



The Definitive 2021 Content Creation Playbook

The long-form content masterclass

Treat.

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Content Creation Playbook 2021

This masterclass shows you step by step how to take a simple four-question interview and create a completely new content-driven marketing campaign for your business.

- Tried and tested
- Easy to re-position and re-purpose
- Replicable month on month and year on year.

How to get started

- The 4 killer questions
- Working with an example in real life
- Why they work:
 - Macro for the industry
 - Meso for your business
 - Micro for your brand
- Creating long form content



Blogs and content must be created with the recipient in mind.

To create an entire content-driven campaign that generates brand awareness and will help you open up a new revenue stream – **ask these 4 essential questions.**

SET THE SCENE

Question 1: What is the number one challenge facing our industry in the next 12 months? Why is that?

MESO QUESTION

Question 3: Tell me why this issue matters to our business.

MACRO QUESTION

Question 2: Give me 3 reasons why this is a challenge facing our industry or our sector

MICRO QUESTION

Question 4: Tell me why this matter to you, personally.

The first question to create killer content that sells

We'll take an example: Asking the first question to create all the baseline content you are going to need to get started.

SET THE SCENE

This gives you guidance on your pillar content; and will provide you direction for further research, resources, and contributors for your campaign

Building up your strategic direction

In our worked example, your director responds, saying that the number 1 challenge facing your industry is *climate change*.

Now you've know where you are heading and can start to build up your strategic direction. *You want to become an authority on the subject, and prepare products and services to grown your business on this subject.*

If it's a number 1 challenge, there will be lots of businesses searching out your expertise and solutions.

The first question to create killer content that sells

What can you do with the response to question 1?

Guide your next questions, probing for further information:

- Conduct a marketing audit to understand which resources you currently have, in an effort to refresh, repurpose and sweat that asset
- Use it as a topic guide to direct all your searches, for example on Google, you can build up your content pillar with these 3 tips.

SEO optimised content

Treat tips:

1. Look at related topics generated using google search bar predictive text
2. Featured snippet "people also ask" brings up commonly asked questions
3. Scroll down to the bottom of your results screen for related searches

Why macro? The second question to create killer content (that sells)

In our second question, the macro question, we understand the wide implications of your big industry challenge, and start to put *context* to our content.

The macro question asks your director / executive / thought leader about the particular reasons why the topic introduced in the previous question matters (to anyone).

Why macro? The second question to create killer content (that sells)

MACRO QUESTION

Question 2: Tell me 3 reasons why this is a challenge facing our industry or our sector.

Your director will respond with high-level concerns about the leading topic that was introduced in the previous question.

The second question to create killer content

Example responses:

1. Problem and very expensive to retrofit offices and our fleet
2. Complicated to re-work packaging to be both durable and recyclable.
3. Manage the supply chain so all our upstream and downstream contractors work to the same ethics we do.



Using a PESTEL framework to flesh out your topic

You now have the words that you need to explore the topic further, creating contextualised content using this simple, recognised analysis framework called PESTEL.

This framework name is an acronym of varying combinations of Political, Economic, Social, Technological, Environmental, Legal reasons.

The PESTEL (PESTLE, PEST) framework can give you a better view of this topic by viewing the subject through a range of lenses, giving you more and more to reflect upon and write about.

Worked example of PESTEL framework

Political – upcoming global summit in Glasgow

Economic – growth of electronic vehicles, offshore wind,

Social – which demographic is interested in climate change

Technological – energy performance

Environmental – greenhouse emissions, sea levels, polar ice caps

Legal – new regulations

Go back and look at the your interview transcript.

"Expensive" is an economic issue

"Durability and recycling" are environmental issues.

"Supply chain" could do with legal issues of keeping to contractual requirements, or your own corporate governance.

Meso? The third question to create killer content

For the third question, we look at your business, and why this content pillar is of critical importance to your business growth: revenue, referrals, and repeat business.

MESO QUESTION

Question 3: Tell me why this issue matters to our business?

Question 3 example responses

Example response on the topic of climate change:

- Represents a high growth area in volume or value or both
- A good way to generate brand awareness
- This topic resonates with our customers
- It's a growth area due we've identified due to a particular reason such as....

What's so important about Question 3?

The response to this question will give you insight to how your director / executive / thought leader wants you to take your messaging and positioning for future products and services.

This will help you position your messaging and products in alignment with corporate priorities for which you may not have visibility.

Risks, timings and potential channels

You will use the responses to this question, in combination with your competitor analysis in order to understand your market, where you fit, and whether or not where you fit syncs up with "the vision" as your director understands it.

This analysis and understanding can help you assess the risks, timings, and channels to bring your products and services to market. All of this combines to make an effective and considered content pillar (and revenue stream) that is de-risked and timed to perfection, taking on board all the insight of your director's leadership.

Micro to add authenticity – land your content with laser focus

In our fourth question, the micro question, we learn why the topic matters in real terms to real people. Any why they need to act.

The micro question asks your director / executive / thought leader why this topic matters to them, in their life, for their future, their family, and in the way they view the world.



Micro to add authenticity – land your content with laser focus

MICRO QUESTION

Question 4: Tell me why this matters to you, personally.

This is where you let the air hang with long pauses, getting **aIIIII** the good stuff from your director.

When they run out of steam, repeat their last statement back to them and stay silent to wait for them to fill in the gap. Works every time 😊



Added personality provides direction

Example response:

“My family and I spend a lot of our spare time in the natural world, going to the lakes and hiking, and I think protecting the climate for the future is important for me and my family.”

Listen out for personal anecdotes and how much the topic means to your thought leader on a personal level. This is important for their personal branding, and to help direct the strategies and activities of your marketing messaging.

What can you do with the response to question 4?

In B2B, and in this recent environment where people want to know more about the companies with which they are doing business, and know for certain that their values are aligned. This question, and the response is critical.

You will use this response to begin creating personal branding statements on behalf of the director, positioning them as a thought leader on this subject that matters personally to them.

Credibility counts

The credibility of your company leaders is essential for a cohesive, and structured product offer.

Watchout

Any part of that offer that is out of alignment will confuse customers and potentially damage your brand.

Creating long-form content

You've done the interview. You have your recording. And your transcript.

NOW WHAT?

Here's a step-by-step guide to assemble your pillar page and all your supporting content.



Step One: Mine the gems

First, mine the gems,. And by that, we mean pick up the absolutely crystal clear, eloquent, powerful statements from the session as pull quotes.

Use these pull quotes to illustrate blogs, Instagram posts, to humanise and personalise your content, and most of all give it a heart and soul.

Save this content in an easy-to-copy format, ready for Canva, memes, social media tiles and tweets. Don't forget to attribute the quotes with the full name, job title and organisation.

Step Two: Personal branding

Draft a personal branding piece for your director, built around their story for why this issue is important and needs to be solved (by your company).

Make this around 500 words, and prepare it to publish as "article" content on LinkedIn. but, don't publish it yet.

Save this content to be re-purposed. Ways you can re-use this content would be the opening introduction of your e-book, personal blog on your website, and to provide illustrations and backlinks to your pillar content.

Step Three: Build the pillar

Combine Question 1 and a summary of the 3 reasons from Question 2 and build a pillar page on your website.

Aim to have this content written with in-depth analysis and commentary on each of the 3 reasons identified in Question 2. Make the content easy to navigate with anchor tags and break up with images and CTAs. Your content should exceed 2500 words.

This long-form pillar page will help your SEO and position your company on the first page, or even first for your topic on Google. Make sure to track your current position on Google, so you can see your progress as your position improves over time.

Step Four: Support the pillar with blogs and backlinks

Create 3 individual blog posts for the 3 reasons outlined in Question 2 and link them to support your pillar page.

As example, these 3 blogs could be positioned as

- "5 things you need to know about X"
- "The future of Y"
- "Subject Z and why it matters right now".

Link everything together – your blogs to your pillar, and your pillar to your blogs. Don't forget your CTAs.

What next?

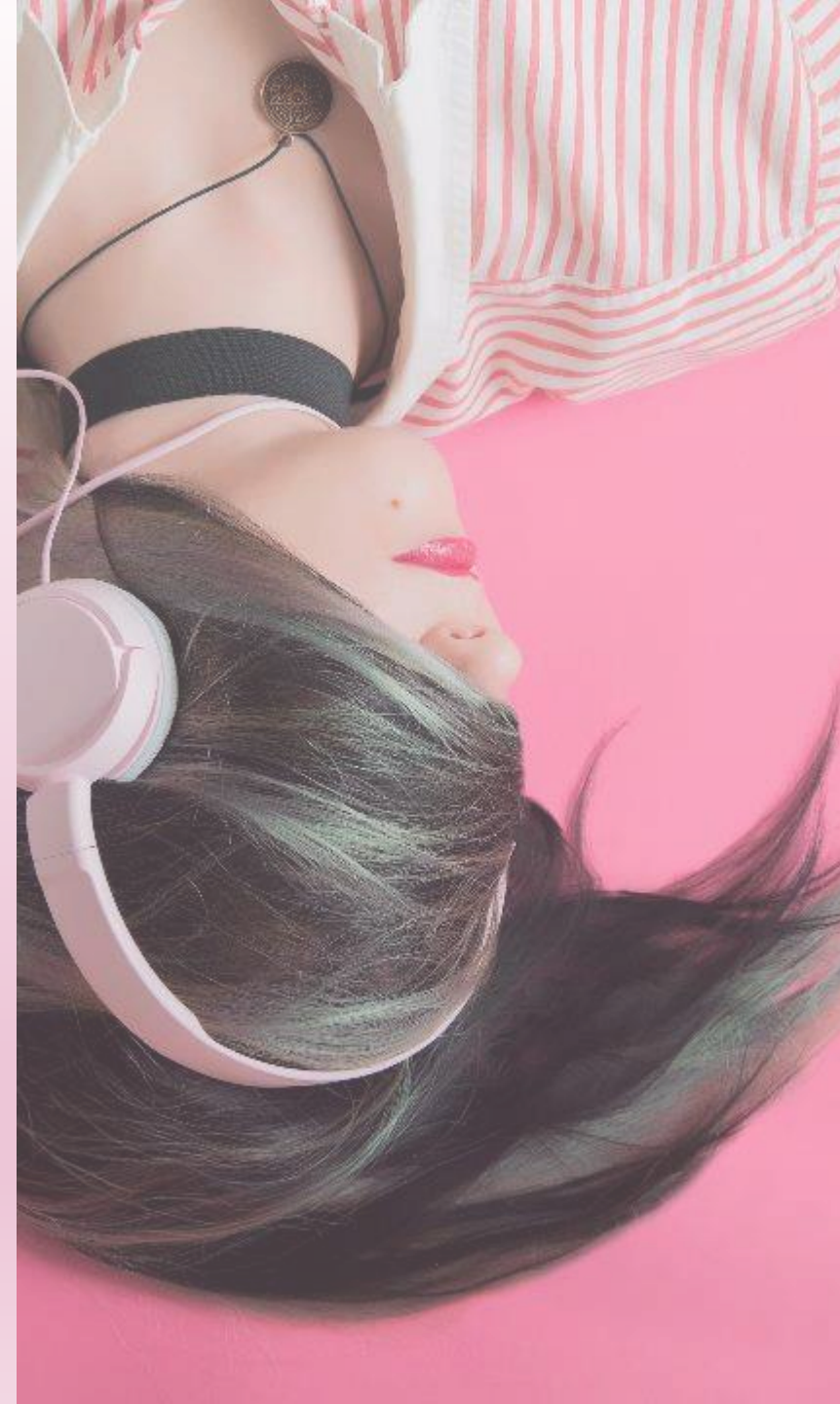
Become the industry leader

Here's some Treat tips to stay at the top of the tree, and to keep your competition at bay:

- Consider making your webinar event an "Annual Summit" on the topic; an unmissable event of high importance, planned into diaries well in advance with a prominent keynote speaker.
- Re-run the playbook every year with fresh information, asking the same four questions.
- Update your eBook month-on-month and year-on-year with new blog content generated from the customer questions and feedback
- Publish "The Year in Review" and "The Year Ahead" content to increase credibility and authority as a company that's in it for the long term.

Don't miss the rest of the Content Creation Playbook Series from Treat Marketing:

- Vol 1: Creating long form content
- Vol 2: Publishing, promoting and CTAs
- Vol 3: Unlocking your competitive advantage
- Vol 4: Webinars and on-demand content
- Vol 5: Extending and repurposing your content



Thank you

Treat Torbay is here to help you with

- Content creation
- Social media strategy
- Campaigns that deliver
- Webinars and online events
- Marketing strategy
- Marketing audit and analysis

Contact us at hello@treattorbay.co.uk
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