

# **BUILD YOUR OWN CONTENT HUB**

**Generate leads and  
increase conversions**

HI YOU,

IF YOU'RE HERE THEN YOU PROBABLY  
ALREADY KNOW THAT YOUR **WEBSITE  
NEEDS** A CONTENT HUB.

BUT JUST IN CASE, LET'S QUICKLY  
SUMMARISE **WHAT WE'RE TALKING ABOUT.**



# WHAT IS A CONTENT HUB?

A content hub, or a resource centre, is a section of your website where you gather all of your content assets. You can organise them intuitively for your audience, so they are easy to find, browse, and progress through.

In fact, here are just a few reasons why you should create a content hub:

- Save your sales team time. A content hub reduces search time by **66%**.
- Create content **47%** faster by understanding the gaps in your assets.
- **60%** of tech leaders found that content marketing generates leads, and gated content is at the top of the list.

In other words, a content hub is brilliant for your whole team.

**Done well, a resource centre is a powerful tool for attracting and converting visitors.**

## But how do you get started?

Creating a content hub might feel daunting. After all, you've got to curate your existing content, create new assets, organise them, and promote them.

**That might seem like a lot of work, but don't worry, we've got you covered.**

In this workbook we'll walk you through the steps needed to plan, build, and promote a resource centre that will help your tech business flourish.



## STEP 1: AUDITING

Before you begin building a resource centre you need a strong foundation. Let's start at the beginning to make sure your content hub has the best chance of being a success.

### Why do you want to build a resource centre?

Write down your three most compelling reasons.

1

2

3

### Who is your target customer?

If you have multiple segments, choose one for the purpose of this workbook.




## List your customers' biggest pain points


## How does your business resolve one or more of those challenges for your customer?



## Who is responsible for sales at your company?



## What does your sales process currently look like?

Step 1	Step 2	Step 3	Step 4

## Where does content appear in your sales process?

Content will play a different role in each company. At what stage does it appear in yours? Do you use content to attract leads, or to convert them in sales meetings?

Write it down.



## What's the purpose of your content hub?

Based on the information stated above, write a statement defining the purpose of your content hub.

*For example: We will build a content hub to encourage inbound leads and support the sales team with converting prospects from the blockchain sector.*

*We aim to use the resource centre to:*















- *Increase website traffic by 30% from our current baseline within the next six months.*
- *Deliver at least 10 leads to the sales pipeline within 1 year from content assets in the resource centre.*

Be bold and specific with your goals. The more measurable the better: you will go back to these goals again and again while putting content lists together, sourcing tools, and so on. If you can, add success metrics.



## STEP 2: BRAINSTORMING ASSETS

Content diversity is important in a resource centre. You might want to include some of these asset types:

-  Video library
-  Blog posts
-  E-books
-  Guides
-  Whitepapers
-  Case studies
-  Webinars
-  Podcasts
-  Templates
-  Tools
-  User-generated content
-  Curated external resources
-  Checklists & workbooks
-  And much more

### What types of resources do you currently offer your target customers?

*For example: explainer videos, whitepapers, blogs, podcasts, guides, etc.*

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- 
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Out of those types of assets, let's focus on the ones that have had the most impact.

Here's what 'impact' means:

- **Engagement.** For example, this is the type of asset that's had the most views, downloads, comments, shares, etc.
- **Sales conversations.** For example, this asset facilitated a sales conversation, helped to attract a prospect, or convinced a buyer to make a purchase.

## Which assets have had an impact on your business?

Write down below the assets that you know have had an impact on your business and why.

If you haven't created assets yet or don't have enough data, then list the ones you think will be most effective and why.

	Asset type	Why is is effective?
1		
2		
3		
4		



## What are some of your customers' frequently asked questions?

This can include questions asked to customer service, top query terms for your site, or questions you've encountered when doing customer market research.

1

2

3

4

5

6

7

8

**Bearing in mind your previous answers, complete this Venn diagram to find common ground.**

- **Your expertise** includes not just your business's Unique Selling Proposition (USP) but also the types of content assets you have successfully created in the past.
- **What your audience is looking for** includes their pain points, challenges, queries, and the type of content they've liked in the past.

*For example:*



## Now it's your turn:



Here's a [link](#) to a template you can use to inventory your existing assets as well as the ones you will create. Click 'file' and 'make a copy' to use it.

From that brainstorming session you should have a great list of asset ideas to help you grow your business!

It's time to organise them.

## STEP 3: ORGANISING YOUR ASSETS

Between your new ideas for assets and your existing ones, you now have a few items for your resource centre.

Here's the tricky bit, your resource centre isn't a flea market. Your visitors aren't going to spend hours rummaging through bric-a-brac to find treasure.

Your resource centre needs to be:

- **Customer-focused**, with content presented in a way that your readers find intuitive
- **Flawlessly organised**, so it is easy to navigate

Organising content by type - like 'videos', 'whitepapers', and so on - is not useful. When did you last visit a site thinking 'let me take a look at all their videos'? Instead, you might think 'I need to find out more about telecoms fraud', for example.

**Based on your previous decisions choose the main categories for your resource centre, and which assets will fall under it.**

For ease of navigation, we recommend featuring no more than 3-4 categories on the main page of the resource centre.

### Category name

*For example: Video editing*

### Types of Assets

*For example: Guides to editing in different video software, how-to videos and whitepapers.*

P.S you can use the same [template](#) we shared earlier to easily add categories to your inventory.

## STEP 4: CHOOSING YOUR TOOLS

If you've followed the previous steps, then you're almost ready to start creating assets and building your resource centre.

There's just one thing missing: **the right tools!**

These depend on your goals. For instance, if it's sales leads you're after, you might want to consider gating content and connecting your sign-up form to your CRM system.

If it's newsletter sign-ups, social media follows, or other goals, you'll need the right platforms and tools to put these in place. If you don't have analytics in place already, set this up.

### What will you need to create your resource centre?

#### Type of tool

*For example: a tool to gate my content, analytics dashboard, etc.*

Once you've compiled your list, it's time to go hunting to find the perfect solution.

To help you get started, turn to the next page where we share a few tools.

## Hosting your resource centre

You can build a resource centre in your regular CMS, whether that's WordPress, SquareSpace or something else entirely.

But if you have too many assets or you really want to easily create gorgeous landing pages, then there's a few other options which you can integrate into your site:

- [Leadpages](#) is a landing page builder that can host your assets and integrate with your sales funnel and website. Build pop ups to appear on the rest of your site and direct visitors to it.
- [Instapage](#) is a sophisticated landing page tool that provides advanced analytics such as heatmaps. Instapage offers dynamic content which means the assets change depending on who the visitor is.
- [Showpad](#) is ideal if you have a huge library of assets. Use it as a sales support tool to share specific items with your prospects and track their engagement.

## Nurture leads with your resource centre

Once you've built these pages and uploaded your assets you'll also need to promote your resource centre, and track who is interacting with what. Here are some options:

- [Optinmonster](#) is a WordPress plugin that gives you flexibility on how you gate your content. From pop ups prompting a download to content locking. Content locking is when a visitor is asked to subscribe after viewing a few assets if they want to keep reading.
- [Hubspot](#) is an all-in-one marketing solution that can do everything from hosting your resources to capturing leads and tracking them down the sales funnel.

There are of course many other tools and after a little research you will find the right one for your resource centre and budget.

### Which tools will you investigate for your content hub?



## STEP 5: BUILD A TIMELINE FOR COMPLETION

You've now worked through the essentials for planning a brilliant workbook. You know what new assets you need to create, and what tools to invest in. Now you just need to make it become a reality.

### Set a deadline for completing your resource centre:



Insert date here

Using the table below, list your tasks, assign task leads, and set yourself a deadline. Try to be realistic with your deadlines rather than optimistic!

### Timeline

Task	Task lead	Deadline

## READY, SET, GO!

You've audited your content, brainstormed assets, chosen tools, and built yourself a realistic timeline.

Now all that's left to do is to implement it.

Want some help designing and building your content hub?

**Get in touch with us now!**

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