

Content Management exercise

Module TM 06: Content Generation

Group exercise

Content generation requires the development of strategy. It may vary depending on the level of customer lifecycle stage.

1. At first get familiar with the 4 stages
 - REACH. Grow your audience online. *'Reach' involves building the awareness of your brand, products and services on other websites and in offline media to build traffic to different web presences like your main site, microsites or social media pages. It involves maximising reach using continuous inbound communications and planned campaigns to create multiple interactions using different paid, owned and earned media touchpoints.*
 - ACT. Encourage brand interactions and leads. *'Act' is short for Interact. It's a separate stage from conversion, since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers. It's about persuading site visitors or prospects to take the next step, the next Action on their journey, when they reach your site or social network presence.*
 - CONVERT. Increase online and offline sales through optimisation. *This is the conversion from lead to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online E-commerce transactions or offline channels.*
 - ENGAGE. Build customer loyalty and advocacy. *This is long-term engagement, that is, developing a relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, e-mail and direct interaction. We're also looking to build advocacy or recommendations through 'word-of-mouth'*
2. Next, think about objectives for each stage, follow the examples in the table.
3. Another step is thinking about the strategy which allows you to reach those objectives. *During the 'reach' stage you should think about selecting the best communications options, 'act' requires prioritising content marketing and customer journeys, with 'convert' you have to create an approach for conversion rate optimisation, and 'engage' requires defining a plan to improve customer retention and engagement.*
4. Finally, you have to check if your strategies bring the expected outcomes. Think about KPIs, what you need to measure to check if you are on track.



Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators (KPIs)
REACH Increase brand awareness and visits to company websites, apps and social network sites.	e.g. 100 unique company website visitors per week till the end of 06.2018	e.g. define key brand messages to grow audience awareness, familiarity and purchase intent	e.g. number of unique visitors
ACT Increase audience interactions with content on company-owned media platforms to generate leads.	e.g. at least 10 new blog articles monthly till the end of 06.2018	e.g. define buyer personas	e.g. time on site
CONVERT Increase conversion rates from leads to sales volumes achieved online or offline.	e.g. 200 orders form AdWords campaign till the end of 06.2018	e.g. define how key online communications (search, e-mail, social, mobile) drive sales	e.g. average order value
ENGAGE Increase long-term customer engagement and loyalty leading to repeat sales and advocacy.			