



ELEVATE your Content Marketing

Being Strategic

about CONTENT MARKETING

Don't simply churn out content for content's sake.

Your content strategy should focus on:

1. the business goals & objectives
2. engaging your ideal customer
3. producing quality content
4. monitoring what's resonating *and what's not*

(i.e. results in the most engagement
and conversion – ROI)

Customer-Driven Content



When you create an ICA and use an “ideal customer” to drive your content marketing strategy, these three steps become way easier!

1. **Understanding** Your Tarket Market
2. **Finding** Your Target Audience
3. **Connecting** with Your Ideal Customers

Focusing terminology for help you get organised



Content Strategy = **GOALS** – why, who

Content Marketing = **PROCESS** – what, how

Content Planning = **LOGISTICS** – where, when

Key Elements of a CONTENT STRATEGY





find

resonate

trust

EXERCISE #1



The **PERFECT PEOPLE** to benefit from my course/program/service are

What they are **STRUGGLING WITH MOST** right now is

EXERCISE #2



What they are FEELING right now is

How they WANT to FEEL is

The BIGGEST result or transformation they'll get from working with me is

EXERCISE #3



When were the times in your life or business that you struggled with these things too?

How did this make you feel?

How did you overcome it?

EXERCISE #4



What books, videos, podcasts, online tools & platforms and other resources could you share that would be helpful to your people?

EXERCISE #5



A huge mental block is that you have to have everything polished, just see content creation as a conversation ... if you had to rock up and speak or you get into a chat ... use your message pillars to keep you focused and aligned with your offer.

It's a chance to share your point of view, what's in your head, your stream of consciousness, asking/answering questions, just like small group teaching...

Your call to action doesn't have to be spammy... just say ...

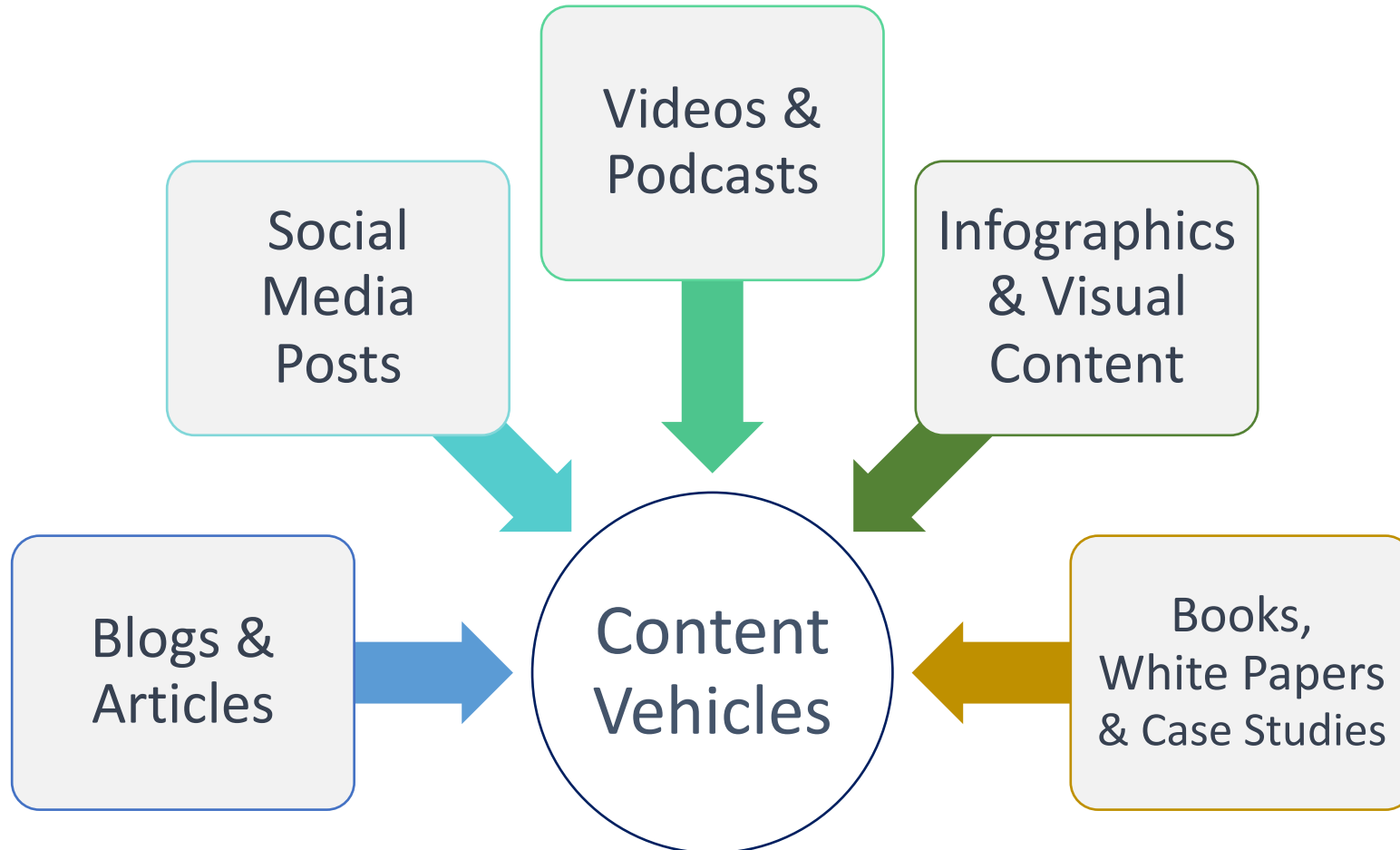
If you're ready to take the next step, here's how you can work with me ...

Send me a DM

Go to [www.](#) to book a call

Go to [www.](#) to sign up

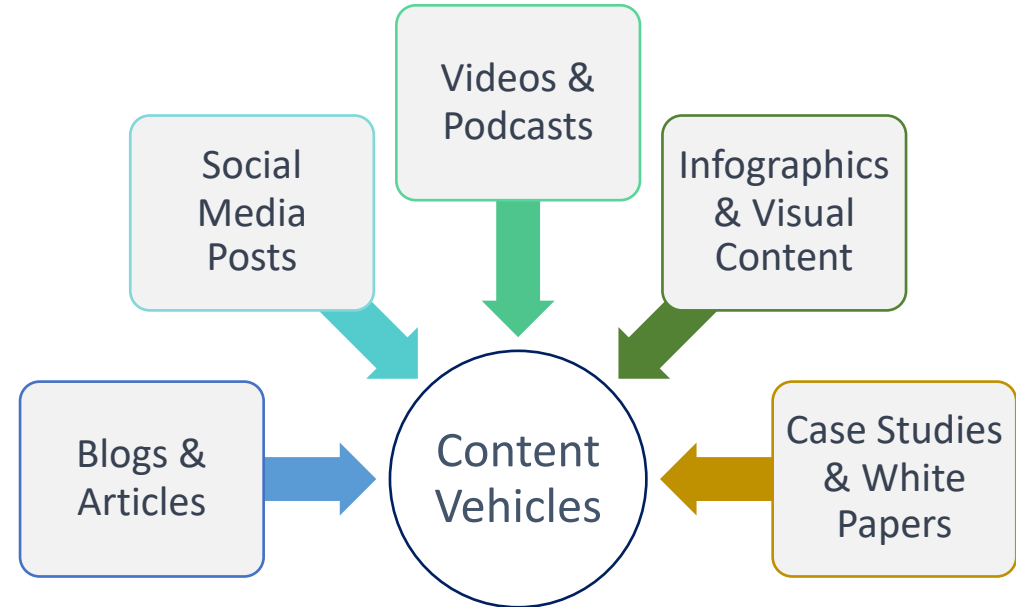
WHERE...



CONTENT MARKETING PLATFORMS

CONSIDER

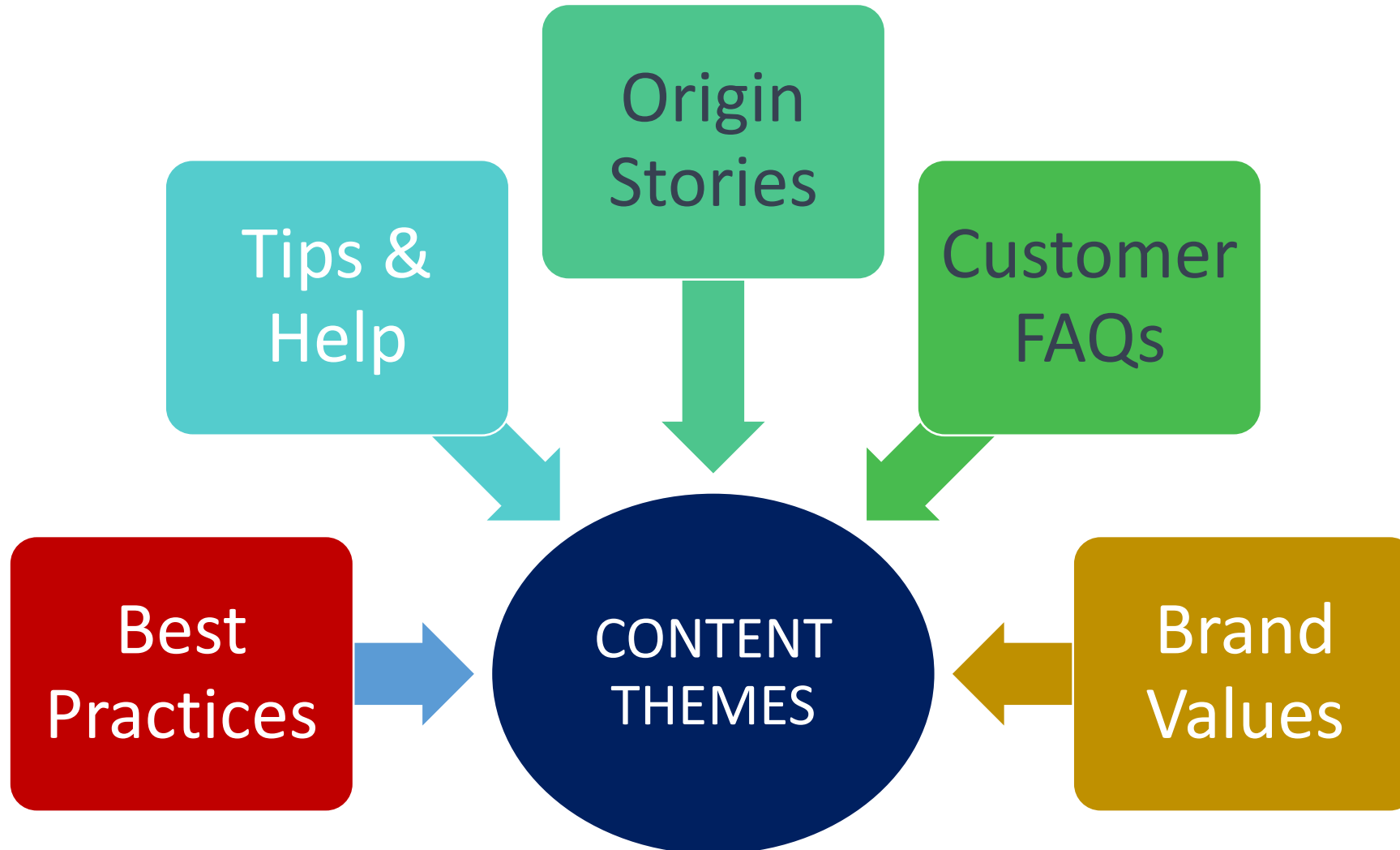
Your Ideal Customer's
**Content Preferences
& Behavior**



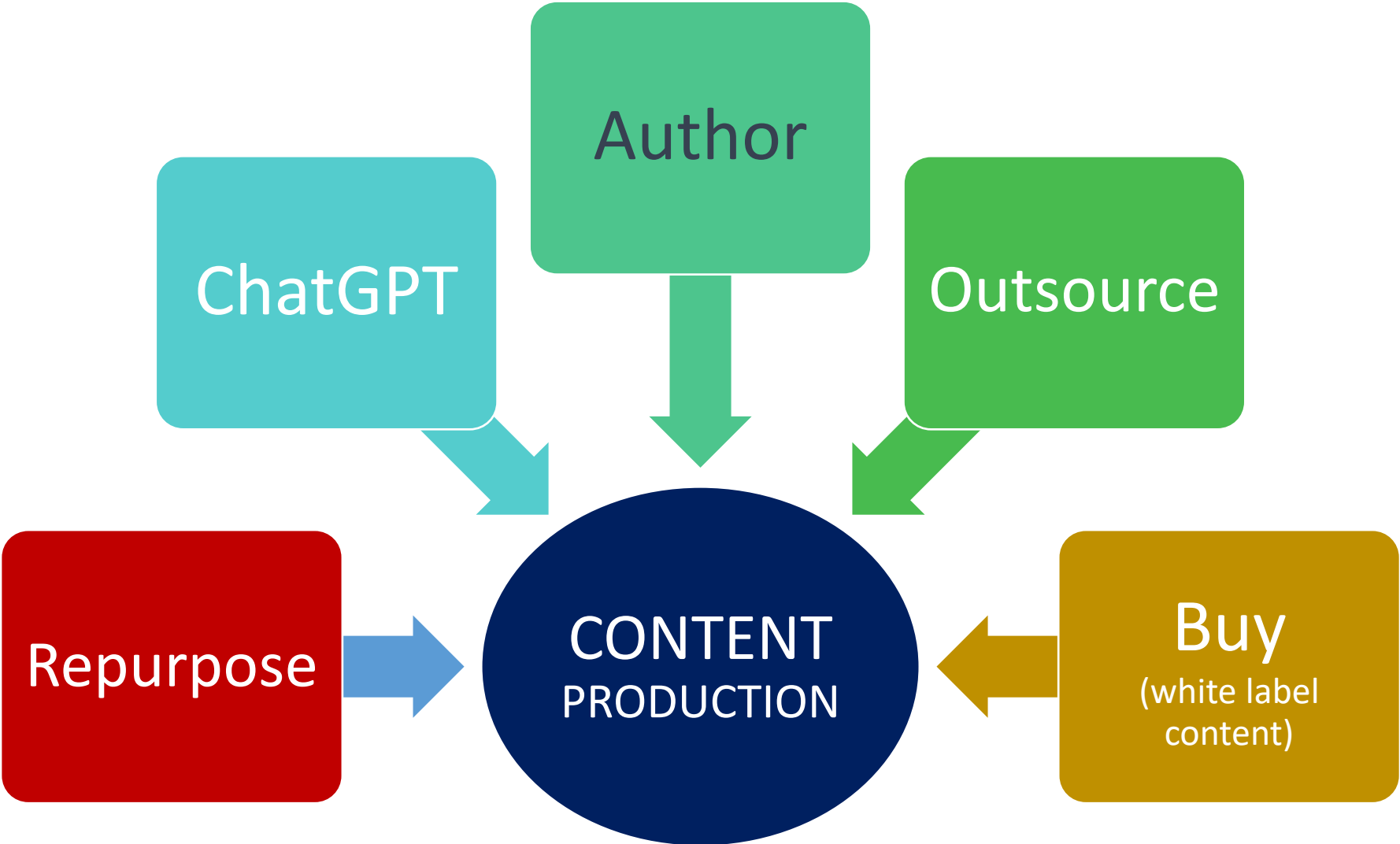
Consumer habits are a yardstick for your CHOICE OF PLATFORM

focused, binge-watching, multi-tasking, save for later, snacking

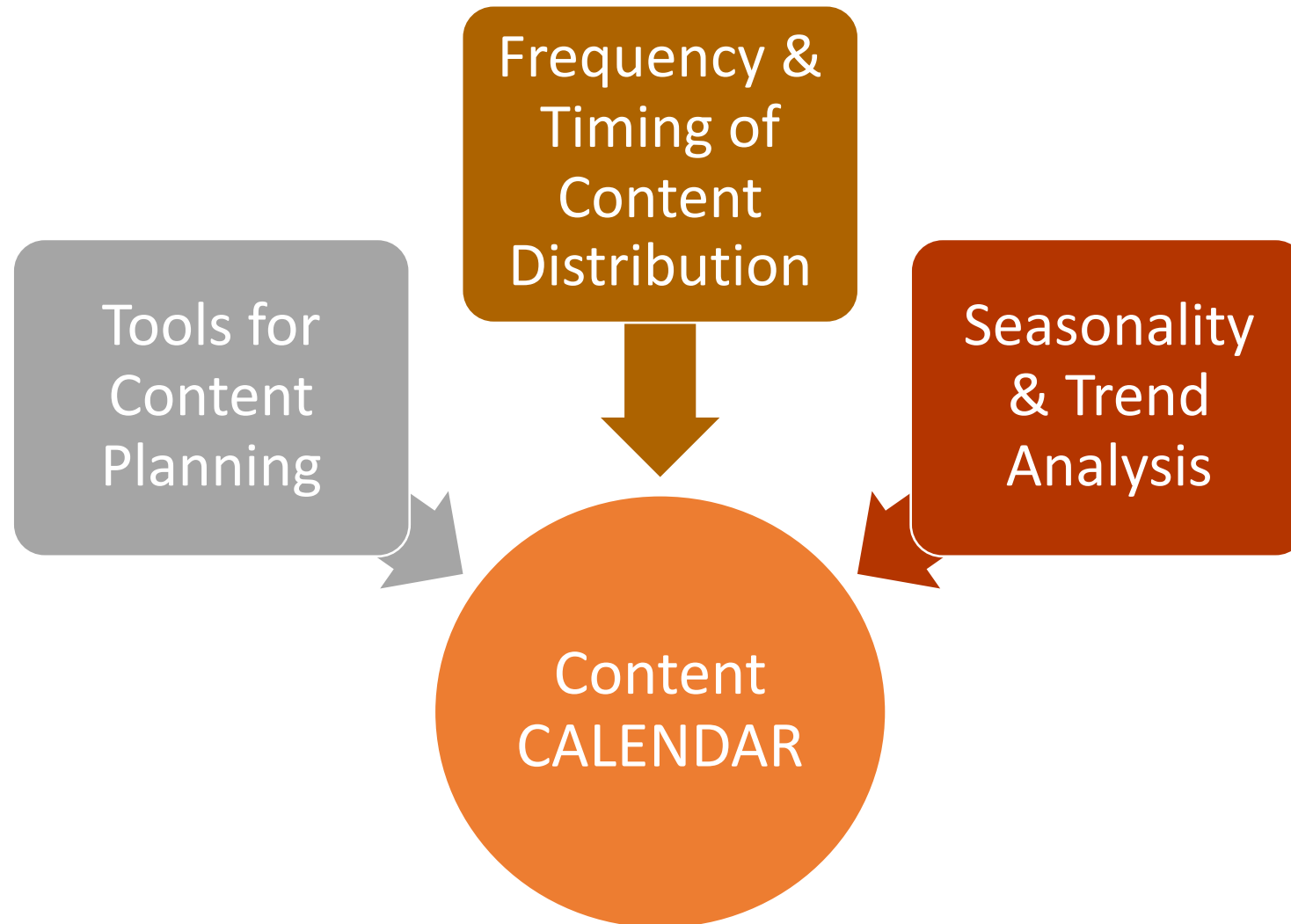
WHAT...



HOW...



WHEN...



CONTENT SCHEDULERS



Customer Centric CONTENT



- ✓ Authentically YOU
- ✓ Avatar Focused
- ✓ Quality & Valuable
- ✓ SEO Optimized
- ✓ Visual Engaging
- ✓ Clear Call-to-Action

1ST ENGAGE

What would grab your ICA's attention
- what's a hot button for them?



2ND EDUCATE



Meet them where they're at...

What's their level of awareness and how can you guide them to the next level to see the issue in a new light?

SYMPTOM AWARE

PROBLEM AWARE

SOLUTION AWARE

3RD ENROL (AT LEAST CONVERSION TO THE NEXT STEP)



Let them know **what to do next**

Give a clear Call to Action (CTA) and **why that's a good idea!**

Articulate the **benefits**, don't assume they'll "get it" 😊

CUSTOMER JOURNEY CONTENT PLANNER



AWARENESS	INTEREST	DESIRE	DECISION	SATISFACTION
What content will attract your target customer to your website or profile for the first time?	What would my ideal client find irresistibly interesting, helpful and valuable?	How can I nurture my audience to build the relationship?	What is the best way for potential customers to understand the value of what I/we do, and buy from me/us?	What are ways customers can share their experience, buy again, renew or refer others?
AUDIENCE	OPT-IN	RESPONSIVE	DEMO/DIALOGUE	LOYAL
Key Question Being Asked	Key Issues Being Addressed	Key Objections Being Handled	Key Value Being Conveyed	Key Benefits Being Communicated
Blog Posts, Videos, Podcast	How-To, Infographics, Checklists, Templates, Quiz, E-book	Email Sequence, Mini-Course, Masterclass	Bootcamp, Webinar, Case Studies, Audit, Trial, Strategy/Discovery Call	Quotes, Testimonials, VIP Events, Referral Scheme

CUSTOMER JOURNEY CONTENT PLANNER



	WHAT	HOW
#7	DISCOVERY CONTENT	SOCIAL MEDIA POSTS
#6	HOOK CONTENT	LEAD MAGNETS
#5	NURTURE CONTENT	EMAIL SEQUENCES
#4	BELIEF CONTENT	CONVERSION EVENT
#3	TRUST CONTENT	PROOF/DIALOGUE
#2	ENTRY OFFER	TRIAL/EXPERIENCE
#1	CORE OFFER	PROGRAM/SERVICE

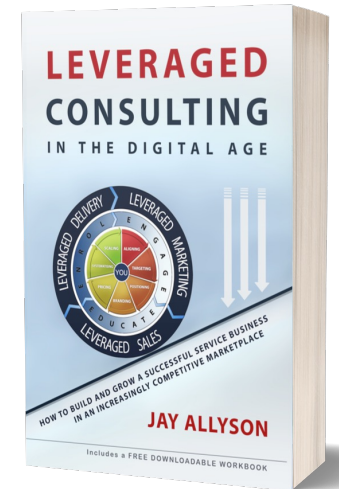
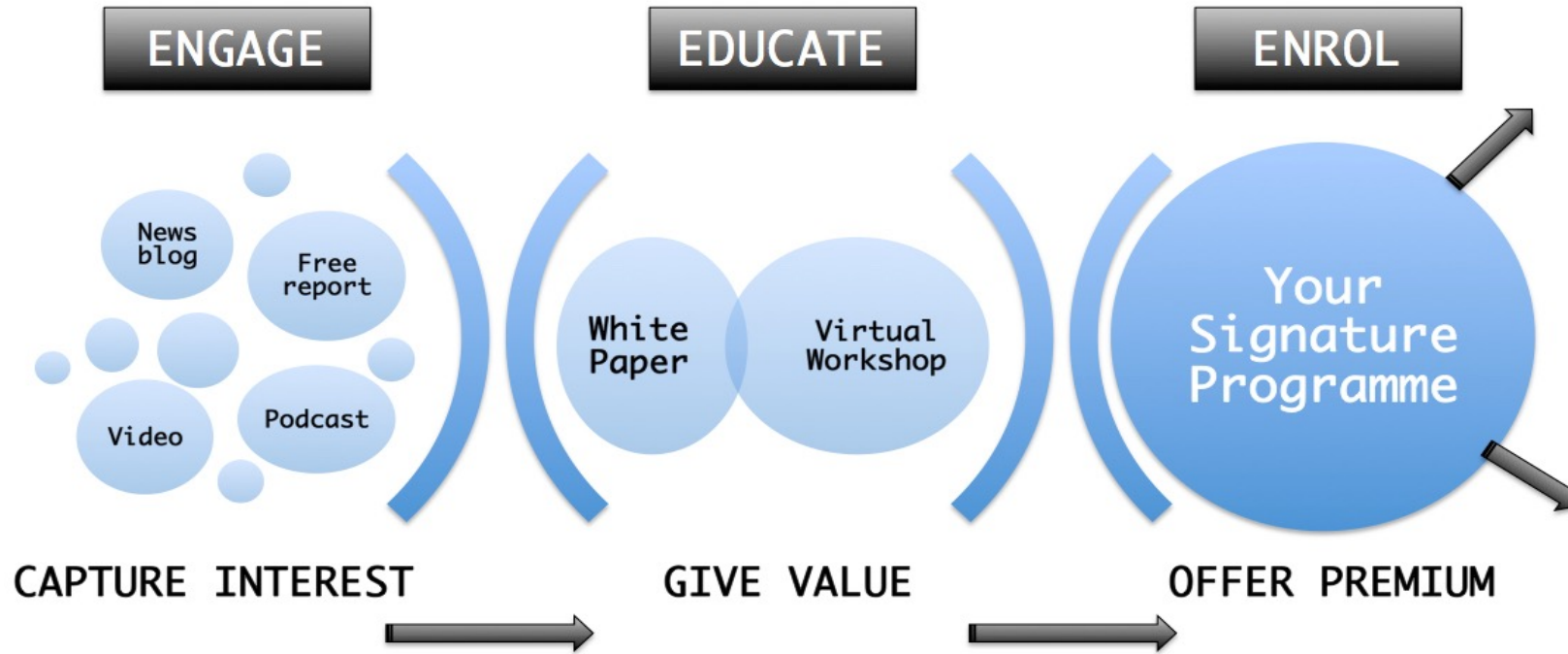
CONTENT CREATION IN THE AGE OF AI

You can ask ChatGPT to:

- **Research** the Kind of Content They Prefer
 - **Brainstorm** Topics Your Target Audience Cares About
 - **Map** Content to Different Parts of the Funnel
 - **Write** Outlines
 - **Build Out** the outlines
 - **Consolidate** content you already wrote
 - **Repurpose** content for a new 'angle'
 - ...
- and it will do these tasks LIGHTNING FAST

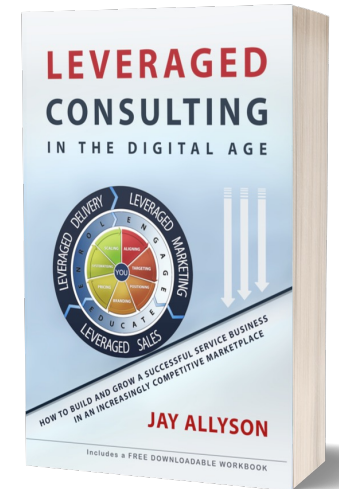
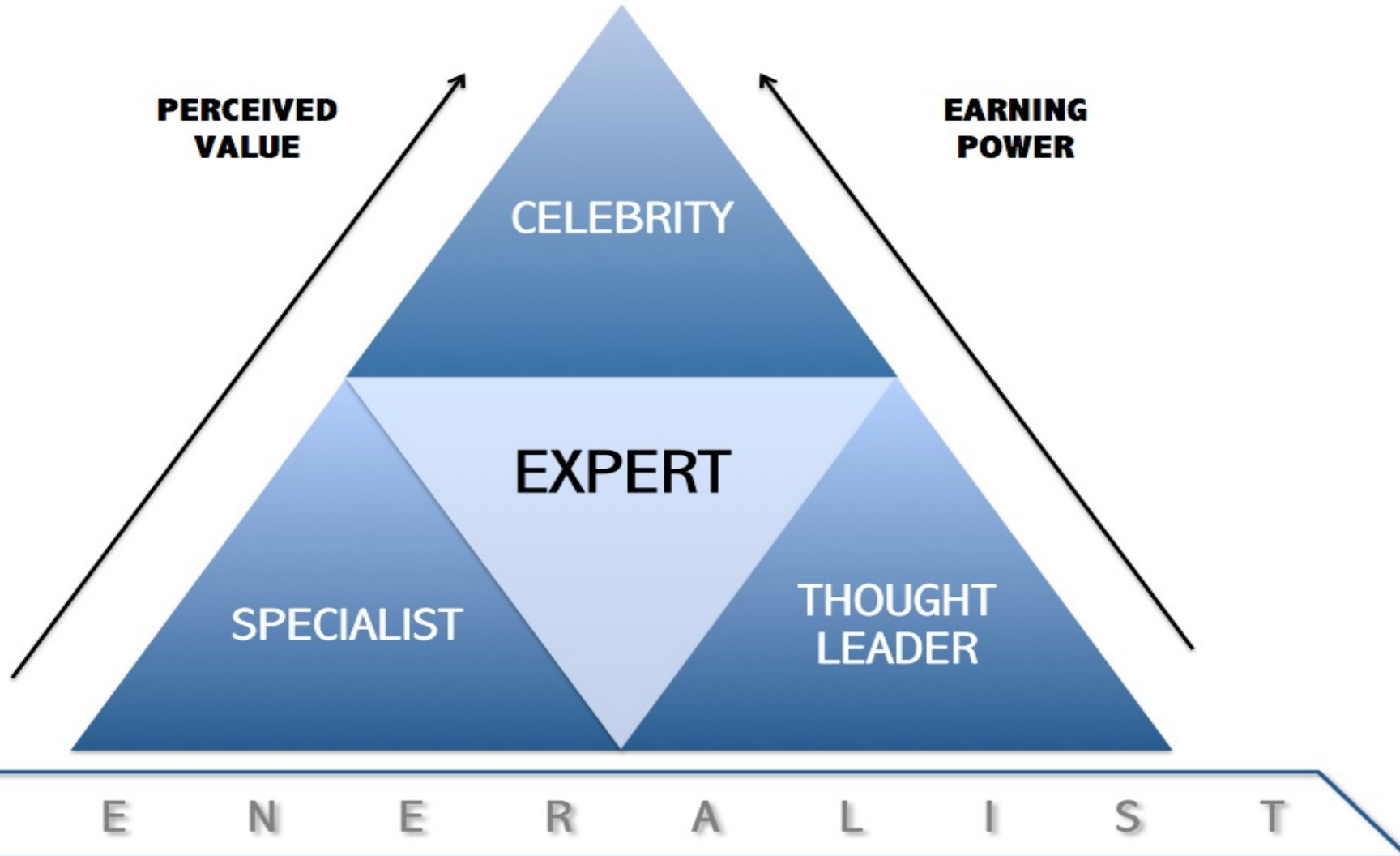


CUSTOMER JOURNEY DATA ANALYTICS



CONTENT DRIVEN SALES

The MAVEN Content Pyramid



Need more support ?



JAY ALLYSON
STRATEGIC MARKETING FOR BUSINESS GROWTH

HOME ABOUT ▾ The ACADEMY ▾ The BOOK ▾ The BLOG The PODCAST ▾ CONTACT ▾ 🔍

Returning? [Log in](#)

Appointments with Jay are very limited so please if you find you are unable to make our session, kindly use the login link at the top right to reschedule or cancel at your earliest opportunity so that we can offer the slot to someone else.

1 Choose Appointment



FREE BUSINESS ACCELERATOR STRATEGY "DISCOVERY" SESSION

30 minutes

This is an exploratory session up to 30 minutes focusing on your business goals - A. current challenges and B. what you'd like to achieve, personally, financially and operationally, with a view to helping you see how to get from A to B. It is not a sales call and there is no obligation to work with us to implement the approaches we identify (although you might choose to!)

Pick a date/time to suit you, provide some background info and we'll confirm the appointment with you very soon.

Book

Schedule a Strategy Discovery Session with Jay Allyson

<https://jayallyson.com/contactme/scheduler/>