THE CONTENT MARKETING DECISION TREE
Which Type of Content Do You Need?

1 | Are Customers Finding You Online? Is Your Web Traffic Sufficient?

YES
Be sure to MAINTAIN your discovery content efforts, while checking to see if other areas of the journey need more attention.

Consider:
√ Blog Articles - 2-4X/month
√ Social Media - Ongoing

NO
You need content to BOOST Brand Discovery.

Consider:
√ Long SEO blogs
√ Published Articles
√ Thought Leadership Campaigns
√ Social Media
√ Postcards / Direct Mail
√ Email Nurturing

2 | Is Your Website Generating Enough Leads? Do You Have Both Ungated Content & Top-of-Funnel Gated Content So Prospects Can Start Their Buying Analysis?

YES
Congrats! You have mastered top-of-funnel content. Keep up the great work.

Consider:
√ Blog Articles - 2-4X/month
√ New Gated Content - 1X/quarter

NO
It sounds like your lead funnel isn't attracting enough action.

Consider:
√ Blog Articles - 2-4X/month
√ 2-3 Top-of-Funnel Gated Offers - buying guides, white papers, infographics and decision trees all work well to increase lead generation.

3 | Is Your Lead Conversion Rate High Enough?
Are Prospects Becoming Buyers Or Are They Choosing Your Competitors?

YES
Great work! You have mastered mid-funnel content.

Continue with:
√ Case Studies
√ Testimonials
√ Success Stats

NO
You are failing to differentiate your company as the top choice. Mid-funnel content can help!

Consider:
√ Case Studies
√ Testimonials
√ Success Stats
√ Road Maps
√ Sales Deck / Collateral Updates
√ Email Nurturing Campaigns

4 | Is Your Customer Retention Rate High Enough?

YES
Well done! You are engaging and delighting your customers. Continue to frequently provide value.

Continue with:
√ Blog Articles
√ E-Newsletters
√ Risk Management Guides
√ Safety Tips
√ Quarterly Progress Report

NO
Your customers may not feel engaged and connected, or like they're receiving year-round value.

Consider:
√ Onboarding Guide / Onboarding Emails
√ Blog articles
√ E-Newsletters
√ Safety Tips
√ Risk Management Guides
√ Quarterly Progress Report

inbound
Insurance Marketing