

CONTENT MARKETING GUIDE



CREATION



PUBLISHING



PROMOTION



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What

is Content Marketing And Why is it Important?

The Content Marketing Institute says that content marketing is **“a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”**

Content Marketing is all about creating content that is valuable to the readers, and then distributing and promoting it across different platforms so that your content reaches the right audience at the right time.

Content marketing is important because it lets you:



Acquire New Customers

Content marketing lets you get new customers by introducing your company to people who didn't even know that you existed.

Encourage Existing Customers to Buy More

If done properly, content marketing not only attracts new customers but helps in the retention of the existing ones by encouraging them to buy more.



Establish Yourself as a Thought Leader

Content marketing establishes you as a thought leader and domain expert by allowing you to provide interesting information to existing customers and prospectives.

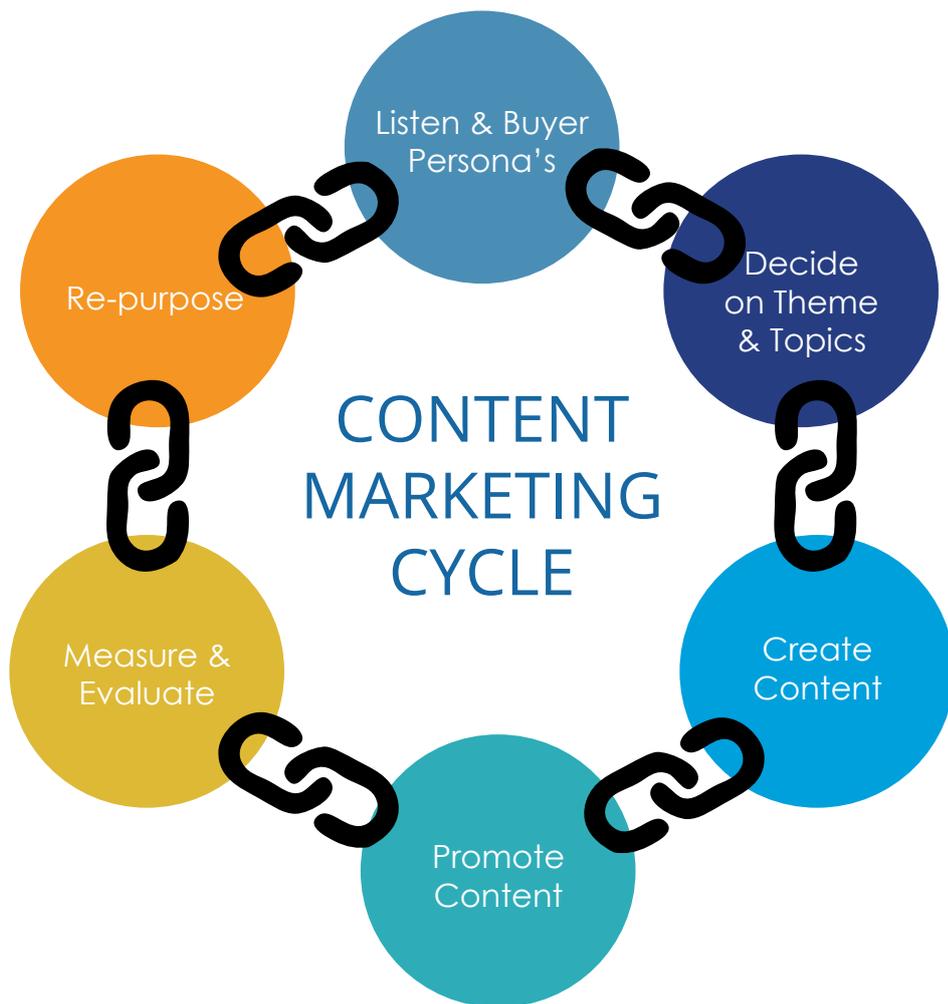


Increase Brand Awareness

Content marketing is more than creating and distributing content. It can increase your brand awareness and customer engagement.

Educate your Employees

Quality content will not educate your customers but also your own employees regarding things that matter to your industry.



How

to Have an Effective Content Marketing Strategy?



Well Defined Objectives

The key to a successful content marketing strategy is staying focussed. Identify in what form of media you want your content and the customer segment that you want to focus with that form of media.

Know your Audience

Know who are your audience, what they care about and which points you need to address throughout the buying cycle.



Research your Content

Find out what are the common problems of your target audience. What are the answers they are looking for and then try to solve them.

You can create content in any of the following forms and get more:



Blogs



Infographics



Videos



Webinars



Whitepapers

Make your Content Discoverable

Your work does not end with creating great content. What is the use of an amazing copy if no one can find it. Make your content discoverable by promoting it heavily across different channels.



Share on Social Media: Produce multiple snippets of a particular piece of content and share them on social media with a link to the original article.



Email Lists: If you have mentioned about someone in your article, send them an email to let them know that you done so.

Contact People who Shared Similar Content: While writing the article you might have come across other write-ups on the same topic. Use Twitter to find out other peoples who shared them and connect with them, asking them to read your article.

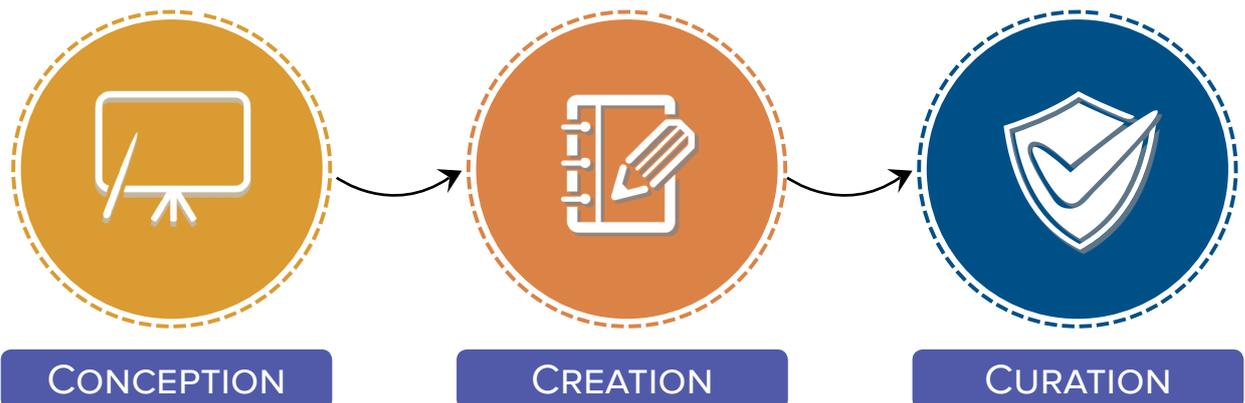


Measure the Performance

Find out how many people are actually reading your content. For this purpose, include a call to action after each piece of content, unique to each piece, so that you can easily track and measure the performance.

Frequently Update your Content

After all done, make sure you update your existing content after every few weeks to keep it fresh. If people have liked reading your article turn it into evergreen content and republish it on a regular basis by transforming it into different formats.



What

You Need to do Before You Start Content Creation?

Make sure you have an effective plan in place before you start creating content. This plan should take into account the key challenges, business goals and metrics.



Build Customer Personas

Determine your target audience and know more about them by categorizing them according to demographics, interests, awareness triggers and influencers.

Mapping the Customer Buying Cycle

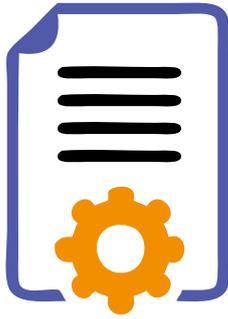
Map out questions and pain points that your customers might have during each stage of the buying cycle that includes awareness, consideration, purchase and retention.



Know your Company's Assets

Look into your company's testimonials, survey reports, case studies etc and you will find several ideas to create great content.



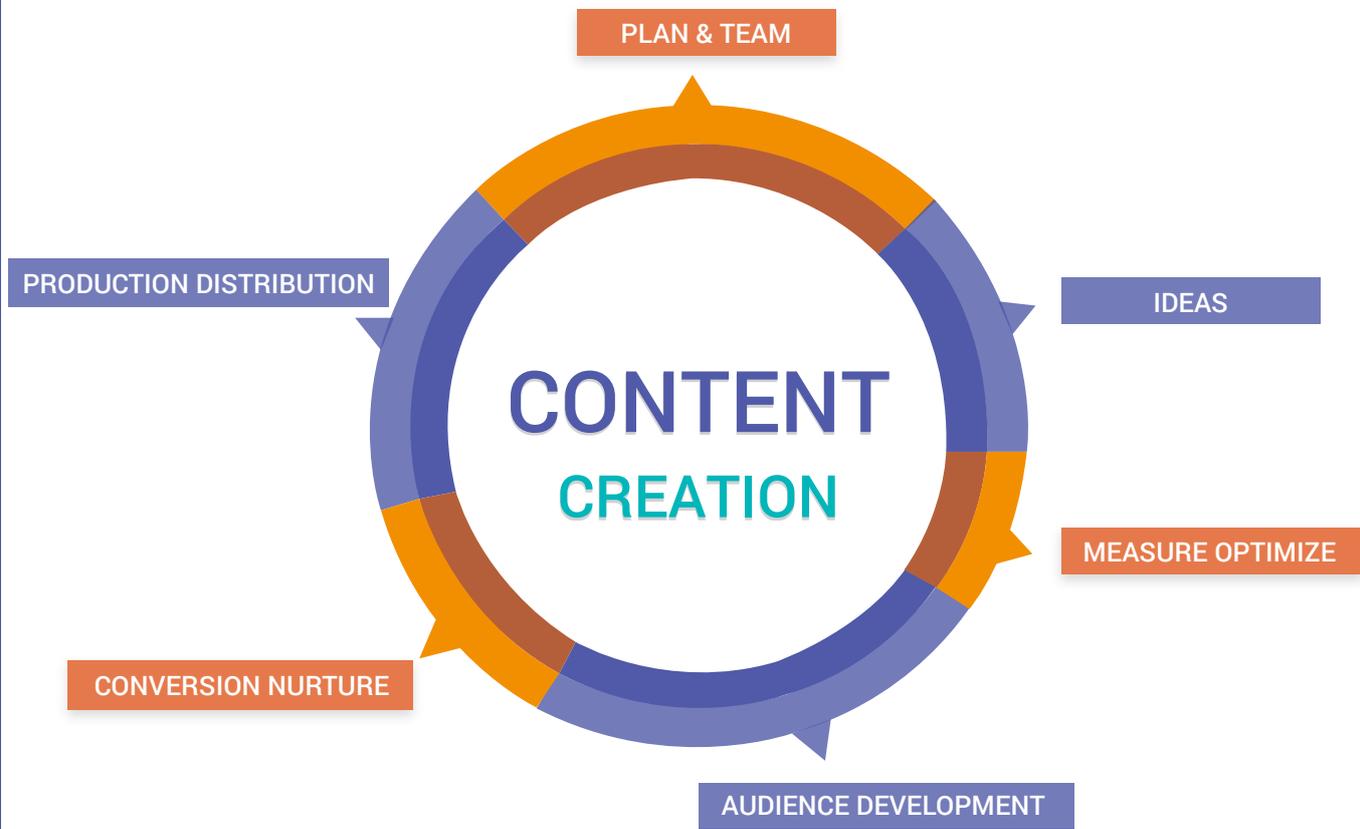


Research for Unique Content Ideas

When you know who is your audience and what is it that they are looking for, it will become easier for you to come up with great content ideas.

Select the Best Format

Different people prefer information in different forms. You can choose from an array of content formats. Each format has their own strengths and is capable of catering to a different audience.



What

Type of Content Your Business Can Create?

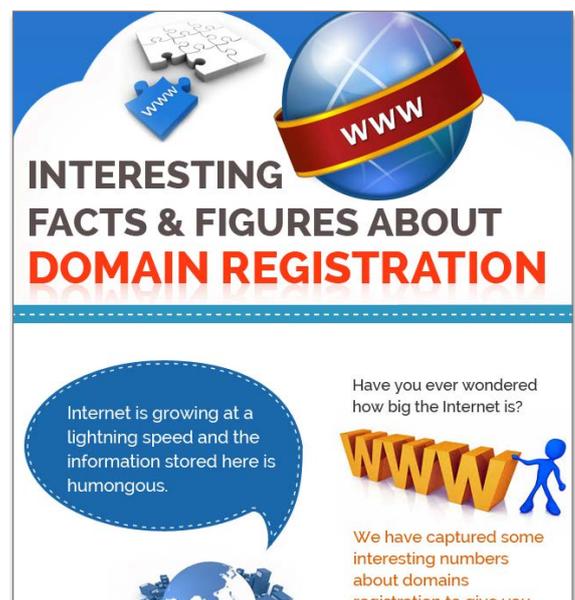
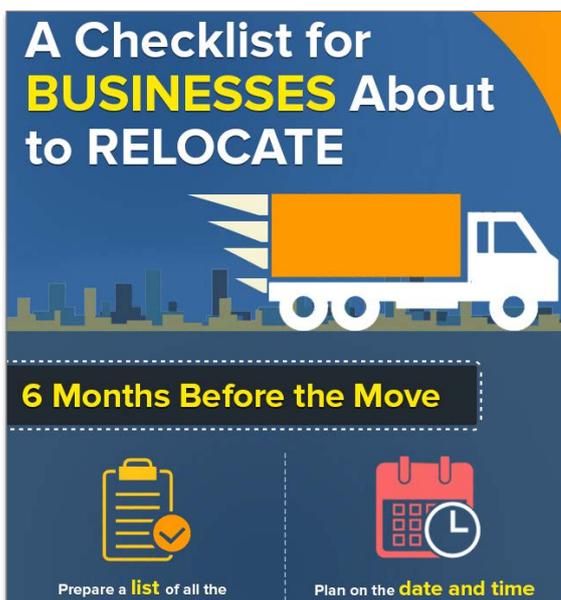
Blogs

B2B companies who regularly blog receive **67%** more leads every month than those companies who do not and **57%** of marketers believe they have gained customers simply through blogging. Blogging gives your company an opportunity to create an online presence and let others know about your business.



Infographics

Infographics are easy to create, understand and share. They are 40 times more likely to get shared and that is why, one in every five B2B businesses are using infographics in their content marketing strategy. A well designed infographic is more likely to drive people to your site.

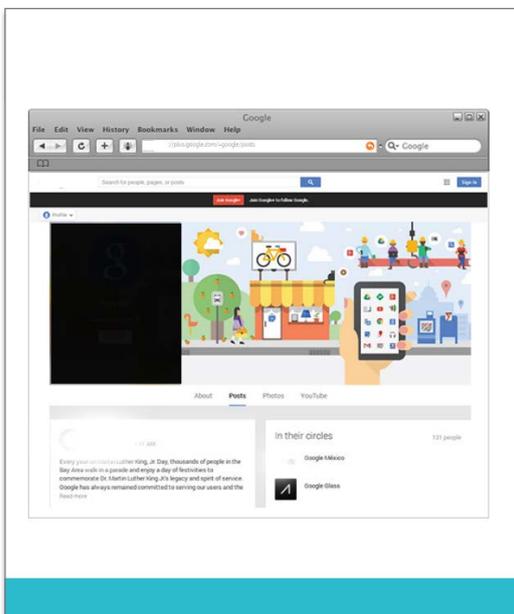


Videos

According to Cisco, videos will account for **69%** of all consumer internet traffic by 2017. That says pretty much about the future of videos in content marketing. Videos are no longer limited to only large businesses, many small businesses are also using this medium to drive more customers to their site. Because videos are entertaining, they can grab the attention of your audience and deliver your message quickly.



Whitepapers



Consumers are increasingly searching for content that offers tips, suggestions and resources to help them solve their common problems. This is where the role of the whitepapers come into the play. Whitepapers spread your business expertise and build a better image for your brand. They have the power of both educating and persuading the customers, hence they are a great marketing tool.

How

to Promote Your Content?

In order to make people read and share your content, you have to make sure that they can actually find your content. There are several channels where you can distribute and promote your content. We have categorized them into earned media, paid media and owned media channels. Have a look at these categories and what falls under each of them.

Earned Media

-  Media coverage
-  Social shares
-  Placement in a content hub like Reddit and Slideshare

Paid Media

-  Sponsored tweets
-  Facebook sponsored stories
-  Reddit Ads
-  StumbleUpon Paid Discovery
-  Highly Targeted Facebook Ads
-  Google AdWords

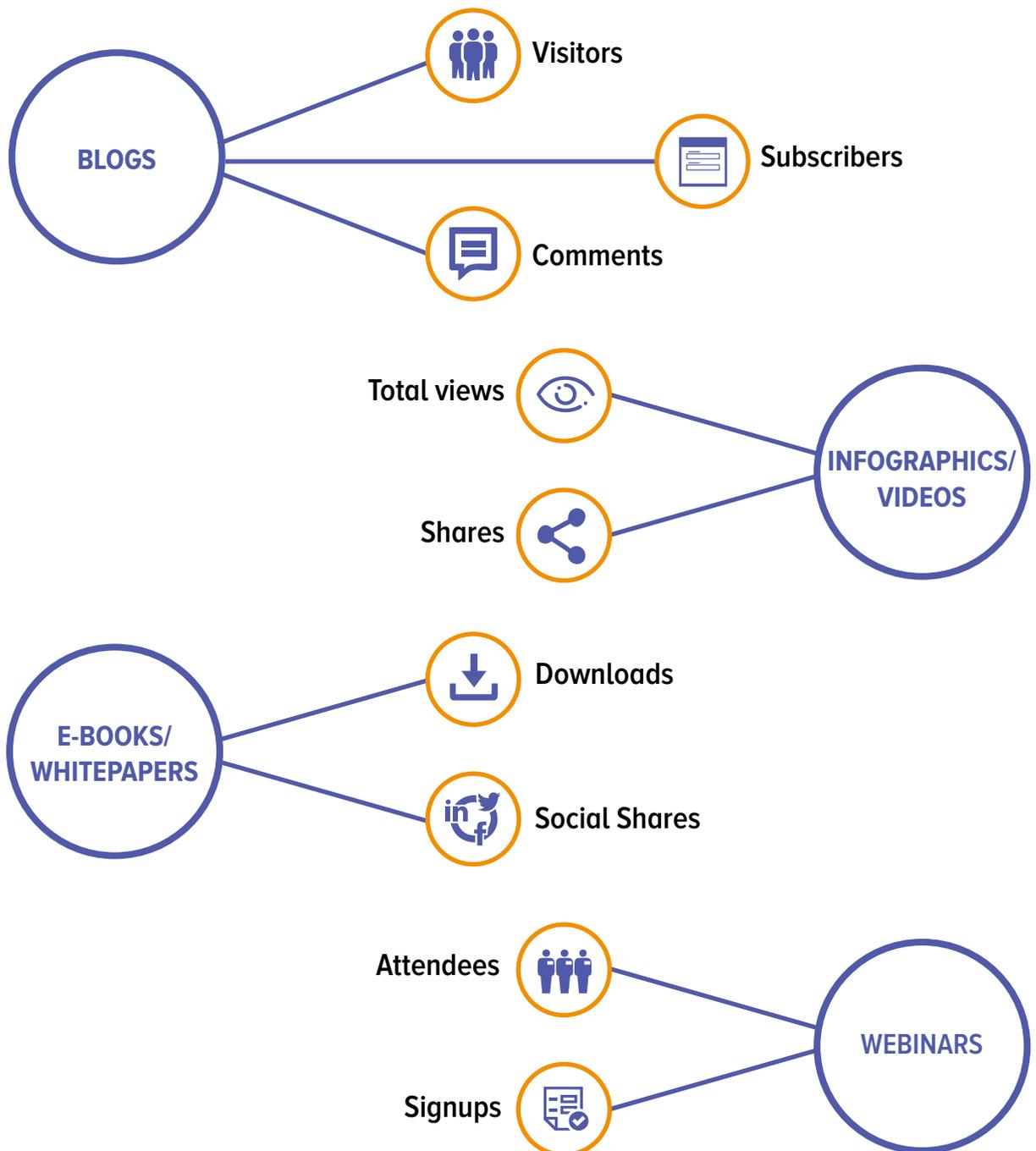
Owned Media

-  Blog
-  Website
-  Email newsletter
-  Promotional emails with landing pages
-  Social media accounts

Measuring

Your Content Performance

Once your content marketing strategy is in place, you need to determine the different KPIs or the metrics that you will use to measure the success of your campaign. Here are a few content marketing metrics that you can use to measure the performance of each format.



Conclusion

A well planned content marketing strategy establishes your brand and helps you turn your prospectives into sales. When you are creating high quality content you are attracting your readers and keeping them engaged and allowing your site to rank higher in search engine results page. That is why more and more businesses are investing in content marketing, because it is something worth the efforts and the investment.

By creating quality content you are ensuring that your brand is producing content that serves multiple purposes- it is connecting and engaging your existing and potential customers with your business, it is creating awareness about your brand, besides driving traffic, conversions and links to your site.

Content Remarketing helps small businesses create and promote content in order to build strong relationships with customers and create engagements. We have a well planned content marketing strategy for creating, distributing, planning and measuring the success of your campaign.

THE STATE OF CONTENT MARKETING



- TECH MARKETERS
- FOCUSED ON BRAND
- AWARENESS
- DEMAND GENERATION

About Content Remarketing

Content Remarketing is proud of its passionate team of professional writers and marketers who enjoy what they do- writing and promoting content. Our talented team has years of expertise and experience across content and can help you achieve your marketing goals. We know what can work for you, and we make all the efforts to make it work for you. We are always ready and willing to help your business.



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