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Content Marketing Workbook

Marketing Goals

- Do you want to increase the number of project starts in a specific timeframe?
- Do you want the average project cost to be higher?
- Are you hoping to generate more qualified leads?
- Are you looking to break into new markets?
- Do you have new services or products to offer?
- Are you looking to increase overall profitability?

Identify three goals. Remember to be specific:

1. _____

2. _____

3. _____

Content Goals

1. To educate your audience

2. To encourage engagement

3. To rank on the SERPs

4. To earn backlinks

5. _____

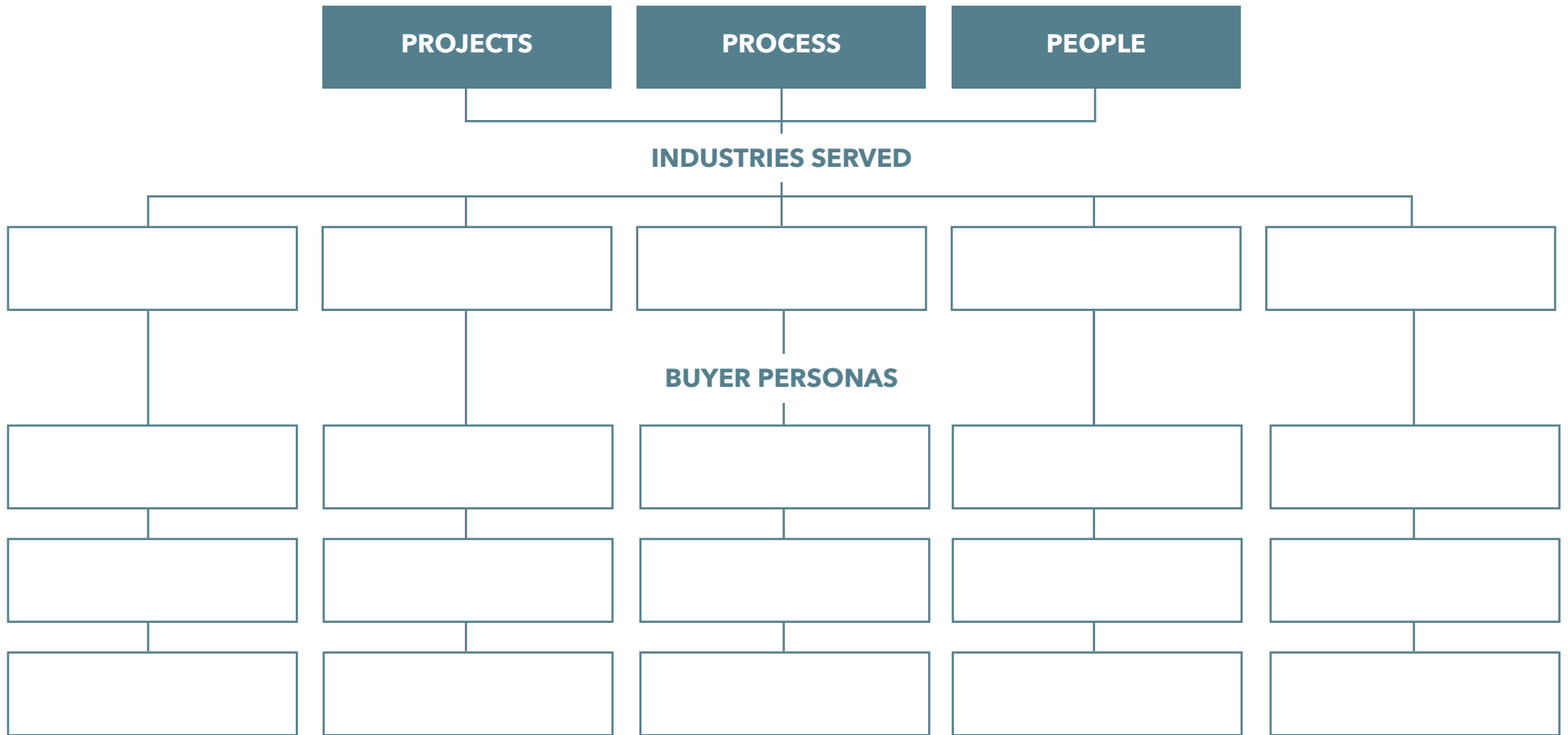
6. _____

7. _____

8. _____

9. _____

Map Your Ideal Buyers



Buyer Persona #1

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4. What does he/she value most? _____

5. Where does he/she go for information? _____

6. What are his/her most common objections to your service? _____

Buyer Persona #2

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4. What does he/she value most? _____

5. Where does he/she go for information? _____

6. What are his/her most common objections to your service? _____

Buyer Persona #3

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4. What does he/she value most? _____

5. Where does he/she go for information? _____

6. What are his/her most common objections to your service? _____

SWOT Analysis

Strengths, Weaknesses, Opportunities & Threats

1. STRENGTHS

What does your company do well?
What unique resources/advantages do you possess?
What do others see as your company's strengths?
When your company successfully lands a sale, what factors does the client mention helped determine their decision?

2. WEAKNESSES

What could your company improve?
In what areas are your resources less than your competition's?
What are people in your market likely to see as weaknesses?
What factors lose you sales?
What things are holding your company back?

3. OPPORTUNITIES

What opportunities can you identify?
What trends are you aware of?
Are you looking to add a new service or a new service area?
How can you turn your strengths into opportunities?

4. THREATS

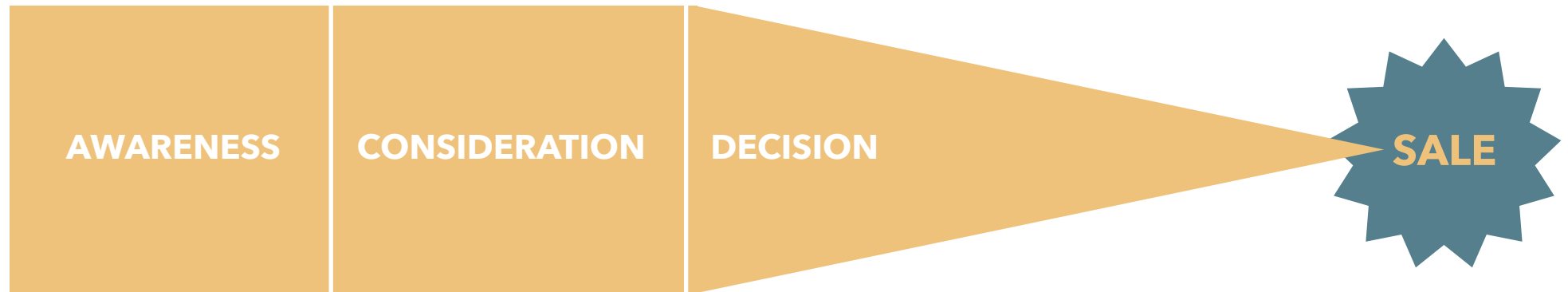
What obstacles does your company face?
What are your competitors doing that you aren't?
Is changing technology threatening your position?
What threats do your weaknesses create for your company?

35 Content Ideas

- Project awards/starts
- Project milestones
- Project completions
- Community service activity (company-related)
- Community service activity (individuals within your company)
- In-depth project profiles
- Repeat customer stories
- Affiliations and how they benefit the customer (ABC, AGC, NACDB, LEED, CLN, DBIA, Butler, etc.)
- Employee focus stories
- Q&A with an individual in your company (focus on specifics, such as maintenance or PM)
- FAQs
- Definition of terms or glossary (design-build, value engineering, pre-engineered steel, BIM, IPD, etc.)
- Case studies (describe challenges and how you overcame them)
- Checklists
- Failures (and how you overcame them or learned to avoid them in the future)
- How-Tos
- What to expect...
- Review a new building material or a new process
- Construction delivery systems (design-build, design-build-lease, CM, IPD, P3)
- Behind-the-scenes stories
- Client testimonials
- Awards, achievements and certifications
- Current projects under construction
- Introduce a video (time-lapse, drone footage, testimonial)
- Survey your audience
- Write about a mentor or someone prominent you admire
- Problem-solution stories
- Common misconceptions or myths debunked
- Renovation vs. new construction
- Quiz your audience: "Which concerns you the most: budget, schedule, quality?"
- Write "The Business Owner's Guide To Construction"
- Extraordinary subs, suppliers or team members
- Explain life-cycle cost of construction or the pre-construction process
- Industry leadership (speaking engagements, written articles, etc.)
- Featured video content

Content Mapping

Create content that will resonate with your prospect at each stage of the buyer's journey.



AWARENESS

The prospect has a problem or an opportunity. Use problem-based or opportunity-based content:

- problem-based blogs
- opportunity-based blogs
- research reports
- ebooks
- whitepapers
- educational content
- editorial content
- expert reports
- analyst reports

CONSIDERATION

The prospect has a clearly defined problem or opportunity. Use solution-based content:

- solution-based blogs
- expert guidelines
- webinars
- podcasts
- video
- comparison case studies
- reviews
- "best of" articles

DECISION

The prospect has decided on their solution, method and approach. Use product- and service-based content:

- company-related blogs
- product- or service-related blogs
- challenge-solution blogs
- vendor comparisons
- product comparisons
- delivery system comparisons
- case studies
- free consultation

SALE

Tips for Writing Great Content

- Write shorter paragraphs (think 5th grade level)
- Write shorter sentences
- Be sure to use keywords and key phrases but DO NOT “keyword stuff”
- Skip unnecessary words or industry jargon
- Address your audience directly. Use the words “you” and “your”
- Highlight benefits, not features
- Answer the question every prospect asks: “What’s in it for me?”
- Specifically address customer pain points and FAQs
- Tell stories
- Always use photos or other visuals
- Try to write so your content can remain “evergreen”
- Be sure to include a CTA or “call to action”



Have questions?

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