

The Supremely Simple Guide to Content Marketing



Beattie
INTEGRATED COMMUNICATIONS

The Supreme Simplicity[©] of Content Marketing

Your clients – past, present and future – live their lives online.

Each time they reach for their smartphone or tablet, there is an opportunity for you to tell them about your brand.

Content marketing will get you seen – and win their business.

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What is content marketing?

Content marketing is the *No1 way to engage* with consumers online – getting you in front of people new to your brand while holding the interest of loyal customers.

Get the right content in front of the right people at the right time, and you move them from being aware of your brand, to considering it, to trusting it, to buying it.

Great content keeps people coming back for more. It can be podcasts, blogs, infographics, games or videos... any media that people engage with.

By giving people value from their interactions with your brand – entertaining them or educating them – you *build trust* as you lead them towards a sale.

How do you get your strategy going?

Research.

There is no avoiding it.

You are going to have to find out... **who** your audience is ...
what they like ...
and **where** to find them.

Audience segmentation

The first step to building your strategy is **identifying your audience** – present and future.

Check your Moz analytics to see **where your traffic comes from** – how much does search supply, what social channels are visitors using?

Establish which group of visitors **convert**. If your bounce rate is high or your content is hitting the wrong note.

Use Google Analytics to find your affinity audiences. Find out what kind of content **your visitors like**.

What content should you create?

You've got to keep the customer satisfied.

Give them what they want.

Create content that's relevant... relevant to *them*,
and relevant to *your brand*.

Be relevant

As long as you keep your content *relevant to your audience*, it keeps delivering.

Guinness launched its first Book of Records in 1954 to stop pub arguments. It proved so popular, they started charging for it.

More than 60 years later, the concept of world records is inseparable from the Guinness brand...

... and the brewer has *sold billions* of pints of stout on the back of it.

Let the magic flow

- **Video** grabs attention.
- **Podcasts** get your brand message through to people on the move.
- **Blogging** gives your experts a voice – and boosts your SEO efforts.
- **Infographics** share your expertise in a simple, creative manner.
- **'How to' guides** show you know your stuff.

Where should you promote your content?

Simple...

Wherever you find your audience.

Whether that's Facebook, Twitter, LinkedIn, YouTube or Instagram,
social media is king.

But don't neglect the power of search – make sure your content is
SEO-friendly so you're seen on Google.

And never forget the cross-pollination possibilities of guest posts
and inbound links.

Be a social animal

- To get clicks to your website, you've got to get engagement on social.
- To get engagement, you've got to *stop people scrolling*.
- To get fingers to stop flicking, it helps to know what grabs attention best ...

video > podcasts > still images > words alone

Social structures

Twitter takes an attitude. Go there to get your name known. Don't expect your posts to last – unless you get controversial.

Facebook's a friendly place. You need fast, fresh content to keep followers happy. Video makes your posts stickier.

Instagram's all about image. Photos need real impact. Videos are best vertical. Your audience is young – so keep it fresh.

LinkedIn is where B2B campaigns thrive. Prove your worth with content that gives prospective clients real value.

EVERYWHERE, you must *like*, *comment* and *share* to get engagement – and *always use an image*.

The secret of successful social

You get *nothing for nothing*. You only get out what you put in.

Organic posts on Facebook reach a limited audience – about six per cent of your following.

So advertise.

Push your content with *promoted posts*.

Put the pennies in for each click and *reap rewards*.

How do you convert content into sales?

A call to action gives you traction.

Your content marketing strategy is **building trust**, so don't go straight for the kill.

Use your calls to action to **engage your audience** – a “buy now” button can wait.

Instead, try the likes of: “learn more” – “request a demo” – “download our white paper” – “register for updates”.

Use the data you gather to remarket fresh content. And when they trust you they will buy from you.

How do you keep your strategy going?

- **Plan ahead.** Get a content diary going so you can keep up a regular flow of fresh collateral.
- **Ask your experts.** Use the knowledge of the people inside your brand to sell your brand.
- **News-jacking.** Spot stories you can piggyback your brand on. Get them shared quickly.
- **Use your fans.** Users generate great content. Reward them by sharing it.
- **Be analytical.** Repeat what works. Eliminate what doesn't. Sometimes, you'll need to reset.

The Golden Rule

Never duplicate content.

Just. Don't. Do. It.

Don't rip off others' content. Don't repeat your own.

Google doesn't like it. Nor do customers.

Keep it *fresh*, keep it *new*, keep it *you*.

About Us



- This is a presentation from Beattie, the integrated communications agency.
- Headquartered in London, we have 16 offices across the UK, Ireland and Canada, partners in 40 countries and a single UK telephone number – 0800 612 9890.
- Our mission – to unlock the power of marketing with *Supreme Simplicity*®.