

10 FUNDAMENTAL CONTENT MARKETING QUESTIONS

TO ASK YOUR CLIENTS

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Use the following 10 questions to gather the information you need to plan out great content for your new clients. It generally pays off if you can get on the same page before the process of writing starts - think less reviewing, less back and forth conversations, and less time spent on editing. The more you know about your client's business and their products/services, the better the content you'll produce.

What is the "WHY" behind your business (why do you and your employees get up out of bed in the morning)?

ANSWER:

Who are we writing for (clear buyer personas)?

ANSWER:

What problems are your customers solving when working with you?

ANSWER:

Tell us more about your products/services (broad strokes).

ANSWER:

Define 3 clear unique selling propositions for a product/service line.

ANSWER:

Describe the style of writing you think is appropriate for your company.

ANSWER:

Provide 3 examples of writing that you like.

ANSWER:

Provide 3 examples of writing that you don't like.

ANSWER:

How will the content be distributed (social media platforms, organic search, email, etc)?

ANSWER:

Why do you want to create content consistently (expectations tied to content marketing)?

ANSWER: