CONTENT MARKETING STRATEGY – PM4

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OBJECTIVE

Gain new customers within an industry already familiar to us.

BUYER PERSONA/TARGET AUDIENCE

"David"
- Chief of Operations/COO/VP Ops
- Industry: Commercial Construction
- Male, late 40s
- Been with company for over 5 years
- Used to work in office (urban area), now works remotely

Behavior/Goals of Persona
1. Professional goals:
    a. Find efficiencies in IT overall
    b. Locate alternatives to existing solutions, especially the ones that don't work

2. Desires:
    a. Wants everything to 'just work'
    b. Wants more time to devote to strategic-level work; gets pulled into putting out fires & making on-the-fly decisions too much

3. Challenges:
    a. Complaints from teams on IT performance
        i. "Something's always broken!"
    b. Pestered by managers for improvements
    c. Finding budget/support for cybersecurity

4. SEO goal (and where it applies in strategy)
    a. Show up "everywhere" David looks online.
        i. Organic search, LinkedIn, Bing, social media
    b. Don't have to have #1 rankings for this; any Page 1 ranking will suffice
    c. Identify keywords David would use to meet his goals, desires, & challenges

Marketing Approach
Target David's desire to save on IT costs.

Tactics (in order):
1. Get on David's radar via SEO and digital ad efforts
   a. Must identify where he spends time on social media – forums, Quora, LinkedIn, etc.
2. Provide a clear cost-saving measure via content
3. Offer another savings via email signup
4. Determine his buyer's journey stage as early as possible (see below)
5. Use Content Stage tactics below to keep giving David material
6. Offer call/discussion
7. Exclusive content following discussion
8. Ask for sale
9. If sale successful:
   a. Follow up to retain customer & build relationship
   b. Ask for referrals 3-4 weeks after initial customer project complete
10. If sale not successful:
    a. Ask to place on WOOF mailing list "to stay in touch"
    b. Follow up within 90 days of last contact with any recent IT news

CONTENT STAGE 1: AWARENESS

Make content available to target David's early-stage research.

1. Item 1: Search-Optimized Blog Posts
    - https://planetmagpie.com/news/woof-newsletter/2021/03/10/cloud-or-local-whats-the-better-approach-for-your-it-infrastructure
    - https://planetmagpie.com/news/woof-newsletter/2021/02/11/the-biggest-risk-of-cloud-services-and-how-to-manage-it
    - https://planetmagpie.com/news/woof-newsletter/2018/07/12/do-you-need-to-backup-files-on-office-365
    - https://planetmagpie.com/news/woof-newsletter/2017/10/05/6-it-safety-measures-to-protect-your-it-in-case-of-disaster

2. Item 2: White Paper (Exclusive; Requires Email Signup)
    - 3 Ways to Reduce IT Costs…by Buying American!
    - How to Consolidate Cloud Services for Lower Monthly Bills

3. Item 3: Popup/Call to Action
    - Used in White Paper and Blog Posts
        - Is this your only IT issue?
        Chances are the answer's "No," right? Why don't we work them all out, so you don't have to keep burning time on them?
        It's easy. Drop your email here and we'll follow up.

Objections to Consider:
Competitors/other options
Location
Customer history/portfolio

CONTENT STAGE 2: INTEREST

Use email & bonus material to kindle a conversation with David.

1. Provide an email signup bonus
   a. Discount on first 3 months' service?
   b. Free consultation (30-minute max)?

2. Workflow follow-up series (emails), recommending call/consultation

3. Schedule call/consultation with David to discuss the material shared thus far
   a. Does this help with any of your IT cost issues?
   b. Can you share more about your current situation?
   c. Give recommendations on IT services to employ, or drop

4. Send a Case Study post-call as follow-up
   a. GNCO email/O365 migration, OR
   b. Staples Teams migration

Objections to Consider:
Price
How will your work coordinate with their company's day-to-day?
Why should we go with you vs. competitor?

CONTENT STAGE 3: DECISION

Use sales methods to compel David's decision.

1. Ask David to begin work on cost-saving project discussed in phone call/consultation
2. Upon approval, send a welcome message (manual).
   a. Welcome to the PlanetMagpie Pack!
   b. We're starting on your project. You'll receive updates as tasks proceed.
   c. Here's some information to help you.
   d. Your support contact is: LARRY / JAKE / MIKE / PAUL / JOSH
      - Phone
      - Email
   e. Your project manager is: DOREYNE / ROBERT
      - Email
   f. You'll receive a Master Consulting Agreement very shortly. This sets out the details and process for PlanetMagpie customer projects.
   g. If you have any questions at any time, please reach out to your support contact.

3. Deploy IT Consulting or IT Support team to begin project, depending on final project path

Objections to Consider:
Ease of onboarding
Point of Contact – who will it be?

CONTENT STAGE 4: RETENTION/DELIGHT

With David as a customer, deepen the relationship and leverage it for referrals.

- Retention Efforts:
  - Check-in workflow: Do a manual check-in via email following project completion, to verify results.
    - Hello [DAVID], this is [CONTACT] at PlanetMagpie.
    - Now that our project has finished, let me ask...is everything going according to plan?
    - We stand behind our work, but we don't want to take it for granted either.
    - So I wanted to check in with you, to make sure.
    - If your systems are where they should be, great! I'll follow up with you later.
    - If you do have any issue – even one unrelated to our project work – please let me know, and we'll take care of it.

  - Following check-in, schedule request workflows to go out.
    - Testimonial request – 1-2 weeks after project completion
      - Hi [DAVID] – I have a small favor to ask.
      - Would you like to share a brief testimonial on our recent project?
      - Testimonials from our customers help other customers understand the quality work they get from PlanetMagpie.
      - It only takes a few minutes. We can even help! Our copywriter, Chris Williams, will be happy to help you create a testimonial.
      - Please let me know, and I'll put you in touch with him.

    - Referral request – Ask for referrals to colleagues, 3-4 weeks after project completion
      - Hi [DAVID], thanks for providing a testimonial.
      - Like yours, our business values referrals. But we like to make referring others super-easy.
      - All we'd like to request from you is the name, and a contact method, for 1 person who you think would benefit from lower IT costs and high-quality support.
      - We'll reach out to them – hope it's OK to mention you? – and introduce ourselves. They'll receive some of the same information you did when we first started speaking.
      - That's all! I appreciate it.

  - Follow-Up/IT News: 3 months after project completion, if no activity afterward, to
    - Hi [DAVID],
    - Hope you've enjoyed our "WOOF!" newsletter.
    - This article might help you in particular:
      - URL OF RECENT WOOF ARTICLE
    - How are your IT operations going?

Objections to Consider:

"Service wasn't good" – Check with Support Team on customer status beforehand
Privacy re: giving referral