

# **QnA Marketing**

**A Simple Strategy For Digital Marketing  
Success In 2021 & Beyond**

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**Digital marketing is complicated**

**There are so many different  
strategies & methods you can follow**

**It can be far too easy to become  
overwhelmed and suffer from  
“analysis paralysis”**



**In my experience, many of the most successful businesses (when it comes to digital marketing) follow a simple strategy and then focus on executing effectively**

**In this short document I outline a simple strategy your B2B business can follow in 2021 (and beyond)**

**The focus is on question and answer marketing (QnA Marketing for short)**

**This strategy is NOT a re-  
invention of the wheel**

**But if you can “do it right” with  
consistency & focus, you’ll see  
serious benefits for your business**

**Let's get started ...**

# What Is QnA Marketing?

# What Is QnA Marketing?

## The “101”

- QnA Marketing is the process of creating informative, valuable content that answers the questions and solves the problems your target customers have.
- Instead of “interruption marketing” via advertising (which can be very effective in its own right, of course) you are seeking to capture the attention of relevant prospects as they search for answers or solutions.
- Over time, your content will begin to appear in Google and other search engines, leading to quality traffic as people with the exact problem your business solves come to your site seeking a solution.
- You will also - over time - generate visibility, traffic and leads through other channels such as social media platforms, video and email.



# What Is QnA Marketing?

## How Does QnA Marketing Differ From Regular Content Marketing?

- The truth is that there is substantial overlap (really QnA Marketing is just a subset/subcategory of content marketing).
- However, with QnA Marketing the focus is very intently on:
  - Identifying the questions/problems your target customers have.
  - Understanding how they are searching for solutions (e.g. what keywords they use for Google searches)
  - Creating content that answers those questions and solves those problems.
  - Using your content to “up sell” to your product/service as an answer/solution.
  - Turning this into scalable model that provides a compounding effect over time.

**Is Your Business A Good Fit For  
This Strategy?**

# Is QnA Marketing Right For You?

## Criteria For Success

- In my experience, QnA Marketing works well for just about any B2B business, as by default B2B businesses tend to be in the “problem solving” industry (you’ve identified a clear problem that other businesses and organisations face, and you have developed/sourced/created an effective solution).
  - Most challenging aspect is for B2B businesses that solve a problem that prospects aren’t really aware of until they have it pointed out to them; but there are ways and means around this. Your prospects may articulate their problems differently than you expect. Make sure you talk on their terms!
  - It can work well for B2C businesses too, especially higher \$ value niches/industries where there is a large element of consideration. Think about something like home fitness equipment sales; buyers have many questions and concerns (I used to work in that industry so know first-hand).
  - Not so effective for small \$, high volume B2C e.g. hospitality. Better to do paid digital here.

# Is QnA Marketing Right For You?

## Criteria For Success

- In order to succeed, you also need to have the right attitude and resources within your business.
  - Time/human resource to commit to developing, creating and promoting content.
  - Ideally some budget for useful extras like graphic design, videography and so on if you want to raise the bar with your output (however, you can start for free and generate some excellent results without ever spending a cent of cash).
  - Acceptance that success won't come overnight; you will need to commit to this process for some time to see results (realistically 6+ months minimum).

# Is QnA Marketing Right For You?

## Criteria For Success

- If you have a desperate “need for leads” right now, then you are better to put your energies into outbound prospecting or at least paid digital advertising where you can reach your target audience more rapidly.
- QnA Marketing works best for B2B businesses that already have lead and sales activity, and which want to reduce their dependence on paid “interruption” advertising longer-term (or at least add another source of quality leads and revenue).
- Also an excellent opportunity for startup businesses in the sense that the sooner you get underway, the faster you will see results; align with your time to getting to market.

**Why Is It Beneficial?**

# Why Is QnA Marketing Beneficial?

## What Is The Prospective Value For Your Business?

- Build trust with leads and prospects - their first interaction with you will be “value added” if they find you via your content. You are solving their problem and then upselling to your solution that ‘does it better’.
  - This approach also helps to build trust and credibility with existing leads/prospects (no matter how you acquire them e.g. cold calling, trade shows etc) - you can use your content to nurture prospects through the sales cycle. Effective QnA Marketing offers you a higher number of more meaningful and beneficial touchpoints with your prospects.
- Potentially overcome objections before they are raised with your sales team; the more you can persuade a prospect *before* they talk to your sales team, the better.
- Disqualify “poor fit” prospects. For example, if you have content about budget ranges for a solution to a problem, and someone reads and discovers they are significantly under budget in terms of their expectations, then you have saved yourself a probable ‘time waster’ inquiry. This is an enormous, often-overlooked problem for businesses as we tend to fixate on lead quantity.

# Why Is QnA Marketing Beneficial?

## What Is The Prospective Value For Your Business?

- Compounding effect - this is one of my favourite components of QnA Marketing. Each article you add to your site, every YouTube video you create etc becomes a mini “asset” for your business that can continue to generate visibility, traffic and leads over time. The power of compounding is phenomenal.
- Some content will perform better than others, but as you expand your content base you will start to see the compounding effect.
- Compare this to paid digital advertising, where you benefit faster (provided your advertising is well-structured and managed) but you lose said benefit when/if you switch the ads off.
- An effective wider strategy is to combine QnA content marketing with paid digital advertising to get the best of both worlds



# How To Get Started?

# How To Get Started

## Part One - Brainstorming

- The first piece of the puzzle is to start identifying the broader “themes” that are relevant to your prospective customers, in terms of their questions and problems.
- Grab a pen and paper or whiteboard and start brainstorming the most common questions and problems your prospective customers have.
- Involve your sales & customer service team members as they often have excellent insights. What pain points and problems do they hear of daily?
- This is NOT about coming up with questions that relate specifically to your product (e.g. “how do I install XYZ model”) - these are what I would refer to as “frequently asked questions”, which are different.

# How To Get Started

## Brainstorming Example

- Imagine you run a business that sells GPS monitoring solutions for vehicle fleets. The sorts of questions & problems your prospective customers might have could include:
  - Accuracy of vehicle GPS tracking
  - Comparisons of the different types of tracking technology
  - How to ensure compliance and prevent employees from potentially bypassing the system
  - Cost to fit out your fleet
- Think broadly at this point!

# How To Get Started

## Part Two - Keyword Research

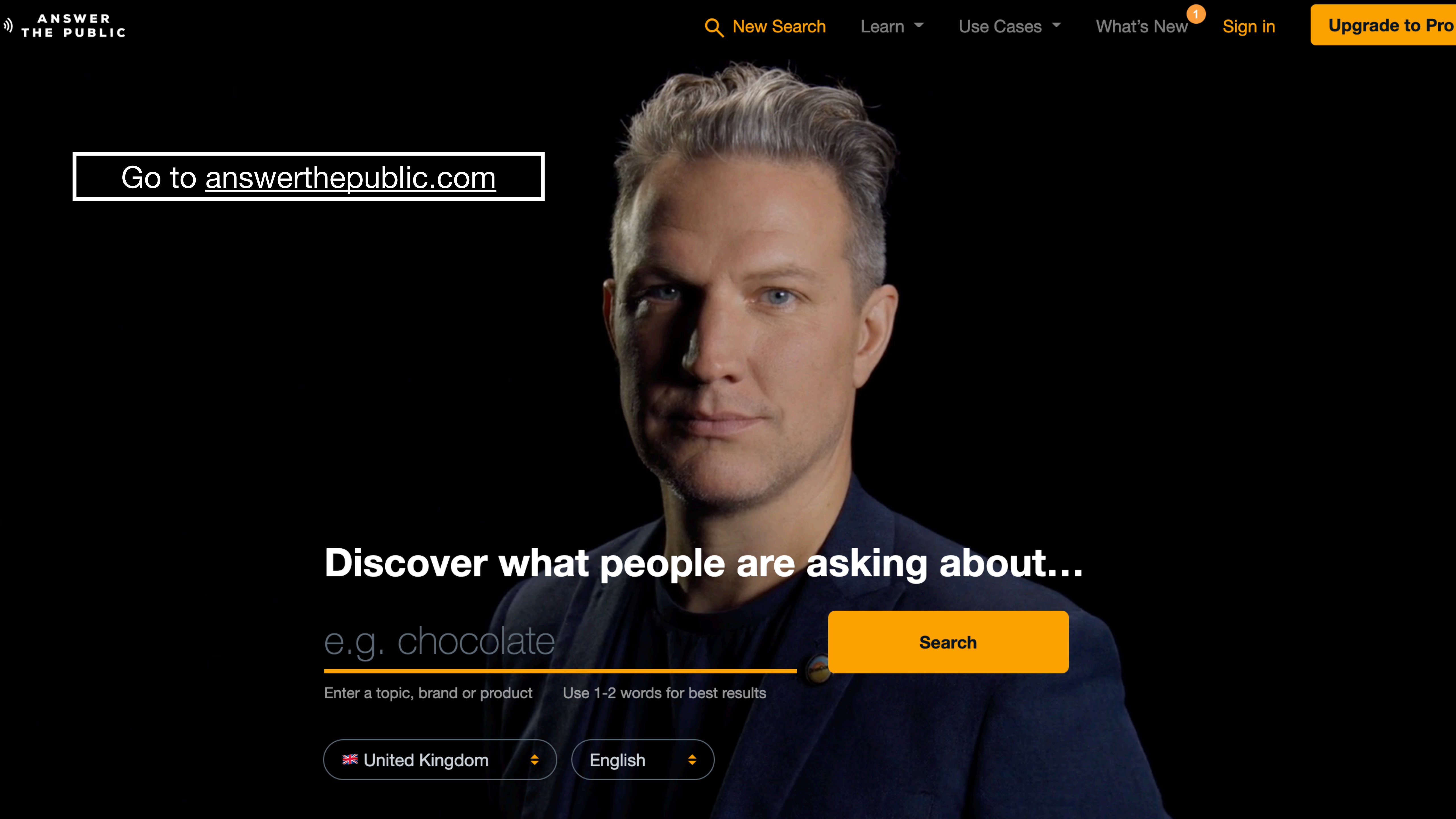
- Once you've completed this part of the process, the next step is to look at identifying the specific keywords that prospects might be using to search for answer and solutions online.
- This is one of the more challenging parts of the process.
- Truth be told, if you find this part of the process too complicated, then you can proceed with simply creating QnA content based on the previous step. You will lose some of the SEO benefit, but it is better to make a start than to allow this more technical step to intimidate you from taking action.
- Google is getting better at being less reliant on ultra-specific keywords to return relevant content, which is beneficial in this circumstance.

# How To Get Started

## Part Two - Keyword Research

- Here are a few simple ways you can conduct keyword research without needing to pay for expensive tools.
  - There are many more strategies you can deploy - message me or email [info@samfrost.co.nz](mailto:info@samfrost.co.nz) and I can walk you through them.
    - Make it to the end of this presentation for a special, complimentary offer.
- If you want to speed up the process there are paid tools you can use, but it is definitely possible to get started and see results with no cost.
- Let's look at some basic tools you can use.

**Answer The Public**



Go to [answerthepublic.com](https://answerthepublic.com)


# Discover what people are asking about...

e.g. chocolate

Search

Enter a topic, brand or product

Use 1-2 words for best results

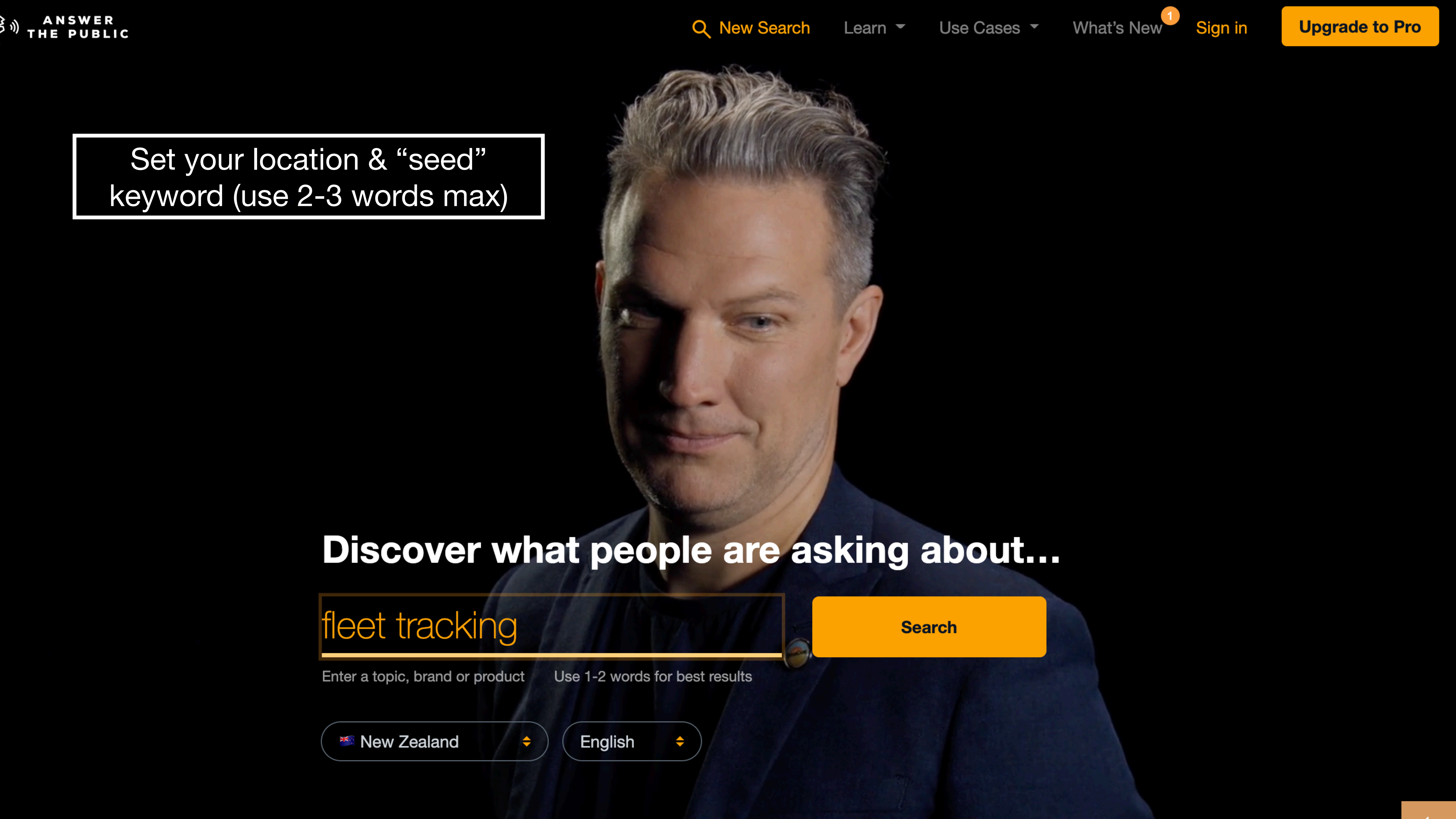
 United Kingdom



English







Set your location & “seed”  
keyword (use 2-3 words max)


## Discover what people are asking about...

fleet tracking

Search

Enter a topic, brand or product

Use 1-2 words for best results

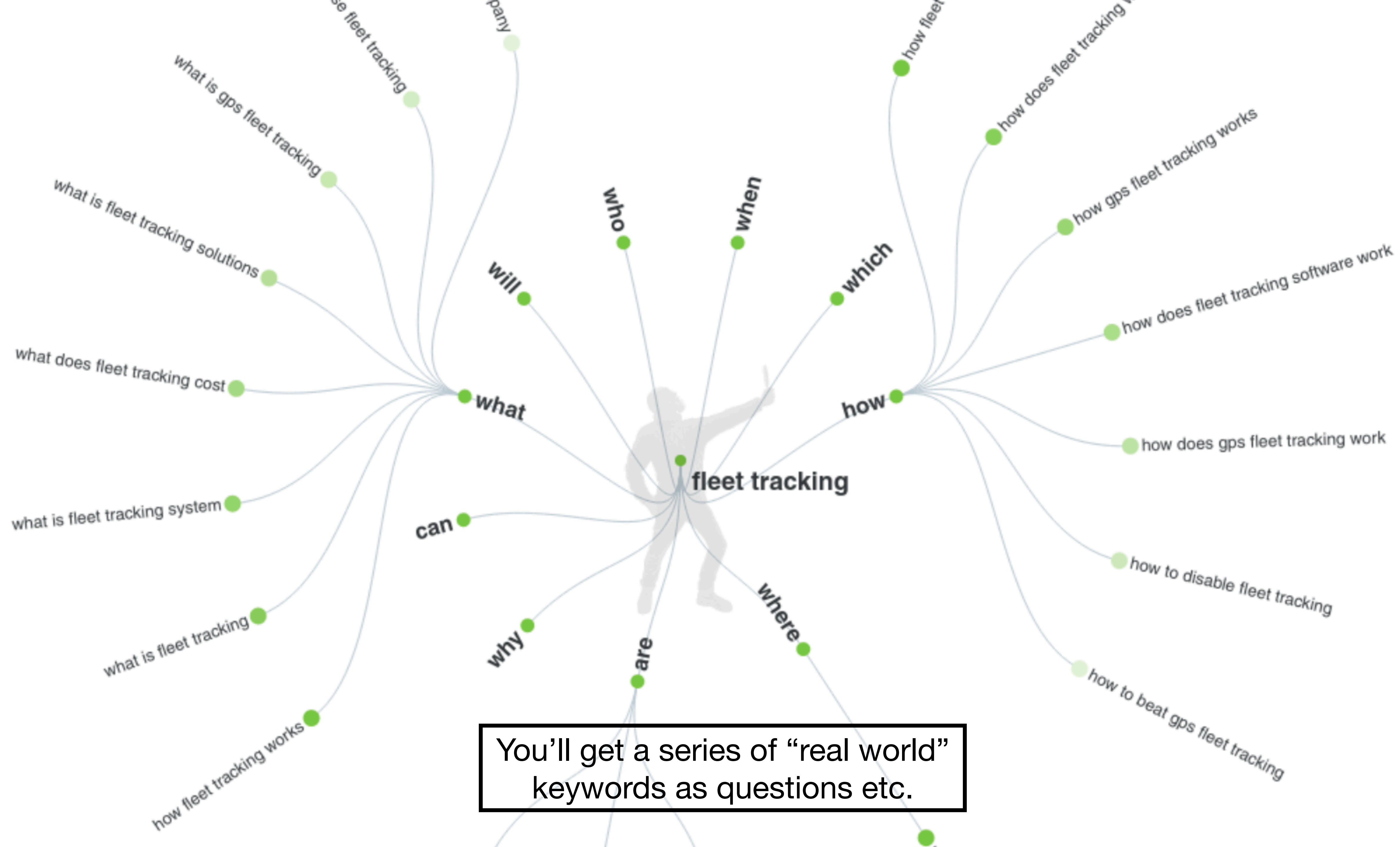
 New Zealand



English







You'll get a series of "real world" keywords as questions etc.

**Google Suggest/People Also  
Asked**

fleet tracking



## People also ask

What is a fleet tracker?



What is the best fleet tracking company?



How do I track a fleet vehicle?



What is meant by fleet management?



[Feedback](#)

Type your seed keyword (core topic/problem) in to Google & look for “People Also Asked” for keyword suggestions.

## People also ask

Click to expand the various questions - this will add more to the list. Look for relevant ones to find actual keywords/specific questions that you can incorporate in your content.

What is a fleet tracker?

What is the best fleet tracking company?

How do I track a fleet vehicle?

What is meant by fleet management?

What does fleet mean?

How does a GPS tracking device work?

How can you tell if your car has a GPS tracker on it?

How far does a GPS tracker work?

How do I block GPS tracking?

What is the best tracking device?



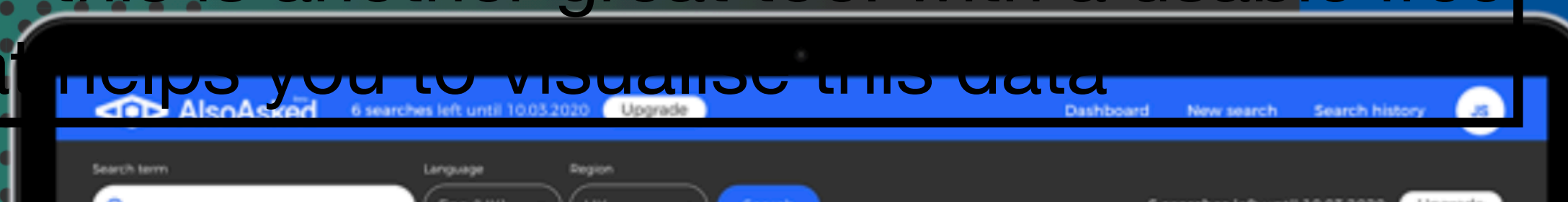


# See the questions people also asked...

Try it for free...

	Language	Region	
Search term...	English	UK	Q

Try [alsoasked.com](https://alsoasked.com) - this is another great tool with a usable free plan that helps you to visualise this data



Using quora.com



site:quora.com "fleet tracking"



Vehicle With a Complete Solution.

Fleet Productivity. Get a Brochure.

www.quora.com › What-are-the-benefits-of-GPS-fleet-tra...

## What are the benefits of GPS fleet tracking? - Quora

The main benefits of **fleet tracking** is: \* Smart route planning: Helps you find the optimum route for your vehicles. \* Transit time saving: You can use the data ...

3 answers

www.quora.com › Which-framework-is-better-for-GPS... ▼

## Which framework is better for GPS fleet tracking and ... - Quora

Dependent on your needs, it might be best to have your own framework which you can customise. You can find one on the AlreadyBuilt marketplace GPS ...

3 answers

www.quora.com › How-does-the-vehicle-tracking-syste... ▼

## How does the vehicle tracking system and fleet management ...

This kind of system is usually a better option for commercial purposes such as **fleet tracking** or monitoring of people, such as children or elderly, as it allows a ...

17 answers

Google [site:quora.com](#) "your topic" to get a list of questions asked on Quora - open them up for inspiration & keyword ideas

# How To Get Started

## Part Three - Content Creation

- Once you've identified your topics and keywords, it's time to start creating content.
- Although you can get more “scientific” here about the order in which you tackle your content creation (looking at keywords that have higher search volume, less SEO competition etc) my view is that for most businesses it is better to hit the ground running with topics that you can answer the most comfortably and confidently.
- Basically, order your content on the basis of what you can create the fastest and to the highest standard. Overthinking at this stage can be fatal - I've seen businesses derail badly here. Start with what you have the most confidence in creating to a high standard.



# How To Get Started

## Part Three - Content Creation

- Some additional tips for content creation:
  - You are writing non-fiction content. As such, your articles etc will ultimately consist of a central “thesis” supported by a few key points. Write your argument and key supporting points out in advance to build a solid framework for your content. Once you flesh this out and add an intro/outro, you have a great platform to work from.
    - This will help you to speed up the content creation process.
- Focus intently on answering the question/solving the problem. Even if you don’t have the best “presentation” it is more critical that you provide value and give the reader what they were looking for. Get this bit right and you can’t go too far wrong.
- If you have a team, canvas them for their feedback and input; you’ll be amazed just how well ideas can flow in a group setting.

# How To Get Started

## Part Four - Optimisation & Distribution

- Once you have created your first piece of QnA content, it is time to look at optimisation and distribution. Basically, how can you make it better and how can you get it in front of your audience?
  - To start, learn the basics of “on-page” SEO. Learn how to incorporate target keywords into your content, how to structure for better readability (think clear headings, short paragraphs and bullet points) and how to create page titles & descriptions in your website.
    - There are many resources online to learn about this (including on my YouTube channel) but I strongly recommend this guide from [ahrefs.com](https://ahrefs.com/blog/on-page-seo/) - it's probably #1 on Google for a reason: <https://ahrefs.com/blog/on-page-seo/> )
- Proof read & edit your content. How can you make it more accurate and beneficial for readers?
- Look at “internal linking” your content to other relevant pages and items on your site.

# How To Get Started

## Part Five - Scaling

- The final part of the QnA Marketing strategy (for now) is scaling. How can you make your process & workflow more efficient? How can you reach more relevant prospects and convert them to leads and sales?
- As you “rinse and repeat” this process your business will start to reap the rewards of compounding results. This will NOT be an overnight process but it is well worth sticking at.
  - The compounding effect of this QnA Marketing strategy is one of the biggest opportunities in terms of digital marketing - make sure to leverage it.
- Let's look at how you can achieve this important objective and deliver greater benefit to your business.

# How To Scale & Enhance Your Activity?

# How To Scale & Enhance Your Activity

## Get Better Results

- The most fundamental concept here is to remember that there is far more to your digital presence than just your website. Many businesses put content on their sites, but leave it at that. Go above and beyond for better results.
- You are leaving serious amounts of potential - real money, in fact - on the table if you do this.
- The savvy QnA Marketer goes above and beyond to use every channel and platform at his/her disposal in order to generate better results.
- Examples include:

# Convert Your Articles To Videos

## A (Moving) Picture Paints A Thousand Words

- One of the most beneficial “upgrades” to the QnA Marketing process is convert your articles to videos.
- You can then upload these videos to your social media channels, as well as host them on a platform like YouTube.
  - YouTube videos can rank well in Google, and you can also embed them on your site. You can even run ads for your videos via Google Ads. YouTube is also the 2nd largest search engine in the world.
- You don’t need Hollywood production quality to succeed. A modern smartphone + tripod + lapel mic will suffice for “talking head” videos.

# Convert Your Articles To Videos

## A (Moving) Picture Paints A Thousand Words

- Don't want to appear on camera? No worries - other options include:
  - Using screen capture recording software e.g. Camtasia (create a simple presentation like this and record with voiceover audio).
  - Get a 3rd party to convert your articles into videos - there are many services on “marketplaces” like Fiverr where you can get this done. For higher quality consider local videographers etc.
    - I have a recommended service for this - contact me for more information.
- Use an article-to-video converter tool like Vidnami (I use this personally for some content projects - it is very easy to use).



# Grow Your Business With Video

Point and click video maker. No  
experience required.

[Try it for Free >](#)[▶ Watch Demo](#)

1,659,282 videos created



# Create An Audio Version Of Your Content

## Audio Only Content Is Exploding In Popularity

- 55% of Americans listened to a podcast in 2020 (up from 50% in 2019) - this trend continues to grow.
- Many people prefer to consume “audio only” content as it can fit into our busy modern lifestyles more easily. I am a fan of this too.
  - People can listen the car on the way to work, at the gym, when doing chores and so on.
- Consider turning your articles into audio content/podcast episodes.
- Check out Podcast Insights online for excellent info on getting started.

# Distribute Your Content On Social Media

## Amplify Your Voice

- Don't forget to share your content across your social media channels, e.g. LinkedIn profile and/or company page, Facebook page, Twitter profile and so on.
  - Wherever you are active on social media, you should share your content.
- Take the time to respond to comments, questions etc - this further helps to build trust and demonstrate credibility.
- Frequent, quality posting to your social media channels will help you to boost reach and engagement.
- Look at “natively” posting content as opposed to always linking off to your site. This can boost reach and engagement.

# Email Your List

## Email Is Still One Of The Most Powerful B2B Channels

- In my affiliate marketing days, I learned that “the money is in the list” - this is true for B2B digital marketing as well.
- A quality email marketing list is one of the most powerful tools in your arsenal. You should always be looking to grow your list in terms of quantity and also quality.
- Consider emailing your QnA content to your list.
  - Don't spam every single piece; pick and choose the most relevant, highest quality pieces, or consider doing something like a monthly “roundup” email.
  - An automated sequence might be a good option here too.

# Pay To Play

## Taking Your Content To The Next Level

- “Organic” and paid digital marketing can combine at this point to provide a powerful symbiosis for your business - use paid digital advertising platforms like LinkedIn Ads, Google Ads (including YouTube & Display advertising) and Facebook Ads to reach more prospective customers.
- You will hopefully find that your value-added content that answers questions/ solves problems gets a better reception than conventional advertising copy that you may have used in the past.
  - Pro tip: Case study content that has a question/answer or problem/solution “embedded” within is very effective for paid promotion on platforms like LinkedIn. Prospects love to see how their peers are solving the same challenges they face.

# Next Steps

# Next Steps

## Getting Started With QnA Marketing

- Grab a pen & paper, whiteboard, or however you like to brainstorm.
  - Get your sales, marketing & customer service team together if possible.
- Start writing out the most common questions/problems that your prospective customers have that are *not* specific to your solution.
  - E.g. instead of “what is the warranty on X product?” (Which is more of an FAQ about your solution) an example question/problem might be “how much do I need to budget for Y?”
- Get at least your first dozen questions; then grade them on the basis of which ones you will create content for first (remember to go for easy wins)

# Next Steps

## Getting Started With QnA Marketing

- Once you have your initial “order” of topics, start researching/writing/creating the content. Eat the elephant one bite at a time, as the saying goes - you will build confidence and capability over time.
- Upload the first article/content piece to your website. At this point, you have made the first meaningful step!
- However, there is lots more you can do to increase the performance your business gets from this strategy:
  - Share your content across social media
  - Create video and even audio/podcast versions
  - Promote via email marketing
  - Scale the process (do more)

**The biggest secret?**



**Get started now and keep  
working at the process!**



A good plan violently executed now  
is better than a perfect plan  
executed next week.

— *George S. Patton* —

**AZ** QUOTES

**Need more help?**

Email me on [info@samfrost.co.nz](mailto:info@samfrost.co.nz) or visit  
[samfrost.co.nz](http://samfrost.co.nz) and book a call via my  
booking form

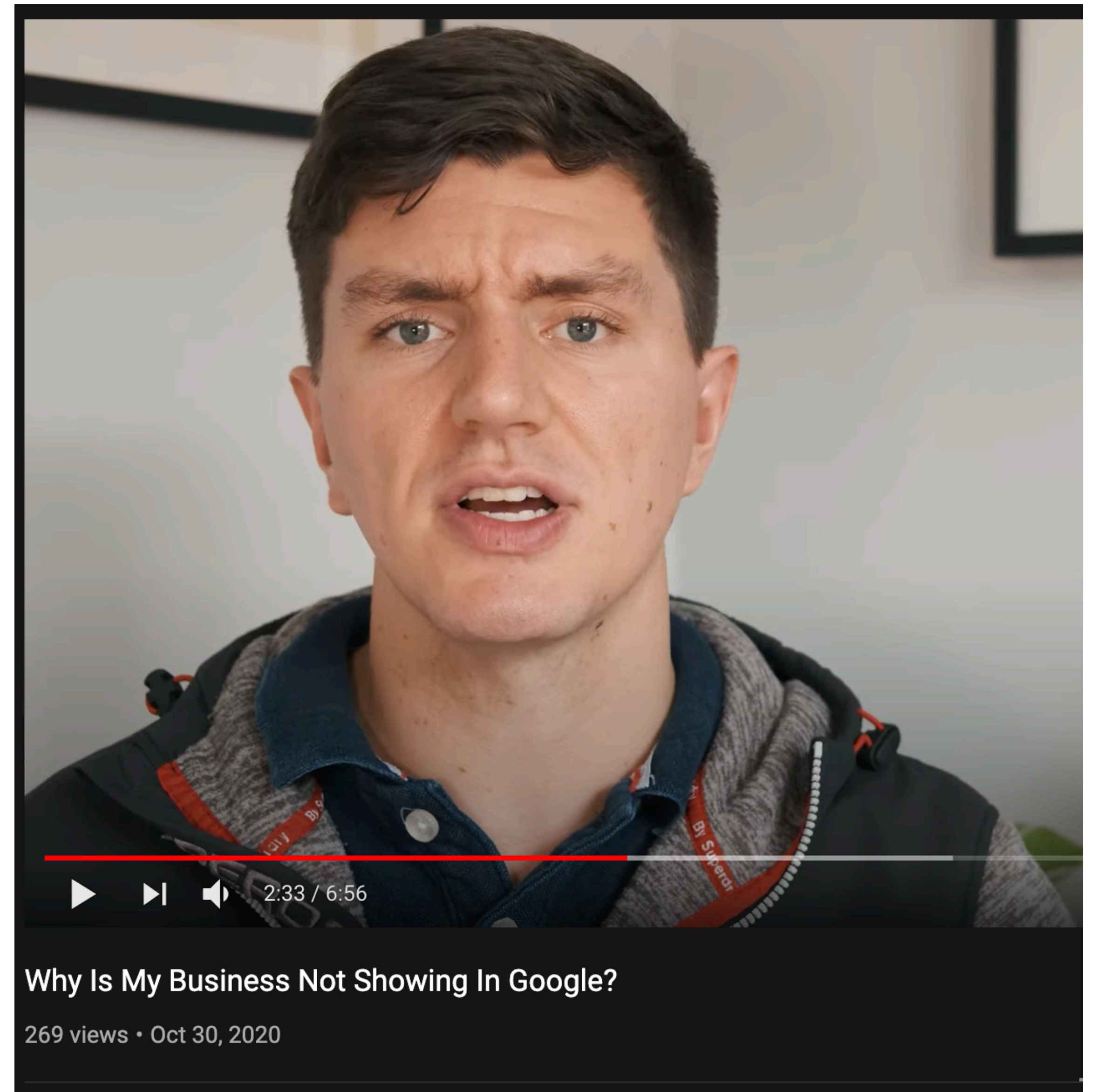
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## Sam Frost

B2B Digital Marketing Consultant | I Help B2B Businesses  
To Make Their Digital Marketing More Efficient & Effective  
Canterbury & West Coast, New Zealand · 500+  
connections

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