

## Video 5: The Visual Communication Planner: from purpose to results

*In this fifth video, I show you the questions on the Visual Communication Planner about how to define the best content for your marketing plan. Discover more on <https://visualcommunicationplanner.com>*

Hello and welcome to the fifth training video about the Visual Communication Planner.

We are, more or less, half away from our marketing summit!

You now know that the top of our mountain is the goal of the marketing strategy. A step before you find KPIs. Then channels and activities. And now, it's time for one of the key elements in communication: content.

I usually talk about text, written content, but, of course, in marketing, you also have images, infographics, videos, and so on.

Also, I usually prefer to distinguish between commercial or technical content and corporate content.

So here the questions about this element of the VCP, which you can also find on the official website.

If we are talking about commercial content:

- Who are you?
- What's your target market?
- What do you sell?
- Why should I buy from you? (this is what I call the Marketing Distinguo)

On the other hand, if we are talking about corporate communication:

- Where does the company come from, and where does it want to go?
- What is its purpose and what are its values?
- How does the company behave and what relationship does it have with the community and the environment? (aka Corporate Social Responsibility)
- Why choose this company as a place to work?

So, let's gather our ideas for the B2B example we are bringing from previous videos:

1. goal: new RFP from manufacturing companies in Germany

2. KPI: the number of requests through the website, from each web touchpoint, in 90 days
3. channels and activities:
  - a. a new single-page website dedicated to the German market
  - b. a review of the LinkedIn company page
  - c. 2 weekly updates on the LinkedIn company page
  - d. a standard advertising campaign on LinkedIn
  - e. a text ad campaign on Google Ads
  - f. a responsive ad campaign on Google Ads
4. contents:
  - a. step 1: define the topics
  - b. step 2: prepare the content for all the channels and activities you have defined

Please note that is highly recommended to hire a copywriter to write your text, a photographer for pictures, and so on. You can use the VCP as a brief for all the professionals or colleagues you need to involve in the process of creating content.

Also, if you need to approach a foreign market, as the example we are using, you shall hire a native-speaking German copywriter so he or she can localize your idea to content that fits the local culture.

If you hire a copywriter or not, you may want to change your perspective on this part of the strategy. You are now the climber, reaching the goal of your mountain. Talking about content you should see yourself as a guide, leading your customers on their journey to the top of their mountain. To help you being a great guide, there are several content frameworks you can use. One of them is Storybrand by Donald Miller that moves the idea of the brand as a hero, to the customer as the hero of the storytelling.

Whether you want your brand or your customer to be the hero, remember the words of Bill Gates: "Content is king!"

Thank you for watching and see you in the next video!