OFFER?** | **OFFER FORMAT** | **CONTENT TYPE** | **RELEVANT TERMS** | **YOUR KEYWORD** | **YOUR CONTENT**

Persona name: _____

Awareness Stage
- Blog post
- Content offer
  - eBook, Whitepaper, Checklist, Infographic, Other educational content

Content Type: List, How-to, FAQ, Best of, News, Q&A, Opinion, Curated

Relevant Terms: Troubleshoot, Issue, Resolve, Risks, Upgrade, Improve, Optimize, Prevent

Keyword: _____ Title: _____

Consideration Stage
- Blog post
- Content offer
  - eBook, Whitepaper, Checklist, Podcast, Webinar, Video, Worksheet/Calc, Template, Case studies

Content Type: List, Interview, How-to, FAQ, Best of, News, Q&A, Opinion, Curated

Relevant Terms: Solution, Provider, Service, Supplier, Tool, Device, Software, Appliance

Keyword: _____ Title: _____

Decision Stage
- Blog post
- Content offer
  - Comparison chart, Purchasing guide, Case studies, Product literature, Worksheet/Calc, Webinar, Checklist

Content Type: List, How-to, FAQ, Best of, News, Q&A, Opinion, Curated, Product-focused, Comparison

Relevant Terms: Compare, Versus, Vs., Comparison, Pros and Cons, Benchmarks, Review, Test

Keyword: _____ Title: _____

WHAT IT TAKES TO CREATE REMARKABLE CONTENT.

BEST PRACTICES FOR CONTENT CREATION

☑ Always focus on mapping content to your personas AND where they are in the Buyer's Journey.

☑ Less is more: your personas are probably just as busy as you are—make it easy for them to consume your content.

☑ Keep it educational, not promotional. It's not until the decision stage of the Buyer's Journey when your product should ever be mentioned.

☑ Focus on the informational part of the content first, worry about design second. Prioritize writing great content over making that content look nice.

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BUYER PERSONAS

BUYER'S JOURNEY

Questions to ask to drive **content creation.**

QUESTIONS TO ASK TO DRIVE CONTENT CREATION

1. How do you do X
2. What to look for in X
3. What X means for you
4. What you need to know about X
5. How to get X
6. Why you need to know about X
7. Where to find X

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1. How do you do X
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3. What X means for you
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QUESTIONS TO ASK TO DRIVE CONTENT CREATION

1. How do you refurbish industrial machinery?
2. What to look for in X
3. What X means for you
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QUESTIONS TO ASK TO DRIVE CONTENT CREATION

1. How do you refurbish industrial machinery?
2. What to look for in an industrial machinery reseller
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QUESTIONS TO ASK TO DRIVE CONTENT CREATION

1. How do you refurbish industrial machinery?
2. What to look for in an industrial machinery reseller
3. What refurbished machinery means for your bottom line
4. What you need to know about X
5. How to get X
6. Why you need to know about X
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2. What to look for in an industrial machinery reseller
3. What refurbished machinery means for your bottom line
4. What you need to know before buying refurbished machinery
5. How to get X
6. Why you need to know about X
7. Where to find X

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5. How to get more miles out of your refurbished machinery
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6. Why you need to know how your machinery was refurbished
7. Where to find X

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4. What you need to know before buying refurbished machinery
5. How to get more miles out of your refurbished machinery
6. Why you need to know how your machinery was refurbished
7. Where to find the best deals on refurbished machinery

Types of content
to create

TYPES OF CONTENT TO CREATE

- Answer frequently asked questions

- Create lists

- How to's guides– and how to not's

- Pose questions to or poll your social media networks

- Create infographics

- Write about what you do! What questions would an outsider have?

- Create short videos, webinars, or SlideShare presentations

Types of content to create:
Answer **Frequently Asked Questions**

YALE APPLIANCE
Home appliance store created a buying guide to cover FAQs and act as a consideration stage offer.

VACATIONKIDS
Family-oriented travel agency wrote a post about a FAQ from one of their personas.

Types of content to create:

Lists, How To's, and Guides

SHARPRINT

Custom screen printing company; made a guide about what they do to attract those in the consideration or decision stage.

SPECS HOWARD

Media arts school; created a list on how to identify (not to mention attract) one of their personas: graphic designers.

HUBSPOT

High-level awareness stage guide on everything you need to know about building a content strategy.

Types of content to create:
Infographics
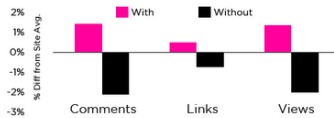
ONE POINT, SEVERAL MEANINGS
Based on a single chart, but broken up into composite elements and stylized for a quick content win

SEVERAL POINTS, ONE MEANING
Based off a list from a previous blog post. Conversely, could also write about the graphic in a new blog post.

Repurposing
existing content.
You probably already have a lot of content—now you just need to find it.

STRATEGIES FOR RE-PURPOSING EXISTING CONTENT

1. Bundle existing content (blog, website page, emails, etc.)

2. Transform internal presentations into external offers

3. Tailor existing content to different personas

4. Use articles from internal collaboration documents

So, how do you repurpose this **existing content?**

RE-PURPOSING EXISTING CONTENT

A
djust. What needs to be added? Removed? Re-worded? Take out purely internal content and make it public-friendly.

C
ombine. How can you combine related or unrelated things to provide new value and meaning?

E
xpand. What have you already done that you can dig deeper into—or provide a more comprehensive big picture view?

Re-purposed internal content
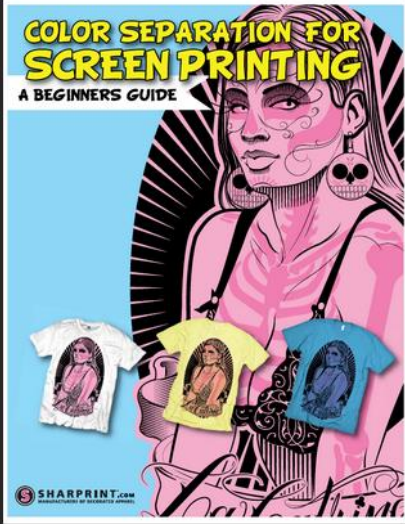Adjust. Combine. Expand.

FREE GUIDE: COLOR SEPARATION FOR SCREEN PRINTING

Decorating manufacturers use a technique known as color separation in order to prepare art for the screen printing process. Each color needs it own screen, so it's necessary to separate the art by color.

In this beginner's guide you will learn:

- The 5 steps for simple spot color separation using Photoshop

- How to save an art file in a format suitable for printing film positives

Just fill out a couple of questions at the right and start sepping today!

COLOR SEPARATION FOR SCREEN PRINTING
A BEGINNERS GUIDE

SHARPRINT.com
MANUFACTURER OF DECORATED APPAREL

SHARPRINT

Color separation is inherent in what their business does. Created an eBook offer by adjusting, combining, and expanding internal documents and protocols.

What happens after you have an idea?

Transforming good ideas into **great content.**

CONTENT CREATION PLAN

Develop a **strategy** for:

1. What you're going to write about
2. Who you're writing it for
3. Why you're writing it
4. What structure that content will take
5. What format that content will take

CONCEPTING **WORKSHEET**

Persona
(choose 1)

[ ]

Audience skill level
(choose 1)

Beginner [ ]   Intermediate [ ]   Advanced [ ]

Your Topic/Keyword
(choose 1)

[ ]

Buyer's Journey stage
(choose 1)

Awareness [ ]   Consideration [ ]   Decision [ ]

Free or gated?
(choose 1)

Free access [ ]   Gated [ ]

Format/Type
(choose 1)

eBook/Whitepaper [ ]   Template [ ]   Checklist [ ]   Comparison Chart [ ]   Case Study [ ]   Worksheet/Calculator [ ]   Podcast [ ]   Video/Webinar [ ]   Purchasing Guide* [ ]

Content Structure
(choose ≧ 1)

List [ ]   How-to [ ]   FAQ [ ]   Best of [ ]   News/Trends [ ]   Q&A [ ]   Opinion [ ]   Curated [ ]   Product-focused* [ ]

Content title

[ ]

Persona
(choose 1)

Marketing Mary

Audience skill level
(choose 1)

Beginner	Intermediate	Advanced
X		

Your Topic/Keyword
(choose 1)

Twitter lead generation

Buyer's Journey stage
(choose 1)

Awareness	Consideration	Decision
X		

Free or gated?
(choose 1)

Free access	Gated
	X

Format/Type
(choose 1)

eBook/ Whitepaper	Template	Checklist	Comparison Chart	Case Study	Worksheet/ Calculator	Podcast	Video/ Webinar	Purchasing Guide*
X								

Content Structure
(choose ≧ 1)

List	How-to	FAQ	Best of	News/ Trends	Q&A	Opinion	Curated	Product-focused*
	X							

Content title

The Ultimate Guide to Getting Leads From Twitter

GOT A CONCEPT?
TIME TO DRAFT.

1 Create plan (use concepting worksheet).

2 Outline the main points.

3 Write an introduction and conclusion

4 Fill in body paragraphs

5 Add relevant images (if necessary)