

Content Development for Sales & Marketing Success



Drives Marketing. Moves People.



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Worksheet

Five Steps to Better Content

Developing content that drives action requires an understanding of what information your audience needs and being comfortable asking for them to take action. Here's a simple process that brings together marketing and sales to develop content with intent.

Step One - Map Process

On a separate sheet of paper, identify the steps of your sales process (such as - discovery, engagement, qualify, propose solution, close).

Step Two - Identify Needs

Identify what information your prospects need at each phase of their buying process. Poll your sales and customer service teams for their insight, if necessary. This might look like – General information, best practices in their industry, top companies/providers, and case studies showing challenges and successes. Chart their informational needs and match them up to your sales process from Step one.

Step Three - Develop Answers

Uncover recurring themes and develop answers to frequently asked questions (FAQs).

Step Four - Sort Topics

Gather content sources that touch on information needs (articles, research data, case studies, influential bloggers, internal blogs/news, etc.) and sort them into categories matching the information needs outlined in Step two. Use those resources and merge with Step 3 answers to support new content development. Add keyword tags to each entry to organize and identify best fit for each sales phase.

Step Five - Share List

Make list available to sales and marketing to use in email outreach, blogs and social media

For customized, content strategy support, call B63 Line at 937-490-4000.

