

# A Practical Guide to Creating High-Converting Sales Enablement Materials.

A Proven 5-Step Framework

\* DIY worksheet and examples  
included.



A QUICK DICTIONARY FOR PMMS  
[www.joinapmc.com](http://www.joinapmc.com)

# Step 1. Understand Your Audience.

**Demographics:** Age, Gender, Location, Job Role

**Challenges:** Problems the audience faces that your product solves

**Goals:** Professional or personal objectives of the audience

**Preferred Content:** The type of content the audience engages with the most

# Step 2. Align with the Buyer's Journey.

**Awareness Stage:** Pain points and informational needs

**Consideration Stage:** Solutions they might be exploring

**Decision Stage:** Factors influencing their purchase decision

**Your Product's Unique Selling Points:** How your product addresses their needs at each stage

# Step 3. Craft Compelling Content.

**Educational Content:** Guides, tutorials, industry insights

**Product-Specific Content:** Features, benefits, use cases

**Customer Testimonials:** Real stories from satisfied customers

**Interactive Content:** Quizzes, calculators, interactive infographics

# Step 4. Utilize Multiple Formats and Channels.

**Content Formats:** Blog posts, videos, podcasts, ebooks, templates

**Distribution Channels:** Website, social media, email newsletters, webinars

**Tailor Content:** Adaptation for different channels and formats

# Step 5. Measure, Analyze, and Iterate.

**Key Performance Indicators (KPIs):** Click-through rates, conversion rates, engagement metrics

**Feedback Analysis:** Gather feedback from sales teams and customers

**Iterative Improvements:** What worked well? What needs improvement? What changes will be made for the next iteration?

## Additional Tips.

- **Visual Appeal:** Use visually appealing designs and graphics to enhance the overall appeal of the materials.
- **Consistent Messaging:** Ensure consistency in messaging across all materials and channels.
- **Mobile Optimization:** Optimize all content for mobile devices to reach audiences on various platforms.



# DIY WORKSHEET.

Framework	Your Product
<b>Understanding Your Audience</b>	
Demographics	<i>Collect user age, gender, location, job role data</i>
Challenges	<i>Analyze user pain points related to the product</i>
Goals	<i>Understand user objectives and expectations</i>
Preferred Content	<i>Identify content types preferred by the audience</i>
<b>Aligning with Buyer's Journey</b>	
Awareness Stage	<i>Create content addressing initial pain points</i>
Consideration Stage	<i>Develop materials showcasing product benefits</i>
Decision Stage	<i>Provide testimonials and case studies</i>
Unique Selling Points	<i>Define what makes the product unique</i>
<b>Crafting Compelling Content</b>	
Educational Content	<i>Produce guides, webinars, and educational resources</i>
Product-Specific Content	<i>Highlight product features and use cases</i>
Customer Testimonials	<i>Gather and showcase user success stories</i>
Interactive Content	<i>Develop interactive tools and quizzes</i>
<b>Utilizing Multiple Formats and Channels</b>	
Content Formats	<i>Create videos, infographics, ebooks, and templates</i>
Distribution Channels	<i>Utilize website, social media, email newsletters, webinars</i>
Tailoring	<i>Customize content for different channels and formats</i>
<b>Measuring, Analyzing, and Iterating</b>	
Key Performance Indicators (KPIs)	<i>Track click-through rates, conversion rates, and engagement metrics</i>
Feedback Analysis	<i>Gather feedback from sales teams and customers</i>
Iterative Improvements	<i>Continuously improve content based on feedback and data</i>



# 3 Industry Specific Examples.



FinTech

B2B SaaS

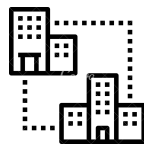
FemTech





Framework	Fintech Product: Investment App
<b>Understanding Your Audience</b>	
Demographics	Age: 25-40, Location: Urban areas, Job Role: Professionals
Challenges	Managing investments, Understanding market trends
Goals	Achieving financial stability and growth
Preferred Content	Infographics, Webinars, Investment Calculators
<b>Aligning with Buyer's Journey</b>	
Awareness Stage	Infographics on Investment Basics
Consideration Stage	Webinars on Diversification Strategies
Decision Stage	Testimonials from Successful Investors
Unique Selling Points	Low Fees, High ROI, User-Friendly Interface
<b>Crafting Compelling Content</b>	
Educational Content	How-to Guides on Stock Investments
Product-Specific Content	Feature Videos on App Functionality
Customer Testimonials	Video Testimonials from Satisfied Users
Interactive Content	Investment Risk Calculator
<b>Utilizing Multiple Formats and Channels</b>	
Content Formats	Videos, Infographics, Ebooks, Templates
Distribution Channels	Website, Social Media, Email Newsletters
Tailoring	Short Investment Tips Videos for Social Media
<b>Measuring, Analyzing, and Iterating</b>	
Key Performance Indicators (KPIs)	Click-through Rates, Conversion Rates
Feedback Analysis	User Surveys, Customer Support Feedback
Iterative Improvements	Simplify User Interface, Add Educational Videos

# B2B SaaS



Framework	B2B SaaS Product: Project Management Tool
<b>Understanding Your Audience</b>	
Demographics	Age: 30-50, Location: Global, Job Role: Managers
Challenges	Team Collaboration, Workflow Optimization
Goals	Increased Team Productivity, Cost Savings
Preferred Content	Case Studies, Whitepapers, Webinars
<b>Aligning with Buyer's Journey</b>	
Awareness Stage	Industry Reports on Collaboration Challenges
Consideration Stage	Webinars on Workflow Optimization
Decision Stage	Case Studies on Successful Implementations
Unique Selling Points	Scalability, Integration Capabilities, Customization
<b>Crafting Compelling Content</b>	
Educational Content	Business Optimization Guides
Product-Specific Content	Product Demo Videos
Customer Testimonials	Client Testimonials, Success Stories
Interactive Content	Workflow Optimization Quiz
<b>Utilizing Multiple Formats and Channels</b>	
Content Formats	Webinars, Whitepapers, Templates
Distribution Channels	Website, LinkedIn, Email Newsletters
Tailoring	Industry-Specific Webinars
<b>Measuring, Analyzing, and Iterating</b>	
Key Performance Indicators (KPIs)	Free Trial Signups, Conversion Rates
Feedback Analysis	Sales Team Interactions, Customer Service Tickets
Iterative Improvements	Enhance Customization Options, Improve Onboarding





Framework	Femtech Product: Wellness App
<b>Understanding Your Audience</b>	
Demographics	Age: 18-45, Location: Anywhere, Gender: Female
Challenges	Reproductive Health Concerns, Wellness
Goals	Balanced Hormones, Overall Wellness
Preferred Content	Mobile Apps, Articles, Videos
<b>Aligning with Buyer's Journey</b>	
Awareness Stage	Health Blogs on Reproductive Health
Consideration Stage	Wellness Quizzes, Nutritional Guides
Decision Stage	Doctor Endorsements, User Reviews
Unique Selling Points	Holistic Approach, Expert Recommendations
<b>Crafting Compelling Content</b>	
Educational Content	Reproductive Health Guides
Product-Specific Content	App Feature Videos
Customer Testimonials	Doctor Endorsements, User Reviews
Interactive Content	Health Quizzes, Symptom Checker
<b>Utilizing Multiple Formats and Channels</b>	
Content Formats	Mobile Apps, Articles, Videos
Distribution Channels	App Stores, Health Forums
Tailoring	In-Depth Articles on Wellness
<b>Measuring, Analyzing, and Iterating</b>	
Key Performance Indicators (KPIs)	App Downloads, User Engagement Rates
Feedback Analysis	User Reviews, Feedback from Health Professionals
Iterative Improvements	Add New Wellness Features, Improve User Interface

