Creating Content for the Buyer's Journey

Video: How to Define Your Buyer's Journey

Hey there, it's Kara from HubSpot Academy.

Content is at the core of successful inbound marketing. It provides the education buyers seek to make an informed purchasing decision, and the value organizations aim to give potential customers.

That's why marketers around the world are publishing a variety of content each day. In fact, 7.5 million blog posts are published every day (Letter.ly). Imagine what this number would reach if it included videos, podcasts, and other types of content.

As Mark Schaefer, best selling author for Marketing Rebellion, has said, "Content shock is here." Content shock is a term Mark Schaefer created to explain the massive influx of content being published online. With the volume of content now outnumbering people and their availability to consume it, marketers are reaching less audience members. In other words, it's never been more important to create high-quality content that stands out from the rest.

So, how can you win the attention of your target audience? Create content that's relevant and valuable throughout their path to purchase, also known as the buyer's journey.

The buyer's journey is the active research process someone goes through leading up to a purchase.

Think about the last time you were looking to buy a new product. Where did you research it? How did you determine your options? What convinced you to choose a certain product over others? Each of the challenges, questions, and goals you developed during your research process were a part of your personal buyer's journey.

This is important for marketers because defining the buyer's journey for your organization will help you understand how visitors and leads are purchasing your products or services. It'll help you empathize with buyers, and position your content and brand along their path. Rather than guessing the type of content your audience likes, you can strategically brainstorm content your buyers will find valuable.

But, don't just take it from us. Let's hear from Annie Zelm, content manager at Kuno Creative, a HubSpot Solutions Partner, on how defining the buyer's journey has helped her create content and drive results.

Annie: *Developing a content strategy based on the buyer's journey has helped us achieve big wins for clients in many different industries. For a medical device manufacturer that previously relied on trade shows, investing in a buyer-driven content strategy increased the number of sales-qualified leads by over 200%. It also led to a tenfold increase in the number of customers. And a software company with a long sales cycle saw a 44% increase in website traffic by creating a mix of content for facilities managers and workplace leaders. More importantly, the company increased its sales-qualified leads by 83% by setting up email workflows with content that helped them compare their options and validate their decision. Our content strategy has evolved over the years and it's different for every client, but it's always based on the buyers' journey because we know it works.*

Driving positive results from your content can be a result of many factors, but it all begins with understanding your buyer's journey.

The buyer's journey consists of three main stages: awareness, consideration, and decision. The awareness stage happens when a buyer experiences a problem and seeks to better understand it. In the consideration stage, a buyer identifies their problem and becomes committed to understanding the different solutions. The decision

stage is when the buyer identifies the correct solution and decides on the best vendor to provide that solution.

It's important to know that the buyer's journey is not the same as the customer's journey. The buyer's journey focuses on the stages leading up to a purchase, while the customer journey extends beyond a purchase. We're going to focus on creating content for the buyer's journey to help you get started converting new leads into first-time customers.

Let's review an example of a buyer's journey for a fictitious company named SnoozeCity, an online mattress retailer. If SnoozeCity defined the buyer's journey for their primary persona, Side-sleeper Solange, it would sound something like this:

Side-sleeper Solange is in the awareness stage as they're experiencing constant back pain in the morning. They're unsure what's causing the pain and decide to search Google asking, "Why does my back hurt in the morning?" They read a few blog articles and watch a YouTube video before learning their mattress may be the problem.

Side-sleeper Solange then enters the consideration stage where they become aware the mattress is the problem and are eager to find a solution. They take a quiz for assessing the right type of bed products, and learn a foam mattress is recommended for their type of pain.

Once they're informed about the right solution, they enter the decision stage to decide which provider to purchase from. They discover several brands offering foam mattresses, and make a decision based on one company's multitude of 5-star reviews.

As with your business, your buyer's journey should illustrate customers' common challenges or goals, and provide content to influence their purchasing decision. Just make sure to focus on one buyer persona at a time.

A buyer persona is a semi-fictional representation of your ideal customer based on real data and market research. Different personas will often take different paths when making a purchase, but focusing on one persona will help you define their main path. Check the resources section to learn more about creating buyer personas.

So, how do you identify the details of your persona's experiences and craft a storyline? Here's a few questions to ask yourself to get started with the awareness stage:

- How do buyers describe their challenges or goals?

- What symptoms are your buyers experiencing?

- How do buyers consume content or conduct research?

Answering these questions will help you understand your buyer's initial symptoms, problems, and how they like to learn more about them. For example, SnoozeCity's buyers in the awareness stage experience back pain and conduct research using Google and YouTube to find out the cause and possible solutions to help. Identifying these experiences will help you brainstorm content that speaks to your audience.

Next, ask yourself the following questions to help define the consideration stage:

- What are possible solutions to address their challenge or goal?

- How do buyers perceive the pros and cons of each solution?

- How do buyers decide on the right solution?

These questions will guide you in understanding your buyers needs and goals, once they've identified their problem. For example, SnoozeCity's buyers in the consideration stage are looking for ways to solve their back

pains. Different bed products, like pillows or mattresses, can provide the solution they need, but they first take a quiz to determine what's best for them.

Your customers will then need to decide on a vendor to purchase from, once they've determined a solution. Ask yourself the following questions to help you define the decision stage:

- What criteria do buyers use to evaluate the available offers?

- What do buyers like or dislike about your solution compared to alternatives?

- Who needs to be involved in the purchasing decision?

These questions will help you think about important factors your buyers consider, so you can incorporate them into content for the decision stage. Find these questions and more by downloading the worksheet in the resources section.

You can start crafting your buyer's journey based on your persona knowledge, however, be mindful of assumptions. Creating an accurate narrative is one of the most important aspects to defining your buyer's journey. Here are three ways you can gather accurate information.

First, interview customers. This is one of the most informative ways to understand details about your buyer's path to purchase. Your customers have already gone through their buyer's journey, so you can trust their insights and experiences to inform your narrative. This can also help you identify what content is already helping your buyers and any opportunities for improvement. Here's Annie to share how her team conducts interviews.

Annie: *We start by conducting interviews with our clients and their customers to better understand the challenges they face, how they search for solutions, and what factors they use to compare their options. These conversations give us important insights about what motivates them personally and professionally. We learn how to speak their language, answer their most pressing questions, and deliver the right type of content to them through the right channels.*

As Annie mentioned, interviewing customers is a great way to learn how to speak their language. For newer companies with fewer customers, you can also interview industry experts.

This can include chatting with your leadership team or talking with long-time sales team members. Your sales team will have a wealth of insight into your prospects, so consider asking about common questions they receive or what convinces buyers to choose one product over the other. Looking outside of your network can also provide a fresh perspective. Consider searching LinkedIn for industry experts from a variety of companies.

Conducting keyword research is another way to gather information if interviews aren't an option. Research popular blogs in your industry, or look at the content your competitors are creating. Consider using tools like Ahrefs or SEMrush to help you identify other relevant keywords your buyers are using. This information will help you determine how you can create similar content in a new and unique way.

Developing your buyer's journey is an important first step to creating meaningful content. This will inform and inspire new content ideas, and drive an effective content strategy for your inbound marketing efforts. Your narrative doesn't have to be perfect, but it does have to be well researched and informed by credible sources. Once you've defined your buyer's journey, you'll be able to brainstorm content your audience will find relevant and valuable.

Video: How to Brainstorm Content for Your Buyer's Journey

Creating content for the buyer's journey will ensure you're providing value throughout your audience's path to

purchase. Your buyer's journey will help you understand your audience's challenges and goals, and provide guidance for brainstorming new content.

There are two main steps to brainstorming content for each stage of your buyer's journey. First, identify the topic. Then, identify the format.

The topic or idea is the information, education, or value your content provides. The format is how you decide to arrange and present your topic, whether in a written or visual format. For example, the topic of the content on the left is about switching from spreadsheets to a database, and the format is a blog.

Identifying your content topic before your format is key to brainstorming content that resonates. All too often, marketers will focus on the format of the content rather than the topic or idea, resulting in content that doesn't speak to their buyers' needs. For example, blog posts often work well in the awareness stage, but may not be effective if the topic doesn't speak to your buyers' challenges or goals. Focusing on the content topic first will ensure you're creating impactful content for your buyer's journey.

Let's discuss how to identify your topic.

Creating content for the buyer's journey means developing content that serves each stage: awareness, consideration, and decision.

Begin by identifying content that speaks to buyers in the awareness stage. Buyers in this stage are often looking to better understand their symptoms and learn more about their challenges or goals. Think about the type of information, education, or opinions your buyer would find valuable.

Here's an example of awareness content from Campaign Creators, a HubSpot Solutions Partner marketing agency. The on-demand webinar educates readers about the top mistakes damaging eCommerce website conversions and revenue. Campaign Creators knew buyers in their awareness stage were often struggling to convert visitors into customers on their website. The agency also wanted to position their company as a thought leader in the eCommerce space. As a result, they developed this content to resonate with their buyers' challenges by discussing common website mistakes eCommerce marketers make.

Your awareness content topics should speak to your buyers' symptoms and problems. Figure out what information will help your buyers understand their experiences.

The consideration stage is next. Buyers in this stage are aware of their problem and are conducting research to evaluate their options for a solution.

Here's another example from Campaign Creators. This consideration content is a guide for educating learners about different solutions to filling a digital marketing gap. For example, these solutions include hiring a freelancer, partnering with another company, or hiring an agency.

Campaign Creators knew buyers in the consideration stage were often experiencing marketing gaps and looking for solutions to support their initiatives. They also knew buyers in this stage might not be ready to hire an agency, like Campaign Creators. They created this content to help buyers understand their different options for solving their challenge.

This is an example of how content topics in your consideration stage should inform buyers about possible solutions to their problem, and help them evaluate the pros and cons of each solution.

In the decision stage, your content should help buyers decide on the right vendor to purchase from. Buyers in this stage are evaluating different companies that provide their solution, so it's important to highlight your company's value.

An example of decision content is Campaign Creators' free marketing consultation. Buyers in the decision stage can book time with one of the agency's marketing experts, and receive valuable and honest feedback on the best marketing solution for them.

Campaign Creators knew their buyers were looking for more insight into whether their agency would provide the type of service they were looking for. Providing a free consultation helped the agency understand the lead's challenges or goals, and provide a tailored experience during the consultation.

Your content topics and ideas should highlight the value of your solution and convince prospects to choose you.

Once you've determined the topics and ideas that will help address each stage of the buyer's journey, it's time to identify your content formats. The most common formats are written, visual, audio, and interactive content.

Written content can include blog posts, guides, e-Books, pillar pages, case studies, or newsletters. Here's an example blog from The Sill called, "How To Keep Your Plants Alive While On Vacation." This is a great example of how you can create educational content in the form of a blog post.

Written content is a great opportunity for attracting new buyers to your website by optimizing keywords. This type of content is usually easier and quicker to launch compared to other formats, like video or audio. Consider creating written content if you're looking to attract new audiences with SEO or are looking for a low-lift content creation option.

Visual content includes things, like videos, infographics, images, or webinars. Here's a video from Mint called, "Comparing Credit Cards: Which Card Has The Best Interest Rate?" It begins with a person speaking on-screen, and cuts to a product tutorial later in the video. This illustrates how videos can provide valuable information in a more dynamic format.

Videos require more time and effort compared to written content, but tend to drive better engagement. Consider creating visual content if you feel videos or images will help you present your information in a more impactful way.

Audio content can include podcasts, audiobooks, or audio advertisements. Netflix UK launched a podcast called, "10/10 (Would Recommend)" where the hosts discuss what they're watching on Netflix and what you should be watching, too.

Podcasts can be less scripted and provide raw conversations, while listeners can consume on-the-go. Consider creating audio content if you would like to create conversational-type education that's also entertaining for listeners.

Finally, interactive content. Interactive content to consider includes quizzes, assessments, and tools, such as calculators or website graders. Warby Parker, an eyeglasses retailer, created a quiz to help shoppers determine the right frames to purchase. The quiz asks users about their preferences and then provides recommendations based on their answers.

This is an example of how interactive content can help buyers make a purchasing decision in a personalized manner. It's also a great way to turn dull or complicated information into an engaging and interesting experience.

Choosing the right content format can often feel intimidating with so many options. Consider these formats for each stage if you're unsure where to start.

Blog posts, infographics, or how-to videos are best used in the awareness stage, while comparison guides, live webinars, or assessments are best used in the consideration stage. For the decision stage, a free trial, demo, or consultation will help engage buyers the most.

Consider using free online tools to help you generate topic ideas. HubSpot's Blogs Idea Generator is a great option for helping you think of unique topics. You can enter up to five nouns in the search field and be provided with several blog titles and content ideas in return. Answer the Public is another great tool for discovering untapped content ideas. Enter a term into the search bar and the tool will generate common phrases and questions users ask about your keyword.

Brainstorming content for each stage of the buyer's journey will become easier over time. You'll eventually learn what resonates well with your audience and what doesn't. This will help you continue to attract new leads and publish high-performing content on a regular basis.

Video: How to Create Content That Drives Action

Creating content that attracts the right audience is one thing, but designing content that engages your audience to take action is something to prioritize. The content you create for your buyer's journey should be educational, as well as encouraging, so leads take certain actions. These actions don't have to be an immediate purchase, but they should bring leads a step closer to becoming a customer.

Let's say you're searching for quick meal ideas online and come across a blog with 20-minute recipes. You continue learning about new recipes as you scroll through the blog, until you reach the end. Here, you see an invitation to receive weekly emails about their latest recipes, and decide to subscribe. This is an example of how a blog can initiate action.

Creating content that drives buyers to take action is how you can help shoppers through their buyer's journey and move them closer to a purchase. This can be achieved by including a call-to-action in your content.

A call-to-action, or CTA, is an element in your content that prompts visitors to do something.

For example, the call-to-action for the 20-minute recipes blog was to subscribe to their newsletter. This was strategically placed at the end of the blog, encouraging viewers to take action before leaving their website.

As a marketer, CTAs will help you convert a visitor into a new contact and allow you to nurture those contacts through their buyer's journey. It'll also help you measure the effectiveness of your content, and determine which content is driving the most customers and sales.

So, how do you create compelling CTAs in your content? It depends on the type of content, such as written, visual, audio, or interactive.

Let's review different examples of compelling CTAs, starting with written content.

Written content can include blog posts, white papers, or case studies. Here's Pam Bump, senior marketing manager of audience growth on the HubSpot blog team, sharing an example of a high-performing blog post she created.

Pam Bump: *One example of a high-performing post we've published is the "Social Media Trends to Watch in 2021." This post includes data from our social media trends report, and the social media trends report is also the CTA that we sprinkle throughout the piece. This year, the post has received 71,000 views and over 160 net-new form submissions. While the view count is great to see, it's also excellent to see those view submissions because that means people are reading the post and taking the extra step, which is downloading the social media trends report.*

So, how can you encourage blog readers to take that next step? Here's Pam again sharing recommendations on how you can create blog content that drives action.

Pam Bump: *Where it feels natural, you can sprinkle sneak peeks of your CTA in the post, such as a quote from your CTA or a template that the CTA gives. That way, people can get an idea of what they'll be downloading. Lastly, while it might be tempting to put CTAs all over your posts, it's important to pick one or two CTAs that really relate to your post. Put a variation of calls-to-action in the post. Maybe two to three max. HubSpot places a non-obtrusive text-based CTA in the intro, a banner CTA at the bottom of the post, and a slide-in CTA that shows up as you scroll through the page – so that way we can continue the reading experience without distracting people with CTAs.*

As Pam mentioned, include a sneak peek of your content and focus on one or two CTA offers. You should also use actionable and specific language. For example, consider "Download free template" or "Request a demo" instead of vague CTAs, like "Submit." Also, design your CTA to stand out. Give it a different color to contrast from the rest of the content, and make sure it's large enough to grab your reader's attention. As Pam mentioned, keep your CTAs to a minimum for each piece of content. Including different CTAs can often confuse viewers on what to do next, but one or two relevant CTAs can guide users on next steps.

Next is visual content. Visual content can include videos, infographics, or webinars. Here's Jamal Meneide, video producer for HubSpot's YouTube team, to share how he's created video content that's driven users to take action.

Jamal Meneide: *A successful video we've recently created for YouTube was "Why You Need Effective Inbound Content Marketing to Grow Your Brand." At the end of the video, we invite viewers to learn more by downloading our free content marketing workbook or taking our content marketing certification. We saw a 2.4% CVR for October, which is pretty high compared to benchmarks. When thinking about CTAs in video content, it's important to remember that on YouTube, folks are looking to be entertained – unless they're specifically already looking at your video for information or education. Make sure your presentation throughout is engaging and entertaining, and if you can muster a joke or unique angle for your CTA, consider employing that as well. In addition, you don't want the CTA to be a huge departure from the rest of the content of the video. If we're talking about TikTok memes and now you're trying to get me to buy a subscription to a meal prep service, I'm probably not going to care. Try to make sure there's some amount of congruence between the CTA and the topic of your video. In other words, your CTA should maintain the viewer's expectations and experience of your content.*

Like Jamal said, make sure your video is engaging and entertaining, and don't let your CTA stray from your content. You should also include a CTA to your website if the content is hosted on another medium, like videos on YouTube or infographics on social media. Directing users back to your website will help support them through their buyer's journey and convert into a contact. Try experimenting with different types of CTAs, like visual and verbal. You can test different types, and determine which works best. Similar to written content, make your CTA stand out. Overlaid text or buttons shouldn't blend with the background of your visual content. Experiment with animations or sound effects to make your video CTAs stand out, or choose colors and fonts that contrast with your image content.

Now for audio content. Example audio content includes podcasts or audiobooks. Here's Andrew Hong, CEO and co-founder of Tobe Agency, a HubSpot Solutions Partner agency, sharing his insights on incorporating CTAs in podcast content.

Andrew Hong: *So, an example of a successful podcast that we created that drove listeners to take action was the "Estate of Mind" podcast for The Institute for Luxury Home Marketing. We asked them to go to a lead magnet via a link in the show notes, and the lead magnet was tracked via UTM. We received approximately a 60% opt-in rate for traffic that hit the landing page via the UTM, and we estimated that about 10% of the podcast listeners actually visited the landing page.*

Inviting listeners to take action requires different techniques than written or visual content. Here's Andrew sharing more tips.

Andrew Hong: *One is consider doing mid-roll CTAs. A lot of time, people skip through the beginning of podcasts or don't listen through all the way to the end. So it's hard for them to hear ads that are either at the beginning or at the end of the podcast. Second, most of the podcast platforms allow you to put live URLs* that link out to a piece of content. *Make sure that you use this function because it's a great way for people to get them into your overall content marketing funnel.*

As Andrew mentioned, consider mid-roll CTAs and include links if the podcast platform allows.

You need to make your CTA easy to achieve by verbally explaining how listeners can take action. If this requires multiple, complex steps, it may be hard for listeners to follow or remember. Keep your CTAs short and concise, and be sure to shorten your URLs. For example, if you invite listeners to visit a certain page on your website, consider a link like "hubspot.com/offer" instead of "hubspot.com/free-offer-for-podcast-listeners". As Andrew said, include your link in the show notes if the platform allows.

The last type of content is interactive content. Interactive content can include quizzes, assessments, and free tools. Here's Carly Williams, manager of HubSpot's Content Conversion team, sharing her experience with creating tools.

Carly Williams: *One of the most successful tools that we've launched here at HubSpot is called "Make My Persona." "Make My Persona" is a buyer persona generator that walks you through strategic questions about your ideal audience. At the end, you're met with an editable, shareable document that you can use to collaborate with your team on a strategy to attract more of those people. When we launched the tool in 2018, we were featured as the #1 product of the day on Product Hunt and boasted a 17% conversion rate. This success helped us come in at over 200% of our 30-day lead goal. When you're thinking about effective CTAs to use in your tools, consider your audience's needs. For us, that meant offering two different CTA paths for "Make My Persona." One for people who wanted to learn more about what a buyer persona is, and one for people who were ready to dive into the actual creation piece. Another thing to keep in mind is how can you offer intentional next steps when someone is done using your tool. For us with "Make My Persona," that meant supplying them with a "Book a meeting" CTA.*

As Carly mentioned, consider the different needs of your audience and offer intentional next steps. Here are additional ways to create impactful CTAs for your interactive content.

Consider inviting users to submit their emails as the CTA. Interactive content is often perceived to provide high-value information, so users are likely to provide their emails when requested. Also, gather valuable information to provide a personalized experience. For example, you can gather insights about your users in quizzes, and use that information to provide a tailored CTA at the end. Finally, use the results from your assessment or tool as the CTA. For example, if you were taking an assessment to determine why your plant isn't growing, the results may suggest you aren't using the right fertilizer. A call-to-action could be to download a comparison guide of different types of fertilizers, or to purchase a fertilizer from the company.

Now that you've heard a few recommendations on how to incorporate CTAs, you're on your way to creating impactful content for your buyer's journey.

Creating impactful content for your inbounding marketing efforts is both an art and a science. Your content should incorporate creative and original ideas, but it should also speak to your buyer's needs and goals. Incorporating compelling CTAs will ensure your audience continues through their buyer's journey with your brand.

Video: How to Streamline Your Content Creation Process

Taking your content from ideation to publication can involve a variety lot of moving parts. You'll need an organized and repeatable way to streamline your content creation process. Developing a content creation framework can

help.

A content creation framework is a structure of processes for publishing content.

It allows you to determine what steps and resources you'll need. It'll also help your team foster creative ideas in an organized and scalable manner. Let's review an example of a basic content creation framework used for HubSpot Academy's User Blog.

This blog aims to educate and inspire HubSpot users to reach their inbound goals with the HubSpot software. There are several content contributors, as well as various editors involved in the process. The team created a framework and outlined the most important details using a Google Sheet, to stay organized.

The **Publish Date** and **Publish Time** inform editors when to schedule the posts for publication. The **Due Date** and **Responsible** columns determine when the article should be submitted and who's writing it. Columns E, F, and G are where the writer fills in the details about their blog. The editors use the **Status** column to inform everyone about the progress of the blog. These statuses include pending, confirmed, submitted, scheduled, and published. Lastly, the **Editor** column lists the name of the individual who will review and provide feedback on the article.

Your content creation framework may not look exactly like this, but it should follow a similar process to help your team stay aligned. Frameworks change depending on the type of content you create and the resources available to you.

Follow these three steps to get started:

- Identify your workflow.

- Determine who is responsible.

- Gather your content creation tools.

Let's review how to identify your workflow.

In the context of content creation, a workflow is an intuitive breakdown of the work needed to complete a project. It consists of the sequence of steps a piece of content takes from its initial creation to its publication.

Let's say you're identifying the steps to create a blog post. Instead of "written," "edited," and "published," consider more detailed steps, like:

- First draft complete

- Blog edited

- Design applied

- Final draft complete

- Post published

These can be tweaked depending on your content. For example, instead of "script," "film," and "publish" for a video, use steps, like:

- Script submitted

- Script editing complete

- Video filmed

- Video edits complete

- Final video approved

- Video published

Continue updating your steps based on the type of content you create and by thinking about how you created past content. Consider what went well, what roadblocks you hit, and what you'll need to work into your process to ensure a streamlined experience.

No matter the content you create, don't forget to incorporate a step for reviewing or editing. This will ensure your content is accurate, well-written, and aligned with your brand. Check out the lesson in the resources section to learn how to implement an effective review process.

A clearly defined workflow will allow you to scale your process and continue producing quality content for your audience. Once you've finalized your workflow of steps, it's time to determine who is responsible for each.

Responsibilities will vary depending on the type of content you create, but consider these primary roles:

- Content strategy

- Writing or producing

- Editing

- Designing

- Distributing

Let's review what each entails.

The content strategy role is responsible for creating a content plan, mapping it to the business needs, and ensuring the responsibilities are met. This person is often the lead of the content team and is the individual responsible for maintaining alignment.

The second responsibility is writing or producing. This person is responsible for composing the content, whether it's writing a blog post, filming a video, or recording a podcast. The writer or producer doesn't always have to be an expert in the topic, but they can work with internal and external subject matter experts to create compelling and useful content.

As with any new piece of content, you'll also need an editor. The editing responsibility involves reviewing and providing feedback for the content. Editing ensures alignment with your brand's messaging, your target market's needs, and your content goals. A fresh set of eyes and a different perspective helps make your content stronger.

A designer is also needed. Designing involves packaging your content in a visually compelling way. For e-Books, consider hiring a graphic designer to help with formatting, applying your branding, or incorporating visuals into your written document. For videos, hire a video editor to help piece the recordings together. Effective design plays a huge role in information hierarchy, making it easier for viewers to consume your content.

Finally, there's distributing. This role involves publishing or promoting your content, so it reaches your target audience. This often includes coordinating promotional materials, like social media posts and press releases, mapping them to the right channels, and scheduling them for publication. This individual is also responsible for

analyzing the results of their distribution strategy.

You might have one person filling multiple roles, depending on your team's bandwith and structure. Just make sure they're not strapped with too much responsibility. Hiring a freelancer can be an easy and cost-effective option, if you're just starting to build a team.

The final step in developing your framework is to gather your content creation tools. You'll need three main tools, like:

- A content planning tool.

- A CMS.

- An analytics tool.

A content planning tool will help you evaluate your content production schedule, manage multiple content projects, and align with all important creators and stakeholders. Many new teams start by using Google Sheets before adapting more robust tools, like Trello or Airtable. You can also use HubSpot's Campaign, since it includes Calendar and Tasks features that allow you to collaborate and plan for future content.

A CMS, or content management system, is a tool for creating, storing, and publishing content online. There are different types of content systems — like HubSpot and WordPress— so you'll need to identify what works best for your company's needs. Make sure to choose a CMS with plenty of storage for content and editing capabilities to optimize your content for search engines.

Analytics tools help you measure the success of your content. Your analytics tool should allow you to pull relevant metrics and measure the ROI of your content. It should also include reporting templates and actionable insights to help you understand your metrics and determine action items. Most paid-for CMS tools or social platforms come with built-in analytics, but if you're looking for an analytics solution with extra insights, HubSpot Reports and Google Analytics are strong choices to consider. HubSpot offers attribution reports that help you identify which content is driving the most new contacts or influencing the most new customers. Google Analytics has a user flow feature that showcases how visitors flow through your website pages and content.

These are just a few content tools to consider. Check out the resources section if you're looking for tools made specifically for creating images, publishing videos, or writing your next blog.

A content creation framework strikes the perfect balance between autonomous creativity and long-term content sustainability. The framework you build today will become the building blocks to scaling your content in the future. By implementing a content creation framework, you'll empower your team to continue producing content they're proud of in an organized and efficient way.