



Content Marketing Starter Kit for Sales Teams



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More than ever before, prospective clients are turning to the internet to do research before they place their advertising buys. So if broadcasters want to engage these prospects early in the buying process, they need to create content that can be found online.

This kit will help you develop that content.

This strategy — creating online content to engage with potential clients — is called Content Marketing. It is a powerful way for broadcasters to generate qualified sales leads.

[See this video for a quick overview.](#)



Step 1: Develop Personas

Who are your stations potential clients? Before you brainstorm a list of questions that these clients might have, draw up some personas representing the different people involved in the buying process. Use the following worksheets (make additional copies if you need).

Aspects to Consider

- Job Title
- Business Type
- Industry
- Time on the Job
- Size of Budget
- Role in the Buying Process
- Works Directly With
- Level of Experience with Broadcasting
- Responsibilities
- Concerns
- Seasonal Factors



Sample Personas



Julie

Title: Marketing Director

Business Type: Car Dealership

Industry: Automotive

Time on Job: 5+ years

Size of Budget: \$50,000/year

Works with: Owner of dealership chain

Experience with Broadcasting: Returning customer

Responsibilities: Driving customers into the showroom

Concerns: Rising gas prices

Seasonal Factors: Places annual budget in January



Peter

Title: Account Executive

Business Type: Ad Agency

Industry: Marketing and Advertising

Time on the Job: 6 months

Size of Budget: \$200,000+

Works with: His clients, national fast food chains

Experience with Broadcasting: Very little

Responsibilities: Placing ads for national chains' campaigns

Concerns: Advertising client is happy

Seasonal Factors: Summer is the key season

Personas



Name: _____

Title: _____

Business Type: _____

Industry: _____

Time on Job: _____

Size of Budget: _____

Works with: _____

Experience with Broadcasting: _____

Responsibilities: _____

Concerns: _____

Seasonal Factors: _____

Other: _____



Name: _____

Title: _____

Business Type: _____

Industry: _____

Time on Job: _____

Size of Budget: _____

Works with: _____

Experience with Broadcasting: _____

Responsibilities: _____

Concerns: _____

Seasonal Factors: _____

Other: _____

Personas



Name: _____

Title: _____

Business Type: _____

Industry: _____

Time on Job: _____

Size of Budget: _____

Works with: _____

Experience with Broadcasting: _____

Responsibilities: _____

Concerns: _____

Seasonal Factors: _____

Other: _____



Name: _____

Title: _____

Business Type: _____

Industry: _____

Time on Job: _____

Size of Budget: _____

Works with: _____

Experience with Broadcasting: _____

Responsibilities: _____

Concerns: _____

Seasonal Factors: _____

Other: _____

Step 2: Brainstorm Questions

Now that you have personas, consider each stage of the buying process: early, middle, and late. What types of questions will each of your potential clients be asking? Here are some examples:

- **Early Stage**
 - **Is my company ready to advertise?**
 - **How large should my company's marketing budget be?**
 - **What is the best way to measure the success of an advertising campaign?**

- **Middle Stage**
 - **Who is my company's target demographic?**
 - **Which medium(s) should my company use to advertise?**
 - **When should my company advertise?**

- **Late Stage**
 - **Which station(s) should my company advertise on?**
 - **What questions should I ask my salesperson?**
 - **How do I create compelling ads?**



Early Stage Questions

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Middle Stage Questions

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Late Stage Questions

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Step 3: Brainstorm Content Pieces

Next, develop a list of pieces of content that could answer each of these questions.

Content can take many different forms:

- Advice Columns
- Case Studies
- Events
- Interviews
- Lists
- Podcasts
- Quizzes
- Slideshows
- Videos
- Webinars
- White papers
- Worksheets

Content can also be tailored along different dimensions:

- Industries
- Job title of the audience
- Holidays and events



TIP: The same content can often be repurposed in different formats. For example, you could create a white paper, webinar, and a business lunch presentation on “How to Decipher the Nielsen Ratings.”

Early Stage Content

- Title: _____

- Format: _____

Middle Stage Content

- Title: _____
 - Format: _____

Late Stage Content

- Title: _____

- Format: _____

Step 4: Assign Responsibilities

Now that you've developed a list of content to create, use this chart to assign each piece to a staff member.

	Content Title	Format	Staffer	Due Date
Early				
•	_____			
•	_____			
•	_____			
Middle				
•	_____			
•	_____			
•	_____			
Late				
•	_____			
•	_____			
•	_____			

Looking Ahead

Creating the online content is just the first step. Then you will set up a campaign to promote your content and attract leads. Here's what you can expect to do next:

- Work with your webmaster to:
 - Decide where the content will live online
 - Optimize the content for search engines
 - Set up forms to capture contact information from people who access the content
 - Develop a lead nurturing email campaign to engage with potential buyers who have accessed the content
 - Measure the content marketing campaign to find ways to improve performance
- Work with your programming and promotion departments to:
 - Promote the content over the appropriate social networks
 - Promote the content on the air



I am here to help! Please email me with any questions you may have. When you have your content and are ready to take the next steps above,;

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