

Session #4

Customer Success Leadership
Bootcamp Webinar Series - Q1 2024

Designing a Content Strategy to Help Your Customers Succeed with Your Solution

Tuesday, February 27, 2024
1pm EST/10am PST



Kristi Faltorusso

Chief Customer Officer

client**success**

“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

**“Content Isn't King,
It's the Kingdom.”**

**“Great Content is the Greatest Sales Tool
in the World.”**

DID YOU KNOW?

94%

According to a survey by HubSpot, 94% of consumers say that they would be more loyal to a brand that offers complete transparency, including through educational content.

DID YOU KNOW?

86%

Salesforce reports that 86% of buyers are willing to pay more for a great customer experience, and educational content plays a significant role in providing that experience.

DID YOU KNOW?

90%

According to research by Microsoft, 90% of consumers expect a brand or organization to offer a self-service customer support portal, and high-quality content is essential for creating such portals.

CONTENT CAN CHANGE YOUR BUSINESS RESULTS



Education and Onboarding: Educate customers about your product or service, helping them understand its features, benefits, and how to use it effectively.



Problem Solving and Troubleshooting: FAQs, troubleshooting guides, and tutorials can help customers resolve issues independently.



Continuous Learning and Upskilling: Content that offers tips, best practices, and advanced usage techniques can help customers get the most out of your product.



Community Building and Engagement: Facilitate community building by providing platforms for customers to interact, share experiences, and exchange knowledge.



Feedback Loop and Product Improvement: Content can serve as a channel for gathering feedback from customers.



Retention and Renewal: Can help reinforce the value of your product or service, increasing customer satisfaction and loyalty.



The background features a collage of business-related items. In the top left, there is a white coffee cup on a saucer. Below it, a line graph shows a fluctuating line with horizontal dashed lines labeled '+1 SD' and '-1 SD'. A pen lies horizontally across the bottom. A notebook is open, showing a diagram titled 'CONTENT STRATEGY' with arrows pointing to 'Create', 'Measure', 'Analyze', and 'Optimize'. The page number '60' is visible at the bottom of the notebook page.

Determine What Content You Need

EXPLORE CONTENT THEMES

WHAT CONTENT DO YOUR CUSTOMERS NEED?

DEFINE YOUR AUDIENCE

Who are you creating the content for?

MAP CONTENT TO THE JOURNEY

Determine the content needed to support the customer journey stages.

IDENTIFY CONTENT GAPS

Review the content you have and make lists of missing content.

KEYWORD RESEARCH

Look at keyword searches on your site, knowledge base and tickets.

INDUSTRY TRENDS

Watch news, trends, and discussions to share insights.

CONTENT TYPES

Certain Content, Certain Forms

client**success**



Short Form
Content



Article
Content



Community
Content



Long Form
Video Content



Q&A
Content



Knowledge
Base



Newsletter
Content

1.

Determine what content is needed.

- Ask Customers
- Pull data from your knowledge base
- View traffic on your website
- Look at themes in Supprt tickets
- Talk to CSMs, AEs and Marketing

2.

Create a plan and execute it.

- Determine what channel is best for each piece of content
- Assign an owner - who is the best equipped to lead/produce
- Create a v.1 and don't worry about it being perfect
- Track the performance and measure impact

3.

Wash, rinse and repeat.

- Creating content is not a “one and done” initiative - you will always be creating new content
- Optimize content that is under performing and enhance it
- Test content in various forms - everyone has a different learning style

Onboarding

- Create long form and short form video content to help accelerate the onboarding process
- Produce guides and workbooks that help connect objectives to workflows and outcomes
- Document success stories to share so other customers get a sense of what's possible
- Design templates that help prevent teams from staring a blank sheet of paper



Knowledge Base

- Create new pages for product releases
- Design a “How do I” video content library
- Add use case workflows linked to instructional pages
- Create short form video along with screenshots and written text
- Take Support ticket insight and prepare a Q&A section for the most commonly asked questions



Webinar Content

- Training videos to be shared for new users to get ramped on your product
- Product specific tutorials on how to get value from X by doing Y
- Workshops that tackle industry challenges or common situations
- Live Office Hours to be recorded and shared on-demand
- Panel discussions with customers to share ideas and thoughts on popular topics



Leading

- Traffic
- Visits
- Page Views
- Clicks
- Time On Site
- Unique Visitors
- Plays
- Downloads
- Replays
- Attendees
- Registration

Lagging

- Adoption
- Number of Users
- Consumption
- Engagement
- Value Realization
- Retention
- Upsell
- Expansions
- Cross-sell
- NPS
- CSAT
- CES



TAKE NOTE

1. Everyone in your organization should be creating content - This is NOT Marketings job
2. Content will help you and your team scale - Invest the time now to save time later
3. Customers value content and data proves that customers want to help themselves
4. Good content today is better than perfect content in 2 weeks
5. Incentivize for content creation and watch the content pour in

THANK YOU
Q&A