

Content planning

# Beat writers block now and forever.



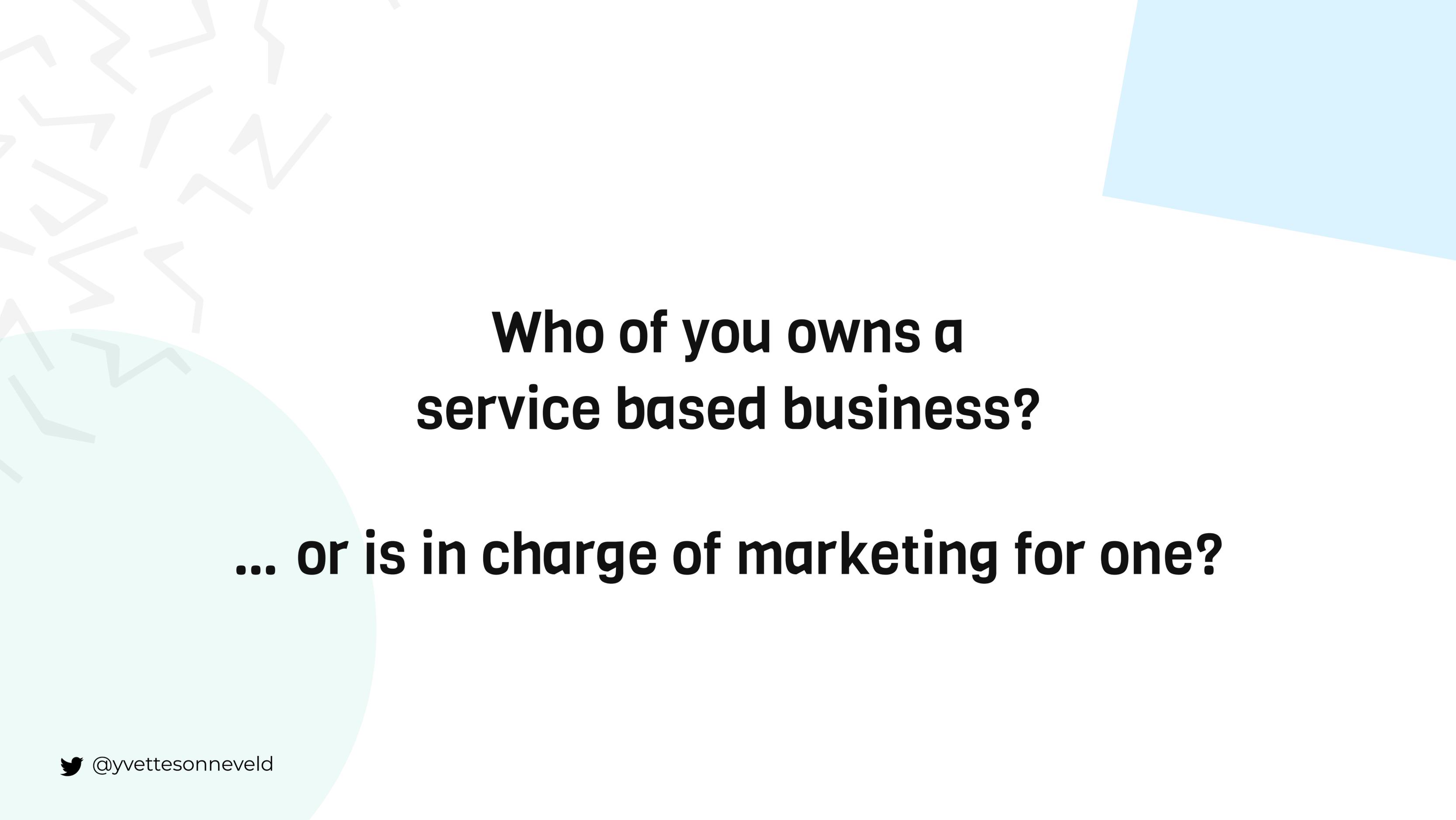
Yvette Sonneveld  
WordCamp Rotterdam 2019



**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**



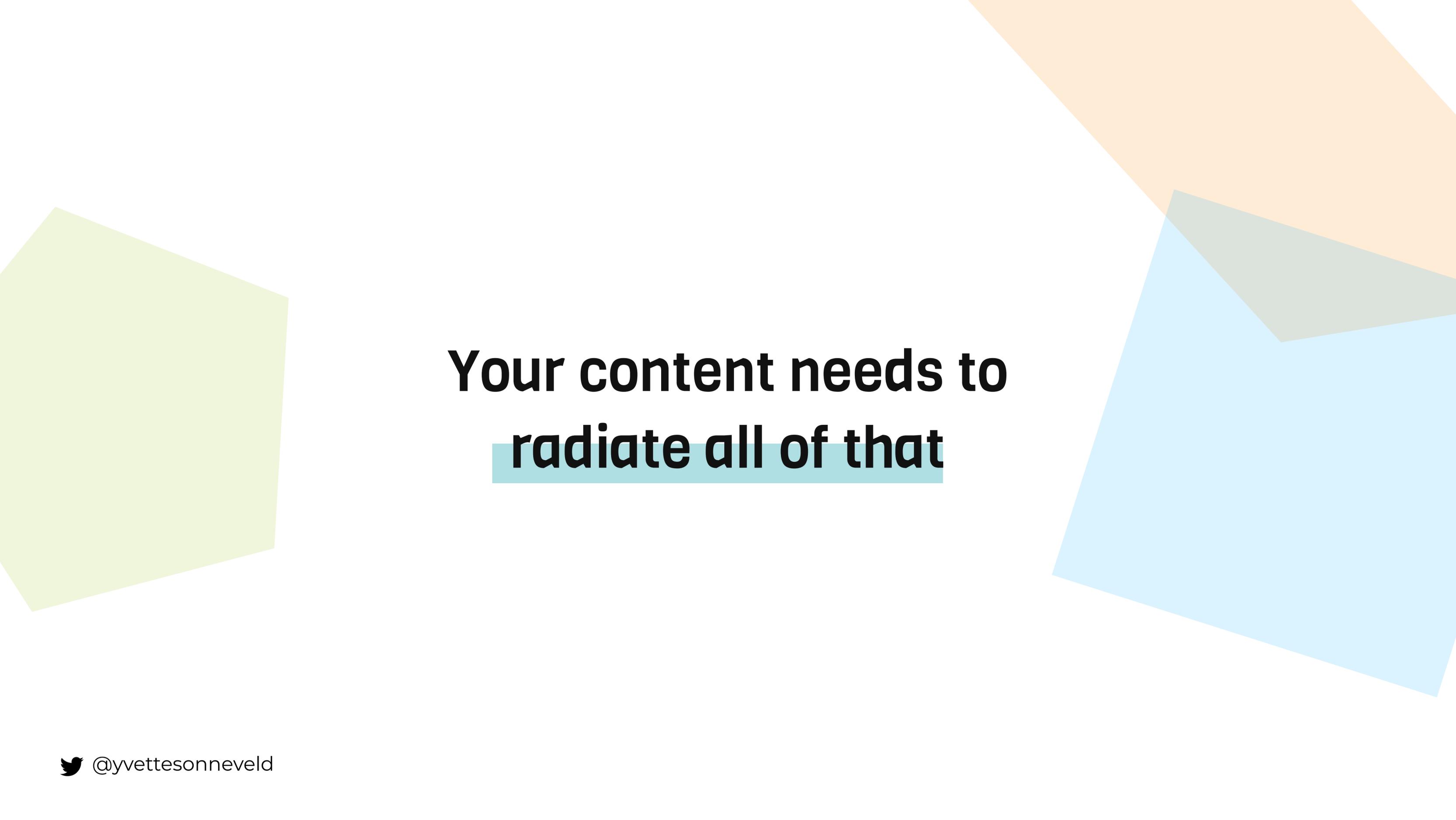
# People they know, like & trust

→ Do they get us?

→ Are they **4 important questions:** 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

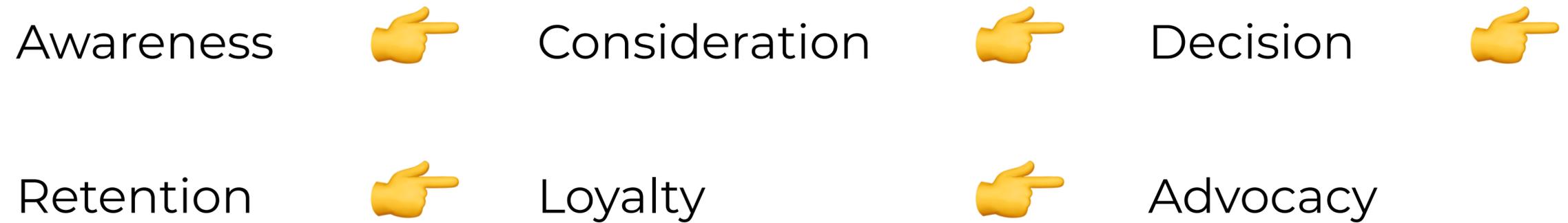
## Someone in this stage:

- 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.

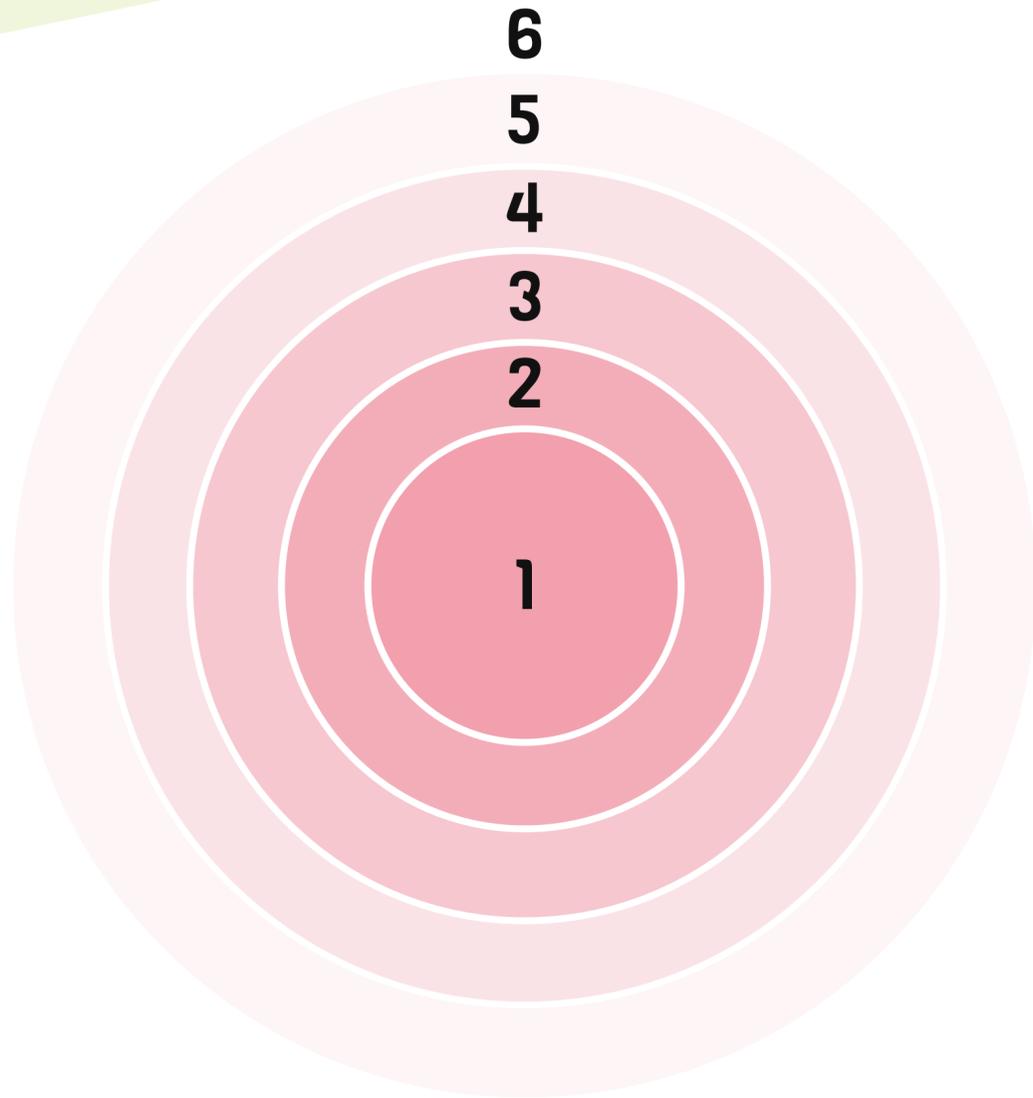


**But still: a healthy long term  
client relation is not linear!**

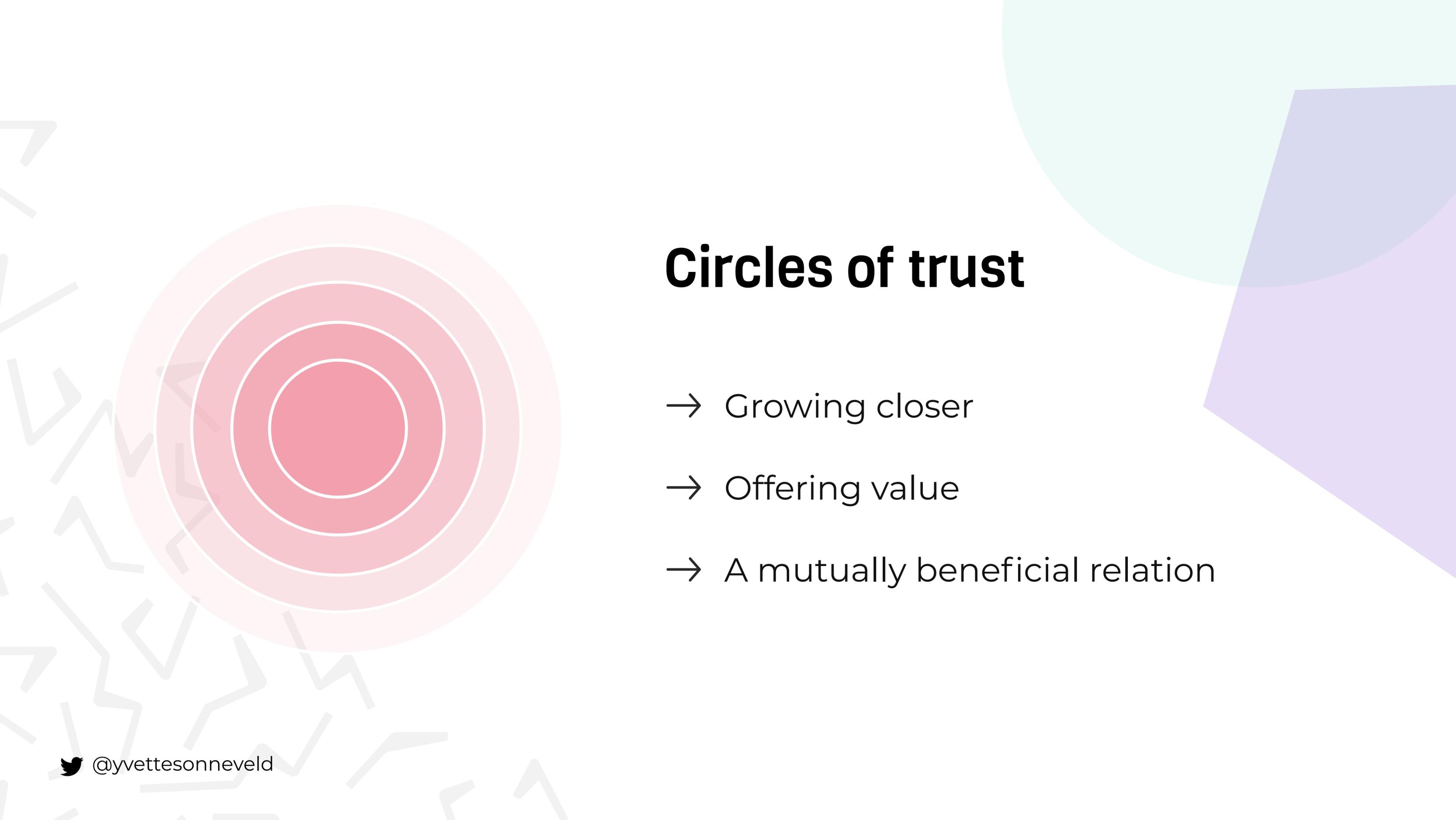
It's about **growing closer** over time.

# **3** **How to take this to a higher level?**

# Circles of trust



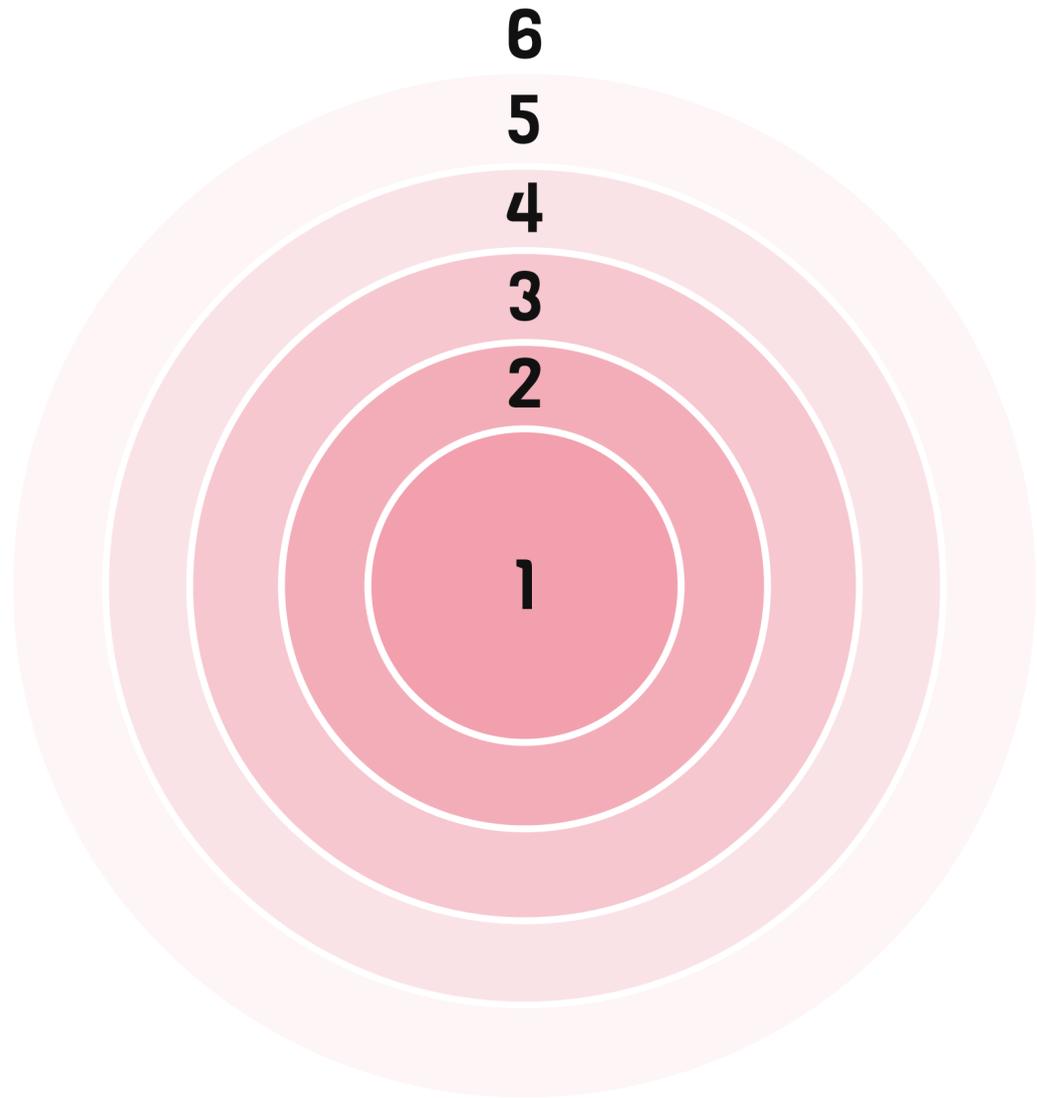
- ① Your best clients
- ② Repeat clients
- ③ First time clients
- ④ Leads (permission to stay in touch)
- ⑤ People who have heard about you
- ⑥ The rest of the world



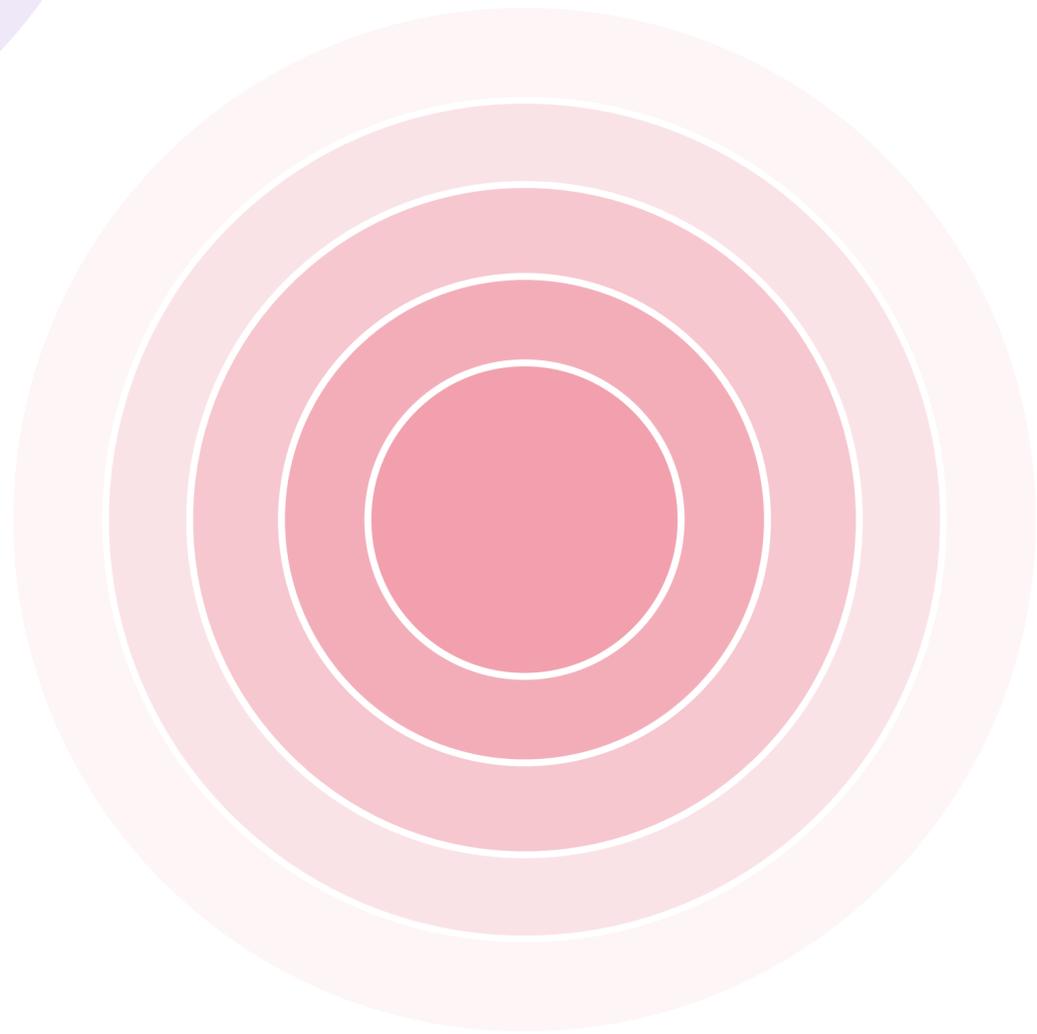
# Circles of trust

- Growing closer
- Offering value
- A mutually beneficial relation

# Circles of trust

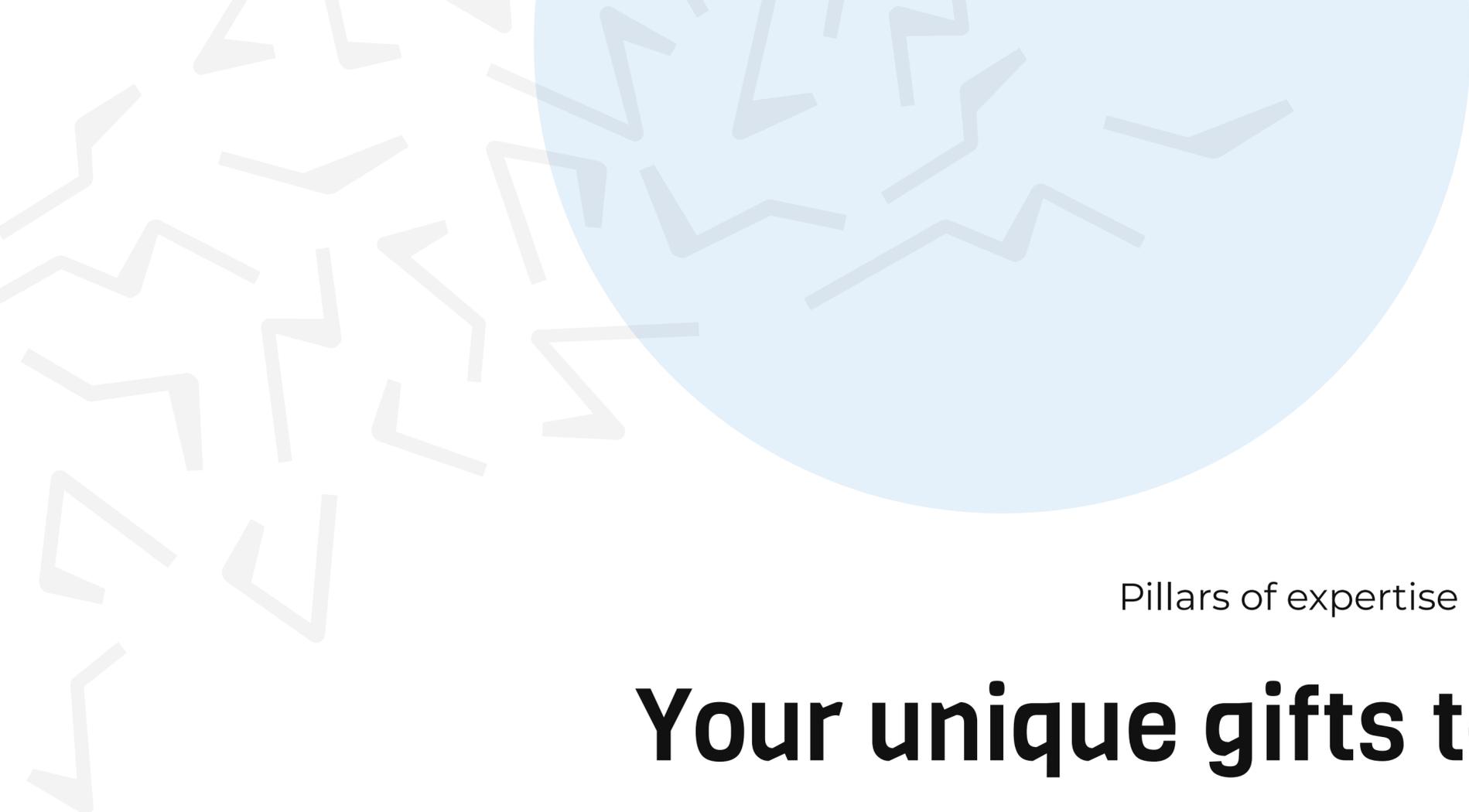


- ① Advocacy Stage
- ② Loyalty Stage
- ③ Retention Stage
- ④ Decision Stage
- ⑤ Consideration Stage
- ⑥ Awareness Stage



# 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.

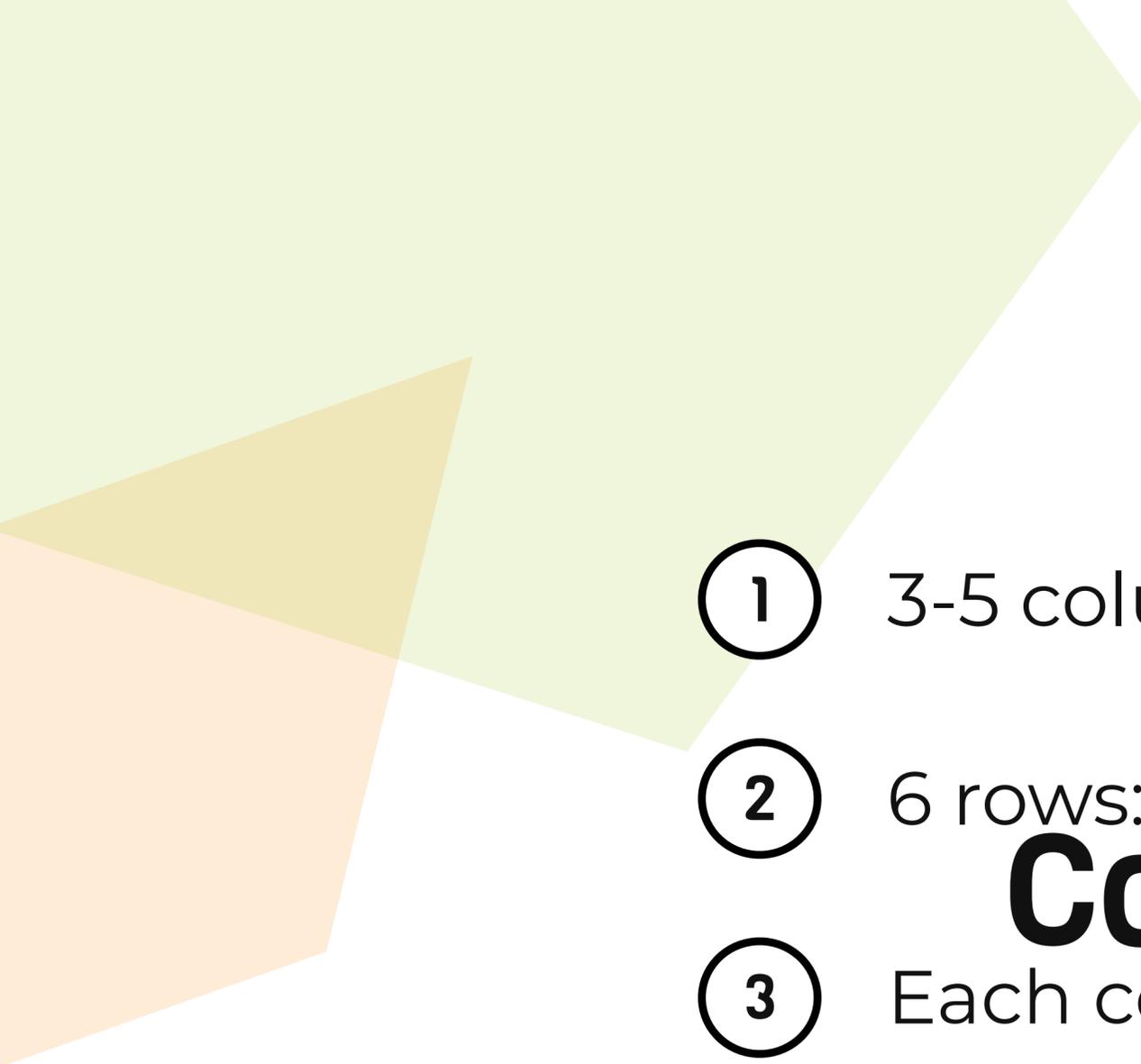
Pillars of expertise

# Agency:

→ strategy;

→ accessibility;

→ web development.



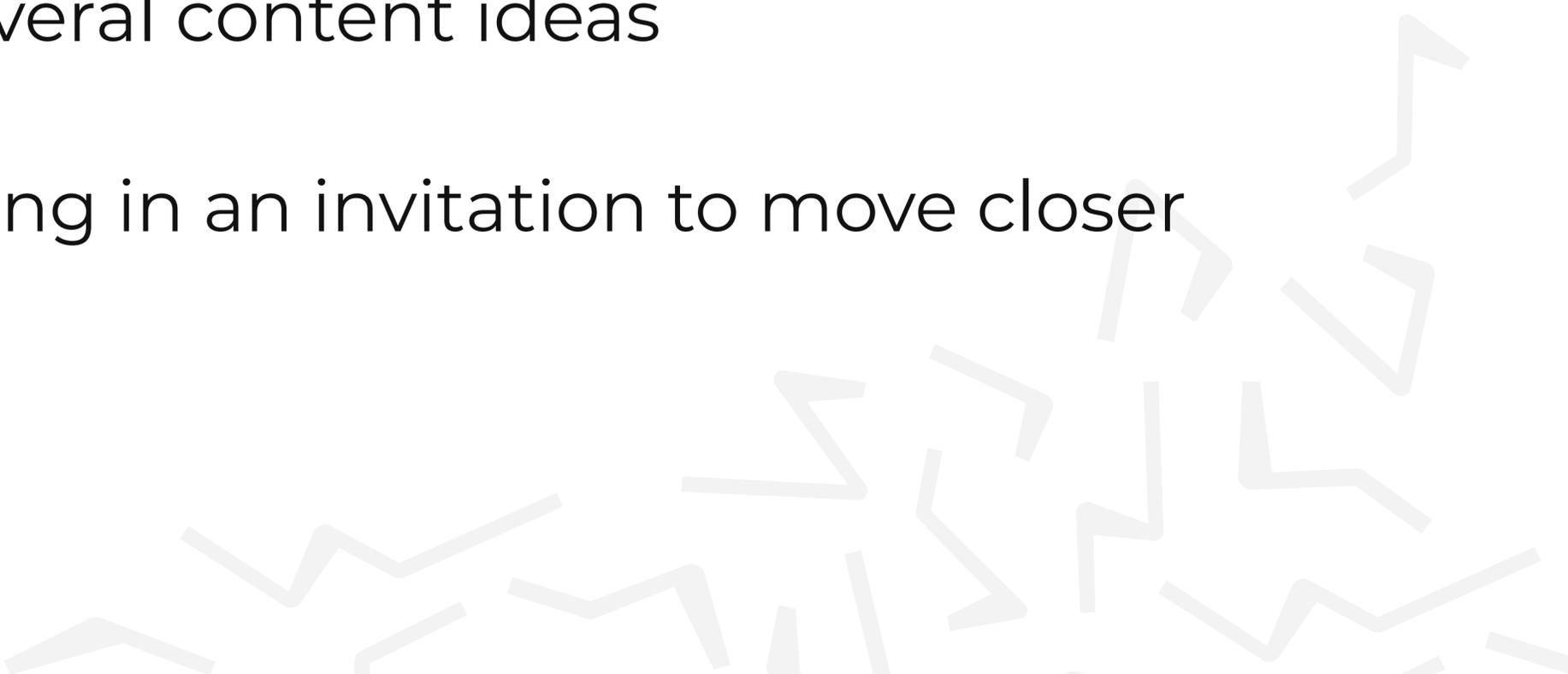
① 3-5 columns: pillars of expertise

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

	<b>Pillar of Expertise 1</b>	<b>Pillar of Expertise 2</b>	<b>Pillar of Expertise 3</b>
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

	<b>Pillar of Expertise 1</b>
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>

# 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.

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

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

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

**Let's stay in touch!**

[yvette@level-level.com](mailto:yvette@level-level.com)

 @yvettesonneveld

[slideshare.com/yvettesonneveld](https://slideshare.com/yvettesonneveld)

