3 Step Flywheel

Attract	Bring helpful, relevant conversation. Enter the conversation already occurring in the prospect's mind. Give value!
Engage	Address prospect's pain-points, problems, and concerns. Build trust and position yourself as a welcome guest, an advocate, and advisor.
Delight	Provide outstanding, memorable, and value packed experience. Create advocates and promoters for your brand.

Inbound Principles

Standardize for consistency
Personalize for impact
Optimize for clarity
Empathize for perspective

Buyer's Journey

Awareness	Prospect realizes they have a problem or opportunity and researches to more clearly define. In this phase, create content focused on the problem and establish yourself as an expert.
Consideration	Prospect has defined the problem or opportunity and is researching all possible solutions. Produce content focused on the solutions and solicit engagement. Start conversations!

Buyer's Journey (cont)

Decision	Prospect has determined a path to solving their problem or opportunity and is looking for confirmation of their choice. They are evaluating all options on a "short list." Produce content addressing how your service provides a specific solution to specific problems. Clearly outline why it works.

Company Purpose

Solve a particular problem for a particular set of people. Solve a problem for you that is relevant to others. Define clearly this purpose for everyone in your organization.

Align mission to customer's understanding of business through job theory. Align your people with this shared vision and trust your team to support it.

Jobs Theory

People have things they need to get done and hire products and services to achieve those things.

Find out what set people on the path to purchasing, what impulse drove them to act.

"As a _____ person, when I _____ [situation or problem], I want _____ [action or product], so i can _____ [desired outcome]

Buyer Personas

Build a deep understanding of your ideal buyer, aggregate market information into a specific, fictional person, Use this avatar to create seamless end to end services.

How does this person phrase their problems and interests?

What channels of communication do they prefer?

What demographics does this person belong to?

What are their pain-points?

Where do they go to get their information?

What are their common objections as to why your solutions won't fit their needs?

Content Audit

Identify all content currently in files, blogs, crms and cms, websites and social media, etc.

Organize content by title, buyer's journey stage, format, buyer persona, and other notes

Identify upcoming priorities by month, campaigns and initiatives, themes and so on.

Look at your content calendar as an annual event.