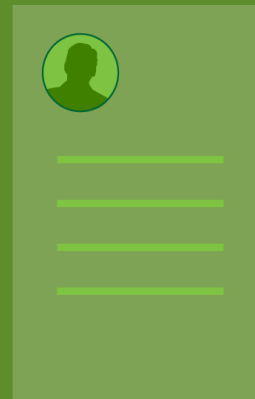
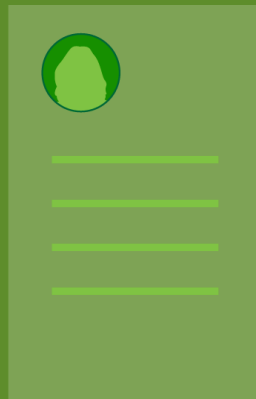


# Sample Customer Personas



# What are Customer Personas?

Customer Personas are designed to animate your understanding of customers and prospects. Offering generalized representations that help you “walk in their shoes” to see your products and services from their perspective, and develop content assets that are better tailored to their wants, needs, behaviors and challenges. Deep research on your customers is required to develop personas, detailing analytical information, engagement activity, purchasing habits and other relevant information. The number of personas businesses develop may vary, but each persona should represent a group of customers you’re targeting. Negative personas may also be developed, representing customers to avoid for several reasons. At a basic level, personas help you personalize or target your content marketing efforts to an audience you define and understand, helping you deliver on marketing performance and revenue goals.

# Customer Personas Research



## INVOLVE YOUR TEAM

Get your team together, including marketing, customer service, product development, business development, sales and more. Anyone that interacts with customers can help paint the picture of what makes customers tick. Document the exact words customers are using gathered from interactions and interviews.



## SOCIAL MEDIA

Listen to your customers in the social sphere by connecting with them directly. Search for questions customers are asking in the social sphere related to your products/services. Most importantly, **converse** with your customers on Twitter, Facebook, LinkedIn, and even Snapchat.



## INVOLVE YOUR CUSTOMERS

Speak with your customers directly to learn their situation, complexity, pain points and challenges with the buying process. Survey your customers formally, if appropriate. Ask great questions to learn the answers that will make your personas useful tools.



## ANALYTICS

Tune into your analytics to learn where your customers come from, what keywords they use to find you, how much time they spend on-site, and what content assets they engage with that seem to influence the buying decision. Parse out who buys what, and who the influencers are, for each persona you develop.

# Top Goals for Customer Personas

## 1. GET INTO CHARACTER

Digging through the research and animating customers helps you get a better understanding of the thoughts, feelings, concerns, pain points, and challenges of your customers.

## 2. GET YOUR TEAM ON THE SAME PAGE

We used to think of business in a linear way. Marketing drives leads. Sales closes leads. Customer service moves customers along. Everyone hopes they renew and buy again. Those days are long gone. Every representative of your company that interacts with customers, or creates content for customers, now sells, services, and supports customers. Developing Customer Personas is the first step in this new team sport.

## 3. FIND NEW TACTICS TO GROW REVENUE

Valuable insights will be gained in developing personas, that's for sure. Opportunities will also be uncovered at the intersection of each personas character, wants, needs, thoughts, fears, and challenges.

## 4. CREATE KILLER CONTENT

The content creators on your team will directly benefit from Customer Personas. They'll quickly get under the skin of the target audience, and walk in the shoes of the customer.

## 5. OPTIMIZATION BOOST

Sure, we need to optimize content for the search engines. But selecting keywords based on high search volume, high cost per click or even low ranking difficulty is NOT the best path for success. Creating customer personas before you do your keyword research is like turning a sketch into a gorgeous portrait. Only then can you select the best keywords that will engage the audience, and drive content strategy.

## About This Sample Customer Persona

The following sample Customer Personas has been prepared for WriterAccess. We have their permission to share this information, because it's US ;-).

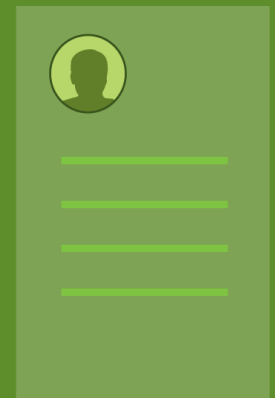
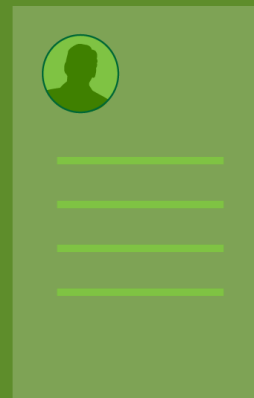
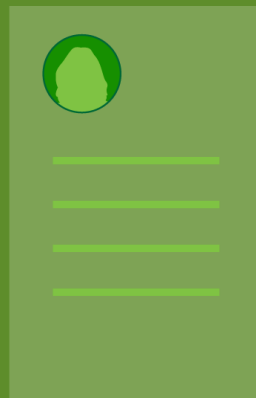
Feel free to use this sample template as a guide to develop your own Customer Persona, or to work with a Content Strategist at WriterAccess that can help you and your team craft Customer Persona that help you walk in the shoes of your customers, and create better content that aligns with their situation, challenges, wants and needs.

## SAMPLE PERSONA ICONS

Feel free to select any of the following illustrations for the development of your Customer Persona if you purchase the Customer Persona product from WriterAccess, royalty free.



## CUSTOMER PERSONAS



## BUSINESS DESCRIPTION



WriterAccess is an online marketplace connecting 20,000+ customers with 15,000+ freelance writers, editors, translators, and content strategists. The brand is an established leader in the industry, offering a robust platform that makes it easy for customers to find the best freelance talent to create content that achieves marketing goals. The platform features all kinds of bells and whistles that help customers save time, money, and better communicate with and manage freelancers.



## CUSTOMER BY LINE OF BUSINESS

WriterAccess customers include 25,000+ small businesses, mid-sized companies, agencies and Fortune 500 businesses. They all understand the importance of quality content, and have c-level buy in with content marketing investment, and publish content consistently to appeal to customers, prospects, and the search engines.



### Self Service

Customers understand how the platform works, and can articulate their content needs with detailed instructions. They can search and find the best talent for projects on their own, and onboard new writers to smoothly achieve goals.



### Plus Service

Plus Customers are short on time and big on quality. They have more complex content creation needs, and want help hand-selecting the talent and access to the best, premium writers in the platform. They look to WriterAccess for long term solutions, and building a pool of reliable writers they can depend on. Dedicated support is key.



### Agency Service

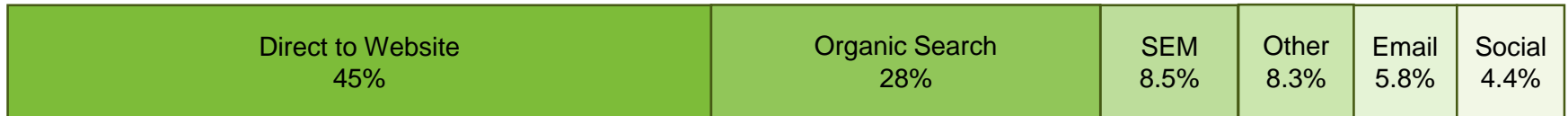
Agency customers are looking for scalable content solutions to scale their growth and service clients needs. They need access and setup support for white label tools and advance features designed for agencies.



### Managed Service

Managed service customers are looking to ramp up content marketing with the help of a Sr Account Manager that can do the heavy lifting of setting up orders and hand-picking writers. Content Strategy Products are typically purchased or developed to aim content in the right direction. Content Analytics is setup to track performance.

# CUSTOMER ANALYTICS



7.4% visit the blog



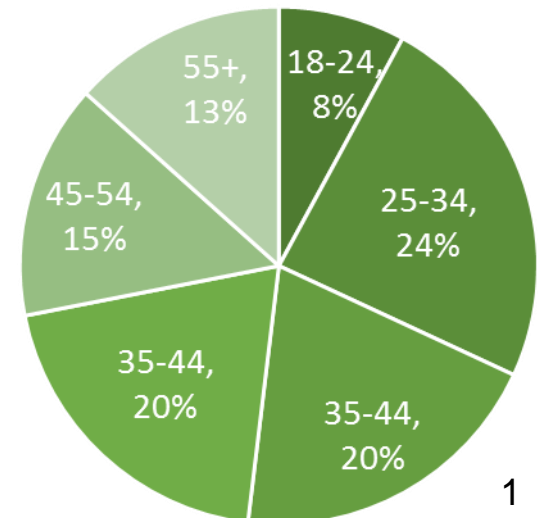
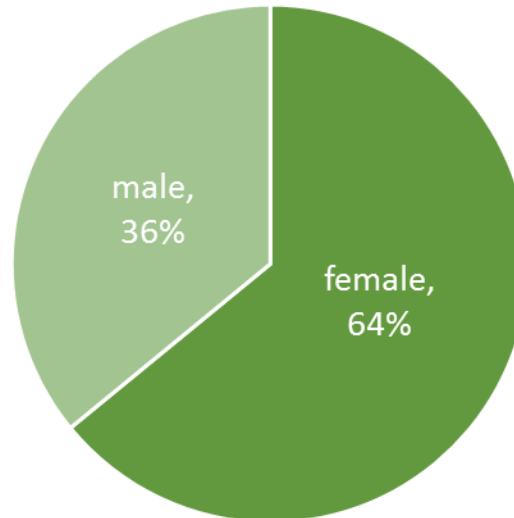
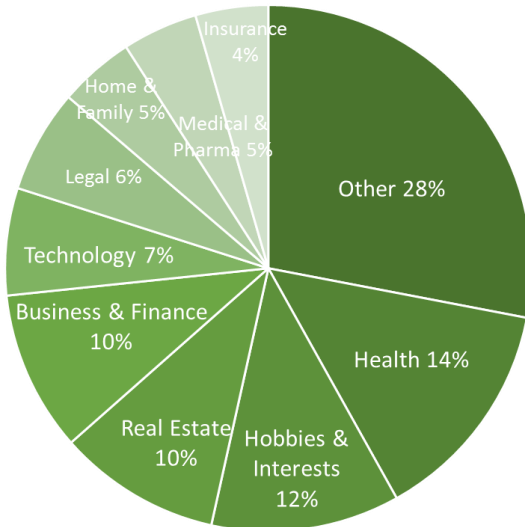
16% visit the forum



1.9% sign up for a webinar, listen to a podcast, or download a guide



## DEMOGRAPHICS





## ABOUT BRIAN

**Brian H**  
**Director of Marketing**

### IN A NUTSHELL

---

- **Plus Service**
- **Director of Marketing**
- **Age 30 - 45**
- **Male**
- **\$130,000/Year**
- **Suburban**
- **MBA**
- **Married**
- **Family**

### ENGAGEMENT STYLE

---

- Phone
- **Email**
- LinkedIn
- Facebook
- Twitter
- Live Chat
- **Help Desk Tickets**

### SITUATION

---

Brian leads a small marketing team at a mid-sized company, developing the content strategy, creative direction, planning and management of a team that cranks out hundreds of campaigns a year. He is the decision maker when it comes to new product, platforms and services. They recently lost two in-house content creators, so he's looking to find outsourced replacements with the goal to scale up if all goes well.

### COMPLEXITY

---

Brian is super-quality sensitive and looking for writers with similar skills and proficiency to the two writers that left the business. He is not experienced using content creation platforms, but one of his team members has used WriterAccess at another company, managing the process of finding writers, placing orders and managing the workflow.

### SOLUTION

---

Reviewing the skill and proficiency of the previous writers would help the WriterAccess team with matchmaking services. Finding a champion in-house to manage the workflow and oversee the onboarding process with new writers to be sure the goals are clear, and expectations met, will be key for success.

### TOP BEHAVIORS

---

- **Data Driven**
- Demanding
- **Informed**
- Independent
- **Fast Talking**
- Slow Talking
- Dependable
- Time Sensitive
- Audience Loving
- Skeptical
- **Efficient**
- **Straightforward**
- Creative



## DRIVERS AND INFLUENCERS

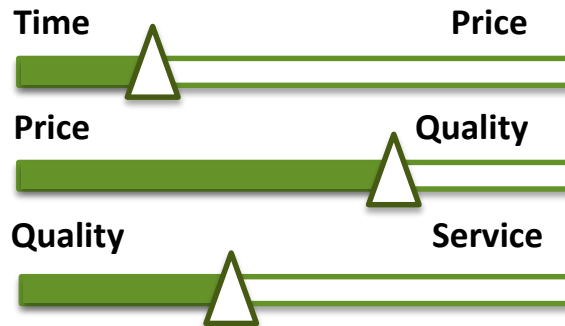
**Brian H**  
**Director of Marketing**

“I need help maintaining a steady stream of high quality content to continue our leadership position, but with more scale than we can handle in-house. We have a support team in place to manage the workflow, we just great writers.”

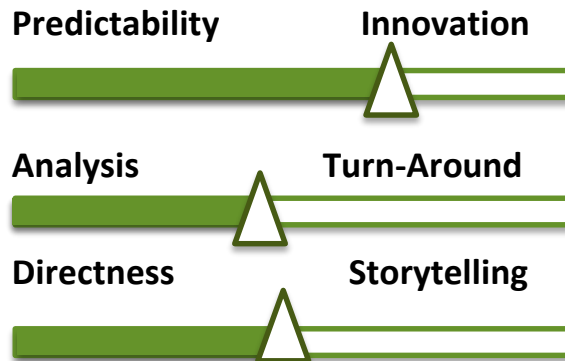
### PURCHASING INFLUENCES

- Ads
- Re-marketing
- Explainer Video
- **Tradeshows**
- Downloads
- Webinars
- Podcasts
- **Research Online**
- **Product Demo**
- Service Demo
- Proposal

### PRIORITY



### VALUES



### EXTERNAL INFLUENCES

- Friends
- Online Reviews
- **Thought Leaders**
- **Strategic Partners**
- Advisory Board
- News
- **Blogs**
- **Trade Shows**



## CONTENT STRATEGY

Brian H  
Director of Marketing

### PUBLISHING FREQUENCY

- **Daily**
- Weekly
- Monthly

### CONTENT \$/MONTH

- \$1,000
- **\$2,000 - \$5,000**
- \$5,000+

### Tactics

- **AB Testing**
- **SEO**
- Clickbait
- **Internal Link**
- **Image**
- **Optimization**
- **Personalization**

### CONTENT ASSETS

- Ads
- **Articles**
- **Posts: Micro Form**
- **Posts: Short Form**
- **Posts: Long Form**
- Books
- Brochures
- Catalogs
- **Emails**
- **Mobile**
- **Newsletters**
- **Presentations/Webinars**
- **Press Releases**
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- **Video Scripts**
- **White papers**

### INHOUSE CONTENT MANAGEMENT TEAM

- Account Manager
- Animator
- Analyst
- Copywriter
- Chief Content Officer
- **Content Strategist**
- Designer
- **Director of Marketing**
- **Editor**
- **LPO Specialist**
- **Lead Gen Specialist**
- **SEO Specialist**
- **Writer**
- **UX Professional**

### CHANNELS

- **Blog**
- **Book(s)**
- **Conference (Speaking)**
- **Facebook**
- Instagram
- **LinkedIn**
- **Live Chat**
- **Media: Paid**
- Media: Earned
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- **TV**
- **Twitter**
- **YouTube**
- **Website**



## CREATIVE BRIEF

Brian H  
Director of Marketing

### CUSTOMER JOURNEY

---

- Discovery
- Investigation
- **Consideration**
- Trial
- Purchase
- **Perception**
- Connection
- Sharing

### TONE

---

- Business Formal
- Business Casual
- Journalistic
- **Everyday Formal**
- **Everyday Informal**

### STYLE

---

- |                         |                      |
|-------------------------|----------------------|
| • Action                | • Journalistic       |
| • Authoritative         | • Judicious          |
| • Basic                 | • Laconic            |
| • Casual                | • Light              |
| • Common Speak          | • Neutral            |
| • Conservative          | • <b>No Fluff</b>    |
| • <b>Conversational</b> | • <b>Objective</b>   |
| • Creative              | • <b>Ornate</b>      |
| • <b>Descriptive</b>    | • <b>Personal</b>    |
| • <b>Elaborative</b>    | • <b>Persuasive</b>  |
| • <b>Enthusiastic</b>   | • Playful            |
| • Humorous              | • <b>Sincere</b>     |
| • Impressional          | • Whimsical          |
| • Informal              | • Witty/Funny        |
| • Inspirational         | • <b>Witty/Smart</b> |
| • Instructional         |                      |

### FORMATS

---

- Analogies
- **Bullet Points**
- Interview
- **Links**
- Metaphors
- **Quotes**
- **Subheads**
- **Images/Captions**

### OBJECTIVE

---

- Inform/Educate
- **Motivate to Purchase**
- Engage and Entertain



## ABOUT KINDRA

### Kindra H Marketing Manager

#### IN A NUTSHELL

---

- **Agency Service**
- **Marketing Manager**
- **Age 35 - 45**
- **Female**
- **\$85,000/Year**
- **Suburban**
- **MBA**
- **Married**
- **Family**

#### ENGAGEMENT STYLE

---

- **Phone**
- **Email**
- LinkedIn
- Facebook
- Twitter
- Live Chat
- Help Desk Tickets

#### SITUATION

---

Kindra's boss owns a small business that recently joined the inbound marketing revolution as a re-seller of HubSpot services. They are now launching higher quality content services to their customers, and need content created for their own agency.

#### COMPLEXITY

---

When it comes to content creation for the agency's website, Kindra's boss seems to know what she does not like when it comes to content quality, but has a hard time explaining and clarifying what she likes, especially in writing to freelance writers. Kindra manages content for about 30 customers, but the 3 and 4 star content solutions meet all of their needs. The technology solutions in the platform will save lots of time.

#### SOLUTION

---

Documenting samples of great content and providing those samples as references to writers might help clarify the quality goals for content. Sending Kindra a copy of our book *Professional Writing Skill and Price Guide* might help her boss better understand the elements of quality writing. Launching a Writing Style Contest with three writers might also help Kindra and her boss find the perfect writer for a project and meet the quality demands.

#### TOP BEHAVIORS

---

- Data Driven
- Demanding
- **Informed**
- **Independent**
- Fast Talking
- Slow Talking
- Dependable
- **Time Sensitive**
- Audience Loving
- Skeptical
- **Efficient**
- Straightforward
- Creative



## DRIVERS AND INFLUENCERS

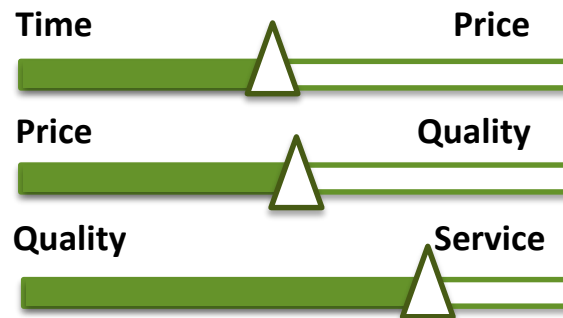
Kindra H  
Marketing Manager

“We need to keep cranking out content for all our INBOUND clients we’re serving. And also create content for our agency that a. speaks the Inbound language, b. increases our lead generation flow and c. finally meets the approval of our owner.”

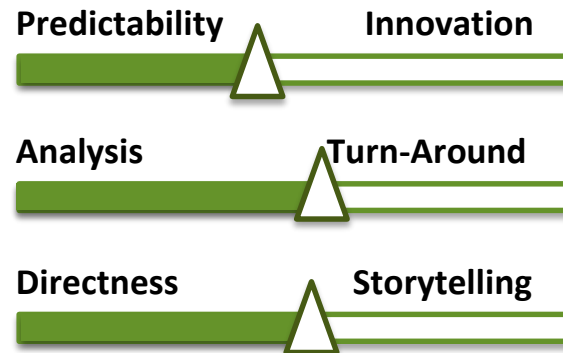
### PURCHASING INFLUENCES

- **Ads**
- Re-marketing
- Explainer Video
- **Tradeshows**
- **Downloads**
- **Webinars**
- Podcasts
- **Research Online**
- **Product Demo**
- Service Demo
- Proposal

### PRIORITY



### VALUES



### EXTERNAL INFLUENCES

- Friends
- **Online Reviews**
- **Thought Leaders**
- Strategic Partners
- Advisory Board
- News
- **Blogs**
- **Trade Shows**





## CONTENT STRATEGY

Kindra H  
Marketing Manager

### PUBLISHING FREQUENCY

- Daily
- **Weekly**
- Monthly

### CONTENT \$/MONTH

- **\$1,000**
- \$2,000 - \$5,000
- \$5,000+

### Tactics

- AB Testing
- **SEO**
- Clickbait
- **Internal Link**
- **Image**
- **Personalization**

### CONTENT ASSETS

- Ads
- **Articles**
- **Posts: Micro Form**
- **Posts: Short Form**
- **Posts: Long Form**
- Books
- Brochures
- Catalogs
- Emails
- **Mobile**
- Newsletters
- Presentations/Webinars
- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Video Scripts
- White papers

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- Chief Content Officer
- Content Strategist
- **Designer**
- Director of Marketing
- **Editor**
- LPO Specialist
- Lead Gen Specialist
- **SEO Specialist**
- Writer
- **UX Professional**

### CHANNELS

- **Blog**
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- **Conference(Speaking)**
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- LinkedIn
- **Live Chat**
- **Media: Paid**
- Media: Earned
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- **Twitter**
- YouTube
- **Website**



## CREATIVE BRIEF

Kindra H  
Marketing Manager

### CUSTOMER JOURNEY

---

- **Discovery**
- **Investigation**
- **Consideration**
- Trial
- Purchase
- Perception
- Connection
- Sharing

### TONE

---

- Business Formal
- Business Casual
- Journalistic
- Everyday Formal
- **Everyday Informal**

### STYLE

---

- |                         |                      |
|-------------------------|----------------------|
| • Action                | • Journalistic       |
| • <b>Authoritative</b>  | • Judicious          |
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| • <b>Conversational</b> | • Objective          |
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| • Descriptive           | • <b>Personal</b>    |
| • Elaborative           | • <b>Persuasive</b>  |
| • <b>Enthusiastic</b>   | • Playful            |
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### FORMATS

---

- Analogies
- **Bullet Points**
- Interview
- **Links**
- Metaphors
- **Quotes**
- **Subheads**
- **Images/Captions**

### OBJECTIVE

---

- Inform/Educate
- **Motivate to Purchase**
- Engage and Entertain



## ABOUT HANA

**Hana A**  
**Chief Content Officer**

### IN A NUTSHELL

- **Managed Service**
- **Chief Content Officer**
- **Age 35 - 45**
- **Female**
- **\$250,000/Year**
- **Suburban**
- **MBA**
- **Married**
- **Family**

### ENGAGEMENT STYLE

- Phone
- **Email**
- LinkedIn
- Facebook
- Twitter
- Live Chat
- **Help Desk Tickets**

### SITUATION

Hana oversees all content initiatives (internal & external), collaborating with 6 departments. She manages a team of about 15 content marketing professionals. She's recently received approval to triple the content marketing budget to create more content to fuel success. However she needs to continue to show the ROI for all content projects.

### COMPLEXITY

Hana has used platforms and managed in-house and outsourced writers and team members. However, she lacks a content strategist on staff to aim content in the right direction for the short term. She has a small army of sales reps looking for leads, so she needs to ramp up quickly to improve traffic, conversion, and sales.

### SOLUTION

Hana needs our Content Strategy Products developed within a few weeks or less and to get the orders going and content flowing in the platform pronto. She also needs content analytics set up to track the ROI and performance from the published content, making sure all the customers wants and needs are met at each stage of the customer journey, and all the personas are receiving content to transform them from browsers to buyers.

### TOP BEHAVIORS

- **Data Driven**
- **Demanding**
- **Informed**
- Independent
- **Fast Talking**
- Slow Talking
- Dependable
- **Time Sensitive**
- Audience Loving
- Skeptical
- **Efficient**
- **Straightforward**
- **Creative**



## DRIVERS AND INFLUENCERS

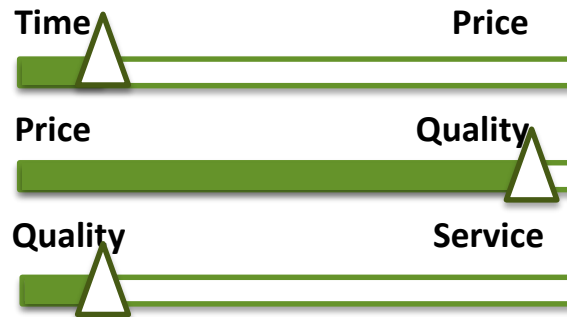
**Hana A**  
**Chief Content Officer**

“Time is my enemy. I need to get a core strategy done quickly to point content in the right direction. Then I need to crank out content that aligns with the strategy. Finally, I need to show results from the investment. All this in a few months.”

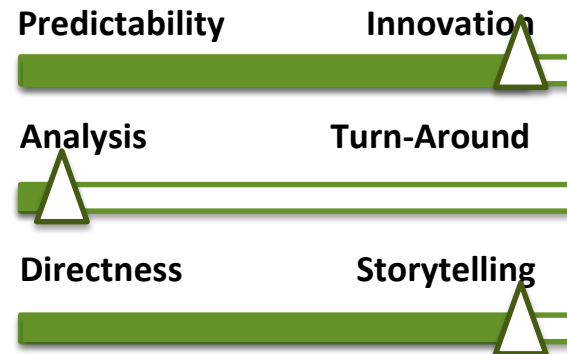
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- Re-marketing
- Explainer Video
- **Tradeshows**
- **Downloads**
- Webinars
- Podcasts
- **Research Online**
- **Product Demo**
- **Service Demo**
- Proposal

### PRIORITY



### VALUES



### EXTERNAL INFLUENCES

- Friends
- **Online Reviews**
- **Thought Leaders**
- **Strategic Partners**
- **Advisory Board**
- News
- Blogs
- Trade Shows



## CONTENT STRATEGY

Hana A  
Chief Content Officer

### PUBLISHING FREQUENCY

- **Daily**
- Weekly
- Monthly

### CONTENT \$/MONTH

- \$1,000
- \$2,000 - \$5,000
- **\$5,000+**

### Tactics

- **AB Testing**
- **SEO**
- Clickbait
- **Internal Link**
- **Image**
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- Product / Service Guides
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- **Speech**
- **Video Scripts**
- **White papers**

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- **Director of Marketing**
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- **LPO Specialist**
- **Lead Gen Specialist**
- **SEO Specialist**
- Writer
- **UX Professional**

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- **Media: Paid**
- **Media: Earned**
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- **Twitter**
- **YouTube**
- Website



## CREATIVE BRIEF

Hana A  
Chief Content Officer

### CUSTOMER JOURNEY

---

- Discovery
- Investigation
- Consideration
- **Trial**
- **Purchase**
- **Perception**
- **Connection**
- **Sharing**

### TONE

---

- Business Formal
- Business Casual
- Journalistic
- Everyday Formal
- **Everyday Informal**

### STYLE

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| • Action                | • Journalistic       |
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| • Common Speak          | • Neutral            |
| • Conservative          | • <b>No Fluff</b>    |
| • <b>Conversational</b> | • Objective          |
| • <b>Creative</b>       | • Ornate             |
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| • Informal              | • Witty/Funny        |
| • Inspirational         | • <b>Witty/Smart</b> |
| • Instructional         |                      |

### FORMATS

---

- Analogies
- **Bullet Points**
- **Interview**
- **Links**
- Metaphors
- **Quotes**
- **Subheads**
- **Images/Captions**

### OBJECTIVE

---

- **Inform/Educate**
- **Motivate to Purchase**
- Engage and Entertain



## ABOUT LARRY

Larry K  
Solopreneur

### IN A NUTSHELL

---

- **Self Service**
- **Solopreneur**
- **Age 25 - 40**
- **Male**
- **\$100,000/Year**
- **Urban**
- **College diploma**
- **Single/Married**

### CUSTOMER JOURNEY

---

- **Discovery**
- **Investigation**
- **Consideration**
- **Trial**
- Purchase
- Perception
- Connection
- Sharing

### SITUATION

---

Larry is a successful entrepreneur with a track record a mile long-- just ask him, he'll tell you ;-) that is launching a new business that will offer Inbound Marketing Services to customers. He needs content for his own website to get started, and then may offer content creation services to customers. He has worked with content platforms, and can navigate the platform with ease: finding writers, placing orders and managing the workflow.

### COMPLEXITY

---

Larry is short on time but big on quality and scale. , vendors and service providers he can rely on to help with content strategy creation and development. And for a few customers, he needs help with content creation services.

### SOLUTION

---

Our dedicated service and content strategy products offer the turnkey solution that Larry needs to get started and ramp up the content deliverables. Right from the get-go, his plan is to re-sell the content strategy products, and deliver content solutions using the WriterAccess platform.

### TOP BEHAVIORS

---

- **Data Driven**
- Demanding
- Informed
- **Independent**
- Fast Talking
- **Slow Talking**
- Dependable
- Time Sensitive
- Audience Loving
- Skeptical
- **Efficient**
- Straightforward
- **Creative**



## DRIVERS AND INFLUENCERS

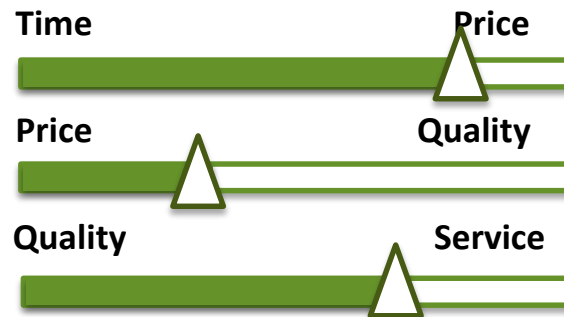
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Solopreneur

"I'm a do-it-yourself guy at this stage of my business, and I know I need to create content for my blog in order to increase traffic to my website, and create killer content on my website the converts."

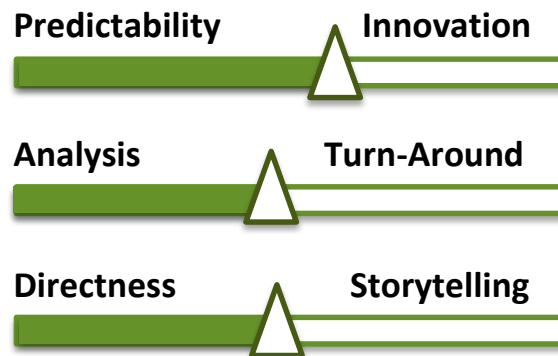
### PURCHASING INFLUENCES

- Ads
- Re-marketing
- Explainer Video
- **Tradeshows**
- **Downloads**
- **Webinars**
- **Podcasts**
- **Research Online**
- **Product Demo**
- Service Demo
- Proposal

### PRIORITY



### VALUES



### EXTERNAL INFLUENCES

- **Friends**
- **Online Reviews**
- **Thought Leaders**
- Strategic Partners
- Advisory Board
- News
- **Blogs**
- **Trade Shows**





## CREATIVE BRIEF

Larry K  
Solopreneur

### CUSTOMER JOURNEY

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- **Discovery**
- **Investigation**
- Consideration
- **Trial**
- Purchase
- Perception
- Connection
- Sharing

### TONE

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- Business Formal
- Business Casual
- Journalistic
- Everyday Formal
- **Everyday Informal**

### STYLE

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- |                         |                     |
|-------------------------|---------------------|
| • Action                | • Journalistic      |
| • <b>Authoritative</b>  | • Judicious         |
| • Basic                 | • Laconic           |
| • Casual                | • <b>Light</b>      |
| • Common Speak          | • Neutral           |
| • Conservative          | • <b>No Fluff</b>   |
| • <b>Conversational</b> | • Objective         |
| • Creative              | • Ornate            |
| • Descriptive           | • <b>Personal</b>   |
| • Elaborative           | • <b>Persuasive</b> |
| • <b>Enthusiastic</b>   | • Playful           |
| • Humorous              | • <b>Sincere</b>    |
| • Impressional          | • Whimsical         |
| • Informal              | • Witty/Funny       |
| • Inspirational         | • Witty/Smart       |
| • Instructional         |                     |

### FORMATS

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- Analogies
- **Bullet Points**
- Interview
- **Links**
- Metaphors
- **Quotes**
- **Subheads**
- **Images/Captions**

### OBJECTIVE

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- **Inform/Educate**
- Motivate to Purchase
- Engage and Entertain



## CONTENT STRATEGY

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Solopreneur

### PUBLISHING FREQUENCY

- Daily
- **Weekly**
- Monthly

### CONTENT \$/MONTH

- **\$1,000 or less**
- \$2,000 - \$5,000
- \$5,000+

### Tactics

- AB Testing
- **SEO**
- Clickbait
- Internal Link
- **Image**
- Personalization

### CONTENT ASSETS

- Ads
- **Articles**
- Posts: Micro Form
- **Posts: Short Form**
- **Posts: Long Form**
- Books
- Brochures
- Catalogs
- **Emails**
- **Mobile**
- Newsletters
- Presentations/Webinars
- Press Releases
- Product Descriptions
- Product / Service Guides
- Radio Spots
- Speech
- Video Scripts
- **White papers**

### INHOUSE CONTENT MANAGEMENT TEAM

- **Account Manager**
- Animator
- Analyst
- Copywriter
- Chief Content Officer
- Content Strategist
- **Designer**
- Director of Marketing
- Editor
- LPO Specialist
- Lead Gen Specialist
- **SEO Specialist**
- Writer
- UX Professional

### CHANNELS

- **Blog**
- Book(s)
- Conference(Speaking)
- Facebook
- Instagram
- **LinkedIn**
- **Live Chat**
- Media: Paid
- Media: Earned
- Pinterest
- Radio
- Snapchat
- **Tradeshows**
- TV
- **Twitter**
- YouTube
- **Website**



Thank You