

***CONTENT
MARKETING
MASTERY***

RECAP

- What kind of content asset are you going to create?
- The “WHY?” behind your content asset.
- The traits of effective goals.
- Creating effective goals for your content marketing strategy.

WHY AM I CREATING CONTENT?

- I want to create a personal brand
- I want to build credibility and thought leadership
- I want to connect with my audience
- I want to build an email list

EXAMPLES OF EFFECTIVE GOALS

- **Creation Goals**

- I am going to write 1 blog by Friday with at least 2000 words
- I am going to record 5 videos for the content marketing free series by the end of this month
- I am going to interview 3 content marketing experts by February

EXAMPLES OF EFFECTIVE GOALS

- **Performance Goals**

- I want to hit 4000 sessions by the end of this month
- I want to add 1 lead magnet by the end of this month
- I want to build a list of 1000 subscribers by February

EXAMPLES OF EFFECTIVE GOALS

- **Optimization Goals**

- I am going to reduce page load time speed by 1 sec by the end of this week
- I am going to set up new theme by end of this month
- I am going to set up at least 10 goals & metrics by the end of February

UNDERSTANDING YOUR AUDIENCE

IN THIS VIDEO..

- What are user personas?
- Why you should be creating user personas
- Key Elements of a user persona
- Downloadable template of a user persona

WHAT ARE USER PERSONAS?

User Personas are fictional or real, generalised representations of your ideal customers/target audience.

Also called as customer avatars and buyer personas.



WHY DO YOU NEED TO CREATE USER PERSONAS?

- Helps you understand your existing and prospective customers.
- Helps you create better communication & content.
- Understand specific needs, problems & concerns.
- Helps in creating conversational content.

***BUT, HOW TO CREATE
USER PERSONAS?***

KEY ELEMENTS IN USER PERSONAS

- Location - Where is the persona from?
- Age - How old is this persona?
- Gender - What gender is the persona?
- Education level - What level of education?
- Job Title - What position does he hold?
- Income level - All his sources of income

KEY ELEMENTS IN USER PERSONAS

- Relationship - Current relationship status
- Language - All the languages spoken
- Interests - Things that they like to do
- Favourite Websites - All the websites they frequently visit
- Buying Motivation - What is the 1 factor that motivates
- Buying Concerns - What are the factors that is concerning

HOW TO COLLECT THIS INFORMATION?

- Can be fictitious
- Profile your existing audience/customers
- Facebook Audience Insights
- Google Analytics Audience Reports
- Keep it dynamic
- Also build negative personas



Thank you!

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