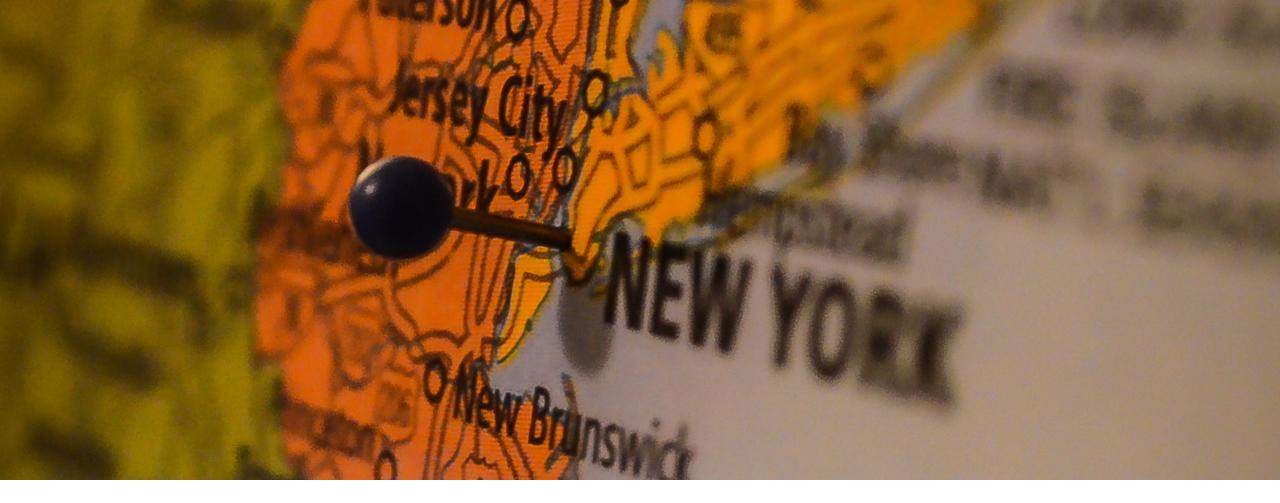


### ATLAS: 5 STEPS TO DEFINING YOUR CUSTOMER'S JOURNEY TO CREATE BETTER CONTENT

### Zontee Hou for





### MAPS GIVE US A WAY TO REPRESENT THE WORLD AROUND US

@zontee\_hou | @leadscon



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### WE FACE AN EVER-CHANGING, COMPLEX LANDSCAPE

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## But what if we're chasing the wrong thing?



### You don't become relevant through prevalence.

You become relevant by providing valuable information that addresses your **customer's needs** and **motivations**, at **the right times** and in **the right channels**.





### ARE YOU ALIGNING MARKETING AND SALES?

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- Lost sales and wasted marketing budgets due to inefficiencies are costing companies at least \$1 trillion dollars a year.
- As much as 50% of sales time is spent on unproductive prospecting.
- Sales regularly ignore 80% of marketing leads.

[Reachforce/Marketo]



### Analyze the audience

- Track needs/motivations
- Learn your customers' behaviors
- Assess your company's role in the customer journey
- Strategize content that solves the customers' issues



"It really doesn't matter if you are a 60-year-old woman or a 20-year-old man, because a 20-year-old man can watch Say Yes to the Dress and a 60-year-old woman could watch Hellboy."

- Todd Yellin, VP of product innovation, Netflix

[Mashable]



 Openation
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 LeadsCon presents

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 Openation
 Openation
 Connect to convert

 Calls
 Cicks
 Shares
 Search
 Leads

"What became clear was a couple of things: how much technology people bring to cars, how much they were ignoring the technology that was built in, and how much that technology was failing them."

- Dr. Genevieve Bell, director of user experience research, Intel



[New York Times]



Build your customer personas based on WHY and HOW they behave, not on who they are.



Analyze the audience

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# Lion Brand created a culture of listening:

- Sales and customer service
- Social media
- Blogs and forums



[Lion Brand Yarn Studio]



### Actively monitor with tools including:

- Bloomberry
- Buzzsumo
- Spredfast

<b>bloom</b> berry <sup>6</sup>	
Time Range <b>1</b>	lead generation Search Leave Search
All Time \$	Торіся (258) All Questions (6.7к) Analysis
Excluded Sources  None	6,658 questions in 258 topics found (sorted by popularity)
Included Sources	
None	how to generate     284 questions mention how to generate.
.uk, .de, .es	How to generate business leads through Social Media Sites? (v7n.com) How to generate traffic and convert into lead? (drivepe.com) How to generate the leads to SEO business? (freehostforum.com) How to generate the leads and business for web design company? (webicy.com) How to generate enquiry/leads through SEO work? (seochat.com) How do I generate leads for my business using Internet marketing? (seomastering.com)
	sales 130 questions mention sales.
	Related keywords: generate + sales, b2b sales, sales leads, sales team

Has any used Service Magic to generate sales leads? (talkshopbot.com)



Track **changes** in motivations, both within the journey and over the customer's lifetime.



Analyze the audience Track needs/motivations

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"[W]e found that over 90% of the organic visitors who became clients never even downloaded a piece of content. They found us in search. Those visitors viewed an average of 9 site pages, contacted us directly and eventually became clients."

- Chris Hawkins, business development manager, Sprout Content



[Sprout Content]

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Measure points of engagement and frequency of interaction:

- Content management tools: Showpad, Trendemon
- On-site analytics: Google Analytics' behavior flow
- Heat map tools: CrazyEgg, Hot Jar





Learn your customers' behaviors through consistent analysis of metrics.



Analyze the audience Track needs/motivations

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Casper recognized that people find traditional mattress shopping:

- Confusing
- Intimidating
- Opaque in terms of pricing





## Confusing vs. Straightforward



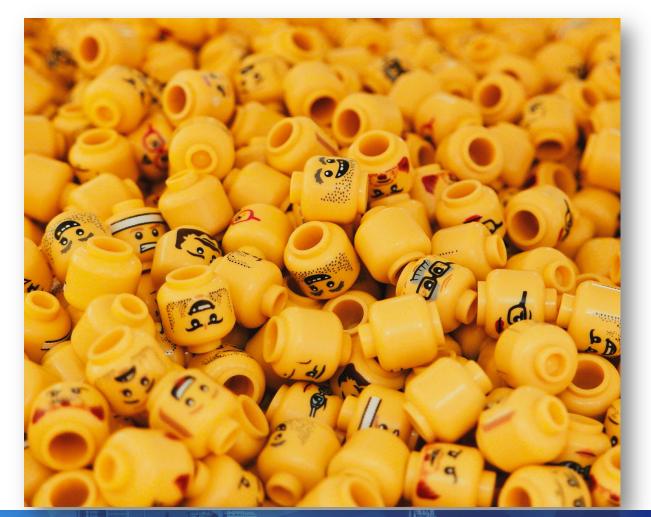
## Intimidating vs. Fun and Friendly



# Opaque vs. Transparent



If your customer journey were a story, which character would your brand be?





Analyze the audience

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## SEE

# Content should address customers' existing issues:

- News-jacking
- Youtility-oriented
- Educational

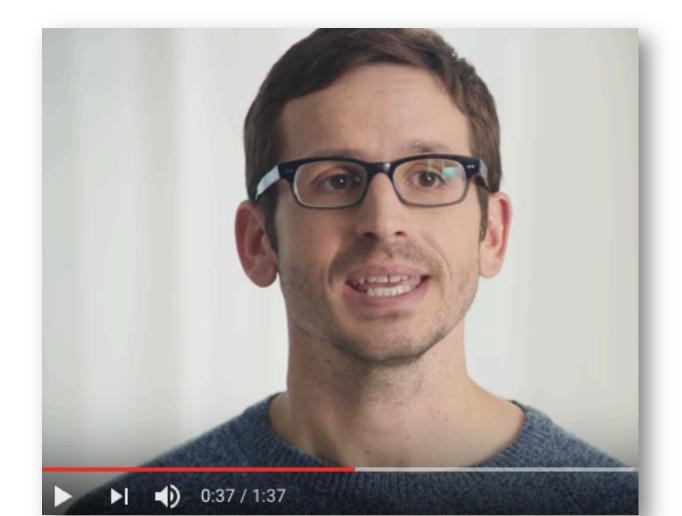




## THINK

Provide content to address pain points, such as:

- Video demos
- Reviews
- FAQs
- Chatbots

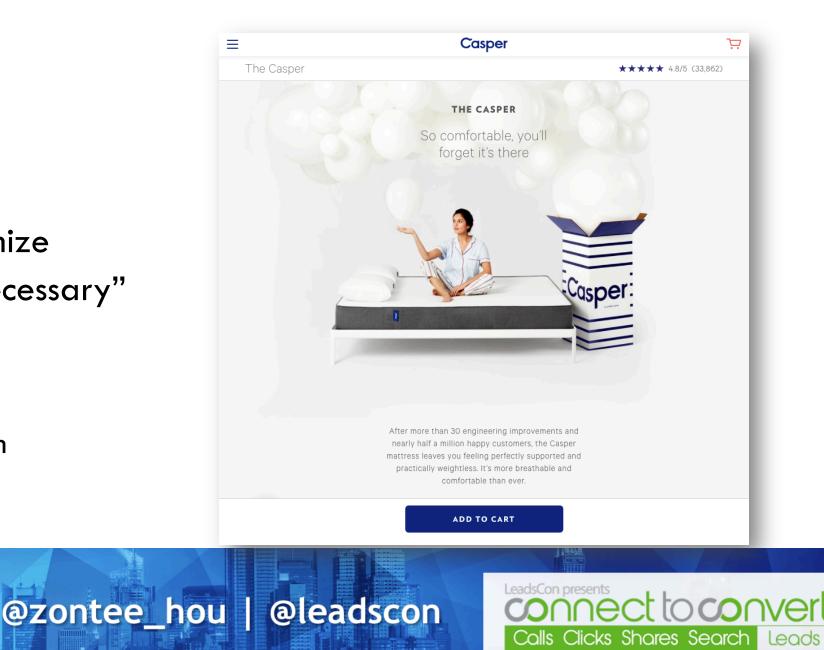




## DO

### Streamline and optimize content based on "necessary" information:

- Test layout
- Simplify calls-to-action
- Measure and refine



## CARE

Your content strategy should also include:

- Off-site ratings
- Influencer reviews
- Social chatter





Personas x (Motivations + Behaviors) = Customer Journey

Customer Journey x Company's Role = Content You Must Provide





## REVIEW

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Analyze the audience

Track needs/motivations

Learn your customers' behaviors

Assess your company's role in the customer journey



Analyze the audience Track needs/motivations

Learn your customers' behaviors

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Analyze the audience Track needs/motivations

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Analyze the audience

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### Media Volery: a strategic marketing agency with a digital focus

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