



HANNA FITZ



BESPOKE PRIVATE COACHING

CONTENT PLANNING

Blogging for Business

ANATOMY OF A HIGH CONVERTING CONTENT MARKETING PLAN

CONTENT STRATEGY

It is very important that you establish very early on, what you are trying to achieve through content marketing. There must be a clearly defined purpose for each piece of content you circulate to your audience.

STEP 1- DEFINE THE PURPOSE OF CREATING YOUR CONTENT

Why do you want to create content? (Get known, expert positioning, educate my customers)

What are you hoping to achieve through content marketing? (*Is it to generate leads?, increase website traffic or sales?*)

What action do you want your readers or viewers to take?

Once you have decided what your goals are you need to outline what are the best ways of achieving them.

STEP 2- CONTENT STYLE

What type of content will you create to achieve your goal?

Some examples are:

Gated Content: any piece of content that requires the client to sign up. The content is locked behind a form and the user has to exchange their name and email address for the information. This is great for building your email list so that you can stay in touch with prospects and potentially get them to buy from you.

Ungated Content

Articles and blog posts

Guest interviews on radio/tv/authority blogs etc.

Youtube videos, Facebook Live sessions, social media posts

Gated Content (requires signing up to obtain)

Free e-books

Checklists

Swipe files

Guides

Webinars

Whitepapers

Email Newsletters

Infographs and research data

Gated Content

Un-Gated Content

STEP 3- BUYER'S JOURNEY CONTENT MAPPING TO BUYERS

To help you decide what information should be included in your gated or ungated content, especially if you are blogging with the goal of converting leads to sales, it is important to evaluate at which stage of the buyer's journey your customers are at a particular point in time.

There are typically three stages to the buyer's journey online. The length of each stage will vary according to industry and at times they may even converge.

Stage 1- Awareness

This is where the buyer knows there is a problem but may not know yet what is the cause. Essentially there are symptoms but no diagnosis e.g. the person may be experiencing low website traffic but has not figured out it's due to poor SEO. Perhaps you're a wedding blogger and your persona is frustrated trying to figure out the best modern styles.

Your job is to put yourself in the buyer's shoes and based on the information you have gathered in the buyer persona interviews, identify the challenges and some of the symptoms your audience may be experiencing as a result of this problem and educate them about it.

Going back to the explain of the low website traffic, an example of content would be "Five reasons why you're not getting traffic to your website". You can even guest blog on a popular site about "HOW I GOT 1 million views per month" on my website.

Stage 2: Consideration

Your buyer/persona already knows what the problem is. They have a headache and they know is a migraine headache, your job is to present the possible solutions at this stage and the reasons the suggested option is the best option.

It is also important to show your persona why they need to act now and get rid of this problem or challenge using the solution. At this stage you should try to illustrate how this solution will resolve their problem better than any other solution.

This is where you can present demos, success stories, reviews, ratings and even provide case studies, etc. that will help your persona see that this is the solution for them.

Use the content mapping worksheet to plan how you will reach your desired audience at each stage of the journey.

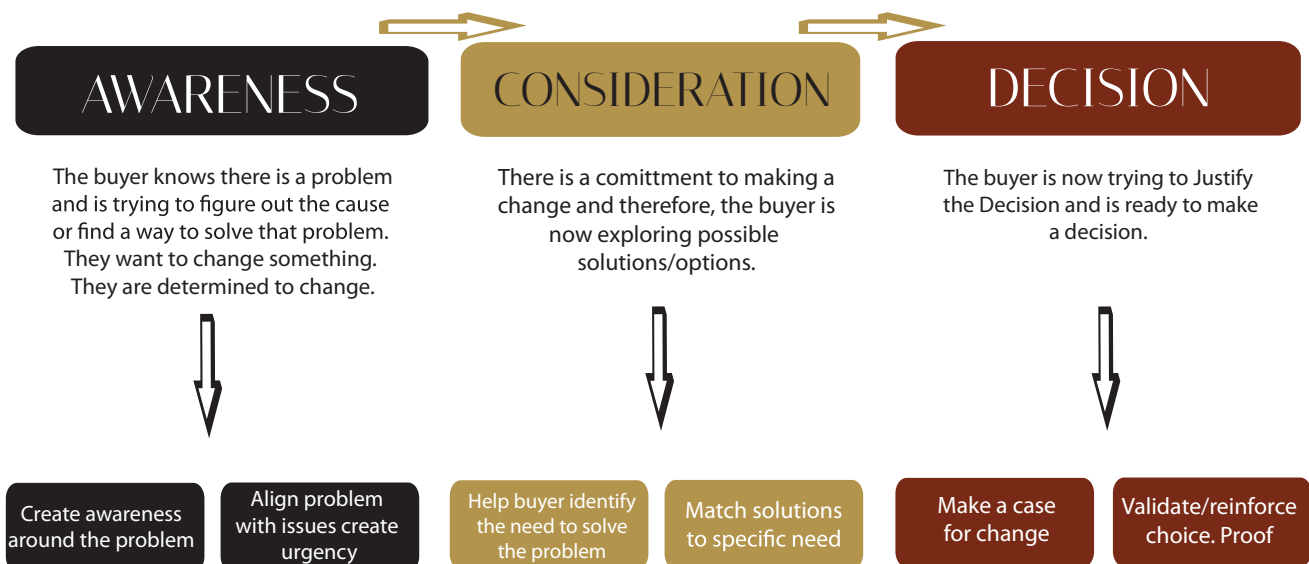
Stage 3: Decision

Your persona knows what their problem is, has seen the options and is ready to make the decision to buy. At this stage you have to provide proof.

You can host a live Q & A to answer any questions and help the persona to gain clarity and assurance that this is the right decision.

You can share customer testimonials, offer a free trial or live demo, discounts, etc.

CONTENT MARKETING AND SALES STRATEGY



STRATEGY

IDENTIFY/UNCOVER THE PROBLEM	WHY ACT NOW?	PRESENT SOLUTIONS	BENEFITS FUNCTIONALITY	PROOF	VALIDATE CHOICE CROSS/UPSELL
<ul style="list-style-type: none"> Research reports Educational content Editorial content Expert content <p>e.g Three reasons you are not...</p>	<ul style="list-style-type: none"> Analytics reports Trend Reports Expert guides <p>e.g.The true cost of not...</p>	<ul style="list-style-type: none"> Demo videos Live Interactions e.g webinars, podcasts etc. <p>e.g. How you can change...</p>	<ul style="list-style-type: none"> Case studies webinars 	<ul style="list-style-type: none"> Editor and Peer Reviews Success stories 	<ul style="list-style-type: none"> Product comparisons Live demo Free Trials Discounts Tutorials

CONTENT CALENDAR

Planning Your Content Calendar

You may want to place your content ideas into themes that will serve the needs of your buyer personas. Think about the four broad areas that your ideal customers need the most help or education with? You may have already uncovered some of these keywords in your research. For example a wedding blogger may cover content on the following:

Dresses: this can be anything from trending styles of dresses, how to select the right dress or inspired looks.

Cakes: Interviews with bakeries/bakers, inspirations, selecting the right cake, etc.

Invitations: where to buy, paper stock insights, trending looks etc.

Locations: featured wedding destinations, inspired venues, how to select the right venue, etc.

Having identified the four or five broad areas and at which stage of the buyer's journey your target customer is, you can plan what type of information they need and when.

Timing is everything and sharing the right information at the right time is important. When putting together your calendar, do some keyword research using Google Keyword planner (see video tutorial on this), to determine when your personas are searching for certain information. Put it all together in your content calendar. Four to five categories you will cover in your niche.:
