



CLASS 03

Creating Content with a Purpose

Professor: Justin Champion

Inbound Certification

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1

WHY IS CONTENT IMPORTANT TO INBOUND?

WHAT IS CONTENT?

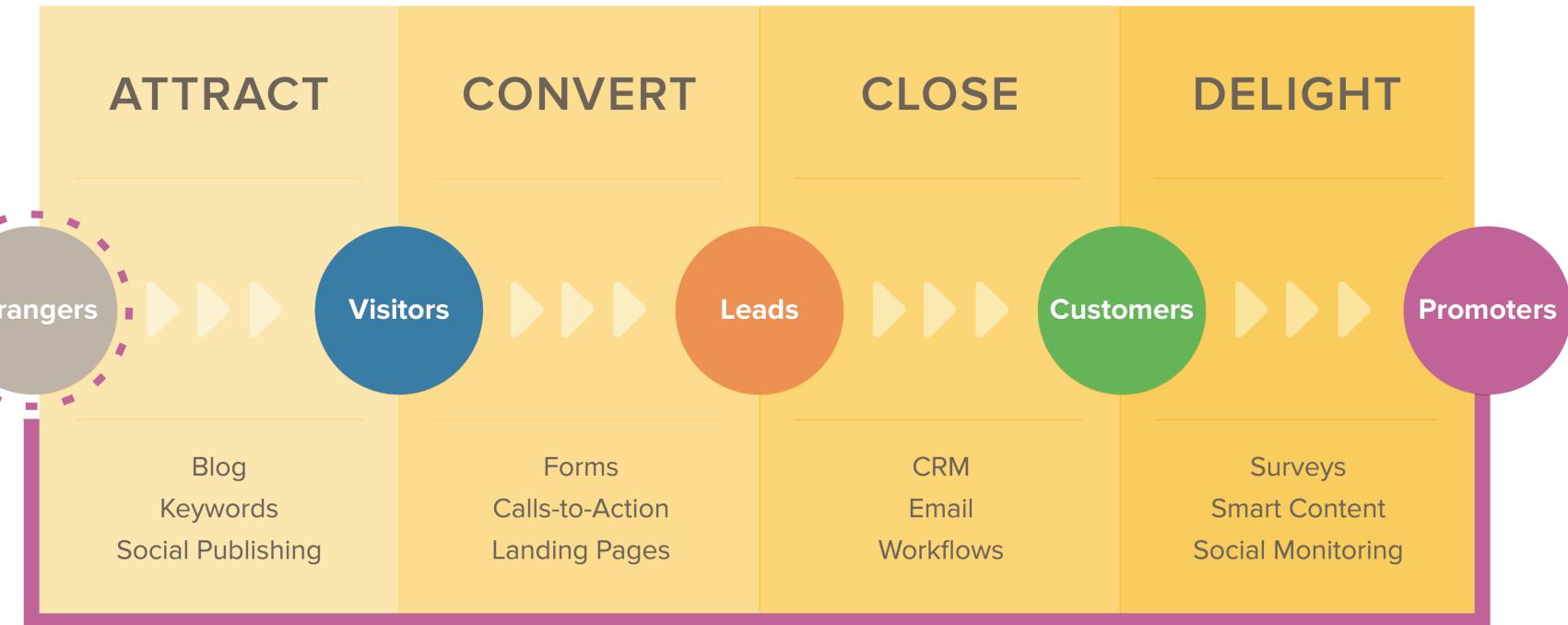


Content is
the message
your inbound
strategy delivers.

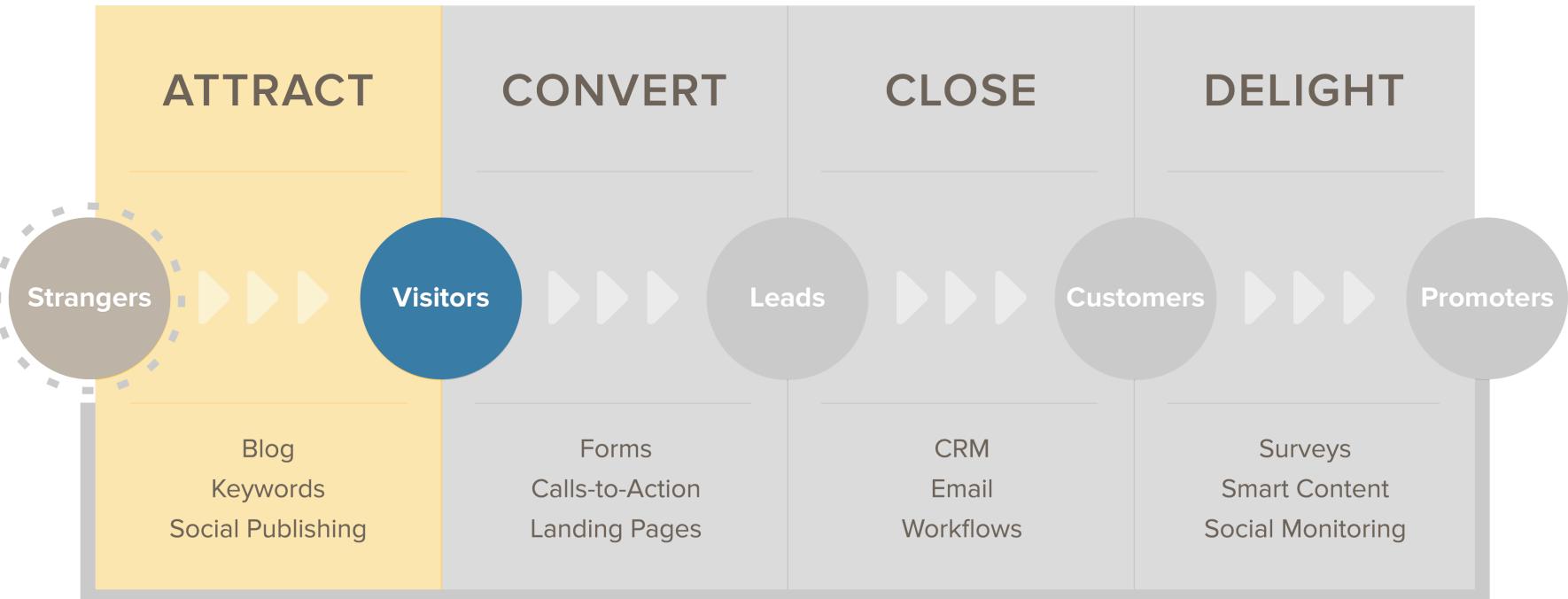


Without **content**, the internet
would be empty.

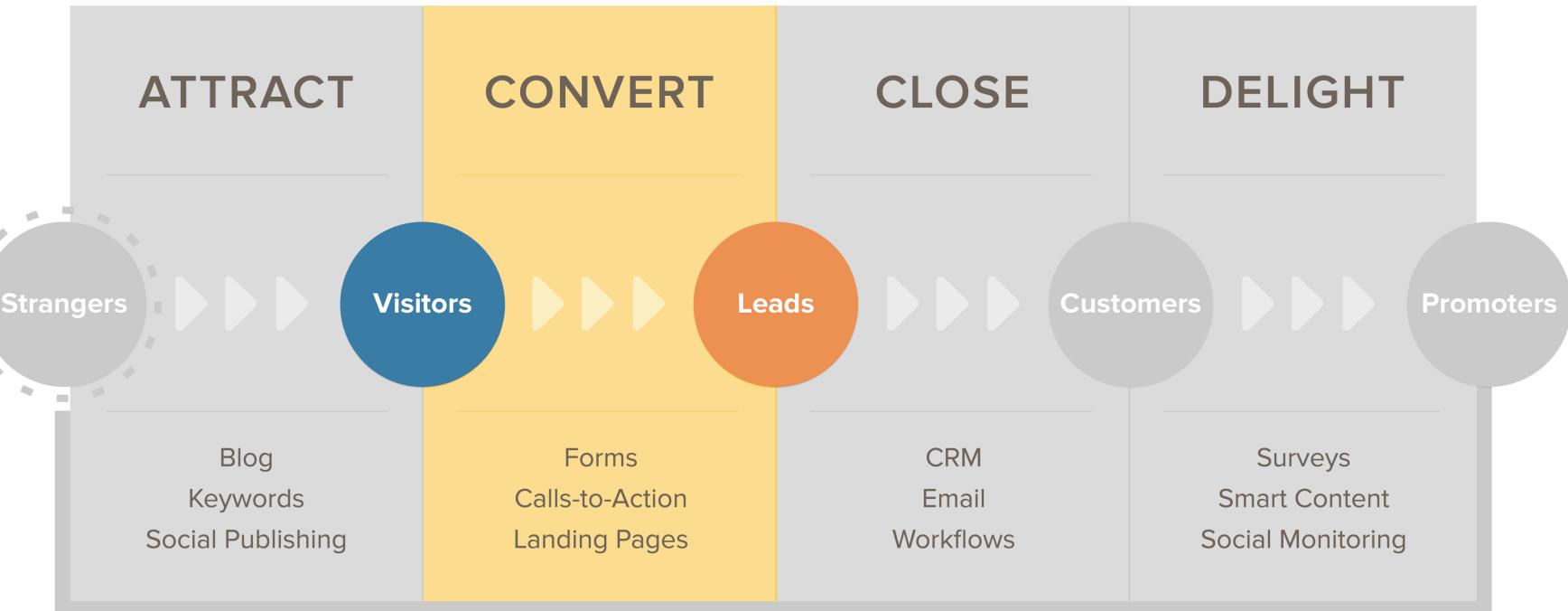
Inbound Methodology



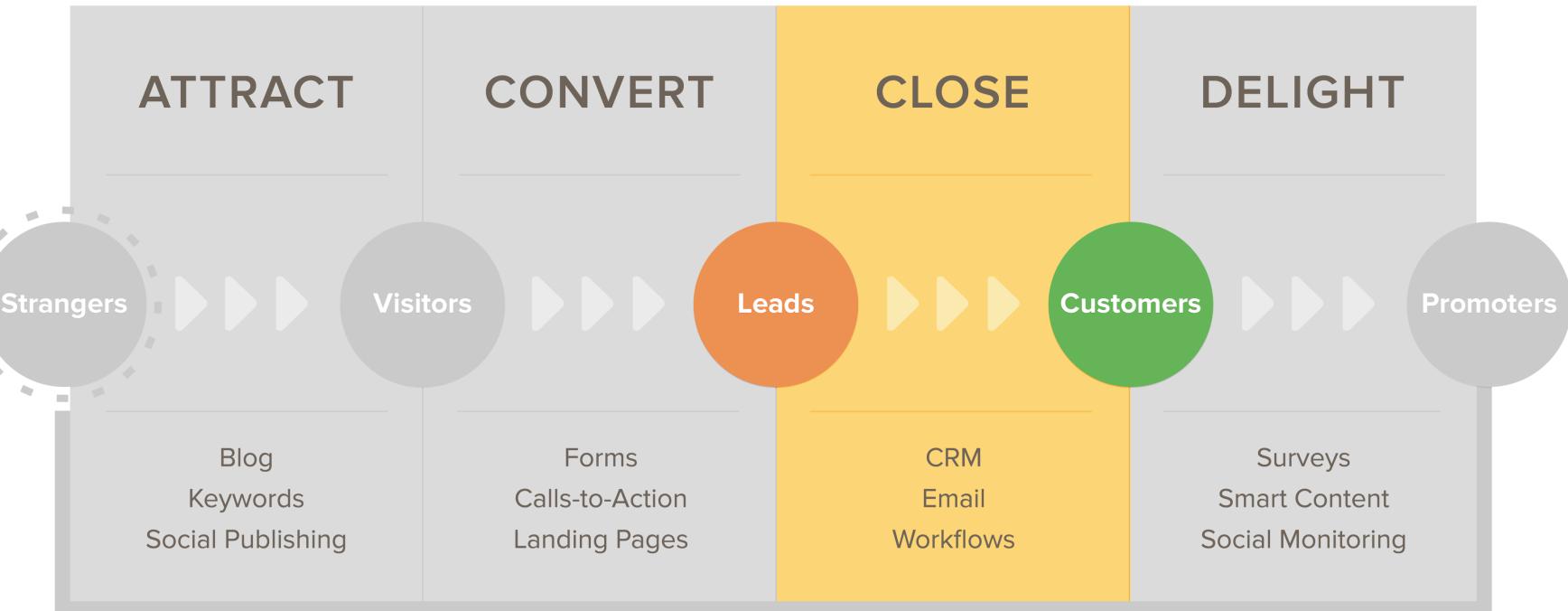
Inbound Methodology



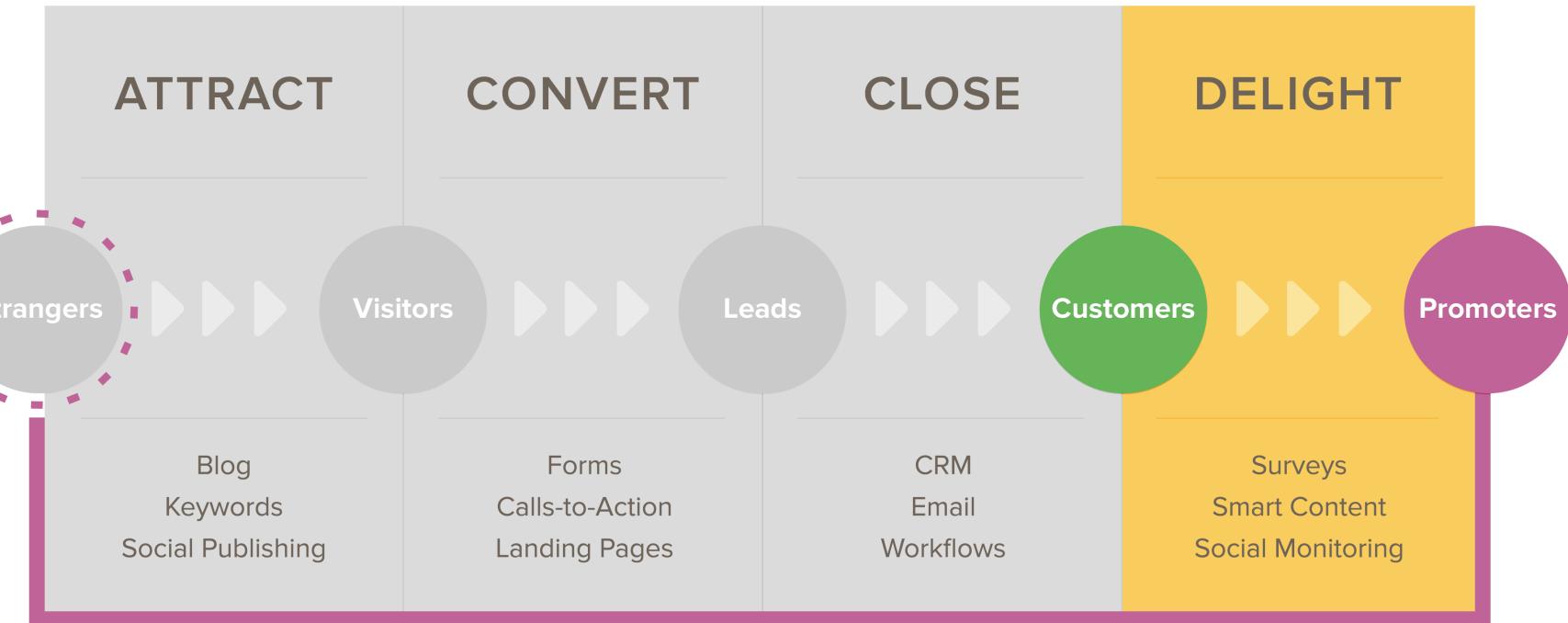
Inbound Methodology



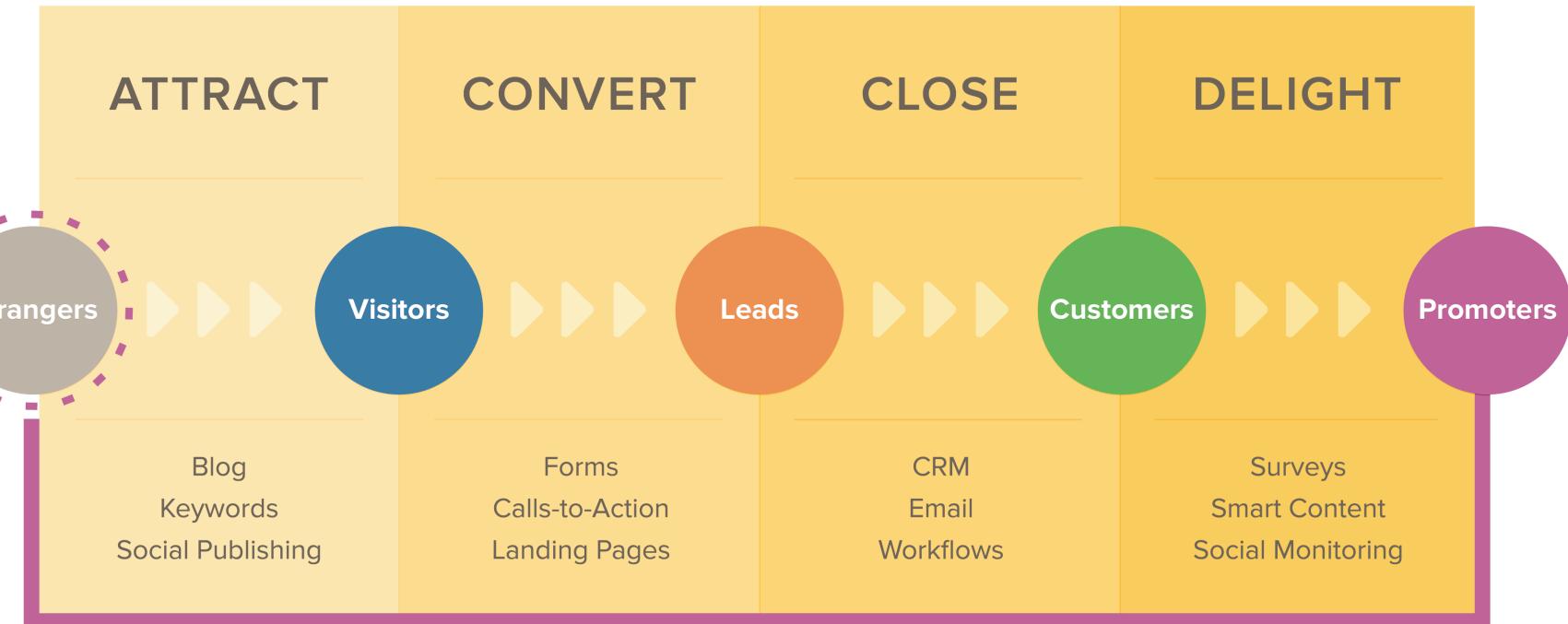
Inbound Methodology



Inbound Methodology



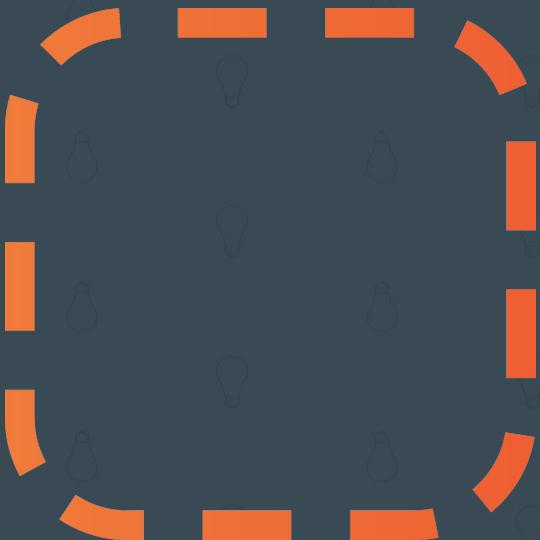
Inbound Methodology



2 HOW DO YOU CREATE REMARKABLE CONTENT?

Space

Pre-Internet Era



Attention

Post-Internet Era



35%

of B2B marketers have a documented content strategy.

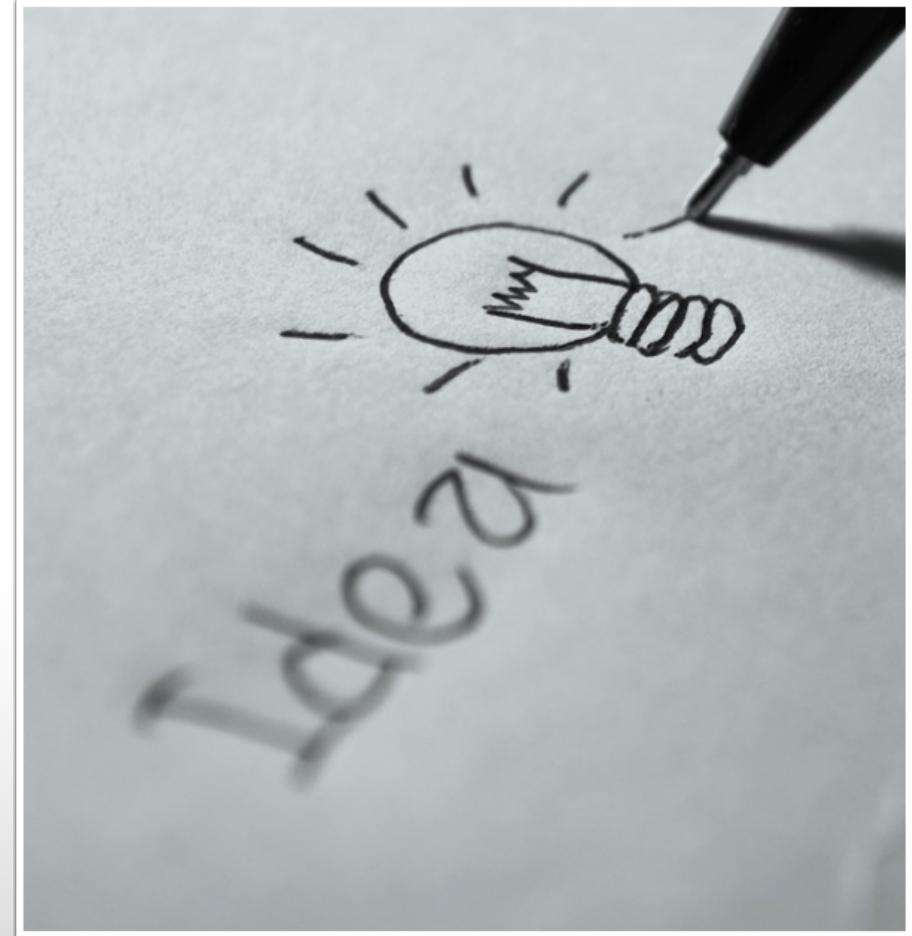
37%

of B2C marketers have a documented content strategy.

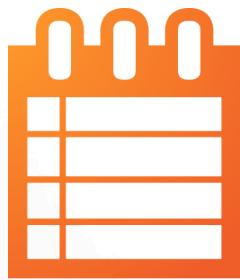


Think of the
process like a
savings account.

Building out
a plan for
your content
creation machine
does take time.



THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute

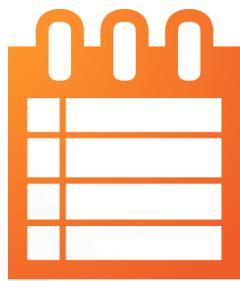


4. Analyze

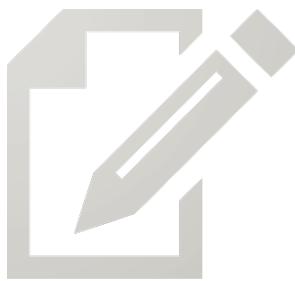


(Repeat)

THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze



(Repeat)

CONTENT PURPOSE



Offer?

Gated by a landing page or behind a form.



Blog post or website content?

Open access to anyone on the internet.

CONTENT IS DEFINED BY:

- Purpose

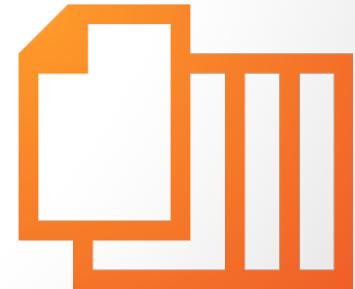
- Format

- Topic

CONTENT FORMAT

- Case study
- Videos
- Infographic
- Whitepaper
- Calculator/Worksheet
- ebook
- Template
- Research report
- Checklist
- Webinar
- SlideShare Deck
- Whatever else you come up with!

What's the **difference**
between all these
content formats?



Picking the best
format for your
content is all about
your buyer personas.





WHAT ARE YOU
WRITING ABOUT?

HOW TO CREATE REMARKABLE CONTENT



Buyer Personas



The Buyer's Journey

HOW TO CREATE REMARKABLE CONTENT



Buyer Personas



The Buyer's Journey

WAYS TO IDENTIFY TOPICS THAT MATTER

- Keyword research – what you want to rank for
- Internet forums
- Popular industry news
- Sales/support FAQs
- Your buyer personas' goals
- Your buyer personas' challenges

HOW TO CREATE REMARKABLE CONTENT



Buyer Personas

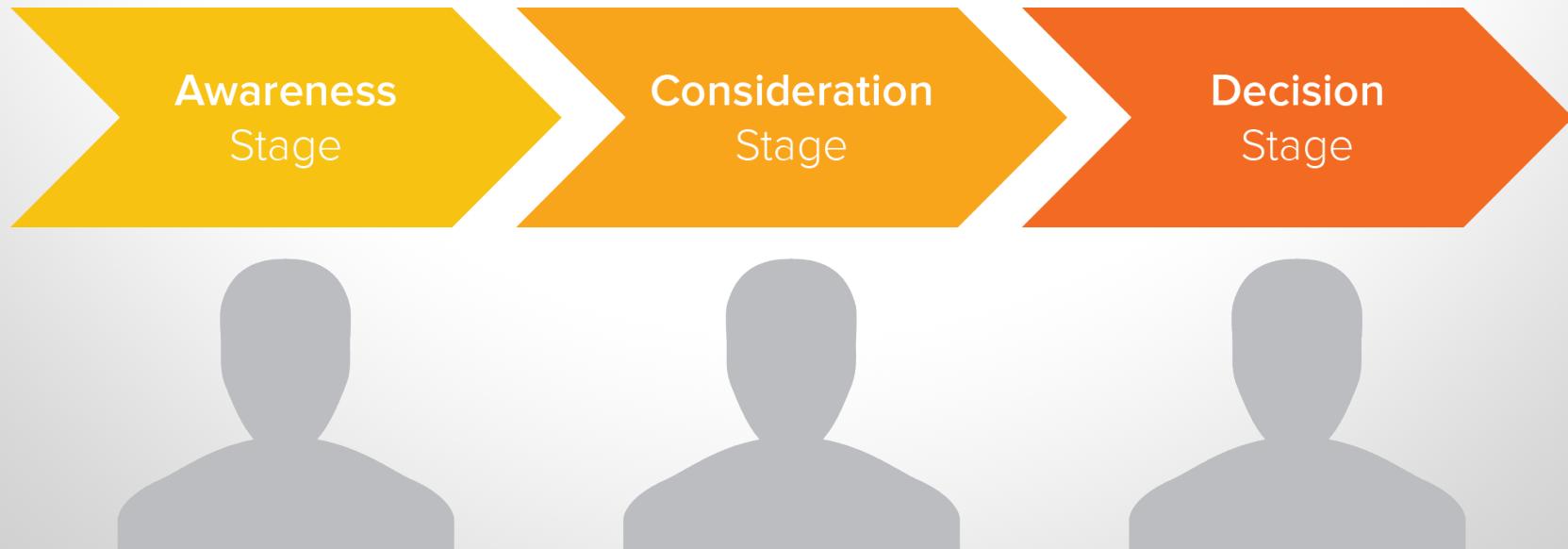


The Buyer's Journey

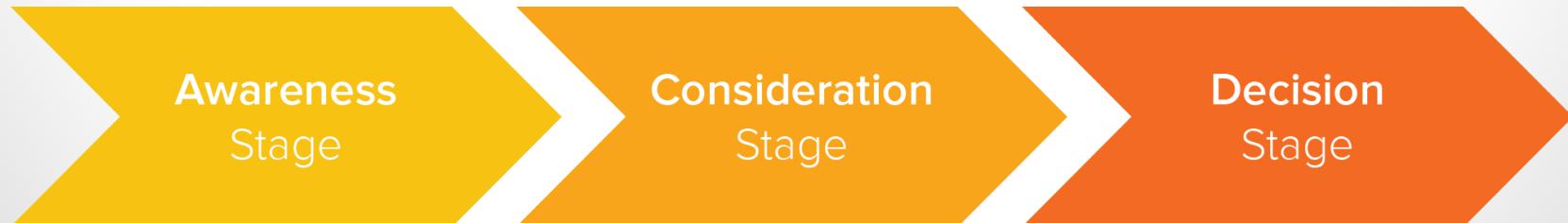
THE BUYER'S JOURNEY

The active research process people go through leading up to making a purchase.

THE BUYER'S JOURNEY



THE BUYER'S JOURNEY



PROBLEM

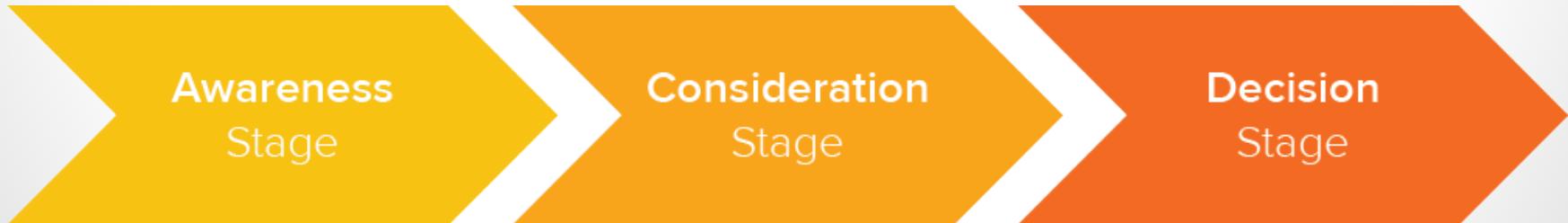


SOLUTION



PRODUCT/
SERVICE

THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- ebooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

- Expert guidelines
- Live interactions
- Webcasts
- Podcasts
- Videos
- Comparison whitepapers

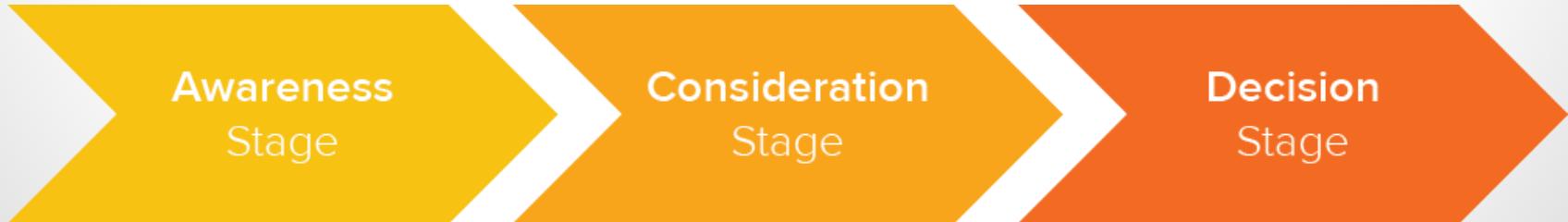
Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demos

Prospect has now decided on their solution strategy, method, or approach.

THE BUYER'S JOURNEY

Provide educational content to help prospects educate themselves about the overarching issues, root problem, or potential opportunity at hand.



Optimization Tips for Improving your Website Conversion Rates

Page visits are great, but really, what is a visit worth if it's not converting? As marketers, we want our visitors to convert into a paying customers, right?

As we like to say here at New Breed, your website should be your best salesperson. A well-designed, optimized site, will not only draw in quality views, but will also convert those views into sales.

But the real question is... how can you optimize your website for higher conversion rates? Easy: by building a site to act as a salesperson would.

Naturally, a salesperson would provide a potential buyer with the information they want and/or need to make a purchase. You wouldn't buy a car without knowing gas mileage, or perhaps whether or not it has an adequate number of cup holders, would you? In the absence of a salesperson, it becomes the job of your website to quickly and easily answer the important questions your buyers are asking.

To do this, your website must be customized to suit a natural sales funnel. Using different tools and tricks, your site will not only draw in more views, but ultimately, will drive more sales as well. Keep reading to learn how!

Customize your Viewer Experience for Higher Conversion Rates

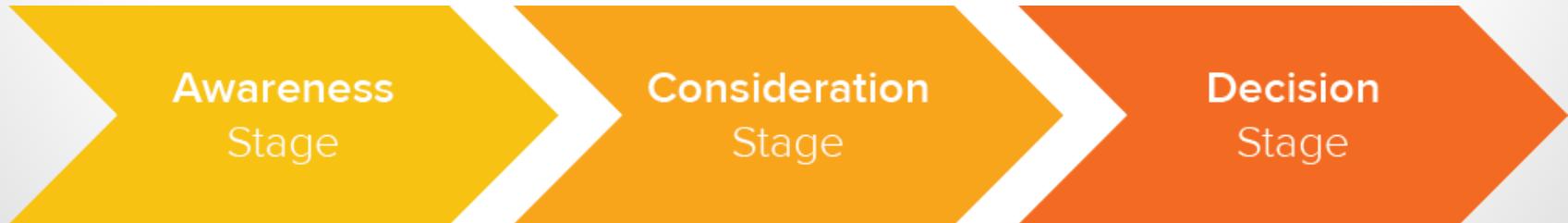
Make use of Smart Content Tools

Using an enhanced platform, like HubSpot's Content Optimization System (COS), you will have the ability to make your content "smart." Essentially, you will be able to designate specific content to certain users. *HubSpot adds in smart content forms and CTAs. Smart content enables you to personalize your names.



THE BUYER'S JOURNEY

Provide educational content to help prospects learn more about the solution to their problem, opportunity, or issue.



Download: 15 Best Practices for Business Blogging



Did you know that creating relevant, persona-driven content can help you improve your web presence, generate qualified leads and encourage engagement that will help you grow customer relationships?

Our 15 Best Practices for Business Blogging will guide you through how to build a business blog that drives competitive results.

The free 15 Best Practices for Business Blogging guide will share how to:

- ▶ Effectively engage your readers
- ▶ Build a strong online web presence
- ▶ Use your blog for lead generation
- ▶ Promote your content
- ▶ Align your content with your audience
- ▶ Build organization strategies to stay frequent and consistent with your content
- ▶ Effectively conduct a content audit

To download, fill out the form to the right ...>

At New Breed we believe Inbound is no longer just about filling your funnel. It is about customer acquisition and actually growing your business.



Patrick Biddulph
CIO
New Breed

Download Now

First Name*

Last Name*

Company Email*

Company Name*

Website URL*

Phone Number*

Company Size*
- Please Select -

Industry*
- Please Select -

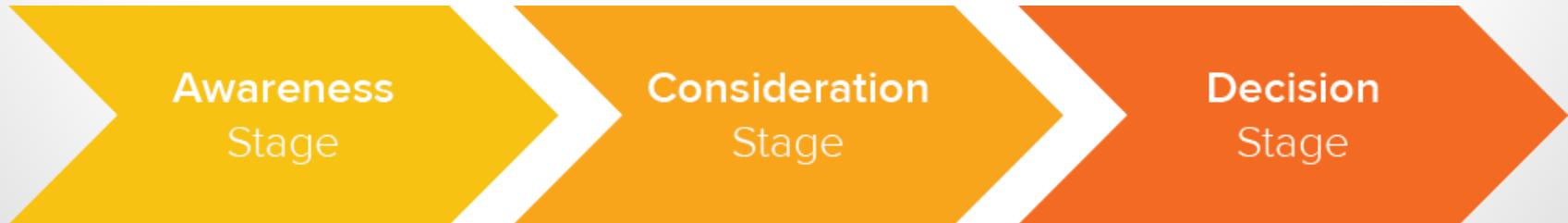
Subscribe to the New Breed Blog
• Daily
• Weekly
• Monthly

Go



THE BUYER'S JOURNEY

Provide content and resources that help prospects learn more about and choose your best solution for their problem.



Hi Please. Here's your free download!

We'll also go ahead and send you a copy via email so you'll be receiving that shortly as well.

[Download File](#) [Email to a Friend](#)

[Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#)

Get Free Advice on 's Marketing Strategy

Grow your business. Increase ROI. Setting goals is essential in building a successful business. We believe that aligning your marketing and sales teams is a key piece to that puzzle. Our strategists are on hand to talk through your business goals with you and help tie those goals back to actionable, measurable marketing plans.

- ▶ Build a brand that drives revenue and positions your B2B company for success
- ▶ Target your marketing efforts to the people who want to buy from you
- ▶ Develop a website that is designed for conversion

Request a Free Consultation

First Name*

Last Name*

Company Email*

Company Name*

Phone Number*

Website URL*

Role*
 - Please Select -

CONCEPTING WORKSHEET

Persona
(choose 1)

Your Topic/Keyword
(choose 1)

Buyer's Journey stage
(choose 1)

Awareness

Consideration

Decision

**How will this help
your buyer persona?**

Format/Type
(choose 1)

eBook/
Whitepaper

Template

Checklist

Comparison
Chart

Case
Study

Worksheet/
Calculator

Podcast

Video/
Webinar

Purchasing
Guide*

Content Structure
(choose ≥ 1)

List

How-to

FAQ

Best of

News/
Trends

Q&A

Opinion

Curated

Product-
focused*

Content title

Understanding
what you're going
to write about
before you put
pen to paper will
help you
stay consistent.



CONCEPTING WORKSHEET

Persona
(choose 1)

Business Beth

Your Topic/Keyword
(choose 1)

Business Blogging

Buyer's Journey stage
(choose 1)

Awareness

Consideration

Decision

**How will this help
your buyer persona?**

Business Beth needs help with business blogging and how it can help her attract relevant visitors and convert those visitors into leads

Format/Type
(choose 1)

eBook/
Whitepaper

Template

Checklist

Comparison
Chart

Case
Study

Worksheet/
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15 Best Practices for Business Blogging

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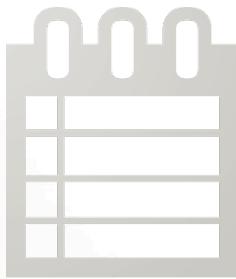
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15 Best Practices for Business Blogging

THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze



(Repeat)

BEST PRACTICES FOR CONTENT CREATION

-  Always focus on mapping content to your buyer personas AND where they are in the buyer's journey.
-  Less is more: your buyer personas are probably just as busy as you are—make it easy for them to consume your content.
-  Keep it educational, not promotional. It's not until the decision stage of the buyer's journey when your product should be discussed in detail.
-  Focus on the informational part of the content first, worry about design second. Prioritize writing great content over making that content look nice.

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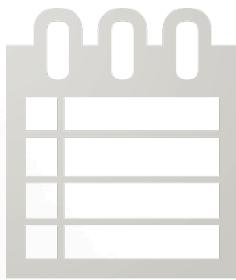
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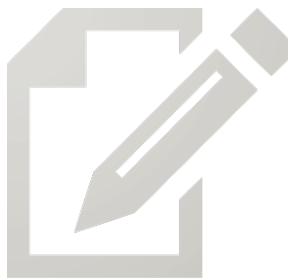
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4. Analyze



(Repeat)



While a piece of content is finite,
the **promotion** of that content is infinite.

“Think of your content like a
gas tank and **the promotion**
of it as the fuel.”

@JustinRChampion

LEVERAGING CONTENT THROUGH DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.



Website
pages



Business
blog



Landing
pages



Social
media



Calls-to-
action

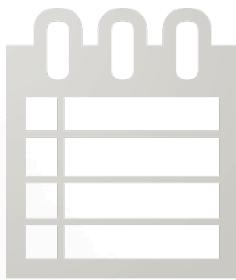


Marketing
emails

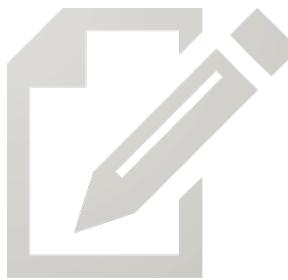


Maximize the
shelf life of
your content.

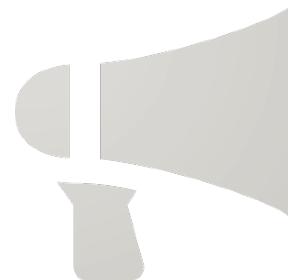
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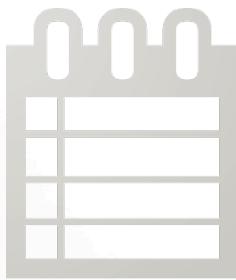


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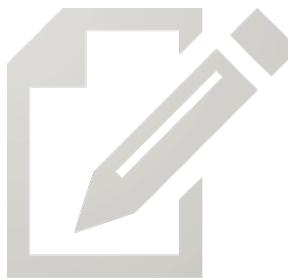
METRICS TO CONSIDER WHEN ANALYZING CONTENT

- Number of visits
- Leads generated
- Social proof, share-ability
- Inbound links
- Content performance by author
- Content performance by topic
- Content performance by format

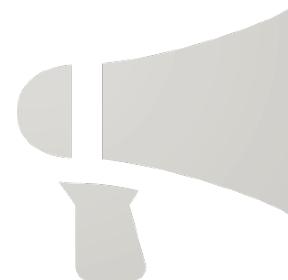
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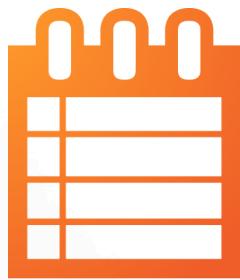


4. Analyze



(Repeat)

THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze



(Repeat)

3

WHAT DOES
REMARKABLE CONTENT
LOOK LIKE?

National Fatherhood Initiative®

[FREE RESOURCES](#) [FATHER FACTOR BLOG](#) [BUY RESOURCES](#)

[FATHERHOOD PROGRAMS](#)

Our Issue Statistics Community-Based Corrections Military State & Local Agencies Training Partner Store About



Earn Your Effective Facilitation Certificate™

For both beginners and seasoned facilitators! Learn the skills, behaviors, and techniques for effectively facilitating fatherhood programs. Includes adult learning styles and other research-based techniques.

[LEARN MORE ▶](#)



Free eBook > 7 Steps to Starting a Successful Fatherhood Program



Free Tool > Father Friendly Check-Up™

Assess how well your organization encourages (or doesn't encourage) dads with this free



Free Sample Download > Father Facts™ 7

Find details and get the sample of



Earn Your Father Engagement Certificate™

Learn how to build a strong foundation, fundraise, and recruit & retain fathers with this on-demand

National Fatherhood Initiative (NFI)

A nonprofit organization that aims to improve the well-being of children through the promotion of responsible fatherhood.



5 Questions Every 24/7 Dad Asks

www.fatherhood.org

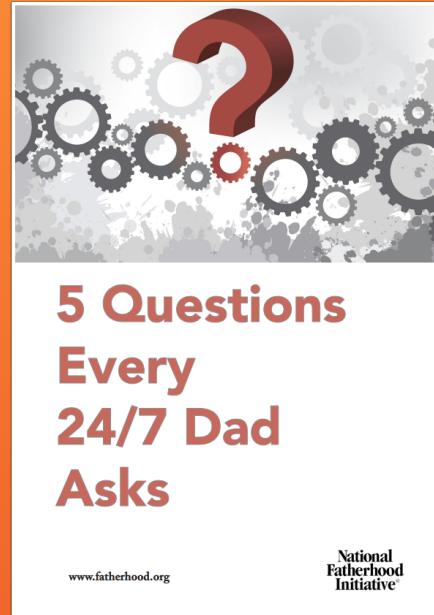
National
Fatherhood
Initiative®

NFI “Questions Every 24/7 Dad Asks” ebook

Designed to help the buyer persona answer five important questions around being a great dad.

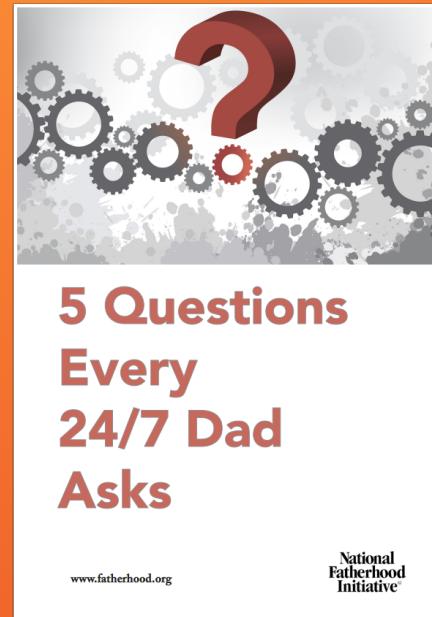
WHERE DOES THIS CONTENT OFFER FIT INTO THE BUYER'S JOURNEY?

- A. Awareness Stage
- B. Consideration Stage
- C. Decision Stage



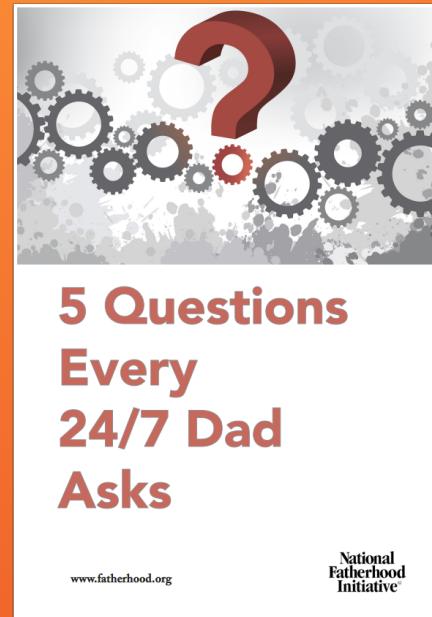
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How does NFI **distribute** their content?



Social media



Website pages



Business blog



Marketing emails

NFI offers a **24/7 Dad Program**

Which teaches dads how to become better fathers.

24/7 Dad® Evaluation, Hawai'i

24/7 Dad® Program in Hawai'i: Sample, Design, and Preliminary Results

Selva Lewin-Bizan, Ph.D.
University of Hawai'i

Spring 2015

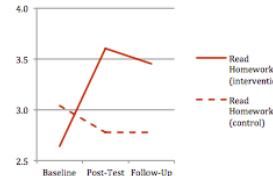


Sample file of NFI's 24/7 Dad Program Preliminary Results

Helpful information for dads
that want to paint a better
picture of what the 24/7 Dad
Program has to offer.

24/7 Dad® Evaluation, Hawai'i

Figure 3. Increase in reading and doing homework with child



The increases in the level of reading and doing homework with the child from baseline to the post-test and from baseline to the 6-week follow up among fathers in the intervention group are statistically significant. Changes in the control group are not statistically significant (Table 6).

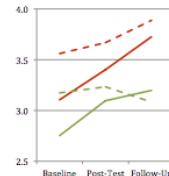
Table 6. Changes in father involvement in contemporary tasks

Changes in:	Fathers enrolled and:	Baseline to Post-Test		Baseline to Follow-Up	
		Baseline	Post-Test	Baseline	Follow Up
Reading to their children and helping with homework	Served	2.64**	3.60**	2.64*	3.45*
	Not served	3.04	2.78	3.04	2.78

p < .10. *p < .05. **p < .01. ***p < .001

Increased Father Involvement in Instrumental and Traditional Dimensions of Involvement

Figure 4. Increases in instrumental and traditional dimensions of involvement



The increases in the level of support to the mother of the child and in the level of disciplining the child from baseline to the 6-week follow up among fathers in the intervention group are statistically significant.

The increases in the level of both support to the mother of the child and the level of disciplining the child from baseline to the 6-week follow up among fathers in the control group are not statistically significant (Table 7).

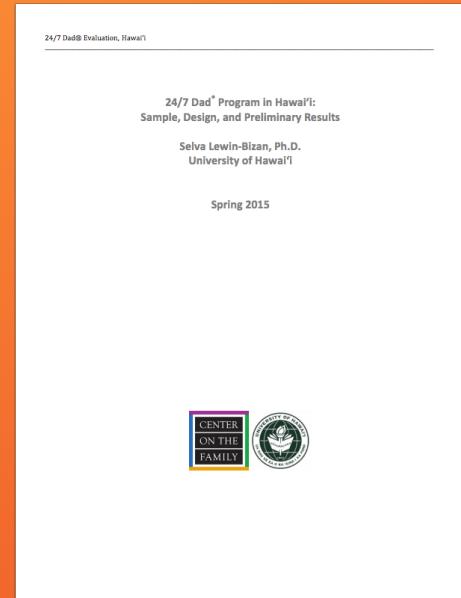
Table 7. Changes in instrumental and traditional dimensions of involvement

Changes in:	Fathers enrolled and:	Baseline to Post-Test		Baseline to Follow-Up	
		Baseline	Post-Test	Baseline	Follow Up
Support to mother	Served	--	--	3.11*	3.69
	Not served	--	--	3.56	3.89
Discipline	Served	--	--	2.75*	3.20*
	Not served	--	--	3.17	3.08

p < .10. *p < .05. **p < .01. ***p < .001

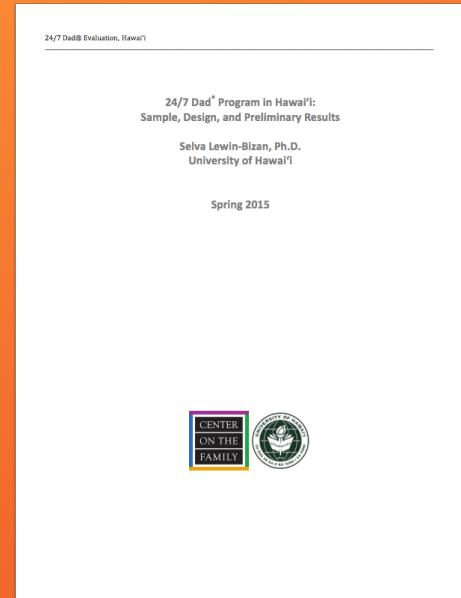
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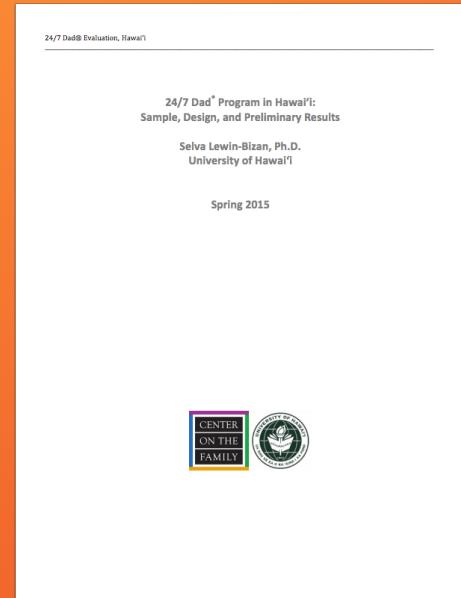
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WHERE DOES THIS CONTENT OFFER FIT INTO THE BUYER'S JOURNEY?

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THANK YOU.

