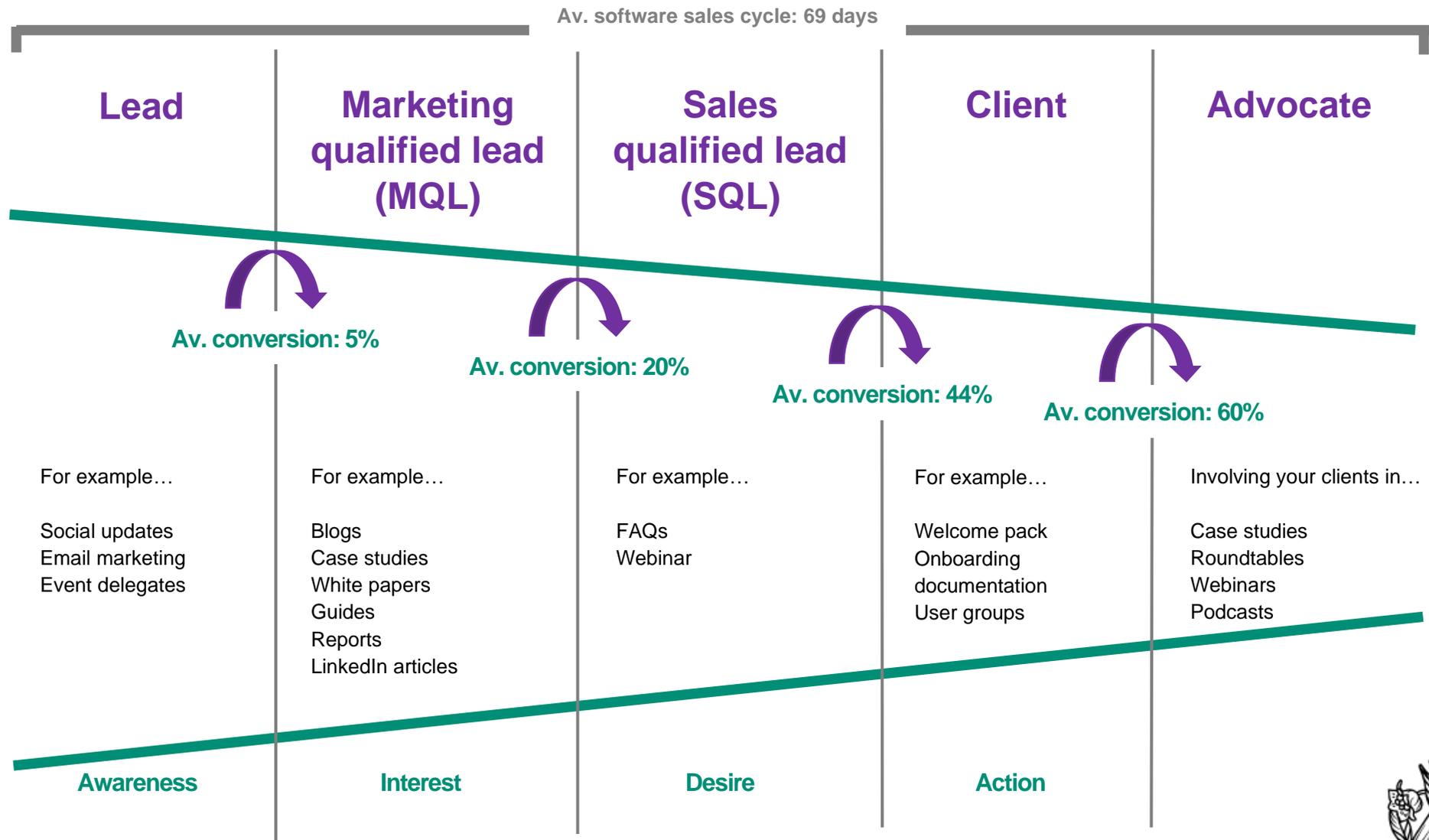


## The content framework



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...

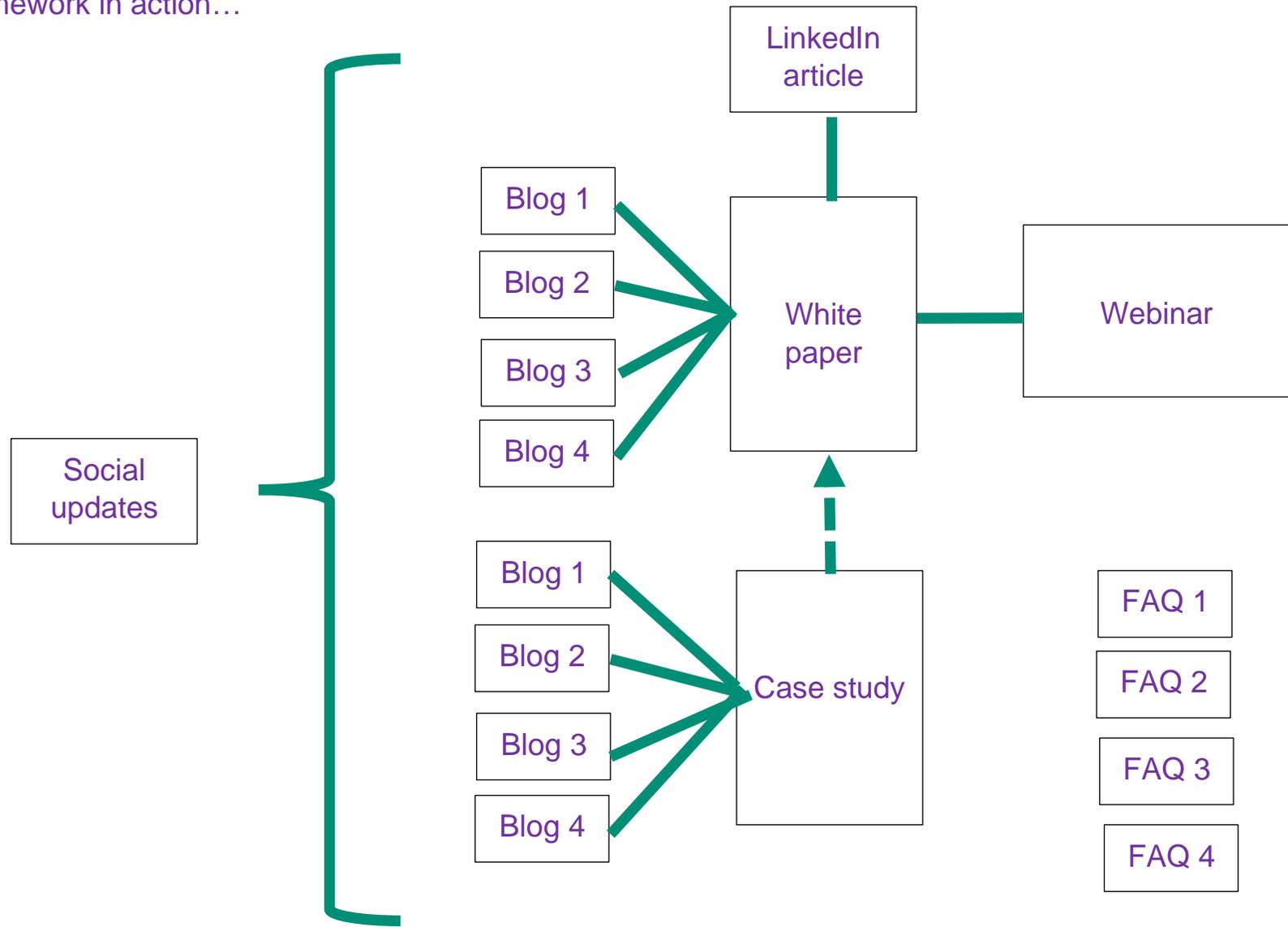
- Someone sees a social update you've published, linking to a blog on your website.
- They read the blog and decide to find out more by clicking the call-to-action (CTA) to read a related case study.
- They read the case study and click the CTA to download a white paper, which provides a deep dive on 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](http://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](mailto:hello@alicehollis.co.uk)