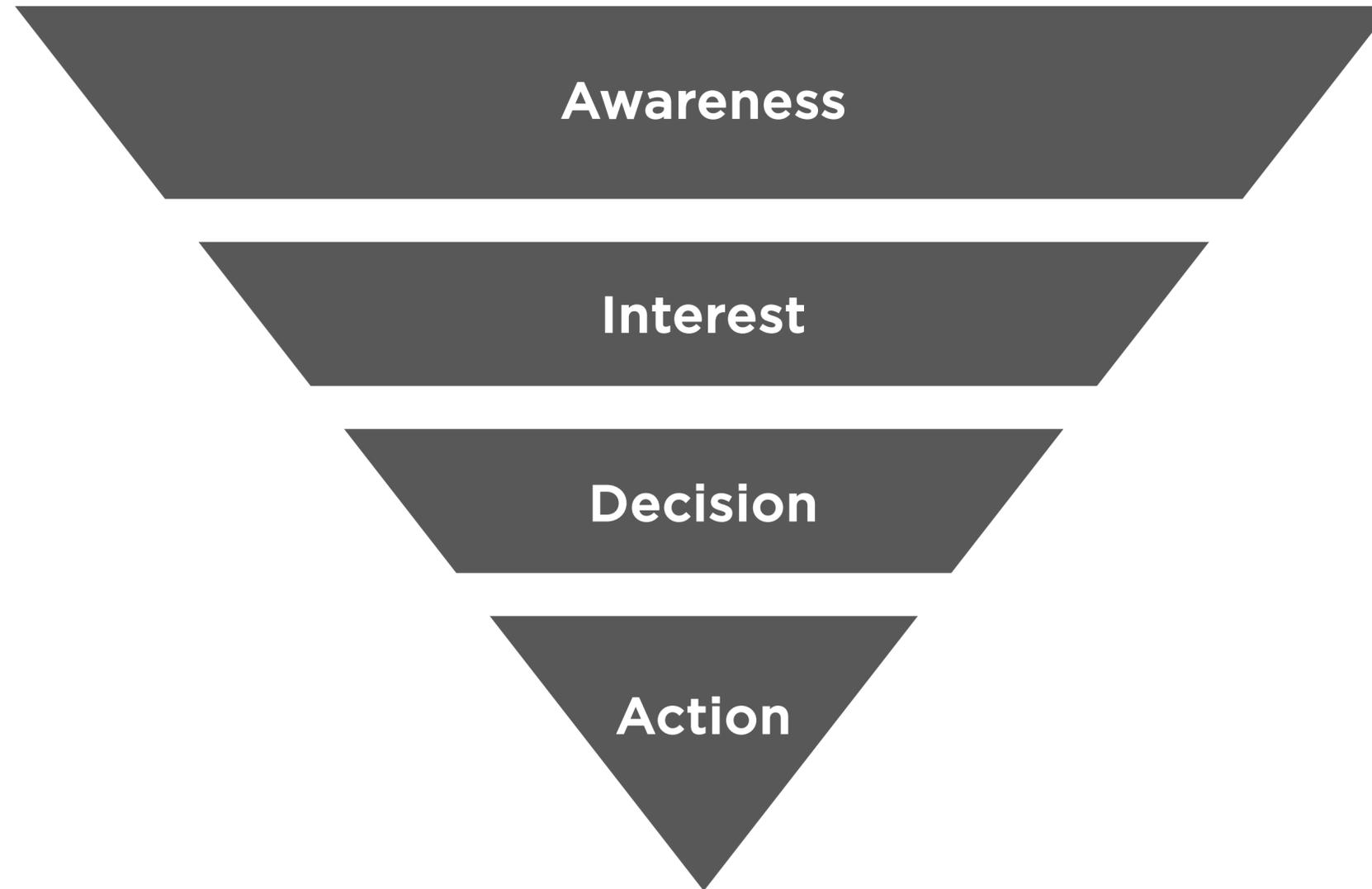# Platform and Content Strategy

Why do we create content?

➤ Let's get on the same page – we want customers/clients/sales.

➤ Even followers and subscribers are ultimately a leading indicator of more customers/clients/sales

Your Sales Funnel is still in play

Awareness

Interest

Decision

Action

Your Sales Funnel is still in play

➤ Content is what helps you scale your sales opportunity

➤ Content fills the top of the funnel

➤ But ultimately, you still want people coming through the entire funnel and paying you

➤ The problem is all the holes

➤ With a content strategy, you can't talk your way around the holes in your funnel

Awareness

Interest

Decision

Action

@jayclouse
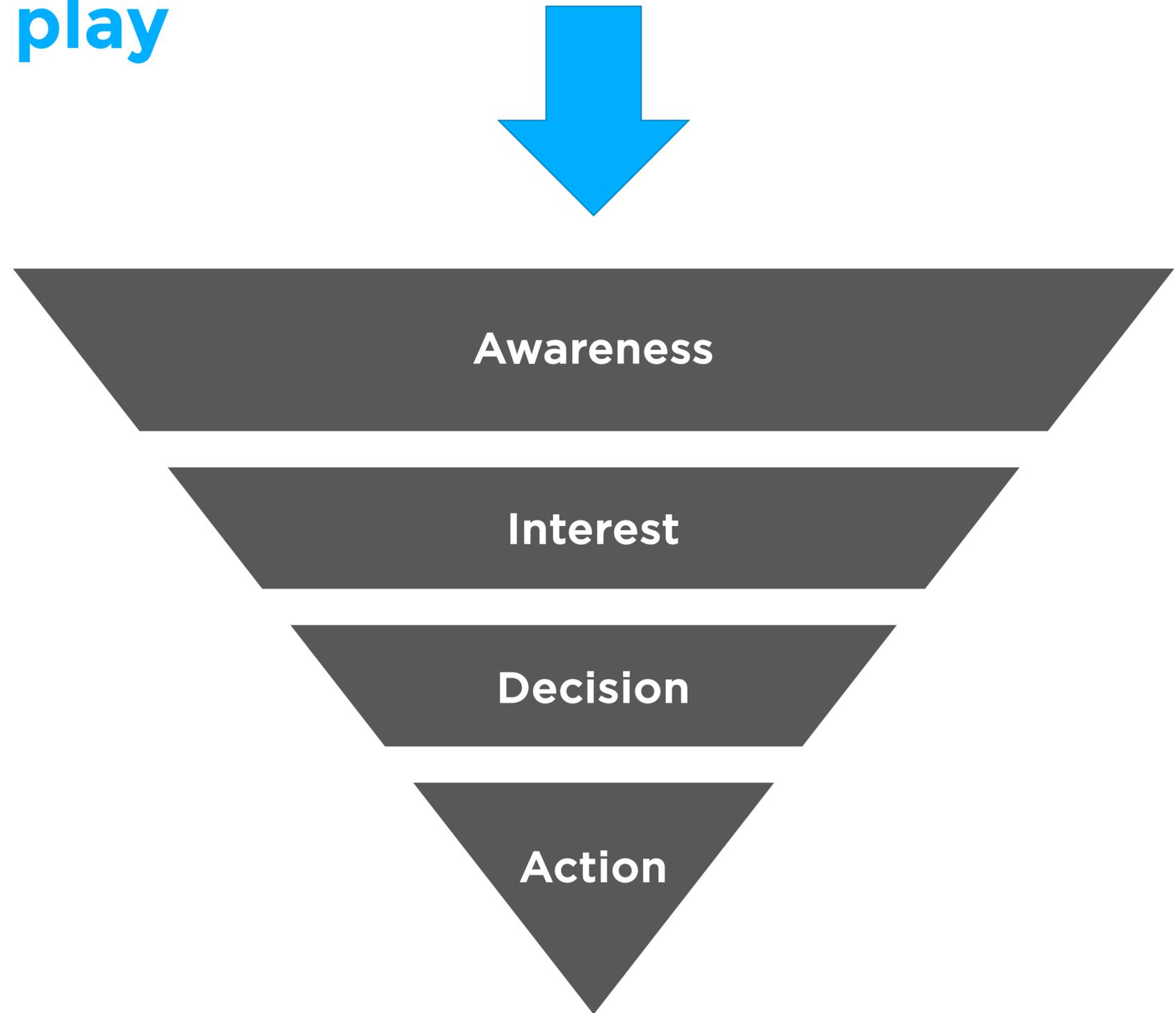
Solutions:

➢ Put a TON of people in the top of the funnel and play the numbers game

OR

➢ Tighten up your funnel

➢ Eventually, you want to do both.

Content and your sales funnel

➤ Think of content businesses as a four-layer process:

➤ **Layer 1:** Content Creation

➤ **Layer 2:** Demand Generation

➤ **Layer 3:** Demand Capture

➤ **Layer 4:** Client Service

Layer 1: Content Creation

➢ These are the assets themselves:
  ➢ Videos
  ➢ Graphics
  ➢ Writing
  ➢ Audio

➢ Before anyone can see your content and enter the top of your funnel, you need to make the thing that they will see.

Layer 2: Demand Generation

➤ Generating demand for your product/service/ideas starts with distribution

➤ What is the mechanism for getting your content in front of people?

➤ How will they see it?

➤ Platforms:
  ➤ Social media (Instagram, Twitter, LinkedIn, TikTok)
    ➤ Low friction but very fickle
  ➤ Search (YouTube, Google, Podcast players kind of)
    ➤ Low friction, high intention, high growth
  ➤ Direct communication (Email, SMS)
    ➤ High friction, slow growth

➤ We are STILL near the top of the funnel here!

Layer 3: Demand Capture

➢ When you've created content and generated demand with it, you need to capture that demand (with low friction while the iron is hot)

➢ This is logistical and tool-based, but don't underestimate it

➢ More friction = lower rate of capture

➢ Platforms:
    ➢ Payment processors (Stripe, PayPal, Gumroad)
    ➢ LMS platforms (Teachable, Podia, Kajabi)
    ➢ Scheduling platforms (Calendly, Acuity)

Layer 4: Client Service

➢ Once you've captured demand (payment or attention) you need to deliver on your promise

➢ Gated content, direct access to you, etc.

➢ This also comes down to platform and ease of accessibility

➢ You have some more leniency here, because you've already captured interest and they now are literally invested in accessing this content

Takeaways

➢ The hard part is grabbing someone's attention, making them interested in your thing, and actually capturing their payment while the iron is hot

➢ Attention is fleeting

➢ Expectations are high

➢ They will fall out of the funnel

And this is why you need to care about the content you're creating.

My failures

➤ I tried to do too many things at once

➤ I didn't play nicely with search

➤ I didn't focus on making the funnel tight

The results

➤ Slow growth

➤ Dead content

➤ Poor conversion rates

Lessons learned

➢ The best way to fill the top of the funnel is to align yourself with platforms that can promote your content for you

  ➢ Search engines like Google and YouTube, potentially podcasting platforms
  ➢ Higher growth potentially, and much more long-term value

➢ When you're getting more followers on social, it feels good, but is often vanity. Hard to capture real value.

➢ Whatever you focus on, do it one at a time.

➢ **SEO feedback on my site**

Jay Clouse Site Review - Smash Digital

🔗 Unlisted

18 views • Dec 11, 2019

👍 1   👎 0   ➤ SHARE   ≡+ SAVE   ...

@jayclouse

http + https ▼   jayclouse.com   ✕   *.domain/* ▼   🔍   ⚙ Settings

Overview

Backlink profile ▼

Backlinks
- New
- Lost
- Broken

Referring domains
- New
- Lost

Anchors

Referring IPs

Internal backlinks NEW

Link intersect

Organic search ▼

Organic keywords
- New
- Movements

Top pages 🔥

Top subfolders NEW

Top subdomains

Competing domains

Competing pages

Content gap 🔥

Pages ▼

Best by links

Best by links' growth

Top content

Jay Clouse | Helping freelancers and creatives thrive as business owners

jayclouse.com ▼

❷ How to use

Ahrefs Rank [i]	UR [i]	DR [i]	Backlinks [i]	Referring domains [i]	Organic keywords [i]	Organic traffic [i]	Traffic value [i]
1,649,232	33	39	1.63K +14	177	1.5K −63	266 −7	$39
					PPC 0		PPC $0

Backlink profile   Organic search   Paid search

Ahrefs Rank [i]

Today	1,649,232	↑ 1,765
avg 7 days	1,663,728	↓ 4,376
avg 1 month	1,680,258	↑ 176,671
avg 3 months	1,888,757	↑ 598,570

Past 3 months

1M

2M

3M

Apr   May   Jun

Referring domains [i] LIVE LINKS

All time | One year | Last 30 days

200

150

100

Live links [i] ▼

Crawled pages [i]		4,811
Referring domains [i]	**177**	**100%**
Dofollow [i]	97	55%
Governmental [i]	0	0%
Educational [i]	0	0%
.gov	0	0%
.edu	0	0%
.com	88	50%
.net	3	2%
.org	6	3%
Referring pages		648

My advice

➢ Resolve to focus on search (Blogging for SEO, YouTube, and/or podcasting)

➢ If you want to add social on top of that, pick one channel
  ➢ Twitter, Instagram, LinkedIn
  ➢ Which does your AVATAR use?

➢ Start brainstorming and writing down the problems (questions) your avatar has as it relates to your topic

➢ Start prioritizing them in order of what will move them down a funnel

Questions?