

HEAVYBIT

● Product-Led Content Strategy

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Product Marketing Senior Team Lead, Atlassian

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*AKA how does content
support a PLG motion?*

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*AKA how does content
support a PLG motion?*

*A little bit
like this:*



👋 **HELLO!**
I'm Alex



Let's get started 🙌

Creating a foundation

- Why invest in the content with PLG?
- Some assumptions / pre-requisites

Strategy with an outcome in mind

Content funnels & audience intent

Execution & writing tips

The ingredients for creating engaging content

Q&A

 Is PLG really a new concept?

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Or... is it a VC content marketing tactic?

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🌶️ **Spicy disclaimer**



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Or... is it a VC content marketing tactic?

Product-led growth (PLG) is an end user-focused growth model that relies on the product itself as the primary driver of customer acquisition, conversion, and expansion.

OpenView Partners

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OpenView Partners

PLG and sales-led growth are
not mutually exclusive 🤝

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With that said...

PLG is not a silver bullet –
“If you build it they will come” 👎

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*If you're not investing
in content...*

🚫 You're missing out on your
self-serve funnel's full potential.

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*If you're not investing
in content...*

More specifically...

🚫 You're missing out on your
self-serve funnel's full potential.

A product-led content strategy that is
aligned with product goals and has a
unique point of view baked into it 100

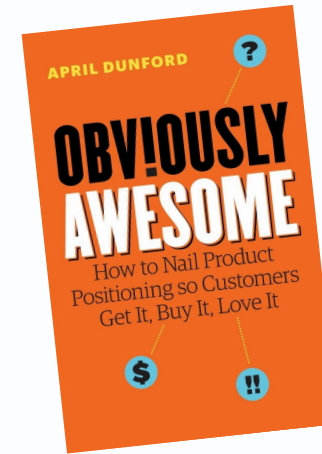
| GTM Pre-requisites

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1. Foundational positioning (& messaging)
 - Competitive alternatives
 - Key unique attributes + benefits
 - Customers that care + market context

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*Get this book by
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 - What is the story that ties it all together?



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Hint: look up Andy Raskin

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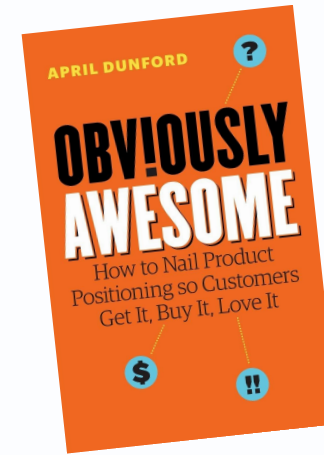
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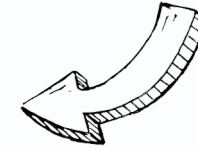
2. Strategic narrative

- What is the story that ties it all together?

3. Having somewhere to post your content and build your audience.



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| Content strategy components

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Objectives

What are the primary outcomes
you're looking to achieve?

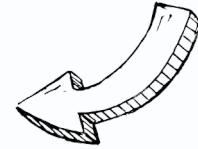
| Content strategy components

Objectives

What are the primary outcomes you're looking to achieve?

- ✓ Brand authority.
- ✓ Top of funnel visitors.
- ✓ Building an audience.
- ✓ Improved conversion rates.
- ✓ Closer customer and partner relationships.

Try to aim here



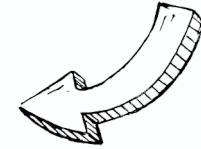
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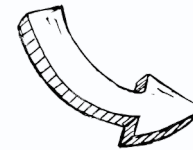
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Be careful of these pitfalls



- ✗ Expecting instant results.
- ✗ Perfect attribution.
- ✗ Execution as an afterthought.
- ✗ "Set it and forget it"

| Content strategy components

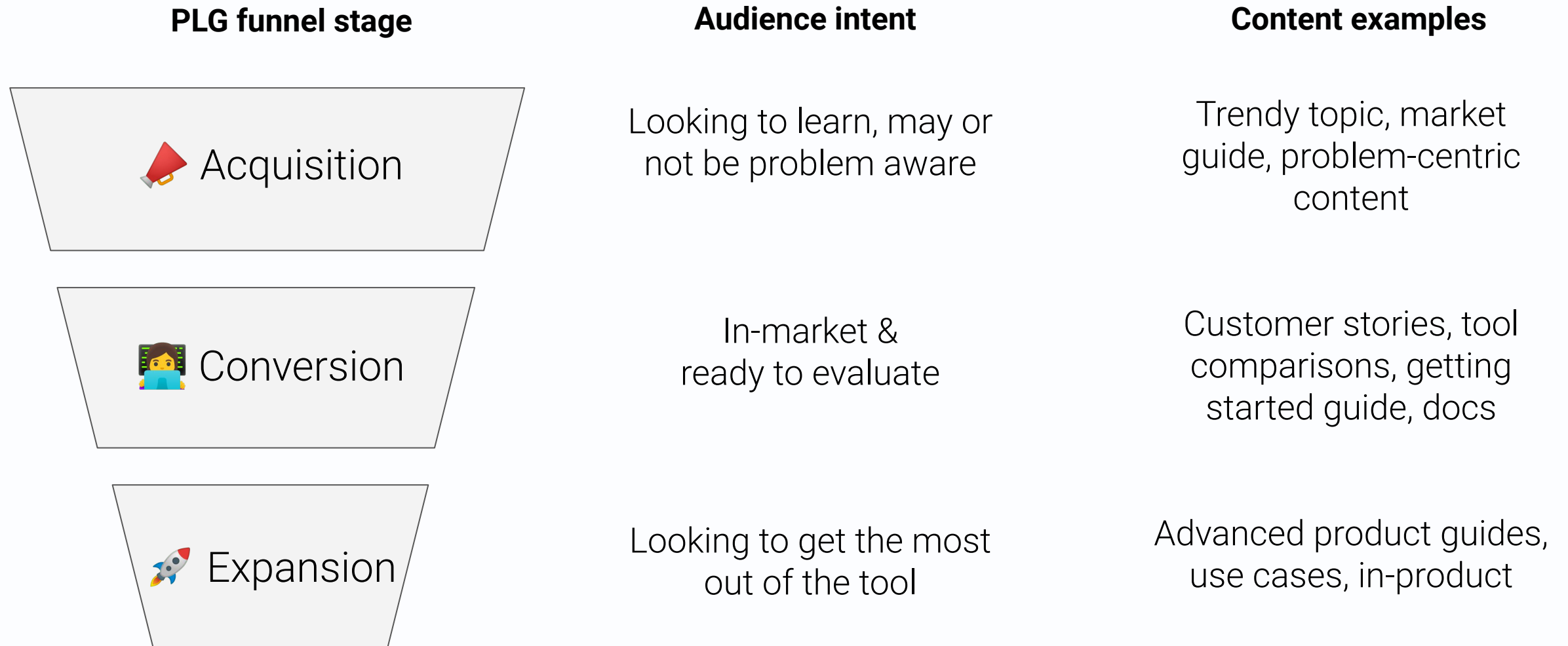
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Funnel alignment

Creating content for each stage

| Funnel alignment



Funnel alignment

PLG funnel stage	Audience intent	Content examples
 Acquisition	Looking to learn, may or not be problem aware	Trendy topic, market guide, problem-centric content
 Conversion	In-market & ready to evaluate	Customer stories, tool comparisons, getting started guide, docs
 Expansion	Looking to get the most out of the tool	Advanced product guides, use cases, in-product

| Funnel alignment

PLG funnel stage

Audience intent

Content examples



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Themes / pillars / "story arcs"

The different ways to communicate your narrative

Getting more granular



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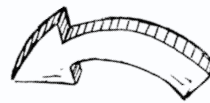
Creating content for each stage

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Market research

What's working well for competitors? Where are the gaps?



The one about standing out from the crowd

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Content channels & distribution

Where to post content? And how to distribute it?

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Where to post content? And how to distribute it?

Editorial calendar

A content roadmap and focus for each quarter



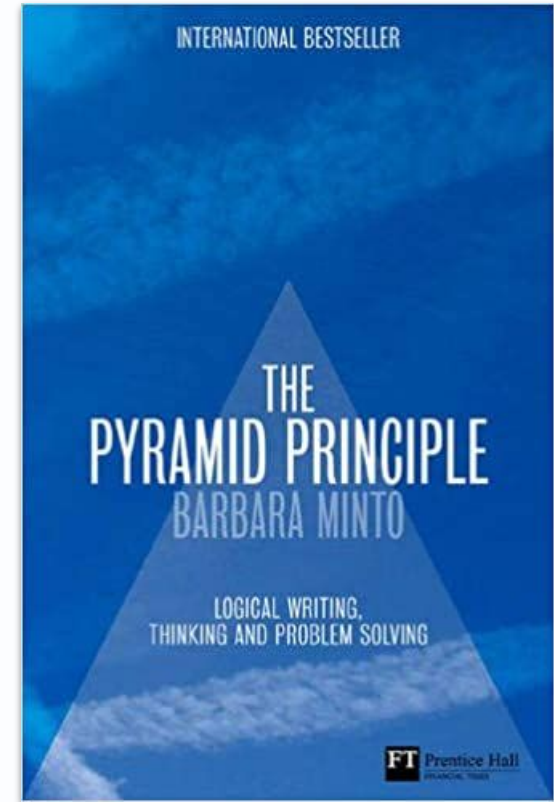
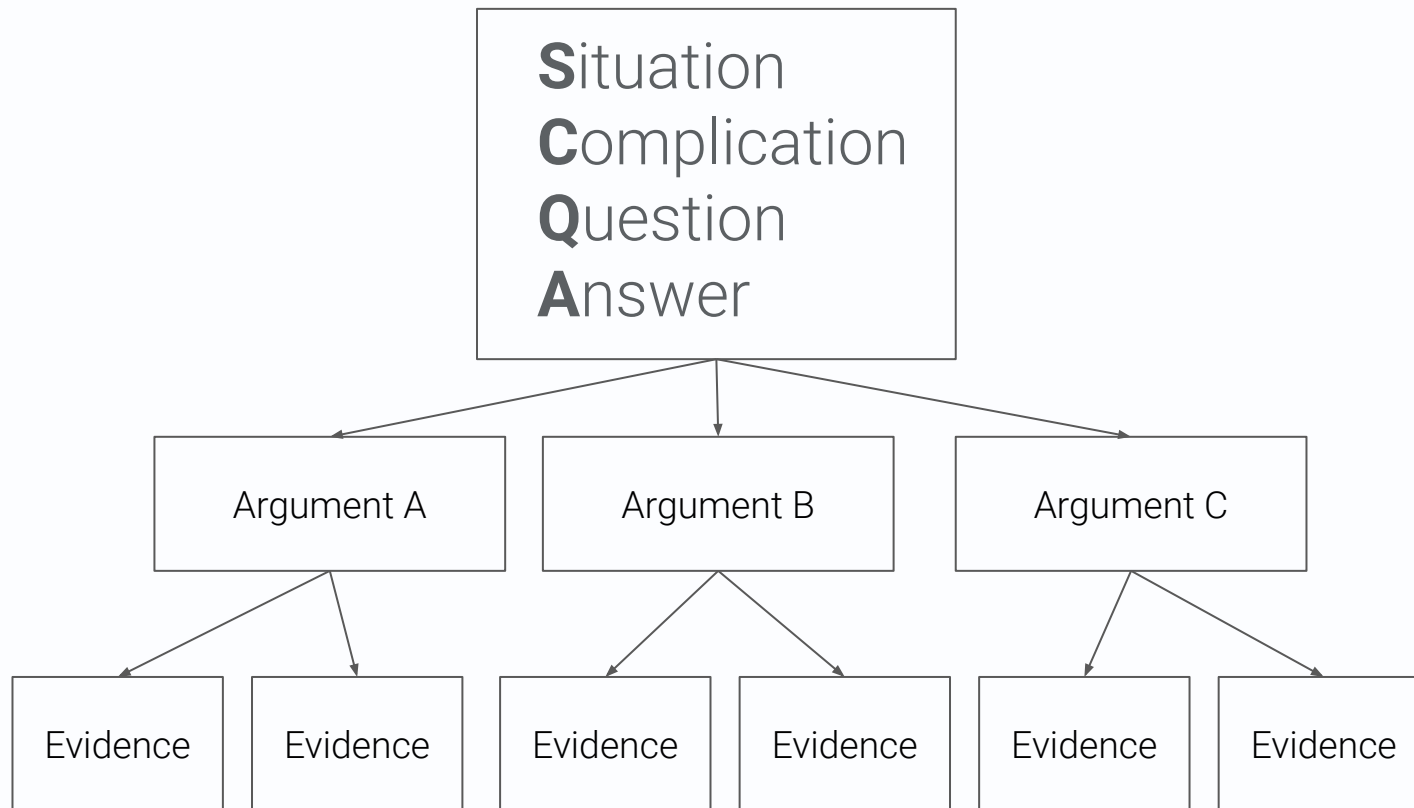
*You don't have to be an
expert to be helpful!*

| Execution & writing tips

1. Lead with a framework!

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| Execution & writing tips

1. Lead with a framework!

S = When we release new code,
all tests have to pass.

C = But code still break and users
complain about errors.

Q = What should we do about it?

Answer

We need to invest more
resources in code quality
and reliability.

How?

Modernize testing
infrastructure

Improve code
review practices

Give developers
visibility to production

Key line to summarize
each paragraph:

| Execution & writing tips

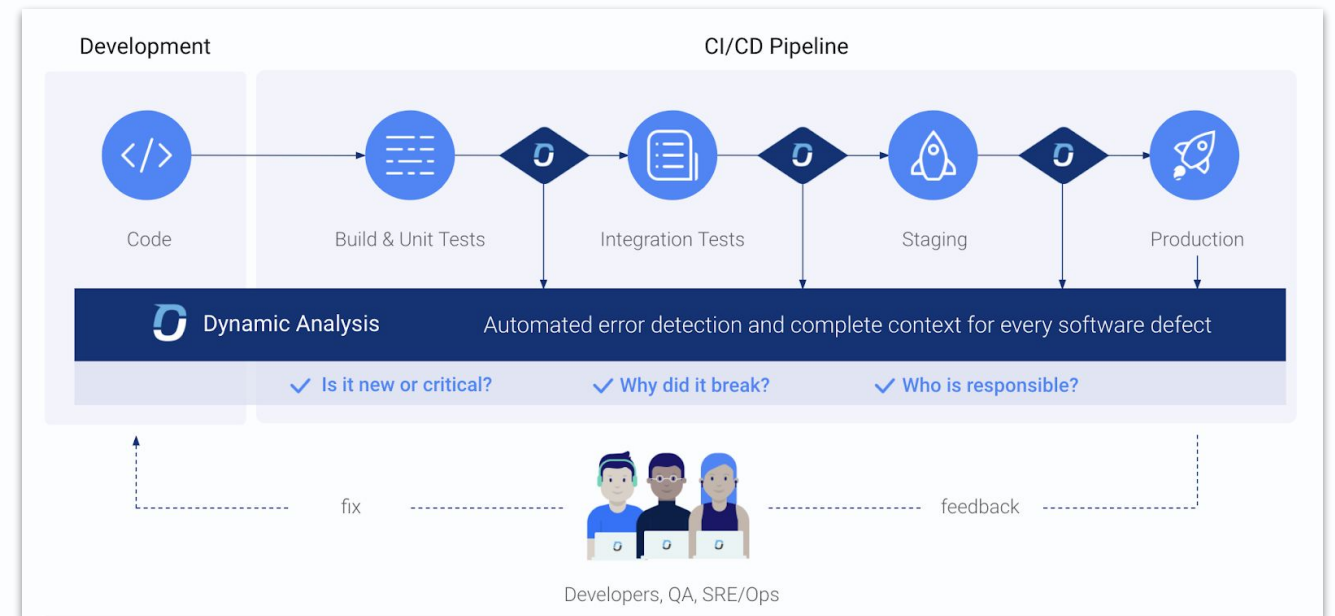
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2. Make it easy to consume and skim friendly

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 - Use a conversational tone and write like you talk
 - Highlight the takeaways
 - Lists, bullets, “cheatsheets”
 - Use visual examples

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Find a writing buddy!

*The title is often the main reason for
readers to enter on your post*

...so put some thought into it!

Thanks for listening!

Questions?

alex.zhitnitsky@gmail.com

@alexzhitnitsky

| Bonus – brainstorming top of funnel technical blog topics

Your tech stack & eng processes

- Architecture, langs, pipeline, teams...
- Monitoring dashboards
- Data science / ML

A problem your team solved

- Why I refactored X
- How we support 1M+ requests per sec
- How we optimized Y

Original research

- The science behind our XYZ algorithm
- Internal tools
- Data analysis

Leadership principles

- Hiring full stack devs
- Who should be on-call?
- Career development for eng teams

Notes from a conference talk

- Summarize a conf talk
- Or a webinar
- A conversation
- Or even this talk?

New topic you want to learn about

- Getting started with...
- Using X with Y to do Z
- Step-by-step tutorial
- New features in...

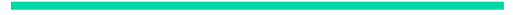
Trending topics

- Remote work
- CI/CD pipelines
- Microservices / k8s
- Service mesh

Opinion pieces

- Why testing is not sufficient
- Why k8s sucks
- Why k8s is the best

| Examples



| Execution – good to great

1. Leaning on the experience of your team
2. Expert interviews
3. Custom visuals / gifs
4. Interactive demo snippets
5. Microsites!
6. “Hero” content pieces (content turkeys!) and repurposing
7. Distribution / influencer outreach

| The difference between good to great

Mini-sites

What are the primary outcomes
you're looking to achieve?

Mini-sites

What are the primary outcomes
you're looking to achieve?

1. Micro

2. "Hero

3. Distri