

Content planning

# Beat writers block now and forever.



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Let's get to know  
**YOU**  
first!



**Who of you owns a  
service based business?**

**... or is in charge of marketing for one?**



# Who of you has ever suffered from **writers block?**

Occasionally? Often?

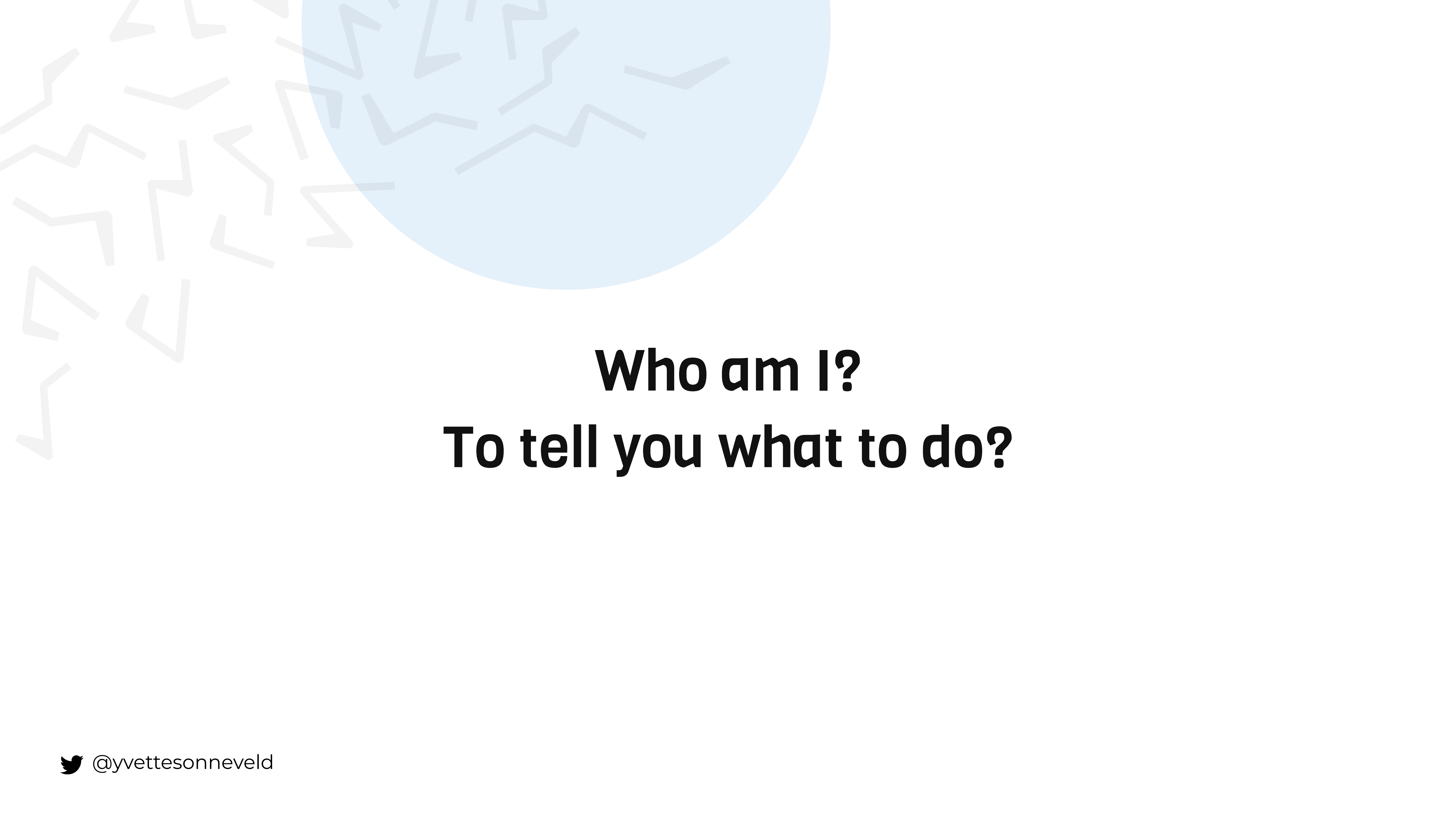


**Let's be DONE with it!**

- ① Discover some commonly made mistakes when planning & creating content.

## **Here are my 3 goals for you today**

- ② Get to now / review some commonly used concepts and strategies.
- ③ Consider ways to take this a step further, so that creating appealing content gets easier.



**Who am I?  
To tell you what to do?**

# Hi! I'm Yvette Sonneveld

So nice to meet you!





# 1 Commonly made mistakes

→ Fail to plan = plan to fail.

## ① **Not planning content at all**

→ Always something more urgent.

→ Recipe for writers block.



## ② Not planning for ideal client

**Because people do  
business with people**

The background features a light gray field with numerous small, light gray arrows pointing in various directions. In the lower right, there are large, overlapping geometric shapes: a teal triangle, an orange triangle, and a smaller olive green triangle. The text is centered in the upper half of the image.

**People they  
know, like & trust**

→ Do they get us?

**4 important questions:**

→ Are they qualified?

→ Will it be fun to work with them?

→ How will they handle disagreements?



**Your content needs to  
radiate all of that**

→ No flow in content.

## ③ **Not planning for buyers journey**

→ No clear calls to action.

→ No follow up campaigns.



# **2 Concepts & Strategies**

# Your ideal client:

- has common characteristics of your favorite clients;
- has a need, and a deadline;
- thrives on the mix of expertise and personality you offer;
- follows a fairly predictable path to purchase.

# Buyers Journey & Stages Of Awareness

Awareness



Consideration



Decision

# Awareness

## Someone in this stage:

- has a problem or goal and a sense of urgency;
- wants to learn more about the problem or goal;
- is looking for types of options.

# Consideration

**Someone in this stage:**

- knows the types of options;
- wants to learn more about the pros and cons of each;
- wants to know which one suits them best.

# Decision

## Someone in this stage:

- has picked a type of solution;
- knows most suitable providers;
- wants to know which provider suits them best.

# Buyers Journey & Stages Of Awareness

Awareness

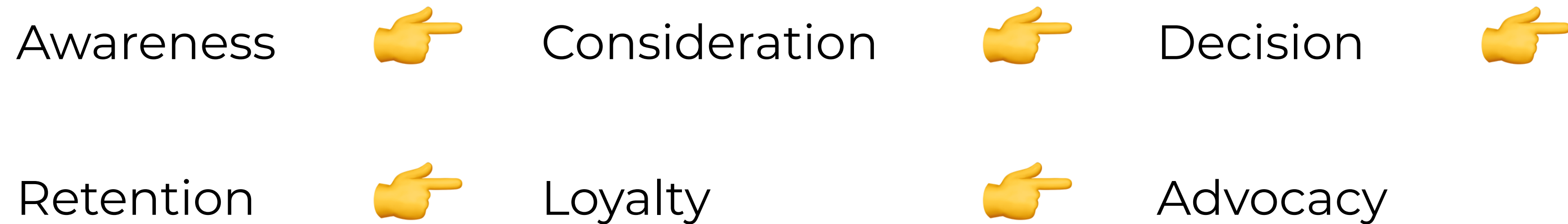


Consideration



Decision

# Buyers Journey extended



# Retention

## Someone in this stage:

- may want to make the most out of a first purchase;
- might not be entirely happy and isn't sure what to do;
- may be interested in add-on services.

# Loyalty

## Someone in this stage:

- has hired you more than once and is mostly happy;
- might be willing to share their positive opinion;
- loves to be surprised with little tokens of appreciation.

# Advocacy

## Someone in this stage:

- actively sends you referrals;
- will stand up for you in online discussions;
- needs to be spoiled rotten.

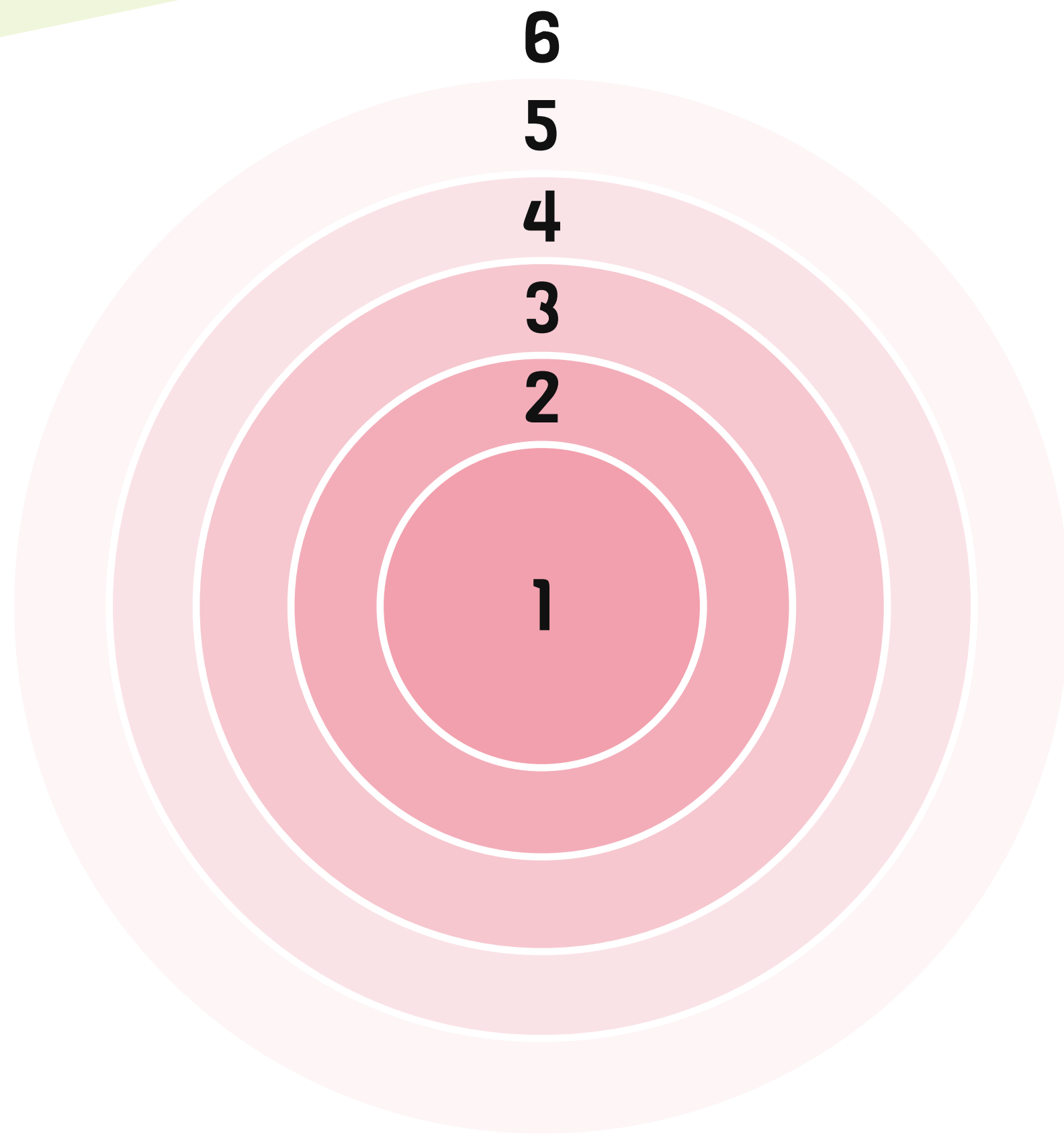
The background features a light blue circle on the left side and a light blue triangle in the top right corner. A pattern of thin, grey, jagged lines resembling a stylized sun or starburst is located in the upper left quadrant.

**But still: a healthy long term  
client relation is not linear!**

It's about **growing closer** over time.

# 3 How to take this to a higher level?

# Circles of trust



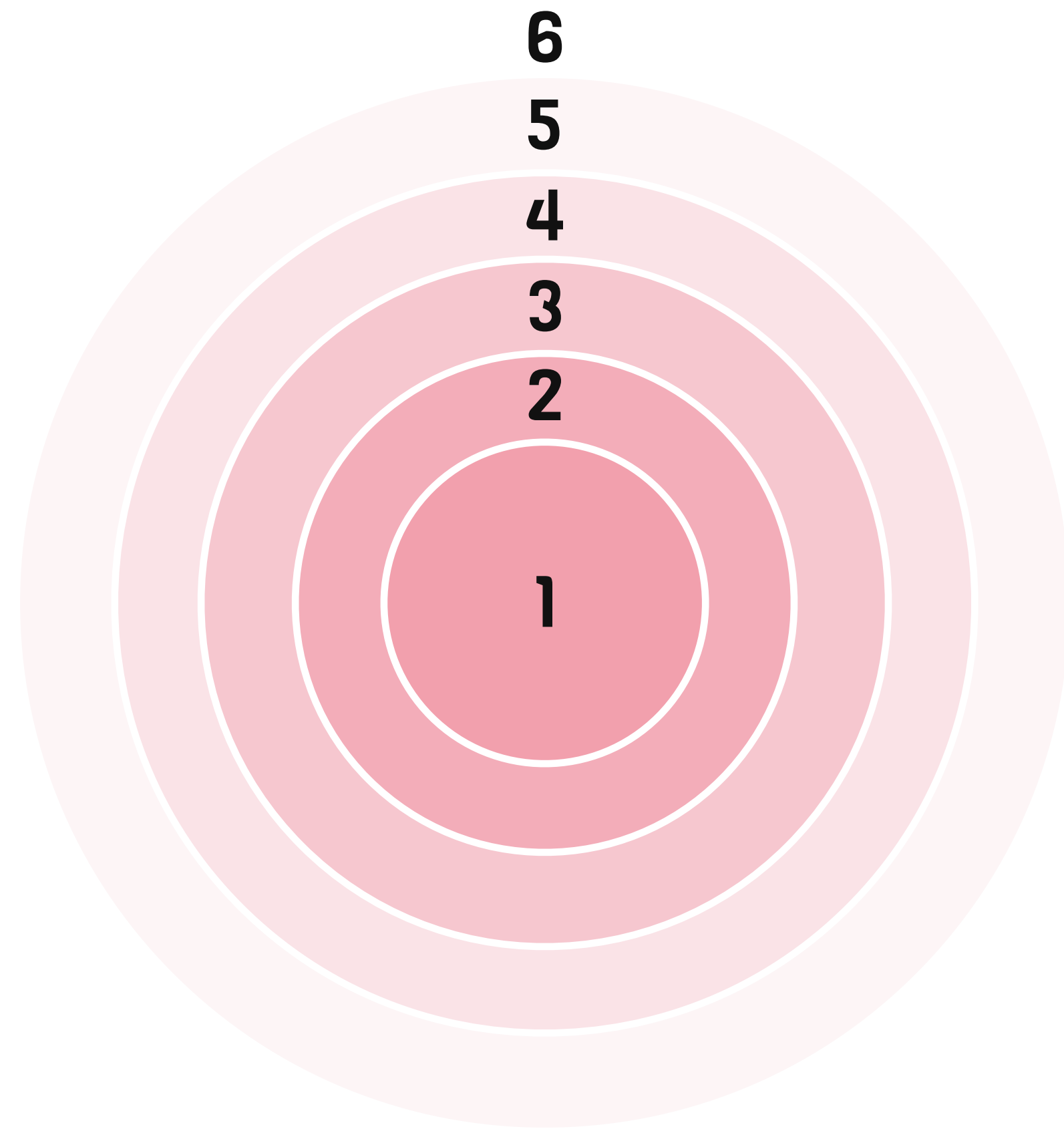
- ① Your best clients
- ② Repeat clients
- ③ First time clients
- ④ Leads (permission to stay in touch)
- ⑤ People who have heard about you
- ⑥ The rest of the world



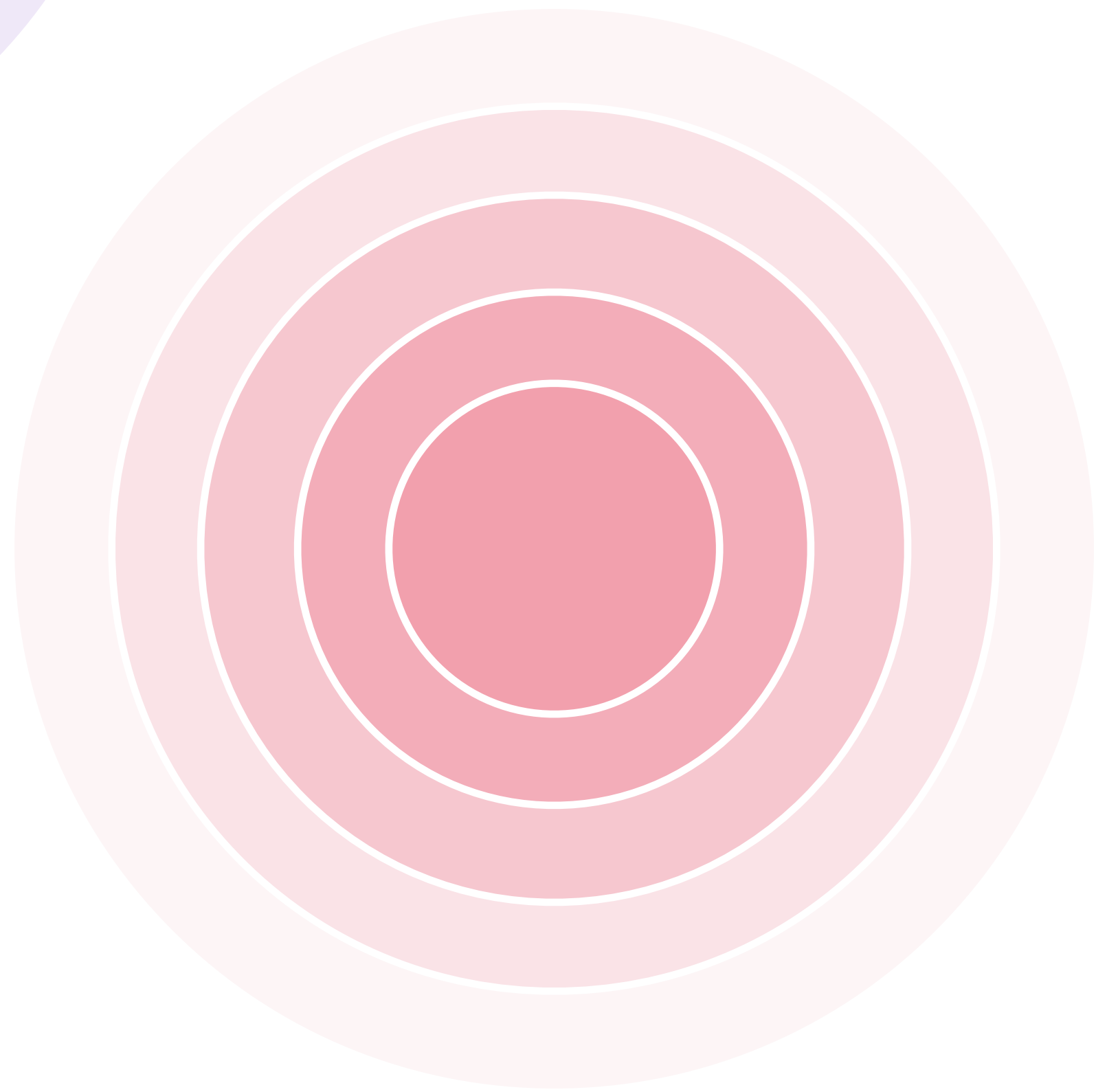
# Circles of trust

- Growing closer
- Offering value
- A mutually beneficial relation

# Circles of trust



- ① Advocacy Stage
- ② Loyalty Stage
- ③ Retention Stage
- ④ Decision Stage
- ⑤ Consideration Stage
- ⑥ Awareness Stage



# Circles of trust

- ① Keep your advocacy clients raving
- ② Nurture your loyal clients to advocacy
- ③ Nurture first time clients to loyalty
- ④ Etcetera

Pillars of expertise

# Your unique gifts to mankind



Pillars of expertise

# Hosting:

- Servers (Shared / VPN etc.);
- domains;
- security.

Pillars of expertise

# Agency:

- strategy;
- accessibility;
- web development.



① 3-5 columns: pillars of expertise

② 6 rows: stages of awareness

# **Content Matrix**

③ Each cell: several content ideas

④ Always ending in an invitation to move closer

# Content Matrix

	Pillar of Expertise 1	Pillar of Expertise 2	Pillar of Expertise 3
Advocacy Stage	Working Title <ul style="list-style-type: none"><li>• Bullet 1</li><li>• Bullet 2</li><li>• Bullet 3</li><li>• Call to action</li></ul>		
Loyalty Stage			
Retention Stage			

# Content Matrix

	Pillar of Expertise 1
Advocacy Stage	<div>Working Title</div> <ul style="list-style-type: none"><li>• Bullet 1</li><li>• Bullet 2</li><li>• Bullet 3</li></ul> <div>Call to action</div>

# Advocacy

## Content needs:

- in-person customer appreciation events;
- premium, gated content;
- invitations to bring a friend;
- co-created products & services;

# Loyalty

## Content needs:

- semi-premium, gated, content;
- co-created content;
- e-mails & forms to ask for reviews.

# Retention

## Content needs:

- onboarding content & campaigns;
- customer service content;
- mails & sales pages with upgrades & additional services.

# Decision

## Content needs:

- content that helps compare & prioritize vendors;
- case studies;
- scarcity based offers like vouchers & bonuses.

# Consideration

## Content needs:

- long form articles: pillar content;
- long form lead magnets: webinars, white papers;
- lead nurturing follow up e-mail campaigns & landing pages.

# Awareness

## Content needs:

- content that gives context;
- content that raises awareness;
- on your website, social media & third party sites.

- 
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# Let's stay in touch!

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