Content segmentation
Lesson 2
In this lesson

- Giving your content a real purpose
- Definitions for top down, middle out and bottom up content
Content purpose

Common answers:
 a) raise brand awareness
 or
 b) increase inbound requests on a website.

But really, these are side effects of having good content.

Instead, the Easy Mode Framework suggests there are three main purposes for content.

1. Top down
2. Middle out
3. Bottom up
Targeting strategic decision makers in a target market with a strategic narrative to drive change in a company from the top down.

Examples of top-down audience:

- CMO
- VP of Marketing
- SVP of Marketing
- EVP of Marketing
Middle out

Targets those who would tactically implement your product.

Examples of middle-out audience:

- Marketing Director
- Head of Marketing
- Marketing Manager
- Marketing Lead
- Head of Demand Generation
- Director of Demand Generation
Content aimed at the end users who can drive admiration and evangelism from the ground up.

Using the same strategic narrative described in top-down, but with storytelling and entertainment value.

Example of bottom-up audience:

- Marketing Executive
- Marketing Assistant
- Marketing Coordinator
- Demand Generation Manager
- Demand Generation Exec
Implementing your content purposes

This is a three-pronged approach.

For example - you want to start with top down, as they’re the people who - if you can influence - make the biggest difference for business objectives.

Then you’d start to sprinkle in some middle out content. And then some bottom up content. Without stopping your other content purposes until you have all three content plays running at once.

Cover all your bases, providing value and building affinity with value-led content throughout your ICP’s audiences.
Your next lesson: Realm of relevancy