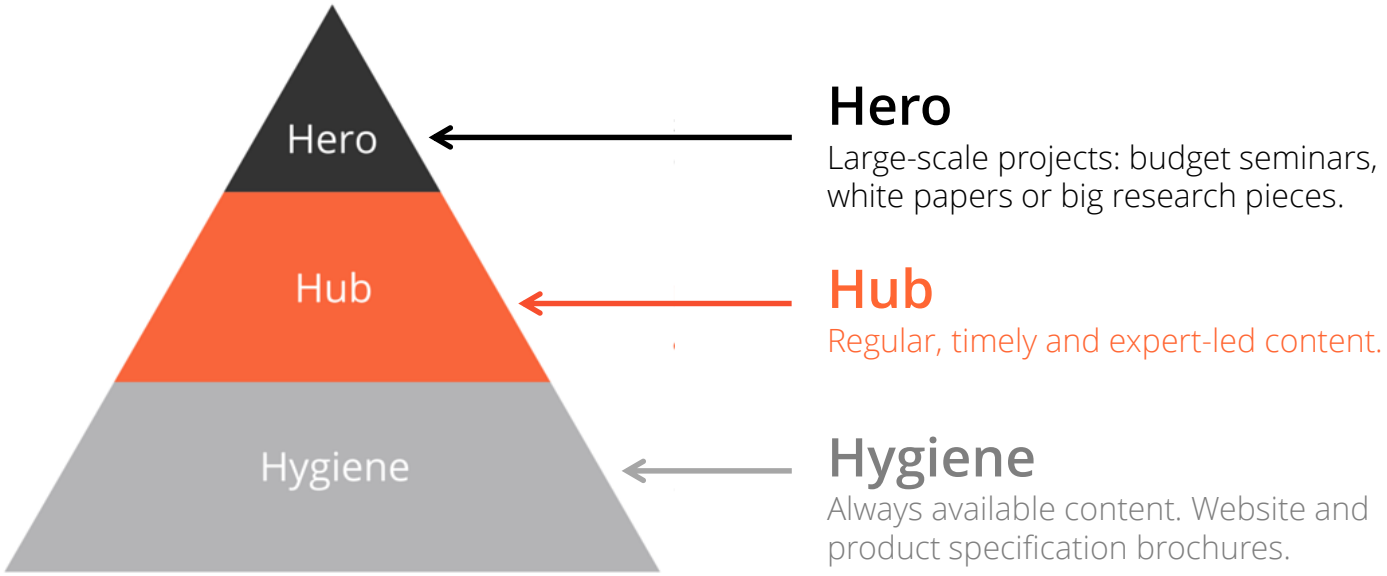


HERO, HUB, HYGIENE

A FRAMEWORK FOR KNOWLEDGE BUSINESSES TO CREATE A DELIVERABLE CONTENT MARKETING STRATEGY

What is Hero, Hub and Hygiene content when applied to Knowledge Businesses?

The **Hero, Hub, Hygiene** model lays out different classes of content and provides a useful analytic tool to review your content strategy.



Hero Content

Hero content is the **big project**: the once or twice-yearly budget seminar, white paper, or big research piece.

For example:

- **Deloitte Football Money League**, which provides financial research on the world's richest football clubs and their relative rises and falls. It is a once a year publication that is anticipated, pored over, and reported by newspapers and websites the world around.
- **Mary Meeker's Internet Trends** published by the venture capital firm Kleiner Perkins Caufield & Byers. The 2015 version was 200 pages long and read by 2.6m people.



Hub Content

What defines Hub content and makes it good is that it is **relevant and timely**. It quickly tells another overstretched professional something they didn't know or gives them an **expert perspective**.



In doing so you:

- **Educate the prospect/client** in a way that is beneficial and interesting to them;
- Remind them the **author is an expert** in this field; and
- Remind them **your firm exists**.

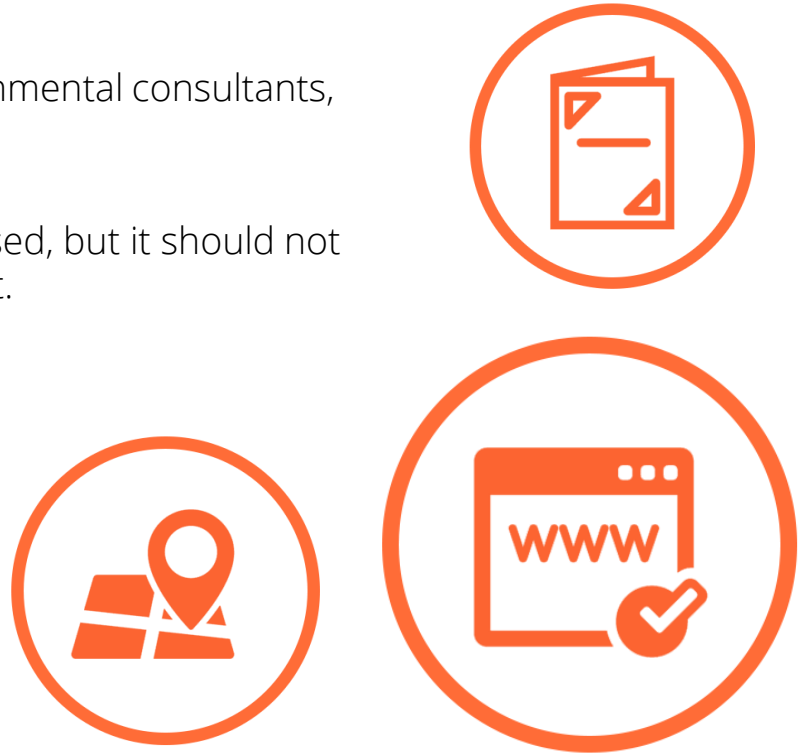
Good Hub content should be **expert-led** (they know what is relevant) and **regular** (daily posts to the social media channels and weekly newsletters).

Hygiene Content

Hygiene content, by contrast, is **always there**.
It is “always on.” The brochure website, professional profiles, service descriptions, office address and about us.

Hygiene content is **optimised for search** (“environmental consultants, Columbus, Georgia”).

The website needs to be rigorously tested, optimised, but it should not need to change radically from one year to the next.





YOUR COMPANY

MARKETING STRATEGY

Our target audience

Who are you trying to reach or influence?

PASSLE ANSWER

A decision-making **Head of Marketing / Business Development** in a company that sells knowledge or expertise either as a direct product (like lawyers and consultants) or as a differentiator (like a Managed Print Services Company differentiating through knowledge of their sector).

YOUR ANSWER

YOU

What we talk about

What is the focus of your content? What message are you giving out to your audience?

PASSLE ANSWER

How Knowledge Businesses should promote their experts / expertise online.

The broad topics to address in this context are:

- Content creation
- Content distribution (including social media)
- Analytics / feedback
- Gamification / adjusting behaviours

YOUR ANSWER

YOU

Who we are

Describe your firm or your team in a single sentence

PASSLE ANSWER

The #1
Digital Marketing
Platform for
Expert Businesses

YOUR ANSWER

YOU

Hero Content

What will you do annually?

PASSLE ANSWER

Annually

Our new Rank my Firm research into law firms, accountancies and consultancies, completed to publish in September.

Four conferences per year.

Create "*A framework for Knowledge Businesses to create a deliverable Content Marketing strategy*" document

Quarterly / monthly

- ✓ Articles
- ✓ Podcasts
- ✓ Webinars

YOUR ANSWER

YOU

Hub Content

What will you do weekly / bi-weekly?

PASSLE ANSWER

Contributors:

- ✓ Adam Elgar (3 post p/w)
- ✓ Claire Trevien (5 posts p/w)
- ✓ Connor Kinnear (1 post p/w)
- ✓ Ben Hammersley (1 post p/w)
- ✓ Sam Dight (1 post p/w)
- ✓ Chris Grant (1 post p/w)
- ✓ David Kirk (1 post p/w)

Distributed by:

- ✓ Weekly email newsletter
- ✓ LinkedIn Pulse
- ✓ LinkedIn Groups
- ✓ Link in home.passle.net
- ✓ Share individual posts to personal LinkedIn profiles

YOUR ANSWER

YOU

Hygiene Content

What will you do to inform potential clients of all they need to know in order to “buy”?

PASSLE ANSWER

Website

- ✓ Product description
- ✓ Pricing
- ✓ About
- ✓ “Buy”

Video content

- ✓ Enable potential clients to self-serve

After Sales Content

- ✓ **Feedback on progress of users.** Help users recognise their success and the value they are bringing to their team
- ✓ **How-to webinars / videos.** Enable client to exceed expectations
- ✓ **Top Tips.** Suggest non-obvious ways to promote content

YOUR ANSWER

YOU

Editorial Policy

What should / should not be included? What is confidential? Any regulatory issues?

PASSLE ANSWER

We cover developments in digital media with an analysis of how they are relevant to B2B / Expert marketing.

We rarely talk about our product, more usually looking at other players in the ecosystem.

All content will be broadly complimentary, it is better to say nothing if there is no positive spin.

YOUR ANSWER

YOU

Measuring Success

What is success?

PASSLE ANSWER

- ✓ Create 52 weekly newsletters / year
- ✓ Each newsletter has > 7 posts that are informative and on-topic
- ✓ Get entire team to participate
- ✓ Increase our distribution list
- ✓ View and manage potential clients as they interact with content and move toward sales
- ✓ Shorten sales cycle
- ✓ Ease recruitment

YOUR ANSWER

YOU

FINALLY...

When you have completed filling in this booklet, **turn your answers into a document** and **circulate it** to all the relevant people.

Ensure that everyone understands the plan and what it means for them.

Any questions? Email Connor Kinnear at connor@passle.net.