

## Developing your content marketing strategy

Answer the following questions in order to develop a content marketing strategy to suit your business objectives.

### Background Questions

What's the need?  
What are you hoping to accomplish with your content marketing

How large is your audience?

What is the persona(s) of the client(s) we're looking to attract

What does our pathway to purchase look like?

What's the typical buying cycle of this persona(s)?

Based on the buying cycle and the pathway to purchase what content will we need to create?

What content will be needed for each stage of the cycle?

## The story of your brand

Why do our clients currently connect with our brand?

What would business look like if we achieved our BHAG (Big Hairy Audacious Goal)

Why hasn't it already been achieved?

What gaps do we need to plug to make this happen?

Who will be our cheerleaders?  
Who will be our negative voices?  
What challenges can we plan for?

What's the ultimate goal?

How will we show we're different?

## Channel Information

What channels are already in place that assists us in sharing our story?  
Website? Social media? Brochures, Blog etc

What do we need to add?  
Blog? Podcast? Videos? etc

What is diverting our energy for little payoff?  
ie: is there an Instagram page with no traction when we should have a blog?

What are the objectives for each channel relating to engagement and buying cycle?

What are our specific goals for each channel?

Which channel(s) apply to which persona(s)?

Who will manage the content and conversation for each channel?

What is the tone, desired action, frequency & content structure for each channel?



# The Digital Guide's Useful Resources

## Understanding your pathway to purchase

Each business will have a slightly different buyers journey. I refer to this as your customers 'pathway to purchase'. Before you map out your content marketing strategy it's important to understand what the pathway looks for your client.

Below is an example to get you started

Purchasing Stage	What happens	Chance of purchasing
Awareness	Client has identified they have a problem. This is the awareness stage	Less than 5%
Information gathering	This is where your client will begin searching for answers and information to their problem	5 - 10%
Comparison	Your client is now actively comparing solutions and looking for a good fit. Clients will likely begin actively seeking referrals from their network	10 - 15%
Outreach	First time the client likely interacts directly with your brand. Referrals and recommendations play a role	15 - 20%
Lead	They are now a lead to be followed and assisted. Clients will still be vetting your company	20 - 30%
Prospect	This stage may involve a product demonstration, a proposal or a sales conversation. The client will be looking for reasons to buy (or not) from your business at this point	30 - 70%
Buyer	The client has made the decision to purchase... Now what?	100%

# The Digital Guide's Useful Resources

## Mapping your content to your strategy and purchasing pathway

Once you've identified your persona(s) and your channel(s) to engage you'll be able to develop the required content. To give you an idea of what this may look like I've developed the below map as a guide

Purchasing Stage	Example Content	Channels
Awareness	Articles Case studies Podcast episodes Short videos	Website Blog Podcast YouTube
Information gathering	Articles Podcast episodes Infographics Checklists Templates Podcast episodes Videos	Website YouTube Podcast LinkedIn GMB Facebook Instagram TikTok
Comparison	Checklists Templates Case studies Articles Reviews	Website YouTube Podcast LinkedIn Facebook GMB Instagram TikTok
Outreach	Articles Podcast episodes Infographics Checklists Templates Podcast episodes Videos Landing pages Brochures	Website YouTube Podcast LinkedIn Facebook GMB Instagram TikTok

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Purchasing Stage	Example Content	Channels
Lead	<ul style="list-style-type: none"> <li>Articles</li> <li>Podcast episodes</li> <li>Infographics</li> <li>Checklists</li> <li>Templates</li> <li>Podcast episodes</li> <li>Videos</li> <li>Landing pages</li> <li>Brochures</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>YouTube</li> <li>Podcast</li> <li>LinkedIn</li> <li>Facebook</li> <li>GMB</li> <li>Instagram</li> <li>TikTok</li> <li>Zoom</li> </ul>
Prospect	<ul style="list-style-type: none"> <li>Articles</li> <li>Podcast episodes</li> <li>Infographics</li> <li>Checklists</li> <li>Templates</li> <li>Podcast episodes</li> <li>Videos</li> <li>Landing pages</li> <li>Brochures</li> <li>Phone call</li> <li>Meeting</li> <li>Webinars</li> <li>Lunch &amp; Learn</li> <li>Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>YouTube</li> <li>Podcast</li> <li>LinkedIn</li> <li>Facebook</li> <li>GMB</li> <li>Instagram</li> <li>TikTok</li> <li>Zoom</li> </ul>
Buyer	<ul style="list-style-type: none"> <li>Articles</li> <li>Podcast episodes</li> <li>Infographics</li> <li>Checklists</li> <li>Templates</li> <li>Podcast episodes</li> <li>Videos</li> <li>Landing pages</li> <li>Brochures</li> <li>Phone call</li> <li>Meeting</li> <li>Webinars</li> <li>Lunch &amp; Learn</li> <li>Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>YouTube</li> <li>Podcast</li> <li>LinkedIn</li> <li>Facebook</li> <li>GMB</li> <li>Instagram</li> <li>TikTok</li> <li>Zoom</li> </ul>