



CONTENT DEVELOPMENT **CHEAT SHEET**

*A Marketing Content Development Cheat
Sheet for Foodservice Businesses*





CONTENT DEVELOPMENT - CHEAT SHEET

For the Foodservice Industry



CONTENT TARGETING: A PAIN POINT OR OPPORTUNITY

Themes:

- Education
- Thought leadership

Content Topics:

- Industry trends, solution trends, benchmarks and statistics
- What's new and why it matters – compelling analysis
- Industry best-practise examples
- How to Guides – addressing the pain point or how to take advantage of an opportunity
- For the above points – consider both long form content and the same information as a checklist

CONTENT TARGETING: PRODUCT AND SERVICE SOLUTIONS

Themes:

- How to identify product solutions and assess product suitability to solve the business pain point
- How to identify service solutions (that add value and a USP for your business) and assess service suitability to solve the business pain point
- High level information to understand how different product solutions benefit the customer
- How to build a short-list of relevant product solutions or approaches

Content Topics:

- Product & Service Solution guides
- Product & Service Solution comparisons
- Pitfall analysis – the hidden possible issues or how to avoid common mistakes made by other companies
- Readiness and suitability assessments – consider time & budget. Consider internal team capabilities and availability. Consider internal versus outsourced resources
- How to find and select the right supplier
- Building a business case for approval
- For the above points – consider both long form content and the same information as a checklist

CONTENT TARGETING: BUSINESS CREDENTIALS

Themes:

- How to assist customers/prospects who have built their short-list of product/service solutions & now need further information to support their decision (& guide them towards your solution/services)
- Presenting credentials that reinforce their migration towards your product solution/services
- Assisting customers/prospects to build internal consensus for the decision and building comfort with their choice

Content Topics:

- Pricing – for review and possibly incentives/value add offers
- Trials or product solution demonstrations
- Access to your company subject matter experts – product solution and industry
- Implementation plans and requirements – high level information and checklists
- Case studies of successful implementations
- Competitor supplier comparisons – high level information and grids
- Data sheets

FOCUS ON DEVELOPING PRACTICAL AND USEFUL TOPICS

- Consider “how to” concepts rather than focusing on specific brands or product names
- Look for opportunities & market trends where you can share practical “how to” information which specifically links back to your areas of expertise – products, services, company and key staff.

SUPPLIER CONTENT LIBRARIES

- Consider the opportunity to “re-fresh” existing Supplier content (used by various other competitors in the market place) by curating different content pieces into one “new” content piece that aligns with your product solutions and capabilities
- Consider the opportunity to “re-fresh” existing Supplier content by adding current information on your company capabilities or case studies
- Curate existing Supplier content with local market industry trends or case studies

Assistance Can Deliver Significant Value

Dalmata Marketing is a Marketing Automation Agency specialising in Content Marketing and Marketing Automation. We also offer the full spectrum of marketing services to distribute content to prospects and then nurture these prospects to qualified leads and customers.

Content Marketing can be complex, and so some expert assistance can deliver significant value - please contact us to organise an initial discussion to review your specific marketing requirements.

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