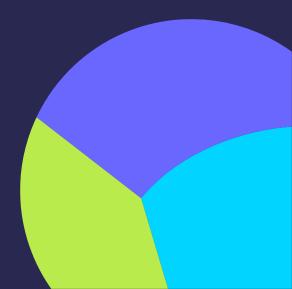




DG content strategy

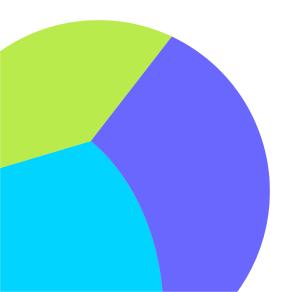
Introduction to the Easy Mode Framework





In this lesson

- What the Easy Mode framework is
- The benefits of using this framework
- Understanding content types 1, 2 and 3







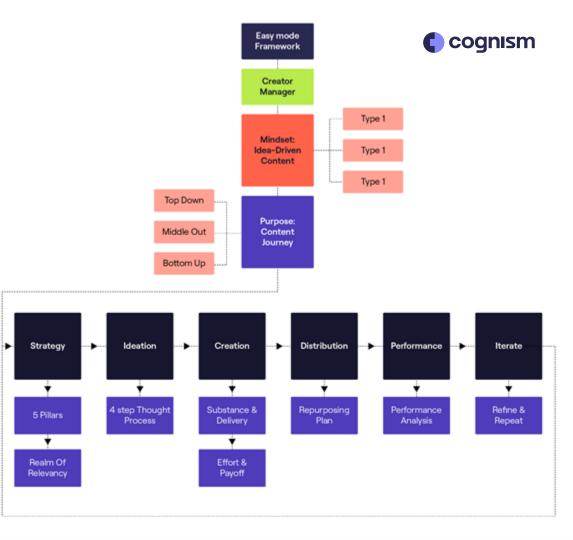


The Easy Mode framework can help you to:

- Define what constitutes good content
- Give your content a purpose
- Provide an action plan for producing content
- Solve content scalability problems
- Break free of restrictive content formats
- Develop a strategic narrative and points of view to direct content
- Spend less time brainstorming content ideas



The Easy Mode Framework



Mindset - Idea driven content

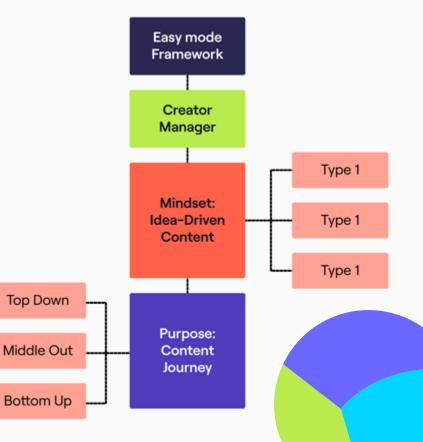
Within the Easy Mode framework, there are three ways in which content can be deemed 'good'.

a) built on insightful substance,b) in an interesting formatc) created from an entertaining concept.

Which translates into three content types that you can create:

Type 1 - Insightful substance. Type 2 - Insightful substance delivered in an interesting format Type 3 - Insightful substance delivered in an

interesting format, built on an entertaining concept.





Type 1





Know the term Gap Selling? It's essentially about looking at the buyers' current state, their pains and issues. And selling them on the idea of their desired future state with your product. Understanding the gap between these two states.

It's a concept more commonly applied to sales, but it applies to marketing too.

And as important as the product features are, they don't really make buyers consider the potential for their future state. Or about the gravity of the problem they're facing. Nor create a ticking time bomb of urgency.

But you can do this with brand marketing. By associating your brand with specific things that your ICP wants to become - or be associated with by being your customer.

Similar to the way Apple wants you to associate their brand with creativity and innovation - if you're an artist or an entrepreneur, you should own an Apple product.

The idea is the same in B2B. You want your customer to think 'the best B2B (insert job title here) use (insert your brand name)."

If you're unsure how people perceive your brand at the moment - then it's easy enough to find out with a survey.

You can compile the results in a graph like the one we've put together below.

Compare the results to what you want your buyers to perceive about your brand. How much work has to be done to create the right associations?

This way, you can adapt your targeted campaign messaging and invest in the

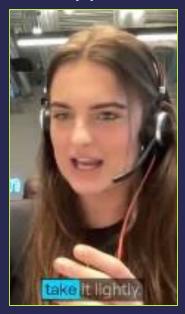
This way, you can adapt your targeted campaign messaging and invest in the right places to bring your buyers along with you.

#b2bmarketing #brandmarketing





Type 2



Type 3





Cognism

Your next lesson: Content segmentation