

CONTENT *and*

the BUYER'S JOURNEY

HOW TO CREATE CONTENT THAT HELPS YOUR AUDIENCE KNOW, LIKE AND TRUST YOU

By Kyle Gray - Author Of The Story Engine

It's crucial that you solve your audience's problems with content before they buy from you. But one piece of content is not enough to solve all their problems or cultivate a relationship with your brand.

The Buyer's Journey is a good framework to map the content you need to build a relationship with your audience. This relationship can be broken down into three phases - "Know," "Like" and "Trust".

This infographic breaks down many popular types of content that are a good fit for each phase of the Buyer's journey. Choose a few from each list that are the best fit for you and your audience.

Read the full article with in-depth descriptions and guides at thestoryengine.co/content-buyers-journey

KNOW

WHO ARE YOU AND WHAT PROBLEM DO YOU SOLVE?

At this stage, you must catch the attention of your audience and align yourself with a problem they face.



QUICK TIP VIDEOS

Aim to solve a problem or add value in less than 60 seconds, and your audience will be more open to digging deeper.

LIST POSTS

List posts are usually composed of tips, tools or people. It's important to give enough information and context for each item on your list for your reader to decide if it is relevant to them and if they want to learn more.

INSPIRATIONALS

A good inspirational addresses a pain point your audience is experiencing and provides encouragement and inspiration that a better world is out there and that your reader can experience that world.

INTERVIEWS WITH OTHER INFLUENCERS

Borrow expertise from influencers by interviewing them and creating content from the interview.

ROUNDUP POSTS

A roundup post works like a list, but is a collection of micro interviews from influencers curated on a specific topic.

HIGH-VALUE ULTIMATE GUIDES

Ultimate guides broadly and completely cover a topic, they have lots of research, links and details. They're a foundational piece of content on a topic.

IN-DEPTH "SYSTEM" POSTS THAT SOLVE A PAIN POINT

The system outlines the specific processes needed to get a result. It's a step-by-step guide that takes all the guesswork out of the problem and provides a proven solution.

OUR PROCESS OR SYSTEM FOR X

Similar to a "system" post, but it pulls back the curtain on your business and outlines how you solved a problem, your methods and results for an experiment, or even a detailed description of a day-to-day operation.

PERSONAL STORIES

A good personal story describes how you overcame a challenge or problem that your audience also faces. Instead of being purely informative or educational, it's meant to emotive and relatable.

TRANSPARENCY REPORTS

There are many different ways to be transparent in your business. Report on things like monthly revenue, company values, problems you're facing, new hires, product development, or marketing.

THE "LINE IN THE SAND"

Create something that makes a controversial statement and take a stand in your industry. Do this by killing a "sacred cow" - some idea or philosophy that's popular in your industry, but that you disagree with.

LIKE

WHY ARE YOU DIFFERENT THAN YOUR COMPETITION?

This stage is when your personal authenticity is crucial your audience will compare you to your competition and look for reason why to choose you above them

THE INDUSTRY STUDY

An industry study collects a lot of data on the industry you're working in and provides insights based on that data.

TEMPLATES

Templates provide structure and frameworks that people can easily adapt to their own work. You can create a template with scripts for emails, landing pages, webinars, or with data and spreadsheets.

SWIPE FILES

This is usually a collection of materials that people can use as a source of inspiration, reference and guidance. Instead of making them create something new, you help them borrow ideas from already successful work.

CHECKLISTS

A checklist breaks down a complicated task into easy steps. They can be used for something done once (setting up a profile on wordpress site), or something that is done repeatedly (promoting a post on social media, or preparing for tax season).

TRUST

CAN YOU DELIVER WHAT YOUR AUDIENCE WANTS?

At this point you must convince your audience that you are a perfect fit for their problem and that working with you will be a good investment of their time, energy and money.



CUSTOMER SUCCESS STORIES AS A "HOW TO" POST

Describe how your customer overcame a challenge (with your help) and frame it as a "how to" and to help your audience imagine themselves getting the same results as customer you're featuring.

ROI CALCULATOR

Collect some basic information to get a rough estimate on what kind of ROI you can provide for a customer. These can be as simple as a few numbers entered into a calculator, or a long form survey that analyzes every aspect of someone's business.

THE DIY GUIDE TO GET THE SOLUTION YOU PROVIDE

A good DIY guide outlines how you get results for your customers, and allows someone to follow that process to get the same results on their own.

DEEP DIVE WEBINAR

A deep dive webinar is an extended presentation where you tackle a subject while engaging and interacting with a live audience. Deliver good content, and incorporate elements of your own story and entertaining information to the presentation to make it an engaging experience.

WANT MORE HELP BUILDING OUT A BLOG THAT WILL DRIVE GROWTH FOR YOUR BUSINESS?

Download the Minimum Viable Blog Cheatsheet with winning recipes to help you plan out content and tell your story in a way that connects with the hearts and minds of your audience.

CHECK IT OUT AT:
THESTORYENGINE.CO/MVB-CHEATSHEET

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