THE CONNECTED CONTENT STRATEGY

Building a seamless path to purchase

The CONTENT Consultancy

Kate Llewellyn

www.THECONTENTCONSULTANCY.COM

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Introduction

The CONTENT Consultancy

A bit about me...
Kate Llewellyn

The Content Confidence Coach

- ✓ Content writer
- ✓ Marketing consultant
- ✓ Small business supporter
- ✓ Lexicographer
- ✓ Academic book editor
- ✓ Head Clubber – Confident Content Creators Club

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What many small business owners get wrong...

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Marketing, sales and your overall business success

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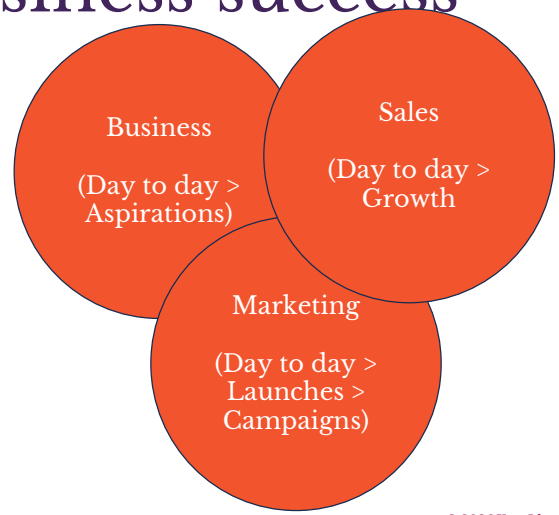
Marketing, sales and your overall business success



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The reality... what my strategy work looks at

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Practical connected content strategy in action

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Creating pathways to purchase (using our content)

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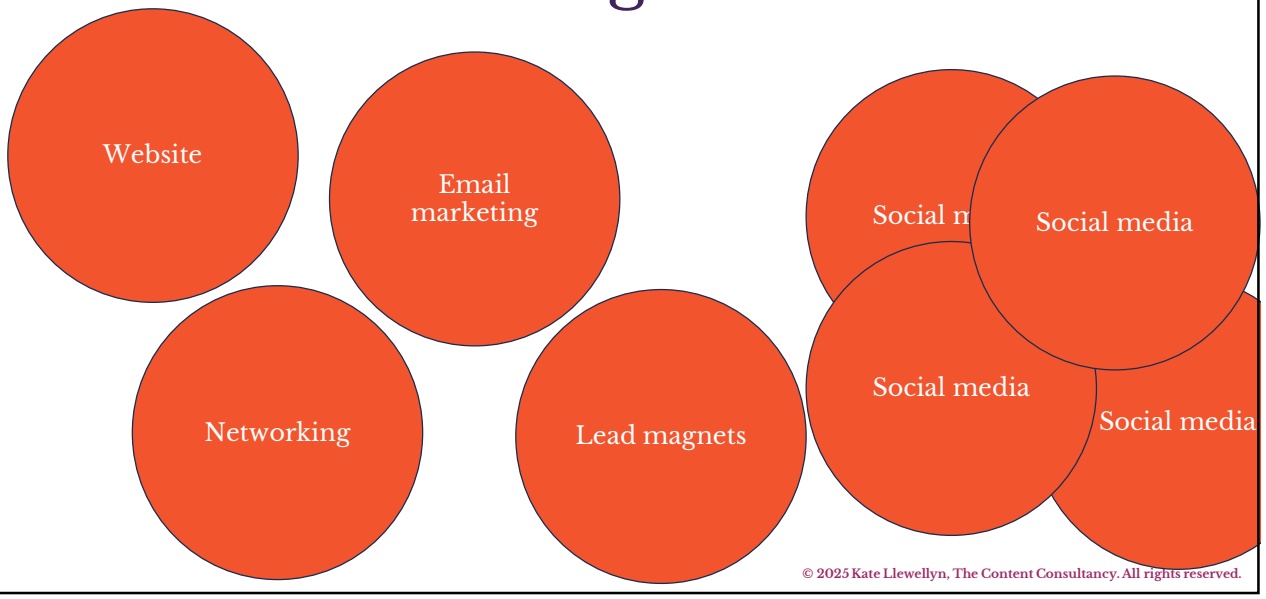
Platforms working in silos



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Reframing the role of your platforms

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It's not about the doing...

Strategy:

What do you want your content to achieve for you?

IT'S ABOUT THE 'WHY'!

- Forget your platforms and think about the type of content you create to 'perform' certain tasks.
- This is where a content strategy starts.

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Visibility > Engagement

How does your content help you to be more visible?

Which platforms work best for this?

- Social media
- Websites
- Networking
- Guest appearances
- Speaker opportunities
- Expos and Event

Why?

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Nurturing > Lead

How does your content nurture your ideal clients?

How do you warm them?

Which platforms work best for this?

- Blogs
- Email newsletters
- Video / tutorials
- Lead magnets
- Social media groups
- Commenting
- DMs
- Q&A sessions

Why?

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Sale > Upsale

How does your content help your ideal clients to buy?

How do you make purchasing easier?

Which platforms work best for this?

- Landing pages / Sales pages
- Purchasing pathways
- Booking software
- Discovery calls
- Masterclass/webinars (sign ups)

- Low ticket offer
- Trials
- Power Hours

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How to build a connected content strategy

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Step 1: Categorise your content and marketing

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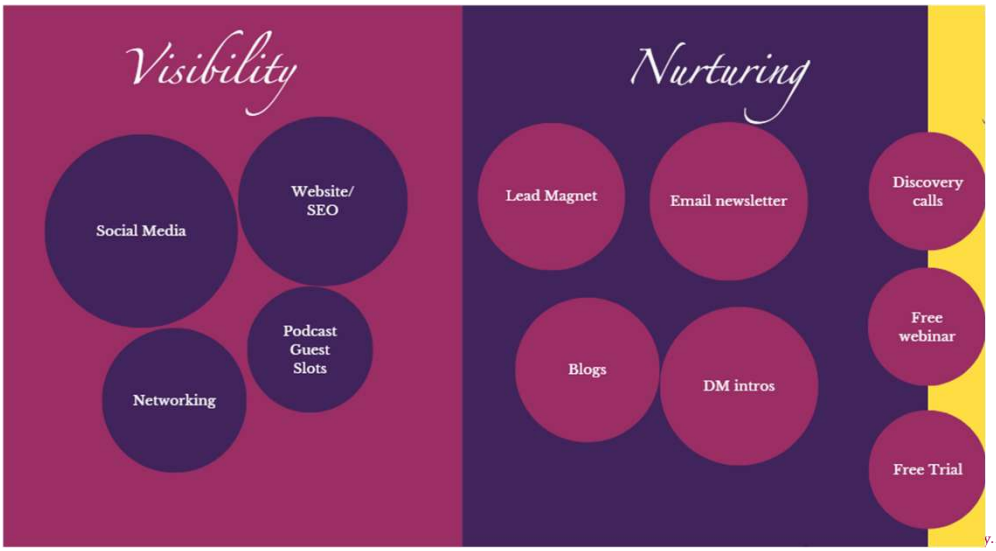
Categorise your platforms



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Step 2: Draw pathways to your offers

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Think about your offers

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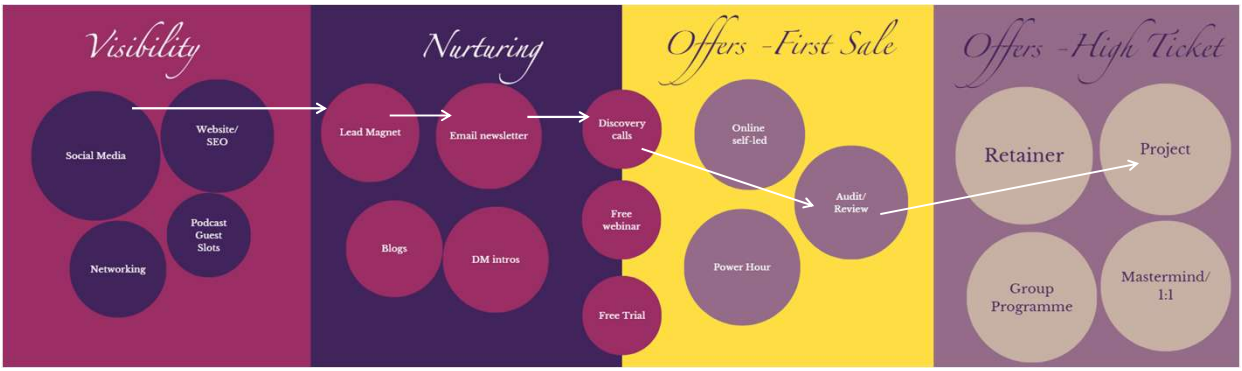
Plot the 'blue sky pathways'



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Step 3:
Look at the content (& platforms) required

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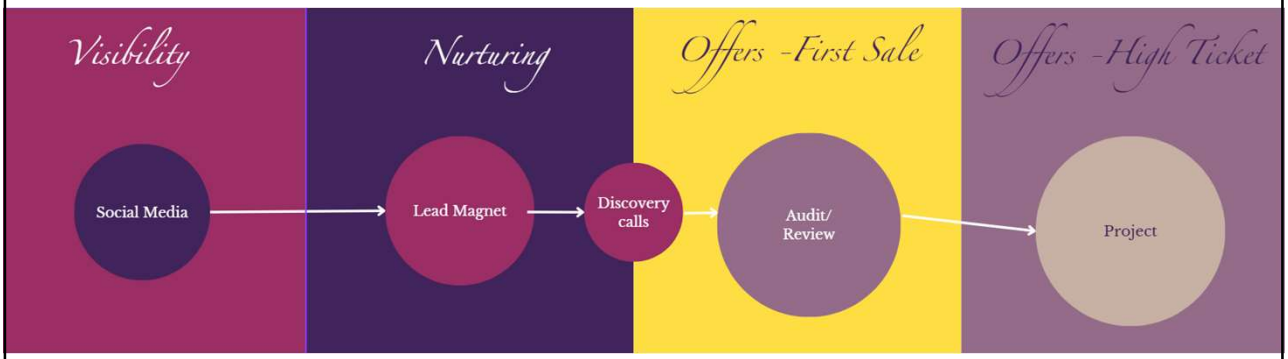
Assess your platforms and the content



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Plot the 'blue sky pathways' ...again

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Step 4: Look for those who get lost *(aka the leaks)*

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What could go wrong?

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'Magic' Step 5: Redirect

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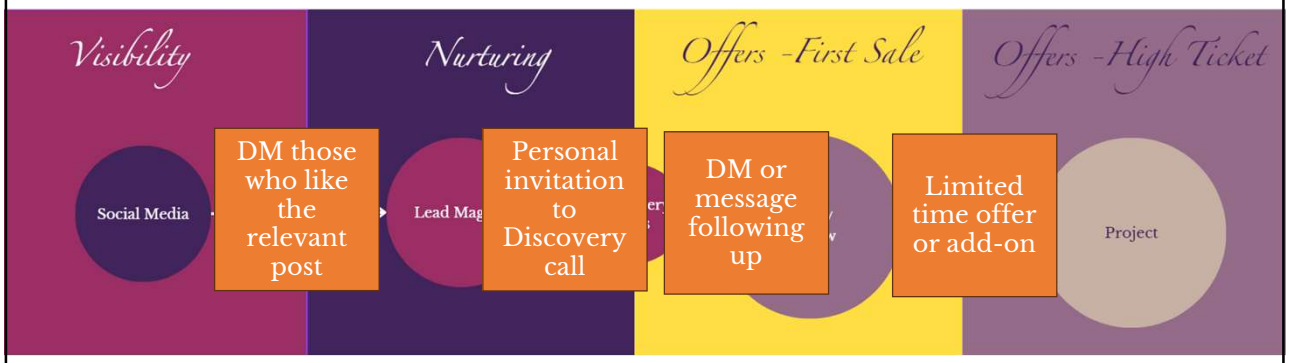
Strategic sign posting back into the pathway



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Do this for all of your offers

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Why it works

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Strategy breeds success

Why it's important

Why I do what I do

- **STRATEGY**
  First, you need to know where you want your ideal clients to end up
- **PLANNING**
  Then, you can plan how to get you ideal client there
- **IMPLEMENTATION**
  Then, you have the conviction in the marketing you want to do (and why)
- **EVALUATION**
  Then, you can see where you need to make the pathway smoother and redirect

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Why it works

Underpins the 5 steps to

Unshakeable
Content
Confidence

1. Consciousness
2. Clarity
3. Consistency
4. Confidence
5. Conviction

How does that sound?

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What next?

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If it all sounds *too hard*...

Content Confidence Kickstart

Money back offer ...if we continue to work together

£99

60 minutes

Let's get you started...

Book now: https://calendar.app.google/tvqxYomkNdnDsM9g7

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