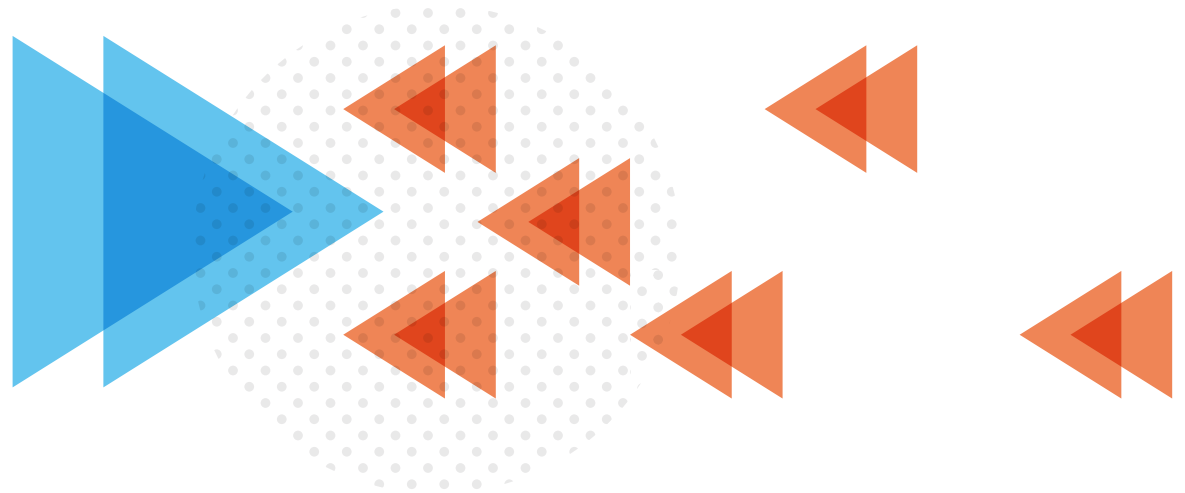


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THE ULTIMATE CONTENT CREATION GUIDE

templates & checklists



Creating content — blog posts, tip sheets, eBooks, videos...you name it — can be a daunting task, particularly if you're writing without proper direction, clarity and focus.

This two-part guide will help you create valuable content that's engaging and effective — attracting prospects to your website and demonstrating your value to them. It includes:

BUYER PERSONA EXAMPLE AND TEMPLATE

See how to itemize the important facets, characteristics and motivations of your target audience — a critical step in creating content that answers their questions and addresses their needs.

CONTENT DEVELOPMENT CHECKLIST

Use our checklists for various types of content creation, including emails, blogs, videos, case studies, infographics, eBooks and whitepapers, to help you answer the most important questions before your fingers hit the keyboard.

You'll also receive useful tips that will help get your content found by search engines and, most importantly, potential buyers.

part I

DEVELOPING
YOUR BUYER
PERSONAS

IDENTIFY YOUR BUYER PERSONAS

Buyer personas paint a vivid picture of the exact “person” you want to reach with your inbound marketing efforts. Typically, there isn’t just one type of buyer, so it’s important to define each of them before forming a content strategy. There may be top-level decision makers, such as a CEO, Chief Financial Officer or VP of Sales, or individuals who influence those decision makers, such as a Human Resources Director, Executive Assistant or Business Manager.



..... *what you'll want to cover*



THEIR
BACKGROUND



THEIR
ROLE



THEIR
COMPANY



THEIR
CHALLENGES



THEIR
GOALS



THEIR WAYS OF
RESEARCHING

BUYER PERSONA EXAMPLE AND TEMPLATE

Once you determine who you want to reach and what you want to know about them, you'll need to organize that information into a framework for quick reference. Use this template and customize it for your specific needs. We've also included an example for reference.

BUYER PERSONA EXAMPLE



PERSONA: Business Manager *influencer*

This person is a trusted advisor to the President or CEO, with a strong attention to detail and careful, well-thought considerations. Gaining the confidence and approval of this person can fast-track a new approach with a CEO or President and others in the organization.

ROLES & RESPONSIBILITIES

- Short- and long-term planning of cash inflows and requirements
- Oversee business operations, ensuring profitability and sustainable long-term success
- Identify relationships, technologies and emerging methods that improve business operations
- Maintain relationships with partners, vendors and suppliers
- Ensure organization's adherence to legal rules and guidelines

WHY ARE THEY A GOOD TARGET?

- This person's support is critical because of the trust the President/CEO places in her
- Thorough and fact-based evaluation, so addressing this person's likely critical questions up front is key
- Loves to identify value that advances the company's position

KEY MOTIVATIONS/GOALS

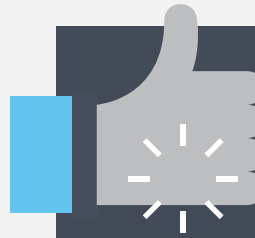
- Year-to-year balance sheet improvements
- Identification of business operation improvement opportunities
- Support business growth through wise anticipation of cash requirements
- Improve company culture, maintain employee development

DEMOGRAPHICS & BACKGROUND

- Typically female, early 30s
- 5+ years of experience
- Experience in business and finance

PERSONALITY

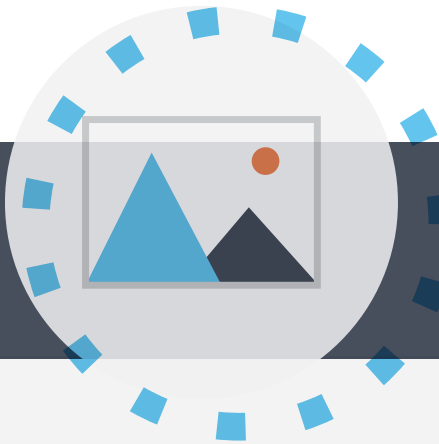
- Level-headed, calm under pressure
- Extremely analytical; critically evaluates potential impact of business decisions
- Wears many different hats for the organization
- Thoroughly researches buying options through online search, product comparisons and peer recommendations



*Get to know
your personas
through:*

- » Personal interviews
- » LinkedIn profiles
- » Recruiting websites
- » Industry publications and research
- » Social media groups

BUYER PERSONA TEMPLATE



PERSONA: _____
influencer or decision maker

BRIEF DESCRIPTION _____

ROLES & RESPONSIBILITIES

- _____
- _____
- _____

WHY ARE THEY A GOOD TARGET?

- _____
- _____
- _____

KEY MOTIVATIONS/GOALS

- _____
- _____
- _____

DEMOGRAPHICS & BACKGROUND

- _____
- _____
- _____
- _____

PERSONALITY

- _____
- _____
- _____
- _____

COMMON QUESTIONS

- _____
- _____
- _____
- _____

up next...

CREATING CONTENT
TO REACH YOUR
PERSONA



part 2

CREATING CONTENT

CONTENT CREATION CHECKLIST

Buyer personas will have varying ways in which they want to consume content depending on their personalities, roles or what stages of the buyer's journey they're on. Younger generations may prefer more visual methods such as video or infographics, those with more analytical minds may prefer detailed white papers, while others may simply want to read a blog to get an overview or introduction to a topic.

..... *common types of content*



EMAIL



BLOG



INFOGRAPHIC



EBOOK OR
WHITE PAPER



CASE STUDY



VIDEO

It's important to create content in multiple formats to ensure you can reach your ideal buyers in ways they want to be reached and based on the various stages of the buyer's journey they're on. Answer the questions and use the tips on the following pages for each type of content to make sure it will resonate with your buyer personas.



EMAILS

- Who will be most interested and get the greatest value?
- What specific product or service are you promoting?
- What feature are you promoting? (Cost savings, functionality, efficiencies, etc.)
- How do you want someone to respond? (Reply to email, click a link, fill out a form, etc.)
- How much knowledge does your best prospect have about this topic?
- Is your subject line compelling? Does it present a benefit to the reader?
- Is your copy clear, concise and direct?
- Have you outlined ways in which your best prospect will benefit by taking you up on your offer?
- Have you included white space and kept it short and to the point?
- Have you included keywords in your subject line, preview text, headline and copy?
- Have you included an interesting visual, either in the form of an image or graphic header?



Tips for creating email subject lines:

- » Focus on one thing, not multiple offers
- » Consider posing a compelling question
- » Pique their curiosity
- » Create a sense of urgency
- » Use A/B testing
- » Address a pain point
- » Consider including humor if the topic is appropriate
- » Don't use all caps or multiple exclamation points
- » Make it mobile-friendly and be concise



BLOGS

- Will this resonate with your best prospect?
- What is the goal? Why are you writing it?
- How much knowledge does your best prospect have about this topic? How in-depth do you need to go?
- Is your copy direct, clear and concise?
- Have you included short- and long-tail keywords in your headline and copy?
- Have you optimized your meta data for specific keyword(s)?
- What content offer are you promoting in the post or CTA?
- Have you included an interesting visual?
- Does the content warrant a long-form post or should it be kept to under 800 words?



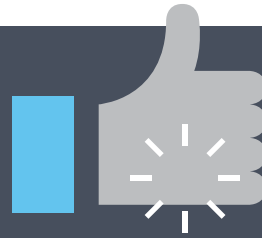
Blog writing tips:

- » Keep your introduction brief and to the point
- » Consider including a compelling story, statistics or anecdote in your introduction
- » Consider using a list format (e.g., 6 Ways to Improve XYZ)
- » Avoid large chunks of copy; break up paragraphs
- » Avoid cliches and buzzwords
- » Be helpful; don't merely promote your brand, product or service
- » Tailor your CTA to be relevant to the post



VIDEOS

- Who do you want to reach? How much knowledge do they have about the topic?
- What is the goal of this video? (e.g., Product comparison or demonstration, recruiting opportunity, client testimonial/case study, etc.)
- What is the topic? Be specific (e.g., How to perform a lab test; speed and flexibility of a product; why product X outperforms product Y, etc.)
- Do you have visuals and professional video footage to work with?
- Are those featured on film comfortable in front of the camera?
- What is your call to action?



Tips for creating compelling video:

- » Focus on one topic per video (e.g., recruiting, product demo, case study, etc.)
- » Create a great first impression with interesting visuals and headlines
- » Establish a consistent brand or “look” for all your videos
- » Film plenty of B-roll footage
- » Film interviews in an appealing setting; don’t place subjects in front of a blank wall or distracting environment
- » Use quality video and audio equipment
- » Use multiple camera angles and include close-ups and wide-angles
- » Keep it as short as possible while still communicating value
- » When choosing images or music backgrounds, maintain consistency with your brand and always ensure copyright laws are followed
- » Use professional voice-over talent, when needed



CASE STUDIES

- What will compel your prospect to view this case study?
- What is the main takeaway? (e.g., cost savings, improved productivity, happier customers, etc.)
- What were the pain points of the organization that caused them to contact you?
- How did your product or service overcome those pain points?
- What are some specific, tangible results from working with you? (e.g., \$20,000 cost savings each year, 10% increase in annual revenue, 20% higher customer satisfaction survey results, etc.)
- How do you want people to respond? What is your CTA?
- Is the company you're focusing on typical for your industry? (Showcase clients that align with your ideal buyers)



Include these points in your case study:

- » A brief introduction with a short, interesting story
- » A specific, detailed quote that goes beyond, "Company XYZ provided exemplary service..."
- » The specific problem your company helped solve
- » How your strategy differed from the client's previous attempts to resolve the issue
- » Key metrics and results
- » Why the company continues to work with you



INFOGRAPHICS

- On what part of the buyer's journey is your ideal persona?
- What is the overarching topic of your infographic?
- Is the topic ideal for visual representation?
- What educational value will it provide?
- What is the main takeaway for each section of your infographic?
- What is your call to action?



Infographics best practices:

- » Create a compelling title
- » Avoid large blocks of text — keep it simple
- » Include white space
- » Design it in a manageable, printable size
- » Make important facts and figures stand out visually
- » Make sure the design is consistent with your company's branding
- » Create an easy-to-follow, natural flow from beginning to end
- » Cite your sources



EBOOKS & WHITEPAPERS

- Who are your best prospects and what stage of the buyer's journey are they in when reading this content?
- What is the goal? Why are you writing it?
- What pain point is your prospect hoping to solve by reading your eBook or whitepaper?
- How much knowledge does your best prospect have about this topic? How in-depth do you need to go?
- What content offer are you promoting?
- Have you included interesting visuals throughout?



Tips for eBooks & whitepapers

- » A brief introduction with a short, interesting story
- » A specific, detailed quote that goes beyond, "Company XYZ provided exemplary service..."
- » The specific problem your company helped solve
- » How your strategy differed from the client's previous attempts to resolve the issue
- » Key metrics and results
- » Why the company continues to work with you

Creating compelling content, no matter its form, requires a disciplined approach that begins with knowing your ideal buyer personas and then customizing your messages to appeal to them in fresh, engaging ways.

There's lots more involved, so if you'd like help developing your content strategy, contact us at Weidert Group. Our inbound marketing specialist and content experts can customize a plan for you to help attract ideal buyers and convert them into ideal clients.



WANT TO TALK?

Reach out to:

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WEIDERT GROUP
B2B inbound marketing agency



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