



How to create a realistic Marketing Plan Course

Accelerate your growth with a
content plan you'll actually
use

Who Are You Creating Content For?



- You need to know your audience to meet their needs
- Understand what's going on inside their heads
- Who you're writing for depends on your target and core content area



Creating a Reader Profile

- Create a reader profile to ensure your content is relevant
- Gather demographic and psychographic information



Pain points/challenges



Dreams and goals



How they spend their time



How they think about spending money



Values, motivations and priorities



Attitudes, lifestyle and behavior



The Questions Your Readers Have

- Look at the kinds of questions readers might be asking
- Answer them to create compelling content
- They will be different in each of the four content areas





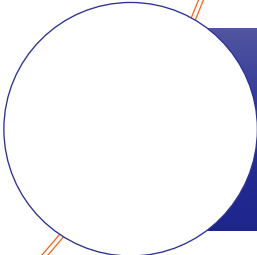
Who are you?



Are you an authority in your niche? Do you know what you're talking about?



Is your content worth taking a few minutes to check out?



Do other people know who you are? Do other people follow you?



Awareness Content

- Someone might not know who you are when they encounter awareness content
- They're evaluating this first contact information
- Establish your credibility



Awareness Content

- It's relevant to needs, but doesn't go in depth
- Draw the reader in to find out more
- It's public and should be optimised for search so as many people see it as possible





Can you solve my immediate problem or some part of it?



Is your content worth a bit more of my time?



Is the value you offer worth following?



Lead Generation Content

- The reader is more deeply involved with your content
- As they're taking action they will be assessing risk
- They're considering if you're worth following or not



Lead Generation Content

- Content is more personal and tailored to your audience
- You'll tackle more specific problems
- Draw people in to ask them to make a commitment and engage with you





Is this something that's worth paying for?

Is it worth the price?

Is the author's expertise worth paying for?

Will it get me the results I want?

What am I getting for my money?

What do I need to do?



Paid Content

- Ask the person to spend money on your offer
- Drive home benefits and show them what to expect
- Promotional, convincing with facts and results



Paid Content

- The purpose is to lead people to purchase
- Give people a taste of what to expect and emphasize benefits
- Nudge them forward with urgency and a CTA





Did I make the right choice in buying from you?

How do I get the best results?

What do I do next?

What else do you have to offer?



Relationship Content

- Needs to be highly personalised to your audience
- Align with psychographic data
- Use direct feedback to find out what they want and deliver it



Relationship Content

- This content is the most generous
- The only motive is to give people what they want
- It should be exclusive



- Keep these questions in mind when planning and writing content



Exercise

1. Describe your ideal reader
2. What types of content do they like best?
3. For each of the core content areas, list the key questions your ideal readers will be thinking about.





What's Next?

Module 4

**What plan can you
realistically commit
to?**