



# Content Marketing Week 4: Your audience

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**What we are NOT  
going to talk about in  
this session**

## Proper audience research.

Because:  
It is expensive...

...So small to medium businesses rarely pay to get it done properly.

Or have the knowledge to identify whether it's done properly.

*(But if you do have access to this kind of data, by all means... ask for it!)*

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## **Audience personas.**

Because:  
They are not as cool as you  
think...

1. They are often entirely made up without proper research behind them.
  2. This means they carry their creators' biases.
  3. Which also means entire content marketing strategies rely on audience representations that are nothing more than 3-year olds' role-playing.
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**What we ARE going  
to talk about in this  
session**

**Understanding your  
audience through  
their pain points**

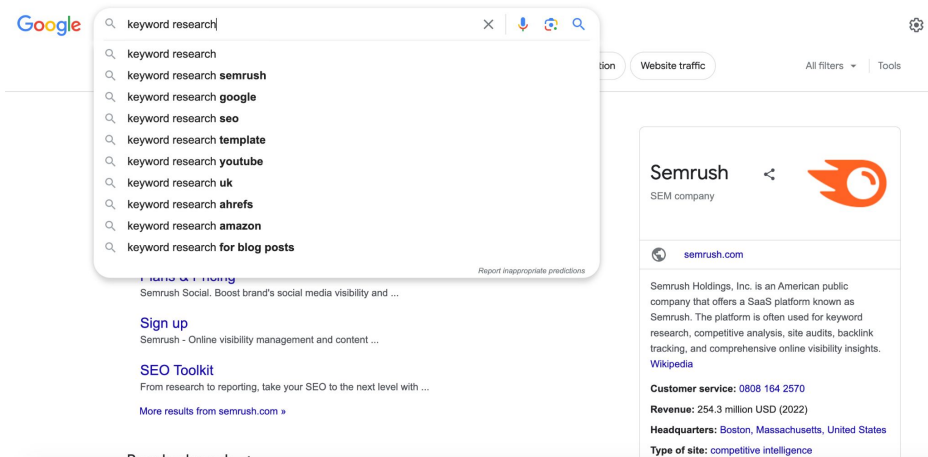
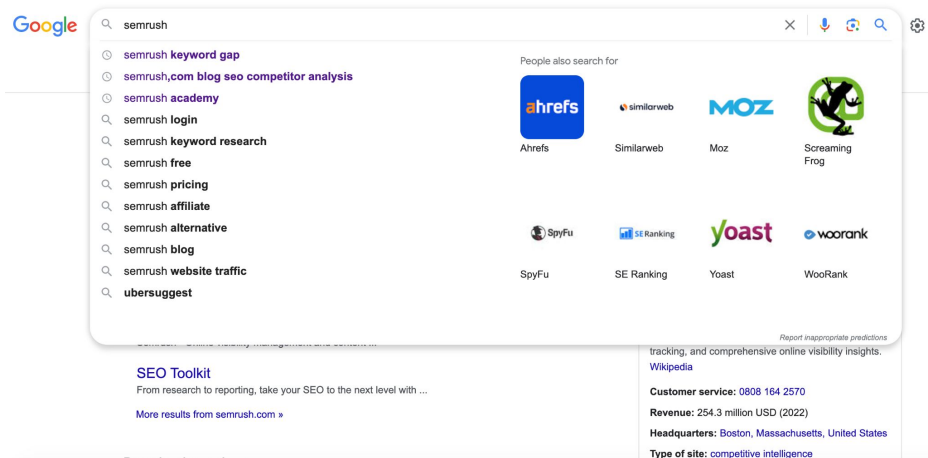
# 12 main audience insights you can get any time

1. From Google
  2. From social media
  3. From forums
  4. From topic research tools
1. Brand queries
  2. Non-brand queries
  3. Competitor queries

# Audience insights: Google

Search for:

- Your brand
  - Use Google Auto Suggest & People Also Search for to understand what your audience is searching for; search with these terms too
- Non-brand queries
  - You should have tons of these from the first and second phase of your research (market analysis & competitor analysis)
- Your competitors' brands
  - Use the results of this to map differences and similarities in what people are searching for with regards to different brands

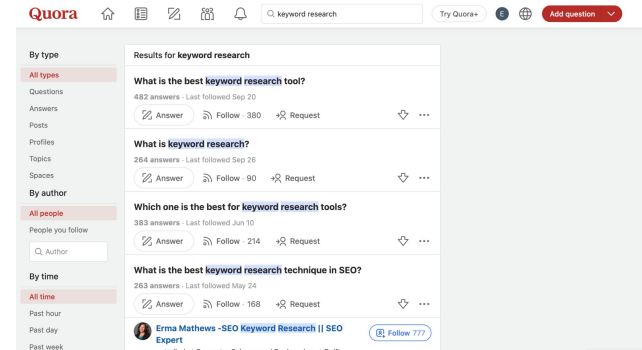
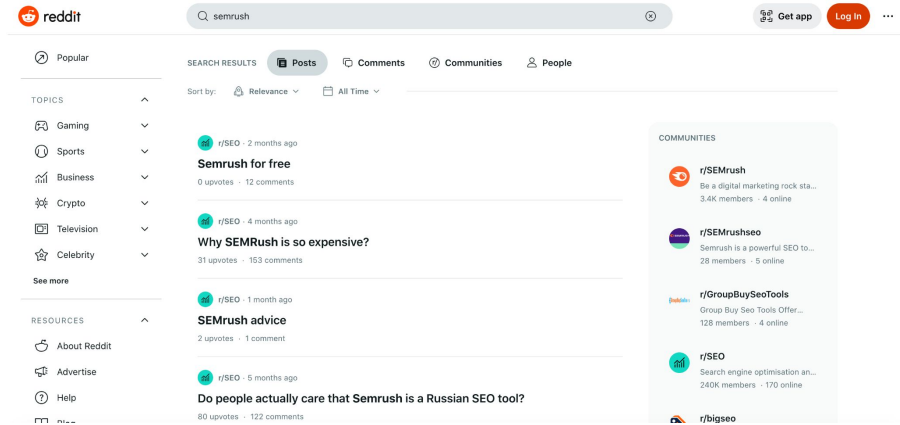




# Audience insights: Social Media & Forums

Repeat the same process for:

- Social media platforms
  - If you are given access to the company's SM accounts, look into direct messages, interactions, comments (or request a report)
- Forums
  - From industry specific forums (e.g. Netmums for parenting brands) to general ones (like Reddit or Quora)





# Jobs to Be Done (Framework)

*“People buy products  
and services to get a  
job done”*

Clayton Christensen

# JTBD framework

1. A framework for understanding and addressing your audience needs effectively
2. Very useful not just for marketing but also for product, sales or engineering teams
3. Three main elements:
  - a. Your customers (3 types)
  - b. The types of jobs each one is getting done
  - c. Their desired outcomes

## Essential reading:

- <https://www.nngroup.com/articles/personas-jobs-to-be-done/>
  - <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>
  - <https://strategyn.com/jobs-to-be-done/>
  - <https://jtbd.info/2-what-is-jobs-to-be-done-jtbd-796b82081cca>
  - <https://jobs-to-be-done.com/jobs-to-be-done-a-framework-for-customer-needs-c883cbf61c90>
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**Now over to you.**

*(Assignment for next week.)*

# Time to start your content marketing strategy!

You now need to take the next step in your research.

Using information from this class (and any other approach you consider useful), please deliver to Claude:

- A document with the top 5 pain points his audience has.

Please provide explanations around how you came up with each pain point, which product/service Claude's company offers would be a good fit for it, and be prepared to answer Claude's questions.

He is happy to receive this document in Google doc, sheet etc. or email formats.

He would appreciate having this document by Friday, October 13.

**Remember.**



# Ground rules

(Very few but important!)

- **Only smart people ask questions.** You NEED to ask questions during our sessions.
  - You can contact me at any point between sessions via email or Slack.
  - You can use AI (e.g. ChatGPT) for any assignment (or part of it). As long as you disclose it when you do.
  - If you don't complete an assignment on time for the next session, please make every effort to complete it together with the next one.
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Let's go! 🚀

