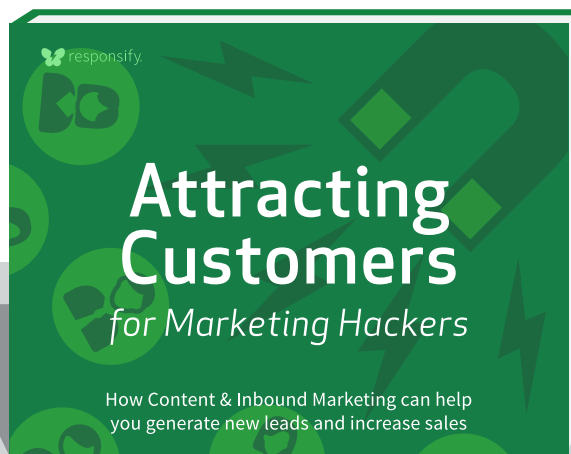


Leveraging Customer-Centered Content *for Marketing Hackers*

How an Inbound Marketing GamePlan can help you harness the power of content to attract new leads

Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, ***Inbound Marketing*** focuses on creating quality content that pulls people toward your company and product, where they naturally want to be.

By aligning the content you publish with your customer's interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.



Learn more about the power of Inbound Marketing

Get free eBook

68%

of marketers **don't** have a documented content marketing strategy

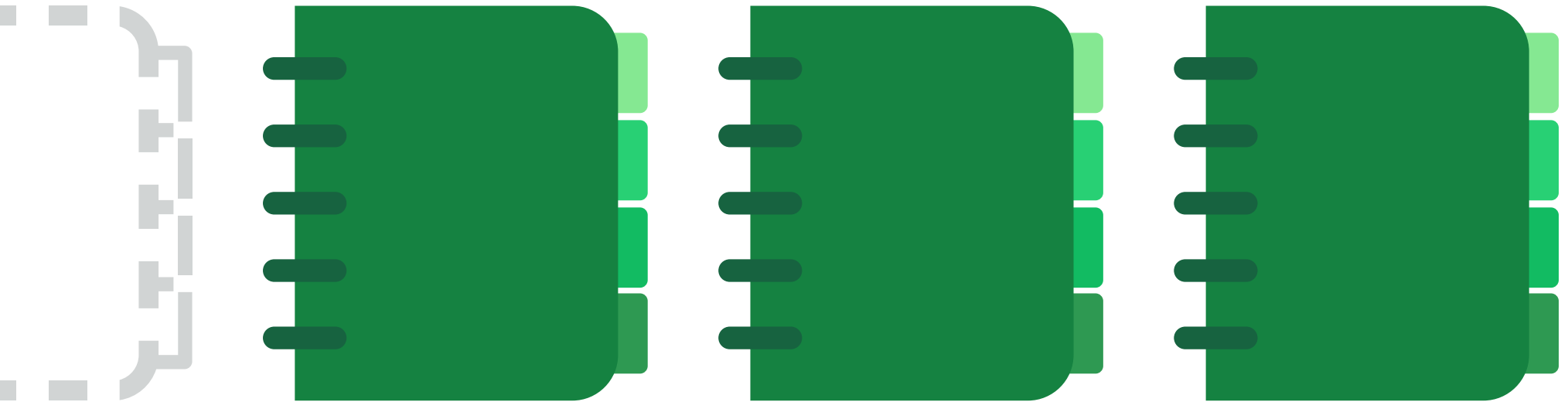
<http://contentmarketinginstitute.com/2015/09/b2b-content-marketing-research/>



87%

of **successful** marketers **have** a
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<http://contentmarketinginstitute.com/2015/09/b2b-content-marketing-research/>




Why a content marketing strategy is important

No one would start construction on a house without a blueprint. You need to talk to architects, contractors, designers, and a host of other trades to get the full picture to craft a detailed set of blueprints. Only then, can construction begin.



Surprisingly, marketers new to inbound marketing actually start writing blog posts without investing the time and effort to create a detailed inbound marketing strategy. Without one it's nearly impossible to be effective.

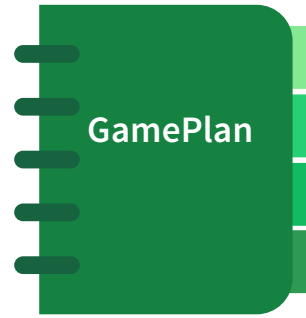


"You can't have a successful inbound marketing program without a great content strategy, just like you can't have a symphony without a director leading multiple instruments into harmony."

-Kasie Hilburn, Mojo Media Labs

Creating a detailed inbound marketing strategy is an intensive process that requires diligent research, knowledge, and experience.

An **Inbound Marketing GamePlan** combines insights and strategy as a blueprint for creating effective content.



A comprehensive **Inbound Marketing GamePlan** consists of four phases:



Self Assessment

Unite the team by creating insights on where you are now, what marketing assets you have, and your organizational growth goals.



Buyer Persona Development

Discover your target Buyer Persona and the unique Buyer's Journey that each persona travels as they conduct their research online.



Buyer Journey Mapping

Outline offers and email subject lines that convert, qualify, and nurture your leads across the buyer persona's journeys.



Inbound Campaign Setup

Develop a detailed content plan to attract personas by answering common questions via your blog and premium content offers.



Self Assessment



Buyer Persona Development



Buyer Journey Mapping



Inbound Campaign Setup

GamePlan Phase 1: Self Assessment

Successfully implementing inbound marketing in your organization requires everyone being on the same page. This means getting everyone around the table and allowing everyone an opportunity to share their perspective. When everyone shares a voice, everyone shares ownership, and everyone works better together.

PHASE TAKEAWAYS

This phase helps you and your team take a step back and get the big picture. You capture where your company is currently to measure in the future, and what your competitors are doing.

Some questions covered during this phase:

What's our current situation?

- What are your current website metrics?
- How many leads come through the website?
- What percentage of leads are qualified?
- What is the value of a lead?
- Can we convert resources into premium content?

What's the competition up to?

- Who would you consider your top 3 competitors?
- What do they do well?
- What do they not do well?
- What keyword terms would you like to rank for?
- Who ranks for them now?



Self Assessment



Buyer Persona Development



Buyer Journey Mapping



Inbound Campaign Setup

GamePlan Phase 2:

Buyer Persona Development

A successful GamePlan requires focus. This is why the first step is to create a limited number of core personas to focus on from the beginning.

PHASE TAKEAWAYS

This phase helps outline and define a complete picture of who your buyers are. Strong buyer personas are the foundation for effective marketing strategies, language, and offers.

Some questions covered during this phase:

Who are our Personas?

- Who are your most profitable customers?
- What similarities do they share?
- Are they in common industries?
- Do they share common job?
- What does a day in their shoes look like?
- What triggers their behavior to change?

What are their common questions?

- How do your persona's define their problems
- What solutions do they think they need?
- What solutions do they actually need?
- Who's involved in the decision-making process?
- What questions do sales reps hear everyday?
- What differentiates you from your competitors?



Self Assessment



Buyer Persona Development



Buyer Journey Mapping



Inbound Campaign Setup

GamePlan Phase 3:

Buyer Journey Mapping

Strategic content enables you to deliver a personalized experience for each of your personas. During this phase, offers such as eBooks, and email subject lines are outlined to convert, qualify, and nurture your leads across your buyer persona's journeys.

PHASE TAKEAWAYS

This phase helps you outline a marketing automation engine for growth that converts, qualifies, and nurtures your leads. It establishes the content strategy that will be used.

Some questions covered during this phase:

What does the Buyer Journey look like?

- What questions are asked at Awareness Stage?
- What questions are asked at Consideration Stage?
- What questions are asked at Decision Stage?
- What questions are asked at Customer Stage?

How will the System be setup?

- What content will be created for each persona?
- What stage in the Buyer's Journey will they focus?
- What actions will impact lead score?
- How will lead intelligence impact your sales team?



Self Assessment



Buyer Persona Development



Buyer Journey Mapping



Inbound Campaign Setup

GamePlan Phase 4: Inbound Campaign Setup

Now that we've outlined all the necessary building blocks and processes involved, we begin to put it all together by strategizing inbound campaigns.

PHASE TAKEAWAYS

This phase helps you develop a detailed content plan to attract the right people by answering common questions via your blog and premium content offers.

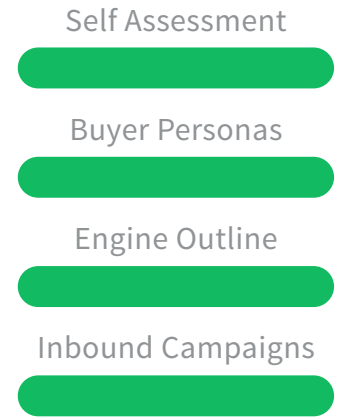
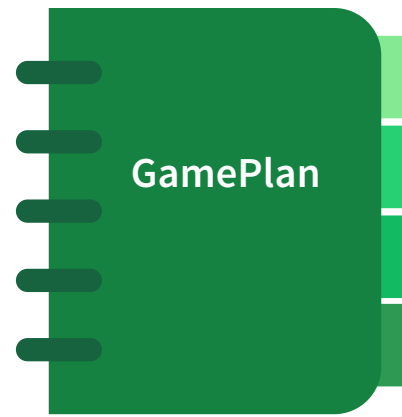
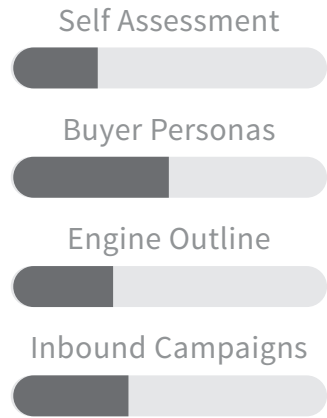
Some questions covered during this phase:

What resources will attract visitors?

- What Inbound Marketing Campaigns should be planned for the next 12 months?
- What content resonates with our personas?
- What titles of several Awareness Stage eBooks?
- What social media platforms will have the best ROI for our customer personas?

What keywords should we target?

- What long-tail keywords can we target?
- What questions can we optimize towards?
- How can we maximize local SEO?
- How can we integrate SEO effective headlines?
- How can we track the ROI of our SEO work? brand, based on our personas and campaigns?



Assumptive Content



Strategic Content



