



KICK OFF WITH A PLAN

In a new series of articles G1 Group creative and managing director, Ian Andrew Walsh, looks at the effective use of content and engagement.

The start of the year is synonymous with new resolutions, setting new goals and putting in place the plans to execute them. Well thought out programs and the logistics to support these are fundamental.

So how does G1 holistically help our clients achieve their program objectives and integrate content to maximise impact leading up to, during and long after the event?

Like any successful program we need to start with a plan! Using the sales cycle as a backbone there are four key steps to a content plan and then four stages of implementation leading up to the live program that we will address over the coming editions.

A content plan can be as simple as a one page overview that should address the following steps:

Step 1 - What are we trying to achieve with the content? The objectives will usually mirror the program objectives, but it is always worth restating them for clarity. I like to always start with 'What does the person have to walk away knowing or feeling?' This is critical to establishing the next few steps and to establish clear goals for return on investment.

Step 2 - How will we measure achievement of the objective – the goals? If the program objective is to drive revenue, or increase sales, what type of content and

messaging will need to be developed to reinforce this? If the objective is an increase in company or product awareness – what content collateral, video or other will be needed to help immerse your audience in the product to drive this awareness as this will tie into the key information that needs to be communicated.

Step 3 – How do we support the achievements of goals – the strategies? What is going to happen throughout the sales cycle that the business is doing to support these goals and objectives? This will give a cycle of timings of information that will need to be communicated and when. Just putting up the information is not always enough to ensure your audience take in the messaging, understand the steps they need to take to deliver on this, and have the correct tools to implement it.

Step 4 – How do we rate the success of the program, what are the success metrics? How are they calculated and evaluated? This will ultimately lead to the reward for both the business and the individual but this key information needs to be communicated clearly. Will you have interim tracking and will this be published? People will want to know how they are tracking and how the business is tracking overall. And communicating the 'prize' at the end of the journey is also key. What is the driving incentive for engagement to drive to the goal?

Combining the content plan with the engagement of the audience will drive awareness of both the campaign and ultimately the reward at the end. What really drives this overall is knowing your audience and how they will best interact, and then how to drive them to the web platform to maximise engagement.

All of these elements require a clear map back to consistent wording, consistent goals and consistent processes. This clarity of messaging will ensure the audience is able to understand and engage with the objectives.

This area will take some time and in some cases many revisions to clarify. This is where an agency can provide and add a fresh perspective to the development of the content. Working through formats and messaging to provide a concise set of tools that provide clear, consistent messaging with a logical reasoning flow for the audience.

With this clear map developed, the next step is establishing the best means of delivery through the four main cycles of a promotion. This will be explored in the next edition through the utilisation of web based and mobile applications and how video, articles, blogs and other promotional content can be utilised to drive engagement. [m](#)

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