

Content Marketing Strategy

LEAD GENERATION

Build a Curriculum

- Outline targets
- Identify triggers/pain points based on needs
- Align to products
- List SEO driven content that matches the above criteria
- Determine success criteria/ROI

Align to Sales Channel

- Enable a customer contact strategy and execute
- Send content in newsletters
- Provide to bankers refer into networks
- Seed content into social
- Match the current user experience

Create content

- Create content to match brand and customer voice
- Created gated content that requires registration
- Develop different vehicles to engage (articles, blogs, templates, calculators, video, infographics, tools)



Generate qualified leads into your sales channel

Supporting your small business customers with targeted practical business content to help them solve their current pain points.



STRATEGY ALIGNMENT

Amplify

- Syndicate content into the support channel
- Run workshops
- Offer webinars
- Hold competitions
- Send an e-newsletter
- Give to branches/call center
- Use as on-boarding tools
- Seed across product web pages
- Deploy in social media
- Use as case studies and 'heroes'
- Train front line
- Engage the accounting sector