



# Digital Blueprint

Weekly Growth & Marketing Insights

Creating content that stands out is becoming harder and harder every day.

**If you want to survive and even thrive online, you need to find a way to create relevant content** that showcases your expertise and builds trust.

The problem is that the content playbooks that worked just a couple of years ago aren't working anymore. **You need a new formula for content creation**, one made for a post-AI world. In this email, we're going to share exactly what it looks like.

A couple of years ago, content creation was easy.

Small businesses could hire someone to create keyword-focused content for them at a low price. We're talking about standard how-to guides and informative listicles that anyone with basic research and writing skills could create.

Fast-forward to today, and the scenario is different.

**Simple articles won't cut it anymore.**

*People want depth.*

We live in a world where anyone, expert or not, can create vast amounts of content with the click of a button.

And the problem is not the quantity.

**The real problem is that your potential buyers are no longer interested in this type of content.** They've checked out.

They're tired of reading generic content that sounds like it was written by a bot.

Instead, they want content from reliable experts who answer their questions with real-life examples.

*So, if you want your brand to thrive in today's online world, that is exactly what you need to give them.*

You need to create content that speaks directly to your audience, addresses their needs, and uses storytelling and subject-matter expertise to provide real value.

Of course, that sounds easier said than done.

That's why we want to share **3 steps you need to take to create content that attracts your dream customers, builds your authority, and gives them exactly what they're looking for:**

### **#1: Understand your audience.**

Most business owners skip this step when it is, in fact, the most important. Understanding your audience is crucial to creating high-impact content. And we're not talking about finding the latest study online or looking at Statista. We're talking about scheduling customer interviews, filling out the job-to-be-done framework (see the video linked below), and collecting feedback from your sales calls. You need to know what YOUR very specific audience needs, wants, and asks in order to create content that they are interested in.

### **#2: Address their needs first.**

In the past, companies focused on targeting high-volume keywords to drive more traffic to their websites. This is precisely what led to the large amounts of low-quality content made for search engines instead of for people. If you want to create content that attracts your dream customers, you need to focus on creating content that answers the questions you found in step one, regardless of the keywords. This way, you serve your target market first instead of catering to Google and its bots.

### **#3: Weave in your experience.**

The final step of this new content framework is key if you want to build thought leadership and trust. To attract your dream customers, you must share your point of view and explain exactly how you help them. This is the only way you can stand out from the crowd. For every content piece you create, ask yourself if it includes real-life examples based on your opinions and expertise. If it doesn't, it will most likely blend in with the rest of the content out there.

As we said, **creating high-impact content is not easy**. It means going beyond the superficial and digging into your expertise to find

the stories worth sharing with your audience.

Give those 3 steps a chance, and you will start to attract the right audience. **And if you need help aligning your content with the rest of your digital marketing efforts to turn leads into customers, [reach out to us](#).**

Our [Total Marketing Package](#) is the best way to combine all your marketing efforts and drive results for your business.


### **Growth Tip: Establish Your Buyer Personas**


When gathering data and information about your audience, you need to turn it into actionable insights your marketing team can use. A great way to do this is by creating buyer personas. HubSpot has [free buyer persona templates](#) you can use to define your target customers so you always know who your content should speak to.

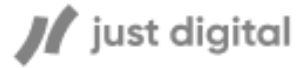
### **What Else We're Watching**

[Clay Christensen: The Jobs to be Done Theory, by HubSpot Academy](#)

Customer research is at the core of successful marketing. This short video explains one of the most famous frameworks for understanding the real value your product and services provide to your customers.

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