



Content Marketing

Ideas

FOR EACH STAGE OF THE
CUSTOMER JOURNEY

Content Marketing Ideas

Instructions

Decide which stage of the customer journey you are trying to speak to. Select an idea from the list and create content using that idea as the guide. Be sure the tone of your content matches the positioning of your brand!



UNAWARE

THIS AUDIENCE DOESN'T KNOW WHAT THEY REALLY NEED OR THAT YOU EVEN EXIST. CONTENT FOR THIS AUDIENCE NEEDS TO SPEAK TO THE FRUSTRATION THEY'RE FEELING AND START TO UNCOVER WHY THEY'RE FEELING THAT WAY.

- Share your manifesto
 - Offer a special report about your topic
 - Host a challenge around their frustration
 - Share something that creates a personal connection
 - Answer a question no one else in your industry is answering
 - Create a checklist or infographic
 - Host a contest
 - Describe changes you're seeing in your industry
-



PROBLEM AWARE

THIS AUDIENCE KNOWS THEY HAVE A PROBLEM/NEED, BUT NOT IF THERE ARE ANY SOLUTIONS FOR THEM. CONTENT FOR THIS AUDIENCE NEEDS TO CALL OUT THE PROBLEM AND START OFFERING SOLUTIONS (INCLUDING YOURS).

- Research that supports your solution
- Show how the problem is worse than they think it is
- Hypothetical solutions ("How I'd work with THIS celebrity on this issue")
- Share tutorial or how-to ideas
- Host an "Ask me anything" and answer questions from your audience
- Show examples of what NOT to do
- Do a Before & After
- Share common myths of your industry
- Share behind the scenes of your offer



Content Marketing Ideas



SOLUTION AWARE

THIS AUDIENCE KNOWS THERE ARE SOLUTIONS OUT THERE, BUT ISN'T AWARE OF YOUR OFFER YET. CONTENT FOR THIS AUDIENCE NEEDS TO DIRECTLY TELL THEM ABOUT YOUR OFFER AND WHY THEY SHOULD BUY FROM YOU.

- Explain your pricing and positioning
- list the pros and cons of working with you
- describe what your customers struggle with and how you help them
- Show them how they can't afford to NOT work with you
- Describe the toughest part of your job
- Describe your worst customer
- Describe the best part of your job
- Interview a customer/do a case study
- Share a sneak peek
- Describe your training in detail and what clients can expect to get
- Share your story of how you got to where you are now
- Call out your competitors and the changes you want to see in your industry
- Share questions you ask your customers before you decide to work with them
- Share testimonials from your best clients



PURCHASE AWARE

THIS AUDIENCE IS READY, WILLING, AND ABLE TO BUY FROM YOU. CONTENT FOR THIS AUDIENCE NEEDS TO MAKE IT EASY FOR THEM TO SAY YES!

- Announce a special event
- Direct them to a sales page
- Remind people of the journey they took to get to this moment
- Describe your guarantees (if any)
- Explain your financing/payment options
- Explain when you turn a customer away and why
- Announce that the cart is open
- Give them a payment link
- USE A CLEAR CALL TO ACTION
- Share an excerpt from the offer

