



THE BAB BUSINESS LIBRARY / EDITION 01

THE CONTENT-TO-CUSTOMER PLAYBOOK

A 30-day, practical content marketing system for business owners who want enquiries, conversations and measurable progress—not just posts.

By Bahaa Alam Dein | Founder, BAB – Business Advisory & Brand Building

Your Gateway to a Successful Business

Inside: marketing diagnosis · customers and offers · buyer journey · content planning · hooks and scripts · conversion · tracking · editable worksheets

© 2026 BAB. Personal-use edition. Reproduction or redistribution without permission is not authorized.

Start here: content is not the whole business

This workbook is built from an earlier content-marketing course written by Bahaa Alam Dein. The original covered content fundamentals, the five-stage journey, SMART goals, KPIs, buyer personas, STP, content approaches, creation and distribution. This expanded edition turns those concepts into a sequence of decisions, worksheets and practical tests.

BAB's principle: when a business is not growing, marketing may be the problem—or it may be a weak offer, poor sales follow-up, pricing, or delivery. Diagnose before you publish more.

What you will have after 30 days

- A one-sentence target-customer profile and a better offer explanation
- One measurable business objective and a baseline scoreboard
- Four content pillars aligned to the customer journey
- A ready-to-execute 30-day calendar and 12 reusable post ideas
- A simple lead-handling process and a weekly improvement ritual

Who this is for

Owner-operated service businesses, coaches, clinics, education providers, freelancers, small retailers and teams with limited time and marketing budget. Examples are illustrative, not performance promises.

A practical rule

Spend no more than two days designing content until you can answer: who is it for, what problem are we solving, what happens after someone responds, and what will we measure?

MODULE 01 / BAB PRACTICAL LEARNING

Run the business-first diagnostic

Before writing a caption, identify what is actually limiting revenue.

A business has several connected systems. BAB begins with four: operations, finance, marketing and sales. Content mainly supports awareness and trust; it cannot independently repair all four.

Area	Diagnostic questions	Early warning
Operations	Can we deliver consistently? Are customers satisfied?	Complaints, delays, refunds
Finance	Do we know our margins and acquisition costs?	Sales increase but cash does not
Marketing	Are we attracting the right people with a clear offer?	Views but few relevant enquiries
Sales	Do we respond, qualify and follow up?	Enquiries with low close rate

Quick 20-minute exercise

1. Write down monthly enquiries and actual customers.
2. List your three most common customer questions before purchase.
3. Open your last ten enquiries. How quickly were they answered?
4. Write down your gross margin for your main offer, if known.
5. Choose one bottleneck to investigate first; do not assume it is content.

WORKED EXAMPLE / A tutoring business receives 90 WhatsApp enquiries but closes 4. Before making more reels, audit response speed, pricing explanation, proof, scheduling and follow-up.

Your worksheet | Bottleneck

- ☐ Our main offer is: _____
- ☐ What customers ask us most: _____
- ☐ Our most likely bottleneck is: _____
- ☐ Evidence supporting that diagnosis: _____

BAB FIELD NOTE • If the business cannot track leads to sales, install a simple tracker before paying to acquire more leads.