

# The 4 M's Framework

Your complete content research & creation system



## MINE

Research & gather intel from  
your audience



## MATCH

Align content with search  
intent



## MAKE

Create content that converts



## MEASURE

Track, analyze & optimize  
results



# MINE

RESEARCH & GATHER INTEL

# What Mining Looks Like



Think of yourself as a **detective**

You're gathering clues about what your audience actually wants,  
what they're struggling with, and how they talk about it.

# Mining Tools



## Pinterest Trends

Discover what's trending in your niche



## Google Trends

See search interest over time



## Comment Sections

Real questions from real people



## AnswerThePublic

Questions your audience is asking

★ LIVE DEMO

# Research Walkthrough

Let's mine for content ideas together



Screen recording or live demo goes here

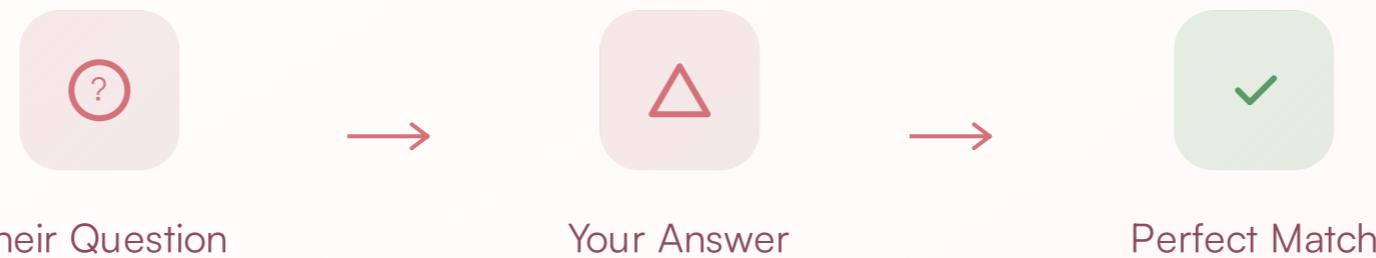


# MATCH

ALIGN WITH SEARCH INTENT

# Match = Search Story

Every search tells a story about what someone is  
trying to accomplish



# Ask the Search Story Questions

W

**WHO**

is searching for this?

W

**WHAT**

do they actually want to know?

W

**WHY**

are they searching right now?

W

**WHERE**

are they in their journey?

# Search Story Example

Let's decode a real search

Q "mermaid birthday party ideas for 5 year old"

W

**WHO**

Parent planning a child's birthday

W

**WHAT**

Actionable, age-appropriate party  
ideas

W

**WHY**

Create a magical, memorable party

W

**WHERE**

Early planning stage, gathering  
inspiration

Your content should: Give specific, visual ideas they can actually use