



Audience-Content Worksheet (B2B)

...that gets you started in the right direction

Whether it is digital marketing or any form of traditional marketing communication **getting the right audience-content match** is a necessary criteria for **marketing success**. This is highly critical in B2B marketing and often leads to good sales closure even over a longer sales cycle.

However you won't get right audience-content match the first time. And that's OK!

It involves a **continuous process of refining** this match until you figure out what works for you.

And this worksheet will help you get started in the **Right Direction**.

Dive in ! (use extra sheets if required)



1. The AUDIENCE Build up

Try to answer the questions to the best of your abilities. You may also look around any data that you have on your customers and prospects. You can ask your sales and servicing teams for specific insights.

Your inputs will help you create one or more of your ideal customer profiles in the next stage.

What role does your customer/prospect (decision maker/influencer) plays in his/her organization? What is his/her level of experience?

What is the demographics of your customer and prospect? age, gender, location.

What is the psychographics of your customer and prospect? their interest; their hobbies; what they like to consume online? where do they consume them online (Google, social media, YouTube, apps, news sites etc.)? who/what do they follow online? how do they like to be communicated? how easy is it for you to reach them?



What are their challenges in the professional life (based on their roles)? e.g. promotions, recognition, performance, proving it to the management, operational challenges etc.

What motivates/influences them to make a purchase decision? How much of it is influenced by what others say about your product/s?



2. The MESSAGING Build up

The messaging is based on what you think about your product/s + what your customers/prospects think about your product/s

What is the Unique Selling Point of your product/s? Why should someone come to you and not to anybody else, including your competitors?

What pain points (of your customer/prospect) does your product/s solve? Is it a big enough pain point that your customer/prospect care about? i.e. if they take no action to solve the pain points will it be a big problem?)

What topics will engage them based on your USP , and your solution to their problems? list as many as you can



What are the key points (benefits, social proofs, testimonials, innovations etc.) that will help them to decide on your product/service? What are they key triggers that will make them go for a product like yours?

What are the main reasons (objections, myths, misconceptions) for them to think twice before deciding on your product/s?



3. The MATCH- cues to your communication, content and channel

With help of the above inputs (on audience and messaging) try to come up with at least three sets of audience-content match and try to map it to the channel where this can be communicated in.

Set 1

The persona and the problem	
How you solve the problem?	
What features and associated benefits will be linked to your solution?	
What are the key points to convey (your messaging pillars) along with proof points?	
What content format you want to use to communicate this (text, video, post, infographics, case study. Emails etc.)?	
What will be call to action (just consume, click and come to your website, contact you, share with others etc.)?	
What channel you want to use to convey (websites, SEO, social media, paid online ads, emails etc.)?	
Is there a way to personalize this communication?	



Set 2

The persona and the problem	
How you solve the problem?	
What features and associated benefits will be linked to your solution?	
What are the key points to convey (your messaging pillars) along with proof points?	
What content format you want to use to communicate this (text, video, post, infographics, case study. Emails etc.)?	
What will be call to action (just consume, click and come to your website, contact you, share with others etc.)?	
What channel you want to use to convey (websites, SEO, social media, paid online ads, emails etc.)?	
Is there a way to personalize this communication?	



Set 3

The persona and the problem	
How you solve the problem?	
What features and associated benefits will be linked to your solution?	
What are the key points to convey (your messaging pillars) along with proof points?	
What content format you want to use to communicate this (text, video, post, infographics, case study. Emails etc.)?	
What will be call to action (just consume, click and come to your website, contact you, share with others etc.)?	
What channel you want to use to convey (websites, SEO, social media, paid online ads, emails etc.)?	
Is there a way to personalize this communication?	

Let these 'sets' guide you on your online marketing strategy which will include your website, social media, content marketing, search engine optimisation and paid online ads. You can also extend this to your traditional marketing channels including PR.



Thank You



Hi!

I hope you like this Audience-Content Worksheet and **get started in the right direction**. I am sure you will get the clarity on your marketing approach with this exercise whether you are just starting off or already made some progress in your marketing.

Feel free to share your feedback on the worksheet. Or you may want clarity on a particular question. Do drop in a mail to talktome@tuhinghosh.com .

Would love to hear from you.

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