

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS

Made possible by the Metropolitan Partnership
Development Fund.





Piquing audience interest and building trust

Seminar six



OVERVIEW

1. Taking a closer look at the interest stage

2. Guiding rules for creating interest content

3. Types of interest generating content

4. Examples of the interest stage in action



Interest is the second stage where your audience is aware that they have a need or a problem and are looking for a solution. This stage of the factfinding mission is about researching products and services that might fulfil their need or solve their problem.

I. TAKING A CLOSER LOOK AT THE INTEREST STAGE



At the interest stage of the cycle, you'll need to...

- Help your lead explore the types of solutions available to them
- Help them evaluate which solutions best suit their needs
- Demonstrate your solution
- Build trust with your audience

I. TAKING A CLOSER LOOK AT THE INTEREST STAGE

Why does my back hurt after sitting down all day?

What can I do to improve my posture?

What kinds of exercise are best for improving posture?

AWARENESS



How can yoga help to improve my posture?

Which yoga practice is best for improving posture?

What yoga poses help strengthen my back?

What yoga poses help stretch my back?

Can I do yoga if I have asthma?

INTEREST



3.TYPES OF INTEREST GENERATING CONTENT

HELP LEAD DECIDE IF A SOLUTION IS RIGHT FOR THEM

- Trials
- Quizzes
- Case studies
- Responsive customer service

GO IN DEPTH ON QUESTIONS

- Whitepapers
- Blogging
- Videos
- Long form content

BUILD TRUST


- Social media
- Email marketing
- Free trials
- Reliable content

4. EXAMPLES OF THE INTEREST STAGE IN ACTION

Instagram

Search

Home Messages Activity Profile



charlotteparler

Message

...

1,780 posts

182k followers

2,123 following

Charlotte Palermino

Entrepreneur

Struggling with skincare? Welcome home.
Your skincare fairy godmother ✨


1/3 @dieuxskin

Licensed esty and sometimes writer.


Link for things I like 📌

msha.ke/charlotteparler


Followed by katiejanehughes, lapresmidi, coveteur +10 more



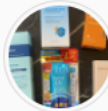
Skincare Di...



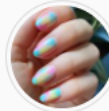
GOAT Podc...




Fear & SPF



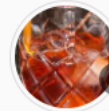
SPFs 🧴



Nails




MOISTURE ...




Instagram

Search


Home Messages Activity Profile




▶ 86.3k



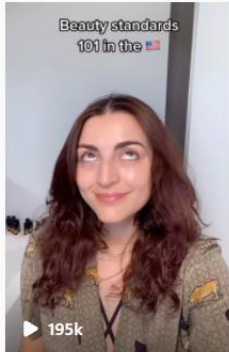
▶ 129k




▶ 126k




▶ 114k




▶ 195k



▶ 158k

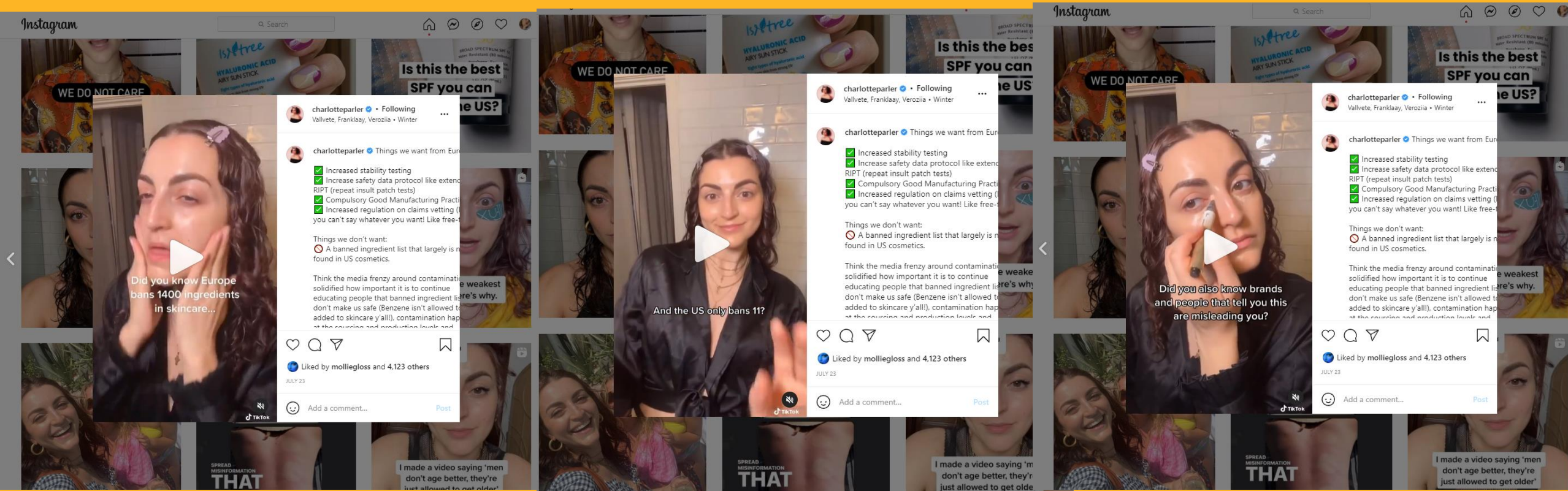


▶ 108k

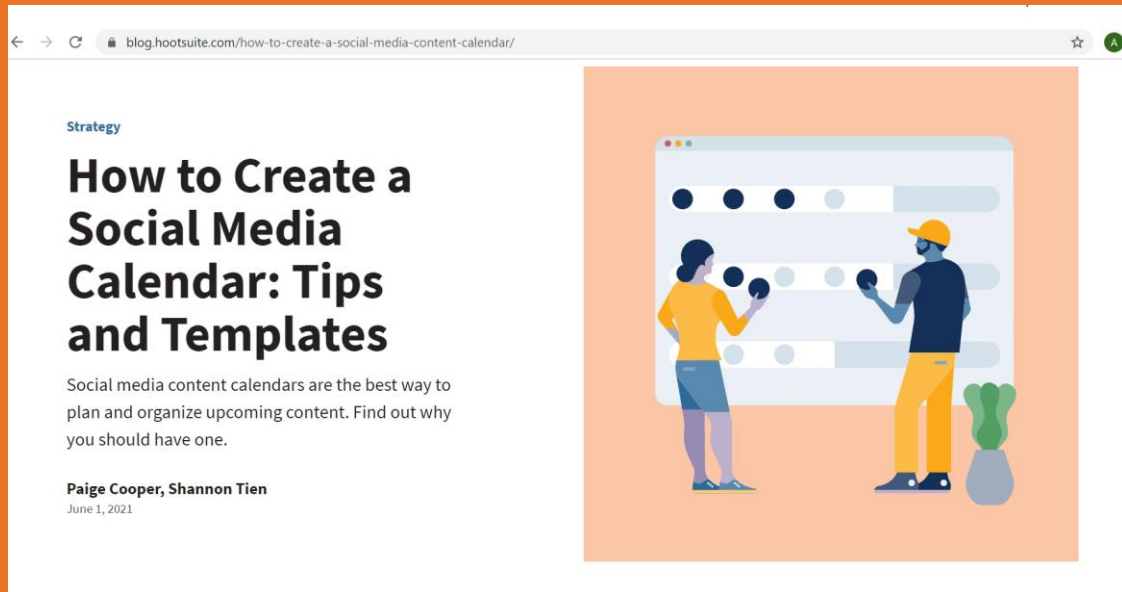


▶ 117k

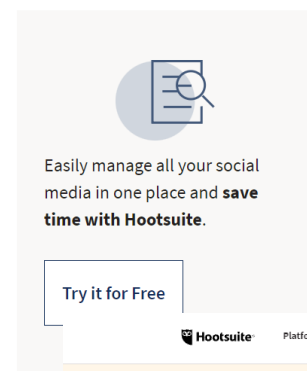
4. EXAMPLES OF THE INTEREST STAGE IN ACTION



4. EXAMPLES OF THE INTEREST STAGE IN ACTION



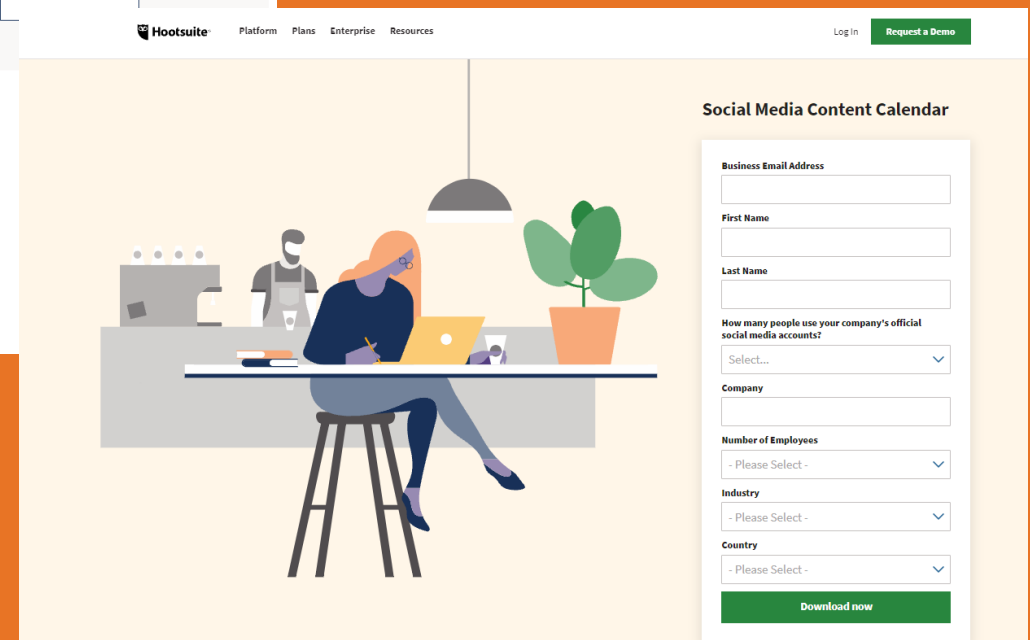
media calendar examples
social media calendar templates
media content calendar apps
tools



Bonus: [Download our free, customizable social media calendar template](#) to easily plan and schedule all your content in advance.

What is a social media calendar?

A social media calendar is an overview of your upcoming social media posts. It can be organized in the form of a spreadsheet, Google calendar or interactive dashboard (if you're using a social media management app).



4. EXAMPLES OF THE INTEREST STAGE IN ACTION



Eco Eddie

32

Environmental lawyer

Has a partner

80K salary

Located 2K from the café

Tertiary educated

Personality: Thoughtful, intelligent, motivated, introverted, practical, health conscious

Likes: Road biking, specialty coffee, reading, basketball, gardening, ethical dining

Values: Highly eco-conscious – actively seeks out ethical and sustainable products in his day-to-day life. Many of his life and career choices are also dictated by this.

Pain points: A lack of ethical, eco conscious hospitality locations in his local area

Lifestyle: Has a close-knit group of friends he plays basketball and road bikes with

Goals: To enjoy the good things in life without destroying the planet

Online habits: Has Instagram and checks it once or twice a day.

Buying habits: Likes to rely on word of mouth and recommendations from his friendship group who have similar tastes and values. Then researches using Google (sometimes even Google Scholar). Follows eco conscious blog writers and scours local culture publications for eco and ethically conscious businesses to try out.



4. EXAMPLES OF THE INTEREST STAGE IN ACTION

Eddie wants to buy a new bag for commuting via bike to work in the city.



Social media

Eco conscious blogs

Word of mouth

Ergonomics - saddle bags vs. backpacks vs. sling bags

Best bag to carry a laptop on a bike?

Biodegradable vs. sustainable vs. recycled materials? Which is more eco friendly?

Backpacks made from recycled material

How durable is recycled polyester?

Polyester recycling loop

Recycling polyester water usage



Workshop tasks:

- Whether or not you have a blog, come up with three blog topics that would answer your customer's research questions at the interest stage of the digital sales cycle.
- Pull up one of your audience personas from seminar 3 and map out what their research journey might look like as they move from awareness towards interest.