



Content Strategy

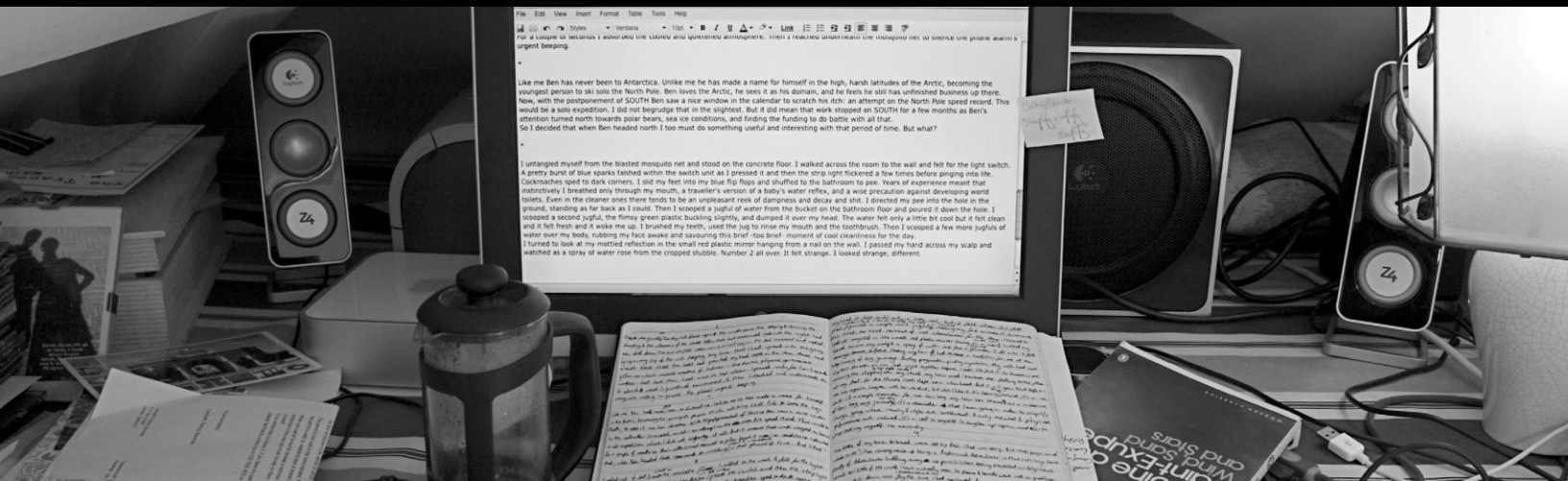
A 10-step guide to writing
killer blog posts

Beaglecat

Table of contents

- What is content strategy?..... 1
- 13 Common content strategy blunders 9
- Content strategy: tips & tricks 21
- Content strategy & content hacks 31
- How to never miss a publishing date 45
- Understanding content strategy for startups 56
- Startups: content is king, content strategy is queen 64
- First comes content strategy. Then comes social media 76
- Social networks are the digital cafes of our days 88
- Do you pass the buyer persona test? 100

What is content strategy?



An introduction to content strategy

It is of no surprise that most entrepreneurs putting together startups or new businesses are a little puzzled when it comes to content strategy and the whole idea behind the concept.

Can content strategy transform one small business into a well-known brand? What is it, really? In short, content strategy is a series of mixed ideas that are focused on bringing you sales. It's also a way of narrowing the gap between sellers and customers. Of course, it's also a certain way of boosting a firm's visibility on the web.

Content strategy does not have a rigid definition, that you can consult every time you want to know how it works, because it's much more than an idea; it's a complex combination of means and mechanisms that have to be linked, in order to make sense.



Before getting to know the content strategy that fits your needs, there are some things you have to consider:

- 1** **Communication approaches.** How much does your business benefit from having an online interface? How many of your clients' questions could you answer by providing useful content? Could you actually make money by owning a website, or because of a website? How close to your customers do you want to be? Making a list of answers to these questions is both practical and resourceful. Sellers nowadays have to stay in touch with pretty much all means of marketing that can attract potential customers. Powerful plans keep clients coming back.
- 2** Another thing startups should address is **audience prioritization.** A solid market research should most probably be applied even before launching a product. Apprehending customers' needs is quite important, because nobody wants to create unnecessary merchandise. It all comes down to numbers. As well as discovering whether there is a current need for a product or not, a potential audience should be split up into categories. Are you developing technical devices and/or applications? Should the content of the website speak to a public that is in the know? Or are you selling items that most clients out there could enjoy?



3

After performing a valid analysis and after correctly collecting data concerning future clients, [publishing content](#) can finally begin. Before getting ahead of ourselves, though, there are some strategic pointers to emphasize. A very short SEO report should let you know if the ideas you intend to target are out of reach.

Search engine optimization is a rather complicated matter, especially in the case of young enterprises; most of these have high hopes and the false impression they can change the world with a single great concept. Unfortunately, being idealistic is not a friendly notion to Google. And let's face it, it's Google you have to target if you intend to be successful, gather a reliable audience and actually get sales. Which is why small but consistent steps should be preferred instead of throwing anarchic content on the world wide web.



4

So you now have your website. It's up and running. You've had the help of programmers, developers, web designers and a bunch of other professionals that have put a lot of effort into creating a wonderful experience for any user that actually visits your website. What's next?, you may ask. Updating the site may prove to be tedious, but owning a regular blog could be a simple solution to growing your audience.

A couple of posts won't do it, though. [Managing content](#) is of utmost importance. An editorial planner and a team of writers should be your top endeavours. By now, you've probably noticed that search engines sort information by relevance and by date, which basically means you should keep your content fresh, provide useful articles on what you know best and publish frequently, so your public doesn't drift away.

- 5 Content needs pledges. Content needs vows. You should commit to content if you want to be noticed. You should never forget your goals, in spite of how difficult organizing a marketing strategy may be. Knowing your desires and sticking to your dreams will sooner or later make it happen for you. Don't ever forget to be **empowered by your strategy.**
- 6 Last, but not least, what you have to make sure of is you never forget your users' needs. **Users' needs** are mostly quite different from business needs. An audience is not interested in solely bringing you sales. However, a catchy product may attract the attention of a trustworthy public.

How does having a content strategy help?

- it can make you create and grow an audience
- it can transform a simple startup name into a well-known brand
- it can optimize searches and make you friends with Google
- it can ultimately bring you sales.



How do you create a winning content strategy?

- with neverending ideas to create appropriate content
- with the help of content that is both compelling and advisory
- with the help of content that is discoverable and quotable
- by integrating sharing options of social media into the web pages your content is or will be published on
- by never missing a publishing date
- by applying strong yet intuitive SEO measures
- by having patience when it comes to seeing results



Is there a **difference** between content marketing and content strategy?

Yes. There is. Content strategy is a combination of tools and ideas that actually make content marketing work. Content marketing obviously involves the actual writing of content and its distribution on the world wide web, but it is content strategy that tells you which way you should go: left or right.

It's only by using an appropriate content strategy that you find out about what sort of audience is waiting for your products. Once they're launched, it's also content strategy the one that tells you which channels you're supposed to use in order to make contact with potential buyers. But content strategy is clearly and undeniably linked with content and with content marketing.



*There is no strategy of content
if there isn't any content*

To sum up, we'll tell you content strategy is probably the safest way to make a startup actually work.

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13 Common content strategy blunders



Bet you've heard the saying "Content is king". While most of the times this is true, you can't go around thinking your business is based solely on publishing content. Having a content strategy saves you from getting drowned in a pool of sorrow, triggered by useless efforts. Efforts that make you focus on all the wrong things.

Let's start with [some general strategy mistakes](#). Say you have a rather new business or quite a fresh startup. What are the first things that go through your head, once you've launched your product?




Being the best is good, but not enough.

The first and most important mistake most new entrepreneurs face is **competing to be the best**. In spite of what you may be thinking, competition is a healthy thing. After all, thriving to be the best at something is a good idea, but you should consider there are others like you out there, or better yet, there are others that started before you.

Learn from competitors. And from their mistakes.

Originality, brilliant ideas, strong strategies, good marketing professionals and a solid team will slowly but surely bring you closer to success. Which is why you should trust yourself instead of comparing with competitors.

Learning from others in the industry could be an honorable viewpoint. The only issue with this is you may end up either doing **the same faux-pas like your predecessors** or misinterpreting their strategies, thus misapplying them.

A vertical photograph on the left side of the page shows a desk with a modern lamp, a book, and a mouse. The background is a dark red curtain.

Everybody can not love you.

Another delusion you could be facing is **trying to satisfy every customer**. Sure, customer service is important and if you don't ensure it, you may be receiving a lot of negative reviews in the future. But let's get one thing straight: not all clients will be happy clients. There'll always be at least one that will be dissatisfied.

Which brings us to the last and quite relevant blunder. **Feeling disappointed** because of negative feedback. Staying positive is of utmost importance in a world where competition is harsh. So, don't pant every time you make someone unhappy.

Disappointment isn't the end of the world.

There will be complaints. There will be **unsatisfied clients**. There will be moments when you'll feel like all your struggles are going nowhere. Stay strong. Stay optimistic. Don't ever give up, no matter how much it costs. It is up to you to trust an idea that actually deserves to have a public. It's also up to you to work hard to get it out there.



That being said, let us begin with the actual list of misconceptions you may encounter in establishing your content strategy.

- 1 Selecting an audience without knowing its [needs](#). Launching a product without a preliminary market assessment is a truly grave mistake and publishing content that isn't focused on that particular audience is even a greater mistake.
- 2 [Believing content](#) is the only key to achieve online success. This is where a content marketing team may be useful. Having a great publishing calendar is wonderful, but content doesn't have to end up on your site or blog and sit all alone in there without somebody ever discovering it. Content is good for ranking and for Google, but there'll be quite some time before search engines will start considering your site in queries.



3

Inconsistency. Say you start off by publishing content on a daily or a weekly basis. There will be users who will want to subscribe to your newsletter, like you on Facebook, follow you on Twitter or use any other social network to keep up with what you publish. Then, you start getting clients and you end up in a muddle of assignments. You're so busy you can't afford wasting time writing... but what happens to that public that's been following you from the very beginning? You will lose it. People's tastes or preoccupations change if you don't keep them close to you.

4

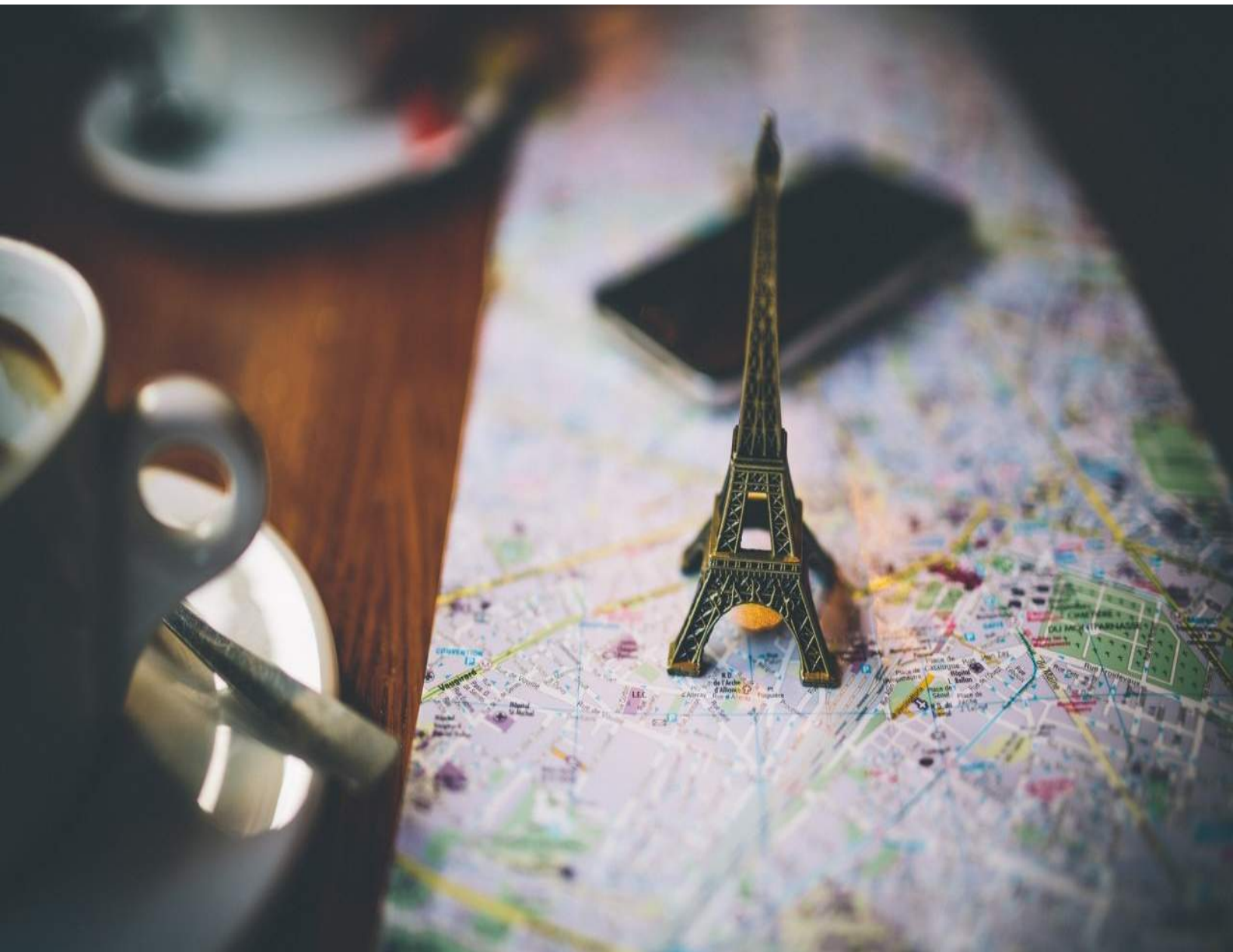
Expecting **mind-blowing results** after publishing your first post. Whoa there, horsey! High hopes are useless. Just as we were saying before, there will be others that do it better than you. There'll also be others that have more experience than you. The things you have to focus on are your strategy, publishing content on a consistent basis, as well as sharing that valuable content on all social channels you're capable of using.

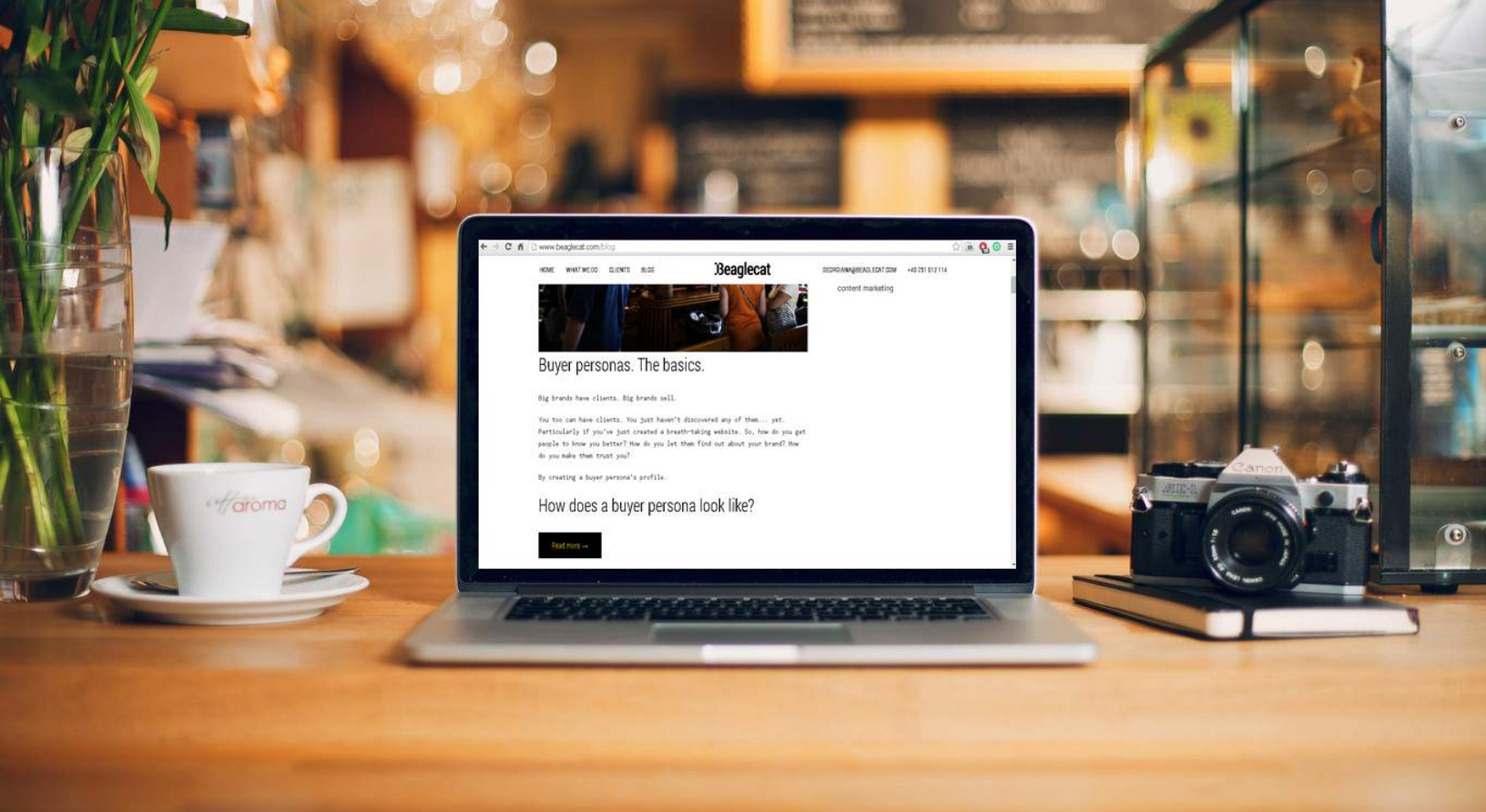
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Another startup life-threatening mistake is [forgetting about your existing content](#). This includes forgetting to optimize it for the world wide web, for search queries and for users that may actually be interested in what you've talked about in previous posts. Audits come in handy in this type of situation. Having a content strategist is, by all means, valuable.

6

Targeting quantity instead of quality. Here's where you find out that content isn't actually king. Your readers are the kings. And it's a given fact that a user that'll find an article unworthy of reading will not return to the site.





- 7 **Failing to answer questions or comments.** This is almost as important as providing a **customer service**. Site visitors want to be noticed. They want to know that their inquiries are taken into consideration and somehow resolved. Establishing a relationship with your site visitors means attracting customers.
- 8 **Presenting information that is either outdated or of no importance to the industry.** Perhaps you are still in awe because something great was invented 5 years ago. But there's a high chance that your potential customers already know about that. A quick and reasonable solution is staying up-to-date with your industry's latest news. This gives you topics for new posts and the opportunity to compare opinions with users.

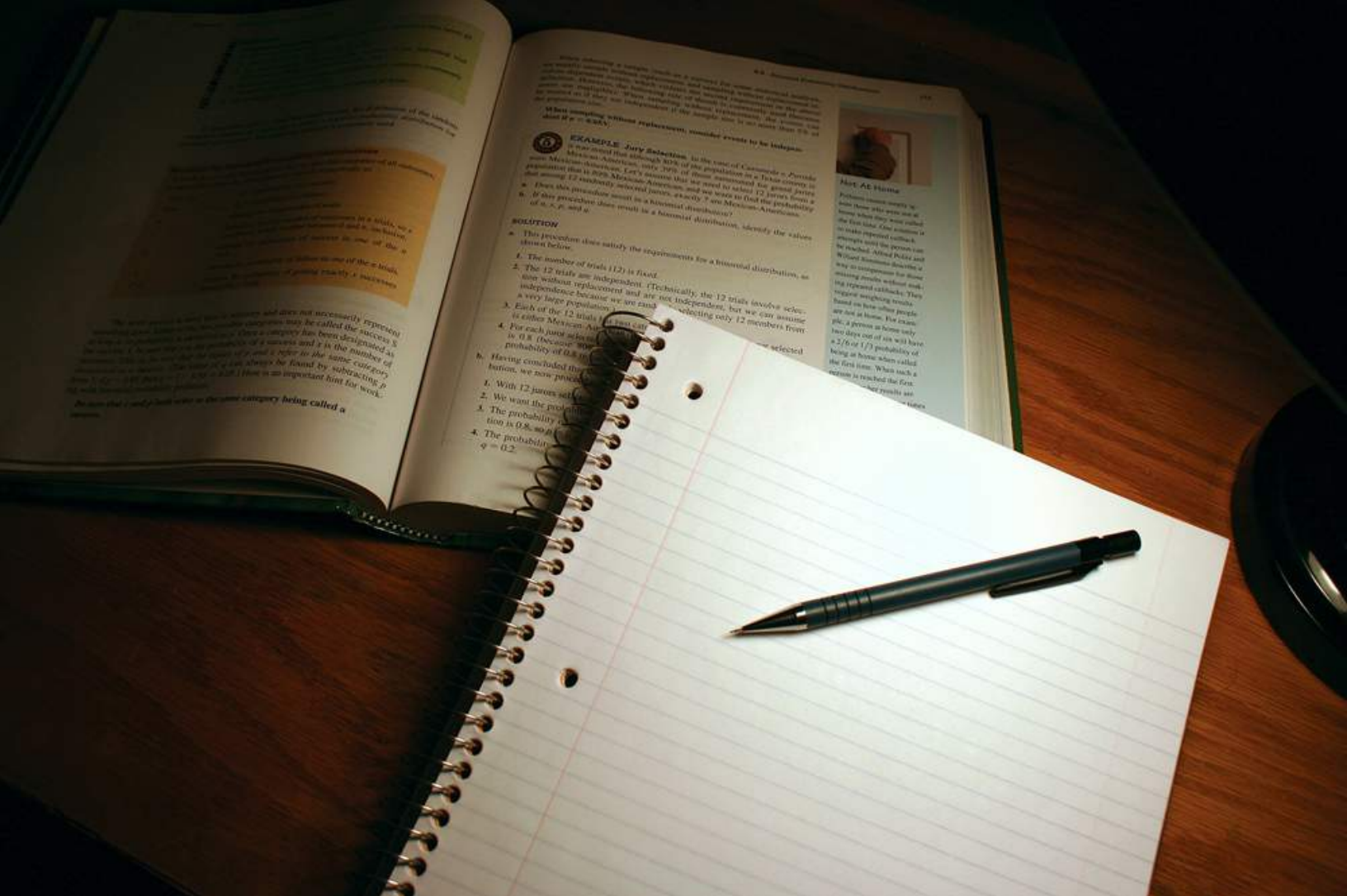


9 **Ignoring social media.** Socializing with potential customers can actually happen through social media. Don't ignore social networks, for nowadays they are one of the most significant ways of gathering an audience.

10 **Publishing content** that is either too technical or less specific than you need it to be. A quick **market research** will show you just what your audience is. You may be producing items that speak to only one category of customers.

However, let's not ignore the fact that there may also be regular users that access your site, users that have acquaintances, users that are employed, users that have ended up on your site with the help of a search query.

What can you do for them, if your content's overly technical? On the other hand, what should you do not to lose customers, if your content isn't specific enough? This is where content strategy and a good content marketing team come in.



11

Hiding precious information. We're not talking about the stuff you want to do. Brilliant ideas should be kept behind the curtain. But useful info such as what your business is all about, what your endeavours are, what you can actually do for clients or what some positive or negative aspects of being an entrepreneur are may boost your online image.

People appreciate honesty and forthcoming content. You probably don't want to admit it, but failures actually increase your experience in a field. Which is why your readers should know about them and about what you've learned from failing at something. Being capable of accepting losses proves you are mature enough to handle one task or another.

12

Ignoring networks on the rise. The online medium is quite a tricky environment. If you decide to handle your own content, you'll be amazed at the amount of workload that's needed to publicize it.

Social networks like Pinterest, Quora or LinkedIn weren't exactly popular sometime in the past, but people turn to them when it comes to discovering relevant content, especially nowadays. Which is why you should keep up with online trends. However, using social networks only for publicity is a grave mistake.

Just as we were saying, building a relationship with customers should be one of your targets. Therefore, answering questions, being active on forums and talking about general topics about the industry you're in will actually improve your public image.





13

Last, but not least, SPAMMING - the mother of all mistakes. No matter the amount of excitement you are experiencing after publishing a post, do not, by all means, spam anyone! You will get booted from sites. Your account will be deleted.

Social networks will not publish your answers if they contain links to your site. You'll end up as *a persona non grata* only by advertising yourself. Try to gather an audience by providing precious answers and solutions, instead of flashing people with the products you sell.

Where should you go from here?

- There are high chances that you've already made at least one of the missteps we've presented above.
- Don't worry, though, there's still enough time to think your strategy through and get things back on track.



Let's not forget

In conclusion, creating a content strategy that successfully dodges these mistakes is a way of avoiding frustration and downfall. Let's not forget, it's also a means of ensuring future success. Stay focused. Be optimistic. Get yourself out there.

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Content strategy tips & tricks



Being a content strategist isn't exactly an easy job, especially if you're at the beginning. However, the internet's packed with resourceful information on what you should know, on what measures you need to apply and on what mistakes you should, at all cost, avoid. The following pages will help you understand some things about content strategy in general by also offering you a number of tips and tricks you can use, whenever you run out of ideas.



A fluffed up blog is not always an efficient blog

- 1 Our first recommendation is [not to throw words into an empty space](#). Starting out either as a marketer or as a business owner that's decided to handle their own content is tough. Which is why we all have the tendency to write about anything, just to get friends with Google, actually have content and fluff up the blog. You should be interested in letting your potential customers know about your business, instead of filling up empty space on the site.
- 2 The next thing you should do is [choose terms wisely](#). There is only one person in the world who knows what type of audience you're addressing to. And that person is you. Although it is preferred that the writing style that's on the site is user-friendly and approachable, you have to speak to your potential customers. Should you choose to provide technical data? Or should you publish posts that are just engaging, that leave out the scientific information?



3

Before actually writing about something, always do **a lot of research** and compare all the data. Don't publish false information based on a sole article you've read on some unknown site. If you're slightly unsure about the topic you'd like to address, make sure you read at least 30 articles before making up your mind.

4

Make a list of ideas for future posts and put them together in the form of an **editorial calendar**. At the same time, though, don't forget to keep up with the industry's events and launches. This provides future topics and it makes you look like an expert.

Build a relationship with your site visitors

- 1** **Publish content that is unique.** If you want to emphasize an idea, you can always rerun it in a post. Don't use the same words, though, because search engines will believe you own duplicate content on the site.
- 2** **Keep your readers** engaged. Don't hesitate to use headlines, bullets, attractive pictures and pretty much anything that can attract the attention of site visitors. Create content that is inspiring, quotable and sharable.





- 3 Try to interact with your readers as much as you can, using all means possible. You can't know for sure when a regular site visitor turns into a client. Which is why you should try to [resolve queries](#). Answer comments and questions, because customers need to know their curiosities can be solved.
- 4 **Attract the attention** of a potential public with promotions, sales and giveaways. Think of it this way: if someone tries the product, they can express an opinion. If we're talking about hundreds of people testing something, we're talking about statistics. Numbers show you if your efforts are going somewhere.



Keep it real

- 1 Always create **realistic content**. Don't make promises that can't be kept. Thoroughly explain what the business is all about. Don't provide information that leaves room for interpretation. We all know that when you're just starting, you inherently have the tendency to comply to clients' requests.

But once you've gathered a number of customers, successfully resolved a number of projects and attracted a reasonable audience, you don't want to let people believe you'll do anything for prestige. You will end up failing.

- 2 Try to create **content that is varied** instead of holding onto the same idea. Boring text is one of the reasons site visitors fail to come back. Use the tools we've mentioned above: headings, bullets, engaging images and useful pieces of advice.



3 **Re-evaluate** your articles. Make short audits where you keep track of your links, keywords and other SEO-friendly characteristics. Setting goals is also an idea, and auditing content can actually tell you if the path you've chosen is the right one. When you have some spare time at the office, try re-reading some of your older posts. It helps when the enthusiasm has passed.

4 **Increase the quality** of the information you'll be writing about, with the help of your customers. What are their desires, expectations or endeavours? How do they end up on your site? Using which keywords exactly?

Keep close to analytics and keywords research to discover the exact way people end up on your website. Track some social data and decide what your clients are interested in, and write about these subjects, to attract a new and fresh audience.



Who are you talking to?

- Discover your audience and learn from it. Split it up into categories - potential clients, potential colleagues, people from your industry and people you can learn from.
- Create buyer personas. Speak to people who may actually be interested in purchasing your product. How do they read text? How do they judge it? How specific should the content be?
- Find out who your influencers are and try to make contact with them. Offer them free support or products, especially in the beginning. Once you've convinced them you're worthy of their attention, present them with a value proposition.



What have we learned?

- Content isn't useful if it's not useful. We're all writing to generate traffic on our sites. But what sets some of us aside from the rest is the fact that we publish content that is both readable and enlightening. Think of content as a way to enhance your public image. What would be the point of publishing articles that fail to impress anyone?
- Remember your goals at all times. Know your endeavours, but don't make compromises when it comes to clients. Don't let yourself get exploited, because it will only make you bitter and you will forget why you became the owner of a startup in the first place.



Focus

- Measure your impact on the world wide web. Audit your site and your articles. Make use of online tools, such as bit.ly, topsy.com or scraperwiki.com.
- Being different isn't a bad thing. Try to learn from competition but don't try to copy it. Use your own ideas and the strategies you think will work best for you. Remember, if that doesn't work, you can always change directions. Moreover, if something fails miserably, you can always write about it.

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Content Strategy & Content Hacks



We thought you haven't had enough content strategy by now, so we decided to tell you more about some content hacks.



How does content strategy relate to social media ?

- There is an undeniable link between content strategy and social media. Which is why you should start posting updates on a daily basis on your Twitter and Facebook profiles. As well as updating your blog content, don't neglect to use as many social networks as possible.

This is an indirect way of getting your writing out there, as well as a way of gathering an audience. Insightful answers will generate users that are actually interested in what you do.

- Choose between various networks. Figure out whether it's Facebook, Twitter, Quora, LinkedIn or any other social network you should focus your efforts on. Spending time on all of these may be counterproductive. Find out where you can actually sell your product.

- Get to know the type of content the people you're aiming at are most keen on. Are they into funny blog posts? Or are they interested in finding out about technical information? Would they want to learn something new, or relax after work?

Do they enjoy watching videos and tutorials or do they learn by reading? This type of data can actually come from browsing forums and reading questions and answers on Quora, for instance.

- Be sure you engage in real conversations with people that want to know more about you.





Blow visitors away with these simple measures

- 1 Focus on creating various types of content, such as videos, presentations and infographics. **Images** always attract the attention of viewers with the help of a catchy design and we'll tell you the truth: not all site visitors are interested in reading long boring paragraphs.
- 2 We've told you before and we'll tell you again: **tone** is extremely important. Try to use a conversational tone and write text that is accessible to most readers. However, if you desire to talk to a public that's in the same industry as you are, you may use terms that are more or less technical. Just remember, there will also be regular users that access your site. You wouldn't want to scare those away, would you?



3

Create a **monthly theme**. Whether it's the holidays, Easter or any other sort of celebration that comes up every year, people are interested in researching topics concerning this type of events. Which is why, even if you're creating rather complex products, you can still discover some features to these items that can be adapted to one month or the other. Features that will not only speak to site visitors but also to search queries.

4

Create personalized pages for your company and make sure to add photos of yourself, your colleagues or the entire team while working, having fun at the office or team-building. Photos turn you into a **human being**. Which is also why you should let people learn about your team and your colleagues, about those brilliant minds behind the products you're creating. Put together a series of articles about who you work or collaborate with.



Victory is in the hands of your blog

1

Create a publishing calendar but also a detailed publishing plan of every post, such as: **title** of the post, where you'll **share** it, what sort of **content** you'll be publishing and how you intend to use it. Should it become viral, get you visitors and potential customers? Or should it address a public that already knows what you're talking about? If the latter is the case, you should provide information that's specific.



For instance, put together a simple sketch, such as the example shown below:

- Day the article will be published
- Title: Make sure you insert one keyword in the title, for the sake of search engine optimization
- Category: Exists mostly for organizational reasons
- Tone: informative; should provide useful information both for people in the industry and for possible investors;
- Format: Text/Video/Image
- Length: Depends on the category and on the tone. It is recommended that articles are rather short so site visitors don't get bored, but it would be mandatory to write a long article every week or every month, to enrich the content and provide text for actual blog readers
- Distribution: Twitter/Quora/LinkedIn/Facebook/ Youtube/Pinterest etc



2

According to an analysis performed by HubSpot, 82% of the companies that published consistently on the blog acquired daily customers. Of the companies that publish content on a monthly basis, only 57% acquired customers with the help of their blogs. The data is backed by [Joe Pulizzi](#), the founder of Content Marketing Institute.

3

After having contemplated **the idea of a publishing** calendar and after having made an accessible plan, you should start discovering your potential customers' tastes. Don't be shy. Ask questions. Getting relevant answers will define your strategy in the future.

4

For startups, it may be a good idea to get a **content marketing team**, for research and writing. If you can't afford hiring a team, though, think about hiring a freelancer. But always keep in mind freelancers aren't the most reliable employees on the planet. On the other hand, if you can't afford content every day of the week, think about paying for 2 or 3 posts per week and take some time to write the rest yourself.





Patience is a virtue

- 1 We know you want **results** and you want them now. Who doesn't? Try to stay focused, though, and start organizing your workflow. Do you write your own articles? If that's the case, you'll do this: jotting them down, proofreading them, publishing them, distributing them and interacting with site visitors.

Quite a bunch of responsibilities, right? What's worse is results will not come knocking on your door in a couple of days, in a couple of weeks or even in a couple of months. It usually takes 6 to 12 months for people to start finding you on the internet.

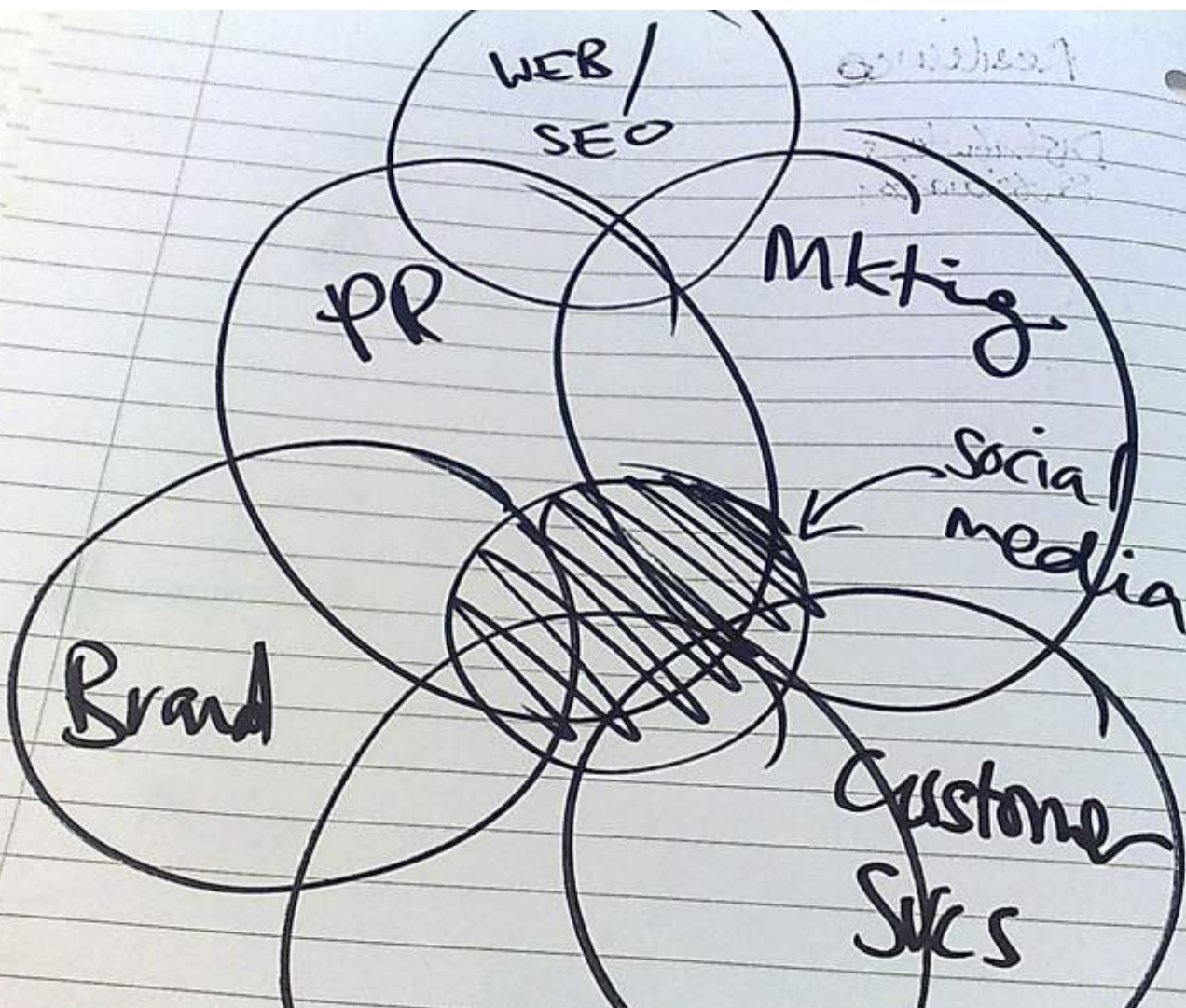
- 2 But hey, that's not all! Your content must be unique and **mind-blowing** for people to read it. What's worse is that you may indeed get site visitors, but if you don't use inbound marketing at all, you won't be speaking to the audience you're trying to hunt down.

3

You should start suffering from chronic perseverance, because **human interaction** takes time and is probably the most important part of creating a relationship with potential customers. Also, your research has to be based on sites, blogs and other sources from the industry. Also, forums and comments are a reliable source, because they represent people's tastes and desires. You'll end up learning how to speak with the audience you're targeting only after analyzing its behavior.

4

Another thing that takes a lot of time but you should try doing is comparing the amount of social media **interactions** that happen between your competitors and their customers. You'll have to use this data to set some goals for yourself - you'll have to try to reach, grasp and convince website visitors.





Keep your feet on the ground

1

If you're working with a team of writers, track its responsibilities. If you're asking co-workers or employees to write, communicate continuously with them, because people that aren't used to writing will not do it out of passion. Use some tools to have control over your workflow, such as Google Drive with shared groups and documents.

2

Use analytics to determine your user's interests and try to solve those preoccupations. Keywords and hashtags are important, no matter if you're using Instagram, Twitter or Facebook.



3

Measure results every month. In the beginning, you may not get any results at all, but the usual plan should be as follows:

- generate shares
- attract or discover leads
- get sales

Ask yourself: how many shares did you get last month? How many leads did you discover and are there any leads that, in reality, discovered you? Did you get sales? If so, how many? Month after month, you'll create statistics that will let you know if you're evolving or stagnating. And with the single use of this data you'll know if you have to change something in your strategy or if you're on the right track.



Content power!

4

Test the mobile market. If you don't know by now, you have customers that access the internet with the sole use of their cell phones. Don't throw all your money into an app or a mobile version of a website if you don't know the impact they'll have on your audience. Make some research but keep in mind being mobile is the future.

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How to never miss a publishing date



The type of content strategy we will be discussing in this chapter guarantees you'll never miss a publishing date. If you want to have content on your website that actually speaks to potential customers and if you want to keep in touch with site visitors as often as possible, check out the list of tips we've put together for the content marketer in you.



If you are not yet aware of the importance of a publishing calendar, you should look into the topic and start programming your articles. Be sure to think about topics in advance and set days and/or dates for every category of article. The simplest way to get ideas for new posts is to sit down with co-workers and employees and organize a brainstorming session where everybody comes up with at least one inviting suggestion.

Before creating any editorial planner, you should think about a series of factors, that we have conveniently grouped in categories.



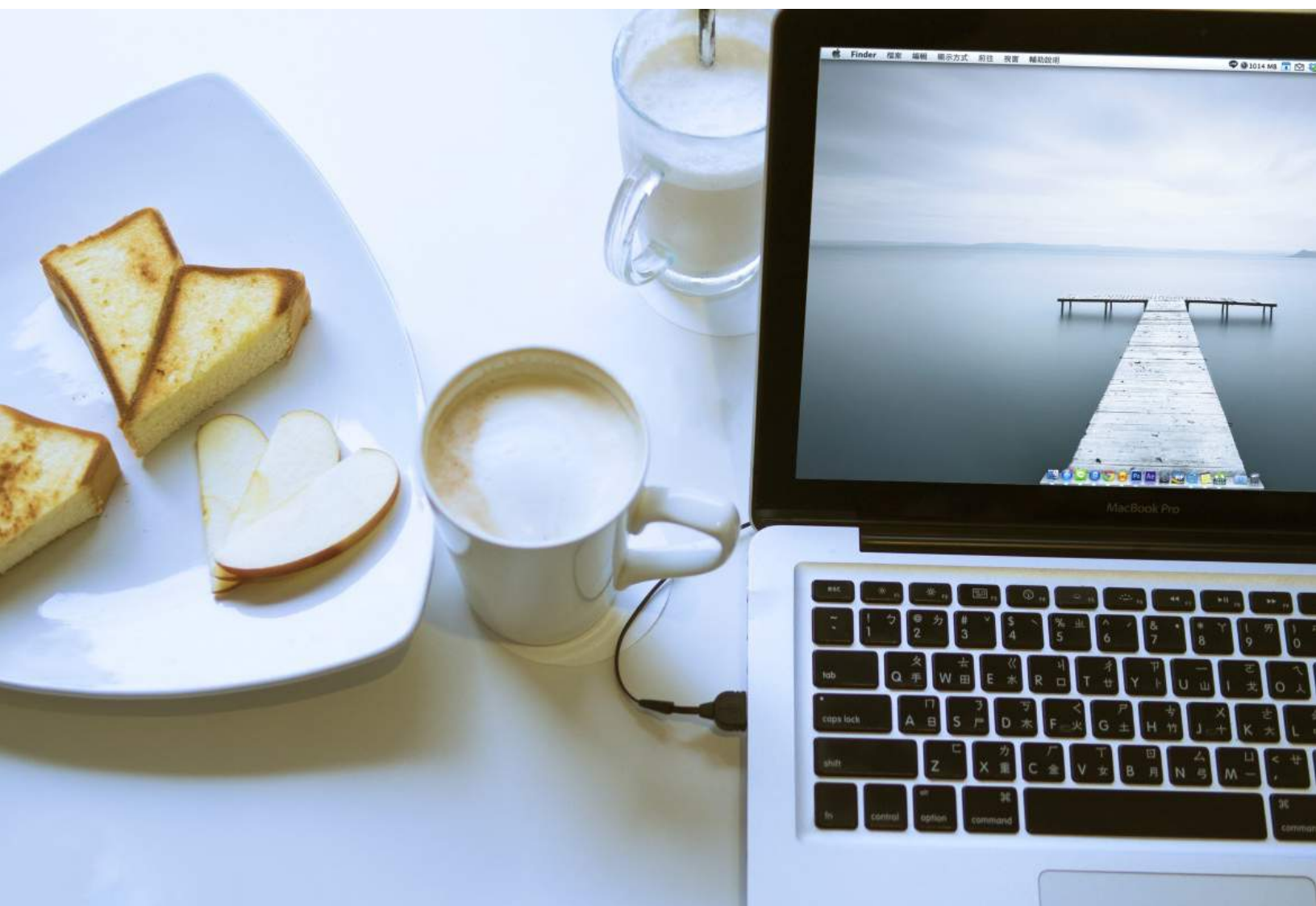
Factors that depend on the business owner and the actual business

Ideally, blog posts should be written by the entrepreneurs themselves, but if they provide the important information to a reliable content marketing team, we're sure it'll end up in a beautiful series of articles. It's quite difficult for a business venturer to find some time to write for the blog, right?

The factors we are talking about address the following info:

- financial data
- keys to surviving in a market full of competitors
- what the main story behind the business idea was in the beginning and all through the process of its development.

Another enticing topic would be talking about the people that work in the team. What characteristics did they have, that made you choose them over other candidates? What does it take to be a part of your company? Provide answers to these questions in a long series of articles that are helpful for both regular online readers and for aspiring entrepreneurs.



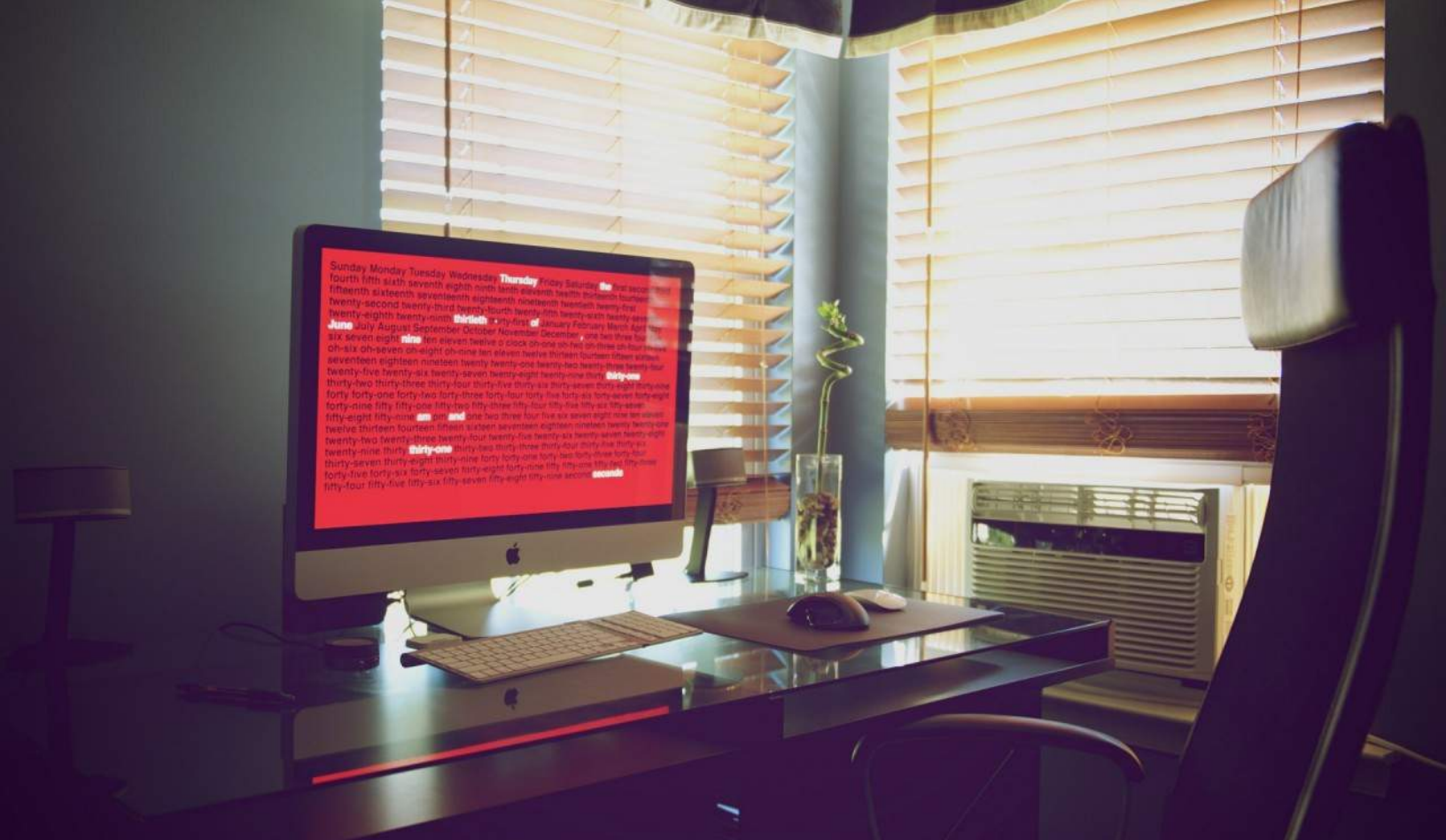


Clear & correct information = happy readers

You know how we are constantly telling you to let site visitors actually know what your business does? We cannot stress enough how important it is to let users know critical details. Thanks to clear information, you will have a satisfactory bounce rate (small!) and you will, in time, acquire leads.

In this series of posts you should probably include some specifications of the product you've created, that is if you are in the business of developing products. Estimating a cost to using your product or letting potential clients know what they would pay for creating something with your help would sure come in handy. If you have worked on other projects, don't hesitate to describe the efforts you've put in and the ideas you've come up with.

This helps with both your and your clients' marketing. If you've gone through unfortunate events or if you've encountered difficulties in handling past situations, be sure you thoroughly describe them. Recounting failures gives the impression you are mature enough to cope with tough circumstances. It also lets readers know you are capable of realizing when it is time to give up.



Factors that deal with the industry you are in

Contemplate publishing one long article every week or once every two weeks. Make the article informative and knowledgeable, so it lets site visitors know whose article it is. It is an article that belongs to a business person with experience, that holds the power to make decisions. Let them know you are the owner of a wealthy attribute: you can help them. For now, they don't necessarily have to know that turning them into clients can help you.

It is important to get ideas for new posts from the latest achievements in the industry. In this sense, it wouldn't be a bad idea to set up a weekly category that you use for sharing interesting news from your area of expertise. Stay up-to-date with the help of online tools such as Feedly.



Competition is a good thing, especially if you know who your exact competitors are. Learn from them in order to create a reliable online strategy. If you'd like to track their social media networking strategy, you can now do that with the help of mobile apps, such as [Perch](#) or [Topsy](#). While the first one analyzes your competitors' activity on social networks, the second one is a dependable search engine for social media content.

If you haven't defined your buyer personas, you now have the possibility to do so, both by using these apps and by evaluating your rivals' content. Make a short list of things to consider: see the tone, the titles and the actual content of their articles. How engaged are their readers? How many interactions are there between your competitors and their customers?



Factors that deal with the actual articles

Now that we've established the importance of a publishing calendar, of categories and of well-informed topics, let's get to the actual content you will be publishing. For starters, let's see how titles can help you get more site visitors. They can also guarantee that, once they've entered your universe, they spend some time inside it. In our experience, the juiciest titles you can use traditionally begin with:

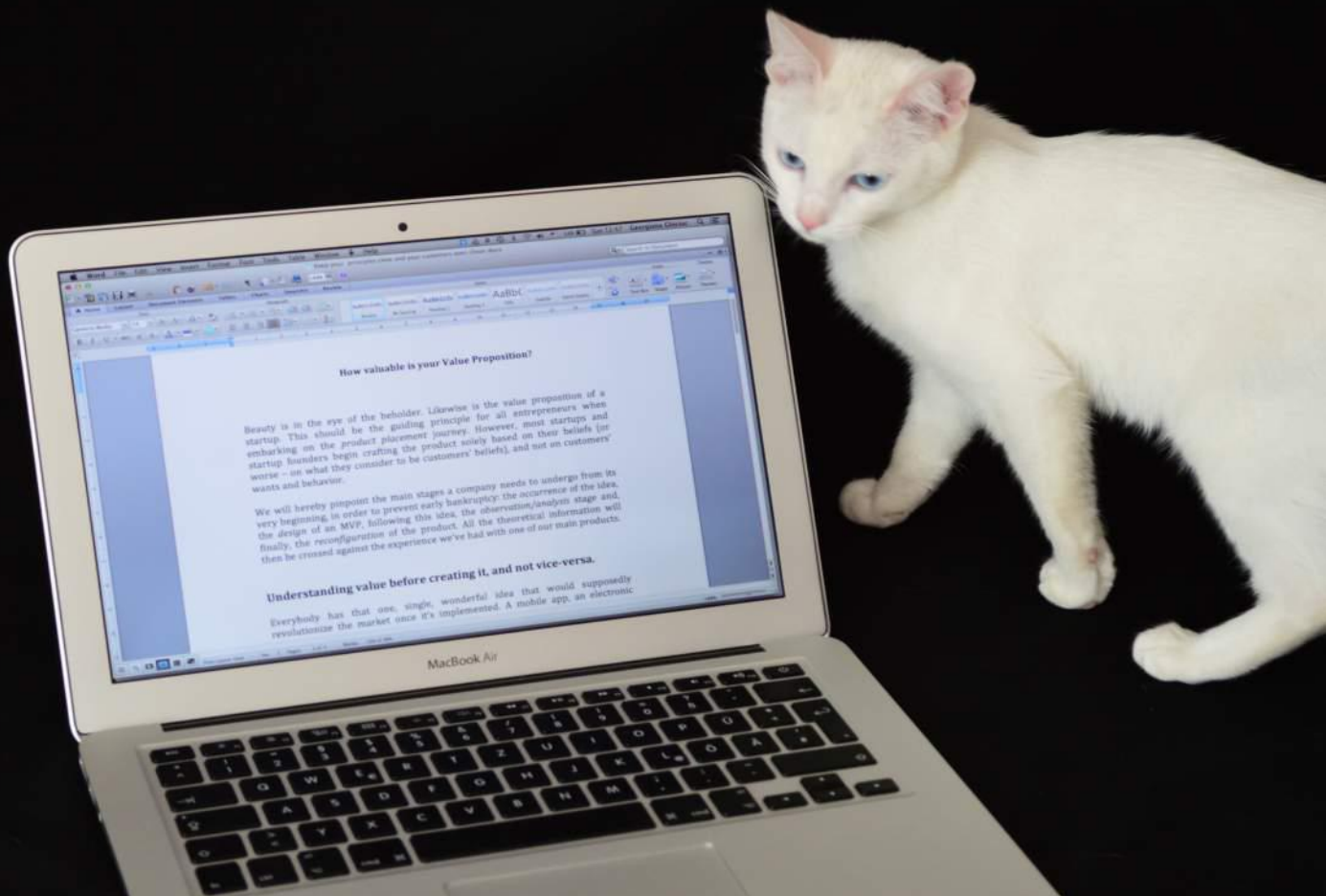
- How to...
- 3/7/10/13 (and so on) ways to...
- Frequently asked questions about...
- What to do when...
- What not to do when...
- A short guide to...

Factors that deal with the actual articles

While most of us still want to get more leads, make more sales and gain more popularity, some of us are eager to use part of that enthusiasm to show we're capable of much more than hoping. Which is why you shouldn't get scared when thinking you actually have to use your imagination in getting topics for new posts. We'll even give you some simple yet effective directions to get you there.

- Interviews are a way to create new content. Put together a list of questions and make sure the answers would interest your readers. Then establish a meeting with a former or a present client. Here you go, you have a new blog post.
- Guest blogging is another procedure that can be of interest both for you and for the actual writer of the article. It's called backlinking and it's a great way to gather an audience.





- Publish quizzes, because they are an easy fun way to interact with site visitors.
- Provide downloadable goods. For instance, collect some posts that have been published in the same category, that address the same issue. Then, make a few simple modifications and create an e-book. Think about it - site visitors can actually download something from your website. If you let them download it for free, it's even better. You can start by publishing content in complimentary e-books and slowly evolve up to the point where you start selling digital publications.
- Contests or giveaways are another type of content that appeals to a wide public, while they are also means to get people to subscribe to your regular newsletter.



Never miss a publishing date

There you have it. Some basic ideas that can get you up and running and that can ensure you never miss a publishing date.

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Understanding Content Strategy for Startups



This isn't one of those posts that intend to convince you that content strategy is the solution to all your problems. Especially if you're the owner of a recent startup. We understand your need to get out there, get noticed and make some big bucks. We're all in it for the money, eventually.



This is, however, going to be one of those short lists you can come back to every time your startup site or blog doesn't seem to be going anywhere exceptional.

So why use content strategy if you're part of a startup? Yeah, why?

We'll start by giving you an example. You're a buyer, just like the rest of Earth's population. You regularly purchase groceries, clothes, you pay for expenses but when you want to invest in something, you usually like to take some time and think about it, before risking to throw your money at people that don't know how to use it. So you're more on the safe side. All people are like that.

What's that thing you need before purchasing something expensive or before making an investment? *It's called trust.*

So, building and maintaining a content strategy helps with **3 main issues** all startups encounter, at some point or the other. You want to let people know who you are and what your business is about, you want them to like you and, in time, you're hoping you'll gain their trust.

Prepare yourself to be disappointed. Nobody's going to buy your products if they don't know anything about you. No one will waste a penny on a recently launched business that doesn't know how to handle clients yet.

This is where a content marketing strategy comes in handy. Having a website and a blog with a reliable publishing calendar lets people find out some critical information about you. Brainstorming about engaging topics and using them for new posts will, in time, bring people to like you. They'll start following you on social networks and subscribe to your newsletters. That is, if you're in touch with social networks.





How to go about content creation, then? The [KISSmetrics blog](#) has an insightful article about the entire process. According to their post and to our experience, there are 4 stages related to content creation, at least in the case of startups.

1

A topic list. You're not certain that the blogging experience can work well in your case. Start with a simple list of subjects you'd like to address and try to get as many ideas as possible. Gather them from ex-coworkers, current co-workers and even customers. In short, we'll tell you actual brainstorming doesn't hurt, once in a while, because publishing attractive posts will make you gather an audience. Keep in mind to address the right public, though.



2

Knowing what type of content is appropriate and when you're supposed to publish it. We now live in an era ruled by social networks such as Pinterest, Instagram, YouTube or SlideShare. All these have something in common. Figured it out? They're based on other types of content than the written one.

So, create infographics, publish photos from work or even put together educational videos from time to time. This special type of content is eye-catching and always gets the attention of site visitors. There are nowadays too many things to grasp and too little time.



3

Guest blogging. Now this is a marketing method that is beneficial both for the imaginary startup and for the blogger. There are two ways of doing guest blogging.

- Either you go on the hunt for a relatively well-known blogger that's in your industry and willing to write a blog post for your site, or you decide to guest blog for someone else's site.
- Ambition, a firm grasp on grammar, punctuation and all the other English requirements should work together if you do some guest blogging. What's the point? You may ask. The answer is simple: there will always be a hyperlink on your name or on your site name.
- So write an email to someone in the site team. But what if your message goes unnoticed? You'll just have to take that chance, in the beginning. It doesn't hurt to be ambitious, it is just really useful to be realistic. Don't waste time on hugely popular sites. Try to aim blogs that are in the need of guest posts.

4

Seize e-mails. Having a blog where you post regularly helps with acquiring a number of loyal visitors. You do have to realize, though, that people's memory isn't as strong as you may think it to be. Here's where you provide them with the opportunity to subscribe to the blog, using their e-mail addresses. Therefore, you'll slowly but surely create a database of people that are genuinely interested in reading your posts.

Startups also have a **tough time** handling messaging, brand awareness and marketing. Creating a blog for a startup and publishing consistent content helps with establishing communication channels with an audience, developing and regulating the marketing practices of a business, while underlining the significance and substance of the main activity.





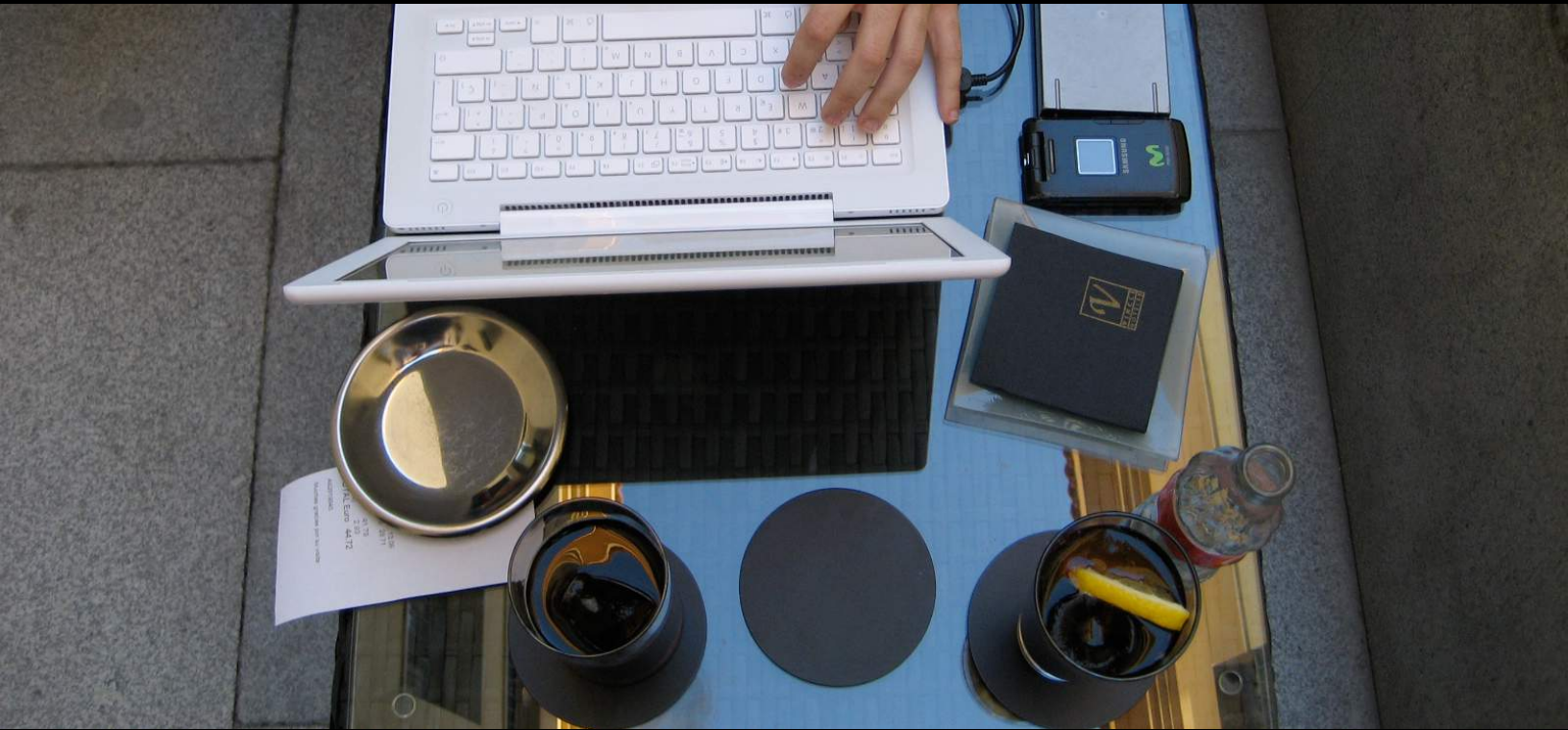
Content strategy can assist your startup

So there you have it. Just a couple of pointers to make you better understand how content strategy can assist your startup in achieving online popularity.

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Startups: Content is King, Content Strategy is Queen



Content is king. Your content strategy is queen.

Most rising businesses have the same big dream. They want people to notice them and they want to sell. While the first idea is evidently linked to the second, in marketing it is highly important to speak to the right audience. In some of our [blog](#) posts, we have tried to define content marketing and content strategy. For a non-marketer, the two may seem to be mysterious concepts.



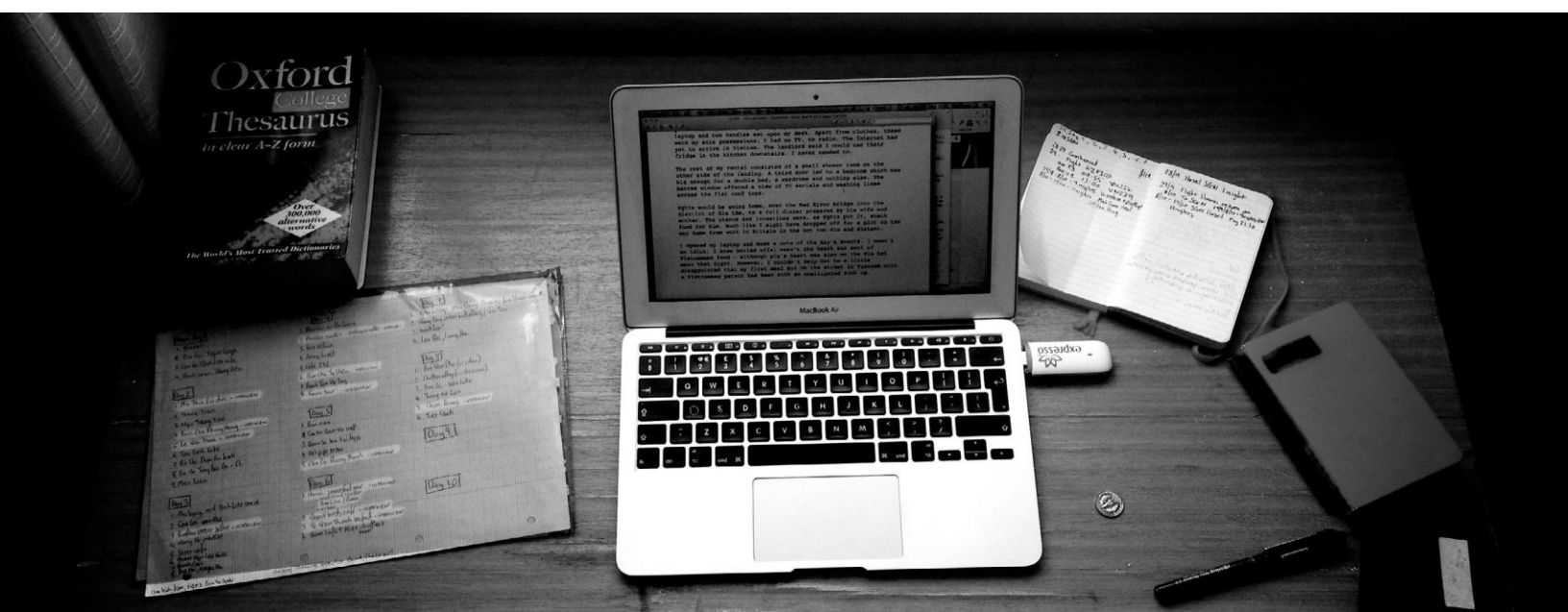
Through content marketing, the owner of a website has the possibility to enrich ideas, finally get noticed by Google and therefore, get discovered by potential clients. Content strategy is practically based on content marketing. The only difference between the two is that, in content strategy, planning ahead is the right spice to perfecting the recipe. Content strategy means not only the actual creation of the content, but also its curation and its distribution.

Content is forever.

Let's say one day, while driving to work, you see an ad panel that surprises you with its originality. We'll make the not-so-unusual assumption that after some time, you forget what it was all about. Another week goes by and the ad gets replaced with another one. What was the first one about? It was that tiny detail that you forgot. Perhaps you'd like to remember, but you cannot.

Unlike other means of marketing and advertising, content is *forever*. Another great thing about it is if you change your mind about what your ideal reader's profile is, you can always slightly modify already existing posts, so they speak exactly to the right public.

Then, there's the [Adwords vs. content](#) dilemma. You want more leads, you want more sales. We'll be honest and tell you that Adwords is, indeed, a correct way to achieve this. But if you're only beginning, there's a high chance people who click on your ads spend only a couple of seconds on the site. You end up wasting precious money on ads that fail to bring back any revenue. Why do you think huge companies such as Coca Cola publish content? One single answer comes out in the horizon: In spite of their popularity, they know communicating with clients is priceless.





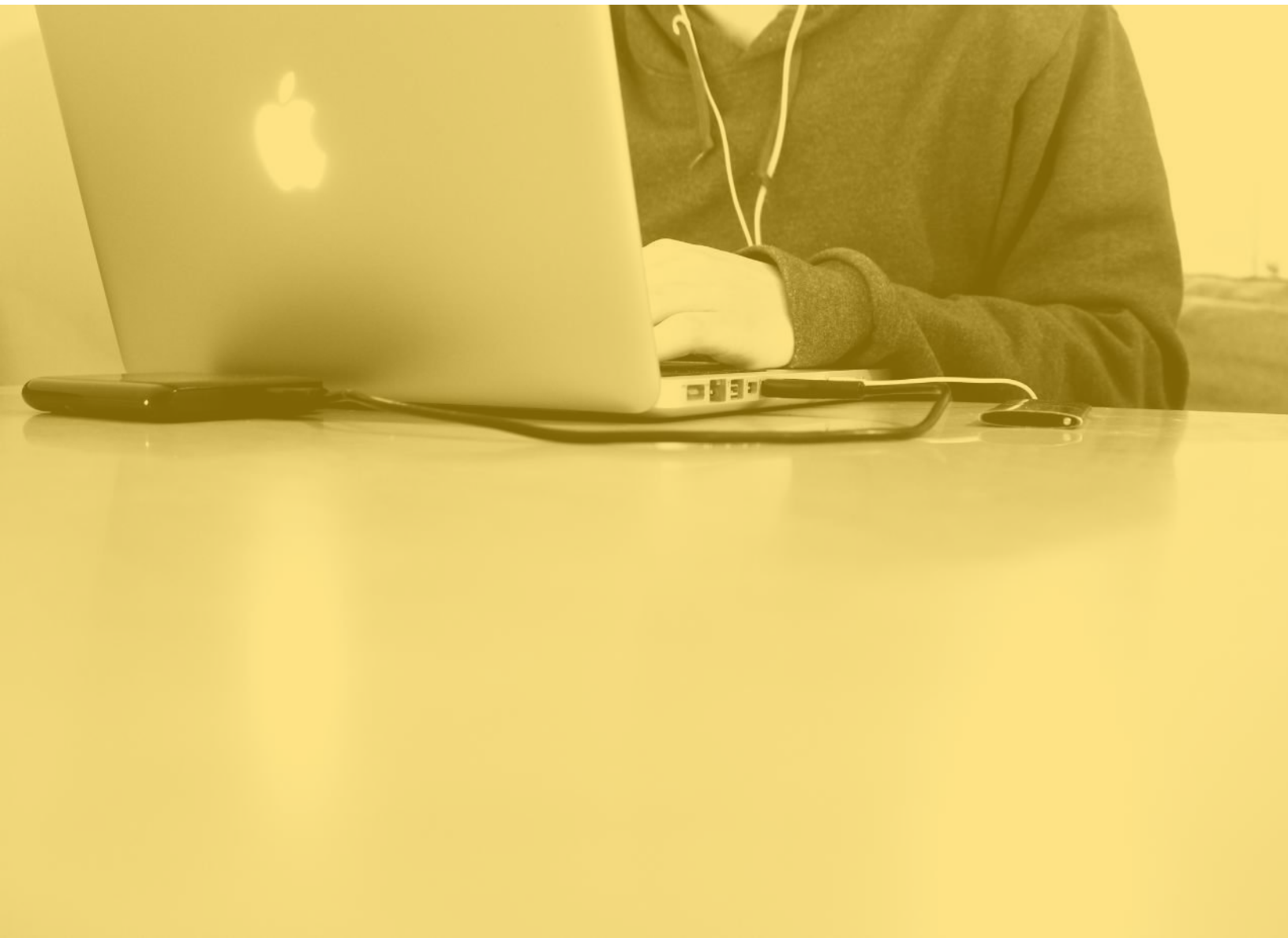
So, why should you have a blog?

A blog is a possibility to express yourself freely. Through it, you get to best explain what you intend to achieve. It is with the help of a blog that you can establish communication channels with potential clients and with your existing ones. Customers actually take pleasure in reading information about what you do, especially if you've delivered a successful product before, or if you can help them with designing a new one.

Writing on your blog is clearly a new way of creating content, content that is rich in keywords and that helps you befriend Google. It's a winning approach to generating traffic to your site and drawing the attention of your buyers. What does this do for you? It assists in eventually getting new leads.

Let us not forget that owning a blog actually forces you to keep up-to-date with the latest news and events from your industry. Believe it or not, continuously documenting and researching your topics will, in time, turn you into an expert.

Through your content, you'll have the possibility to design the map of your startup's evolution on the market, making it easy to share both success stories and failures.





How to get started. What is a content funnel and how does it work?

Simply put, a [content funnel](#) consists of 3 things:

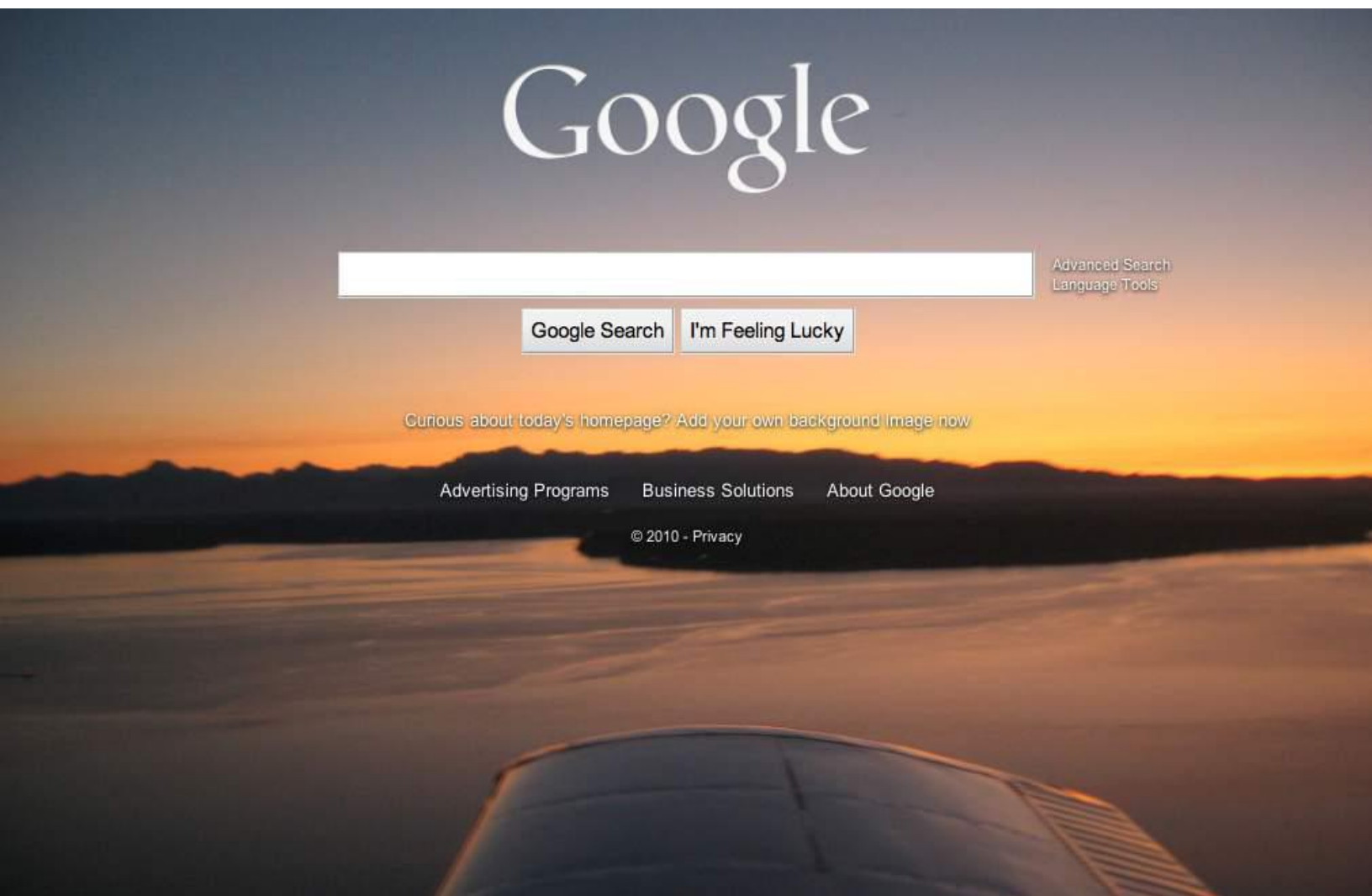
- links that refer to your site
- the actual content on your blog
- calls-to-action and an e-mail subscription

How should you get inbound links?

- publish amazing content
- look into guest blogging
- create interviews and initiate collaborations with partners from your field

If you already own a website and a blog, you have by now tried to analyze your competition. Why does your competitors' content get so many likes or shares? We'll give you this one.

They're probably thinking their strategy differently: instead of aiming at 3 posts per day, they take their time and create one single breath-taking article. In time, the latter makes them visible to the world.





A short number of suggestions for publishing awesome content:

The blog of your startup should be imagined as a cluster for resources for site visitors. Its content must be consistently related to the purpose of the business; the blog posts you ought to publish have to present the story behind it, who you're working with and what you're aiming at, but always keep in mind what your buyer personas may think about your articles.

Tip:

Start working with a group of writers. Decided to handle your blog on your own? Then, work closely with employees or colleagues and other influencers from the [industry](#).



Some things to always keep in mind

Remember to publish information that is real, that you believe in and consulted in the past. Create content that is quotable and memorable. Promote yourself in a couple of words, but do it as rarely as possible. Don't overdo it. Don't appear desperate to site visitors. While planning ahead is a brilliant idea, it is important to reserve some space for new events and/or innovative happenings from your line of work.

Social media tips

Select your social networks [with care](#). Let us analyze Tumblr. It's designed for people who enjoy fun, light content with pretty pictures scattered in between the paragraphs. The same type of content does not, however, speak to LinkedIn users.

Writing tips

Try to write a whole paragraph and then, instead of saying something in 5 or 6 phrases, try to express the same idea in 3 or 4. Use short. Phrases. That attract. The attention of the audience.

Since content marketing is not an exact science and its results are sometimes difficult to quantify, you have to wait for results to show up. If you intend on measuring the latter after a month of writing on your blog, then you'll face serious disappointment.

Our recommendation is to measure the results you may be getting from posting blog articles, but be careful to do it after at least 6 months of continuous publishing efforts. Only then will you analyze the impact of your most popular posts and figure out why they became acclaimed in the first place. Your most treasured pieces of writing will become models for your future articles.





How does a CTA help?

Why should you get an email subscription?

As we were saying before, writing for your website is all about getting people to trust you. You'll have to walk a long and winding road before getting them to know you, trust you and buy what you're selling.

Calls-to-action are like shout-outs. From a rather simplistic point of view, they are buttons that go somewhere on your blog, either inside your posts or somewhere in the columns. These buttons do exactly what their name is saying: they get site visitors to act in a way that's evidently beneficial to you. For more information on CTAs, check out this notably informative article published by [Smashing Magazine](#).

Last, but not least, it is through an email subscription that you can initiate communication channels with your potential clients. Every blog post you publish will end up as a snippet in the inbox of your subscribers. Ignore this marketing measure and you'll be waiting for a long time for results to come by.



Try combining all the previously mentioned measures

In conclusion, try combining all the previously mentioned measures in order to perfect a winning content strategy.

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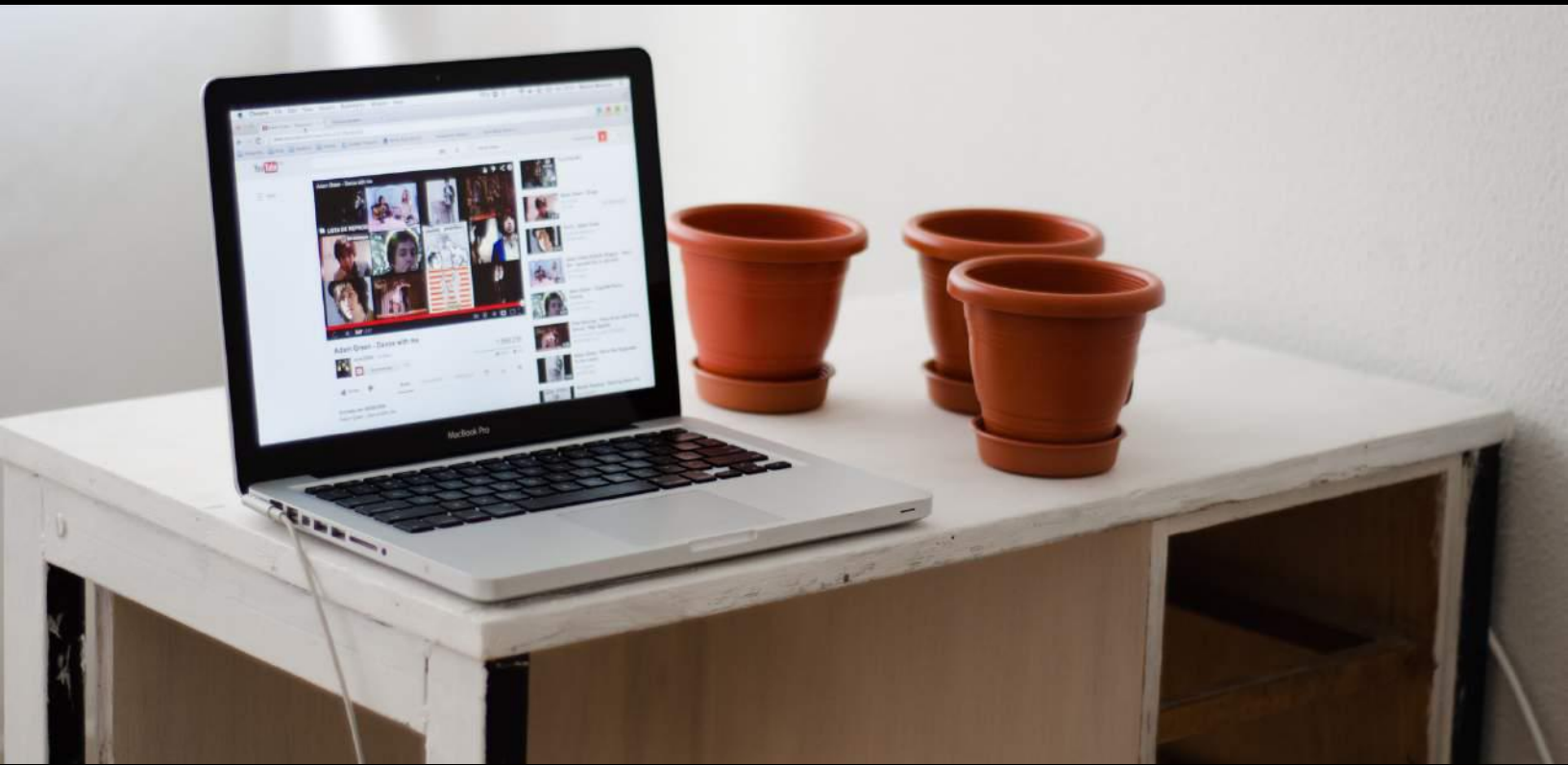
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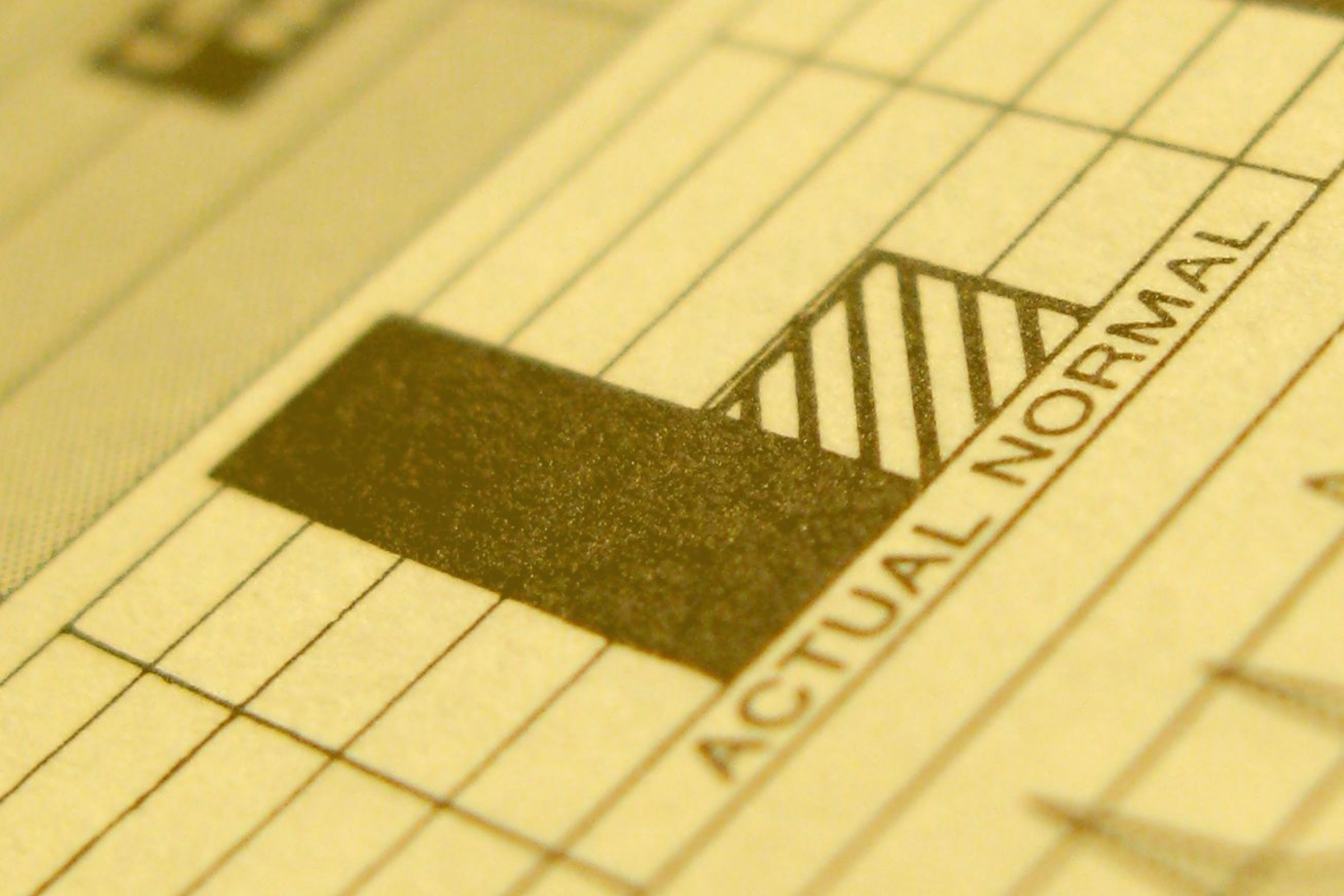
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First comes content strategy. Then comes social media.



Who doesn't have a favorite place? We may move from town to town and maybe even from country to country, but we always end up discovering one cozy spot. One spot for hanging out with friends and maybe another one for enjoying a cup of Joe by ourselves.



Social networks are the digital cafes of our days.

Recent [2014 statistics](#) show that Facebook has more than 1 billion users per month; out of this billion, more than 20% check their Facebook accounts at least 5 times a day. Google+ gets more than 5 million daily +1s, and as we speak, there are 550 million Twitter users in the world. Unsurprisingly, most Pinterest users are women (80%) and there are now 70 million individuals using the network. Everyone wants a piece of the action. Marketers and startups in particular. But what makes the social media world go round? You may have guessed it by now. It's content.

There's no such thing as a social media strategy without a content strategy.

Think of it this way: on a boring Saturday, you go to the store and get a bottle of milk you haven't tried before. Maybe you like the taste. Maybe you'll buy some more. Maybe you won't. Maybe you'll tell your friends not to buy it. If you go to the store and you've already tried all the milk brands on the shelves, you'll end up choosing the one you liked best.

So then, if there isn't anything new to buy, there isn't anything new to try. Or like. Or share.

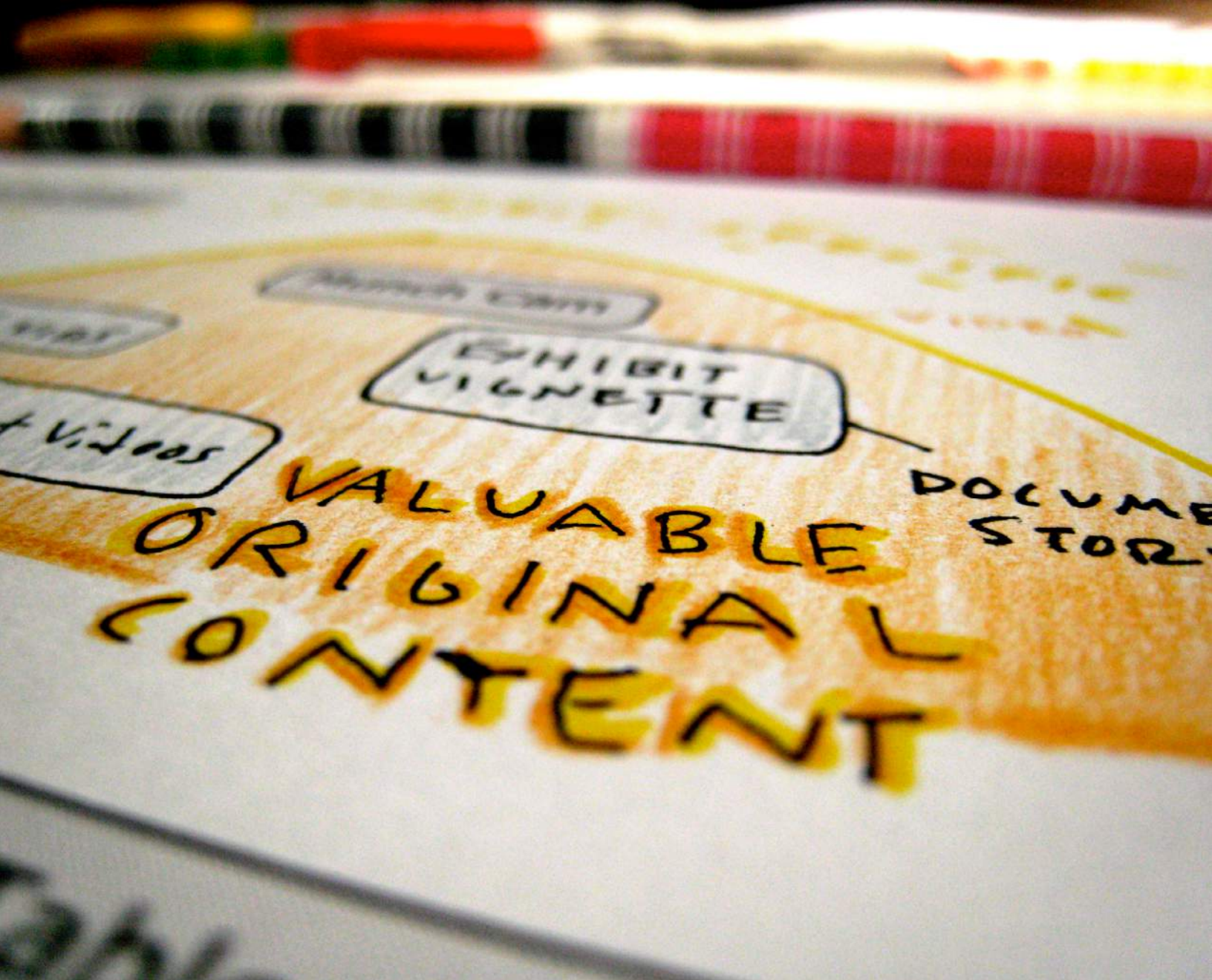
In the same sense, if your website's a big void, there won't be anyone to [spread the word](#) on it. Why on Earth would someone want to show a big nothing to their friends?





Get smart. Get writing.

Fill up that void with words that describe you. Words that give you meaning. Words that make you look like a real human being, instead of the desperate entrepreneur that you actually are. Don't think about bucks when you're writing something down; readers will know if you're trying to trick them into buying something, instead of offering them something of value.



For a longer or a shorter period of time, you'll have to take the risk of not selling anything. You'll have to go out there and convince people that you're among the best guys from your industry, without constantly flaunting your product in front of their eyes.

Not sure what you can write about? Organize a brainstorming session with your employers or colleagues, or simply hire a [content marketing team](#). Here's [a list of tips & tricks](#) for better organizing your writing strategy.



Some other things that intervene in your social success story

Bloggning isn't a great idea for a startup owner that's always been more on the safe side. Nor is it for the loner or the shiest of CEOs. Bloggning will, however, get you far, so toughen up, stop being extraordinarily competitive and learn to work with others.

Simply send an email to a competitor or to one of your influencers. Make sure you explain your background and your interest in the industry. Speak frankly and candidly and offer them the gift of [guest bloggning](#). Results will not fail to show up. If all is well, there is a high chance they will return the favor.

Build a community around your product, by regularly participating in conferences or other events from your area of expertise. Sit down with people, talk, take pictures, and then, once you're back at the office, publish a series of posts about it.

Most of the times, it is consistency that makes the difference between a mediocre blog and an incredibly shareable one. There is a thin line between failure and success and a rigorous schedule can ensure your the glory of your website.

Responding to comments is almost as important as actually publishing anything. If you fail to treat your site visitors with respect, they will not be forgiving. They will show you the same lack of consideration and they will not come back.





I have the text. What now?

There's only one other thing to reflect upon, after having finally defined a content strategy. Just how amazing is your content? How many chances do you have of making it viral? If you're unsure of the quality of your posts, take a deep breath and curate everything you've written. Analyze your articles. And then analyze them once again.

Then, create accounts on 2 or 3 social networks. Attention! These should be media that your buyer personas (if you're finished with content strategy, you'll know what that is) use. There's no point in speaking to teenagers if your product is designed for newborn babies. You may want to speak to their mothers, though.

We recommend only 2 or 3 networks in the beginning, because it's better to test some, to give up on others, before actually deciding to invest in a social media strategy. Especially if you're only starting up. Be careful, though, for every network has its [individual characteristics](#).

Also, when posting on Facebook one evening, after one glass of wine, you may want to make sure you're not using your company's account instead of your personal one. Mistakes have been made in the past. As is the case of Hubspot's Pamela Vaughan, who mistook the site's account for her own and posted an innocent picture of her 5 months pregnant belly on the [wrong Twitter account](#). She did, however, handle the matter with an amazing dose of flair and wrote a great article about her 15 minutes of social media shame.





Social requirements for being sociable

This may sound silly, but there's an impressive number of websites out there that fail to get the visibility they deserve. Sites that don't have sharing buttons and sites on which users can't login with social networks.

Let's look at it this way: you read an article; you have an opinion; you want to express it, but you have to create an individual account just to post a comment. Would you do it? Or would you just abandon the whole thing, click the little x box and eternally forget about the site?



Being sociable means you have to personalize your accounts and give out the same 'human' vibe we were mentioning in the beginning of this chapter. Define your personality with images that best represent your business and with photos of you and your colleagues; in other words, with various types of content your followers may enjoy.

Don't be selfish. Share your content (because yes! more clicks and more analytics happiness!) but also spread the word on other people's content, particularly if it belongs to influencers you admire or if it is an interesting piece of news from your industry.



Some key takeaways

In short, if there's nothing on your site, no one can get excited about it. Perfect your website and your blog and only then think about conquering some social media channels. Stay tuned, we'll further on discuss the ongoing relationship between content strategy and social media.

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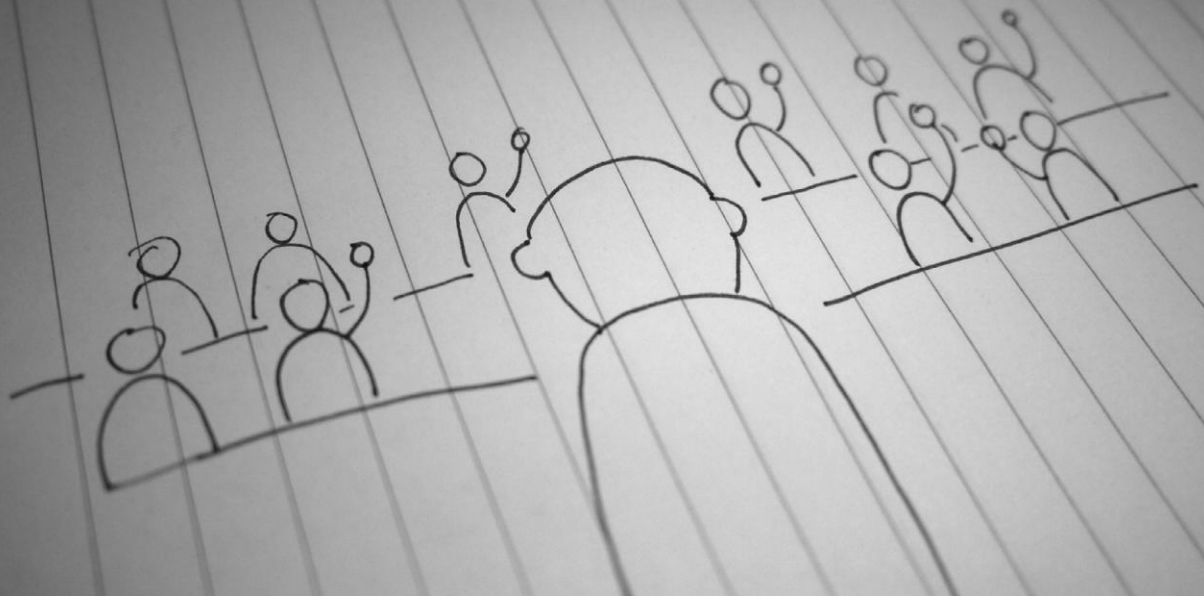
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Social networks are the digital cafes of our days



Startups and other small-sized businesses have recently begun to realize that writing for their website just won't do it anymore. If that content doesn't get shared, it has no chance of coming into contact with the audience one's trying to hunt for.

Anyone who wants to get noticed online makes a big deal out of defining their buyer personas. Sketching the latter is usually made with the help of a brainstorming session where you come up with questions and answers. The same goes for social media.



No results come from speaking to the wrong audience

The key to organizing a reliable social media strategy is writing down these major concerns:

- Who are you writing for? Who are you distributing content to?
- What can you do for your audience? Regardless of what you may think, nobody is interested in reading solely about what you do... unless you can help them with something.
- Which is to be preferred? Are you writing for people who are keen on infographics, pictures or videos? Or may they be more interested in the written word? To attract attention, you may have to combine visual details with text, particularly in the case of social media.



- What social networks are your buyer personas using? If you're writing for tech aficionados or busy entrepreneurs, they may not feel compelled to waste their time on fun networks such as Tumblr or Pinterest. On the other hand, you need to target the two if you're creating light content that anyone, regardless of background or education, is interested in clicking.
- What will social media do for your business? Instead of waiting for divinity to intervene in your success, it would be better to create a simple list of issues that social media would solve for you.

For those of you who have, in the past, tried to design a social media strategy, you may have come across some information that isn't as accurate as you think it is. Consistent sharing and lightly spamming your readers won't get you anywhere. So yes, you have to write compelling content, even for social media, so don't do it the wrong way. It's quality that attracts clients, not quantity and eye-catching stories.

So you're not a big brand... yet. But guess what? Even big brands have difficulty in understanding social media and how to use it properly. According to the Harvard Business School, 79% of companies don't think of themselves as effective users of social media.





Is time on your side?

The biggest problem in social media is the fact that you actually have to talk to your clients. If, for instance, you share an update of a product you've launched and someone posts a comment (perhaps they've tried it out or they're interested in testing it) and you fail to respond, it won't do you any good.

Unfortunately, this isn't just about sharing. This is about setting the basis of a relationship with your current and your future customers. Handling various social accounts takes a lot of time. If the one you have on your hands is limited, you have to target the right networks. If you try to conquer all of them, not only will you waste precious time but you'll also eventually [run out of networks](#) to post on.



Since the chances of getting direct feedback are proportional to how frequently you publish, you have to embrace the spirit of consistency. If you have nothing new to say, you can always publish content from your industry's influencers.

The main idea is to keep your followers engaged. Tagging role models is a healthy way of letting them know about you. This doesn't mean you have to drive traffic away from your website. It just proves you're capable to stay in touch with events and news from your line of work.

Another time-consuming activity is the analysis part of your strategy. Sadly, this one is almost as important as the actual distribution of your content. Define some communication channels you've started targeting and analyze results with the help of simple tools such as Google Spreadsheet and Google Analytics.

Write down the networks you're using, how frequent your posts are and how many visits actually result from this activity. Just keep in mind that not all site visitors are potential customers.

Have you ever heard of the term social media optimization? It's similar to search engine optimization, with the difference that the SERP everyone's using is a network, instead of good old Google. Start by experimenting with various types of content but give yourself a limited time, in order to understand what works with your audience.

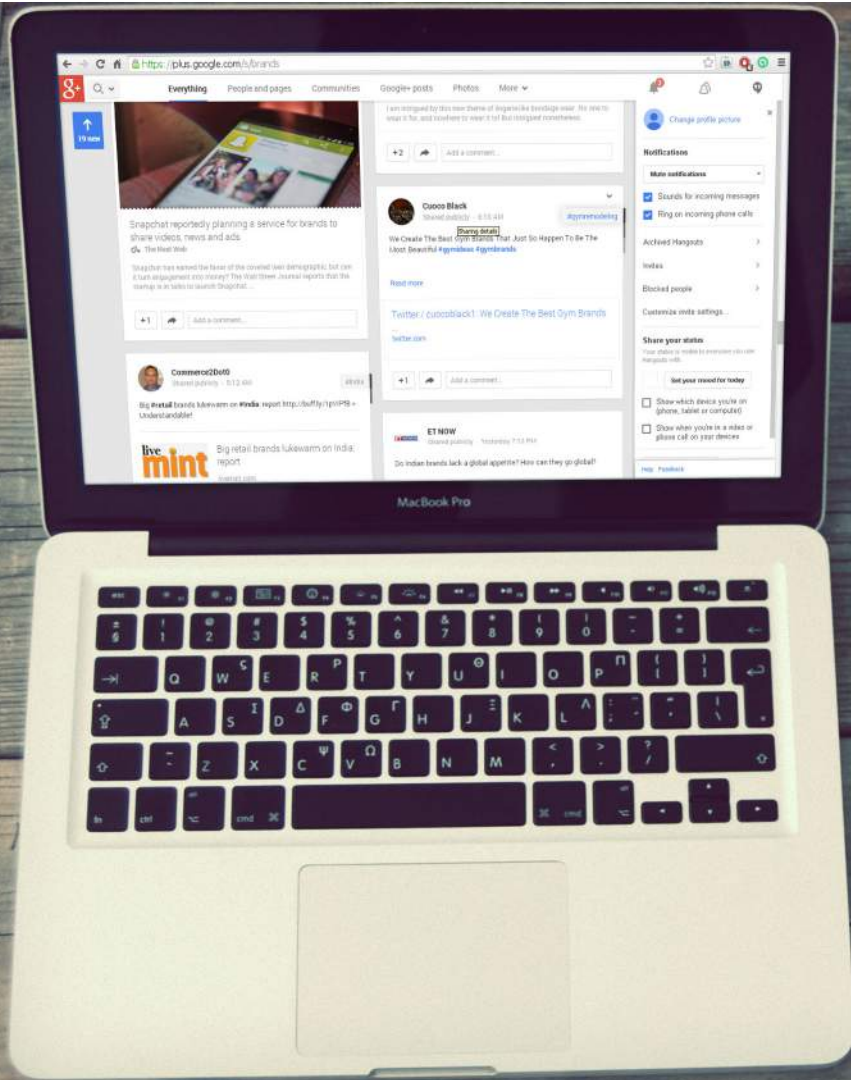




Planning your strategy

A valuable social media strategy relies on resources. Some companies invest a huge amount of capital in distribution, as is the case of Intel, that commits to the cause by infusing 60% of their campaign budget in social networking. If you're only starting up, though, your resources may be more than limited. So, here are a few [tips](#) for being social without being suicidal:

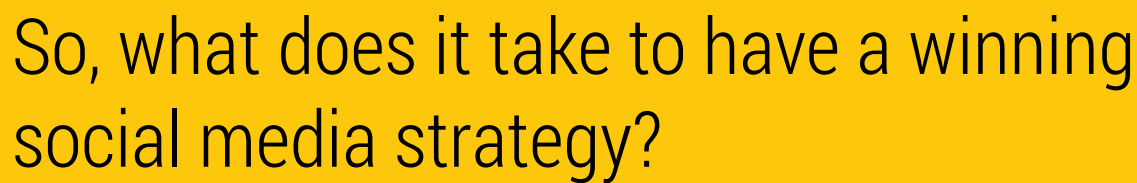
- Plan ahead. Know what you want to accomplish by sharing your content. Be realistic and start slow.
- Be selective. Pick 2 to 3 networks instead of attempting to gather an audience with the help of all that currently exist on the market.



- Have patience. Nothing happens **overnight**. Define a 6 month strategy. Both content and social media marketing bring profitable results, but these don't come fast or cheap.
- Prioritize. Between sharing a ton of content on the wrong network and sharing one single news piece on the right network... what would you choose?
- Don't forget about forums. This is where channels such as Reddit or Quora come in handy. Got a problem? Just ask if someone else has also encountered it. That's how these things work. If you're good enough to come up with solutions for people, you're good enough to transform them into potential customers.

- Never overlook negative feedback. If someone posted a comment about how dissatisfied they are with your services, don't delete it. Be proactive and try to solve the issue. Covering it up won't make it go away. Talking to customers and giving them a helping hand shows other users they can rely on you.
- Don't ignore Google+. We may all dislike it a bit, but that's where all the hype is. If you're curious as to why you should start using this particular network, we'll give you a graphic example. Have you ever noticed how search results are displayed on Google+? Yeah, we have too. Here's a vivid example of what posting over there helps us with.





- ## Beaglecat



Basic principles

Selling yourself with the help of these basic principles will make you win the trust of your much-desired audience.

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Do you pass the buyer persona test?



Buyer personas. The basics.

Big brands have clients. Big brands sell. You too can have clients. You just haven't discovered any of them... yet. Particularly if you've just created a breath-taking website. So, how do you get people to know you better? How do you let them find out about your brand? How do you make them trust you? By creating a *buyer persona's profile*.



What does a buyer persona look like?

It doesn't matter if you're a marketing rookie. Some things are easy to understand even for the greatest newbie. And one of them is this: online marketing strategies usually revolve around one very important idea: selling yourself.

Say you're in the business of creating products. Designing them for your personal portfolio is useful in the long run. Once you've shown the world how good you are, you have to get yourself some paying customers. But, from the plethora of individuals accessing your site every day, how many of them could actually purchase your services?



In 2002, when someone thought about constructing a [definition](#) for the buyer persona concept, they came up with this:

Buyer personas are modeled representations of who buyers are, what they are trying to accomplish, what goals drive their behavior, how they think, how they buy, and why they make buying decisions.

That's all right, but how does your actual buyer persona look like? We hate to disappoint you, but that's something you have to find out by yourself. Or hire somebody that works closely with you in discovering your clients' needs and expectations.

An **ideal reader** is a human being. Just as any other human being, they have a gender, hobbies and interests, as well as an education, an occupation and a limited amount of spare time. You have to understand where you come into this whole picture. Do you belong to the personal space or to the time one reserves for keeping a work-life balance? Or are you part of their professional life? Do the products you design help them at work or at home? It is, therefore, up to you to understand which audience you can speak to.

Tip

Organize a brainstorming session with some of your colleagues and employees and think about various types of **buyer personas**. Jot down anything that crosses your mind, regardless of how useless that piece of information is. You have no idea how important it'll prove to be, perhaps combined with some other idea.





Example:

Joe is a 29 year old struggling entrepreneur. He's a marketing major and has a ton of experience in the field, having been employed at some of the most well-known agencies. Around 6 months ago, he realized he hated his rigid job and decided to use all the knowledge he'd gathered for himself, instead of passing it on to huge corporations. He started his first startup, a marketing agency that now has 3 clients, thanks to Joe's reputation.

Let's say you're in the business of designing mobile applications. You've created one for enhancing productivity, one for managing schedules and one for collaborating teams.

Do any of your products speak to Joe?

We'd say they do. Perhaps Joe has to keep up with his colleagues' workflow while he's out of town. He downloads the product from the App Store. He likes it and he even wants to install some in-app features.

But before he does any of this, he decides to check out your website, and even your blog. Because he's a marketer, he wants to find out how you're approaching clients and what you're creatively doing in order to speak to them.

This is where Joe's journey ends. Unless you know how to speak to this type of buyer persona.





What is a buyer's journey?

From the point of view of inbound and content marketing, a buyer persona usually goes through the following stages:

- awareness
- consideration
- decision

Awareness: In another buyer scenario, Joe enjoys the app so much, that he likes its page on Facebook. This is where you come in. You write on the blog and publish regular updates on social media channels. One day, Joe reads an interesting blog title and clicks on the link. He ends up on your website.

Consideration: He likes its design and he's eager to investigate what other products you've designed in the past.

Some details that influence his decision and that incidentally are of utmost importance are the design of the website and your capacity to convince Joe he needs your product.



Your buyer's journey and your content strategy are sisters.

Let's switch fields for a moment. Say you've created an app with which people can find out about sales in the domain of interior design. What types of [buyer personas](#) should you target on your blog, then? You need to speak to at least two social categories:

- designers, architects or others that are in the know
- or women. It's not discriminatory to presume that women generally have a keen eye for colors, cleanliness and organizing spaces.



You therefore decide to write two types of content. One that addresses the first type of buyer persona and one that connects to the second. Creating a content strategy is easy when you're speaking to a niche. But combining somewhat technical data with descriptive, light information is complicated.

Here, you have two options:

- 1 Either you divide your content into two distinct categories and keep up with updating both, with equal efforts.
- 2 Or you focus on your website and turn it into an interactive experience. Ask them right from the very beginning:
 - Are you an interior design geek?
 - Do you want to redesign your home?

After clicking the question that best describes their needs, your site visitors will be directed to the right type of content. There's a minor possibility that they become curious about what would have happened if they had clicked the other. And even if they do, they'll learn that you're able to commit to your users, by satisfying their requirements.

To convince people to buy your product, you have to use the right [tone of voice](#). Tell people what they want to hear, not what you want to say. If this basic rule was ignored, all websites would have a huge inscription saying "Hire us!" or "Buy this!".





Key takeaway

Consider these key takeaways for your content strategy adventure:

- make a short list of all possible buyer personas that cross your mind
- understand which content speaks to which buyer
- start writing only after you've made up your mind

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Cristina is an avid reader who enjoys spending her spare moments in the company of a good book. Although content marketing came second, it is her first true love. For her, writing means merging storytelling with technology.

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