

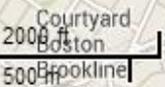
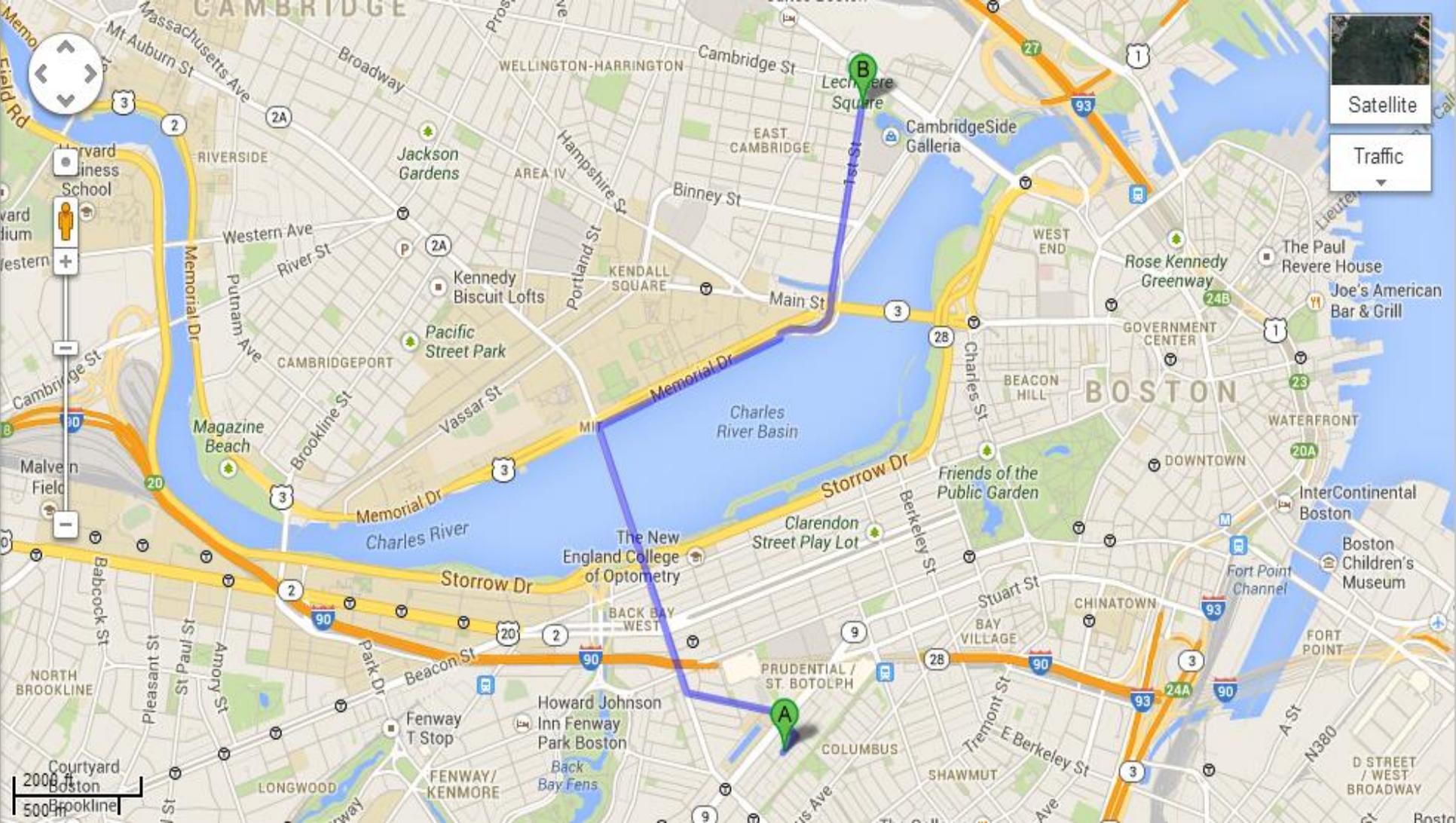
The Marketer's 3 Step Content Roadmap: Aligning Content to Your Buyers Journey

Julie Spatola

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HubSpot

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Satellite
Traffic

BOSTON

B
Lechmere Square

A
PRUDENTIAL / ST. BOTOLPH

Charles River

The New England College of Optometry

GOVERNMENT CENTER

Storrow Dr

Storrow Dr

Memorial Dr

Memorial Dr

Magazine Beach

Putnam Ave

RIVERSIDE

Kennedy Biscuit Lofts

Jackson Gardens

Binney St

KENDALL SQUARE

Cambridge St

Charles St

Friends of the Public Garden

Berkeley St

Stuart St

Tremont St

E Berkeley St

Rose Kennedy Greenway

BEACON HILL

DOWNTOWN

CHINATOWN

BAY VILLAGE

SHAWMUT

The Paul Revere House

Joe's American Bar & Grill

WATERFRONT

InterContinental Boston

Boston Children's Museum

Fort Point Channel

FORT POINT

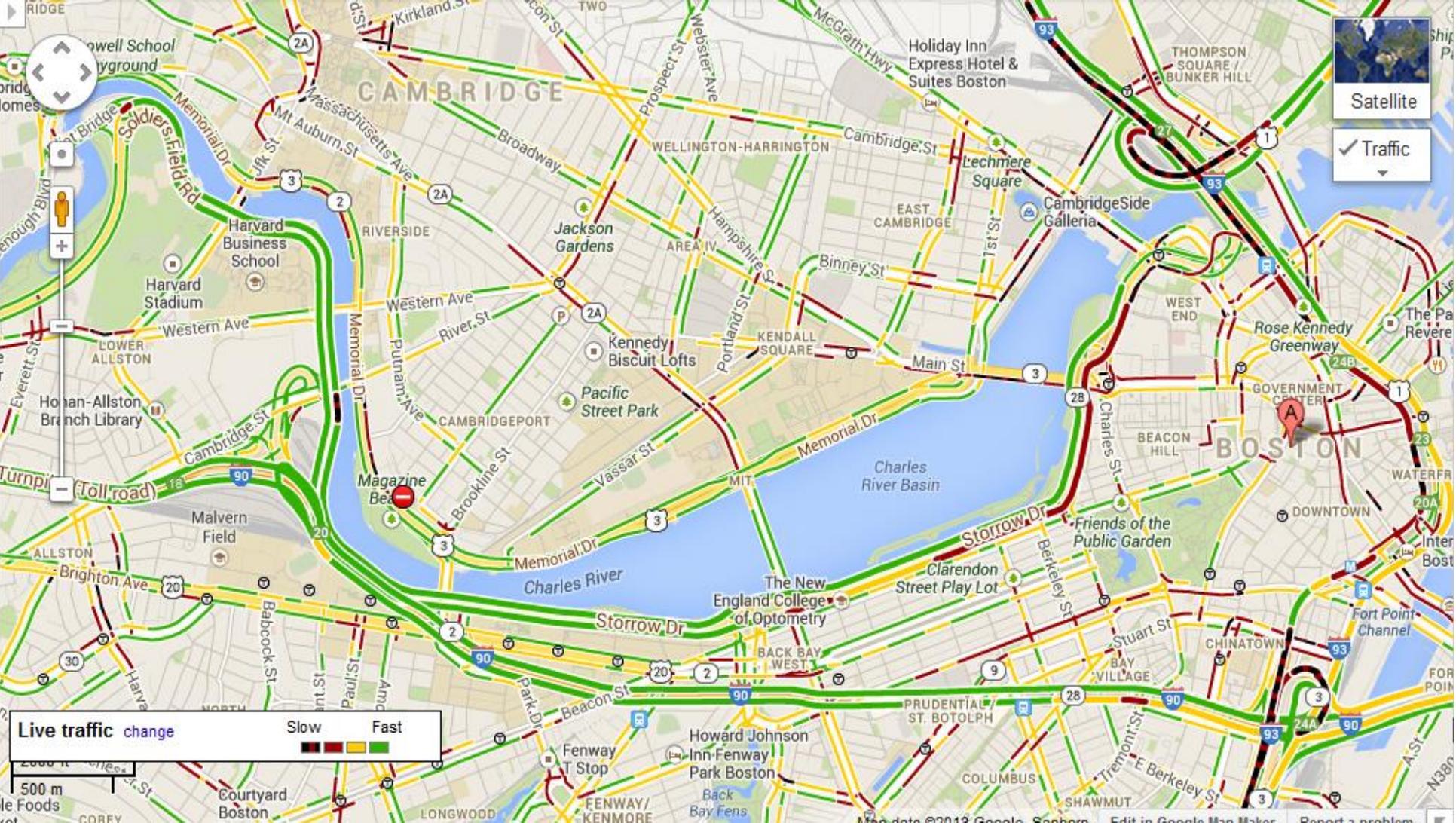
A St

Satellite

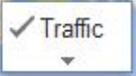
Traffic

2000 ft
500 m





Satellite



Live traffic change

Slow	Fast

500 m

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



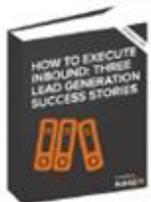
The Buyer's Journey is the active research process a potential buyer goes through leading up to a purchase

**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



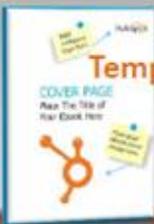
White Paper



Calculator / Worksheet



Ebook



Template



Research Report



Checklist



Webinar



Free Demo

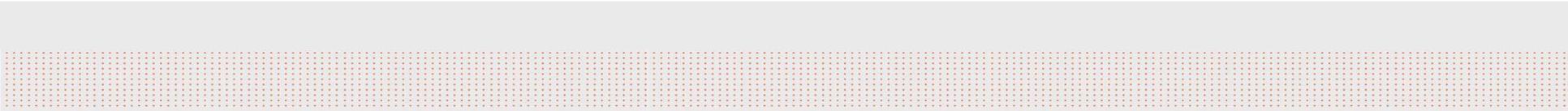


Trial Download

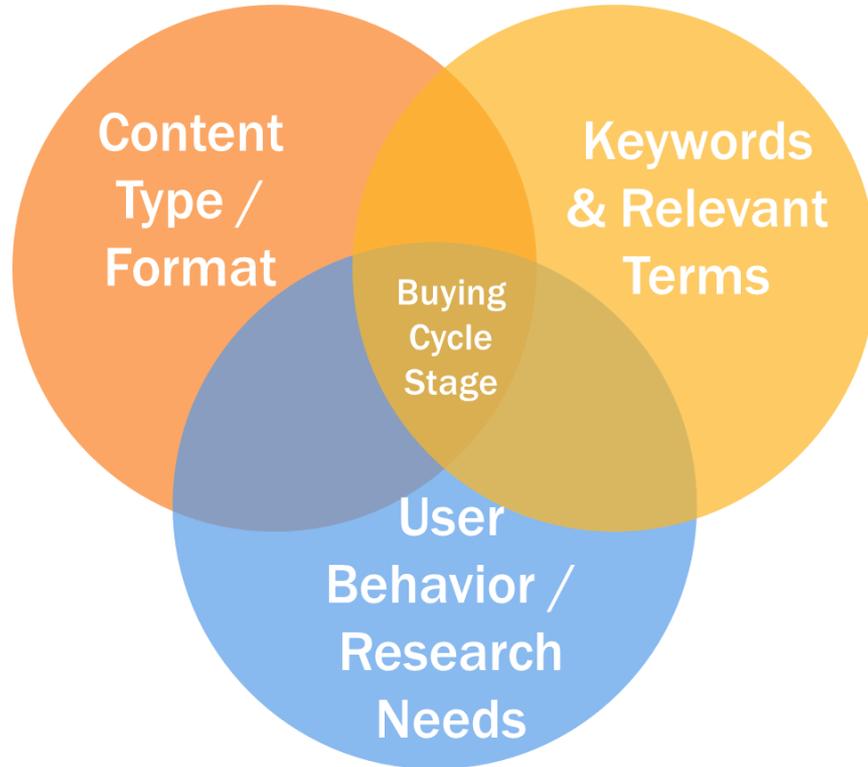
But how do you as the marketer know which one of your content offers to choose?

2

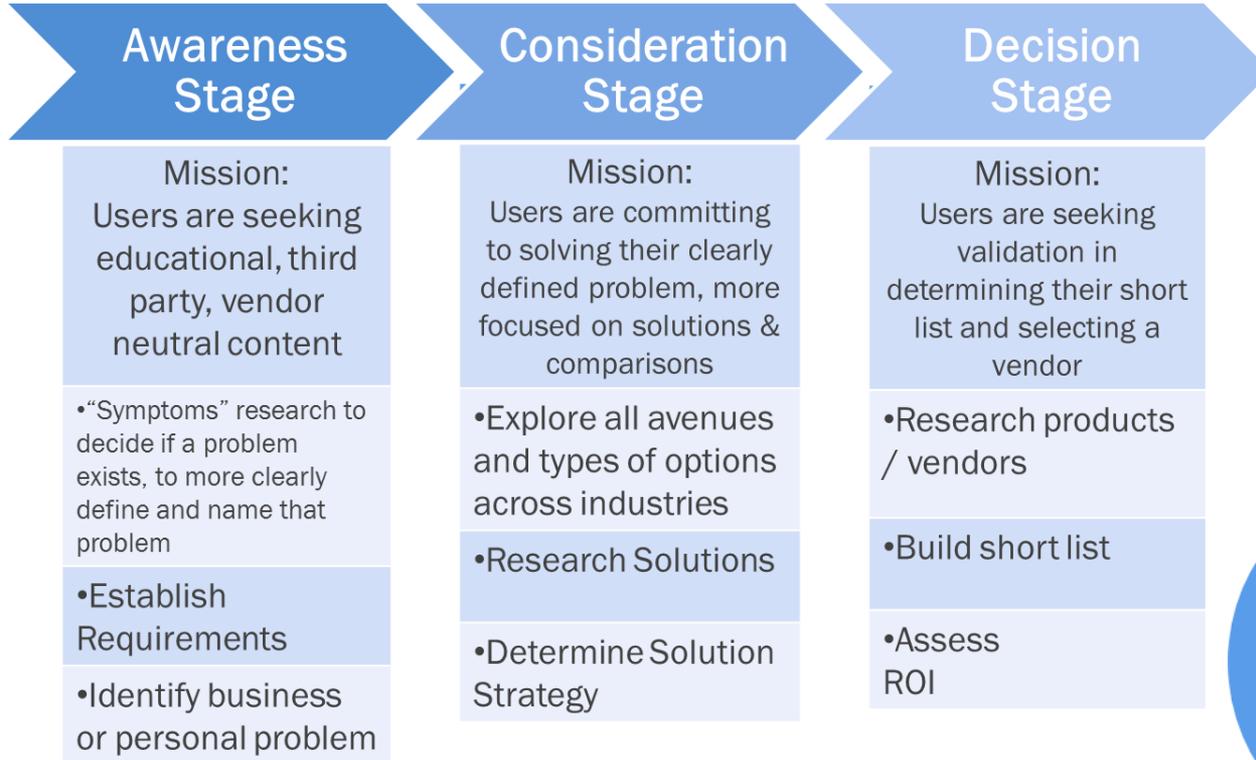
Content Mapping Methodology



Content Mapping Methodology: 3 Key Content Mapping Fundamentals



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



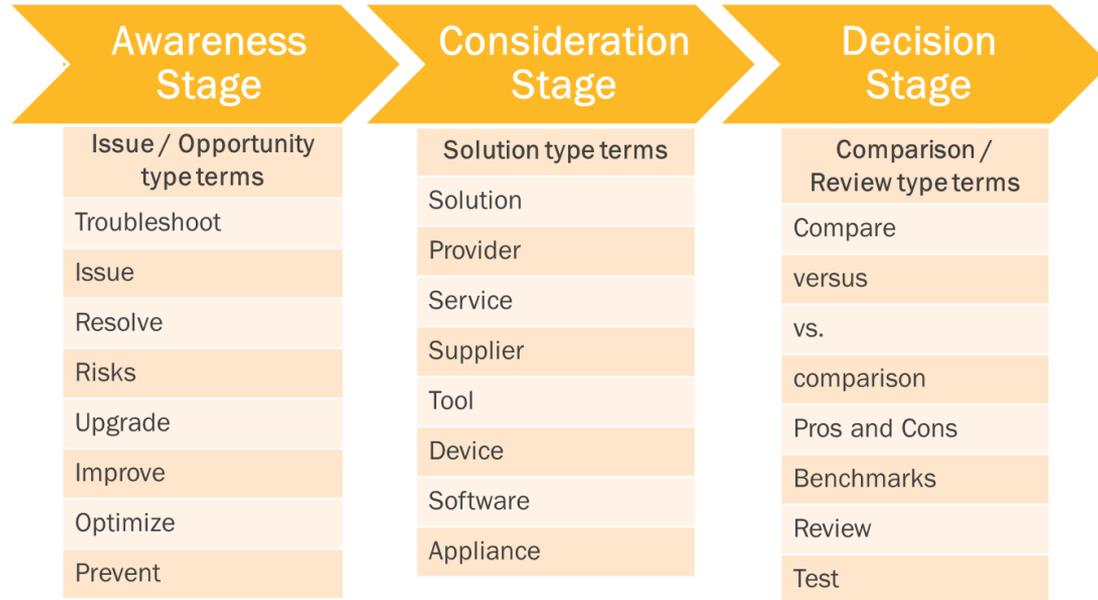
User Behavior / Research Needs

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



Content
Type /
Format

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



Keywords
&
Relevant
Terms

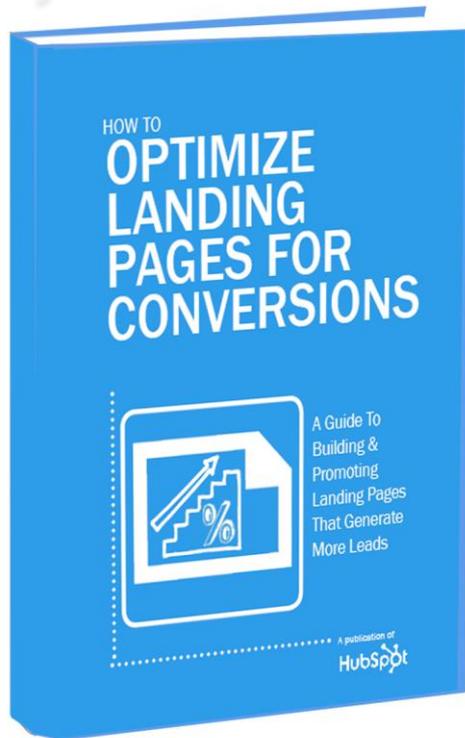
3

Map an Individual Content Offer

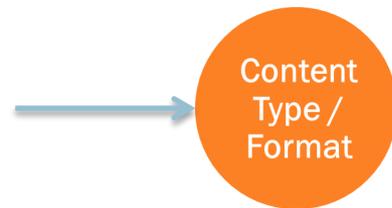
Map Individual Content Offers

Map each Content Offer:

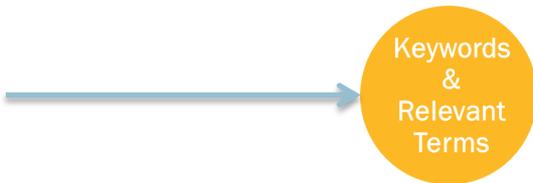
1. Identify 3 Key Content Mapping Fundamentals: Content Type, Keywords and Terms, User Behavior



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



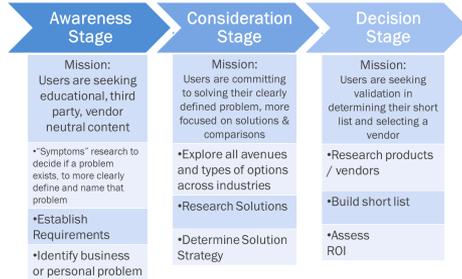
- eBook
- Expert Advice



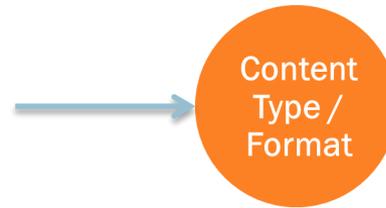
- Optimize
- Improve (“for conversions” implies “to improve conversions”)

Map each Content Offer:

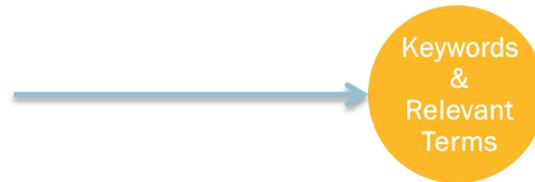
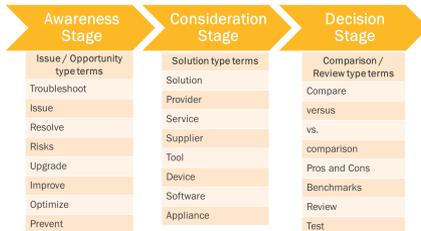
2. Evaluate alignment of each to Buyers Journey Stages



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



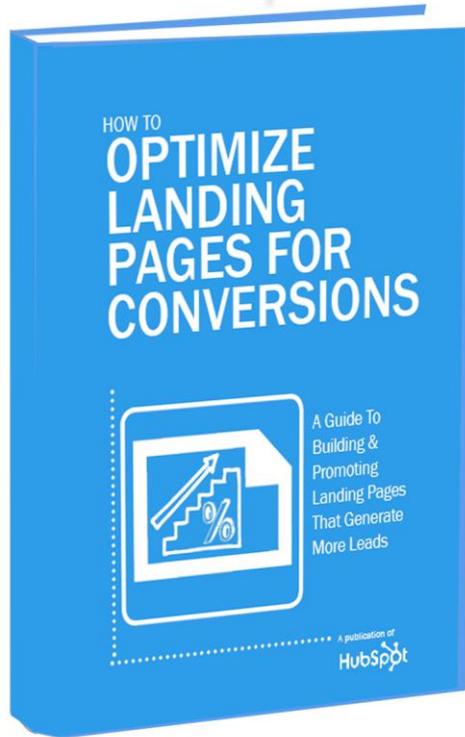
- eBook
- Expert Advice



- 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



**Did you Map the
Content Offer
correctly?**

4

Quick Reference Guide

Buyer's Journey



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	<ul style="list-style-type: none"> Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content 	<ul style="list-style-type: none"> Comparison white papers Expert Guides Live interactions Webcase/podcast/video 	<ul style="list-style-type: none"> Vendor comparisons Product comparisons Case Studies Trial Download Product Literature Live Demo
	<ul style="list-style-type: none"> Troubleshoot Issue Resolve Risks 	<ul style="list-style-type: none"> Upgrade Improve Optimize Prevent 	<ul style="list-style-type: none"> Solution Provider Service Supplier Tool Device Software Appliance Compare Vs. versus comparison Pros and Cons Benchmarks Review Test
	<p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	<p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	<p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest & I have insurance.</p>

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



Part II

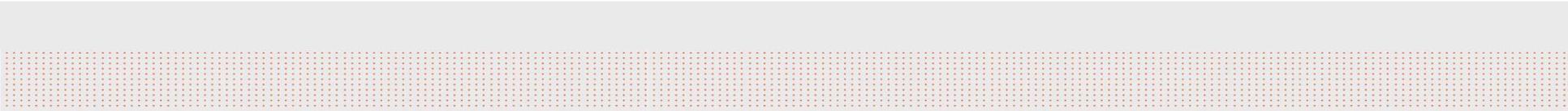
Apply & Create

5

**Map Entire Content Library –
Content Offer Inventory**

Map Entire Content Library

6 Content Matrix



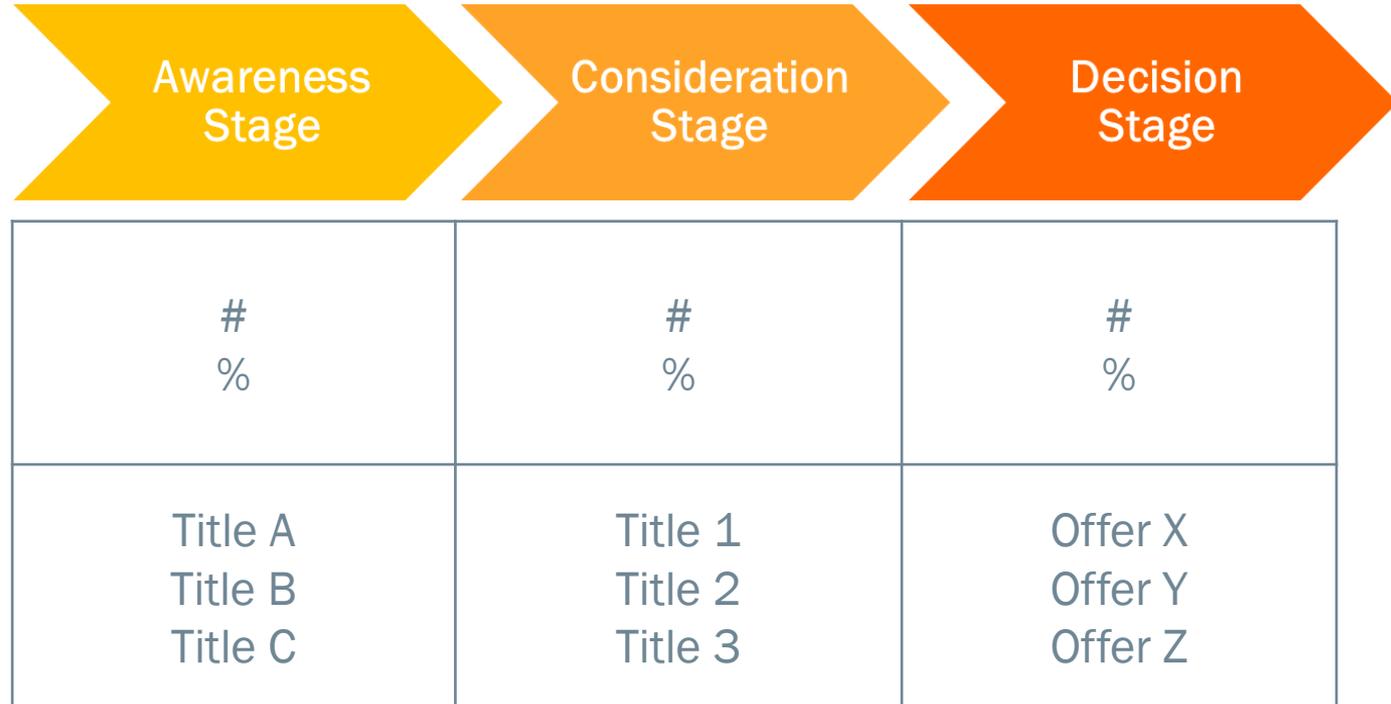
Content Matrix

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



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



	# %	# %	# %
	# %	# %	# %

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

We have a favorite Topic and have never explored any other topics

We have a favorite Topic which all of our Content Offers cover exclusively

Recommended Action:

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

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

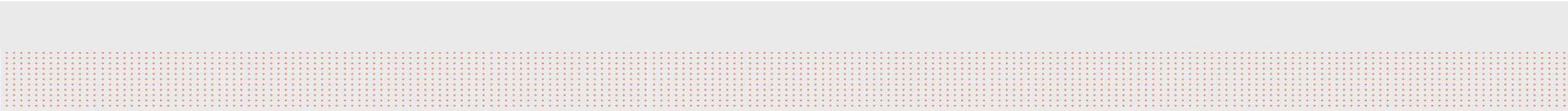
Content Format Type Lacking Variety

Recommended Action:

Repurpose a Webcast into a 2nd and 3rd offer in different Formats such as a Podcast and a downloadable Slide Presentation



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 2 nd and 3 rd 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 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
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

Content Audit Worksheet		
Asset Name/Title	Type of Content	User Journey Buying Cycle Stage
Best Practices Guide to Planning Desktop Densities	Solution Brief	Awareness Stage (Top)
Healthcare Whitepaper	White Paper	Awareness Stage (Top)
Legal Whitepaper	White Paper	Awareness Stage (Top)
Call Centers Whitepaper		Awareness Stage (Top)
Latency Whitepaper		Awareness Stage (Top)
TCO Whitepaper		Awareness Stage (Top)
Download 10k Desktops		Awareness Stage (Top)

Email Tutorial

All emails All campaigns

Sorted by: Updated date Showing:

- Top of Funnel Intro to Desktop Virtualization
Automated — Updated Jul 26
- Top-of-Funnel-4 - A technical Introduction to VMware
Automated — Updated Jul 31
- Top-of-Funnel-3 - What is VDI
Automated — Updated Aug 1
- Top-of-Funnel-2 - Intro to VMware View
Automated — Updated Aug 1

1 First workflow step Delay for 0 Days 0 Hours 0 Minutes

Send an email Top of Funnel Intro to D... Create Email

Add step

2 Second workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-2 - Intro t... Create Email

Add step

3 Third workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-3 - What i... Create Email

Add step

4 Fourth workflow step Delay for 7 Days 0 Hours 0 Minutes

Send an email Top-of-Funnel-4 - A tech... Create Email

Set a contact property v... Company Name Dead



1

2

3

Use It In Your Inbound Marketing

IDEA #2 - Lead Scoring

Lead Scoring [Tutorial](#)

[Return to Settings](#)

The rules below determine a contact's HubSpot Score. You can [create a Smart List](#) to see all contacts whose score is above a certain threshold.

Assign points to contacts who meet all of these requirements:

Form Submission Contact has filled out 10K Whitepaper - (from Enterpr... on any page

No filter [Refine](#)

Rule Value: Add 30 points

Assign points to contacts who meet all of these requirements:

Form Submission Contact has filled out White paper: 10K Desktops | D... on any page

No filter [Refine](#)

Rule Value: Add 30 points

Assign points to contacts who meet all of these requirements:

Form Submission Contact has filled out Arista & V3 Systems Webinar |... on any page

No filter [Refine](#)

Rule Value: Add 30 points



Use It In Your Inbound Marketing

IDEA #3 – Thank You Pages

The screenshot shows a thank you page for a whitepaper download. The page features the BeQuick software logo, a navigation menu, and a main message. Two call-to-action buttons are highlighted with orange boxes and arrows: 'Read Blog Now >>' and 'Download Now'. Social media icons are located at the bottom of the page.

BeQuick
software™

Home Features Support Partners About Us Blog Contact Us

Thank you for downloading our **Win More Customers in the Diversifying Wireless Market Whitepaper!**

[Click Here to Download](#)

fusion
Win More Customers
in the
Diversifying
Wireless Market
BeQuick
software™

Check out the BeQuick Blog!
BeQuick Blog
Get Fresh insights
on all the wireless
industry news,
trends and buzz.
[Read Blog Now >>](#)

READ OUR WHITE PAPER
Key Characteristics of
Next Generation MVNE's
[Download Now](#)

f in t g+

Use It In Your Inbound Marketing

IDEA #3 – Thank You Pages

Awareness Stage

Consideration Stage

LANGEVIN
LEARNING SERVICES
The World's Largest Train-the-Trainer Company

HOME WORKSHOPS CERTIFICATION PRODUCTS BLOG ABOUT US

5 Essential Tools for Trainers

To thank you for considering Langevin for your training needs, we'd like to provide you with **5 Essential Tools for Trainers**.

- 6 Favorite Icebreakers**
Icebreakers are short activities built into the course design. Their main purpose is to **build rapport** between learners and to promote fun and collaboration. Keep them short and simple.
- 20 Practical Tips for Instructors**
Becoming an effective instructor involves mastering both **speaking skills** (e.g. vocal inflection, pitch, style, etc.) and **non-verbal skills** (e.g. eye contact, gestures, posture, etc.).
- 12 Tips for Instructional Designers**
Becoming an effective instructional designer requires adopting a **performance-based** focus and approach to the design of training.
- Minimize Nervousness and Anxiety Checklist**
This checklist includes a set of **20 tips and techniques** for minimizing the nervousness and anxiety that all instructors feel to some degree.
- Course Evaluation Checklist**
This checklist is used to assess the **instructional soundness** of a course and its impact on job performance.

Remember to visit our [website](#) for detailed information on our workshops and products!

"Simply put - the Langevin way has made my job easier. The Langevin design cycle clears the path to the action in my projects. It has given me tools and methods that reduce waste and allow my clients to see the tangible results of the work early on, which instills great confidence. I LOVE LANGEVIN!"

Gina Henry, PSCU Financial Services

Use It In Your Inbound Marketing

IDEA #4 – Smart Call-To-Action (CTA) Buttons

The screenshot shows the HubSpot Content dashboard. A dropdown menu is open under 'Content', with 'Calls-to-Action' selected. Below the menu, a 'Smart CTA' dropdown is visible. The main content area displays a table of Smart CTA buttons for a blog post titled 'Blog - How to Use LinkedIn for Business (Updated)'. The table has columns for Status, Preview, Clicks, Clicks → subs., Subs., and Updated. Three Smart CTA buttons are listed, each with a green status indicator and a gear icon for settings.

Status	Preview	Clicks	Clicks → subs.	Subs.	Updated			
●		311.9k	1.8%	5,741	44.1%	2,531	Jul 18	⚙️
●		1,387	0.7%	10	0%	0	Jul 18	⚙️
●		10.6k	1%	104	59.6%	62	Jul 8	⚙️

How to Optimize Your Social Media Marketing Strategy

We'll evaluate your current strategy & offer tips to get the most out of your social media marketing efforts.

[Get a Free Assessment](#)

Free Ebook: An Introduction to LinkedIn for Business

Download this setup and strategy guide to learn how to use LinkedIn Company Pages for marketing.

[Download Ebook Now](#)

FREE EBOOK: LEARNING LINKEDIN FROM THE EXPERTS

Learn how to build a powerful business presence on LinkedIn – from LinkedIn experts themselves!

[Download Ebook Now](#)

Free Ebook: Crash Course on LinkedIn Sponsored Updates

Learn how to use LinkedIn Sponsored Updates to get more exposure and clicks on your content.

[Download Ebook Now](#)

Use It In Your Inbound Marketing

IDEA #5 – Landing Page Copy

critical issue

Business risks

Improving the Breakdown of Communication between CEOs & CIOs

Townsend SECURITY

eBook

Are You Turning a Blind Eye to Data Security in your Business?

From hackers to employee mistakes, the loss of sensitive data is considered such a critical issue that data protection is mandated not only by many industry segments, but also by most state and governmental laws.

In this eBook, "Turning a Blind Eye to Data Security: Mending the Breakdown of Communication between CEOs and CIOs", authors Kevin Beaver, CISSP, Patrick Townsend, and Todd Ostrander will teach you about:

- Business risks associated with unprotected sensitive data
- Tools and resources to begin the discussion about data security in your company
- 5 Common misconceptions
- 6 Questions to ask your CIO
- Actionable steps YOU can take

[Download the ebook today!](#)

Download eBook

First Name

Last Name

Email

Phone

[Download the eBook](#)

Turning a Blind Eye to Data Security: Mending the Breakdown of Communication between CEOs & CIOs



Julie **SPATOLA**

@juliespatola

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

hubspot.com/juliespatola

QUESTIONS?

