



# Content Creation Coursebook

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## Course details

Level: From beginner to advanced  
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# Introduction

With more people browsing the internet for information, the more creators need to put their content out there. This sea of content, poses an impossible task for both parties - content creators and content consumers; For the first group, they have the hard task of convincing that their content is valuable and for the latter, to choose the content that best serves their needs.

In our everyday lives, we use text, video, or audio in our effort to communicate information. All these media are a type of content that we find on websites and blog articles, music, product descriptions, webinars, etc. Content doesn't only take different forms but is omnipresent as well.

This course will provide details and familiarize you with tools, strategies and resources to create content and achieve your goal. By the end of the course you will be able to:

- Understand people's online content consumption behaviour
- Make your target audience care about the content you produce
- Increase your content's performance
- Create great online content to communicate, persuade, and sell effectively
- Create content for web pages, blogs, newsletter and social media

# 1. The Basics of Content

## 1.1 What is content and types of content

What is the content? One might ask. We define content as:



*Information and experiences that are directed to a particular audience. Content is available in a variety of forms and is omnipresent on both online (website, newsletter, product description, etc.) and offline (books, manuals, audio CDs, etc.) platforms.*



The internet has made access to a variety of content freely -for the most part- and readily available and accessible to those who have a computer - or nowadays a phone- and a connection to the Internet.

## 1.2. Why we create content

We create content mainly because we want to:

- communicate
- persuade
- sell

Many businesses, probably including your own, allocate time, resources, and -most importantly- budget towards content creation because:

- you want to communicate brand expertise,
- you want to drive traffic to your website and generate leads,
- it keeps you on top of customers' mind,
- it helps you to validate your customers' decision to choose you time and again.

Hereunder, we will explore each reason in more detail.

### 1.2.1 Be seen as subject matter expert

By turning your experience and insights from your field into content you attract people that -depending on the value of the content you offer- trust what you have to say. By consistently providing valuable content, you will be able to build a strong follower base



of people visiting your web page in order to find information that seems interesting to them. By doing so, they seek your expertise and see you as an authority. This elevates your brand and gets you a place in the industry.

### **1.2.2 Bring traffic and leads to your website**

Creating content is a great way to attract an audience on your platform(s). Whatever the type of content you produce (podcast, videos, online copy for your digital platforms) a quality content will attract both search engines as well as people (viewers, visitors, listeners).

A piece of content that is designed for people -primarily- and search engines -secondly- then translates to a quality piece of content that people find valuable and search engines will like to bring traffic to your website. This means more traffic equals more leads which in turn equals more customers.

### **1.2.3 Be the first choice for potential customers**

Do you want to be the first to come to mind when potential customers think about businesses in a particular industry? Then you need to constantly and consistently deliver value. By creating meaningful content that provides answers to their problems, you not only engage with your audience but also help build deep relationships.

### **1.2.4 Validate your customer's decision**

A common misconception that exists is that we tend to think that once we have acquired leads and converted them into customers, they aren't worth our attention anymore. This couldn't be further from the truth. You can use content with this segment of your funnel to validate current customer's decision to buy from you, increase the potential for brand loyalty and brand evangelism, as well as create upselling and cross-selling opportunities. Furthermore, by providing value long after the deal has been sealed helps convince the customer to renew or upgrade

You can create enlightening "how-to" videos, write informational one-sheets or downloadable help guides, or even send out a "let's get you started" newsletter. Doing so helps you be seen as a serious company that is vested in your customers' needs and helps build meaningful relationships with them.

As you see, content serves many purposes. With so much competition for people's attention on all the digital platforms out there, you (marketers, blog writers, content creators in general) need to adapt the way you create content to ensure that people actually do engage with it.



Find the reason behind your need to create content. This will not only help you choose the right type of content, but it will also fuel you to keep going when you hit a rough spot and help achieve your goals.

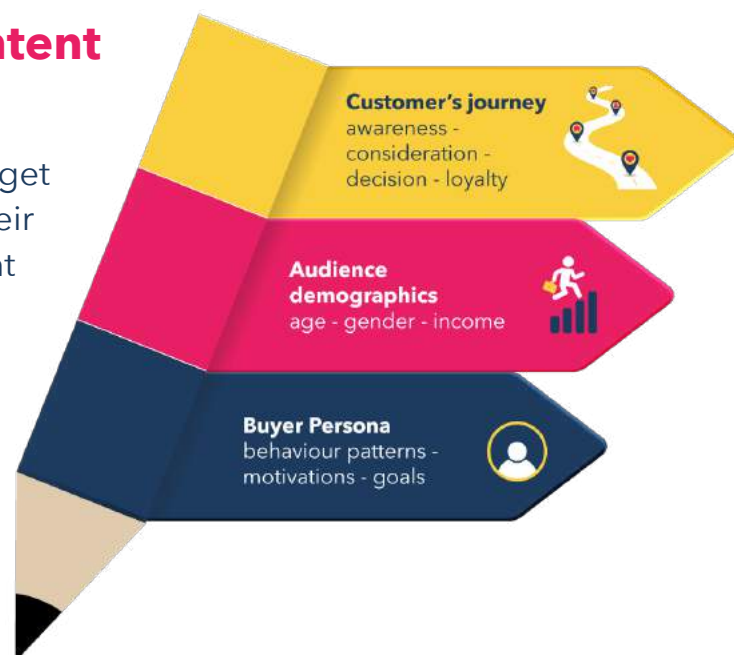
## 2. Designing Your Content

Now that you have defined the “why” of your content, you can move to the next important question; whom are you developing this content for? This is a crucial step in developing a strategy that guarantees success. In order to define the audience you will target your content to, you can:

1. Go through existing content and see who responds to it
2. Work with the existing customer personas
3. Define your customer personas with insights and data provided by your marketing and sales team

### 2.1 Defining & creating content for your target audience

Taking the time to define who your target audience is, will help you understand their wants, goals and needs, and make content creation a breeze. Also, invest time in organising a meeting with the marketing and sales team to discuss buyer personas, audience demographics, as well as the journey they go through to become a customer. These are 3 elements that you will keep referring to throughout the content creation process.



#### 2.1.1 A buyer persona



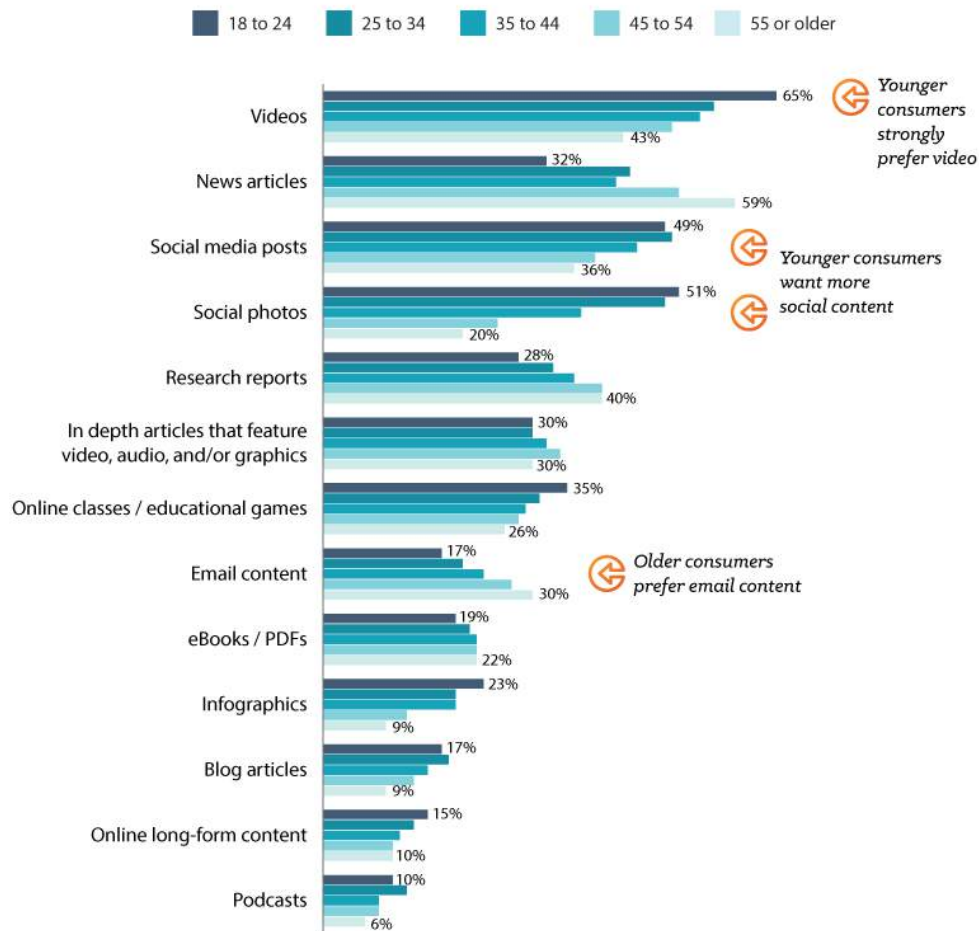
*A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.*





## There are clear generational differences in content preferences

In general, what content types do you want to see more of in the future?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico  
Source: HubSpot Content Trends Survey, Q3 2017



Source

### 2.1.3 A customer's journey

“ A customer's journey is the process buyers go through to become aware of, consider and evaluate, decide to purchase a new product or service and, finally, fall in love with the brand. ”

A typical customer's journey consists of 4 stages:

- Awareness: The customer is aware of a brand
- Consideration: The customer considering a brand
- Decision: The customer is making the decision to buy



- Loyalty: The customer sees the benefit and likes the brand

When creating content, it will benefit you greatly if you examine the above from the customer's point of view. A customer-centric approach, like the one that can be found in the SEE - THINK- DO - CARE framework will transform the stages into the below:

- Awareness: The customer is aware of his own problems
- Consideration: The customer is considering various solutions to his problem
- Decision - The customer considering the decision to buy a specific brand
- Loyalty - The customer is reminded of your expertise and level of service and becomes an advocate



Being aware of your customer's buying journey will help you develop a solid framework that will help you tailor your content strategy to each step of the journey. Such an approach will ensure that the content you create "responds" to the intent the customer exhibits when going through each of the above stages. This will allow you to present the right piece of content to your audience at the right time.

Let's go through each stage and see the type of content you need to develop for each of them.

### 2.1.3.1 Awareness

People at this stage -your target audience included- are realising that they have a problem and are seeking information on why this has happened, what caused it, and potentially how to find the solution to it.

Did you know that [70% of buyers](#) turn to Google while in the research stage? When creating content for people at this stage of their journey, you need



to create content that is optimised for the search engines. Your content should answer questions people ask when searching because this will help you improve your rankings and thus, raise greater awareness. Once people are convinced to click and read your content, they should see you as an expert in the field and a reliable source of information. Your goal here is to create noticeable content. A noticeable content has the following characteristics:

- breaks the surrounding pattern (surprises the viewer/reader)
- is highly relevant to the viewer/reader (relates to their current situation)
- is easy to digest (e.g. focus on picture/video, psychology of colours and shapes)
- employs attention-grabbing words and visuals (e.g. nudity, food, uniqueness)
- presents a reward to the viewer/reader (discount, % off, free)

Content types that are ideal for the awareness stage of the buying journey are:

- Blog posts
- Research studies and articles
- eBooks
- White papers
- Educational content
- Social media content
- Videos

### 2.1.3.2 Consideration

The second stage of the buyer's journey is consideration. People in the consideration stage, have a clear understanding of their problems and challenges and are evaluating which of the available options (yours and your competitors') will better fulfil their needs. Did you know that [70 percent of buyers](#) are using Google at least two times during this stage and that a whopping [82% of consumers](#) are turning to the internet and particularly social media for reviews and recommendations from friends? This behaviour



dictates the need to optimise your content not only for search engines, but also utilise social media and paid ads to reach out to them.

The ideal content for this stage would be:

- Comparison and in-depth articles
- Expert guides
- Case studies
- Videos

The content targeting people at this stage should aim to highlight the benefits of your offering(s) and convince them to make the right decision; choosing you. Be sure to include wording in your content like: send out 40% less emails, get 4X higher results, or save 20% off your busy schedule.

### 2.1.3.3 Decision

At the decision stage of the customer's journey, people have decided to purchase but are wondering if your offering will fulfil their needs. By this point they are aware of your website, may have subscribed to your newsletter and follow you on social media. Your content should highlight that: **your** business is the right one to purchase from. Utilise more brand-specific content highlighting your unique value proposition and competitive advantages. Your content can take the form of:

- Articles with product comparisons
- Product demos
- Case studies
- Testimonials and reviews
- Product reviews

Remember! People aren't trying to find whether the product or service you offer is right for them but also -equally important- whether **you** are the one they should purchase from vs. your competitors. In that regard, you want to tip the scale in your favour by presenting your business as the perfect choice. This can be achieved with:



- Free trials and demos
- Coupons
- Consultations
- Discounts

### 2.1.3.4 Loyalty

People at this stage have already purchased from you but that doesn't mean that your job ends here! You need to create content to remind your customers of your expertise, encourage loyalty and create brand advocates. Need another reason to create content tailored to this audience? How does a 5% increase in customer retention sound? [Study shows](#) that by increasing retention by "merely" 5% you can boost a company's profits by nearly 100 percent!

Be sure to create content on all platforms your customers are such as your website (special landing pages), your blog, newsletters, and social media. Here are some ideas on content type that people in the loyalty stage will appreciate:

- Product updates and new releases
- Customer newsletters
- Promotions and reward programs
- Video tutorials and guides
- Product-focused articles
- Exclusive content and contests
- Surveys

