

INCUBATOR studio

Growth Catalyst

**BOOST
YOUR INDIRECT
SALES WITH A
SHARP CONTENT
STRATEGY**

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IT'S ALL ABOUT THE POINTS OF CONTACT...

- Your business is stagnating?
- You don't sell enough?
- You don't have time to unlock your sales?
- You don't have the drive or the guts to chase new potential clients?
- You don't like selling?
- You're not a salesperson at heart?
- You have ideas that could seriously impact lives if they were implemented?



If you are looking for a solution to sell more without having to pay or spend too much time canvassing clients, this workbook is for you! A structured growth strategy will no doubt help you to unlock your sales...

What are we talking about? Put simply, a growth strategy is an organization's plan to overcome current & future challenges to realize its expansion goals & achieve a higher level of sales than it currently has. We will focus here on the products & services sales strategy & more precisely on the content marketing strategy. A content marketing strategy implies creating & distributing valuable, consistent & inspiring content in order to impact your ideal clients & turn your prospects into clients.

Almost half of your customers likely view & are exposed to 3 or 5 pieces of your content before engaging in your sales process (source: Hubspot) & need 7 points of contact before buying from you.

We guarantee you that without a strategically built growth strategy, managing your business won't become any easier with time. Instead, you'll be at the mercy of markets & trends fluctuations & will most likely never be able to sell more, sell faster or sell at a higher price.

In the following pages, you will find all the keys necessary to build this crucial growth strategy focused on a content strategy that will make your business top of mind, noticeable & memorable.

To your success!

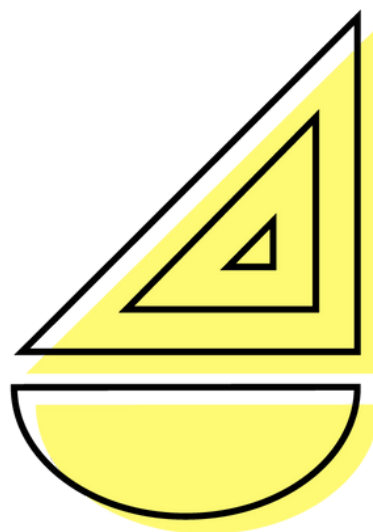


**PART 1 -
WHAT'S
A GROWTH
STRATEGY?**

In this ebook, our focus is on integrated sales, marketing & communication activities as growth enablers & activators. Of course, a growth strategy also implies legal, compliance, supply chain, HR projects... but we don't cover that here.

A. PRACTICE DIRECT SALES

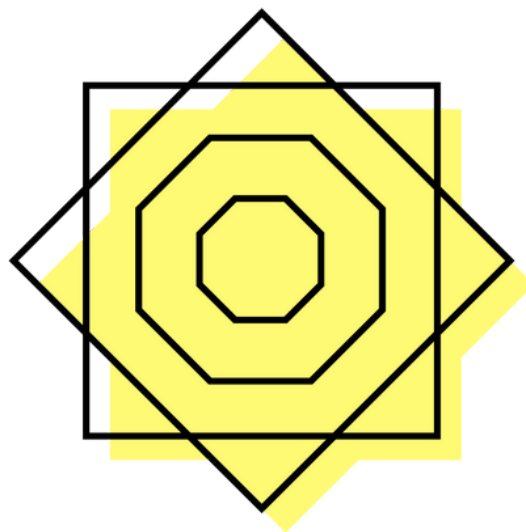
Direct sales is the activity that consists in selling directly to your customers without intermediaries. There are many opportunities to sell directly such as professional fairs, networking events, physical stores, direct approach by calls & emails, just to name a few. There are also many benefits from direct selling, but it of course implies that either you, an employee or a contractor use their time in order to fill in the pipeline & eventually make the sales happen! Usually, the more complex & expensive your product or service is, the longer the sales cycle.



B. DEVELOP INDIRECT SALES

Indirect sales imply that a third party, such as a partner, a reseller or an affiliate, sells for you. But we include in the indirect sales category, activities such as paid advertising, social media activities, personal branding activities & free content creation. Indeed, all these activities enable you to sell without your direct intervention or your employees' intervention. Developing your indirect sales & in particular your social media, personal branding & free content activities, are strategic in order to boost your business & establish its credibility. It's a long term game.

In the next coming pages, we'll focus on the above-mentioned 3 activities: social media, personal branding & free content, under the name of "content strategy".



**PART 2 -
HOW TO BUILD
A ROBUST
CONTENT
STRATEGY?**

The creation of aligned & matching words & visuals will make your brand unforgettable. A structure, goals & a framework are the keys if you want to unlock your indirect sales. Easier said than done? Let us help you step by step!

A. ESTABLISH A SHARP POSITIONING

Building a content strategy requires a deep understanding of your brand & the market on which your company operates. It therefore starts with a sharp positioning: what are you offering, to whom, where, at what price, to solve which specific problem, with which methodology & approach, how differently from other players in your market.

Defining a business positioning puts a business owner or a team in a position to really identify their ideal clients in-depth & offer them the best solutions to solve their problems.

A good positioning makes a product or service seem unique, even if it's actually not & makes it stand out from the competition, even if the market is crowded. It enables a company to offer a Unique Selling Proposition on the market.

A strong positioning is a guiding principle for any content-production activity. It ensures the business maintains alignment between what it decided to stand for, what it shows it is, what it is perceived to be & what it really is.

B. SET UP GOALS

If you want to start a content strategy, you need to define clear goals in order to optimize your impact. Otherwise, you will ramble & surely forget the “why” behind your content creation. You can use the SMART methodology to keep in mind your purpose. It is an efficient tool that provides the clarity, focus & motivation you need to achieve your goals. SMART stands for:

- **Specific:** outline in a clear statement what is precisely required
- **Measurable:** include a measure to enable progress monitoring & to know when the objective has been reached
- **Achievable:** design challenging objectives, but ensure that failure is not built into objectives
- **Realistic:** focus on the outcomes rather than on the means of achieving them
- **Timely:** agree on the date by which the outcome must be achieved

Moreover, if you want to make sure your content strategy will turn prospects into clients, you have to understand their journey. The AARR is a 5-step framework that helps understand if your sales funnel & marketing strategy are efficient to convert leads into clients. By assessing each step of your clients' journey, you understand what needs to be improved in order to convert all your prospects into clients. The five steps are the following ones:

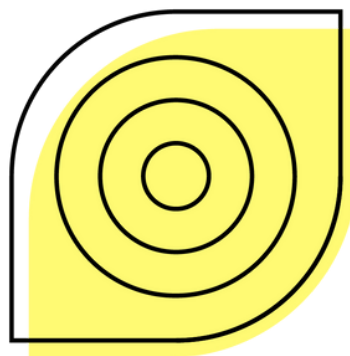
- **Acquisition:** understand where your leads come from & which ones move to the next step.
- **Activation:** determine which products/services attract them & see the real added value you bring to them.
- **Retention:** evaluate how many clients come back regularly & why you are losing the others.
- **Referral:** think about how you can turn your clients into advocates & brand ambassadors.
- **Revenue:** now that you have optimized the customer journey, reflect on how you can increase your revenues.

We can't say loud enough that goals & frameworks are the best ways to improve every part of a business. They help you see clearer & move forward in your business.

C. STRUCTURE A ROAD MAP

It's impossible to keep a business afloat without a road map. You need structure to grow your business & succeed! For your content strategy, we advise you to set up a 6-month timeline with the help of an editorial calendar. You can use tools such as Trello, Google Sheet, CoSchedule... to create your ideal calendar. It will ease the collaboration with your team, give you an overview of what's going on & help make strategic adjustments if needed, in no time.

Nothing should be left to chance when a business decides to build a content strategy to grow its sales. Designing an indirect sales funnel allows to, gently, convert the prospects into clients by offering value, multiplying the calls to action etc.... You want your prospects to understand that you are THE person who has the unique & best solution to their most painful or urgent problems. Creating a strategic sales funnel will guide all your prospects to take action & engage with your business/brand.



D. SELECT THE BEST CHANNELS ONLY

In the digital era, communicating has never been that easy. The entire world has access to all the existing communication channels. However, there is no point for a business to use all the channels for the sake of it. Thanks to the AARRR framework & your editorial calendar, you have a precise idea about where your clients come from & interact with you.

Focus on these channels only, the ones that ensure you reach your ideal clients. And disconsider the others. Your ideal clients' preferences, your market norms, your services/products key features, your goals, your type of content, all stand for key factors to take into account to make sure you choose the right channels to implement your content strategy.

As you understand, everything must be well thought out, from your positioning to your sales funnel, to make sure that your content strategy will reach, touch & engage your ideal clients & boost your sales.

**PART 3 -
WHAT ARE THE
PILLARS OF A
SUCCESSFUL
CONTENT
STRATEGY?**

Once you are determined to build a content strategy, there are some golden rules to stick to in order to take your business to another level & scale up.

A. CREDIBILITY: BE SEEN AS REFERENCE BY YOUR IDEAL CLIENTS

Customers don't buy anything if they aren't convinced about the expertise & credibility of a business or a brand. They need to be reassured & know they are dealing with real experts. You therefore must start to build your credibility now. How? By focusing only on your core expertise, the one endorsed by your education & professional life.

Everything you do, learn, say, or write needs to be related to your core expertise. You will develop a strong brand identity if you prove to people your products/services are the best, thanks to your mastered expertise that helps solve their problems.

Your visual identity is just as important as your key messages. In a very branded world, a stunning brand visual identity is no doubt a growth facilitator. The absence of branding or a low-quality branding hinders the sales of the best products or services.

B. CONSISTENCY: STICK TO WHAT YOU COMMIT TO DELIVER

Depending on your industry & your niche, your competitive landscape can be more or less dense. Your ideal clients can face a very wide choice when they need to buy products/services. An additional reason for you to really stand out from your competitors!

Being consistent in your content strategy will make you top of mind in your industry & in your ideal clients' mind. If your positioning is right & you keep talking consistently about your core expertise, people will understand what you do, why you do it & how you do it. They will very likely think about you first when they need services/products such as those you sell.

We recommend you to produce evergreen content. It is timeless content that stands the test of time & is never outdated. Its benefits are a higher search engine ranking, an increase in your web traffic & an improvement of your leads's generation.

Proving you are the best solution for your audience is not an easy job. But if you stick to your positioning, keep building your credibility & are consistent in the key messages & words you use, there's a chance you'll become unforgettable.

C. CLARITY: EASE THE MEMORISATION OF YOUR MESSAGES

Making yourself unique is very important if you want to stand out of the competition & grow a sustainable business. There are millions of people writing content on the same topic as yours. Being clear will make it easier for your audience to recognize you.

The easiest way to do so is to share the same messages with the same tone of voice & the same keywords in each piece of content you produce. Your ideal client will immediately recognize your style!

In addition, you need to capture the attention of your audience with storytelling. Let your audience identify themselves with your business experiences, discover what you stand for, why you are doing what you do etc. If you touch their hearts, you will create a higher interest in your business/brand.

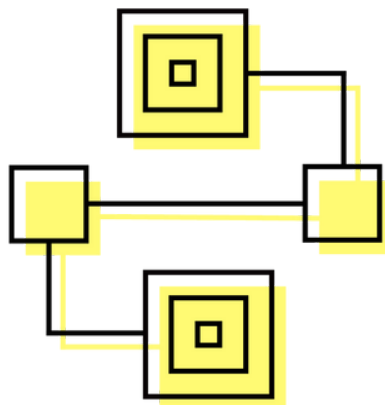


D. ADDED VALUE: BENEFIT YOUR AUDIENCE THANKS TO ACTIONABLE TIPS

If you want to boost your indirect sales with a content strategy, you must add value to your audience's personal or professional lives. There are too many people sharing "empty" (= meaningless) content out there. Some tend to forget they are actually here to serve their ideal clients. As a consequence, they pay the price by not selling enough.

Make sure you bring solutions, resources, responses, tips or thought-provoking stories. Serve your ideal clients, use yourself to benefit them! It will endorse your credibility & create bonds with your audience.

If you don't know how to do it, don't hesitate to ask your ideal clients for some feedback & testimonials. Their opinion is valuable: they will tell you what needs to be improved to please & benefit them.



E. EMOTIONS: CREATE INTERACTIONS & TRUST RELATIONSHIPS

Emotions are part of the decision-making process. They play a big role in the success of businesses. We are all humans ; people want to connect & do business with people. Be yourself. Embrace fully who you are : that's the best way to convince people to buy from you. Your ideal clients have a higher interest in you if you show empathy.

Whatever your business strategy is, you must create interaction with people. These interactions will lead to trust relationships & set the basis of future loyalty. Simply put, your business growth depends on how you connect with people.

If you stick to the golden rules we just detailed, we guarantee that your content strategy will boost your sales. Your business will be noticed & stick to the mind of your ideal clients.

**PART 4 -
HOW TO
SYSTEMIZE AN
EFFICIENT
CONTENT
PRODUCTION?**

Building & implementing a content strategy is time-consuming, let's be honest. But it is worth it, believe us. We are convinced that an **optimized organisation** helps save a lot of time.

A. PREPARE THE INGREDIENTS OF A SUCCESSFUL CONTENT

Producing content is a time-consuming task, but a meticulous organisation optimizes it.

Thanks to your sharp business positioning, you can easily create a list of keywords & hashtags. This list will save you time when writing.

Now that you know consistency is important, you are in a position to reflect on a list of topics & key messages for your content. Always keep in mind that your main & recurring topics must be closely related to your expertise & respond to your ideal clients' most burning problems.

Last but not least, your editorial calendar will help you have clarity on your content strategy. Remember, it is a long-term business growth strategy. You, therefore, need an overview of what you are doing & when.

B. BATCH YOUR PRODUCTION TO INCREASE YOUR EFFICIENCY

Now that you have prepared upstream lists that make the task easier, you still have to find the time to produce the content.

We highly recommend you to batch your production. Weekly, monthly or quarterly, whatever works best for you, make sure you book time slots you dedicate to your content production only. Focusing on the same type of tasks makes it easier for your brain because you are not switching from one skill to another.

In addition, the goals you set up for your strategy will define & clarify what you want to achieve. Deadlines will prevent you from postponing the content production. An editorial calendar will make it easier to track & adjust the results of your strategy.

Finally, think about repurposing your existing content to save time & deliver high value. It will allow you to extend the value of your content over time by changing it slightly only to serve a different purpose. For example, transform the message of several blog posts to create a guide or reuse content from your guide to create an educational video series. The message is the same, but the channel or format in which it's shared is different.

C. CHOOSE THE RIGHT TOOLS TO SAVE TIME

Nowadays, there are hundreds of digital tools to help you run your business communication. Don't fall into the trap of using five different tools with the same purpose or using tools that take too much time to master. Instead, choose the one or the ones that fit you the best. Ask yourself what you will be using them for, the must-have options or the amount you want to invest in these tools monthly.

It may take you some time to find the perfect tools, but once you have found them, you'll save a lot of time!



D. EVALUATE & ADJUST MONTHLY TO REFINE & IMPROVE

Businesses that try a new strategy must measure the results of the implemented strategy, in order to make sure it is working & to what extent.

If you choose to implement a content strategy in your business, you need to define what you expect from this specific strategy. Define clear objectives & make sure to evaluate & analyze the results monthly against the objectives you set up. Nothing matters more than understanding what works or not in order to adjust & refine. Evaluating actually helps you to make the right decisions when it comes to improving the quality of your content & developing a more sustainable business.

Are you ready to systemize your content production with methodology & agility? May efficiency reign to the benefit of your business!

CONCLUSION

Building a content strategy & turning it into an implemented plan is no doubt a hard & recurring work, but we believe it is still the best way to leverage your brand attractivity, generate traction & therefore increase your sales in the medium term.

Your smart & sharp content strategy enables your target audience to experience your business as unique, to create conversations & trust relationships with your ideal clients & therefore generate growth opportunities for your business.

So, are you ready to grow an impactful, sustainable & results-driven business? You know the direction!

If you want Incubator Studio to help you work on your content strategy, just send us a email at welcome@incubator.studio. We're here to serve, we'll be happy to answer your questions.

To your success,

Team Incubator Studio



WHO ARE WE?



AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*



CORALIE ROCQUE

*Art Director &
Web Identity Designer*

**Extracting from your brand essence
the strategic acceleration of your success.**

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.

INCUBATOR studio

Growth Catalyst

**LET'S TURN YOUR
BUSINESS AROUND!**

To your success!

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