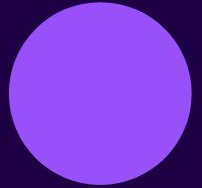


**:talkdesk®**

# How to create an effective content strategy for your industry or solution.

Build, engage, and convert your audience.



# Overview

## Part I:

Why you need a content strategy.

## Part II:

Using sales funnel as a guide for your strategy

## Part III:

Best types of content for each part of the funnel.

## Part IV:

How much content you need for each part of the funnel.

## Part V:

Why keyword research is essential to TOFU success.

## Part VI:

How to map your content journey.

## Part VII:

KPIs to measure success at each stage of the funnel.

Helpful Resources and additional reading.

# Part I: Why you need a content strategy.

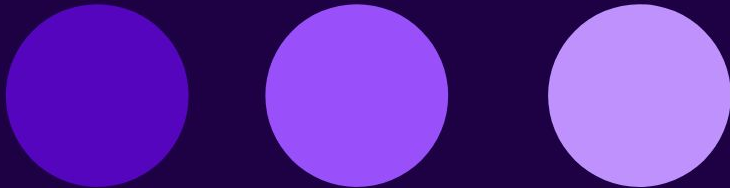


More content is NOT the answer to more traffic, downloads, or leads—a content strategy is. (read that again)

A content strategy designed to capture the largest audience possible, engage, and then convert them is the only way to efficiently leverage content as a lead generation tactic.



Content, no matter how great, is not the Field of Dreams. You can't just create it and expect people to find it.

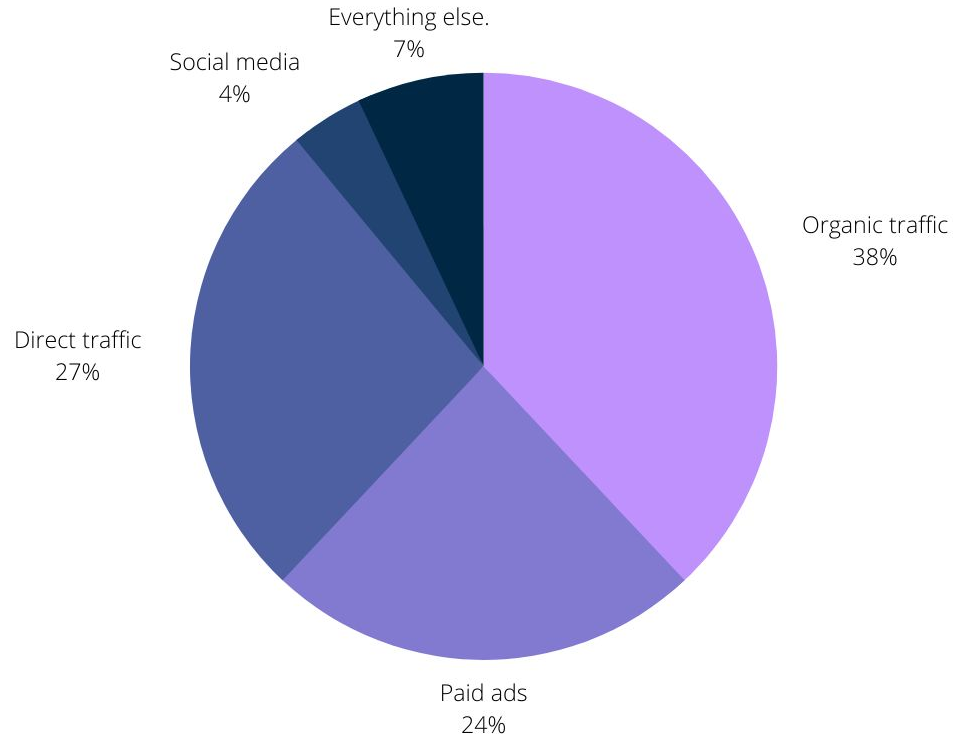


Allow me to explain...

Unless someone knows Talkdesk exists, the only way they're going to find our content is through their social media network, organic traffic, or paid ads.

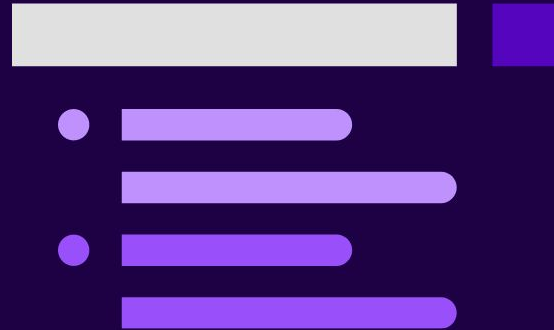
But, even with paid and social, we only tap into 28% of our potential audience.

## Where our traffic comes from in a typical month.



Without organic search, we're missing out on 38% of our potential traffic!

Creating content that ranks well in search engines is the most effective, cheapest, and sustainable way to get traffic to our content and build an engaged audience that will consume (and share) our content—and convert.



## In this guide, you will learn how to:

- Leverage search engine marketing to get your content in front of your desired audience at scale.
- Create less content, but see MORE results.
- Bring market awareness to Talkdesk as an expert in your industry.
- Build an engaged audience for your industry or solution that you can remarket to and nurture for future conversion.
- Get more leads and more sales.



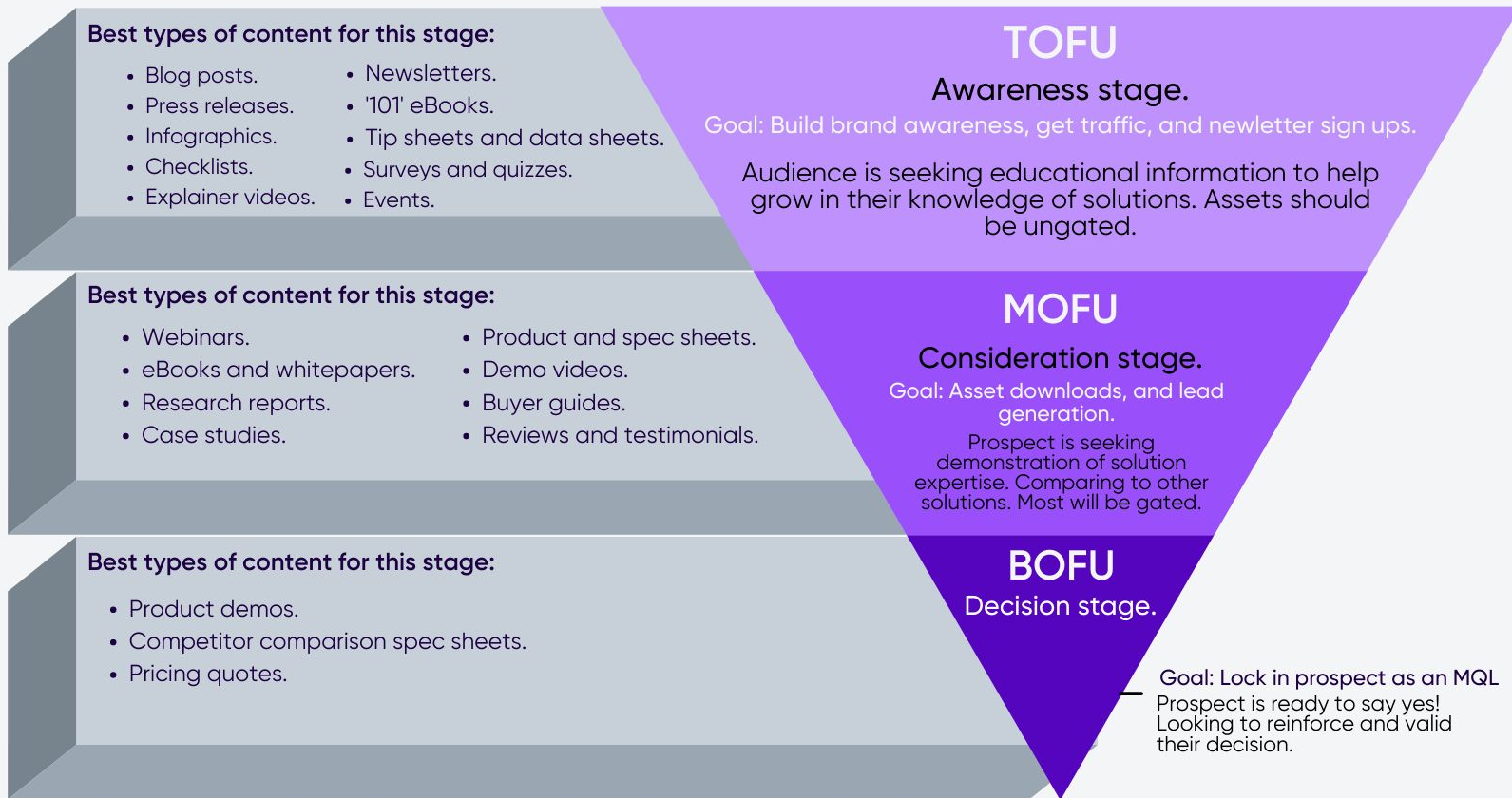


# Part II and Part III: The sales funnel as a guide for your strategy and the best types of content for each stage.

Plus bonus content: An example customer journey through a B2B content funnel.



# The content marketing funnel.



The goal of our strategy: Publish content that pushes prospects down the funnel.



Let's take a look at an example...

## Meet Mary, CXO of an e-commerce contact center.



She's been asked to report to the CEO on the current state of the customer experience in her contact center and a strategy to improve it. But, she is unsure which contact center metrics best represent the customer experience. So, she turns to Google.

how to measure customer experience



She clicks on the first result, "How to measure customer experience and 6 metrics to help you do it" by a company she's never heard of — [Talkdesk.com](https://www.talkdesk.com).

Inside, she learns everything she needs to about measuring the current state of her contact center's customer experience.

## Where Mary is at in the content funnel:

TOFU

Awareness stage.

Goal: Build brand awareness, get traffic, and newsletter sign ups.

Audience is seeking educational information to help grow in their knowledge of solutions.

MOFU

Consideration stage.

Goal: Asset downloads, and lead generation.

Prospect is seeking demonstration of solution expertise. Comparing to other solutions.

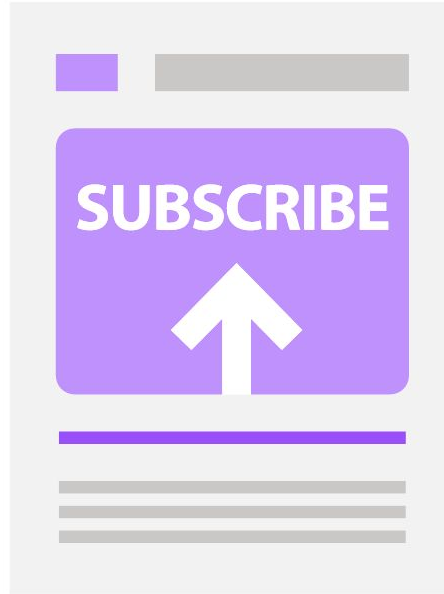
BOFU

Decision stage.

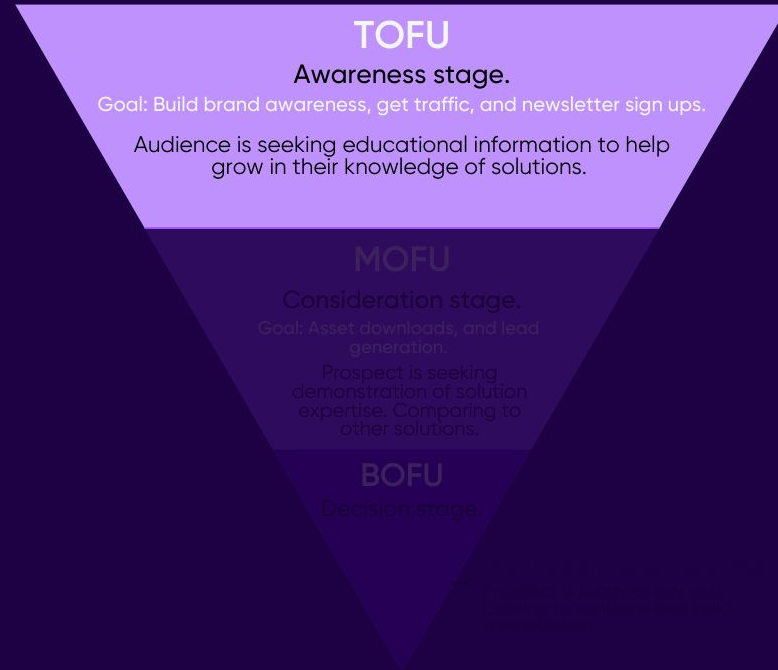
## But before Mary closes out the webpage...

Mary gets hit with a pop-up asking her if she'd like to subscribe to receive email updates and new content from Talkdesk.

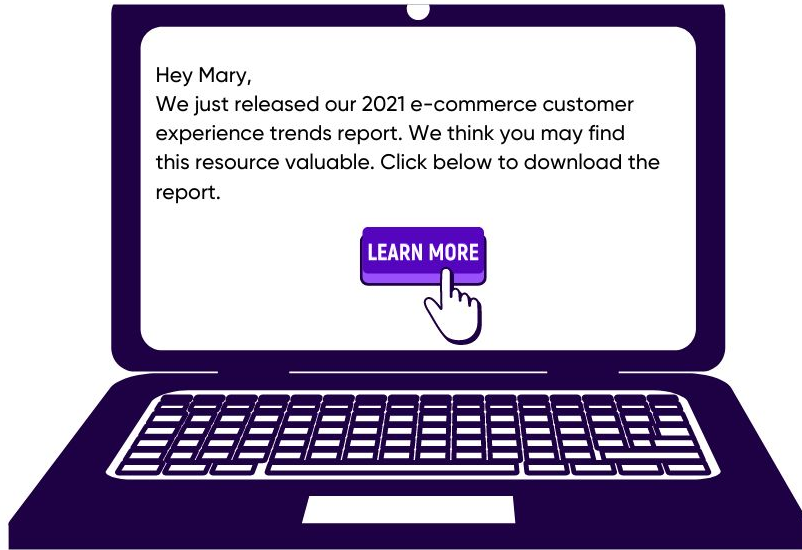
She found this article really helpful, so she subscribed.



## Where Mary is at in the content funnel:

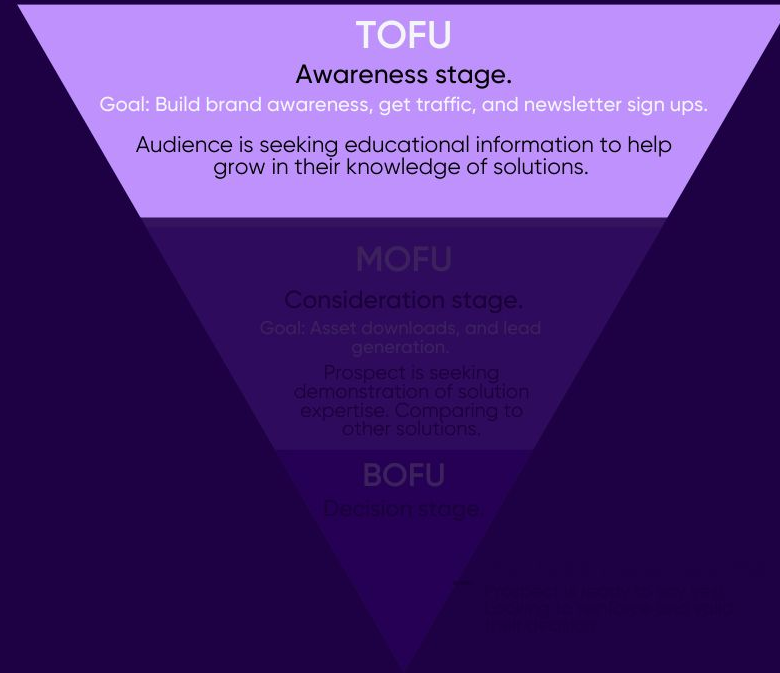


## Two weeks later, Mary gets an email from Talkdesk...



Mary eagerly completes the form to download the report....

## Where Mary is at in the content funnel:



# CX has become a huge focus for Mary's company, and she's been tasked with improving it.

In the report, Mary learns that e-commerce companies that offer omnichannel customer service report higher customer experience AND sales revenue.

She sends the report over to the CTO and asks what it would take to implement an omnichannel solution in their contact center.

She also sends the report over to the CEO because one of the big initiatives for 2021 is improving CX.

In the meantime, Mary starts to dig deeper into Talkdesk and its features.



## Where Mary is at in the content funnel:

### TOFU

#### Awareness stage.

Goal: Build brand awareness, get traffic, and newsletter sign ups.

Audience is seeking educational information to help grow in their knowledge of solutions.

### MOFU

#### Consideration stage.

Goal: Asset downloads, and lead generation.

Prospect is seeking demonstration of solution expertise. Comparing to other solutions.

### BOFU

#### Decision stage.

With research, Mary learns that Talkdesk has a lot of desired features.

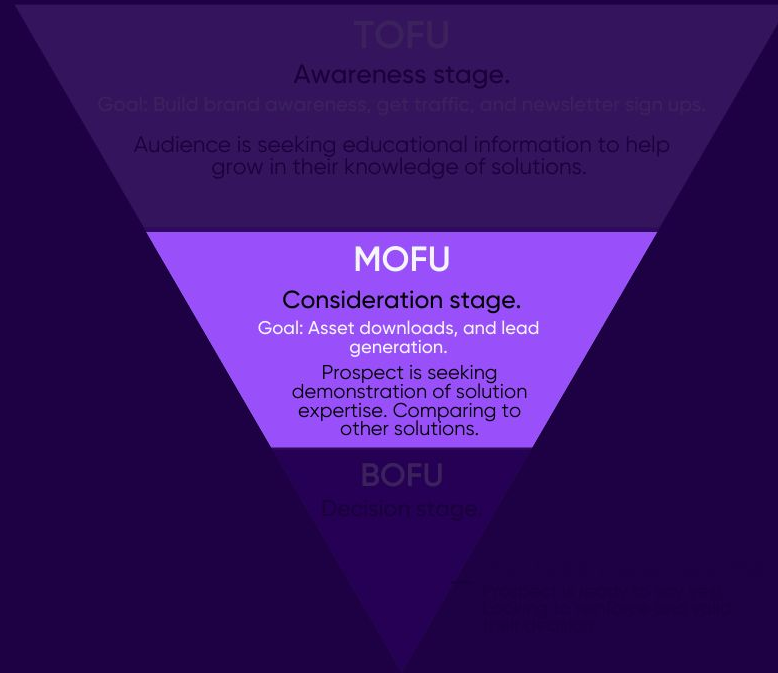


She discovers and downloads a case study featuring one of their competitors.

Impressed by their results, she sends the case study to the CEO, along with a link to a page about business continuity solutions—another big initiative for 2021.

In a meeting, the CTO and CEO agree that it's time to consider new contact center solutions. They decide to start the RFP process.

Where Mary is at in the content funnel:



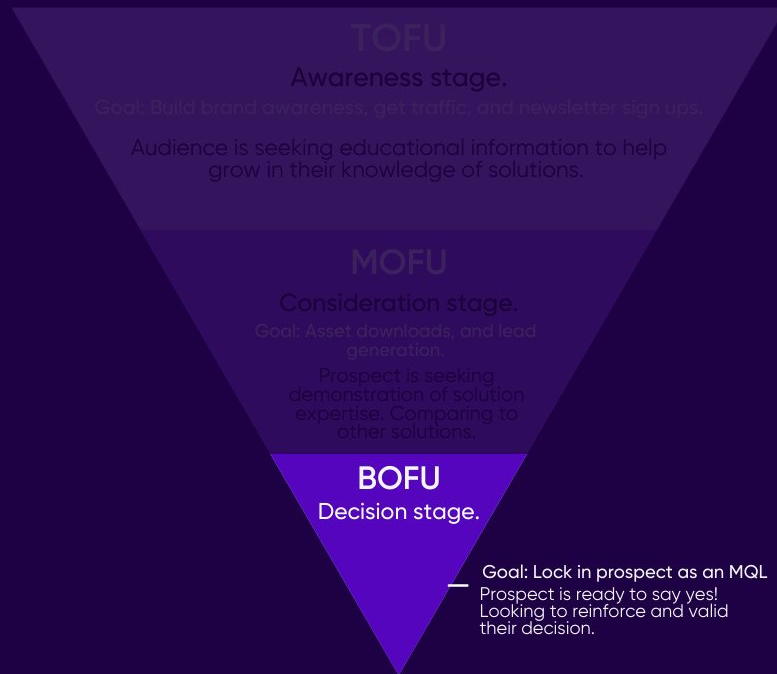


Mary requests a demo.



...and our job here is done.

## Where Mary is at in the content funnel:



Part IV:  
How much content you need for  
each part of the funnel.



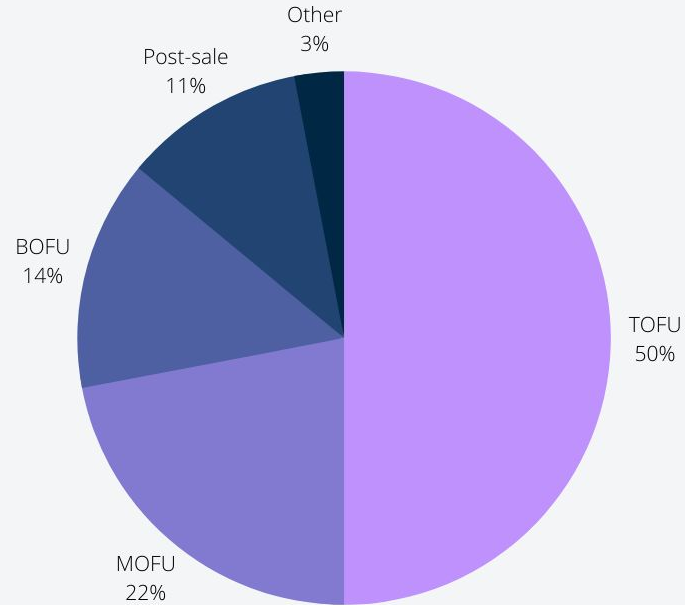
Top-of-funnel content should make up the majority of the content you create.

On average, 5% of website visitors convert to MQLs at some point.

So, if you want 100 MQLs a month, your TOFU content needs to generate at least 2000 unique visitors a month.

Give yourself the best shot at reaching your goals by loading up the top of that funnel.

Percentage of total content B2B marketers created for content marketing purposes in the last 12 months.\*



\*Source: B2B Content Marketing 2020

The success of **ALL** your content  
depends on your **TOFU** content.

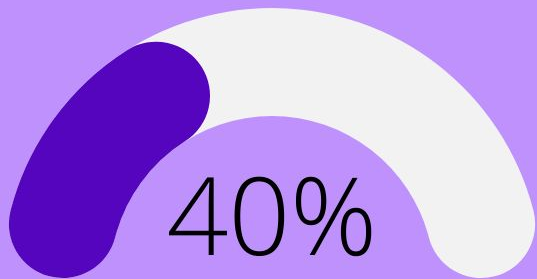


Part V:  
**Why keyword research is key to  
TOFU success.**

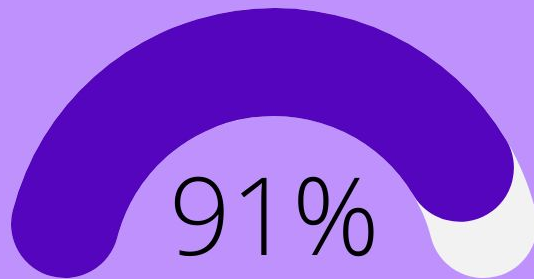


# Let's talk about the importance of organic search, again.

Did you know...



The blog accounts for 40% of our website traffic?



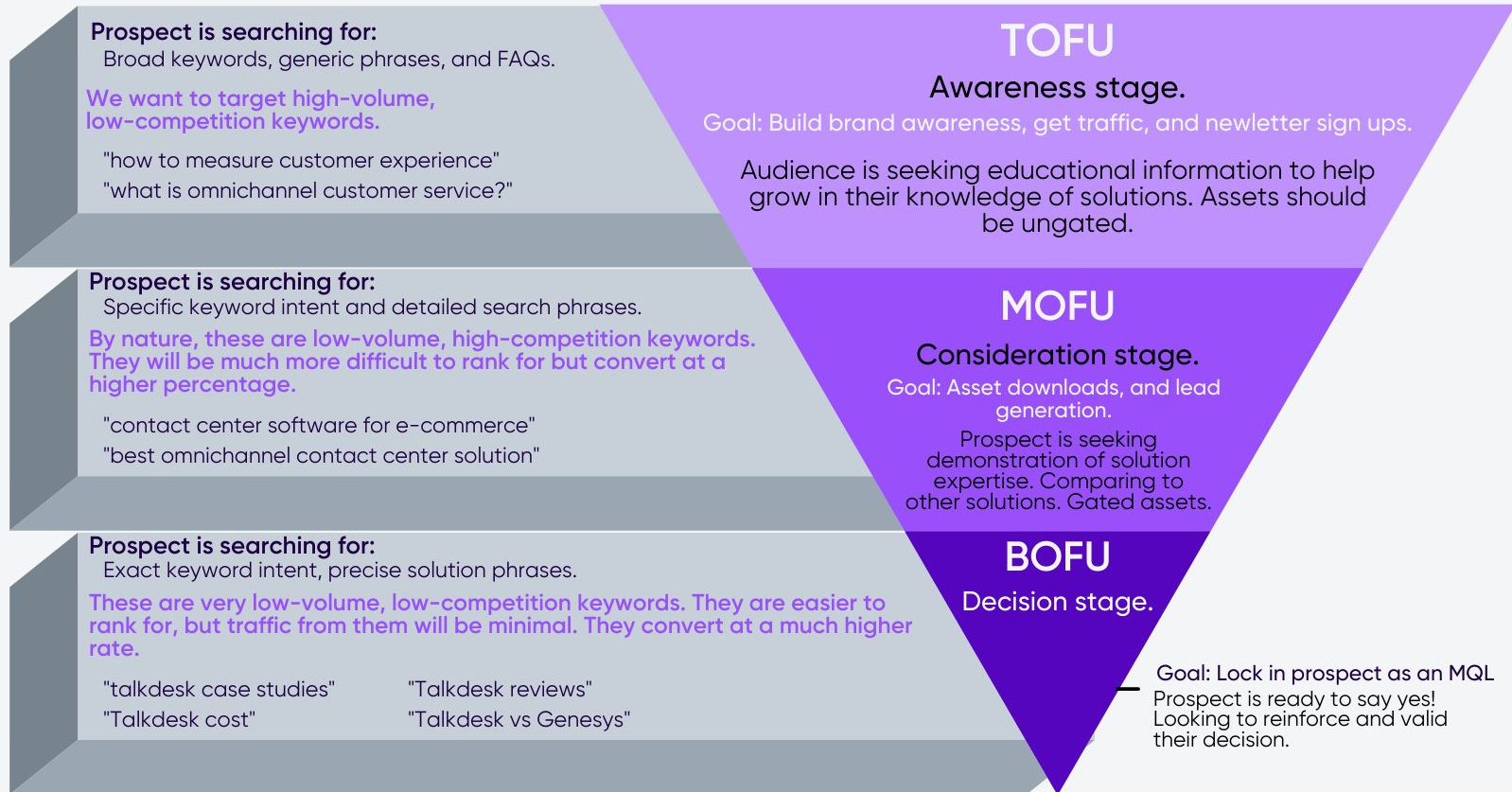
And 91% of our blog traffic comes from organic search?

This means that organic search is the best channel to attract the largest audience.



Making keyword research crucial to TOFU success.

# Types of keywords prospects search at each stage of the funnel.





The content team can help you identify the right keywords for your content funnel.

[Complete this form to request keyword research.](#)



Part VI:

# How to map your content journey.

Plus bonus content: A blank content journey map.



# Step 1: Identify your pillar topic.

This is going to be a very broad topic with high search volume that relates to your industry or solution that speaks to a common pain point a potential prospect may have.

For this example, we are going to use the topic of 'customer experience.'



# Step 2: Build out your pillar blog post by looking at well ranking posts for that topic.

Google your pillar topic and look at the top five organic results. Use them as a guide for creating your piece.

Consider:

What questions do they answer about the topic?

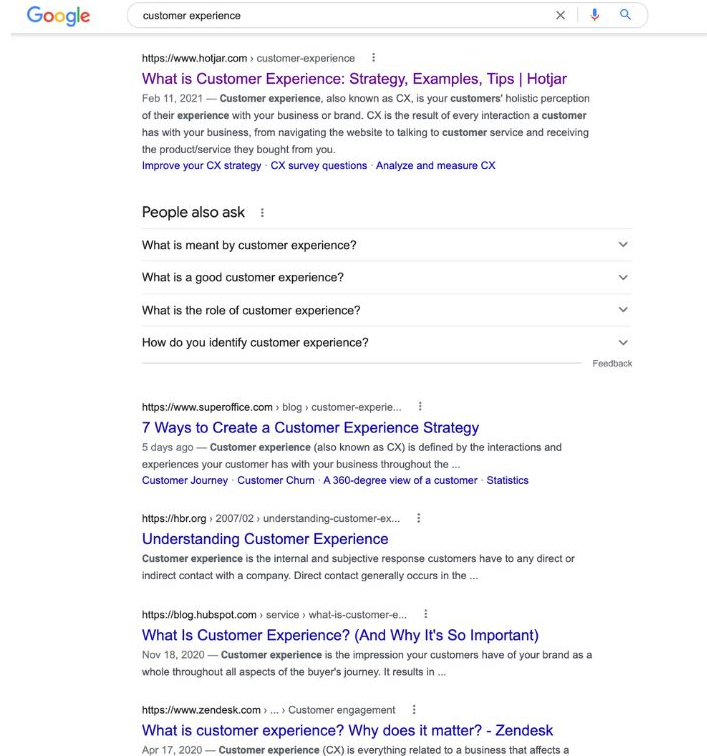
What subtopics do they cover?

How long are they? What's the word count?

How many and what types of images do they have?

Do not reinvent the wheel. If these 5 posts rank well for your keyword, their formula works (don't copy word-for-word, though!).

If done right, this post should generate the majority of unique visitors you need to hit your MQL goal.



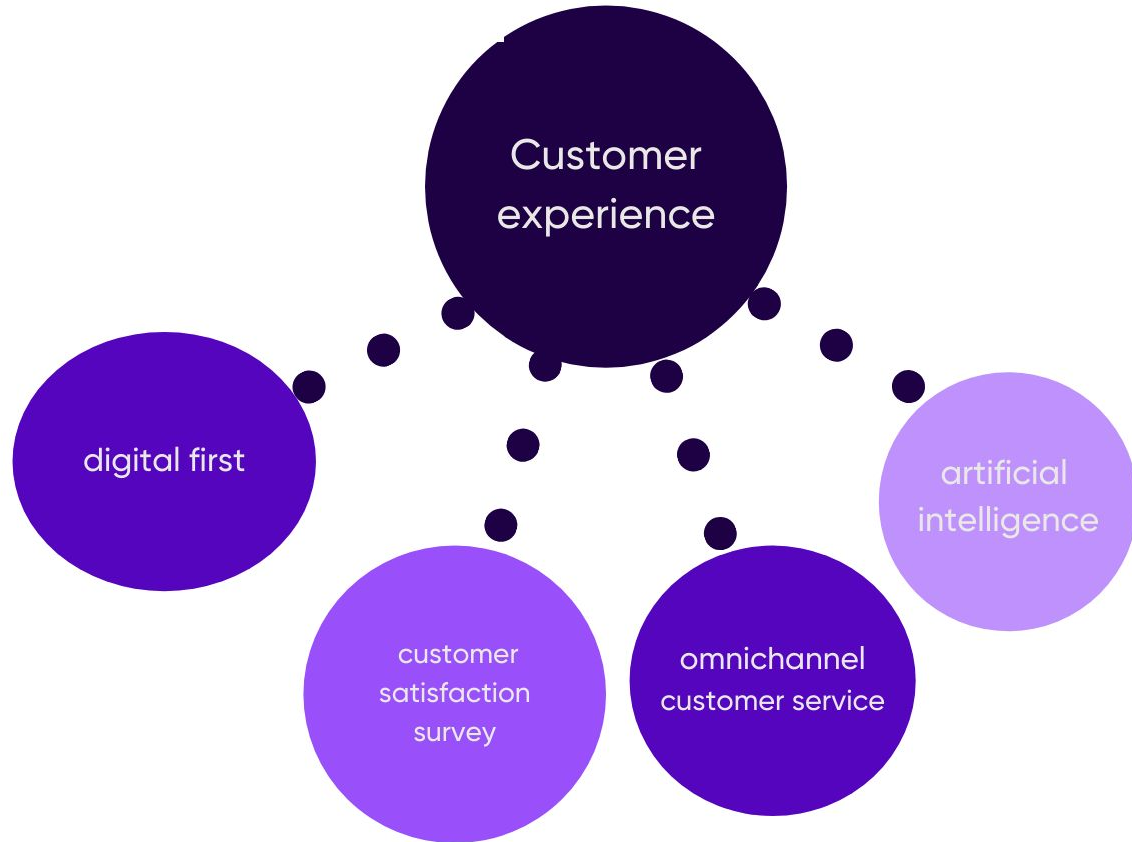
The image shows a Google search for "customer experience". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, the first result is from Hotjar: "What is Customer Experience: Strategy, Examples, Tips | Hotjar", dated Feb 11, 2021. Below this is a "People also ask" section with four questions: "What is meant by customer experience?", "What is a good customer experience?", "What is the role of customer experience?", and "How do you identify customer experience?". Below that is a result from SuperOffice: "7 Ways to Create a Customer Experience Strategy", dated 5 days ago. Next is a result from HBR: "Understanding Customer Experience", dated 2007/02. Then a result from HubSpot: "What Is Customer Experience? (And Why It's So Important)", dated Nov 18, 2020. Finally, a result from Zendesk: "What is customer experience? Why does it matter? - Zendesk", dated Apr 17, 2020.

### Step 3: Identify additional content topics that fall under our pillar topic.

Two to four topics is sufficient.

We are building out our TOFU content for the awareness stage, so these topics should be simple, high-level, and educational topics.

We are also gathering ideas for potential topics to deep dive into for MOFU content.

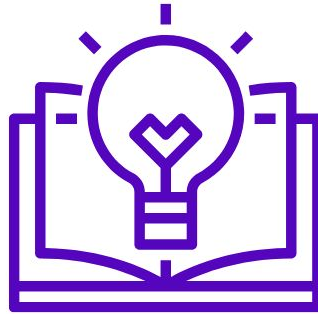


## Step 4: Create 5-8 pieces of TOFU content.

Remember—we want to keep these pieces very high-level. Think '101-type' content.

The goal of this content is to:

- Drive traffic.
- Provide basic, high-level information on a topic. Think of it as a Wikipedia article or asset.
- Brand awareness—get the Talkdesk brand and name in front of as many people as possible.



Types of TOFU content:

- Blog posts.
- Press releases.
- Infographics.
- Checklists.
- Explainer videos.
- Newsletters.
- '101' eBooks.
- Tip sheets.
- Surveys and quizzes.
- Events.

# Example of how to plan your TOFU content.

Remember—we want to keep these pieces very high-level. Think '101-type' content.

## Pillar topic: customer experience

Blog post or asset?	Content type?	Targeted keyword(s)?	Title?
Blog post	Pillar post	customer experience what is customer experience how to improve customer experience How to measure customer experience	Customer experience: What it is, how to measure it, and how to improve it.
Blog post	Blog post	customer experience trends	Top 5 customer experience trends for 2021
Blog post	Blog post	digital first	Why a digital-first strategy is crucial to the customer experience
Asset	Infographic	AI customer experience	The future of AI in the contact center and how it will transform the customer experience
Asset	Templates	customer satisfaction survey	5 customer satisfaction survey templates for your contact center
Blog post	Blog post	omnichannel customer service	Why every organization should adopt an omnichannel customer service strategy

Remember—the point of this content is to move prospects from the top of the funnel to the middle of the funnel.

Therefore—this content should be used as a CTA on every piece of TOFU content.



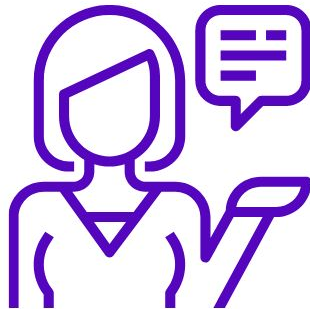


## Step 5: Create 2-3 pieces of MOFU content.

This is more in-depth, high-value, (usually) gated content that will show our expertise on the topic.

The goal of this content is to:

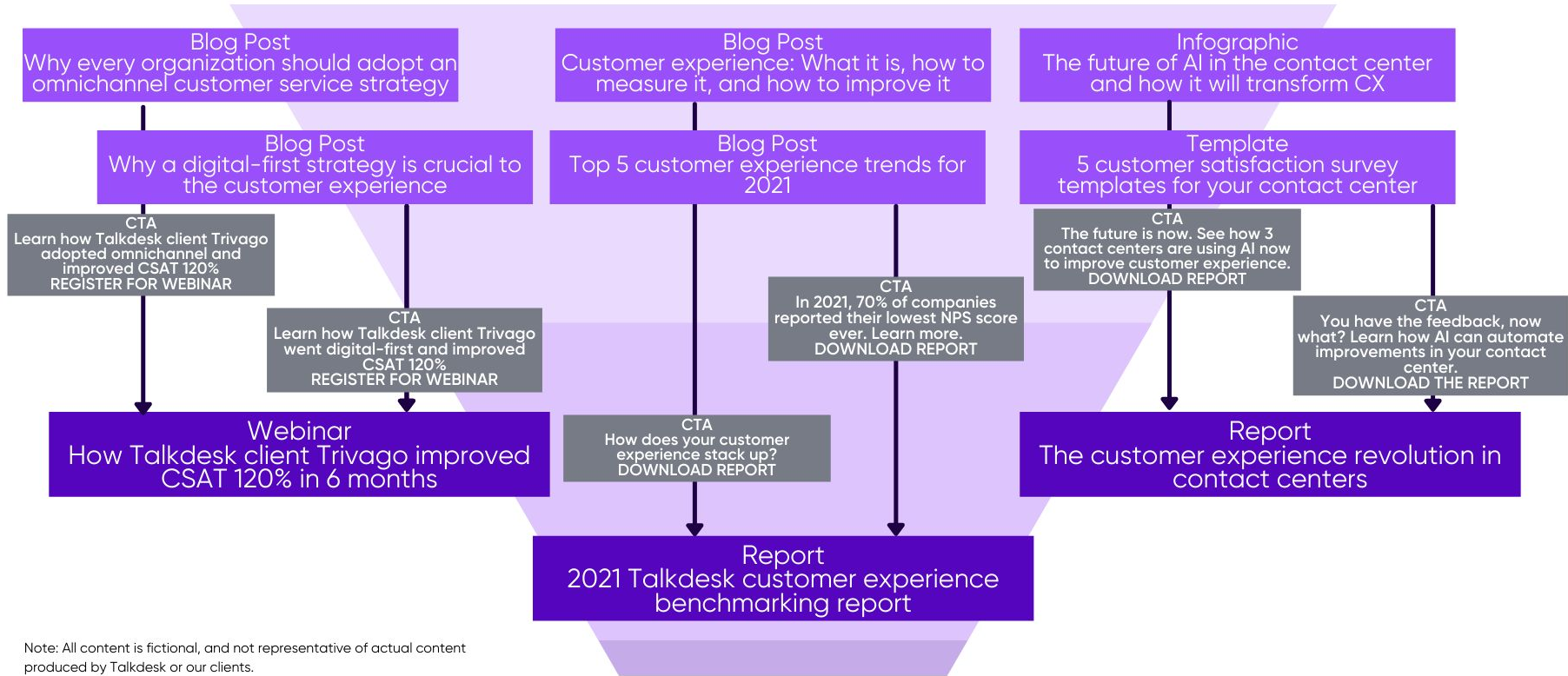
- Provide valuable enough content that a prospect wants to provide their information in exchange for the content.
- Demonstrate that Talkdesk is an expert on the topic.
- Demonstrate that Talkdesk is a solution that helps organizations become experts, too.



Types of content:

- Webinars.
- eBooks and whitepapers.
- Research reports.
- Case studies.
- Product and spec sheets.
- Demo videos.
- Buyer guides.
- Reviews and testimonials.

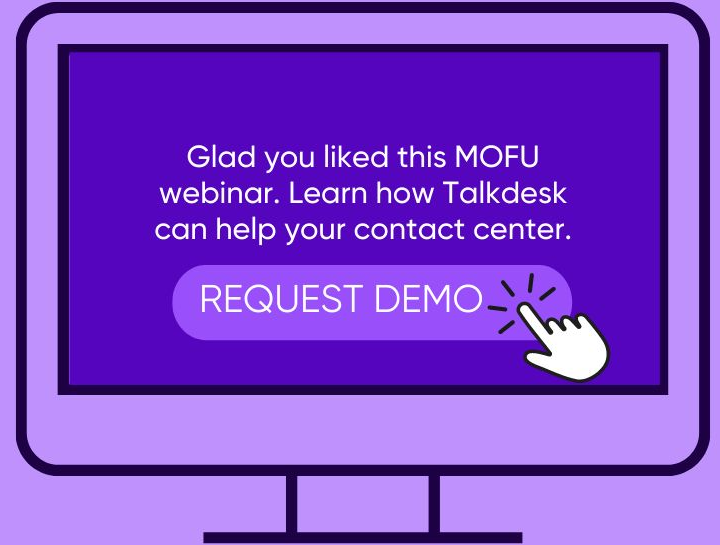
# Step 6: Mapping the content journey from TOFU to MOFU.



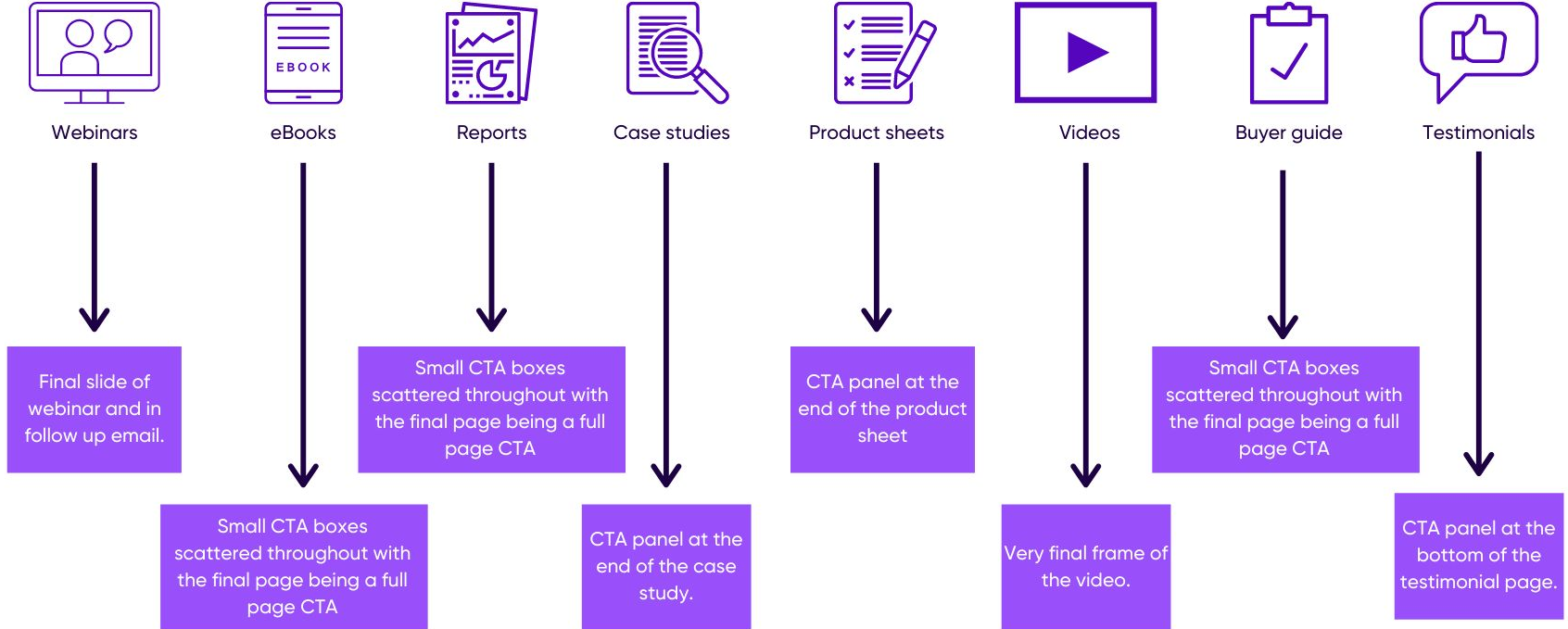
Note: All content is fictional, and not representative of actual content produced by Talkdesk or our clients.

Remember—the point of this content is to move prospects from the middle of the funnel to the bottom of the funnel.

Therefore—this content should be used as a CTA in every piece of MOFU content.



# Where should the CTA go in a MOFU piece of content?

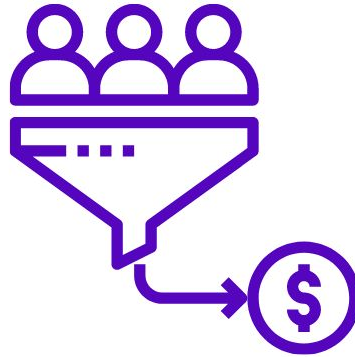


## Step 7: Identify your BOFU content.

This is a final step that will indicate that categorizes the prospect as an MQL.

The goal of this content is to:

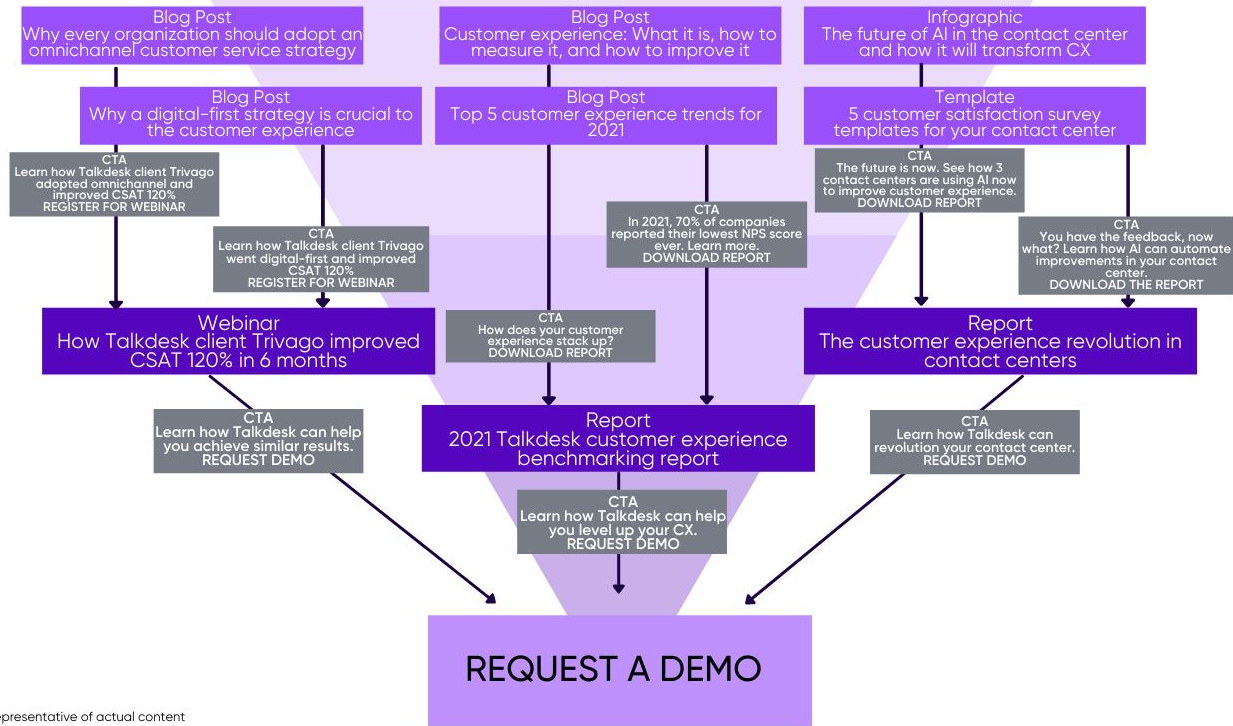
- Lock in the prospect as an MQL.
- Provide enough information to reinforce and validate Talkdesk as a solution.
- Overcome objections and hesitation the prospect may have before being contacted by sales.



Types of content:

- Product demo.
- Competitor comparison spec sheets.
- Pricing quotes.

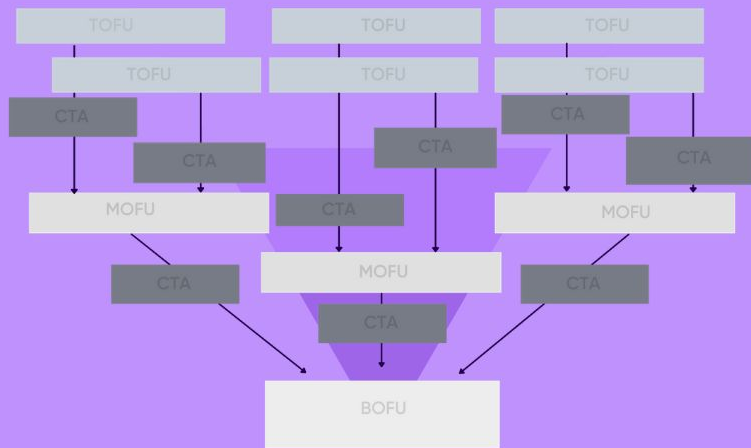
# Your final content funnel.



Note: All content is fictional, and not representative of actual content produced by Talkdesk or our clients.

# Ready to get started?

Get a blank copy of this content funnel to begin planning your content strategy.



Part VII:  
KPIs to measure success at each  
stage of the funnel.

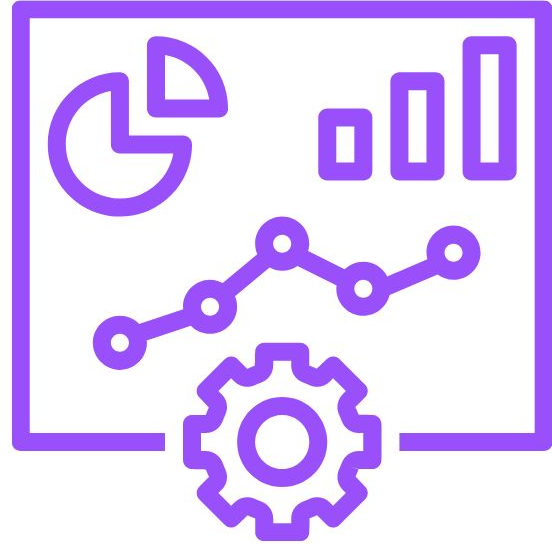




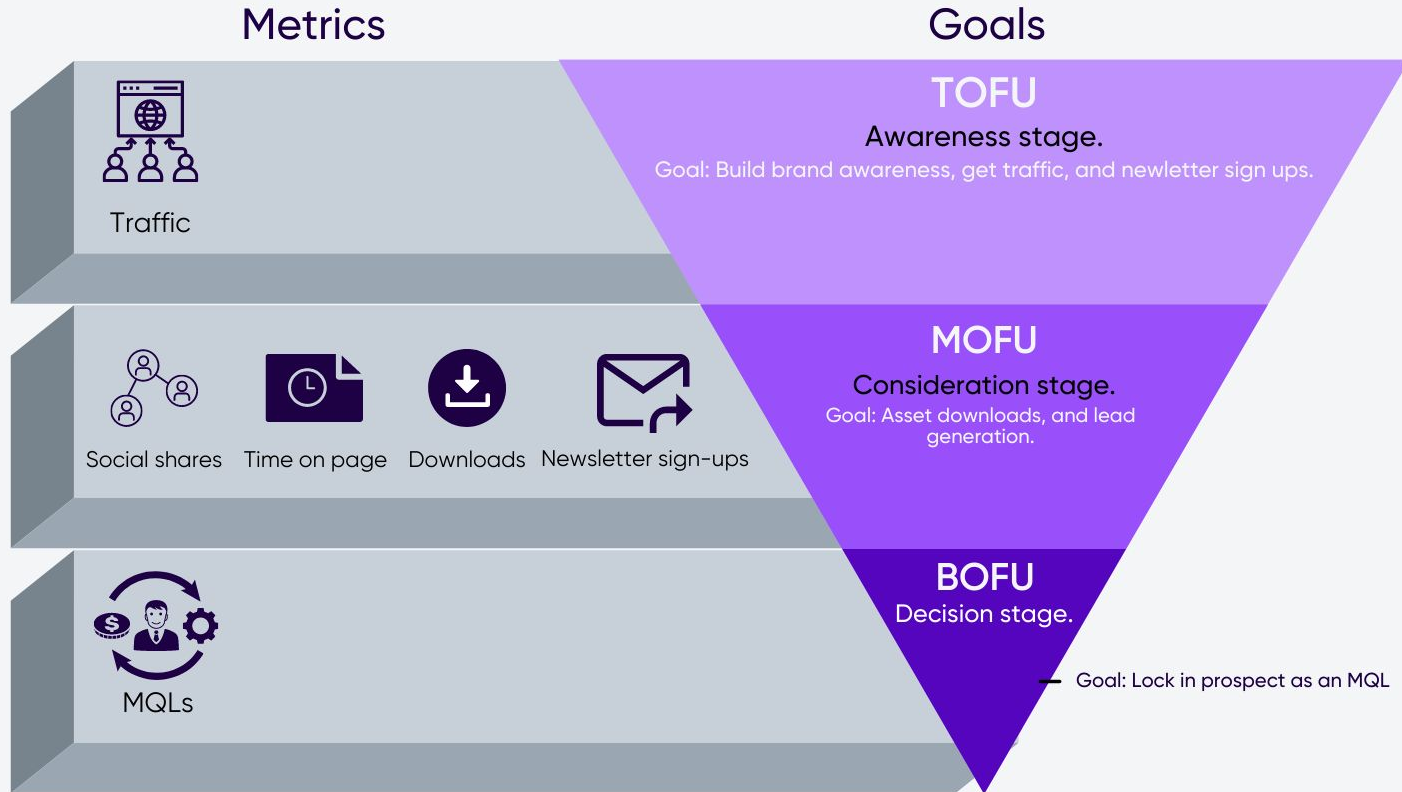
# Measuring the performance of your content strategy.

Measuring the performance of your content is key to success. The data will help you:

- Quickly establish benchmarks for content.
- Help you identify weak points in your content funnel.
- Determine which topics and what types of content work best for your audience.
- Zero in on a strategy that you know works and can be replicated for every campaign.



# KPIs to measure the performance of each funnel stage.



Resources:  
Helpful eBooks and reports on  
content marketing.



# Resources

- [Content mapping toolkit by Kayak.](#)
- [Mapping B2B content to each stage in the sales funnel by BrightTALK.](#)
- [B2B sales funnel conversion rate benchmarks by kalungi.](#)
- [Betach's guide to content strategy.](#)
- [CMI's B2B content marketing 2020: Benchmarks, budgets, and trends report.](#)