

30-Minute ACOM Discovery Interview

💡 How to identify content that actually converts, not just content that gets consumed.

Most marketers create content based on what they think their audience wants—but the magic really happens when you understand the gap between what someone reads and what they do next. We call this the ACOM framework: **Audience-Content-Offer Match**.

This 30-minute interview template will help you do just that. Think of this process as reverse-engineering your audience's decision-making process, so you can meet them exactly where they are with exactly what they need to take the next step.

Who to interview: 8-12 people from your ICP, including a mix of current customers, recent prospects, and target personas who haven't engaged yet.

How to set it up: Position your call as "content research," offer a small incentive (like a gift card), and record with permission for better insights.

Opening context (5 minutes)

- What's your role, and what's the biggest challenge you're trying to solve in the next 3 months?
- Walk me through how you typically find information when you need to solve a work problem.
- What's your go-to format when you need to learn something new quickly? (e.g., video, article, template, etc.)

Content consumption deep dive (10 minutes)

- Tell me about the last time you found a really valuable piece of business content. What made it valuable?
- When you're consuming work-related content, are you usually on mobile or desktop? Multitasking or focused?
- What makes you save or bookmark content vs. just consuming it and moving on?

Action gap analysis (10 minutes)

- Think about the last template, guide, or tool you downloaded. Did you actually use it? Why or why not?
- What would make you want to implement a template, tool, or guide immediately? What does it need to include?
- If you could get one type of resource delivered to you right after reading about [relevant topic], what would be most helpful?

Rapid-fire preferences (5 minutes)

- Email signup: What makes it worth giving your email address to access content? (e.g., a newsletter, a download, etc.)
- Follow-up timing: After downloading something valuable, when would you want to hear from that company again?
- Content trust: What makes you trust business advice: company credentials, individual expertise, or real examples?
- Implementation style: Do you prefer step-by-step instructions or high-level frameworks you can adapt?

Bonus tips

1. Lead with, "Tell me about the last time..." instead of hypotheticals.
2. Follow up with, "What made that different?" after they describe positive experiences.
3. Dig into contradictions (for example, they say they want short content but describe loving a long-form piece).
4. Focus on recent behavior (last 30 days) rather than general preferences.
5. End with, "What's one thing about how you consume content that most marketers probably don't understand?"