



# Module 3 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

## Who Are You Creating Content For?

### Key Takeaway:

- ✓ 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 Customer Profile

- ✓ Create a customer profile to ensure your content is relevant
- ✓ Gather demographic and psychographic information
- ✓ Psychographics include:
  - 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 Customers Have

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

## Awareness Content

- 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?
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- ✓ Someone might not know who you are when they encounter awareness content
  - ✓ They're evaluating this first contact information
  - ✓ Establish your credibility
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- ✓ It's relevant to needs, but doesn't go in depth
  - ✓ Draw the customer in to find out more
  - ✓ It's public and should be optimized for search so as many people see it as possible





## Lead Generation Content

- 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?
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- ✓ 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
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- ✓ 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

## Paid Content

- Is this something that's worth paying for?
- Is it worth the price?
- Is your 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?





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

## Relationship Content

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

