



# Chapter 2 – Why Content Matters

## Develop content that supports your buyer's journey to choosing you

Companies that have weak content and weak messaging on their web presence will have a hard time creating digital transformation of the sales and marketing functions.

### Today's Reality

- *74% of prospects choose the company that was first to help them in their buyer journey*
- *People search for perspectives in industry news and trends*
- *Buyers want to see helpful "how to's" which reflect your company's vision*

Statistics show people will go with the company that provided them with the best information. With everyone working from home, content matters more than ever.

Would your sales and marketing program still work if you had to stop all offline marketing for the next 18 months? Would you still be able to generate leads for your business without any face-to-face contact?

This is the problem we'll all trying to solve and why content is so important.

### COVID-19 has taught us...

1. *People can sell anything online*
2. *Anyone can learn online*
3. *We can exist online*

*Can your business build a sales pipeline online?*



Regardless of the type of business, you can still reach out and connect with your customers with special offers and helpful how-tos.

Often, there's a disconnect between what you think is important and what your customer thinks is important. Good content builds trust because it's that perfect intersection between the two where you'll find your content strategy.

Before the digital revolution, the sales rep played an important role in the buying process as they were the primary source of product information. Now, buyers self-serve by researching products and services on the web. You have to think about the emotional triggers of your buyer and the keywords that they're using when they think about their problem.



## What you need to get started...

- 1. A clear value proposition*
- 2. A good understanding of your buyer persona*
- 3. A theme to create interest and an online conversation*
- 4. Content that does not create anxiety*
- 5. Conversion points that address the buyer journey*

The buyer persona is not just demographics. You really need to get inside the head of your ideal customer to understand what they're going through. You need to know very specifically what they're looking for in these 5 areas:

## Developing your buyer personas

Use our workbook: <http://resources.marketingcopilot.com/buyer-persona-workbook>

- 1. Priorities*
- 2. Success Factors*
- 3. Barriers*
- 4. Criteria*
- 5. Buyer Journey*

This is a thought-provoking process that can unearth gold. Getting specific about your buyer's priorities, decision-making process, barriers to purchase, and criteria can help you craft content that speaks directly to them.

Ultimately, you want your content to be capable of stopping someone in their tracks and compelling them to take the next step in their buying process with your organization.

## Case Study

*A manufacturer searching for a new delivery service because people can't come to the plant.*

- 1. Priorities: Get product to customers*
- 2. Success Factors: Do it reliably and cost effectively*
- 3. Barriers: No references that look like me or can't understand options on the website*
- 4. Criteria: Good sales process; help me understand pricing, terms & conditions, model costs*
- 5. Buyer Journey: Talk to existing vendors, ask network, web search*

Register for a Buyer Persona Workshop the last Thursday of every month at:

[www.marketingcopilot.com/workshops/](http://www.marketingcopilot.com/workshops/)



## Answers

### 1. Value Proposition:

- *Help you ship direct to customers and cut out the middle man.*

### 2. Home Page:

- *Clear explanation of what you do*
- *Clear benefit statement about how your solutions help*
- *What someone has to do to buy it*

### 3. First Conversion Point:

- *Offer that qualifies around Value Proposition (not call now, free trial or demo)*
- *Example: "Get the guide to modeling new delivery services. Sell direct and make stronger connections with your customers"*



## Worksheet #4

Document the following based on a person who has bought from you in the last 12 months that you feel was an ideal client.

*What was the trigger that brought them to your solution?*

*What were they most concerned about in making the purchase?*

*Who/what brought them to you?*

*What did they want to understand first?*

*What was their success criteria after they had purchased?*



Sample models around pricing and cost help people figure out how this fits into their overall cost of service. At this point you're not trying to sell them a solution, but build a model that works into their cost perspective of what they need to do.

Do a search pretending to be a buyer. When you walk through the process from their perspective you can start to see how they process information.

## Worksheet #5

Write down your value proposition and evaluate it...

*Your value proposition*

*Mark every word you can't substantiate*

*Determine who can provide high authority proof (inside and outside of your organization)*

*What is the statement saying that addresses buyer anxiety?*

*Create a theme/statement that concludes why this is a good decision*

*Look to your website content and go through the same exercise there.*



## Sales Claims Produce Defensive Anxiety

- Will this purchase replace me or any parts of my job?
- If we do this/spend this, does this take money away from me?
- If I do this, do I have the right resources to make this happen?
- How does this help me right now?
- What do I need to know to make this decision (and not feel anxious about it)?
- Does the content I encounter to make my decision heighten or diminish buyer anxiety?

In this environment, you really need to look at your content with a fresh set of eyes and figure out the content you're presenting to the outside world—does it help? All content today must, must, must...

- Support the buyer's journey, not your sales process
- Help people learn something that diminishes their anxiety
- Allow them to live comfortably in your business ecosystem until they are ready to buy

## Develop a Keyword Strategy

A keyword strategy is an important part to support your content plan. Knowing the words that your consumers use when they are on Google researching their problems allows you to reach them in a timely and relevant way. Having a strong keyword strategy also allows you to align your website content with Google searches and improve your SEO.





## What does a Keyword Strategy do?

*<http://resources.marketingcopilot.com/keyword-strategy-workbook>*

- 1. Helps you analyze data around themes that people search*
- 2. Helps you optimize your content*
- 3. Helps you build out content to drive traffic to your offer*
- 4. Help you test your content*

Make sure you're following through on your promises. Good content should make sales much easier. What are you offering? It should consist of ungated content, helpful information, authoritative sources, and relevant details.

A content theme will propel you to growth and transformation.

The secret lies in buyer personas.



# Resources to get you started

## YOU CAN'T BE EVERYWHERE

### A Common Sense Approach to Digital Marketing For Any Business

In the age of 24/7 internet, there are thousands of ways for businesses to talk to, sell to, and connect with their customers. But, just as the old adage says, less is more.

In *You Can't Be Everywhere*, Wiese offers her well-tested insight on how to become a savvy marketer. Through personal stories and no-nonsense advice, Wiese shows how any company can conquer the digital space and craft extraordinary strategies and customer connections. Available on Amazon or [marketingcopilot.com](http://marketingcopilot.com)



## BUYER PERSONA WORKBOOK

Use buyer expectations to build content that helps buyers choose you.

[GET IT HERE](#)

## CUSTOMER SCORECARD WORKBOOK

Start with your customer as the authority on your value.

[GET IT HERE](#)