



Ph.Creative

Getting GOOSEBUMPS



Chapter 5

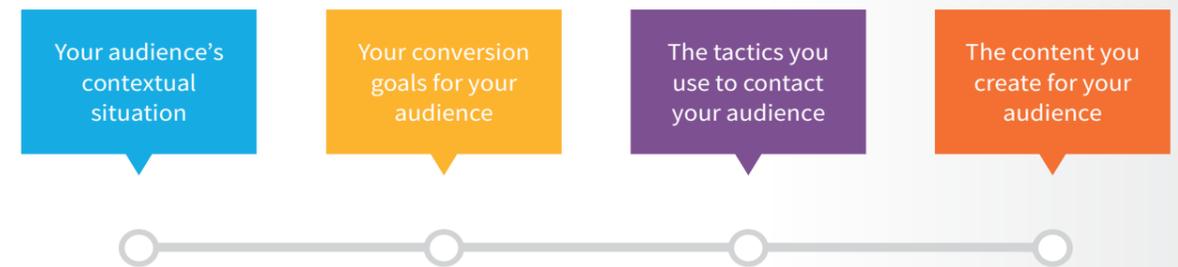
Creating your own content matrix ebook



A content matrix is one of the most valuable tools any marketer can have in their armoury. By plotting your content, you're forced to consider the most fundamental concepts of your content strategy and then organise your time and budget around them.

This guide will help you understand what a content matrix is and how to create your own, so you can start creating a rock-solid content strategy.

What components do you need to consider?



Before you can get started, you need to understand exactly what all of these separate elements mean.



Step 1: Understand your audience

The first element requires in depth knowledge about your audience's contextual situation.

To really understand your audience in depth, you need to create buyer personas and map the journey that these prospective buyers will take.

This stage is crucial in ensuring that your content hits the mark every time. Although creating buyer personas takes time and requires a lot of research, skipping this step means you'll run the risk of creating content which doesn't speak to your prospective audience. Creating personas puts the people at the forefront of your business, thinking about them.

How to create buyer personas?

To create a buyer persona, you need to use both research and theoretical thinking.

You should use pre-existing data from your databases, social media and also information compiled from your current customers alongside asking the below questions about your ideal customers.

You should try to ask a range of people about your buyer personas, including:

- Your customers – through surveys, polls and focus groups
- Potential customers who didn't buy (to find out why)
- Senior team members – CEOs, Directors and Managers
- Marketing executives
- Sales team

This will give a broader, more balanced view of your personas.

What should you ask about your buyer personas?

- What is their demographic information? Age/gender/location?
- What is their job role and level of seniority?
- What level of education do they have?
- What does their daily routine look like?
- What are their media consumption habits?
- What social channels/networks do they frequent?
- What are their pain points and how can we help ease them?
- Are they aware of your services (which ease their pain points?)
- Do they understand what you have to offer?
- What can your product/service do for them?
- What do they value and what are their goals?
- Where do they go for information?
- What experience are they looking for when shopping for your products and services?
- What are their most common objections to your product or service?

Alongside plotting your buyer personas, you also need to consider the stage at which they are at in the buying cycle. Understanding their propensity to buy means you can craft messages and ads tailored to them, making them more likely to make a purchase or engage with your brand.

Our 'See, Think, Do, Delight' funnel allows you to do exactly this.

See

Objective: raise awareness.

'See' content consists of keywords, language and content that is designed to attract new, uninitiated 'strangers' at the start of the buying journey.

Think

Objective: to position your business as a potential solution to your customer's challenge or problem.

'Think' content consists of keywords, language and content that is designed to provide material surrounding your brand and the specific initial needs of your audience. This content adds value to the process by connecting the benefits of your offer with the intrinsic needs of the audience.

Do

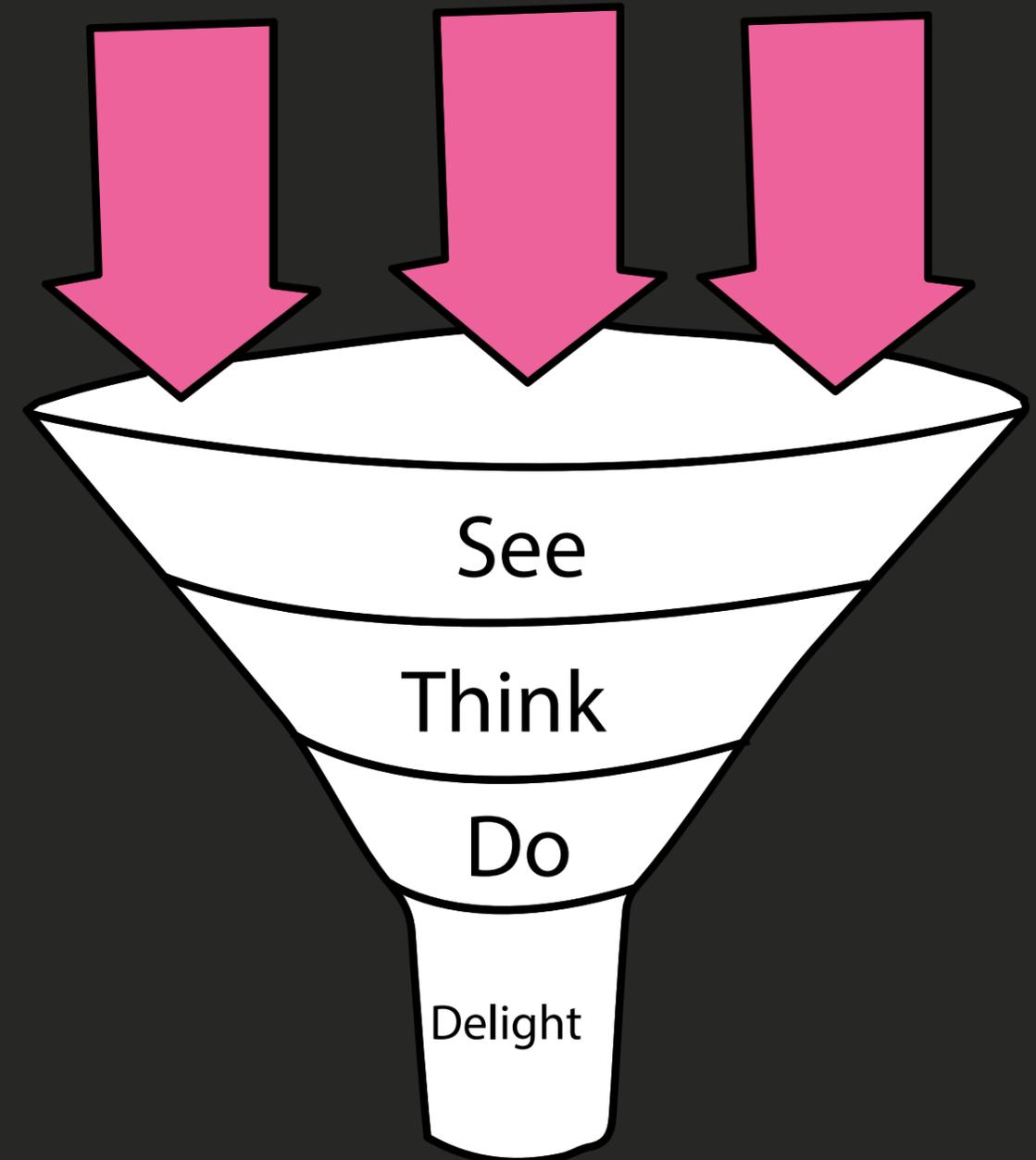
Objective: to facilitate a transaction of either contact details, insight into individual needs and/or unit sales.

'Do' content consists of keywords, language and content that is designed to convince a relatively qualified audience to take some form of action. This might not be moving in for an immediate sale, but it could be a download, a request for a call or more information.

Delight

Objective: to maximise the life cycle of your customers and provide opportunities to refer more business.

'Delight' content consists of keywords, language and content that is designed to add value for existing customers or known prospects (through building trust, empathy and loyalty) in order to retain them and provide ongoing opportunities





Step 2: Plan and understand your conversion goals

You'll need to ensure that you plot your conversion goals within your content matrix.

You should assign a conversion goal to every piece of content that you create – doing so will ensure you're keeping focused on moving your customers through the buying funnel.

Whilst your ultimate goal will always be a purchase, there are many other conversion goals which you should be factoring into your strategy. All of the following are examples of small conversion goals:

- Subscribing to your newsletter
- Signing up for a free trial
- Downloading a white paper/e-book
- Following you on social media
- Retweeting/sharing your content

It's vital that you set your conversion goals according to your audience's stage in the buying funnel. A customer who is at the 'see' stage of the funnel is unlikely to buy from you straight away, but they will be likely to read your blog or follow you on social media.

Because you can't expect buyers to beeline straight to purchasing, you need to consider conversion paths. Conversion paths map out a series of small conversions, which eventually lead to the ultimate purchase.

Of course, it's not enough to simply hope for conversions. There are many different tactics you can employ to help your audience convert each time along their buying journey.

Grab Attention

It's important that you're grabbing the attention of all of your potential customers whatever stage they are at in the buying cycle. It's especially important though, to attract them at the 'see' stage. To grab their attention, you need to focus on the kind of language, imagery and calls to action that you're using – across all of your platforms.

Created Dedicated Landing Pages

Dedicated landing pages are essential for converting your audience. It's crucial that your audience are directed instantly to the place in which you want them to convert. It's also useful to A/B test these landing pages and monitor your visitors vs conversions.

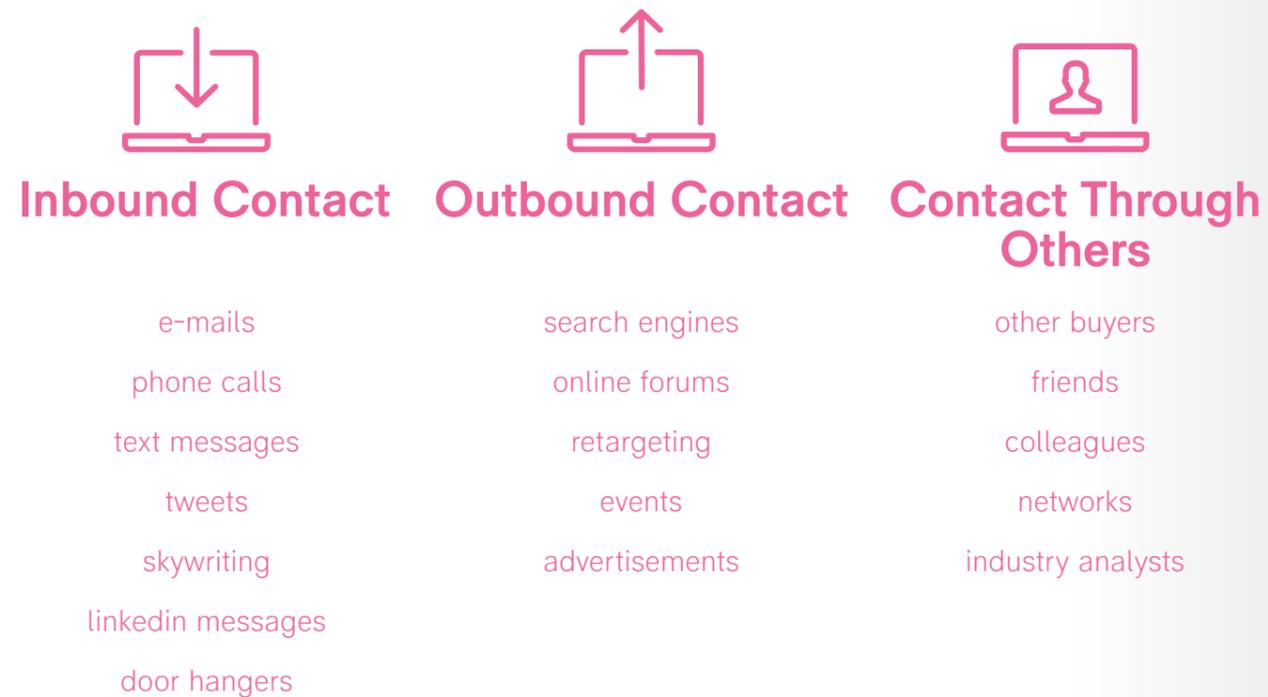
Incentivise Them

Offering 'free' things alongside your messaging is a great way to incentivise your audience. This may be a free download after they've read your blog post, or a discount voucher for referring a friend, but whatever it is, make sure it's aligned with your conversion goals.



Step 3: Reaching out and contacting your audience

There are lots of ways you can get your content to your audience, but generally speaking, they fall into three categories as outlined below.



Understanding and selecting the best channels and methods in which to contact your audience is crucial to the success of your content. If your buyer personas aren't active on social media, there's no use spending too much time seeding out your content through these channels.

Remember:

- Your method of contact must be effective enough to drive whatever conversion you have outlined.
- Plan on multiple points of contact with your buyers using numerous contact vehicles and programmes.
- The less work you have to do to make contact the better. Don't waste valuable time on methods which don't convert as well.

Step 4: What type of content to create?

Creating content doesn't simply mean blogging. Content comes in all kinds of formats and each format has its own value and importance within your strategy. Some of these include:

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| <ul style="list-style-type: none"> • Brochures/e-books • Webinars • White papers • Podcasts • Testimonials • Case studies • Reports • Newsletters • Presentations | <ul style="list-style-type: none"> • Blogs • Magazines • Surveys • Newsletters • Fact sheets • Infographics • Quizzes • Apps • Press Releases |
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Whilst there are many options for creating content, remember to keep your buyer personas in mind at all times and create content which they will respond to. You should also remember your conversion goals and factor this in when creating content.

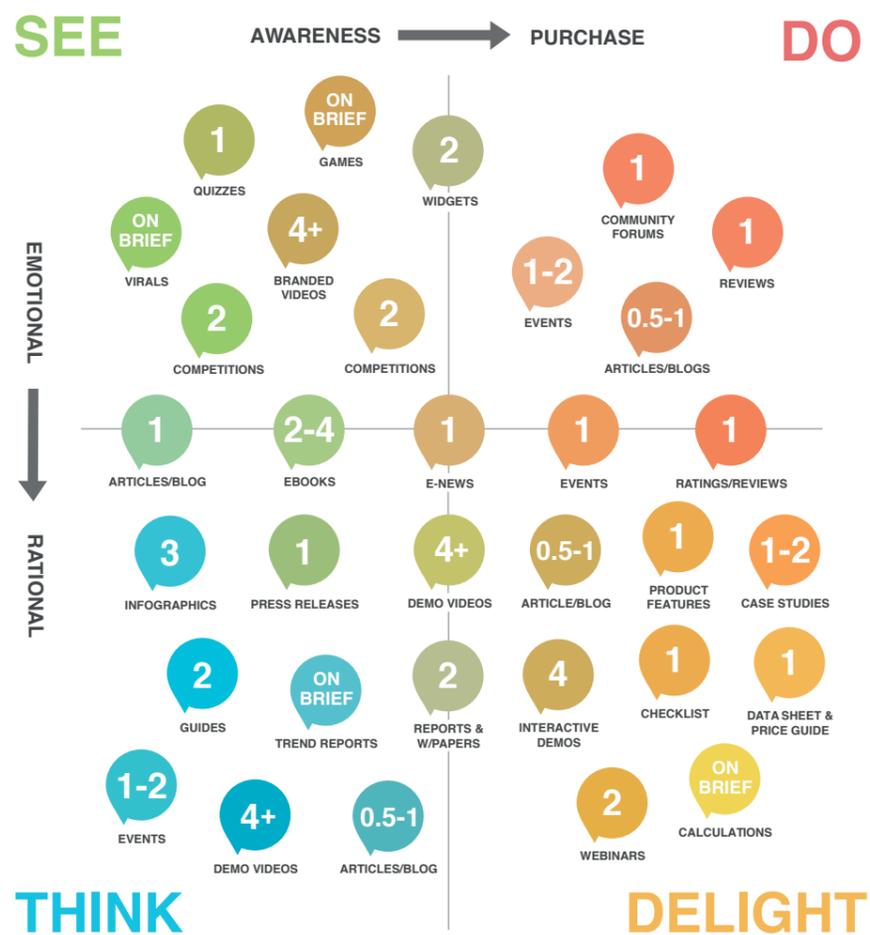
Consider the 'See, Think, Do, Delight' sales funnel at all times and create content which speaks to your personas at each stage.





Step 5: How to put this into practice

Armed with your buyer personas, conversion goals, methods of content and content types, it's time to start plotting your content into your matrix.



Use the blank version of this content matrix (at the end of this guide) to start plotting your own content. You should consider any content you have already that could fit into your matrix and discard anything that doesn't fit. You may find you have some gaps; this should inform you of where to focus your efforts.

Create a content matrix for each buyer persona. You should continually add to your content matrix over time to create a sophisticated document, which informs and guides your marketing efforts.

SEE

AWARENESS → PURCHASE

DO

EMOTIONAL
↓
RATIONAL

THINK

DELIGHT

