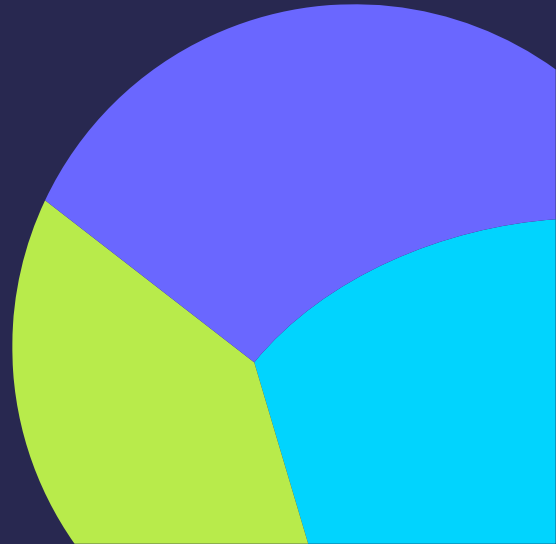




Realm of relevancy

Lesson 3



In this lesson

- What the realm of relevancy is
- The steps to take when building your realm of relevancy
- The five prerequisites for ideating
- The four-step process for ideation



What is the realm of relevancy?

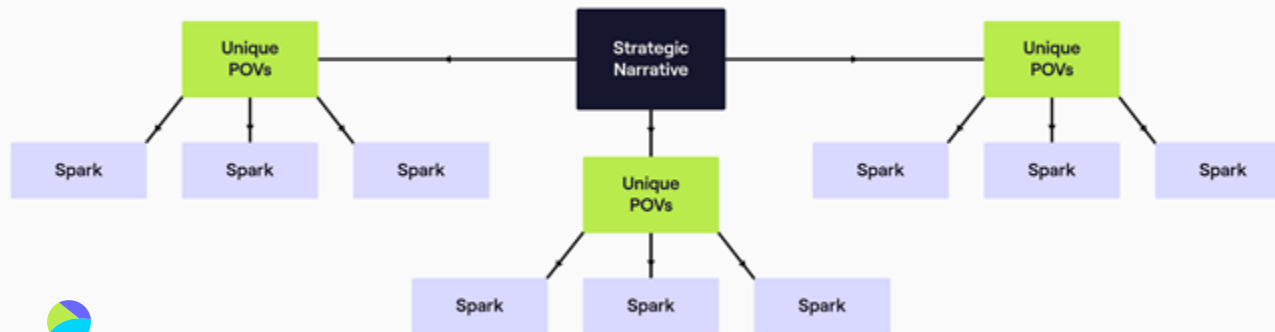
The 'Realm of Relevancy' is a process of exploring and defining your future content subject matter, set within a strategic narrative.

The old way:

- Keyword research
- Random acts of marketing

The new way:

- Develop a realm of relevancy
- Come up with a tonne of topics. All stemming from your strategic narrative. So any topic you choose will be relevant to your strategy, goals and product.



How do you develop the 'realm'?

1. Start with your strategic narrative. The unique company story that will guide your business activity.

Cognism's is 'B2B buying behaviour has changed'.

2. Arrows from your strategic narrative lead to your unique point of view. Each point of view should explain a little more of the strategic narrative.



3. Next are your sparks.

These sparks should explain your point of view.

POV 1 - Marketers need to be more than just sales support

Spark 1 - Marketers need to find the right places to create demand

Spark 2 - Marketers need the skill to market to out-of-market buyers

Spark 3 - Marketers can't rely on outdated tactics

POV 2 - Stop building fantasy funnels (be very specific about what this means in practice)

Spark 1 - Marketing reliant on assumed intent doesn't work

Spark 2 - Declared intent trumps assumed intent

Spark 3 - Buyer journeys are not linear

POV 3 - MLG only works if it's memorable

Spark 1 - Buyers need to think of you when they move in-market

Spark 2 - Admiration over awareness

Spark 3 - Find the right balance in your content and distribution




4. Then you have subject matter.

Because you can explain your sparks in multiple ways.

Examples: Such as *“what is it”, “how does it work?” “Who’s already doing it?”*

POV 1 - Marketers need to be more than just sales support

Spark 1 - Marketers need to find the right places to create demand

- B2B are doing research in XYZ
 - How do you find the right places
 - Looking at reporting to figure out the right places they hang out
 - How to do customer research to discover these places
 - Keeping an eye on emerging channels
 - Listing out the difference between capturing vs creating demand
 - How to determine which channels to prioritise
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5. Each of these subject matters results in signals from your audience.

Feedback, questions, and concerns which can lead to other content ideas.



5 prerequisites to ideation

Whenever anyone gets stuck in this process, it's usually because they're lacking understanding in one of these five elements.

If you get the five prerequisites down, you won't get stuck with ideation.

5 Prerequisites

•Your product

- What is it? What does it do?
- Who's it for?
- Do you know how to use it? Do you know the features, could you show someone else?

•Narrative

- What is it?
- Why is it needed?
- How do you adopt it?
- What are you trying to change?

•Audience

- Do you truly know who your audience is or are you just using buyer personas?
- What are their actual interests?
- What are their challenges and goals?
- Are the people you're networking with actually your target market?

•Objectives

- What do you want to achieve?
- What do the other teams in your company want to achieve?
- What are the business objectives?
- What does your content help you drive towards?

•Content formats

- Do you have the ability to create a wide range of content formats? Or do you only know how to write blogs, e-books or white papers?
- "You can't be a chef if you can only cook four recipes"

4-step process to ideation

1. Choose your marketing objective or business goal.
 2. Determine which content formats would help move you closer to that goal.
 3. Construct a full picture of the message you want to deliver and the action you want the viewer to take.
 4. Think of the absolute best way to execute this.
- How do you make it about your audience and not about your service?
 - Construct it in a way that's insightful and enjoyable.
 - Make it a memorable experience.



Your next lesson: SEO money keywords strategy