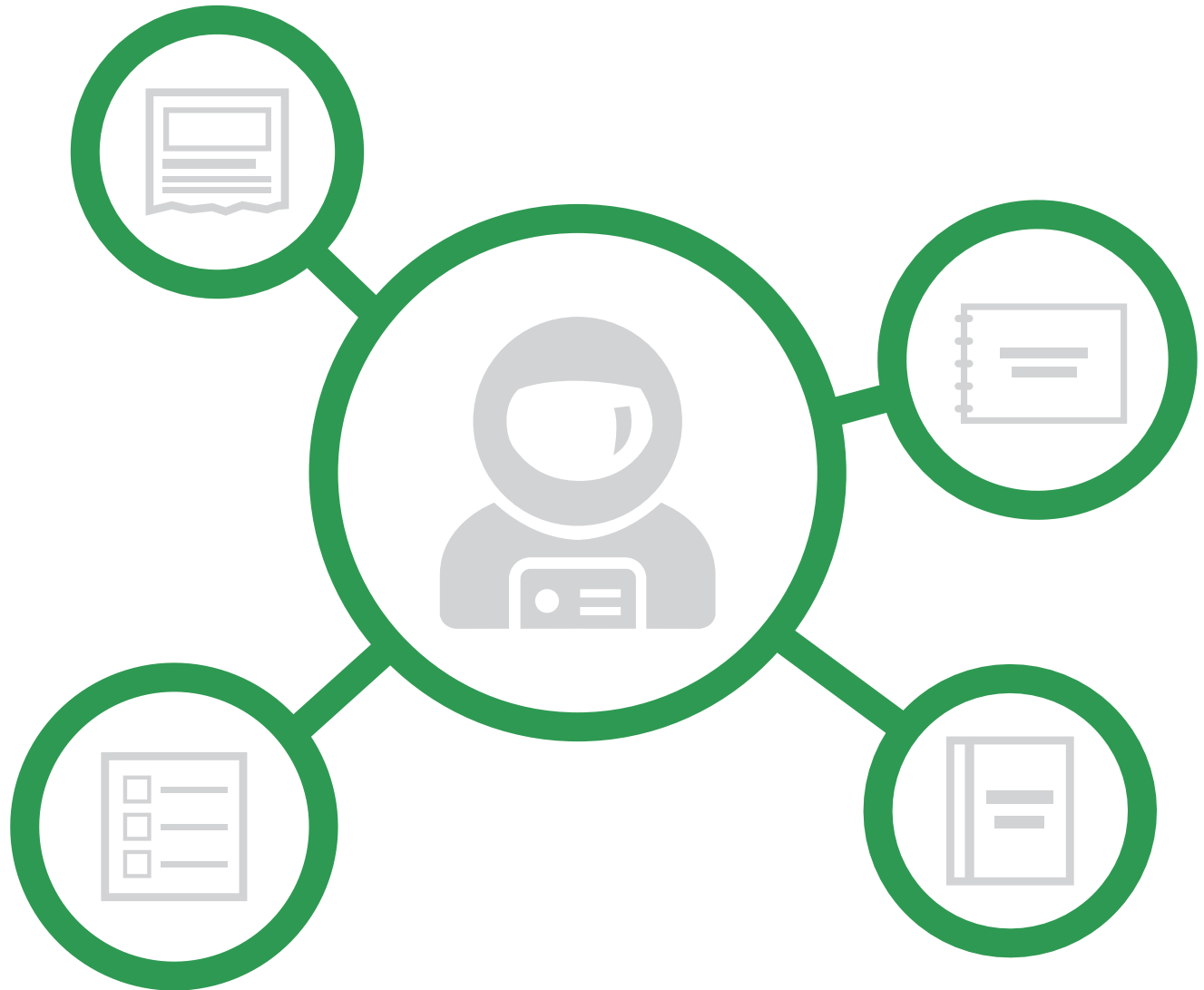


Inbound Marketing WorkSheet

This exercise teaches you the basics to creating an Inbound Marketing campaign by guiding you through a few basic steps in identifying a customer person and organizing content for them.



Tip: Read the TipSheet and learn some helpful hints for greater success in this exercise.



[Get TipSheet](#)



The Buyer's Journey

The buyer's journey outlines the three phases of research for your customers leading up to a purchase. Clearly identifying these stages will help you create content that will help educate them more effectively.



Awareness Stage

Leads in the Awareness Stage are often experiencing a problem but don't quite understand it.

At this stage, leads are looking to learn more about their problems.

Consideration Stage

Leads in the Consideration Stage understand their problem and are learning all the different solutions.

At this stage, leads are looking for all the solutions available.

Decision Stage

Leads in Decision Stage know their problem and what solution they want.

At this stage, leads know the subject well and have options already outlined. They are ready to make a purchase.

The Scenario

You are creating an inbound marketing campaign for ***Alexander McBuzz***, luxury boot maker for astronauts.

Based on a customer persona we provide, you are going to plan an inbound content campaign and outline a piece of content to help sell some fancy moon boots!



The Customer Persona

Customer personas are fictional representations of your ideal customer. They are crafted with heavily researched data and serves as the foundation of Inbound Marketing. Every piece of content you create will either solve one of your persona's problems or further one of their goals.

Here is a fictional customer persona for you to use for the exercises.

Customer Persona



Persona Name

Astronaut Alan

Job Goals

Walking on the moon.
Taking giant leaps for humans.

Job Challenges

It's hard to walk on the moon.



Exercise 1: Identify keywords

Before we create content for your personas, we need to get inside their brains and think about what they would look up when they're going to buy your product. Without optimizing your content and web pages around relevant keywords, your customers are not going to be able to find your content.

Fill in the blanks below with keywords that Astronaut Alan would search.



Exercise 1: Identify keywords (examples)

These are some keywords we would target to create content for Astronaut Alan. Notice how we didn't put in the company name. The keywords you outline are phrases that qualified leads would search. We don't necessarily want visitors who are interested in purchasing earth-bound shoes.

Fancy Space Boots



Luxury Footwear for Space



Moonwalking Accessories



Shoes for the Moon



Boots for Astronauts



Best Practices for Moon Walking





Exercise 2: Plan content for campaign

As we advised in our *Inbound Marketing TipSheet*, you want to have a good variety of content types on each stage of the buyer's journey. On the next page we provided a set of content type cards for you to cut out and place into the CampaignContent Outline below.

Campaign Content Outline

Awareness

Consideration

Decision



Exercise 2: Plan content for campaign

Cut these cards out and place it on the Campaign Outline.



Blog Post



Video



eBook



Checklist



How-To Guide



Report



Exercise 3: Plan content for campaign (examples)

This is how we organized the content types for our campaign. Blog posts and videos are simple enough for leads to digest and learn more about their problems. How-to Guides and Checklists can inform leads on solutions while the eBook and Report are juicier pieces of content that will help leads make their decision.

Campaign Content Outline

Awareness



Blog Post



Video

Consideration



How-To Guide



Checklist

Decision



eBook



Report



Exercise 4: Outline Inbound Marketing content

We know our customer persona, identified our keywords to be optimizing around and planned our campaign. Now it's time to outline the details of each piece of content.

Fill out the template below to outline a blog post based on the exercises you've completed.

Content Outline Template

Customer Persona

Astronaut Alan

Targeted Keyword

Buyer Journey's Stage

Awareness

Consideration

Decision

Content Title

Why is this content helpful or valuable to the persona?



Exercise 4: Outline Inbound Marketing content (example)

For this example, we decided to make a blog post for Astronaut Alans in the Awareness stage.

Content Outline Template

Customer Persona

Astronaut Alan

Targeted Keyword

Shoes for the Moon

Buyer Journey's Stage

Awareness



Consideration



Decision



Content Title

10 Space Shoes That You Need for Moon Walks

Why is this content helpful or valuable to the persona?

Astronaut Alan's biggest job challenge is having difficulty in walking on the moon. So this blog post provides footwear options that would make moon walking easier.



Congratulations!

You've finished the exercise portion and now you have a basic understanding of creating an inbound campaign with customer personas and relevant content. If you haven't started creating content for your customers, then take what you have learned and run your own business through the exercise. We even gave you a couple pages after this as a tool to use. Remember, the exercise only serves as an introduction to Inbound Marketing and there's much more to it.

It's a lot of work and effort, but the result of maximizing lead generation and delighting your customers is worth it!

Need help with the exercise?

[Get a free assessment](#)



Customer Persona

Persona Name

Job Title

Job Goals

Age

Job Responsibilities

Gender

Job Challenges



Campaign Content Outline

Awareness

Consideration

Decision



Content Outline Template

Customer Persona

Targeted Keyword

Buyer Journey's Stage

Awareness

Consideration

Decision

Content Title

Why is this content helpful or valuable to the persona?