



#dimbootcamp

Develop a Content Plan

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57% of a purchase decision
is made before the buyer
event talks to the company.

Corporate Executive Board (NYSE:
CEB)

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SOCIAL MEDIA

AWARENESS

FAMILIARITY

OPINION/IMAGERY

CONSIDERATION

PREFERENCE

SHOPPING

PURCHASE





Peer reviews

Mixed sources

Perceptive reference

Crowd

Cognitive fluency

Product visualization

Social media

Emotional decision

Subconscious decision

Make great

CONTENT

and

VISITORS

will come

#1. Identify Customer/Client Problems & Obstacles



#2. Determine Product/Service Results & Benefits

#3. Brainstorm Messaging, Categories & Structure

#4. Manage the Creation Process with Systems

#5. Create a Uniform Content Template to Follow

inboundMARKETING

7 STEPS

Lead Generation Strategy

7 Critical Steps We Guide Our Clients Through for Inbound Marketing Success.

STEP 1

PLAN

Success begins with an Inbound Planning Day.



Assess your current needs



Set objectives and measurable goals



Develop an effective content strategy



Develop personas



Define responsibilities



Brainstorm premium content ideas

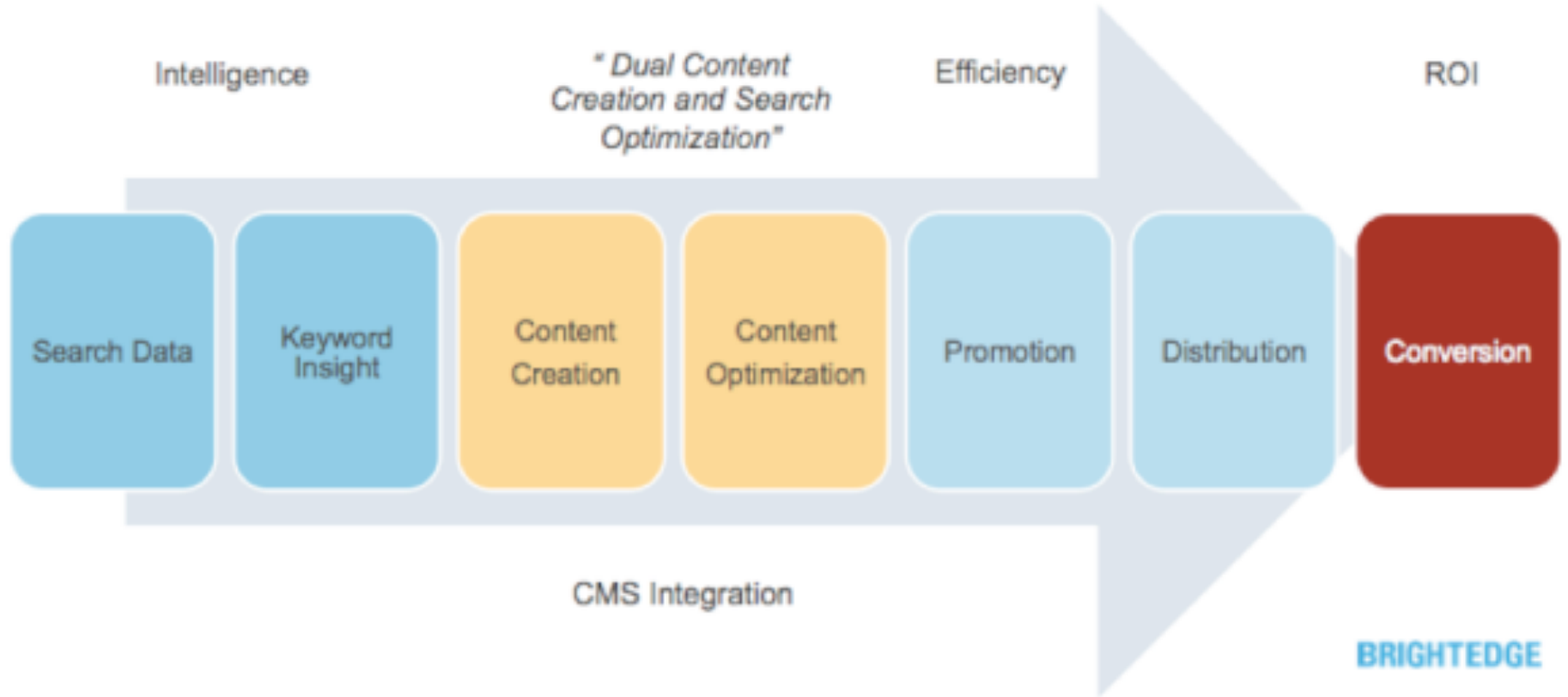
STEP 2

CREATE

Develop content that will attract visitors, convert visitors to leads, and position you as a thought leader.



Content



Do you have enough
content?

- “ Quality over quantity.
- “ Create an asset list.

Leverage Visuals

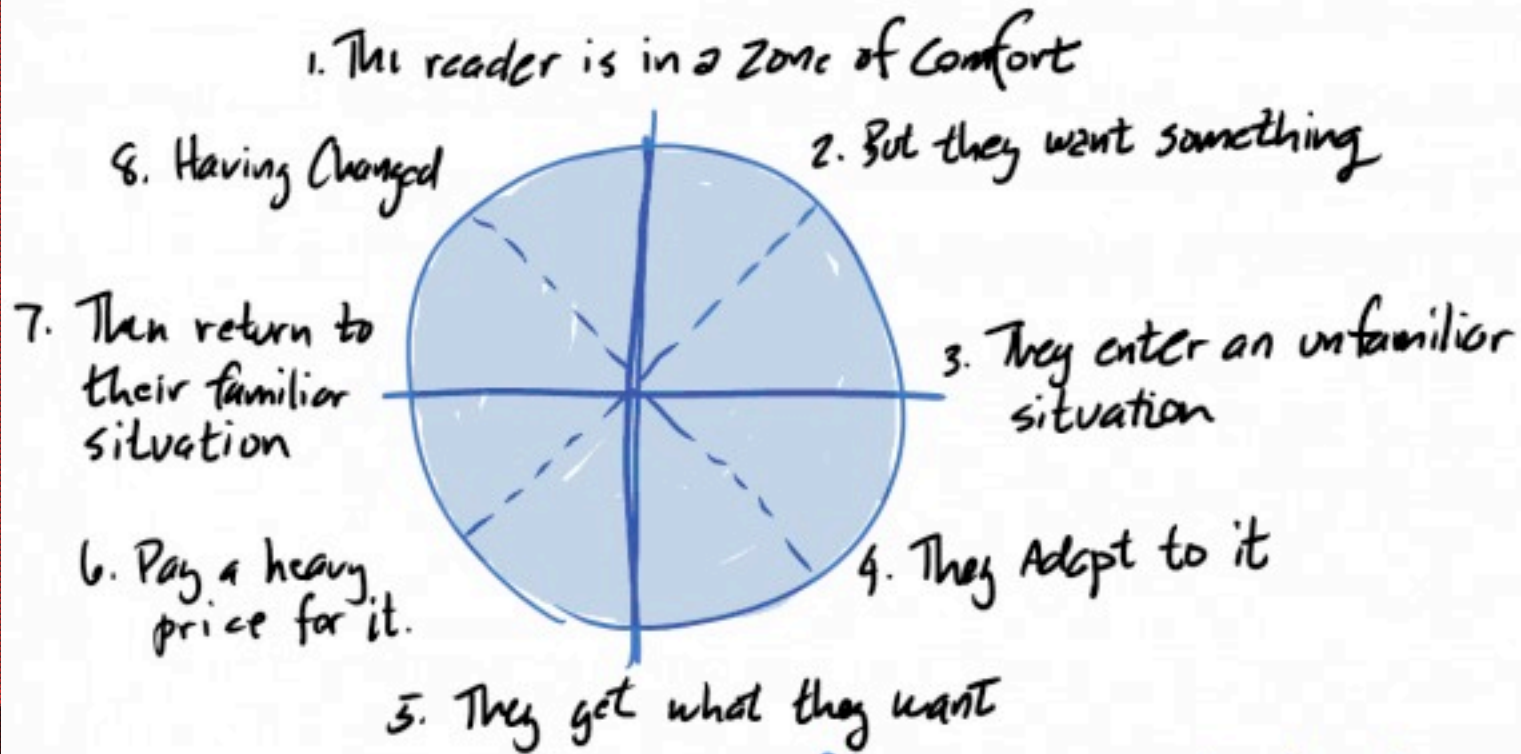
– Repurpose your content



Is your content
connecting to your
audience?

Create Buyer Personas





- Dan Harmon, Creator of COMMUNITY (NBC)

WIRED (PRINT) OCTOBER 2011, Page 105

My content is
limited....

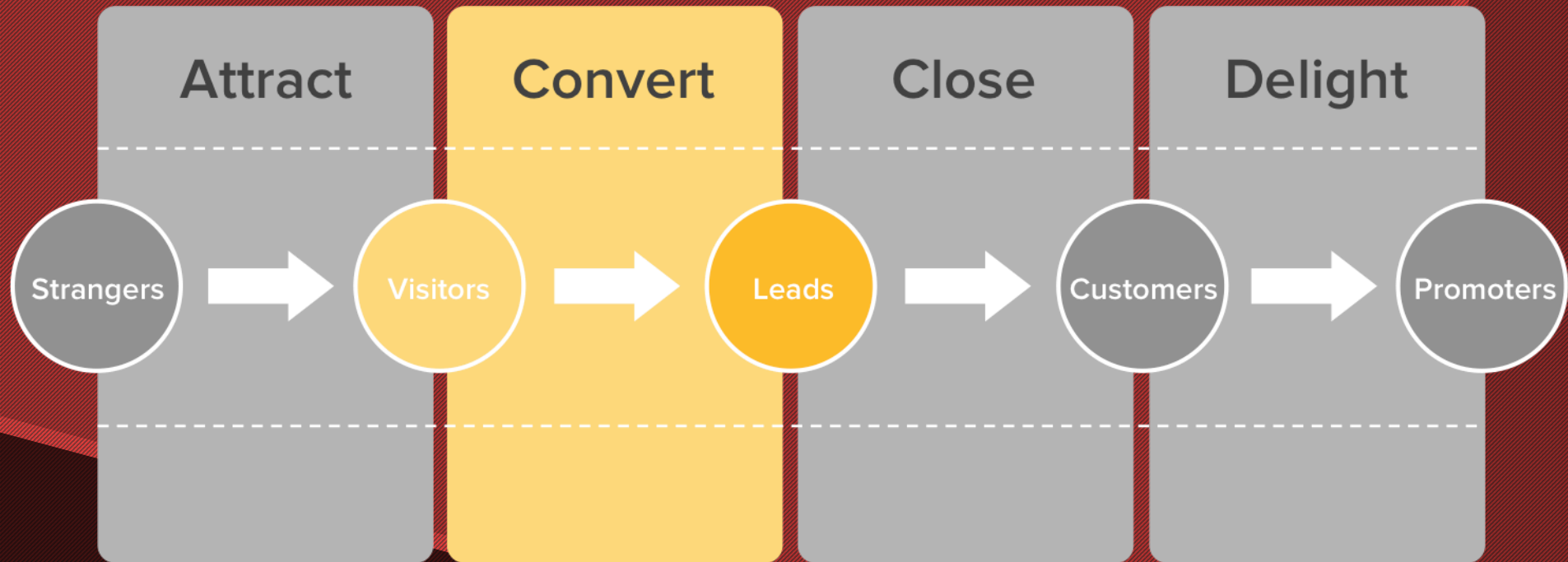


Expand your content theme

- “ What topics are relevant to your audience?
- “ What are their customer pain points?

Develop your style!

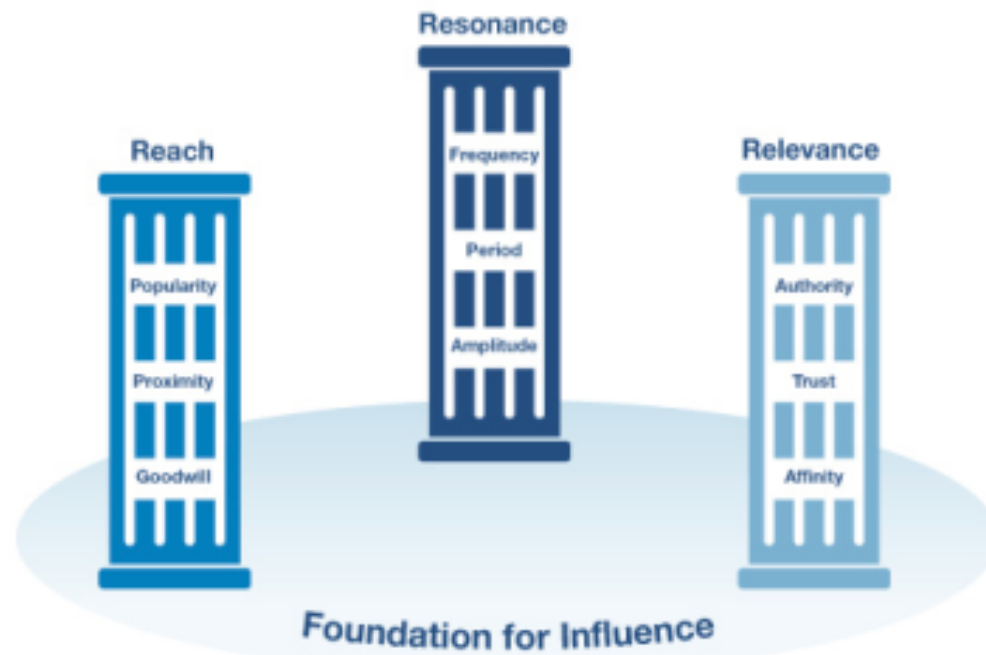
Use design tools to inspire.



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

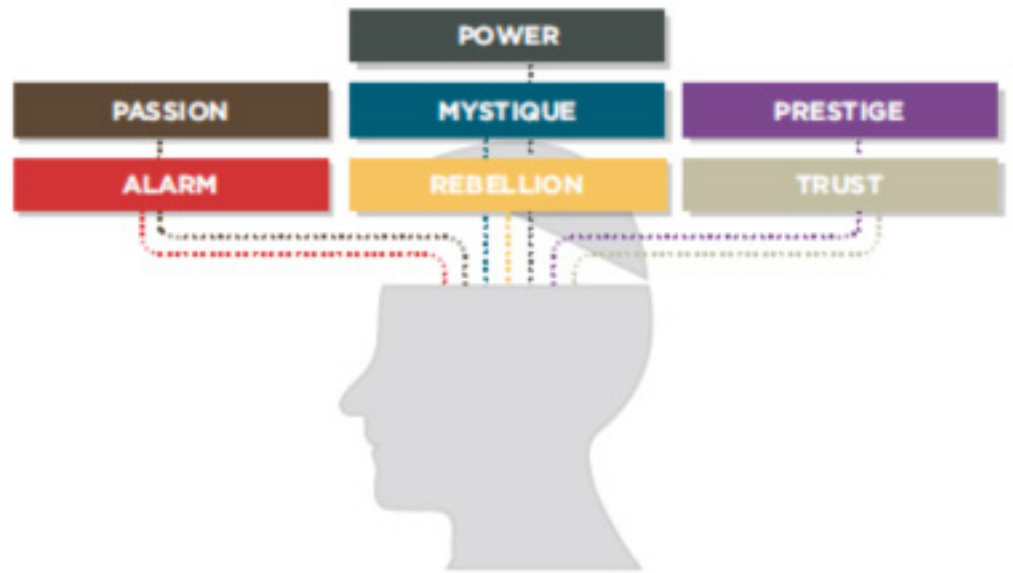
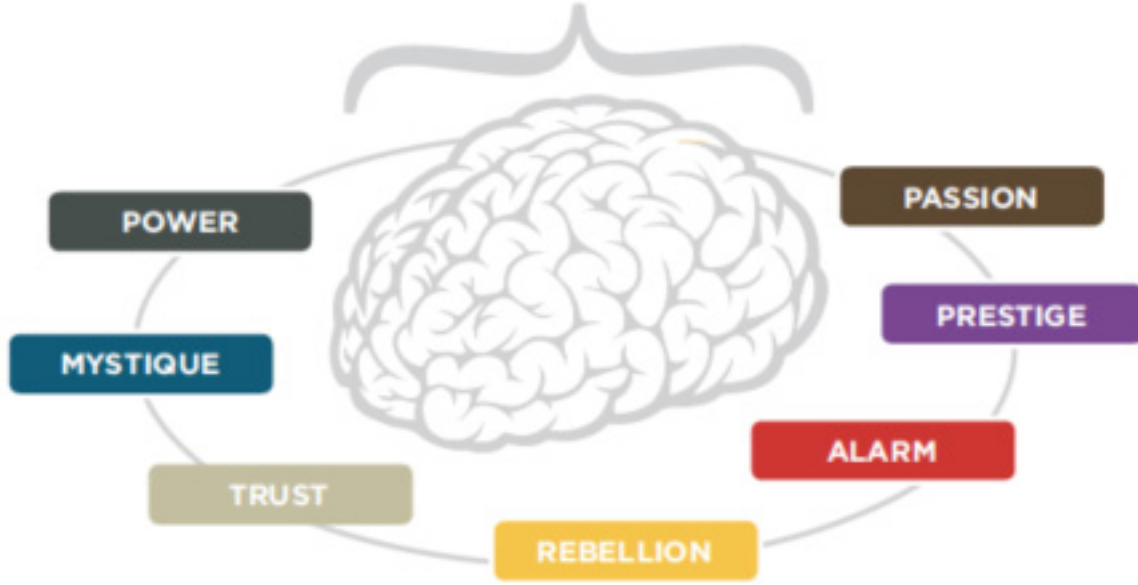
Develop your brand voice

Figure 1. Framework: Pillars of Influence



Source: "The Rise of Digital Influence," Altimeter Group (March 21, 2012)

7 Triggers of Fascination



THE 49 PERSONALITY ARCHETYPES

	SECONDARY ADVANTAGE						
	INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

Are you fascinating?

- “ How can you stand-out?
- “ How do you get prospects involved and be part of the process?
- “ Do you spark curiosity?
- “ What's your signature touch point?
- “ Can you step up beyond customer expectations?
- “ Can you add scarcity?
- “ How do you convey trust?

Fascinating content

- “ Provokes reaction.
- “ Creates advocates.
- “ Cultural shorthand.
- “ Incites conversation.
- “ Competition realigns around you.
- “ Triggers change – social revolution.

Develop a content plan

- “ Define clear goals and objectives.
- “ Identify your target audience.
- “ Align to your audience reasons for “buying”
- “ Identity type of contents to be used.

EMAIL

SOCIAL

BLOG

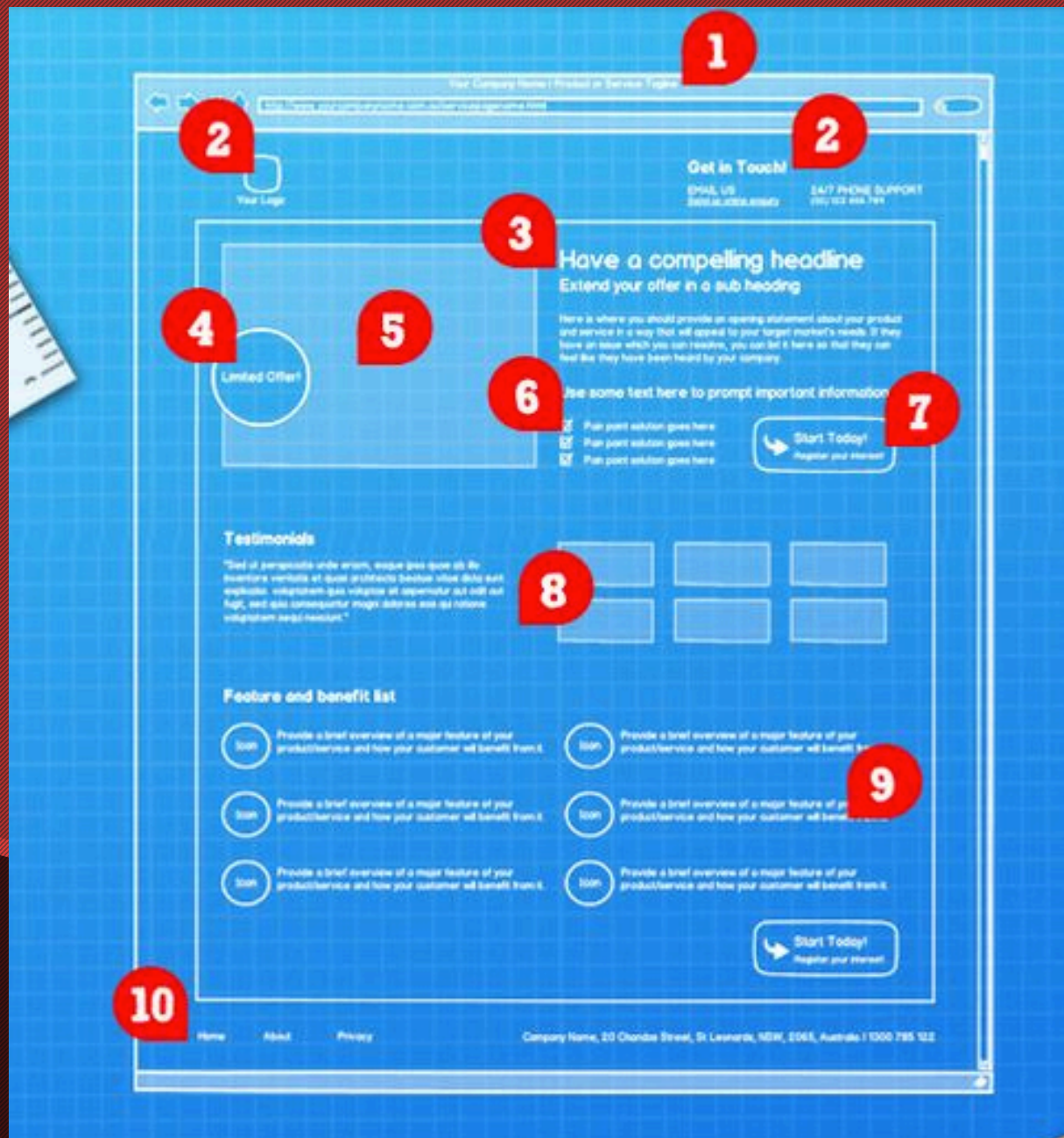
LANDING
PAGE WITH
FORM

OFFER GIVEN
& LEAD
GENERATED

<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

Take advantage of email

- “ Deliver content specific to customer pain points.
- “ Don't use attachments.



#1. Identify Customer/Client Problems & Obstacles

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graph TD; A["#1. Identify Customer/Client Problems & Obstacles"] --> B["#2. Determine Product/Service Results & Benefits"]; B --> C["#3. Brainstorm Messaging, Categories & Structure"]; C --> D["#4. Manage the Creation Process with Systems"]; D --> E["#5. Create a Uniform Content Template to Follow"];
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#2. Determine Product/Service Results & Benefits

#3. Brainstorm Messaging, Categories & Structure

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Develop a content plan

“ Who will create the content and how?

“ Content promotion approach.

“ **MANAGE IT** (show calendar / task manager)

“ SEO it.

“ Metrics

Listen and engage

- “ Create private list of prospects in social media.
- “ Monitor who mentions you and your brand.
- “ Engage in conversation.
Show interest in others.

How do you
measure content
performance?

Track your content

- “ Online assets
- “ Type of content.
- “ Number of engagement (views, likes, shares)
- “ Conversion to inquiries and leads.

Follow-Up

“Track activity and reach out.



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See you at the next
webinar!

<http://digitalfilipino.com/influence>