



Introduction to Content Creation

HubSpot Academy

1

WHY IS CONTENT
IMPORTANT TO
INBOUND?



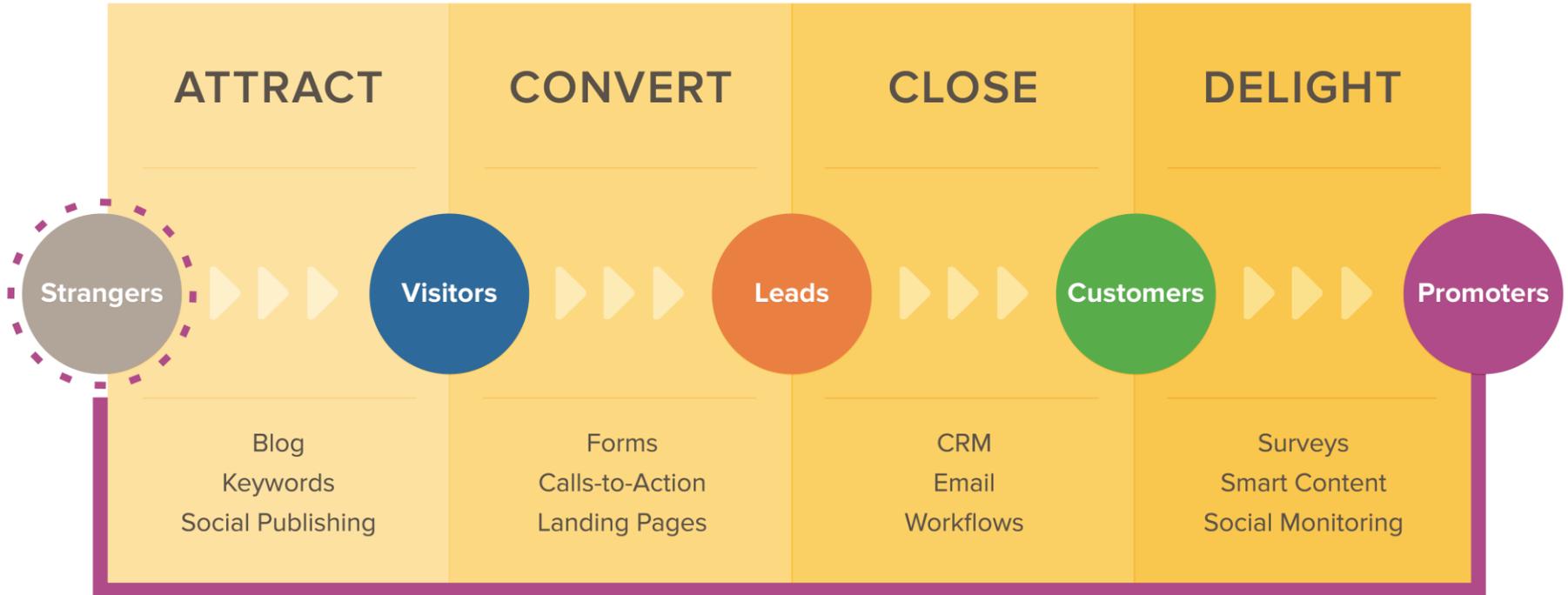
What is **content**?



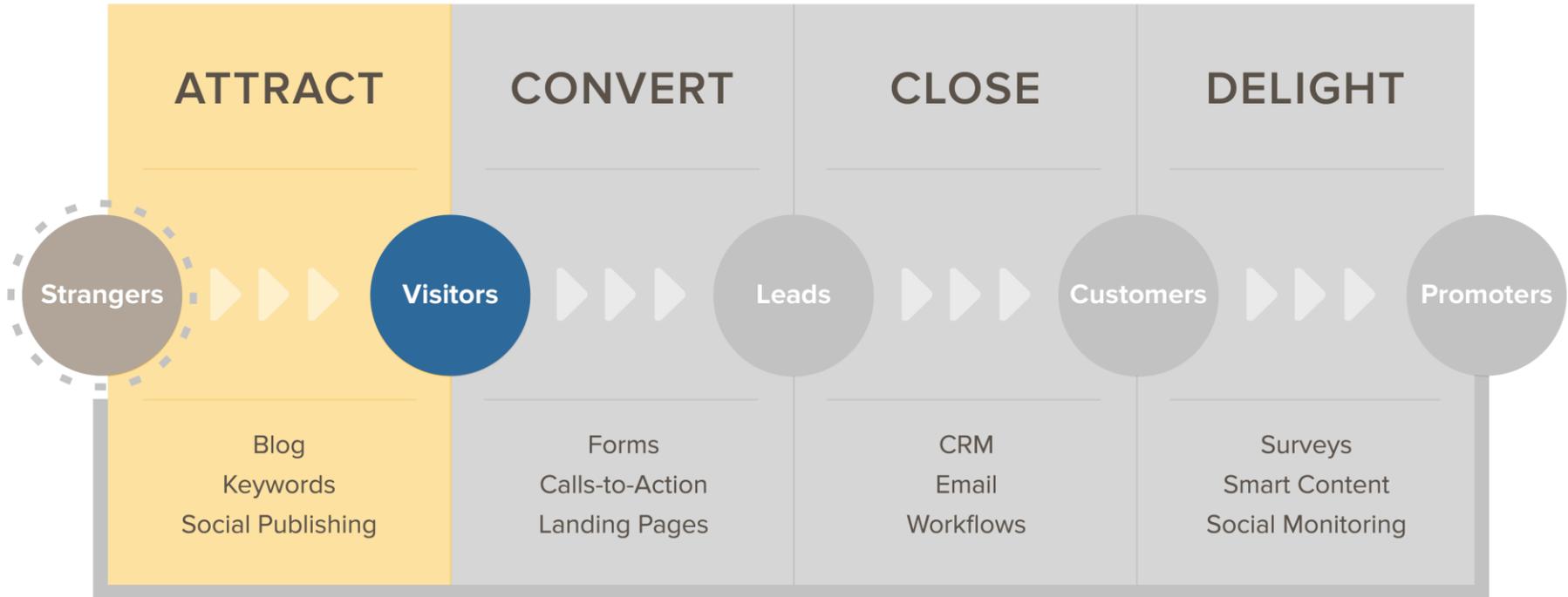
Content is
the message
your inbound
strategy delivers.

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

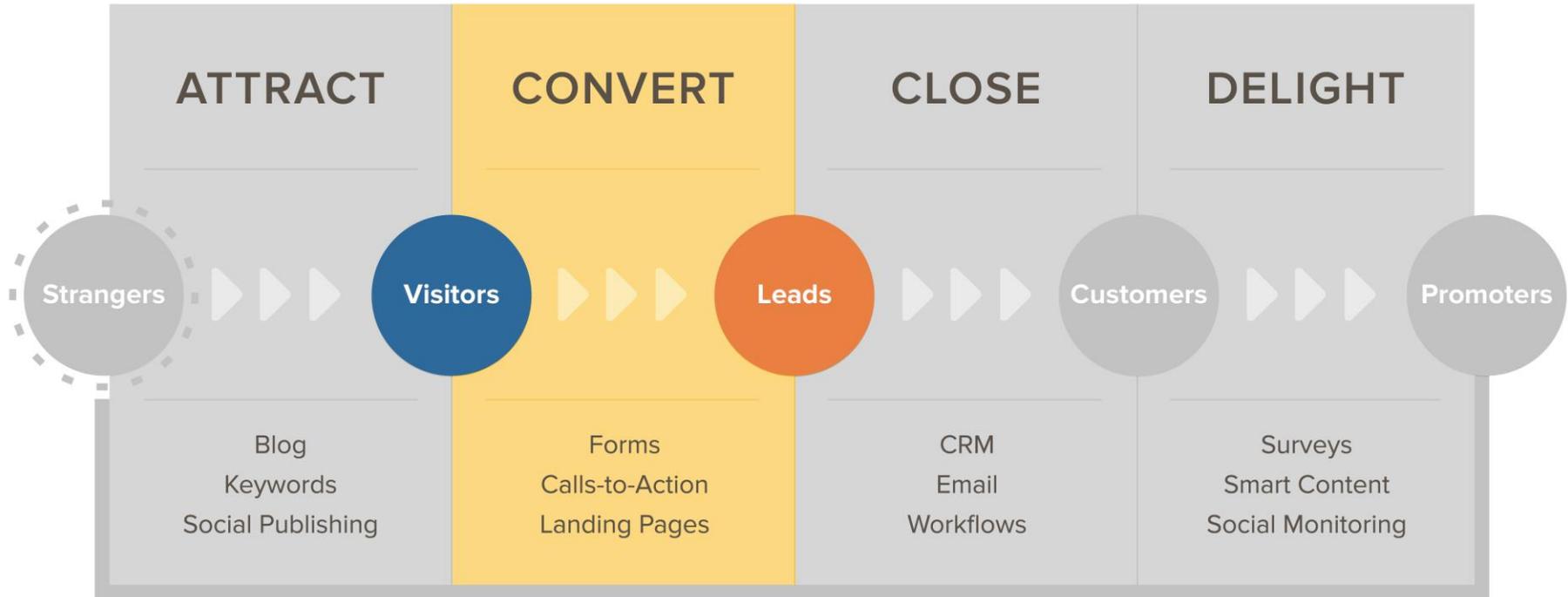
Inbound Methodology



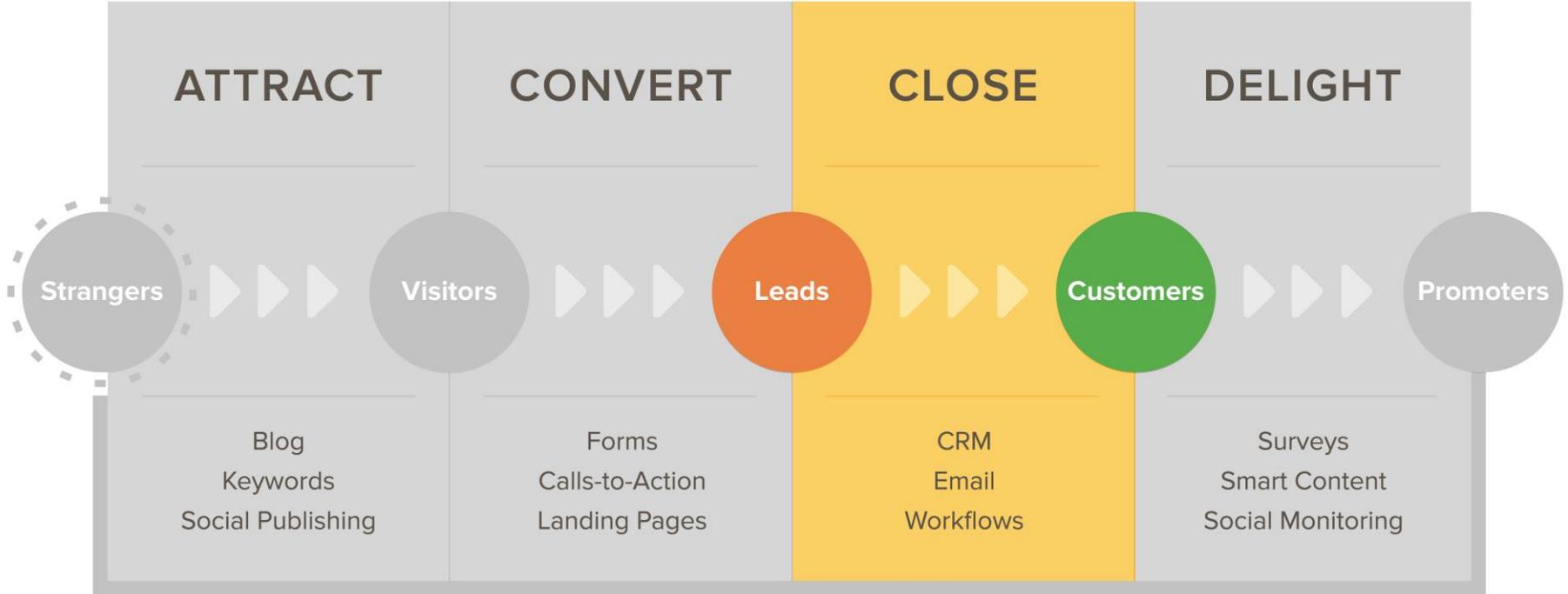
Inbound Methodology



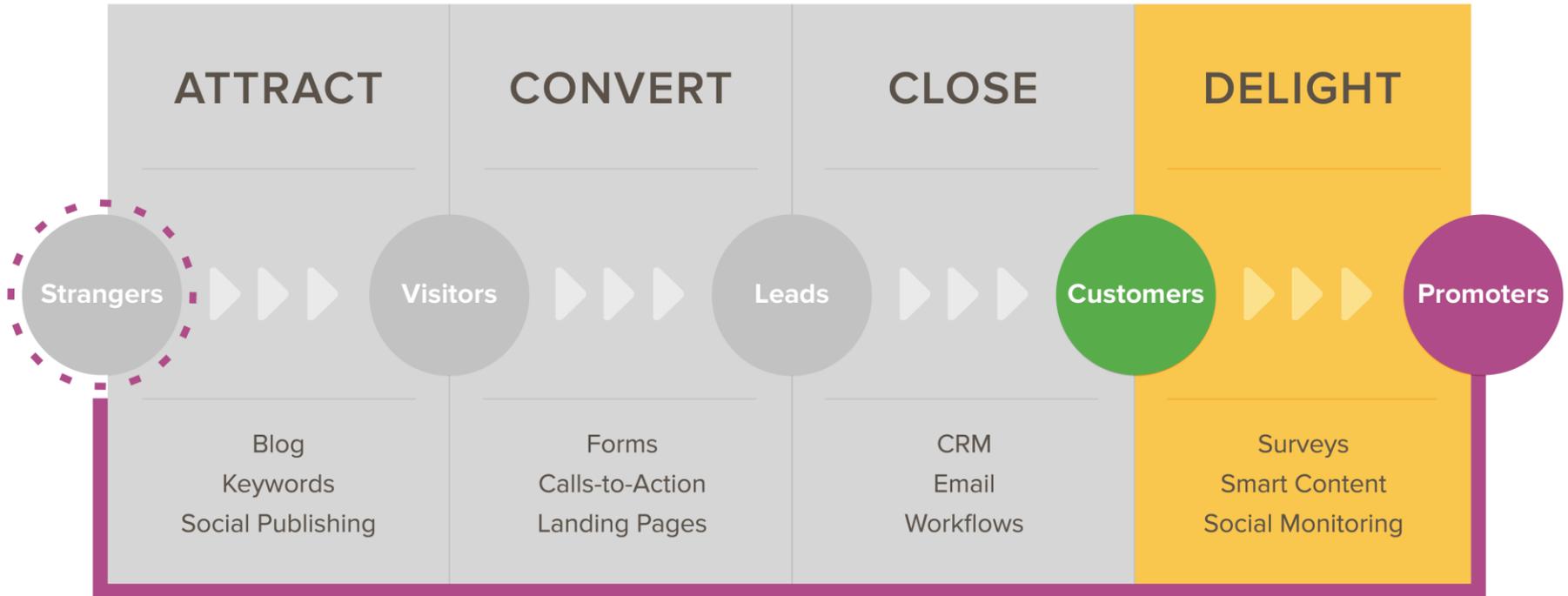
Inbound Methodology



Inbound Methodology



Inbound Methodology



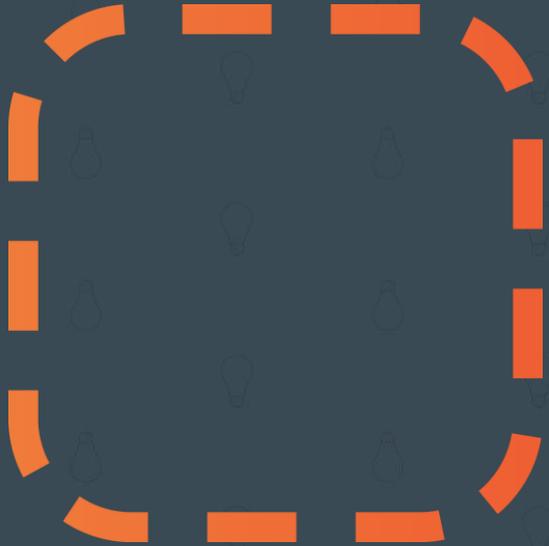
Inbound Methodology



2 HOW DO YOU CREATE REMARKABLE CONTENT?

Space

Pre-Internet Era



Attention

Post-Internet Era



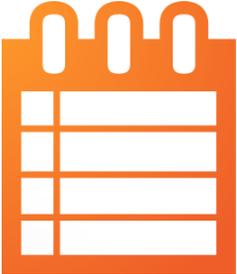
44%

of B2B marketers have a documented content strategy.

39%

of B2C marketers have a documented content strategy.

The Content Process



1. Plan



2. Create



3. Distribute

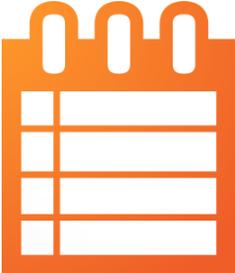


4. Analyze



(Repeat)

The Content Process



1. Plan



2. Create



3. Distribute



4. Analyze

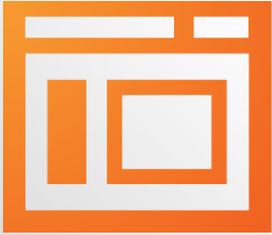


(Repeat)

CONTENT IS DEFINED BY:

1. Purpose
2. Format
3. Topic

CONTENT PURPOSE



Offer?

Gated by a landing page or behind a form.



Blog post or website content?

Open access to anyone on the internet.

CONTENT FORMAT

1 Case Studies

2 Videos

3 Infographics

4 Whitepapers

5 Calculator/Worksheets

6 eBooks

7 Templates

8 Research reports

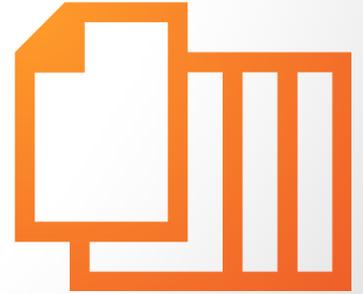
9 Checklists

10 Webinars

11 SlideShare decks

12 Whatever else you can come up with!

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



Picking the best
format for your
content is all about
your personas.



CONTENT TOPIC

What are you
writing about?

HOW TO CREATE REMARKABLE CONTENT



Buyer personas



The Buyer's Journey

HOW TO CREATE REMARKABLE CONTENT



Buyer personas



The Buyer's Journey

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

HOW TO CREATE REMARKABLE CONTENT



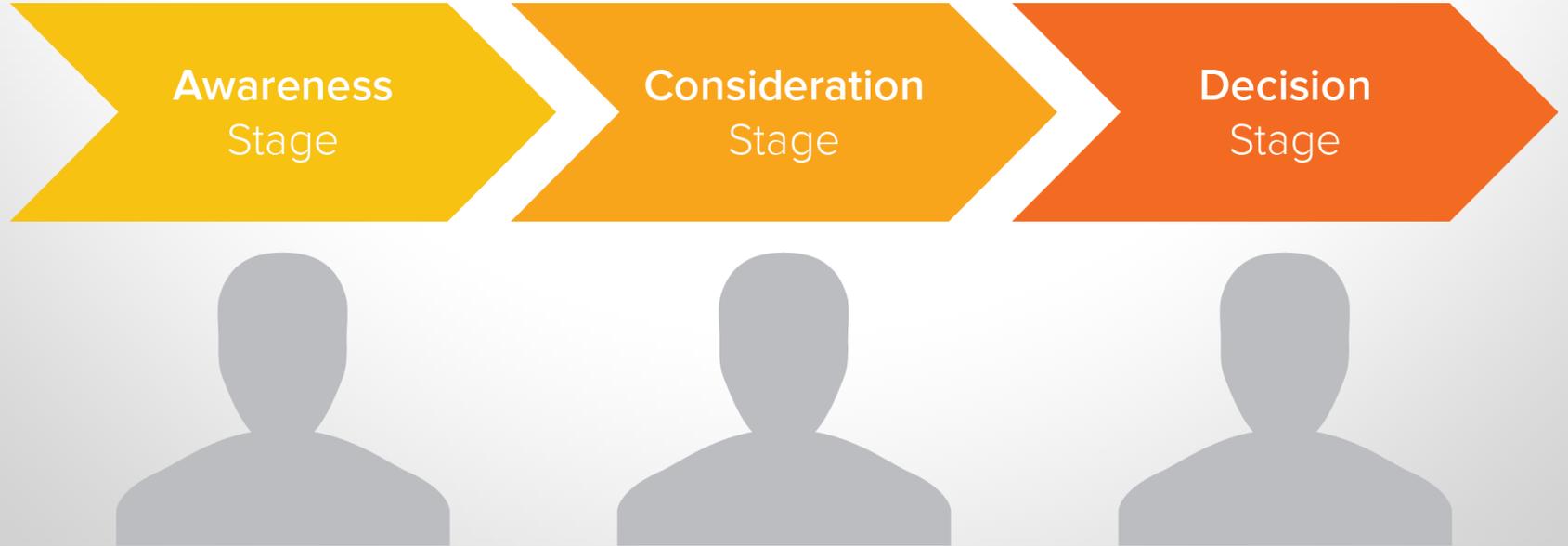
Buyer personas



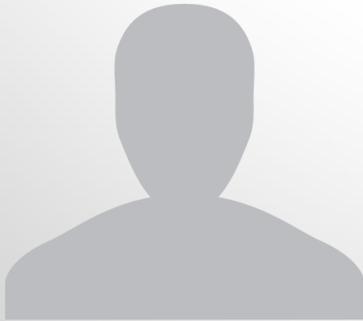
The Buyer's Journey

The Buyer's Journey:
the active research process
people go through leading
up to making a purchase.

THE BUYER'S JOURNEY



THE BUYER'S JOURNEY



PROBLEM



SOLUTION



**PRODUCT/
SERVICE**

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
- Webcast
- 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.



Optimization Tips for Improving your Website Conversion Rates

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

[f](#) [t](#) [g+](#) [v](#) [M](#) [D](#) [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 solution to their 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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Industry
- Please Select -

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 Daily
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[Download eBook](#)



THE BUYER'S JOURNEY

Provide content and resources that help prospects learn more about and choose your 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



[SIGN UP NOW](#)

CONCEPTING WORKSHEET

Persona

(choose 1)

Your Topic/Keyword

(choose 1)

Buyer's Journey stage

(choose 1)

Awareness

Consideration

Decision

How will this help your buyer persona?

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

CONCEPTING WORKSHEET

Persona

(choose 1)

Business Beth

Your Topic/Keyword

(choose 1)

Redesigning websites

Buyer's Journey stage

(choose 1)

Awareness

Consideration

Decision

How will this help your buyer persona?

Business Beth needs help with knowing what a redesign of a website looks like, how it will benefit him/her, and what type of commitment it is.

Format/Type

(choose 1)

eBook/
Whitepaper

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Checklist

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Chart

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9 Steps to Redesigning Your Website

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(choose 1)

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9 Steps to Redesigning Your Website

The Content Process



1. Plan



2. Create



3. Distribute



4. Analyze



(Repeat)

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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(Repeat)

“Spend **as much time** on content promotion as you did with creating a piece of content.”

@LindsayRegina

LEVERAGING CONTENT THROUGH DISTRIBUTION

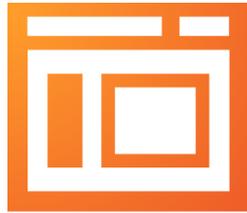
The right distribution technique gets the right content in front of the right person at the right time.



Website
pages



Business
blog



Landing
pages



Social
media



Calls-to-
action



Marketing
emails



FLICKR USER keem. your neighbourhood kage

Maximize the shelf life of your content.

The Content Process



1. Plan



2. Create



3. Distribute



4. Analyze



(Repeat)

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

The Content Process



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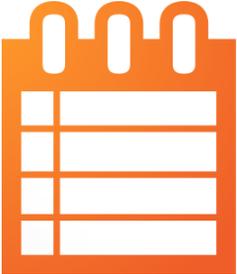


4. Analyze



(Repeat)

The Content Process



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2. Create



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4. Analyze



(Repeat)

THANK YOU.

HubSpot
Academy 