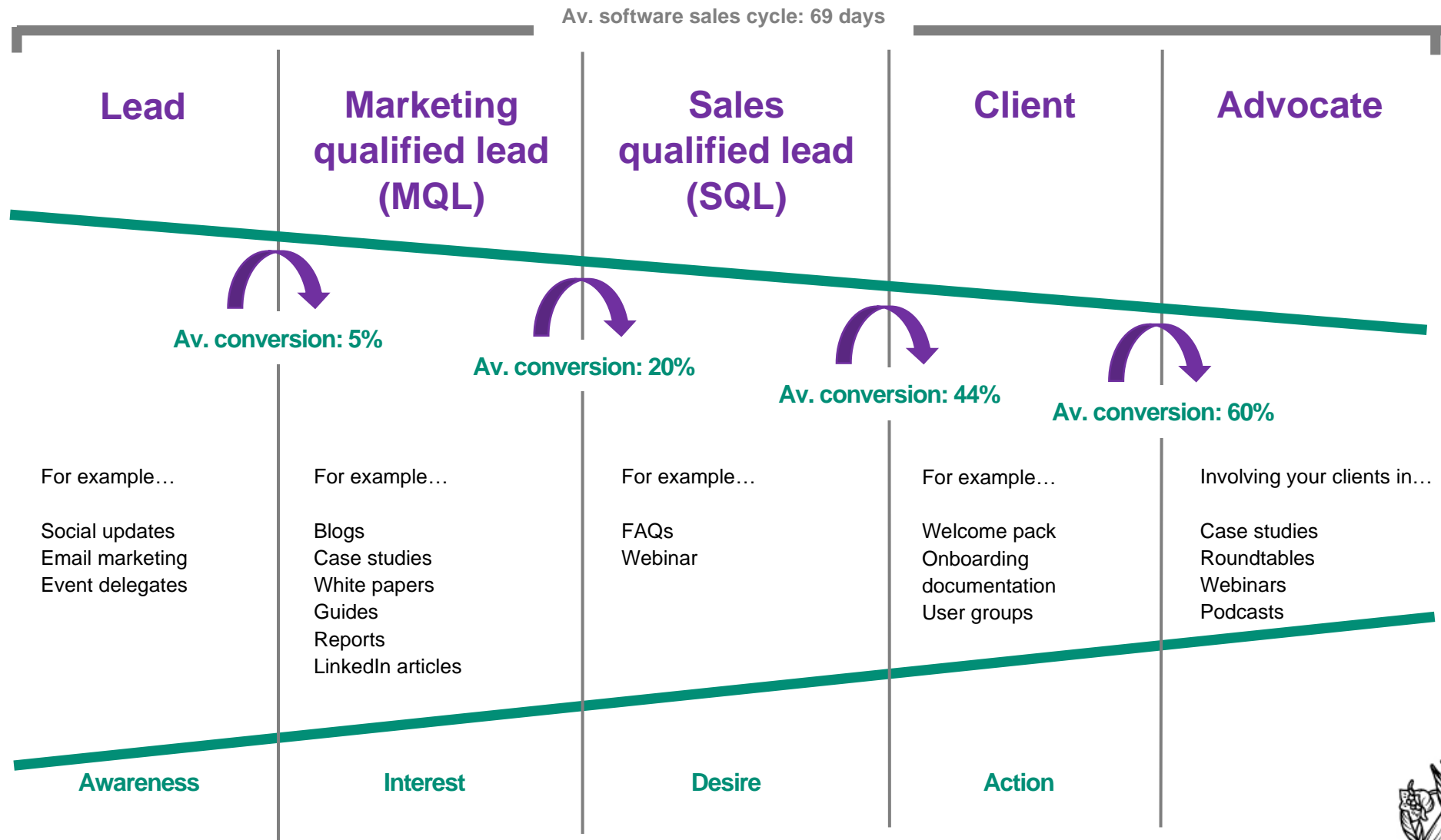


The content framework



More than words®



What does this look like in practice?

Imagine you put 1,000 leads into the top of your sales funnel...

- 50 would convert to an MQL.
- Of those 50 MQLs, 10 would convert to SQLs.
- Of those 10 SQLs, 4 would become clients.
- Of those 4 clients, 2 would become brand advocates, actively helping to 'sell' you to their network.

That means that if you generated 1,000 leads every quarter, you could forecast 8x new clients per year.

What does the nurture flow look like to secure those clients?

To establish a reliable pipeline of opportunities, you need to create momentum behind your campaign, with each piece feeding into the next.

For example...

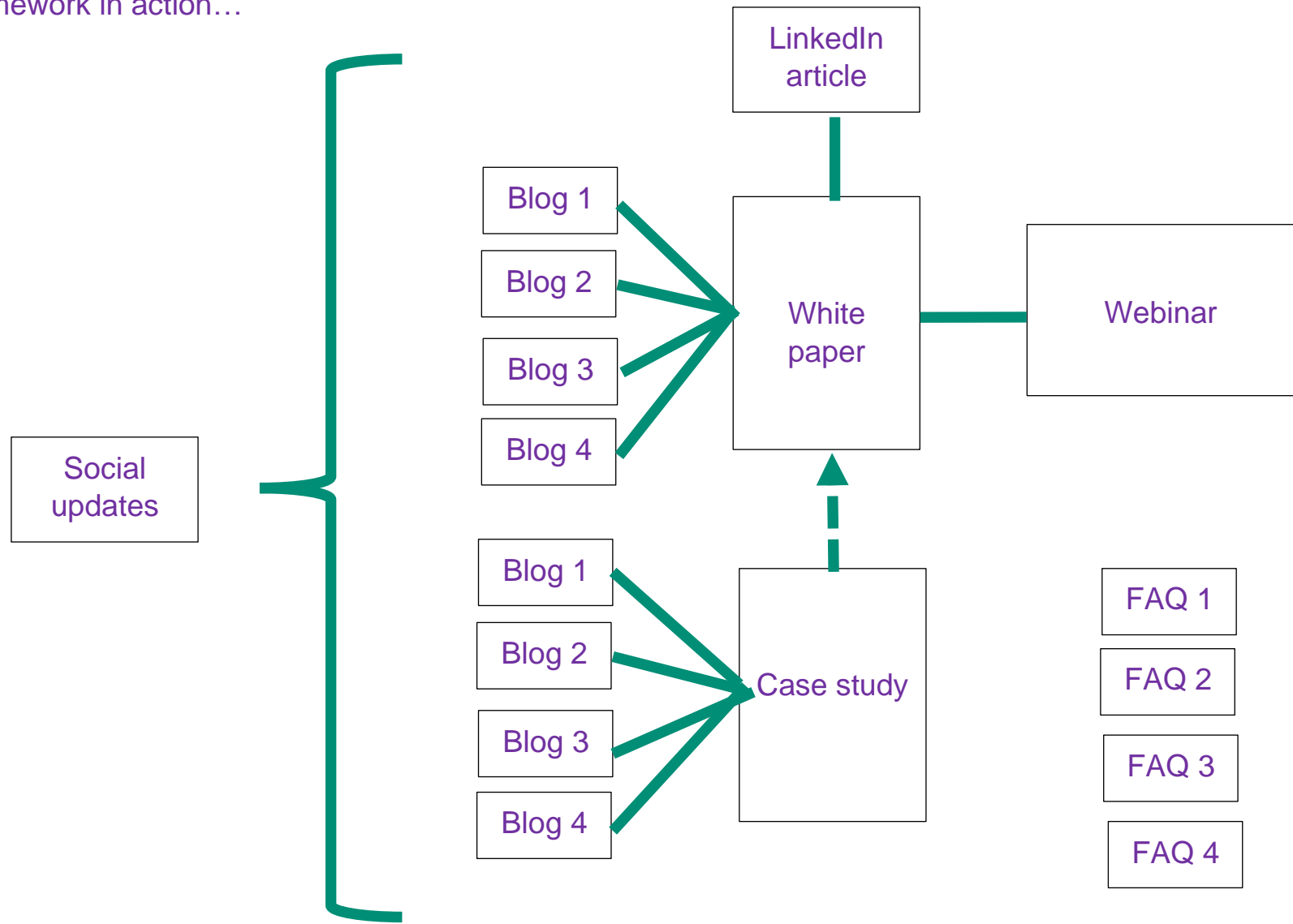
- Someone sees a social update you've published, linking to a blog on your website.
- They read the blog and decide to find out more by clicking the call-to-action (CTA) to read a related case study.
- They read the case study and click the CTA to download a white paper, which provides a deep dive on the issues this client faced.
- They decide to find out more about the author, search on LinkedIn, see this person has published regular articles sharing their expertise so is clearly an authority on the subject.
- They start to wonder what it might be like to work with you and decide to read some FAQs.
- Now they feel confident enough to establish contact and register to attend a webinar.

When you create content within a framework, each piece in isolation is valuable to your audience, but the flow starts to build the momentum that pulls your audience through the all-important user journey.

Say hello!

www.alicehollis.co.uk

The content framework in action...



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What resource do you need to deliver the content framework?

Every quarter you will need to publish...

Daily:

- Social updates (60x total)

Weekly:

- Blogs (8x total)
- FAQs (4x total)

Monthly:

- LinkedIn articles (3x total)

Quarterly:

- 1x case study (1x total)
- 1x thought leadership asset, like a white paper, guide or report (1x total)
- 1x webinar (1x total)

But...

You don't need to create every piece of content from scratch. Start by creating your central, thought leadership asset, like a white paper, and then repurpose it into other formats to ensure you're delivering the right message, to the right person, through the right channel, at the right time.

And the amazing bonus...

Because everything is born from one central piece, it means the messaging is consistent, the positioning is consistent, the purpose is consistent - and it's this consistency that will help you build a strong brand in your industry.

Need some help?

Then say hello!

You've probably already achieved a certain level of success organically and are now looking to scale to get 'to the next level'. But you might not have a dedicated marketing person or go-to-market strategy in place yet.

Establishing a schedule of regular, interesting and engaging top of the funnel content, I can clearly position and differentiate you in the market, and start to create the tribe that ensures a constant drip feed of leads into your sales funnel.

I specialise in the IT and tech sector and am based in the Thames Valley, so if you fancy meeting for coffee and cake, say hello!

Email: hello@alicehollis.co.uk