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# Content Marketing Workbook For

# (Put Your Company Name Here)

This Content Marketing Workbook will help your organization create a detailed strategy for content creation and distribution. The goal is to focus your content marketing efforts while creating a training manual that can bring your editorial department up to speed.

## Business Messaging Basics

The following 10 questions are taken directly from the Online Business Fundamentals course Business Plan Workbook. So if you already completed that workbook, you should just transfer those answers here.

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| 1. List each product or service along with its features. If you have an ecommerce store, list the categories and their features. | • Product: Features  • Service: Features  • Product / Service: Features |

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| 1. Write a full description of your product or service and include your value proposition. Consider this a bio for your business. | Full description |

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| 1. List 3 characteristics that describe your business | • Characteristic 1  • Characteristic 2  • Characteristic 3 |

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| 1. What is your mission statement | Try to create one sentence that conveys: What do you do? How do you do it? Who do you do it for? What unique value are you delivering? |

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| 1. What is your mantra | 2-5 words that encompass what your brand stands for. (A mantra is used internally for company direction.) |

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| 1. What is your tagline | A few words that convey your benefits with personality and attitude. (A tagline is used to convey what your brand stands for with attitude.) |

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| 1. How would you like your brand to be positioned in the market as it relates to: | • Quality  • Sophistication  • Specialization vs. All Purpose  • Expensive vs. Affordable  • Quick vs. In Depth |

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| 1. What percentage of your target market is currently aware of your brand? |  |

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| 1. What do people actually think of your company? What are the areas of strength and weakness? |  |

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| 1. Is your content legally sensitive or subject to compliance department regulation? Describe: |  |

## Customer Profiles

The first thing that you should do is make a list of every different type of customer that you will serve. Remember that any key differentiator should cause you to create a different group or sub-group. The following questions should be answered for each customer group. You can cut and paste all of the questions into as many documents as you need, or download separate “Customer Profile” documents.

It should be noted that not all of these questions may be relevant, and there may be relevant questions that you should have answers for that do not appear on this form. Feel free to create your own questions and delete ones that do not apply. This is about making sure you and your team really understand your specific target audience(s).

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| 1. Age |  |

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| 1. Gender |  |

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| 1. Income |  |

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| 1. Education Level |  |

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| 1. Personality Type & Style |  |

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| 1. Risk Tolerance |  |

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| 1. Location |  |

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| 1. Likes |  |

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| 1. Dislikes |  |

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| 1. Brands They May Follow |  |

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| 1. Recreational Activities |  |

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| 1. Online Habits |  |

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| 1. Social Networks |  |

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| 1. What is their need? What is their pain point? |  |

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| 1. What motivates them? What are they really hoping to find? |  |

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| 1. What is their level of technical expertise? |  |

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| 1. What is their title? Can they make a decision or do they need approval from someone else? |  |

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| 1. What is their evaluation process? |  |

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| 1. What would stop them from buying? |  |

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| 1. Are they likely to become repeat customers? How often? |  |

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| 1. Are they likely to recommend your business to others? |  |

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| 1. Name / Photo | • Give this persona a name so they become more personal and easier to identify and remember.  • Drag & Drop a photo of a person into this space that you feel is a good representation of this persona. |

Once you have created a customer persona it is often a good idea to find an Avatar to go along with it. That just means a photo of a person who seems like a good fit to represent that customer profile. You can go to <http://images.google.com> and just search for a photo of a person that you will use to represent this category. Even give them a name!

While this can seem like a silly exercise, it truly can be one of the most valuable assets that you can create to guide your content, articles, blogs, social posts, emails and advertising that your business will be using to attract new customers. Every person in your organization should read each of these customer profiles and anyone who is responsible for writing content, ad copy or creative direction should have them pinned to their wall.

## Know Your Competitors

This brief survey of your known competition will provide us with valuable information for the development of your marketing messages, as well as provide a foundation for the deep competitive analysis that we will perform in the Competitive Analysis course later in The SEO Effect.

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| 1. Who are your biggest direct competitors? Where do you compete head-to-head? |  |

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| 1. Who are your indirect competitors? How can you turn them into strategic partners? |  |

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| 1. What competitive advantages do you have over your competition? |  |

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| 1. What added value do you offer your customers? |  |

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| 1. What kind of content do your competitors create? Blogs, News Articles, Press Releases, Image Galleries, Slide Shows, Reports, Infographics, Videos, other? |  |

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| 1. How and where are your competitors distributing content? Blogs, news sites, guest blogging, social, RSS? A backlink report from ahrefs.com can help you identify this information. |  |

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| 1. What pages on your competitors site are ranking the best and driving traffic? This can be found through the SEMrush ranking reports we ran in the Competitive Analysis as well as through ahrefs.com backlink reports. |  |

## Influencers

While influencers may often be competitors, sometimes they can be strategic partners and it is critically important that your editorial department knows who the significant thought leaders in the market are.

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| 1. Biggest brands in the market (this may be different than your biggest competitors). This question is looking to identify market leaders in terms of market share. |  |

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| 1. What brands are the known as the most innovative, and what brands actually are the most innovative? |  |

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| 1. What organizations govern or oversee your industry? |  |

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| 1. Who are the most influential thought leaders? Individual people who people seem to follow? |  |

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| 1. What are the biggest events in your industry and who runs them? Are there any smaller events that are important? |  |

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| 1. Describe your company’s presence at events: |  |

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| 1. List as many websites as possible that cater to professionals within your industry. Not your customers, but your peers. |  |

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| 1. Aside from industry events, are there any other very important off-line resources for either industry insiders or people within your target market? |  |

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| 1. Who at your company could be seen as a potential “thought leader” in your industry? Why? |  |

## Sales Questions

Great content should act like an automated salesperson for your company. Whether it is tasked with recruiting new visitors, introducing products and services, relaying use cases and testimonials or closing deals, your editorial department must understand the sales funnel, the conversion process and what it really takes to turn a site visitor into a customer.

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| 1. Describe the sales cycle? | 1. Awareness: How do they find out about you, what are the first pages they should land on. 2. Curiosity: What is supposed to make them curios? 3. Interest: If they become interested what will they do? 4. Research: If they are going to research or conduct due diligence, what are they looking for? 5. Evaluation: What are the criteria by which you will be evaluated against competitors? 6. Positive Decision: What factors are likely to cause them to choose to buy? 7. Negative Decision: What factors are likely to cause them to not buy? 8. Purchase: What is the purchase process and what happens next? 9. Follow Up: How do you follow up with the customer to produce repeat business and referrals? |

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| 1. What is your conversion funnel? | 1. Lead Generator: How do you collect the contact information from a potential customer? 2. Lead Converter: How do you convert that lead into a paying customer? 3. Core Offer: What is the most compelling reason they choose to go with your core offer? 4. Upsells & Add Ons: What upsells and add ons do you use to maximize your revenues per customer? 5. Referrals: How and when do you attempt to get referrals from existing customers? 6. Recycling: How do you follow up with prospects who didn’t purchase? |

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| 1. What are the questions that people in the sales department hear from prospective customers? |  |

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| 1. What are the most effective closing lines or strategies that sales people within the company use to close deals? |  |

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| 1. What are the most common reasons why people choose not to buy? |  |

## Past Successes and Failures

Giving your editorial staff insight into the strategies that have worked best or had the most noticeable impact in the past, as well as what strategies have fallen flat, can help ensure that new content builds in a positive direction and doesn’t attempt to repeat past mistakes.

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| 1. What strategies have worked the best in the past? Describe the strategy and the impact. |  |

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| 1. What past strategies fell short of expectations. What were they, what were the results and lessons learned. |  |

## Key Performance Indicators

It is important to clearly identify the KPI's that will be used to evaluate the effectiveness of content.

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| 1. What metrics will be used to track, measure and judge the effectiveness of content moving forward? | The following bulleted list represents common KPIs associated with content efforts. Delete any bullet points that will not actually be tracked.  • Links  • Search Rankings  • Social Likes  • Social Shares  • Inbound Traffic  • Pageviews  • Bounce Rate  • Conversions (conversion actions must be clear and tracked) |

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| 1. How will these KPIs be tracked. Who will track them? Who will they be reported to? How often will the be reviewed? |  |

## Content Workflow

In this last section we will create a clear workflow for content. This is particularly helpful for large content teams where quality control is important.

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| 1. List all positions in the editorial department with title and name of each person and the duties and responsibilities of each. | • Department Head (the boss / who is in charge of oversight): Reporting to company executives / board / owner.  • Editor(s): Creation of content strategies, writing assignments, quality control, posting of content on website, etc…  • Writer(s): Writing content. Quantity. Categories.  • Syndication / Link Building / Social: Syndicating content, social posting, working with strategic content partners, building links, etc… |

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| 1. Who is in charge of the coming up with content ideas and managing the editorial calendar? |  |

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| 1. Who takes content ideas and performs SEO tasks such as keyword research, turns content ideas into writing assignments and ensuring that content is well optimized before posting? |  |

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| 1. Who is responsible for writing content or creating each type / category of content? |  |

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| 1. Who is in charge of quality control / compliance? |  |

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| 1. Who is in charge of quality control / compliance? |  |

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| 1. Who is in charge of quality control / compliance? |  |

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| 1. Who is in charge of posting content? |  |

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| 1. Who is in charge of content syndication, social posting and link building? |  |

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| 1. Who is in charge of tracking the content performance against the KPIs and creating reports? |  |

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| 1. How often are content reports due? |  |