

Why It's a Bad Idea to Only Create Content for Your *Specific* Target Audience

General Goals of Content in SEO & Web Marketing

- Directly Convert Customers
- Build Brand, New Audience
- Engage Your Board's Accountants & Lawyers
- Yes! There is overlap.

But, most content you produce will have a very small base during more than 2 of these.

If you only create content for a hyper-specific, commission-focused audience, you risk:

- Heavy competition w/ other organizations who concentrate on that audience.
- Signaling bad opportunities from other people, agents, etc. that you will come from a broader base.
- Missing potential customers and influencers outside your current sphere of interest/ reach.

Instead:

- Build upon your content (lots of your time/effort)
- Distribute broad vs narrow or hyper-specific content efforts
- Establish content channels, not granular efforts that hit the spot and for target audience
- Use the right metrics to measure your progress against these goals.

Copy Writing | Strategist | WordSmith | Grammarist

The Framework

General Problem	Get their Attention
Relate to Customer	Makes it relevant & useful
Get Specific	Supporting data
Present Solution	Show Solution Clearly
Introduce Yourself	Why are you the BEST

Buying Cycle: Identify the Problem → Define the Problem → Find a Solution → Pick a Vendor

Advanced Technique: Start a story, build to the climax, **STOP**

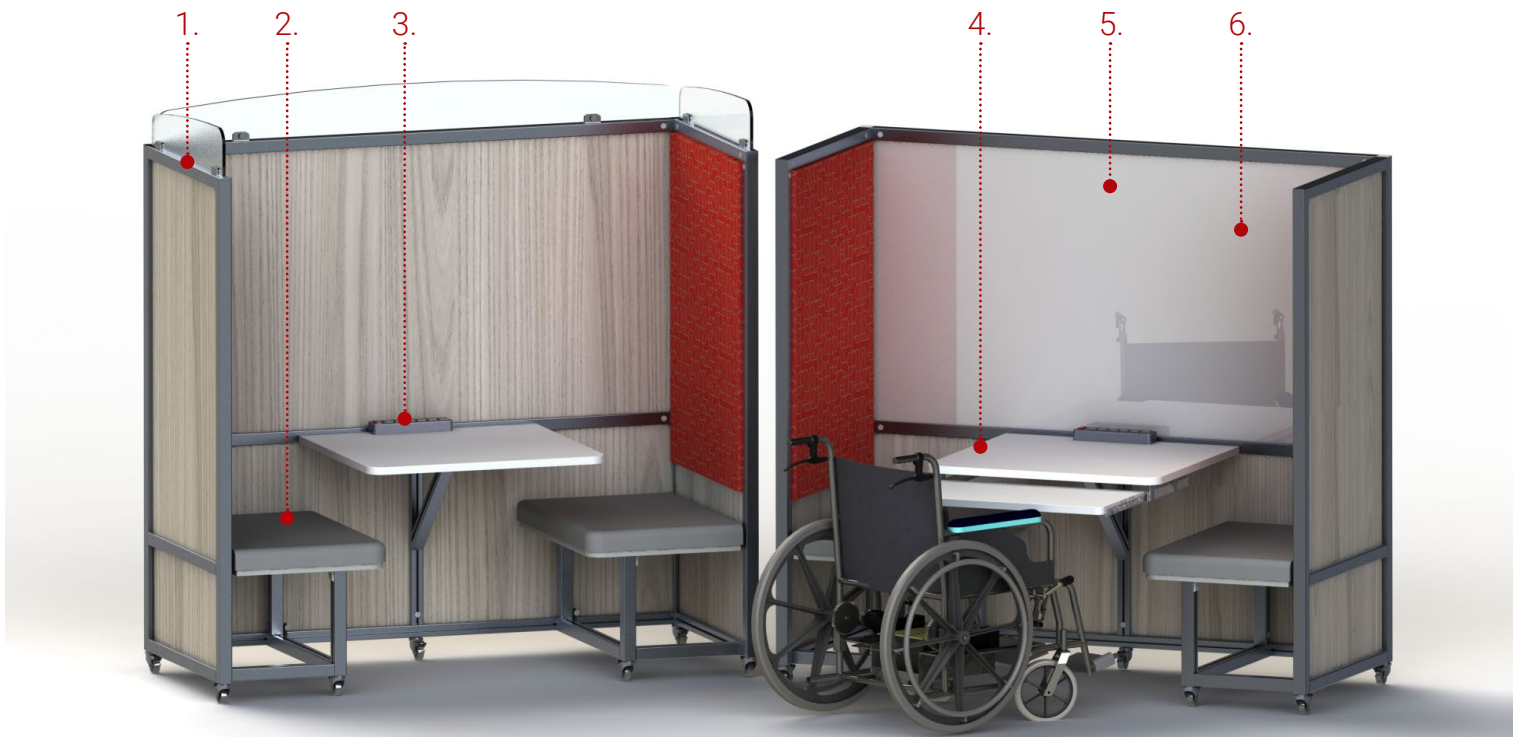
20 minutes

ContentTastic.com

DUO

SWIFTSPACE

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1. Wall Height

Standard height is 66". Walls can be done in whiteboard, fabric, or EzoBord sound-dampening material. Panel extenders can be added for increased height, various material options available for panel extenders.

2. Upholstered Back and Seat

Comfortable and convenient mobile meeting room or seating area for two. Cushions available in various coverings.

3. Power and Data

Access to 15 amps of power available through a detachable power bar with six electrical outlets, four USB charging ports and a fifteen-foot power cord that can be plugged into any regular outlet.

4. Worksurface

30"W x 27"D fixed height table is standard. Space on the end allows the worksurface to be wheelchair accessible. An additional pullout worksurface that is 24"W x 14"D can be added to the end to create space for a third person.

5. Back Wall

High pressure laminate comes standard. Semi-clear poly, whiteboard, printed acrylic, sound-dampening material or fabric-covered tackboards are also available.

6. Removable Back Wall

When the station is ordered in laminate or whiteboard it can be slotted for easy removal of the panel. This allows the station to be paired with another station to create a 4 - 6 person meeting space.

Our DUO Mobile Meeting Room,

- Ships fully assembled, on legs or castors
- 29" x 68" footprint easily fits through doorways
- Open space around seats for easy cleaning
- Wheelchair accessible.
- No installation required
- Customizable, permanent meeting spaces

For more information about our products or to schedule a demo visit www.swiftspaceinc.com

