

What is Content Marketing and is it really THAT powerful?



MANY BUSINESSES AND ENTREPRENEURS DON'T FULLY UNDERSTAND THE CONCEPT AND IMPORTANCE OF UTILIZING CONTENT MARKETING TO GROW THEIR BUSINESSES



- SMILE MEDIA

What Content Marketing Is NOT

BEFORE WE TALK ABOUT WHAT CONTENT MARKETING IS AND HOW IT CAN HELP YOU BUILD AND GROW YOUR BUSINESS FOR THE LONG-TERM, LET'S DISCUSS WHAT CONTENT MARKETING ISN'T:

1. It's NOT a separate strategy

YOUR CONTENT MARKETING STRATEGY SHOULD BE CLOSELY INTEGRATED WITH ALL OF YOUR DIGITAL AND TRADITIONAL MARKETING CAMPAIGNS.

2. It's NOT a small task

IT REALLY SHOULD BE MADE A PRIORITY, AND THEREFORE ASSIGNED TO SOMEONE WHO'S MAIN RESPONSIBILITY IS CONTENT CREATION AND PUBLICATION.

3. It's NOT just about quantity

IF YOUR CONTENT IS TERRIBLE, IT REALLY DOESN'T MATTER HOW LONG IT IS. NO ONE IS GOING TO READ IT. WHEN DEVELOPING CONTENT, THE FOCUS SHOULD BE ON TRYING TO CREATE SOMETHING OF SIGNIFICANT VALUE TO THE READER, RATHER THAN WORD COUNTS.

What Content Marketing IS

BEFORE WE TALK ABOUT WHAT CONTENT MARKETING IS AND HOW IT CAN HELP YOU BUILD AND GROW YOUR BUSINESS FOR THE LONG-TERM, LET'S DISCUSS WHAT CONTENT MARKETING ISN'T:

1. It's about GAINING Trust

USE THE RIGHT WORDS AND IMAGES TO ATTRACT THE ATTENTION OF YOUR IDEAL AUDIENCE, PROVIDE THEM WITH VALUABLE OR ENTERTAINING INFORMATION,

2. It's about ENCOURAGEMENT

KEEP THEM ENGAGED WITH YOUR BRAND, AND ULTIMATELY TO INSPIRE THEM TO TAKE A DESIRED ACTION.

3. It's NOT just about quantity

YOUR GOAL IS TO DEVELOP CLEAR AND COMPELLING MESSAGING CENTERED AROUND YOUR AUDIENCE. BY TELLING YOUR STORY IN A WAY THAT RESONATES WITH THE INTERESTS, PREFERENCES AND NEEDS OF YOUR IDEAL AUDIENCE, THEY ARE MORE LIKELY TO WANT TO CONTINUE TO FOLLOW YOUR STORY AND ENGAGE WITH YOUR BRAND.

The POWER of Content Marketing

WHEN DONE WELL, CONTENT MARKETING CAN BE A COST-EFFECTIVE INBOUND MARKETING TECHNIQUE WITH THE POTENTIAL FOR BOTH IMMEDIATE AND LONG-TERM RESULTS.

1. Increase brand awareness and loyalty

BY CREATING QUALITY CONTENT IN THE FORM OF BLOGGING, ARTICLE WRITING, NEWSLETTERS, LANDING PAGES, PRESS RELEASES, ETC., YOU CAN EFFECTIVELY SHAPE YOUR BRAND STORY, AND CONTROL WHAT PEOPLE KNOW ABOUT YOUR BUSINESS.

2. Establish authority and trust

YOU CAN CREATE EBOOKS THAT DIVE DEEP INTO SUBJECT MATTERS, DEVELOP CHECKLISTS AND STEP-BY-STEP GUIDES THAT EXPLAIN DIFFICULT PROCESSES, AND MUCH MORE TO GAIN YOUR CUSTOMER'S TRUST.

3. Improve lead quality and generation.

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4. Improve SEO.

SEARCH ENGINE BOTS ARE LOOKING FOR HIGH-QUALITY CONTENT THAT IS RELEVANT TO WHAT SEARCHERS ARE LOOKING FOR. AND, THEY ARE LOOKING FOR IT TO BE CREATED ON A CONSISTENT BASIS.

5. Stay competitive in your industry.

IF YOU WANT TO STAY COMPETITIVE WITHIN YOUR INDUSTRY AND THE ONLINE MARKETPLACE IN GENERAL, CONTENT MARKETING IS NOT JUST RECOMMENDED - IT'S NECESSARY TO YOUR SUCCESS.



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