

CONTENT MARKETING

IN A NUTSHELL

METHOD

For an ice-cold prospect to become a customer they will need to travel through three stages:

- 1. Awareness** – The prospect must first become aware that there is a problem and that YOU or your organization have a solution for it.
- 2. Evaluation** – Those that move through the Awareness Stage must now evaluate the various choices available to them, including your competitor's solutions.
- 3. Conversion** – Those that move through the Evaluation Stage are now at the moment of truth — purchase.



A cold prospect cannot evaluate your solution until they are first aware of the problem AND your solution. And conversion is impossible until the prospect has first evaluated the possible courses of action.

To move a prospect through a marketing funnel, they will need content designed to satisfy their needs at each of the three stages.

- They need content at the top of the funnel (TOFU) that facilitates awareness.
- They need content in the middle of the funnel (MOFU) that facilitates evaluation.
- They need content at the bottom of the funnel (BOFU) that facilitates conversion.

To move prospects through the middle (MOFU) and bottom of the funnel (BOFU) you'll need content types like blogs, webinars, events, product demos and product comparisons.

RELEVANT ROLES

Content marketing should be studied by members of the following departments:



MARKETING & OPERATIONS

Content marketing is a foundational discipline affecting your search, social, email and advertising. Every marketer involved in your digital strategy should be well versed in content marketing.



ECOMMERCE, SALES & BUSINESS DEVELOPMENT

According to Harvard Business Review, the average buyer is 57% of the way through the process before they engage with a sales representative. Instead of contacting your sales team, your prospects are consuming your content. Sales people that understand content marketing can work in conjunction with your marketing team to create content that closes deals.



PUBLIC RELATIONS

The modern day PR team must understand how the content they produce fits into the larger content, social and search marketing strategy.

IMPORTANT METRICS

Traffic by channel - At the top of the funnel, design your marketing to raise awareness for your business, brands and products. Measure traffic from channels like Google, Facebook and Twitter.

Net new MQL's - Measure the number of leads generated in the middle of the funnel that require further nurturing before they are ready to make a purchase.

Conversion rate - When content marketing is done correctly, it generates traffic to lead forms and product pages. Measure the conversion rate (Page Visits/Conversions) on lead forms, product pages and other calls-to-action.

Net new SQL's - Measure the number of leads that are consuming content at the bottom of the funnel (demos, customer stories, etc) that indicate that they are ready to buy.

IMPORTANT LINGO

Top of Funnel (TOFU) Content - Content designed to raise awareness for your business, brands and products. This content is delivered through a number of channels including blogs, podcasts and video hosting platforms like YouTube.

Middle of Funnel (MOFU) Content - Content designed to generate leads and move the prospect through the evaluation stage. Content in the middle of the funnel often takes the form of a Lead Magnet.

Lead Magnet - An irresistible bribe offering a specific chunk of value to a prospect in exchange for their contact information. The goal of the Lead Magnet is to maximize the number of targeted leads you are getting for an offer.

Bottom of Funnel (BOFU) Content - Content designed to convert a prospect into a customer by providing the information needed to make an informed purchase decision. Bottom of funnel content includes webinars, product demonstrations and customer stories.

CERTIFICATION OVERVIEW



Content marketing is an essential aspect of any modern digital marketing strategy. In this mastery course you'll learn to execute a "full funnel" content strategy that transforms ice cold prospects at the top of the funnel (TOFU) into loyal buyers of even your most expensive products and services at the bottom of the funnel (BOFU).

- How to create your Customer Avatar so you can architect a content strategy that attracts leads and buyers.
- Choose from 12 goals, 16 metrics and 21 different types of content to create a content strategy that is laser focused on moving the needle for your organization. (Building this content plan is a snap using our Content Marketing Plan worksheets.)
- The "GC = A" Content Marketing Formula that connects the dots between content and sales.