

The Content Marketing Ideas Matrix

Certain kinds of marketing content are well-suited for a particular stage of the buyers' journey. Here are 11 content ideas that fit comfortably into one stage or another.

| AWARENESS STAGE | CONSIDERATION STAGE | DECISION STAGE |
|---|---|--|
| <i>Goal: Help reader understand the root of their problem and introduce solutions</i> | <i>Goal: Help reader zero in on the best *type* of solution for their problem.</i> | <i>Goal: Help reader see what exactly your solution does and why it's best for them.</i> |
| 5 Reasons You're Experiencing [Symptom Related to Problem You Solve] | Comparison: Solution X vs Solution Y | FAQs (Be specific!) |
| Example: 5 Reasons There's Water Under Your Dishwasher (Appliance Repair) | Example: Manual vs Electric Coffee Grinders: Which Is Best for You? (Coffee Specialty Shop) | Example: 5 Common Questions People Ask Us About Installing an AC Unit (HVAC Company) |
| 5 Types of [Symptoms] and What Might Be Causing Them | What to Look for in a [Solution to Problem You Solve] | Case studies and success stories |
| Example: 5 Common Anxieties Content Marketers Face and What Could Be Causing Them (Marketing Agency) (Marketer) | Example: 5 Qualities to Look for When Choosing a Divorce Lawyer (Divorce Lawyer) | Example: How We Turned a 1970s Kitchen into a Modern Culinary Hub (Interior Designer) |
| Best Practices for [Solving Your Problem] | Best Ways to Solve [Your Problem] | An Honest Review of Your Product/Services -- Pros and Cons |
| Example: 5 Best Ways To Get Your Kid to Do Their Homework (Tutoring Service) | Example: The Comprehensive Guide to Treating Your Back Pain (Chiropractor) | Example: An Honest Review of Our Google Display Ads Services (Digital Marketing Agency) |
| | 5 Problems With [A Solution You Offer ... or Someone Else Offers] | How Your Product or Service Works |
| | Example: The 5 Biggest Problems With Using Wordpress for an E-Commerce Website (Wordpress Web Designer) | Example: A Step-By-Step Guide to How We Care For Your Yard (Landscaping Company) |
| and/or | | |
| What questions do your prospects and customers ask? | | |

Brought to you by ...



squarelydigital.com