



A GUIDE TO CONTENT STRATEGY FOR SMALL BUSINESSES AND ENTREPRENEURS



*Get More Sales and
Save So Much Time!*



'One of the biggest problems when it comes to creating content is trying to do too much. We see people set up a YouTube channel and a blog. And also have multiple social media channels. If you do this you will struggle - I know, I've done it myself!

There's no doubt that creating content takes time. But there are ways you can save so much time if you choose your channels correctly.'

- Martin

What Platform Should You Use to Create Your Content?

One of the biggest questions we get asked is what platform you should use to create your content.

Pick One Platform That Will Deliver You Organic Traffic

We advise picking one platform that can deliver you organic traffic 24/7.

This could be your **blog** – where you can get found from Google.

Or a **Youtube channel**, where you can be found from...you've guessed it, people searching on YouTube.

Or a **podcast** where you can get found from people searching for podcasts in various places.

The point is, if you use these particular channels you don't have to constantly update them. You create the content once and people can find you (if you do it, right) for a long time.

Pick One/Two Platforms To Share and Repurpose Your Content

Then, we advise picking one or two places to promote your content (and repurpose it) on social media. And what social media platforms you use for this will really depend on both your audience and your personal preference.

Here's the typical way we do it...

- ⚡ Write a blog post (and get traffic from Google)
- ⚡ Create 4-8 LinkedIn posts out of that blog post
- ⚡ Create Instagram graphics from that blog post

We do other things too, like email it to our list or post about it on Facebook. But those are the three main avenues we use.

It's the most time-effective way of producing content that gets us found on Google and gets engagement and sales from our social media channels.

YOUR FIRST TASK!

Think about what channels you'd like to use.

First, think about your 'traffic' channel, i.e. the channel that will bring you the most traffic.

Then think about your preferred social media channel to repurpose your content to.

You will have to use your knowledge of your audience to know what channels are best for you. No use repurposing your content to LinkedIn, if your audience is teenagers.

But, also think about what you enjoy doing as well. This is going to be 100x harder if you pick something you hate. If you absolutely hate writing, then think about whether blogging really is for you? If the thought of video just fills you with dread, will you realistically stick to it?

We're all for pushing ourselves out of our comfort zone. But you also want to make sure you do something you actually like.

This is a balancing act between your preferences and your audience. So have a think about that and pick your two channels.

Creating the Content and the Buyer's Journey

Now is the exciting bit. We're going to start thinking about creating content. But before we get stuck into all that, let's look at the strategic approach to our content.

Most business owners make the mistake of only creating 'how to' content. I.e. content that only helps people. It's more instructional, and it can generate you a lot of traffic. But it doesn't necessarily convert that traffic into sales.

For example, we could create tons of content about how to build a website. But would that convert people into web design clients? Maybe. But the likelihood is, if someone is trying to do it themselves they're not going to want to hire a company to do it for them.

So what can you do?

An Overview of the Buyer's Journey

It's best to create content for each stage of the buyer's journey. The buyer's journey works a bit like this...

Awareness Stage

At the awareness stage, the buyer realises they have a problem.

Consideration Stage

At the consideration stage, they begin to research all the potential solutions to that problem.

Decision Stage

And finally, at the decision stage, they've decided on a solution strategy and are looking at suppliers or companies to buy from.

The Buyer's Journey in Practice

We always find it best if we work with examples (it just makes more sense, right?)

So here is an example of the buyer's journey for someone who eventually hires a professional editor for their fiction book.

Awareness Stage

Mary gives some chapters of her book to her friends in her local writers group. They give her great feedback! But many of them advise her that her grammar, spelling and pacing of the novel could be better.

She's aware of her problem.

Consideration stage

Mary begins to research solutions for this problem. She looks at online tools and software that can help correct her grammar and spelling. But she also reads articles that explain the importance of having your novel professionally edited before it's published.

She decides that she may need professional help from an individual, and that online software just isn't enough.

So she carries on her research about finding the right person for her book - looking at the different options between an editor or proofreader.

Now Mary is researching the solutions to her problem.

Decision Stage

Finally, Mary has decided she needs a professional fiction editor. She researches some people who specialise in her genre. And she starts comparing them all for price, previous work, who she has a better connection with etc.

This is the stage where Mary is evaluating and comparing different providers.

Now, let's give you some examples of content you could create for each stage to appeal to Mary.

Awareness

Your target audience may become aware of their problem due to external factors - like the example of Mary above who became aware of her problem thanks to her friends in her writer's group.

But you can also make your audience aware of their problem using content. This could be content like...

- ⚡ Why your having a pacing problem with your novel (and how to fix it)
- ⚡ Why I'm tired of great books being let down by bad editing
- ⚡ 'How-to- type content that teaches people specific x 'how to use apostrophes correctly'
- ⚡ Reasons why writers aren't the best editors

Consideration

This is content aimed at people considering all the options to their problem. And you can help them do this via content. This could be...

- ⚡ Why you MUST invest in a professional editor for your fiction book
- ⚡ How to find the right editor or proofreader for your book
- ⚡ Common misconceptions about editors
- ⚡ Why you mustn't rely on online tools to edit your fiction book
- ⚡ How much does a fiction editor cost?

Decision

This is content aimed at people who are deciding whether to hire you. And you can help them do this via content. This could be...

- ⚡ Reasons you shouldn't work with me
- ⚡ Everything you need to know about my fiction editing service
- ⚡ Why am I more expensive than others in my industry?
- ⚡ The step by step process of us working together

Hopefully you can see now how content can help your audience at each stage of their journey. And how content can actually get people to move through each stage too!

What's Next For You?

If you really want support and feedback on your content, check out our 90 day content marketing challenge at contentchallenge.net