

**STORYDRIVEN
MARKETING**



ACADEMY



MODULE
Workbook **4**

**CREATING YOUR STORYDRIVEN
CONTENT STRATEGY**

EXERCISE 1:

Assignment: Break the process down into five campaigns and collect relevant content topics for each

CUSTOMER JOURNEY - - - - MARKETING FUNNEL - - - -

STORYDRIVEN CONTENT STRATEGY

CAMPAIGN 1

UNAWARE → PROBLEM AWARE



CAMPAIGN 2

PROBLEM AWARE → SOLUTION AWARE



CAMPAIGN 3

SOLUTION AWARE → PRODUCT AWARE



CAMPAIGN 4

PRODUCT AWARE → CONVERSION



CAMPAIGN 5

CONVERSION → TRANSFORMATION



Campaign 1: Unaware to Problem Aware

TASK

Look at your Module 3, Exercise 1 worksheet and transfer across your notes from the "Steps in this phase" section. Then research and collect relevant content topics for each step.

STEPS IN THIS PHASE

Transfer across from Module 3, Exercise 1

1. _____

3. _____

2. _____

4. _____

TOPICS STEP 1

Collect using keyword research, VOC, questions, pain points, objections, forum mining, etc.

TOPICS STEP 2

TOPICS STEP 3

TOPICS STEP 4



Campaign 2: Problem Aware to Solution Aware

TASK

Look at your Module 3, Exercise 2 worksheet and transfer across your notes from the "Steps in this phase" section. Then research and collect relevant content topics for each step.

STEPS IN THIS PHASE

Transfer across from Module 3, Exercise 2

1. _____

3. _____

2. _____

4. _____

TOPICS STEP 1

Collect using keyword research, VOC, questions, pain points, objections, forum mining, etc.

TOPICS STEP 2

TOPICS STEP 3

TOPICS STEP 4



Campaign 3: Solution Aware to Product Aware

TASK

Look at your Module 3, Exercise 3 worksheet and transfer across your notes from the "Steps in this phase" section. Then research and collect relevant content topics for each step.

STEPS IN THIS PHASE

Transfer across from Module 3, Exercise 3

1. _____

3. _____

2. _____

4. _____

TOPICS STEP 1

Collect using keyword research, VOC, questions, pain points, objections, forum mining, etc.

TOPICS STEP 2

TOPICS STEP 3

TOPICS STEP 4

Campaign 4: Product Aware to Conversion



TASK

Look at your Module 3, Exercise 4 worksheet and transfer across your notes from the "Steps in this phase" section. Then research and collect relevant content topics for each step.

STEPS IN THIS PHASE

Transfer across from Module 3, Exercise 4

1. _____

3. _____

2. _____

4. _____

TOPICS STEP 1

Collect using keyword research, VOC, questions, pain points, objections, forum mining, etc.

TOPICS STEP 2

TOPICS STEP 3

TOPICS STEP 4



Campaign 5: Nurturing the Customer Journey

TASK

Look at your Module 3, Exercise 5 worksheet and transfer across your notes from the "Steps in this phase" section. Then research and collect relevant content topics for each step.

STEPS IN THIS PHASE

Transfer across from Module 3, Exercise 5

1. _____

3. _____

2. _____

4. _____

TOPICS STEP 1

Collect using keyword research, VOC, questions, pain points, objections, forum mining, etc.

TOPICS STEP 2

TOPICS STEP 3

TOPICS STEP 4

Creating Your Strategy

Aside from the topics, an effective content strategy considers three key variables...



Effective content strategy

STRATEGIC CONSIDERATIONS

EXERCISE 2:

Assignment: For each content topic identified in Exercise 1, fill in the following content brief. You can copy the blank table as often as necessary.

CONTENT BRIEF

<p>Campaign</p> <p><i>Note down the campaign, which step the topic relates to, and the conversion goal for this content asset - You can find these in your module 3 workbook</i></p>	
<p>Topic</p> <p><i>Identify the overarching topic you want to talk about to move your prospect through the step & conversion goal detailed above</i></p>	
<p>Hub Content Asset</p> <p><i>Decide what kind of content asset you want to create on this topic (blog article, video, podcast, etc.) and give it an appealing title</i></p>	
<p>Distribution Channel & Publication Date</p> <p><i>Decide which channel(s) you will distribute the hub content asset on and when (e.g. own podcast, guest podcast, blog)</i></p>	
<p>Spokes / Sub Topics</p> <p><i>Break the big hub topic down into sub topics. These become your "spokes" or ways of repurposing chunks of content across different channels, e.g. social media</i></p>	
<p>Spokes Distribution Channels</p> <p><i>Decide where you'll distribute the repurposed content, E.g. Written posts published to Facebook and Instagram, then filmed into short educational videos for TikTok and as Instagram reels.</i></p>	
<p>Spokes Publishing Schedule</p> <p><i>Outline when you'll publish spokes content on which channel. Best to space it out and intersperse with spokes from other topics</i></p>	
<p>Narrative positioning</p> <p><i>Refer to your customers' internal narrative arc to position the topic in a way that appeals to them & they can relate to.</i></p>	

CONTENT HIERARCHY



Your storydriven content strategy is a hierarchy, where every piece of content relates to everything above it...

