

- 2026 -

# The Ultimate Sell-In & Strategy Guide for Content Marketers

Get Buy-In & Get Promoted



Brands make all kinds of compelling promises, but if we're honest, most of these promises are broken via a poor experience.

**Promise  
Made**

“We’re Pros!”  
(brand identity)

“It’s The Best!”  
(product)



“This Sucks!”

(their experience: what it's like to actually shop on your website or app, and what ownership feels like)

**Promise  
Broken**



# Your brand's identity and product make your customers a promise. I believe that the **experience keeps that promise.**

**Promise  
Made**

Identity  
(what you stand for)

Product  
(why it's unique)



Experience

(what it's like to actually shop on your website or app, and what ownership feels like)

**Promise  
Kept**



# This is why I do what I do and why I made this product for you, so you can **help your company keep its promise to your customers.**

Hello, world!

I'm Kyle—three-time Marketing & Ecommerce Director and two-time VP/Principal, with a track record of helping Fortune 500 brands win in today's experience economy. I've advised retailers across industries—from automotive and grocery to appliances and beauty—on how to close the gap between brand promise and customer experience.

I'm obsessed with the disconnect between what brands say and what customers actually feel. When shopping feels like a chore, it's a failure of experience—and too often, brands invest in product and positioning but neglect the digital journey that delivers on the promise. That's where content comes in.

I believe high-quality content is one of the smartest investments a brand can make. Yet, I know how tough it can be to get leadership on board, because I've been there too. That's why I created this eBook: to help you champion content as a strategic lever inside your company.

Inside, you'll find my playbook—full of frameworks, tools, and talking points I've used in the field—plus a chance to connect with me 1:1. My goal? To help you drive results and make the shoppable internet suck a little less.

Enjoy!



**Kyle Wilson**

Founder, CXPromise  
kyle@cxpromise.com



Yeah, we've tried content.

We need to focus on conversion, and content is more upper-funnel, right?

It's never worked.

Why wouldn't we just increase our paid search budgets instead?

## Sound familiar?

How will our content ever win against the Oprah Magazines of the world?

What kind of business impacts can we expect in the next 30, 60, 90, or even 120 days?

While content marketing has its merits, we don't have the team in-house to execute it, and third party agencies are expensive.



- SECTION ONE -

# Start With a Strong Hook to Set The Stage

**Get your team fired up**



**You used to need a printing press  
to have a voice.**

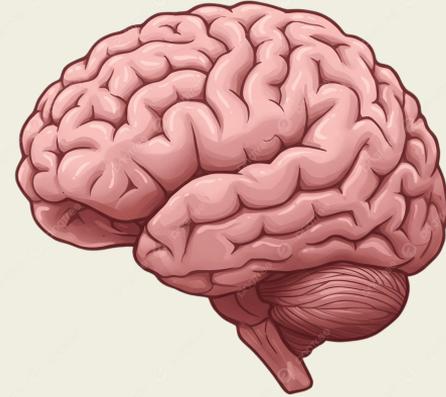




Today, people **don't need much** to be a creator:



+





**Consumers are absolutely inundated with content.  
A look at **daily worldwide production:****

**432,000**

YouTube Videos Published

**3,500,000**

Blog Posts Published

**130,000,000,000**

Emails Sent

**400,000,000**

Tweets Published

**42,000,000**

Photos Published on Instagram

**4,750,000,000**

Pieces of Content Shared on Facebook



Yet, their thirst is insatiable, as they never really log off.  
A look at **daily worldwide consumption:**

**4,700,000,000**

Daily Active Content Consumers

**500,000,000**

Hours of YouTube Watched

**2,800,000,000**

Active Email Accounts

**3,800,000,000**

Active Social Media Accounts



# (Truly great) content really is king. Quality is more important than quantity.

## For a consumer, it must:

- ✓ engage
- ✓ entertain
- ✓ educate
- ✓ inspire
- ✓ be **authentic**



## For a brand, it can:

- ✓ drive engagement
- ✓ drive preference
- ✓ drive conversion
- ✓ drive basket size & order value
- ✓ drive the best quality traffic



# (Truly great) content isn't made for search robots. It's made for humans.

HELPFUL CONTENT

Answers  
Questions

“Types of [product]”

~ 18,100 MSV & 72.11 Keyword Difficulty

HELPFUL CONTENT

Solves  
Problems

“[this vs that] kind of product”

~ 33,100 MSV & 78.23 Keyword Difficulty

ASPIRATIONAL CONTENT

Inspires  
the Soul

“[Product Experience] with kids”

~ 33,100 MSV & 80.82 Keyword Difficulty

# When people stop searching and start prompting, ads will fade & **content will still be king:**



**Content**

Trains AI & Shown in AI Answers

Marketing of Attraction

Answer a Question, Solve a Problem

Always-On Traffic

Static Investment, Ongoing Impact

*Exponential Lifetime Value Potential*

**VS**



**Ads**

Invisible to AI Assistants

Marketing of Interruption

Pose a Question, Highlight a Problem

Off & On Traffic

Ongoing Investment, Immediate Impact

*Incremental Episodic Value Potential*



All of this points to one undeniable truth:  
Content is a **powerful weapon**:



**Content**



**Ads**



**Content isn't just  
text and images,  
it's storytelling.**



# The world of content possibility is **limited only by imagination:**



Articles	Email	Video	Visuals	UGC	Interactive	Long form
How tos	Newsletters	Product Intro	Infographics	Image Galleries	Quizzes	eBooks
Listicles	Roundups	Educate	GIFs	Influencers	Assessments	Guides
Reviews	Offers	Demonstrate	Augmented Reality	Comment Roundups	Contests	White Papers
Checklists		Brand Affinity	Virtual Reality	Social Media Relationships	Calculators	Case Studies
FAQs				Interactive Voice of Customer Hub	Configurators	Product Roundups
Press Releases					Lookbooks	
					Games	
					3D Guided Tours	



- SECTION TWO -

# Building a Bulletproof (Business) Case for Content

**Quantitative & qualitative**



# Win hearts, minds, and budgets with a strategic three-tiered approach:



## DO YOUR STRATEGIC DUE DILIGENCE

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In this section, we'll discuss the strategic due diligence- your homework, in other words- that you'll want to do before beginning to socialize your perspective that your organization should invest more into content creation.



*Get your ducks in a row*



## BUILD A CONTENT COALITION

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In this section, we'll discuss the how to get others in your organization to buy in to your vision. Turn skeptics into advocates into fanatics. As they say, it's not just what you know - it's who you know. In this case, it's whose buy-in do you have?



*Get others to buy in*



## PRESENT A FORMAL BUSINESS CASE

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In this section, we'll exit the slides and jump into a spreadsheet that's built for you to copy/paste, based on your organization and key stakeholders. We'll talk about the final step in content advocacy: leadership sponsorship.



*Get leadership sponsorship*



**First thing's first:  
do your homework.**





# It starts by rolling up sleeves and getting in the weeds. Keyword research & topic development is first.

**Take 2-3 hours to conduct meaningful keyword research. Get a sense of what your customers are searching.**

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Use keyword research software (SEMRush is great) to identify short and long-tail keyword targets that make sense for your site's product catalog.

Pay close attention to keyword difficulty: short-tail, high-traffic queries are typically quite difficult to rank for- focus on winnable niches instead. In SEMRush, aim for 60 or below. Higher than 60/100 will be difficult to rank for and may take some time.

Put yourself in your customers' shoes. If you were shopping for an item on your site, what kind of content would help you?



Click the icon to access a free Google Sheet that shows what **good keyword research** should look like.

(Note: I used SEMRush)



# Continue your momentum by laddering keywords up to topics.

## Topics that your company is qualified to write.

Now it's time to use AI to connect keywords to topic themes. Hand curate opportunities to turn learners into shoppers.

After conducting research, try to identify trends- for instance, are “How to” queries showing promise (decent volume and winnable difficulty scores)? That could mean that your audiences are looking for content to help them confidently make purchase decisions.

Pick 2 or 3 themes- it's best to have depth in content, versus trying to boil the ocean by tackling too much too fast. “Best [product] for [use case]” niches are often great opportunities to capitalize on subjectivity.

Plan business objectives in mind for each content piece, such as “Shoppers who read this article should be better able to shop X category.” measured with sensible KPIs.



Click the icon to access a free Google Sheet that shows what **good topic generation** should look like.

(Note: I used SEMRush and ChatGPT)



**Next up, you'll need  
to build a “content is  
awesome” coalition.**



# Anticipating predictable pushback goes a long way. Think about cross-functional stakeholders.



## Empathize With Them:

### They've likely seen it done poorly before.

Let's face it- there's an endless amount of bad content out there. And an even larger amount of mediocre content. As you know, neither are good enough.

### Alone, even great content is not a magic bullet.

Content alone is very likely unable to single-handedly drive the business outcomes (or the customer experience) your organization exists for- remember, content is part of the mix.

# Take that predictable pushback, and start mapping this out.

## Keep this on the tip of your tongue.

"I've never seen content programs generate meaningful ROI. It's products and ads that make us money."

C-Suite

Content has a demonstratively higher ROI today than most forms of paid media.

"We need to drive the funnel now. Not next year, not six months from now, *right now*."

eComm Director

We will also need to drive the funnel later; and with CPA on the rise, we need to consider this.

"We need to be careful not to add too much content, dragging speed and distracting shoppers."

.COM Team

Great content can increase .COM performance across the board without impacting load speed.

We don't need content and we don't use it. We use paid media to drive leads/sales.

Sales Team

Content acts like a magnet that drives the most qualified eyeballs of any channel to our site.

"It's vital to maintain a continued, consistent presence across our channel mix- we're the ones who need more money!"

Paid Media Team

Content can amplify paid media efforts by providing a richer contextual experience for incoming users.

"The only content that matters is at a product or product details/attribute level."

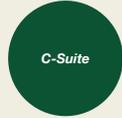
Merch & Search Team

Content inspires the consumer and helps guide the purchase as they head into search & merchandising



# Don't just push back- show them mutual gains.

## Show how content helps them & their goals.



Content has a demonstratively higher ROI today than most forms of paid media.



*Imagine sustainable growth over time, fueled by ongoing impact after finite costs are incurred.*



We will also need to drive the funnel later; and with CPA on the rise, we need to consider this.



*Imagine reducing future paid traffic reliance- great, given media CPAs are spiraling out of control.*



Great content can increase .COM performance across the board without impacting load speed.



*Imagine how our website will be performing better because we'll be turning learners into shoppers.*



Content acts like a magnet that drives the most qualified eyeballs of any channel to our site.



*Imagine getting a lead or customer who already thinks we're the experts in our space?*



Content can amplify paid media efforts by providing a richer contextual experience for incoming users.



*Imagine reducing bounce rate and overall 30-day Conversion Rate for all channel sent to the website.*



Content inspires the consumer and helps guide the purchase as they head into search & merchandising



*Imagine how much better categories and search will perform when it's not an all-in bet every session.*



**Homework in hand and  
a coalition with you, let's  
build the business case.**





# Article by Article Case Making

## Quantitative traffic approach

### Ranking Winnability

Using keyword difficulty, assess the likelihood that your website will rank in the top 3 SERP positions.

### Relevant Desired Actions

Determine what you want your content readers to do after they've consumed your content, like start shopping and checkout. Estimate the percentage of users that will perform that action within that session or upon a return visit.



### Article Traffic Potential

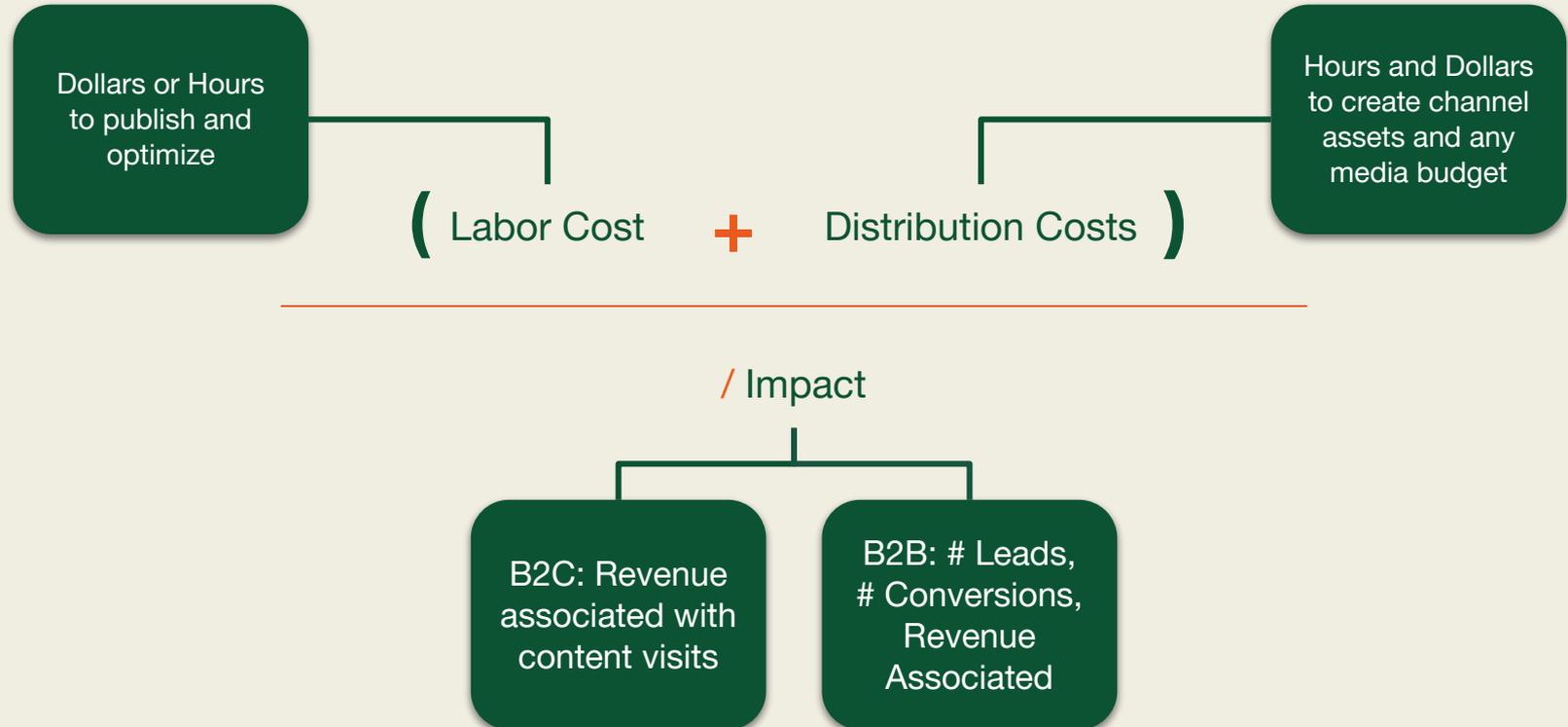
Using your keyword research tool, assess the monthly search volume associated with your target keyword(s).

### Content Creation Effort

Take a stab at estimating the amount of hours/resources your team will need in order to research, write, direct or source assets (like photos), optimize for SEO, and finally, publish to your production environment.



# Calculating the return on content: The pinnacle of content measurement.





Start with demand volume and pair with your sites baselines.

Example of an article-by-article approach:

$$\begin{array}{ccccc} \mathbf{4,400} & \mathbf{x} & \mathbf{8\%} & \mathbf{=} & \mathbf{352} \\ \text{example searches} & & \text{website's average} & & \text{estimated} \\ \text{/ month} & & \text{conversion rate} & & \text{conversions} \\ & & \text{(use actual baseline)} & & \end{array}$$

And then, take your # of estimated conversions...



## Multiply estimated conversions by your sites AOV: Calculating monthly revenue estimates.

$$\begin{array}{rcccl} \mathbf{352} & \mathbf{x} & \mathbf{\$82.48} & \mathbf{=} & \mathbf{\$29,032.96} \\ \text{estimated} & & \text{website's average} & & \text{estimated monthly} \\ \text{conversions /} & & \text{order value} & & \text{revenue after ranking} \\ \text{month} & & \text{(use actual baseline)} & & \end{array}$$

**Finally, weigh this against the time & resources needed  
to create the content and optimize it over time...**



**Multiply estimated conversions by your sites AOV:  
Calculating monthly revenue estimates.**

**45**

estimated hours  
to create &  
distribute

**vs**

**\$29,032.96**

estimated monthly  
revenue after ranking

**.... That's over \$260k in incremental revenue over 9 months,  
assuming it takes 3 months to gain ranking traction.**



**When you do that for  
20 to 100 articles, you  
will blow minds.**





## Don't forget to include these added upsides!

**Difficult to calculate but easy to sell.**

### Great, on-brand content also:

- ✓ Helps your brand gain authority with your audience
- ✓ Differentiates your store, especially from the big, bad Amazon
- ✓ Decreases reliance on paid media or PR
- ✓ Drive higher AOVs and basket sizes
- ✓ Increase traffic that's highly qualified - they came to you!



- SECTION THREE -

# Mobilizing Your Masterpiece Content Strategy

**Showcase thought leadership**



# Win hearts, minds, and budgets with a strategic three-tiered approach:



## DEFINE YOUR OBJECTIVES

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Start with what you're solving for- for your customers and yourselves.

Creating great content is both a science and an art. Ensure your due diligence is paid off with deliberate, bold storytelling.



*Know what you're solving for*



## BUILD A STRATEGY & MID-LEVEL PLAN

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Using the templates we've provided (strategic framework + mid-level plan), flesh your program out.

Ensure your internal stakeholders are aligned - invite them to help customize your documents.



*Operationalize your strategy*



## DEFINE FOCUSED KPIS

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If you measure everything, you won't manage anything; be focused in deciding program and article KPIs.

Based on the objectives you've established, each piece of content should have a specific goal.



*Measurable = Manageable*



**Start with your real  
content objectives.**





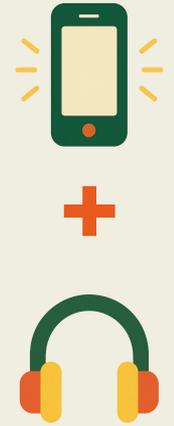
# Think about what your company needs to do: What are you solving for?



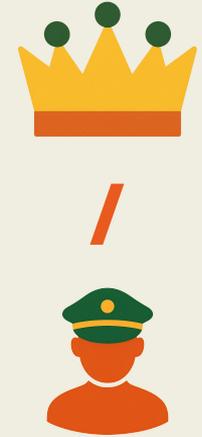
Drive qualified potential buyers to our store and **convert** them



Help **upsell** our premium and/or most profitable products



Help **cross-sell** to driver higher AOV increase basket-size



Showcase our brand as the **authority** in our space



Help drive **loyalty** and repeat, high-value customers



# Attracting qualified shoppers to your store (and converting them): Ex. Objective #1

**These articles are all about the art of balance between pulling (with value) and pushing (with product).**

Content that truly “pulls” qualified buyers in must meet them on their terms (or, more specifically, search term), and earn the session stay and the user scroll.

This requires an objective, dispassionate approach that demands we take our “sales” hat off, while keeping it in view. As you create the content, ask yourself, “if I didn’t work here and was actually asking this question, and came to this article... does it really answer my intent head-on?”

Anything less than an emphatic “YES!” to that question will kill your content before it’s ever launched.





## Make upsells on your site by leading with value: Ex. Objective #2

These articles are all about the art of what I call,  
“the subtle nudge”

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Effective upselling content tells a dispassionate comparison story; in other words, the bias toward premiumness must be more like a subtle undertone vs. an overt sales pitch.

Remember, upgrading -or not- is their decision. Transform price skepticism into confidence of premium’s superior end value.

Don’t worry if you don’t convince every shopper on the upsell. Every visit that engages the content is still helping to build the image of your thought leadership in the minds!





# Cross-selling with your 'better together' stories:

## Ex. Objective #3

**These articles are all about the art of inspiration. You're selling an end experience your customer is dreaming of- with each product playing a part.**

Effective cross-selling content changes the conversation from buying a product to buying an experience worth aspiring toward.

This requires a use-case centric approach. Get the consumer to imagine how superior their desired experience would be in showing product bundles.

Don't worry if you don't convince every shopper on the cross-sell. Every visit that engages the content is still checking out with one product, and when they realize you were right (and they do need those headphones), you'll be top of mind when they buy again!





# Showcase your company's thought leadership:

## Ex. Objective #4

**These articles are all about the art of being the storytelling professor- not boring, but bold and unafraid to tackle the hard questions.**

Remember, shoppers don't know your products like you do. They have questions, and it's your opportunity to show them your brand is THE expert in the space.

In your keyword research and topic identification, you likely saw patterns in the way your shoppers 'graduate' and learn along the way. Shoppers may start by asking several questions (this vs. that, best type of [product] for a [use case], followed by "Best [product type] under \$200".

This often means bringing cross-functional experts from product and/or leadership to provide the crucial credibility needed to be the authority.





## Driving loyalty and customer lifetime value: Ex. Objective #5

**These articles are all about the art of resisting the “sell” instinct entirely and realize that the real KPI here is a satisfied owner getting an answer.**

Post-purchase content is the final frontier, as content teams with marketing or sales goals tend to favor content that directly “sells.”

This can be an oversight - everyone feels special as a shopper. If you’re able to create content that seriously elevates ownership experience, you may not ever have to sell them again.

Building a meaningful Owner’s content program is an incredible way to build a moat for your company. People reward great ownership experiences with repeat purchases all the time.





**Next, build your unique  
strategy & content plan.**



# Build your content strategy framework using this template:

## Use any content from previous slides and tweak them.

North Star

*Keep our brand promise to our customers with content that “shows up” when it's needed*

Content Objectives

Showcase our brand as the undisputed authority in our space

Help drive loyalty and repeat purchasers

Drive qualified potential buyers to my site and convert them

Strategic Content Imperatives

- Avoid instinct to “sell” in the moment
- Cover every inevitable owner question or problem to solve
- Be much, much more than an FAQ

- Be thorough and credible
- Leverage your company’s SMEs
- Meet high academic-like standards

- Answer questions that shoppers have about the type of products we sell
- Serve first, sell second
- Earn the return visit

Plan Components

Keyword Research / Technical Issues / Domain Analysis / Competitor Research / Content Gap Analysis  
Organic SEO Content / Downloadable Content / Consumer-Friendly Site Taxonomy / User Experience Assessment

# Bring your content strategy to life with a solid process:

## This is a simple pinwheel template.





## Manage your content with an organized mid-level plan. This will be the content team’s “always-open” tab.

**This document is incredibly important. It’s where the rubber (strategy) meets the road (execution). You can tweak my template to fit your business.**

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Use keyword research software (SEMRush is great) to identify short and long-tail keyword targets that make sense for your site’s product catalog.

Pay close attention to keyword difficulty: short-tail, high-traffic queries are typically quite difficult to rank for- focus on winnable niches instead. In SEMRush, aim for 60 or below. Higher than 60/100 will be difficult to rank for and may take some time.

Put yourself in your customers’ shoes. If you were shopping for an item on your site, what kind of content would help you?



Click the icon to access a free Google Sheet that shows what **good mid-level planning** should look like.



Finally, prove worth with  
a measurement plan.





In today's information world,  
we are drowning in data.



The solution to drowning in data is to focus your lens.  
**Keep KPIs in focus and don't get distracted.**

36%

% of media planners leverage editorial or SEO content as a part of their overall mix

45%

% of those media planners reported organic content as their highest ROI by channel

80%

% of content marketers have documented, focused KPIs for their content

# Keep measurement focused by circling back to objectives.

## Remember: what are you solving for?

We need content to...	Which means it must...	And we'll measure it by...
<p>1 Drive qualified potential buyers to my site and <b>convert</b> them</p>	<ul style="list-style-type: none"> <li>• Answer questions that shoppers have about the type of products we sell</li> <li>• Serve first, sell second</li> <li>• Earn the return visit</li> </ul>	<ul style="list-style-type: none"> <li>• Growth of organic traffic</li> <li>• CVR of content engagers compared to general visitors</li> <li>• Return visit rate of content engagers</li> </ul>
<p>2 Help <b>upsell</b> our premium and/or most profitable products</p>	<ul style="list-style-type: none"> <li>• Dispassionately persuade a higher end value for premiumness</li> <li>• Offer a comparative view</li> <li>• Aid decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Premium product view rate of content readers vs general readers</li> <li>• AOV of content engagers vs. general visitors</li> </ul>
<p>3 Help <b>cross-sell</b> to driver higher AOV increase basket-size</p>	<ul style="list-style-type: none"> <li>• Lead with multi-product use cases</li> <li>• Convey value of “better together”</li> <li>• Work in concert with your merchandising, promotional strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Basket size of content engagers vs. general visitors</li> <li>• AOV of content engagers vs. general visitors</li> </ul>
<p>4 Showcase our brand as the undisputed <b>authority</b> in our space</p>	<ul style="list-style-type: none"> <li>• Be thorough and credible</li> <li>• Leverage your company’s SMEs</li> <li>• Meet high academic-like standards</li> </ul>	<ul style="list-style-type: none"> <li>• Net Promoter Score</li> <li>• Customer Satisfaction Scores</li> <li>• Referred customers</li> </ul>
<p>5 Help <b>drive loyalty</b> and repeat purchasers</p>	<ul style="list-style-type: none"> <li>• Avoid instinct to “sell” in the moment</li> <li>• Cover every inevitable owner question or problem to solve</li> <li>• Be much, much more than an FAQ</li> </ul>	<ul style="list-style-type: none"> <li>• Memberships/Subscriptions</li> <li>• Repeat purchase %</li> <li>• Referred customers</li> </ul>



Now, go forth and make  
your **mark on content  
marketing history.**





**Thank you for your purchase!**

**If you'd like, you can also get 15 minutes with me for free to answer any questions.**

**I'm committed to making sure you get as much value from this as possible. **That's my promise!****



**Click the logo to book a call**

- THANK YOU FOR DOWNLOADING -

# The Ultimate Sell-In & Strategy Deck for Content Marketers

**Remember: The Experience Keeps the Promise!**

