



# Gremlin

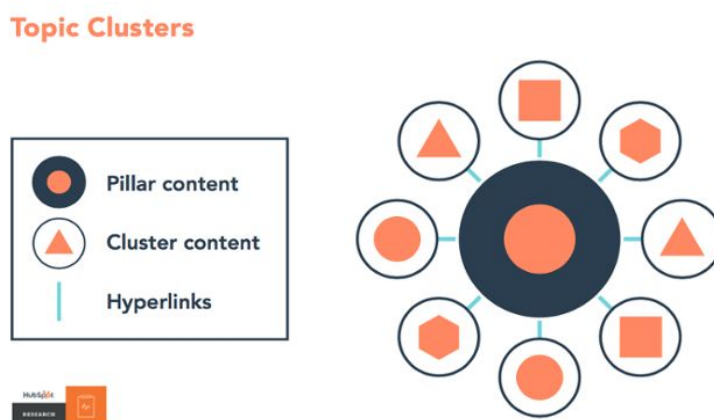
**Gremlin Inc Content Strategy Deliverable - July 2018**

## Executive Summary

Every month, more than 6000 searches that contain the phrase “Chaos Monkey” take place. The phrase “Chaos Monkey” is searched for in Google at double the rate of “chaos engineering.” Owning the topic of Chaos Monkey with content in organic search is highest priority strategy to generate traffic, leads, and revenue for Gremlin Inc in the short term.

After analyzing long tail search behavior around relevant topics, Growth Plays LLC has theorized that the search engine audience that's most relevant for Gremlin views chaos engineering and Chaos Monkey as synonymous. Prospects start their informational journey to learn about chaos engineering by researching Chaos Monkey.

In order to capture this traffic, Gremlin will need to build a piece of content, following the [hubspot topic cluster](#) framework:



This content will educate and inform prospects about Chaos Monkey, answers all their Chaos Monkey related questions, explain to them how to use chaos monkey in a step-by-step manner, go over advanced use cases, alternatives to chaos monkey, and other tools in the simian army.

In short, Gremlin Inc. needs to map the research and education process its audience takes to learn about chaos engineering to individual pieces of content on the Gremlin Inc site.

This content should take visitors from awareness:

“what is chaos monkey and how could it benefit my organization?”

All the way to the decision that Gremlin wants them to make:

"chaos monkey is useful, but it's just the tip of the iceberg for chaos engineering and not nearly robust enough for my needs."

As users move down funnel, they tend to search for more specific applications of chaos monkey (i.e. "chaos monkey docker" or "chaos monkey kubernetes"). These prospects are looking for software similar to chaos monkey that's designed for systems other than AWS. These visitors are most likely looking for solutions that will work with their current technologies, and may be open to a streamlined chaos engineering service.

## Opportunity, Goal, and Challenge

**Opportunity:** Ranking in position 1 gets around 15% of the search traffic. With 6000 searches a month, this content asset has the potential to provide 900+ visits a month. This traffic has the potential to convert anonymous visitors to named contacts at 5%, adding ~45 new contacts a month to the CRM.

**Goal:** 3 Months after launch, it is a goal to get 350 visits a month converting at 5%, adding 17 new contacts to the CRM a month

**Challenge:** Ranking in position #1 in Google for "chaos monkey" will be difficult, the [GitHub repo](#) and the [Wiki](#) will be hard to dethrone. Gremlin will need to create a more thorough, helpful, and engaging resource that earns natural links when people discuss Chaos Monkey online. It will take months to outrank the GitHub pages, so we should focus on owning the more valuable long tail "alternative" terms in the short term, with the goal of ranking somewhere above the fold (top 3 spots) for "chaos monkey" in 6 months.

## Lead Generation Strategy

By turning the entire guide into a PDF that can be downloaded, we can offer up the guide in exchange for an email on every page of the guide. Because the guide is multiple pages, users may feel overwhelmed by the guide or fear missing something important, and opt for a download.

Additionally, down funnel pages can include links to collateral that Gremlin will be creating in the near future - i.e. a chaos engineering maturity model self evaluation. Pages where this collateral can be included are called out in the attached content plan spreadsheet.

Additionally, there are several "alternative" pages in the content plan. Visitors to these pages are the most likely to be open to a streamlined solution like Gremlin. Direct response CTAs should be added to those pages in an attempt to get demos for the Gremlin product.

Additionally, this content library could be a good way to promote/distribute the open source software that Gremlin will soon be releasing in an attempt to collect emails from visitors that may have interest in the product.

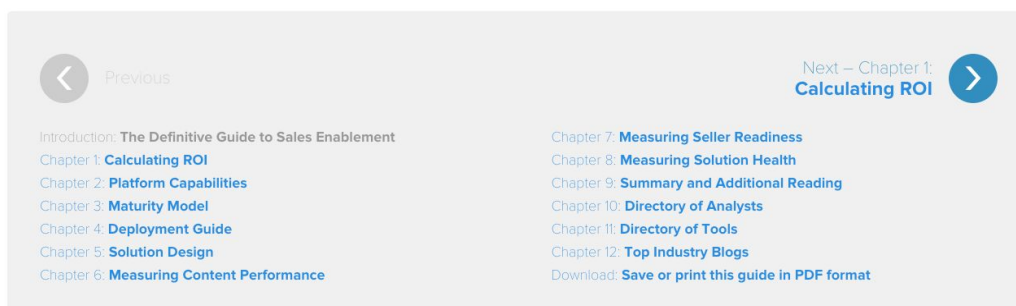
## Internal Linking Strategy / Content to Model After

Here are two helpful examples of topic clusters with strong internal linking.

For a pillar page, the [machine learning guide for marketers](#) does a great job letting viewers know how large/deep the content library is. (it's rather long and difficult to screenshot, please check out halfway down to page where the guide links to chapters.)

However, the machine learning guide does a poor job of crosslinking its hubpages together.

The Highspot [guide to sales enablement](#) has an excellent footer menu for their sales enablement topic cluster that links to every page. Growth Plays LLC recommends that Gremlin create a similar footer menu.



## Content Strategy

In the attached spreadsheet, there is an intro section that explains the overall content strategy. Starting at row 17, every other row represents a single content item/suggested URL. By creating every piece of content in the content strategy plan, Gremlin will cover the entire topic of Chaos Monkey.

[See Spreadsheet.](#)

### Column breakdown:

- URL - recommended URL structure.
- Potential Title Tag - possible title tag to use for the URL.
- Notes - helpful tips that did not fit into any other data field

- Topics - concepts, words and ideas that are typically mentioned when the topic is discussed online. People look for and expect to find these topics, mentioning these subtopics help create a more complete, helpful, and topically relevant article. However, the technology that finds subtopics is not 100%, if a subtopic feels out of place, feel free to exclude.
- Questions to answer - specific questions to answer in the article. These often make great subheadings and can be used to break up sections of the post.
- Potential links - potential internal and external links to include in the article
- Purpose / Goal - the purpose or goal of the article.
- Audience and intent - who is looking for this content and what do they want
- Funnel stage - where on the spectrum of Awareness to Action do these visitors fall.
- Conversion element - potential PDFs or offers to collect emails or request demos.

## Next Steps

Gremlin Inc now needs to add these individual pieces of recommended content to their content creation queue. Growth Plays LLC will be ready and waiting to answer any questions about the content strategy and assist in execution.