

## Fuel Your Content Strategy – Talk to Your Reps

Salespeople and customer service representatives (CSRs) know the ins and outs of their companies – good and bad. In fact, they often have a clearer view of business performance than executives could ever glean from only the numbers. They interact directly with customers every day, and oh, the stories they could tell...

...so, ask!

Talking with our clients' salespeople and CSRs allows us to dig into the true heart of a business, discover how to reach and speak to real customers, learn the most (and least) pressing issues and more. It makes a difference. Readers are more engaged, their movement through the marketing funnel toward decision-making is more natural, and reps are inspired to use the content because it serves a real purpose for them.

Make such regular conversations part of your content strategy. Bring relevant questions from the below options to your next stand-up meeting:

### What are our customers like?

- 🔗 How would you describe the attitudes and behaviors of our customers?
- 🔗 How do most of our customers prefer to communicate?
- 🔗 What conversational tone do customers tend to respond best and worst to?
- 🔗 What are our typical customer demographics?

### What do our customers need?

- 🔗 What common questions do customers have about our product or service?
- 🔗 What issues do customers have with our product, service or business?
- 🔗 What do customers appreciate most about our product, service or business?
- 🔗 What suggestions do customers have for us to improve?

- 🔗 What mistakes do you see customers making when you speak with or visit them?
- 🔗 What upgrades to our product or service do customers frequently make, and why?

## What marketing opportunities have you identified?

- 🔗 What gaps have you noticed in our content and marketing where we could better support you and our customers?
- 🔗 Is there a regular issue or point of confusion we could help clarify or support with content?
- 🔗 What seasonality and demand fluctuations can we capitalize on and support you through with content?
- 🔗 Are there specific industries we could provide more niche content for?
- 🔗 Do you have any customer stories that would make for a great case study or testimonial?
- 🔗 What other ideas do you have for marketing to our customers based on your experience?

## How can we support you with content?

- 🔗 How can our materials better support your daily interactions?
- 🔗 Could we focus on specific categories or services to support realistic scenarios today?

A little too swamped to make these conversations a reality? Don't miss out on the great insights your reps have. Reach out to us for help conducting these interviews to develop your content messaging and strategy at [info@3aspensmedia.com](mailto:info@3aspensmedia.com).