



The 4 Dimensions of High-Performance Content Marketing Strategies

TYLER HAKES



**Sup.
I'm Tyler.**

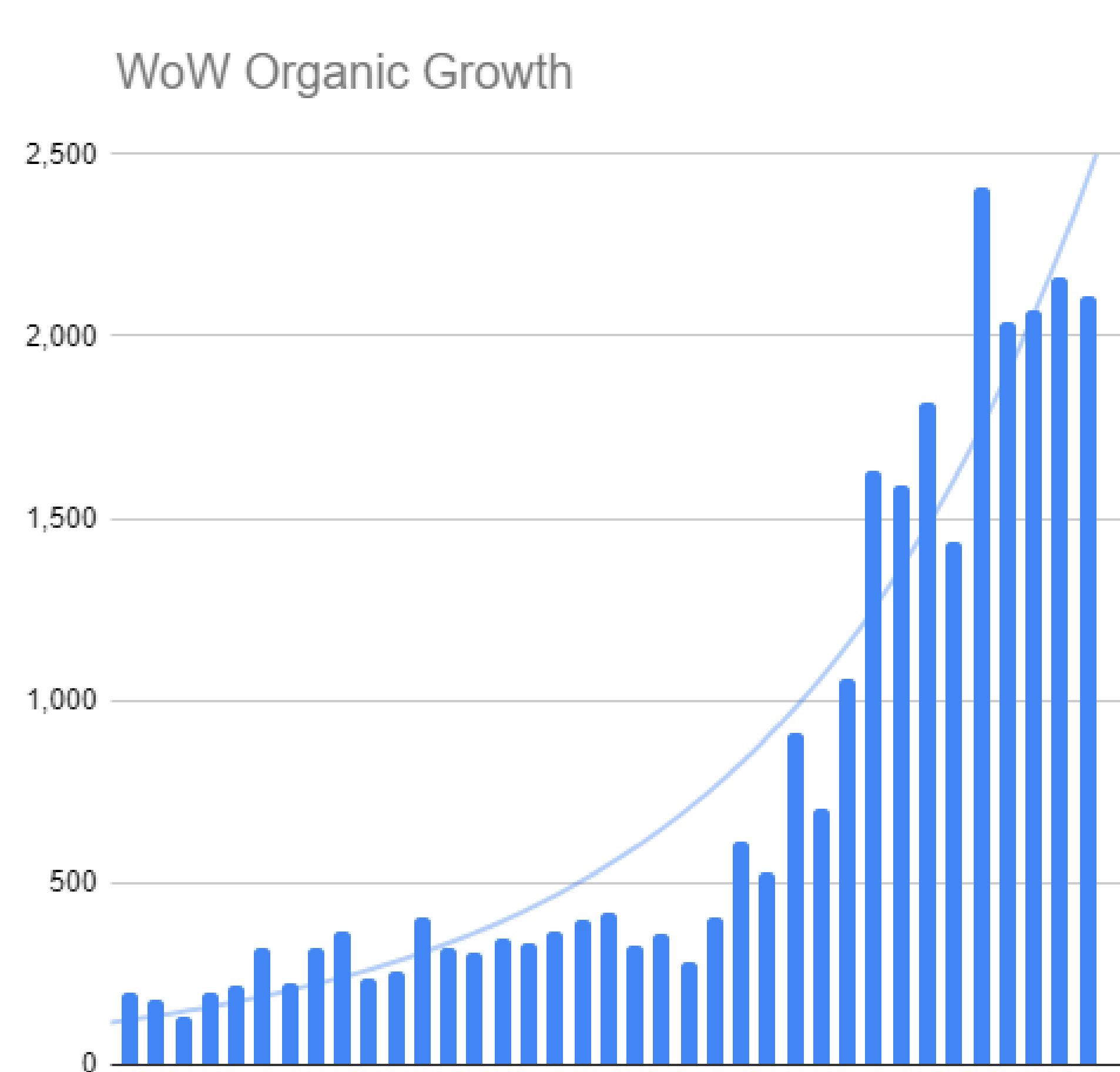
**I run a content marketing agency called
Optimist.**

We work with startups, SaaS, and tech companies to build scalable growth strategies built on proven content marketing and SEO frameworks.



Let's Talk About Growth

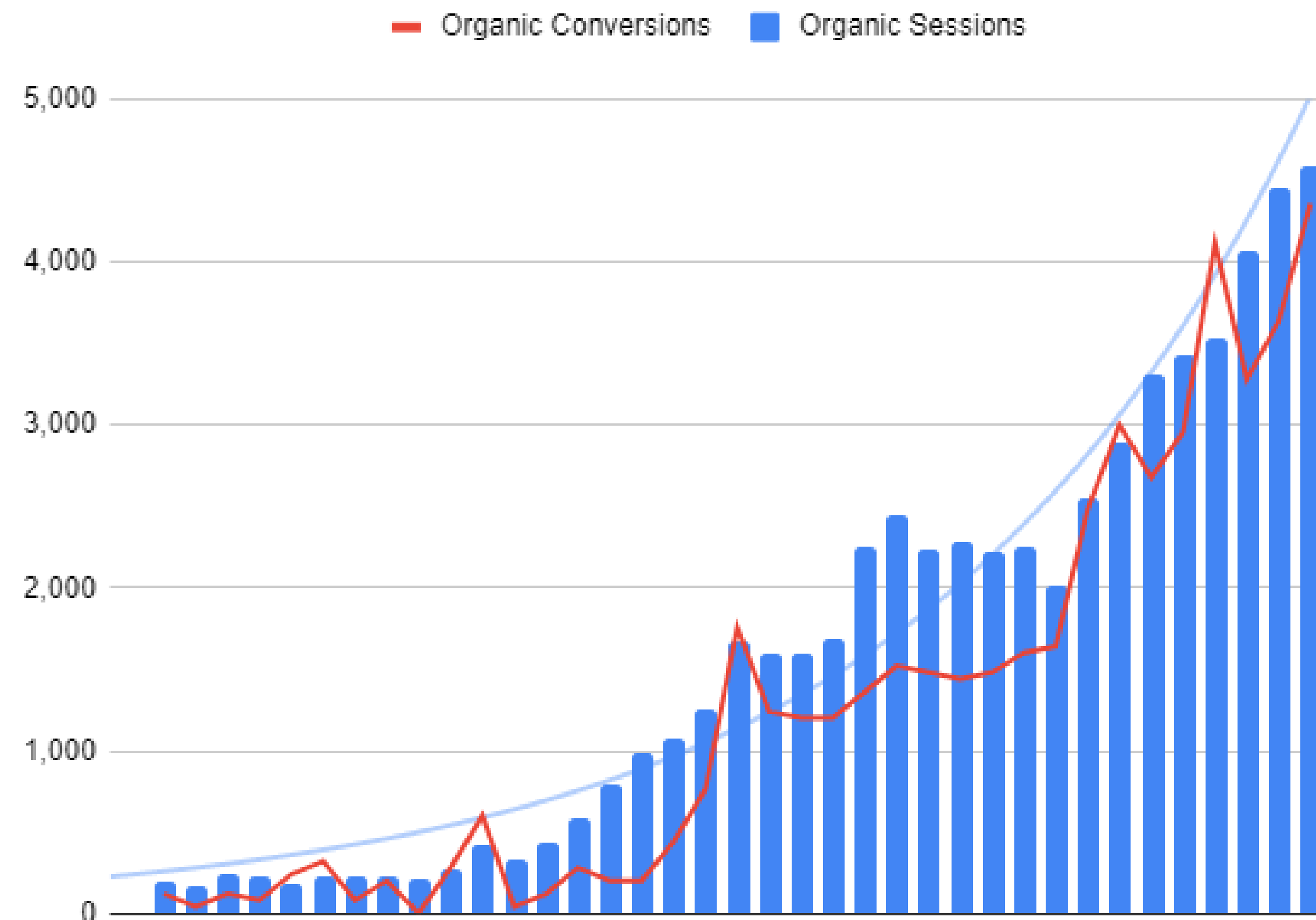
BIG Growth



This Is My Love Language

Exponential Growth

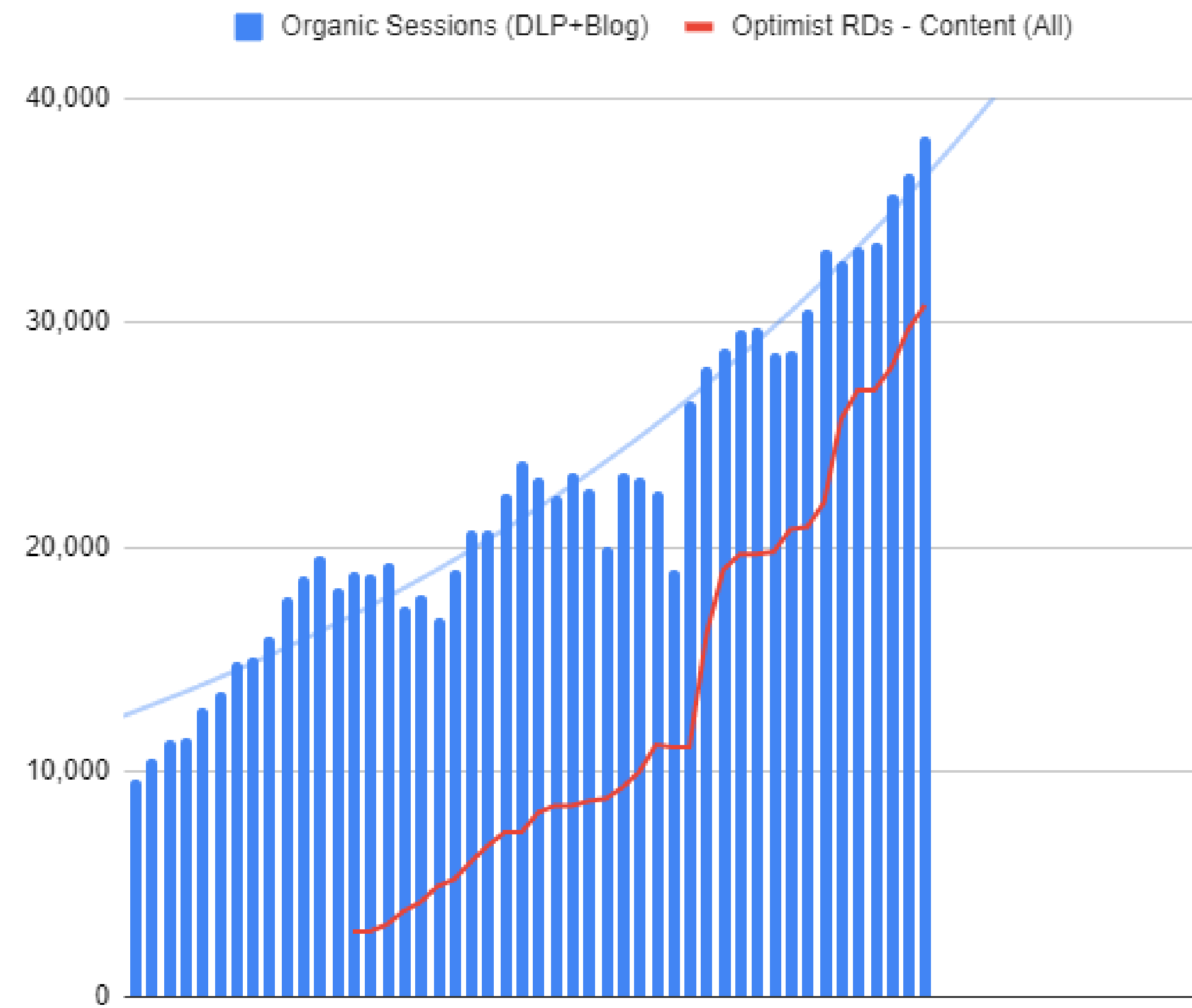
WoW Organic Growth



One More

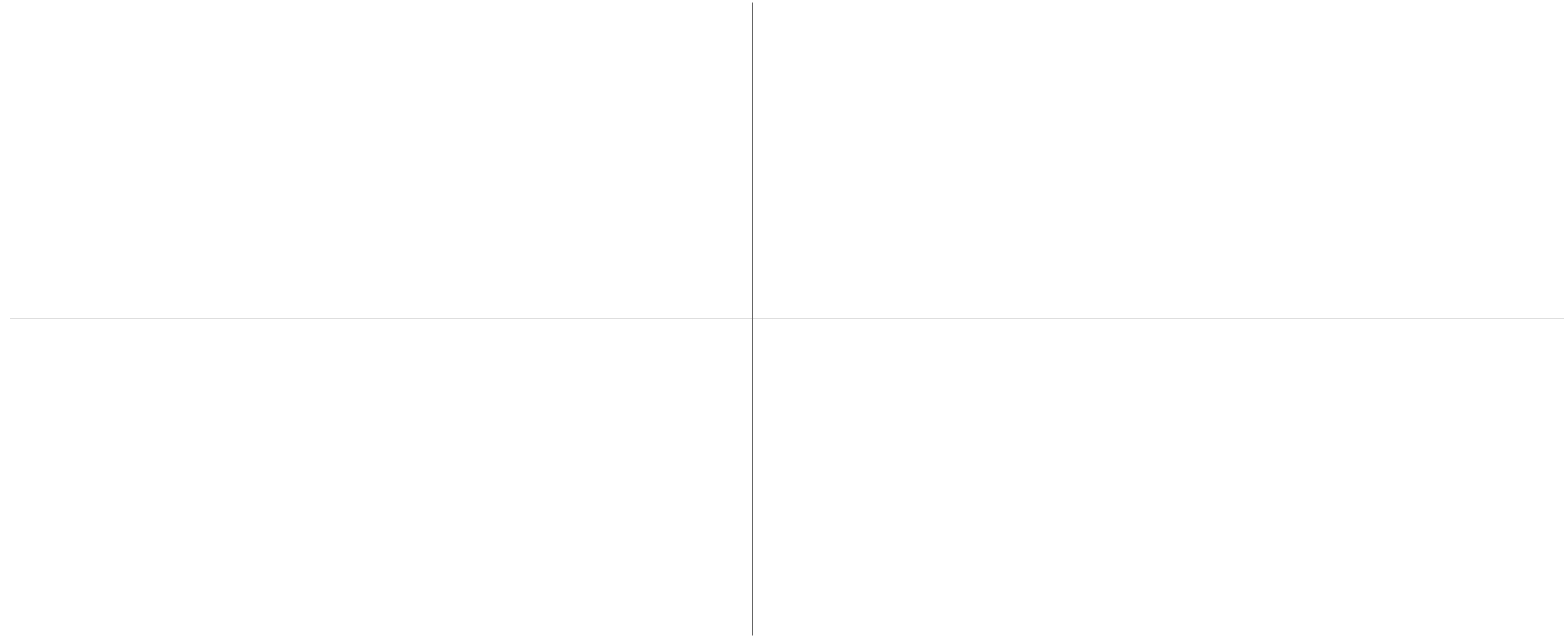
Just for Fun

Organic Growth WoW



This Sh*t Isn't an Accident

Our 4-Dimensional Framework



This Sh*t Isn't an Accident

Our 4-Dimensional Framework

Strategic Goal



This Sh*t Isn't an Accident

Our 4-Dimensional Framework

Strategic Goal

Tactical Goal

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Strategic Goal

Tactical Goal

Reader Goal

This Sh*t Isn't an Accident

Our 4-Dimensional Framework

Strategic Goal

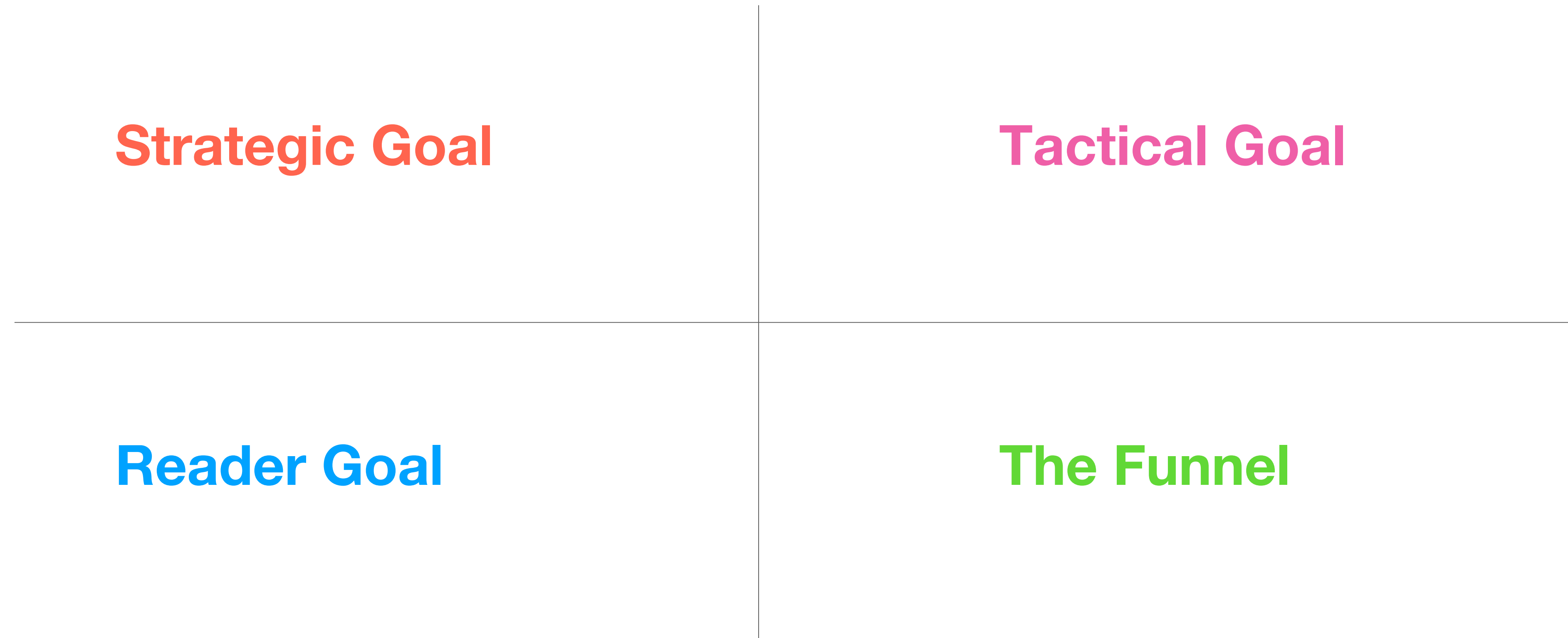
Tactical Goal

Reader Goal

The Funnel

Creating the Right Content

Every piece of content is defined by these 4 dimensions



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Strategic Goal

How does this piece work within the overall strategic framework?

Tactical Goal

Reader Goal

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What is the next logical step for this reader to take?

Reader Goal

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Reader Goal

What does the reader need before they're ready to move forward?

The Funnel

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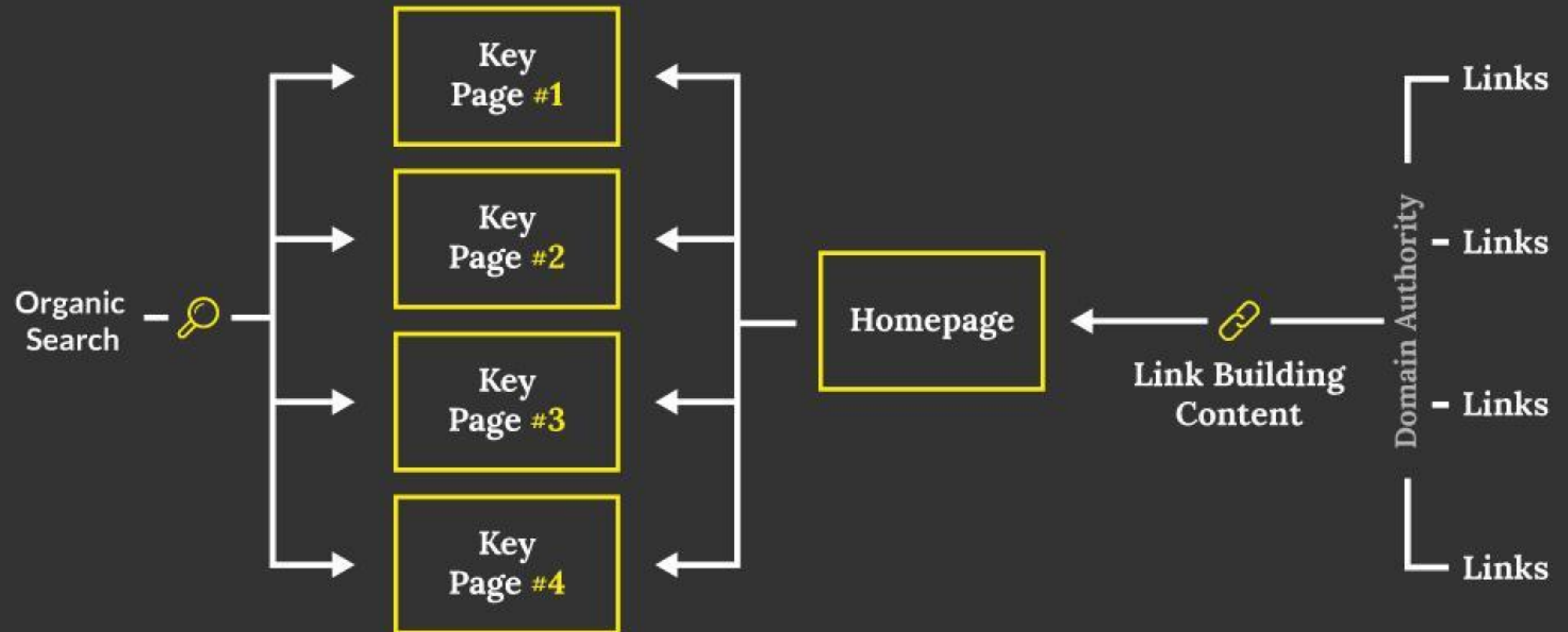
Where is the reader in their purchase journey?

COMPETITIVE SEO

Strategic Content Goal

How does this piece work within the overall strategic framework?

1. Rank for target keyword
2. Drive social traffic
3. Generate links
4. Convert traffic into leads
5. Convert leads into sales



Tactical Content Goal

What is the next logical step for this reader to take?

1. Generate sign-ups
2. Drive ebook downloads
3. Send traffic to key pages
4. Watch a video
5. Share a tweet
6. Click a link

5 Critical Sales Tools Reps Need to Sell More Efficiently



Written by Brandon Hull
@brandhull

These tools are the bare minimum for an efficient sales team -- but too many are operating with only two or three of these tools, and I guarantee it's making your **team less successful**. The more investment you and your team puts into an efficient sales process, the more you'll both get out of it.

HubSpot Software Pricing Resources Get HubSpot free

SALES | 6 MIN READ

How and Why Sales Intelligence Will Help You Close More Deals

Written by Kristen Baker @kbakes_2

When identifying qualified leads, building relationships with potential buyers, guiding customers through the buyer's journey, and closing deals, every bit of information about your prospects helps. However, sales reps don't always have the time or resources to collect all of that information.

One way to make this process faster and easier is with the help of **sales intelligence**. In this blog post, we'll talk about what sales intelligence is and offer examples of some helpful tools you can turn to for support.

[Learn More About HubSpot's Sales Software](#)

HOW DO YOU CHOOSE THE PERFECT CRM FOR YOUR BUSINESS?

Don't waste time and energy evaluating CRM systems and features you don't need.

[GET THE FREE CRM EVALUATION GUIDE](#)

If you are getting acquainted with your **CRM software** and are impressed how it functions independently, allow us to introduce you to your new favorite feature – **integrations**.

While CRM software is powerful on its own, integrating your CRM with other tools across your sales stack makes your job so much easier. Ideally, your CRM should serve as the **core hub to all of your sales activities**, and integrations should serve as the supporting cast making your central software even more powerful.

[Get HubSpot's Free CRM Now](#)

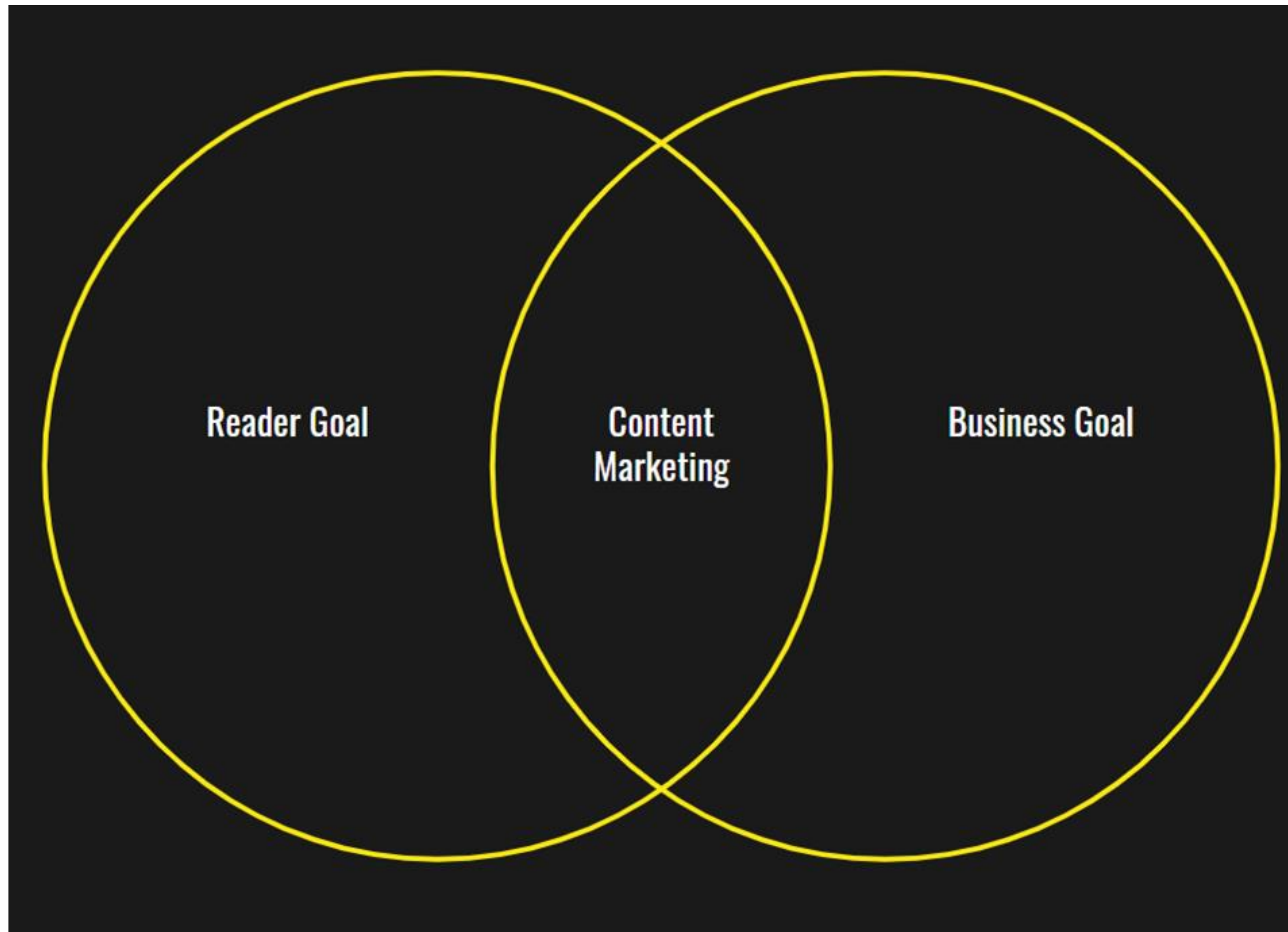
Have you ever felt frustrated working through tedious processes that require you to go back and forth between multiple systems? Now that you have implemented a CRM, are you ready to expand its functionality, and have it integrate directly with the other tools and systems you use?

If you answered yes to these questions, it's time to start using CRM integrations.

The Reader's Goal

What does the reader need before they're ready to move forward?

- Learn about a topic
- Understand their problem
- Mimic an outcome
- Accomplish a specific task
- Identify potential solutions
- Compare solutions

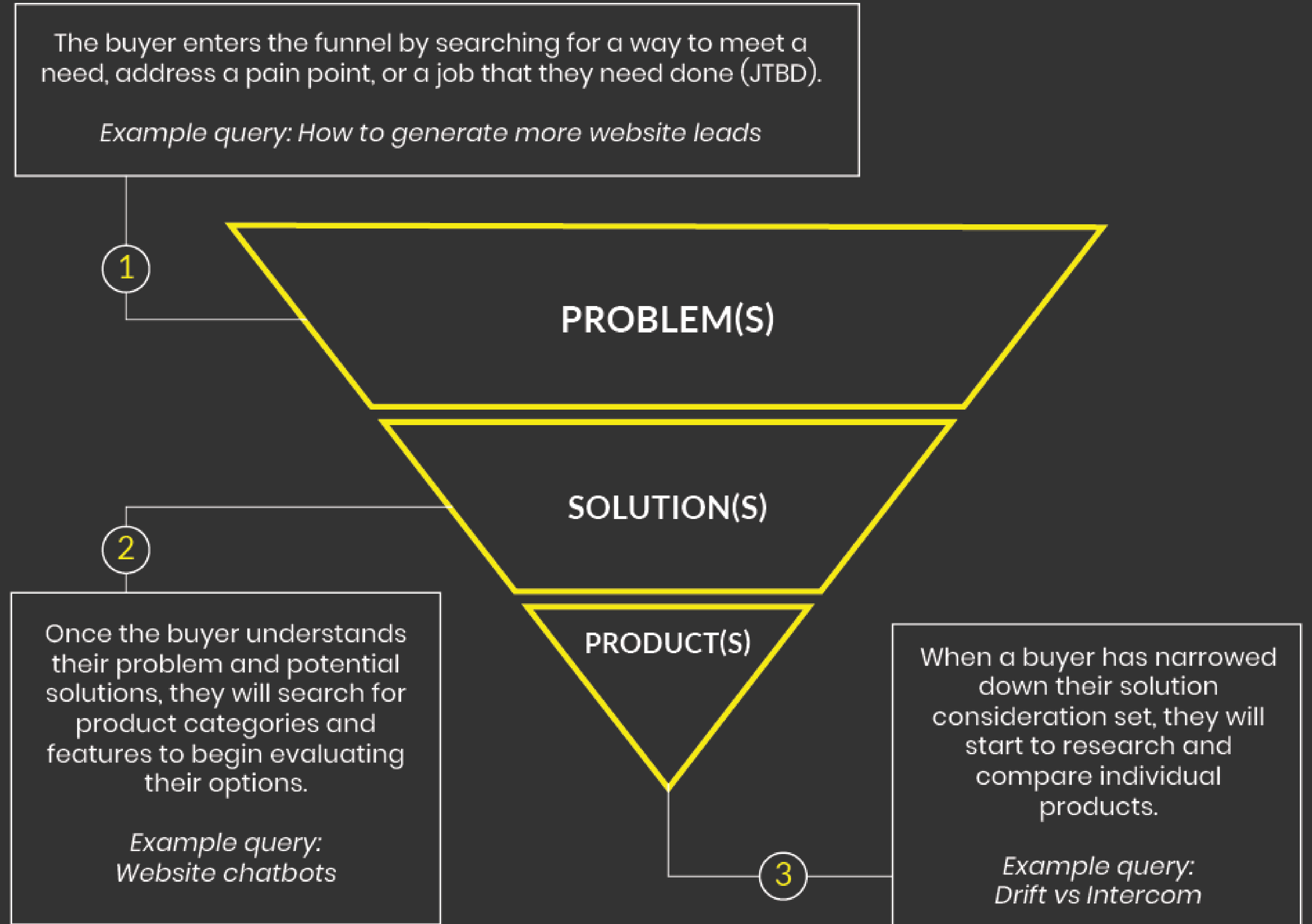


The Marketing Funnel

Where is the reader in their purchase journey?

- Top (Problems)
- Middle (Solutions)
- Bottom (Products)

THE SAAS SEO FUNNEL



Answer These Questions

For Every Single Piece of Content

Strategic Content Goal

- What job is this content doing within the overall strategy?
- How will this specific piece of content help drive business growth (directly or indirectly)?
- What other pieces of content does this piece support?
- What other piece of content is this piece supported by?

Answer These Questions

For Every Single Piece of Content

Tactical Content Goal

- What action do I want the reader to take?
- How does this action relate to the reader's goals?
- Based on the reader's goal and their place in the funnel, what information does the reader need *before* they're ready to take this action?

Answer These Questions

For Every Single Piece of Content

The Reader's Goal

- What is the reader hoping to accomplish?
- Why are they consuming this content?
- What does success look like for them?

Answer These Questions

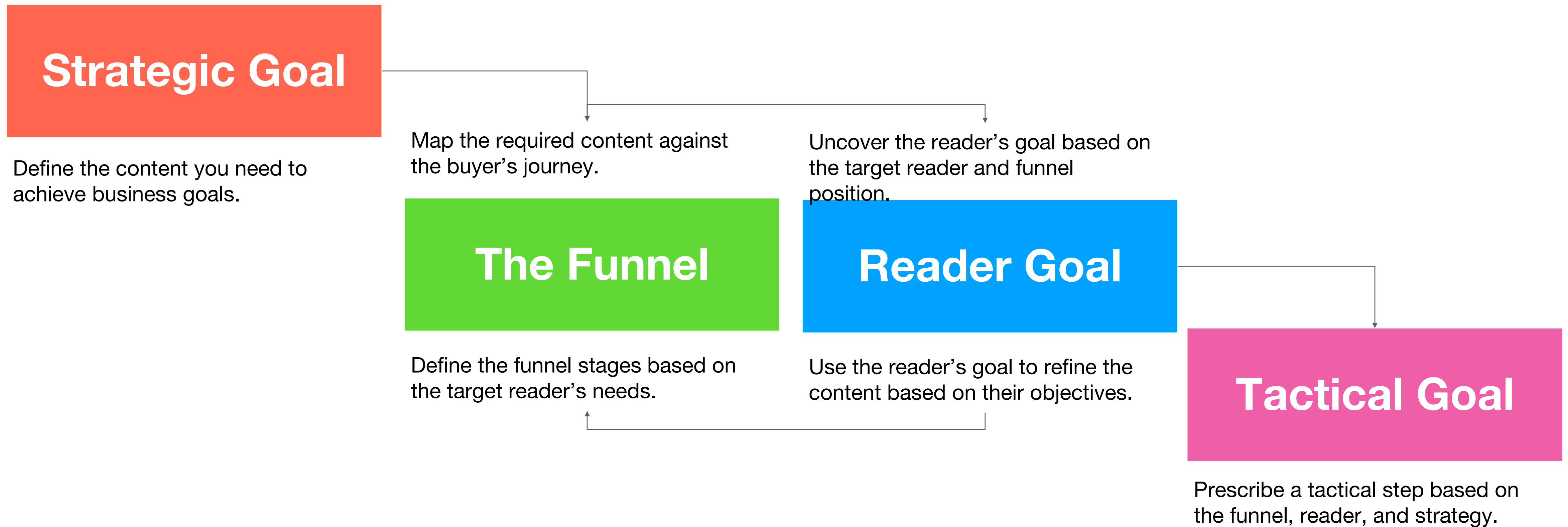
For Every Single Piece of Content

The Marketing Funnel

- Where is the reader in their journey?
- What next step makes the most sense?
- How do I pull the reader further into the funnel?
- How far can I pull them into the funnel?

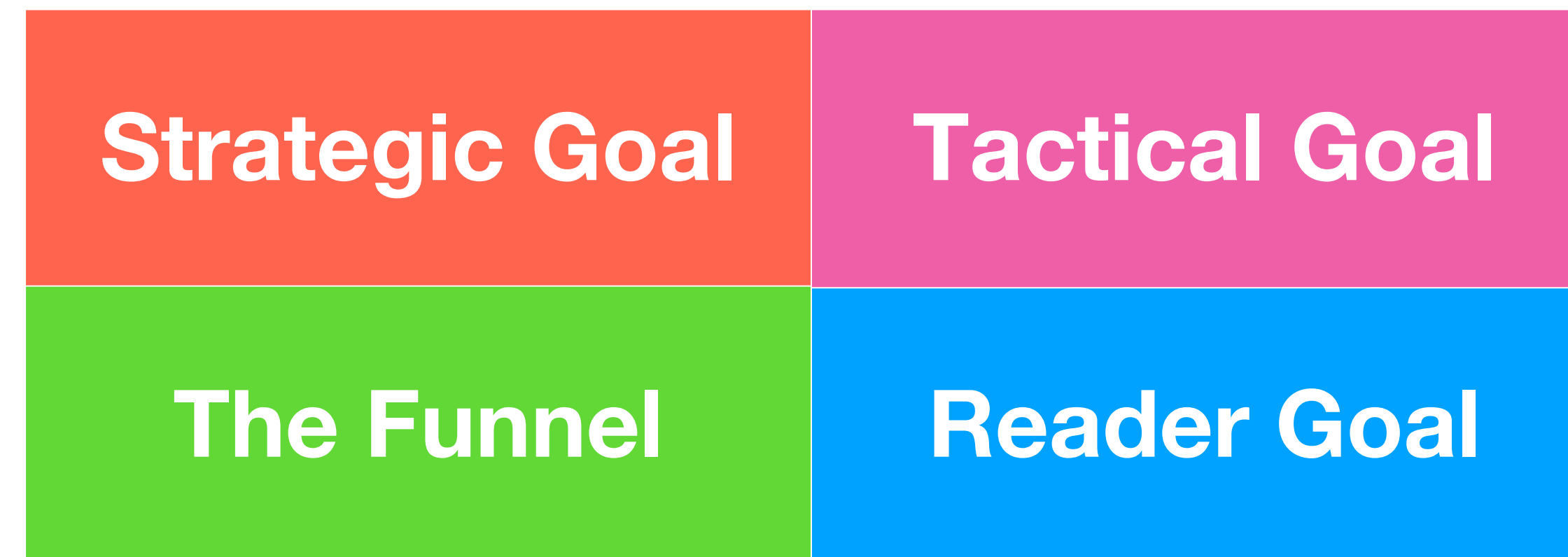
Mapping the Content

The 4-Dimensional Roadmap to Growth-Focused Content



Putting it All Together

Defining Every Piece of Content





Thank You

Tyler Hakes - Optimist

Twitter: [@TylerHakes](https://twitter.com/TylerHakes)