

The Content Marketer's Strategy


A strategy and tactical plan for growing your businesses

Have you ever wanted a strategy for growing your business?

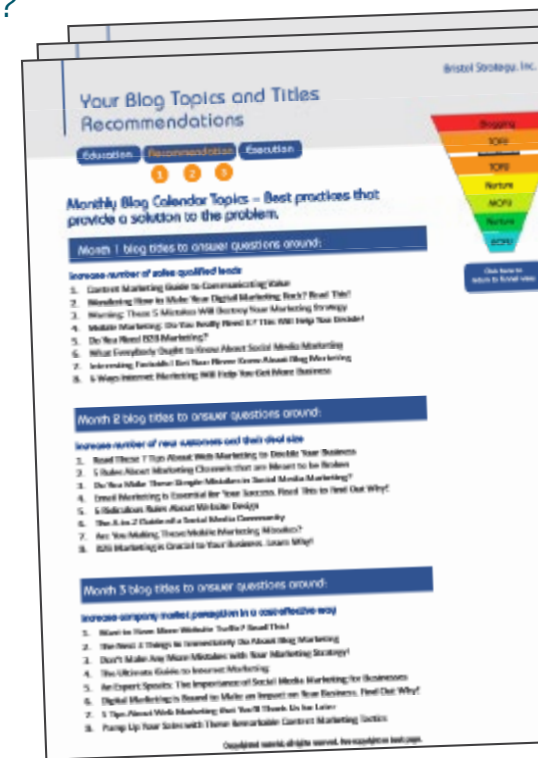
A manual that told you what to do, what to say and how to respond to prospects so that at the end of each month you could see progress and know what to do next month to see even more. If you had such a blueprint, what would it look like?

A strategy for growing your business should be specific.

To be valuable, a blueprint won't be one-size-fits-all. It goes beyond cheesy platitudes and feel-good mantras. Its directions have to be particular to your value proposition and the sales process you use to communicate your value to prospects. It will also specifically address the objections prospects have when they are considering your products or services.



If a prospect says, "You're too expensive," how would you respond? A useful blueprint answers the tough questions.



A strategy for growing your business should focus on process.

One-time, marketing projects don't result in sustainable growth. A blueprint for growing your business must include practical directions that can be followed, repeated, measured, and improved over time. Measurement must be precise, actionable, and meaningful to your business objectives. You don't just want to know that prospects are engaging with your value proposition; you want specific steps to improve engagement.

A strategy for growing your business should be about sales.

You can't grow your business without sales, but every company's sales process is unique. A blueprint for growing your business should capture the steps your prospects go through from just getting to know you to trusting you with a purchase. Today, with over 80% of purchases researched online before a salesperson even knows a prospect is interested, a blueprint for your business must explain how the internet can attract visitors and nurture their interest to a point of sales engagement.



"Bristol Strategy, Inc., focuses on your business goals and applies the required solutions to help you achieve them. We implement The Content Marketer's Strategy which enables your website to assist your sales channel by delivering qualified leads."



The Content Marketer's Strategy is a manual for growing your business.

Each 26-page Content Marketer's Strategy is unique, designed to grow your business. Your strategy starts with a specially crafted questionnaire that captures your first-hand knowledge of your business, the reasons people buy from you, and the reasons they don't. This carefully gathered information is analyzed and mapped onto proven models for attracting prospects and nurturing their interest to a point of qualified sales engagement. The resulting plan is a sales process, unique to your business and specific to the value you provide and the challenges you have educating prospects about your value. We call this your sales engine.

But like any engine, your sales engine won't do anything without fuel. The fuel for your sales engine is content. Content that answers questions. Content that educates. Content that overcomes objections. Content that is the story of your business. The Content Marketer's Strategy defines the exact content topics and titles that you'll use to make your sales engine attract leads and nurture their interest to a point of qualified sales engagement.

How do you get an inbound marketing strategy for your business?

A person trained in the technique of the Content Marketer's Strategy will spend about an hour with you online, helping you understand the specially designed questions that are the inputs for your plan. You'll need to invest about one additional hour to complete the questionnaire. (The quality of the strategy for growing your business is proportional to the quality of your responses to the questionnaire so be thorough it will be worth it.)

Once you've finished, we can build a Content Marketer's Strategy for your business in about three to five business days. After receiving your blueprint, you can implement the plan to grow your business on your own website or contract us to help you grow your business using the Content Marketer's Blueprint.

What is the next step if I am interested in learning more?

Complete the **"Request an Inbound Marketing Strategy"** form on our web site and one of our team members will reach out to you by phone to understand your goals, current plans and your desired results.

What's In The CMB For Me?

- 2 hour interview and strategy workshop
- 26 page strategy document specific to your business
- Clear explanation of the roles of top, middle and bottom of the sales funnel
- Step-by-step guide to automating your sales process
- Topic trend analysis for the top issues your prospects are trying to solve
- 24 analysis-driven blog titles for your product or service
- 3 premium content titles
- Recommendations for automated lead nurturing workflows
- Tips for addressing objections to buying from you on your website
- Guide to interpreting analytics