

27 questions content marketers & SEOs should ask to level up their strategy

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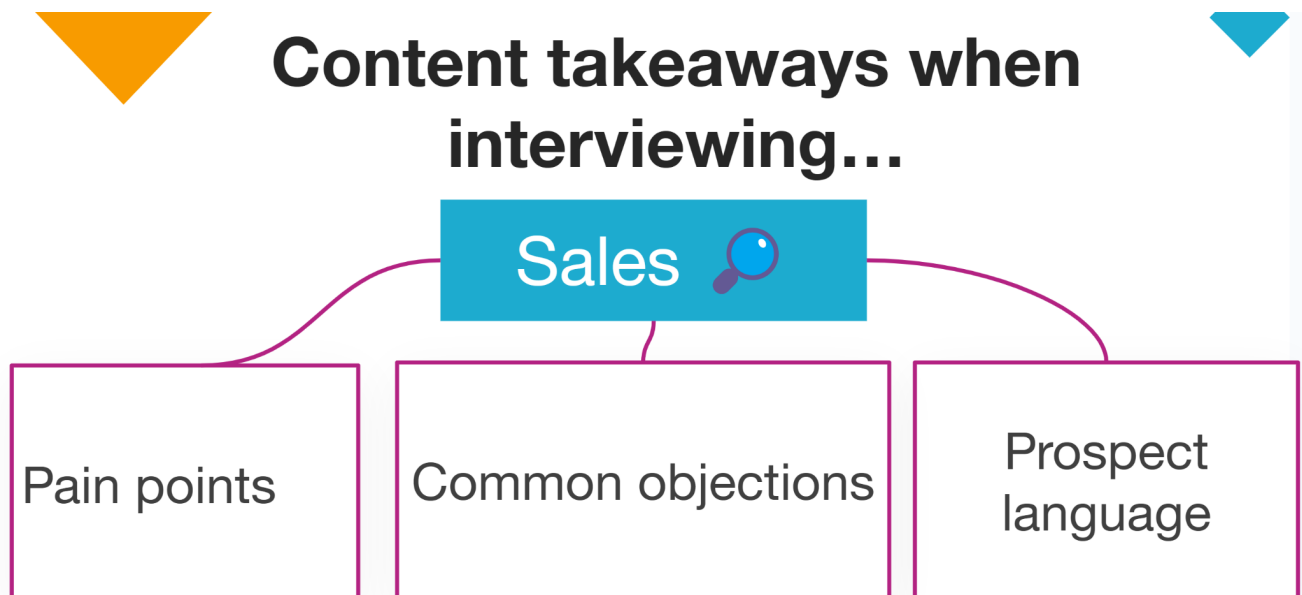
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Questions for sales (+ examples of how to apply the insights)



Pain points

1. **What are the top challenges or problems that prospects are trying to solve when they come to us?**
 - **Content marketing application:** Understanding these challenges helps you create content that addresses specific customer pain points, making it more relevant and valuable to your audience.
 - **Example:** If a common challenge is "inefficient project management," you could create a blog post or guide titled **"5 strategies to eliminate project management bottlenecks"**.
 - **SEO strategy:** Optimize content around keywords that reflect this pain point, such as "improve project management efficiency" or "project bottleneck solutions." Use this insight to create in-depth content that targets long-tail keywords.
2. **Which pain points seem to be the biggest deciding factors in a prospect choosing our product over a competitor?**
 - **Content marketing application:** Highlight these decision-driving pain points to differentiate your product from competitors. Content can be crafted around how your product uniquely solves this issue.
 - **Example:** If prospects choose your product due to better customer support, create content like **"Why stellar customer support can be the game-changer for your business"**.
 - **SEO strategy:** Target keywords related to competitive differentiators, like "best customer support software" or "product with 24/7 customer service," creating comparison pages to highlight advantages.
3. **How do prospects typically describe their frustrations or challenges during initial conversations?**
 - **Content marketing application:** Use the exact phrasing that prospects use to show empathy and alignment with their struggles. This helps create relatable and trust-building content.
 - **Example:** If prospects commonly say they're "wasting time on manual data entry," you could write a blog titled **"How automation can save you hours on manual data entry"**, incorporating the exact frustration they express.
 - **SEO strategy:** Incorporate their language in SEO content by targeting phrases like "manual data entry solutions" or "automate data entry tasks." Use these phrases in blog titles, meta descriptions, and headers.

Common objections

4. **What are the most frequent objections you hear from prospects when discussing our product?**

- **Content marketing application:** Address these objections head-on in your content to remove hesitation from the buying journey. You can create objection-handling blog posts, landing pages, or FAQ sections.
 - **Example:** If price is a common objection, create a post titled "**Is [your product] worth the investment? Here's what you need to know**", discussing how the long-term ROI outweighs upfront costs.
 - **SEO strategy:** Target keywords like "affordable [product]" or "is [product] worth the price?" Create comparison posts to show how your product's value stacks up against competitors.
5. **How do you usually overcome these objections in your conversations?**
- **Content marketing application:** Take the language sales teams use to counter objections and integrate it into your content. This can help create reassuring blog posts, case studies, or product demo videos.
 - **Example:** If your sales team emphasizes the ease of onboarding to overcome complexity concerns, create a blog like "**How fast and easy onboarding with [product] solves your workflow problems in just one week**".
 - **SEO strategy:** Use keywords like "easy onboarding software" or "how to switch to [product]" and create SEO landing pages or guides that outline the simple steps to adopt your product.
6. **Are there any specific product features or aspects of our service that prospects are hesitant about? Why?**
- **Content marketing application:** Tailor content to clarify these confusing or concerning aspects of your product. Create educational materials, explainer videos, or in-depth product guides.
 - **Example:** If prospects are confused about how to integrate your product with their current tech stack, write a blog like "**Seamless integration: How [product] fits into your current tools without disruptions**".
 - **SEO strategy:** Target terms like "how to integrate [product]" or "integrating [product] with [other popular tools]" and create how-to content optimized for these keywords.

3. Prospect language

7. **What words or phrases do prospects use when describing their goals, needs, or what they're looking for in a solution?**
- **Content marketing application:** Mirror the language prospects use in your content to ensure it resonates with them. This makes content feel more relatable and customer-centered.
 - **Example:** If prospects frequently say they need "scalable solutions," your content might include phrases like "**Why scalability matters for growing businesses: How [product] helps you scale effortlessly**".
 - **SEO strategy:** Use prospect-driven terms like "scalable business solutions" in your keyword strategy. Incorporate these into content titles, meta descriptions,

and headers to ensure your content ranks for relevant searches.

8. **How do prospects talk about our competitors? Are there any specific terms or comparisons they make?**

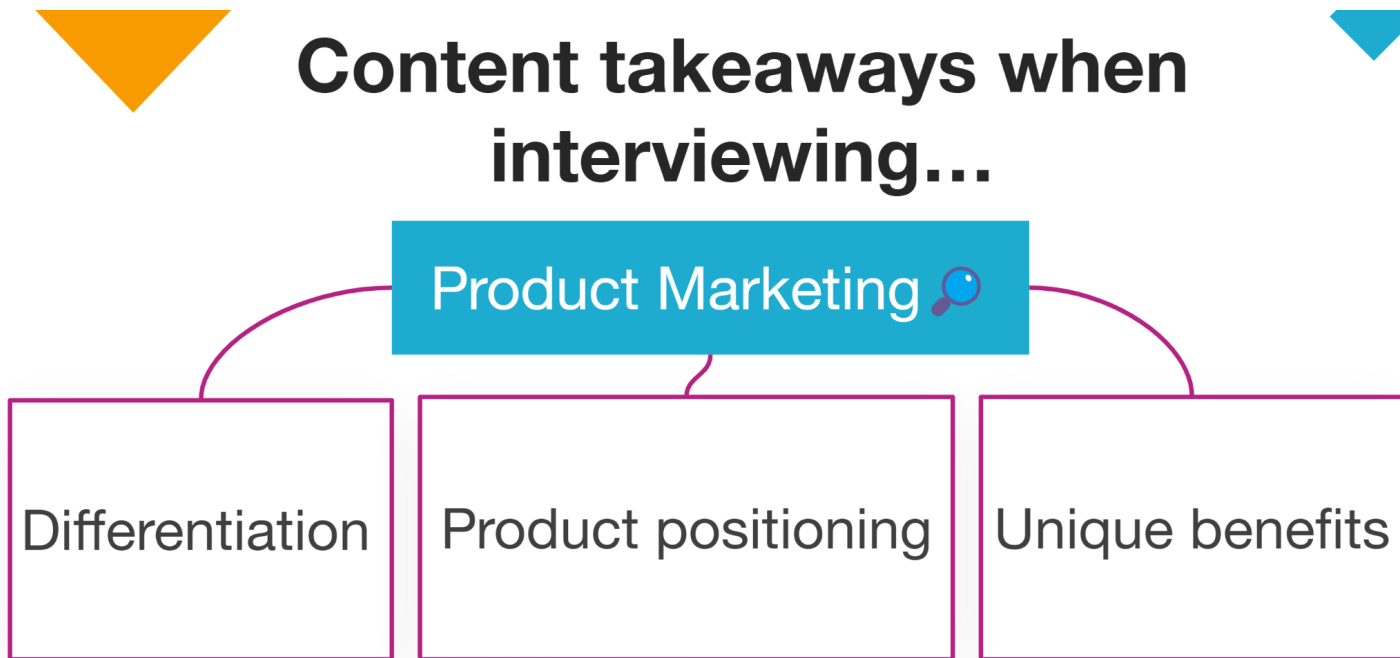
- **Content marketing application:** Use this competitor language to position your product as the superior choice. You can create comparison pages or competitor-focused content that addresses these terms directly.
- **Example:** If prospects compare you with a competitor based on "pricing flexibility," create content like **"Why [product] offers more flexible pricing options than [competitor]"**.
- **SEO strategy:** Create SEO-focused competitor comparison pages, optimizing for keywords like "[competitor] vs [your product]" or "best alternative to [competitor]."

9. **Which features or benefits do prospects seem to respond most positively to when you discuss our product? How do they phrase their excitement or interest?**

- **Content marketing application:** Amplify these features in your marketing content. Use customer excitement to highlight your product's standout benefits, crafting positive, benefit-driven messaging.
- **Example:** If prospects love your product's "user-friendly interface," you might create a blog or video titled **"How [product's] intuitive interface saves time and increases efficiency"**.
- **SEO strategy:** Optimize for keywords like "best user-friendly software" or "[product] easy-to-use features." Use these insights to create SEO-driven product pages, case studies, and blog posts highlighting this feature.

By using these questions, a content marketer can gather valuable insights that shape a customer-centered, keyword-optimized content strategy. This approach aligns both content marketing and SEO to resonate more effectively with prospects and increase visibility in search engines.

Questions for product marketing (+ examples of how to apply the insights)



1. Differentiation 🎤

1. **What are the top three ways our product is different from competitors in the market?**
 - **Content marketing application:** Highlight these differentiators in blog posts, comparison pages, and social media content to clearly show how your product stands out.
 - **Example:** If your product has unmatched security features, create content like **"Why [product] offers industry-leading security to protect your data"**.
 - **SEO strategy:** Target keywords like "[product] vs [competitor]" and "most secure [product type]." Create SEO-optimized comparison content that clearly outlines your product's advantages.
2. **Which specific features do we offer that no competitor can replicate?**
 - **Content marketing application:** Build content that emphasizes these exclusive features to create a competitive advantage. Use storytelling to show how these features solve customer pain points.
 - **Example:** If your product has a patented integration feature, write a case study like **"How [product's] unique integration feature saved [client] 10 hours per week"**.

- **SEO strategy:** Optimize for niche keywords around this feature, such as "unique [product feature]" or "exclusive [feature name]," and use these keywords in how-to guides, product pages, and case studies.
- 3. **What are the most important competitor weaknesses that we should highlight in our content?**
 - **Content marketing application:** Use this insight to create content that subtly addresses competitor weaknesses, positioning your product as the superior solution without explicitly naming competitors.
 - **Example:** If competitors have poor customer support, create a blog post like **"How [product's] 24/7 support ensures your business runs smoothly"**.
 - **SEO strategy:** Target keywords like "best customer support for [industry]" or "[competitor] customer support issues" to attract users frustrated with competitor products.

2. Product positioning

- 4. **What key messages or themes should we focus on to ensure consistent product positioning across our content?**
 - **Content marketing application:** Ensure all content aligns with these key messages, reinforcing your product's market position. This ensures your content is cohesive and speaks directly to your target audience.
 - **Example:** If positioning is centered around "ease of use," create content like **"How [product] simplifies your workflow and boosts productivity"** across all channels.
 - **SEO strategy:** Focus on keywords such as "easy-to-use [product]" and "streamlined [industry] solutions" in blog posts, product pages, and meta descriptions to strengthen your product's market position in search results.
- 5. **What problems are we solving for specific customer segments, and how do we position the product differently for each?**
 - **Content marketing application:** Create segmented content that speaks directly to each target audience's unique problems and your product's tailored solutions.
 - **Example:** If you serve both small businesses and enterprises, create two separate pieces of content: **"Why [product] is perfect for small businesses looking to scale"** and **"How [product] helps large enterprises improve efficiency"**.
 - **SEO strategy:** Use segmented keyword strategies, targeting "small business [product]" for one audience and "enterprise [product]" for the other. Create separate landing pages or blogs optimized for each segment.
- 6. **What emotions or values do we want customers to associate with our product?**
 - **Content marketing application:** Use these emotional drivers in your storytelling to create content that connects on a deeper level with your audience, positioning your product in line with these values.

- **Example:** If customers should feel "empowered" using your product, create customer success stories like **"How [product] empowered [customer] to achieve 2x growth in one year"**.
- **SEO strategy:** Use emotional or value-based keywords like "empowerment through [product]" or "[product] for growth and success" in case studies and testimonials, boosting organic rankings for these themes.

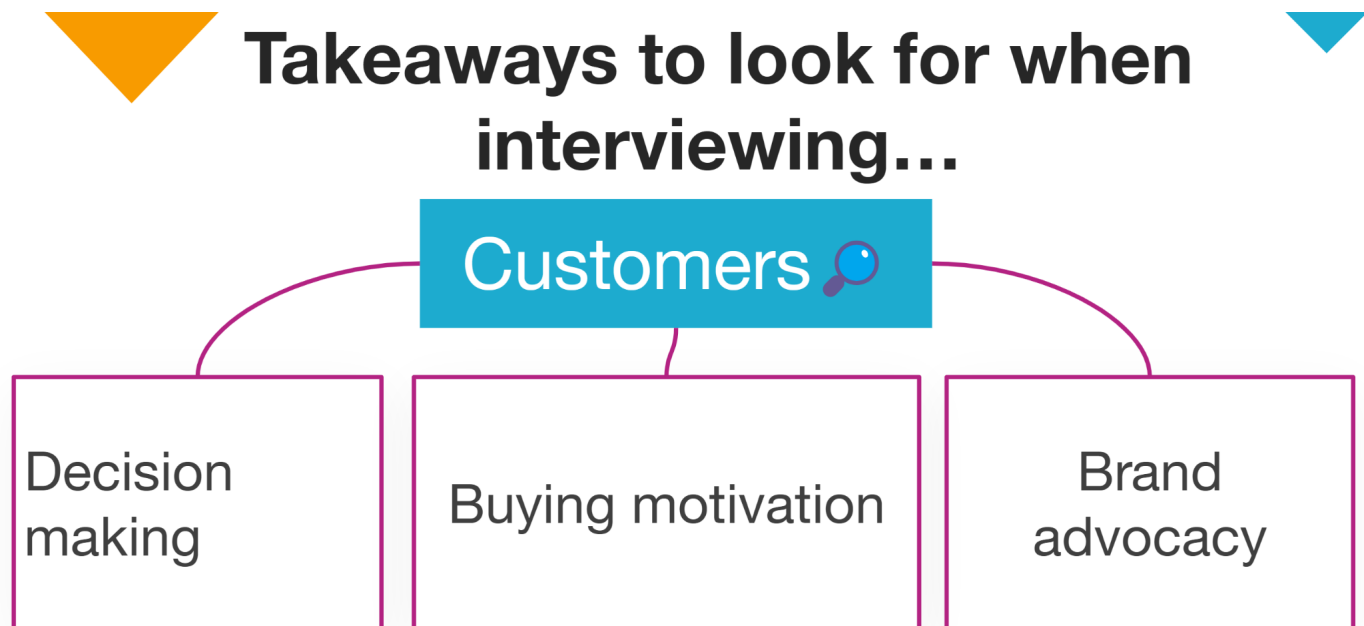
3. Unique benefits

7. **What are the most compelling benefits of our product that directly solve customer pain points?**
 - **Content marketing application:** Craft content that emphasizes how these benefits directly address the challenges customers are facing, making your product the obvious choice.
 - **Example:** If your product reduces costs by 20%, write a blog post like **"How [product] helps businesses save 20% on operational costs"**.
 - **SEO strategy:** Optimize for problem-solving keywords like "reduce [industry] costs" or "cut operational expenses with [product]," and create SEO-friendly case studies or solution pages.
8. **Which customer success stories best highlight our product's unique benefits?**
 - **Content marketing application:** Use these stories in case studies, testimonials, or blog posts to show real-world examples of your product's unique benefits in action.
 - **Example:** If a client used your product to boost efficiency by 30%, create content like **"How [customer] increased efficiency by 30% using [product]"**.
 - **SEO strategy:** Use keywords like "[product] success stories" or "how [product] improved efficiency for [customer]" to create SEO-friendly case studies that demonstrate your product's value.
9. **What features or benefits do customers consistently rave about in feedback or reviews?**
 - **Content marketing application:** Leverage positive customer feedback in your content. Highlight these features or benefits to build trust and social proof, amplifying what resonates most with your audience.
 - **Example:** If customers frequently mention your product's speed, create content like **"Why [product's] lightning-fast performance is a game-changer for your business"**.
 - **SEO strategy:** Target keywords like "fastest [product]" or "quick performance [product]" and create product pages, reviews, or comparison posts optimized for these keywords.

By asking these questions, a content marketer can extract vital insights about product differentiation, positioning, and unique benefits, enabling the creation of more compelling, customer-centric content. This approach ensures that content is not only aligned with the

brand's core messages but is also optimized for SEO, driving organic visibility and engagement with target audiences.

Questions for customers



Decision-making process 🎤

1. **What were the key factors that influenced your decision to choose our product over others?**
 - **Content marketing application:** This insight can help you create content that mirrors the decision-making process and highlights the most critical factors, making it easier for prospects to relate and make a choice.
 - **Example:** If a customer mentions they chose your product because of excellent customer service, you could create content like "**Why stellar customer service matters in choosing the right [product]**".
2. **What other products did you compare before purchasing ours, and what tipped the scales in our favour?**
 - **Content marketing application:** Use this insight to create comparison content that highlights how your product stacks up against competitors and addresses concerns prospects may have.
 - **Example:** If a customer chose your product for better long-term value, create a blog post or landing page like "**Why [product] delivers better value than [competitor]**".

- **SEO strategy:** Optimize for comparison keywords like "[competitor] vs [your product]" and "best value [product]" to attract search traffic from those comparing options.
- 3. **What information or resources were most helpful to you during your research and decision-making process?**
 - **Content marketing application:** Knowing what types of content help customers decide can guide your content creation, ensuring you produce the formats and topics that resonate most.
 - **Example:** If customers found detailed case studies helpful, you can create more success stories or use cases like "**How [product] helped [customer] solve [problem]**".

2. Buying motivation

- 4. **What specific problems or challenges were you looking to solve when you bought our product?**
 - **Content marketing application:** Directly address these pain points in your content to show how your product solves them, making the buying motivation clear and relatable.
 - **Example:** If a customer was motivated by improving workflow efficiency, you could create content like "**How [product] streamlines workflows and boosts efficiency**".
- 5. **What made you feel confident that our product was the right solution for your needs?**
 - **Content marketing application:** Highlight the confidence factors in your content—whether it's social proof, ease of use, or a specific feature—to reassure potential customers.
 - **Example:** If the customer felt confident because of your product's ease of integration, you might create a guide titled "**How easy integration with [product] saves you time and hassle**".
- 6. **What was your biggest concern before purchasing, and how did you overcome it?**
 - **Content marketing application:** Use these concerns to create content that alleviates similar anxieties for prospects, guiding them to feel more confident in purchasing.
 - **Example:** If a common concern is price, create a blog post like "**How [product] delivers long-term ROI despite upfront costs**".

3. Brand advocacy

- 7. **What do you like most about our product, and how has it impacted your business or life?**

- **Content marketing application:** Use these answers as the basis for customer success stories or testimonials that show real-world impact, turning satisfied customers into advocates.
 - **Example:** If a customer loves the product's reliability, create a case study like **"Why [product's] reliability helped [customer] achieve 99% uptime"**.
8. **Would you recommend our product to others? If so, why?**
- **Content marketing application:** Use this feedback to identify potential brand advocates and turn them into case study participants or feature them in testimonials. Their reasons for recommending the product can be incorporated into your broader content marketing strategy.
 - **Example:** If customers would recommend the product due to its user-friendly interface, create testimonial-based content like **"Why [product] is the most user-friendly tool for [industry]"**.
9. **Would you be willing to participate in a case study or provide a testimonial about your experience with our product?**
- **Content marketing application:** This directly identifies your best candidates for in-depth case studies or video testimonials, providing valuable assets for building trust with new prospects.

By asking these questions, a content marketer can gain valuable insights into the decision-making process, buying motivations, and brand advocacy potential of customers. This not only helps craft more targeted and persuasive content but also enhances SEO efforts by optimizing for the search behaviors and pain points prospects experience during their buying journey.