

Content Marketing: A Roadmap to Organizational Success

INTRODUCTION

In 2016, few businesses doubted the power of content marketing and a few companies executed it with the skill and expertise truly needed to make an impact. But today, content marketing is being used by 86% of businesses and some organizations even have a content marketing strategy to grow their businesses.

While a typical content marketing plan helps to increase your social media shares, fosters brand awareness, wins new leads and drives sales, effective content marketing is not so easy to find. This paper describes the effective content marketing strategies, types of content marketing, most effective channels used for marketing content to prospective customers, and the benefits of content marketing.

WHAT IS CONTENT MARKETING?

To begin with, content marketing is all about sharing information of the business with the audience, i.e., taking any type of content (digital or physical) and purposely sending it out to the audience or prospective clients.

The Content Marketing Institute, an online resource for information on all things related to content marketing, defines content marketing as:

"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."

What does content marketing actually mean for any business?

Content marketing is about grabbing the attention of the audience and then turning it into engagement and then further converting it into leads and customers. Content marketing helps businesses prepare and plan for reliable and cost-effective sources to drive website traffic and new leads, and one way to do it is developing evergreen content. This content will not only help you attract leads but also educates your target prospects and generates awareness for your brand.



WHY CONTENT MARKETING?

We live in a digital world where there's none who isn't at the point of marketing their business online. With so many businesses online and so much data accessible on the internet, consumers are becoming more demanding about getting the right information about the product or service that businesses are trying to sell. The growing demographic diversity, adoption of interactive technologies, and evolving media consumption habits have even altered the way consumers get information and how they perceive branded communication messages. There is a dire need to convince customers of the products, else, businesses might lose them. This is where content marketing comes into the focus of helping businesses to drive more search traffic and build a profitable online business.



Why content marketing matters to customers?

Many companies these days are interested in marketing their business online and undoubtedly, content marketing is the future of marketing products and services.

As technology continues to innovate, customers have higher expectations from companies or businesses. They expect them to provide information about the products and services that they are selling and having a website with minimal information is unacceptable. It's a proven fact that customers feel closer to a company as a result of content marketing and it has the power to resonate with customers. Content marketing is centered on customer needs and interests and it is a way for brands to communicate their products, vision, expertise, and personality and it is also a great way for a brand to build trust and visibility among its customers.

Why content marketing matters to search engines?

There is a thin line between SEO and content marketing and the relationship between SEO and content marketing is that great content is the basis for SEO success. Here are a few instances where SEO and content marketing complement and benefit each other. SEO states the requirements and content marketing fulfills them, SEO demands content and content marketing is the content, SEO demands keywords and content marketing means using those keywords, SEO demands linkbacks and content marketing introduces the linkbacks. Finally, SEO is all about content marketing and content marketing is all about SEO.

Why content marketing matters to business?

Content marketing helps businesses to build brand awareness and takes their brand to the next level. It offers limitless benefits to those brands who are willing to go the extra mile. Continually updating the website, publishing blogs, or sharing video or social media content, helps businesses to keep their existing clients stay engaged and also attracts new clients. Content marketing allows brands to showcase the expertise they have within their industries, allows target audiences to build a relationship with their brand at a deeper, and more personal level.

TYPES OF CONTENT MARKETING

The phrase "Content is King" has generated a lot of buzz in the digital marketing world. It's a phrase you can't escape hearing about and is everywhere you look or listen. When we think or talk about content, we typically think of blog posts or written text. However, there are a large number of other types of content that one (content marketers) can and should add to their content marketing arsenal.

Blog Posts

Blogging is one of the most popular types of content marketing for businesses and all for good reason. They are one of the best ways to improve SEO and drive more organic traffic to the site from search engines. According to Forbes, "websites that include a blog typically have 434% more indexed pages than those that don't."

Blogging not only helps improve search engine optimization but is also a great way for businesses to build relationships with leads and current customers. Here are a few facts that elucidate why blogging is good for any business.

- Small businesses with blogs generate **126%** more leads
- B2B marketers using blogs generate **67%** more leads
- Companies that blog have **97%** more inbound links
- Websites with blogs have **97%** more indexed links

Ebooks

An ebook is one of the easiest and effective ways of content marketing. It is a great way to educate the audience about a topic that's relevant to the industry. Customers can be given free ebooks in lieu of their email address. They can work as a giveaway and help a company to deepen its relationship with the target audience. These e-books can be saved as useful PDF documents and customers can refer to them whenever they require.

Case Studies

Case studies are the most effective and one of the most valuable types of content marketing for winning new businesses. They are basically customer stories that illustrate how your business has helped a specific client or customer become successful. Case studies can be used by businesses to highlight special applications or uses for their services and products and convince their prospective customers about the merit of their products and services. This type of content helps customers better understand how your brand can add value to their lives or businesses and helps your business build trust with new leads.



Infographics

According to Social Media Examiner, a US-based company, "37% of marketers said visual marketing was the most important form of content for their business, second only to blogging (38%)."

A visual content marketing format that helps businesses educate their audience and make content visually appealing is Infographics. This type of format helps viewers better visualize data such as statistics and provides useful information that not only adds value for leads and customers but also gives them a better idea of why something is valuable or how something works.

Videos

Video content is the biggest trend in content marketing right now. This type of content provides more information to customers in less time.

Stats show that about **82%** of users watch video content on Twitter. More than 500 million hours of videos are watched on YouTube each day. YouTube has over a billion users, almost one-third of total internet users. **45%** of people watch more than an hour of Facebook or YouTube videos a week. **87%** of online marketers use video content to market their business. Videos are the source that provides everyone with getting any type of information.

Podcasts

Podcasts are another format of content marketing for producing quality content that the audience would enjoy. Podcasting is the new age radio and the best part is that while one can listen to podcasts created by others, they can create their own too. This type of content format can be used to build a growing audience for the business. Some of the easy-to-use podcasting tools to create a podcast for the business include Libsyn, Garageband, SoundCloud, Audacity, and Podbean.

Newsletters

According to HubSpot, **"86% of business professionals prefer to use email when communicating for business purposes."** Newsletters are the best way to highlight the content created, nurture your leads and convert them into customers. Different types of mailers like welcome emails, product updates, promotional mailers, company news, educational mailers, order confirmation and thank you emails, etc. can be used to engage with the target audience. They help to share valuable content and company updates and add to brand recall.

White Papers

White papers can help engage your audience. According to Forbes, **"79% of B2B buyers share white papers with their colleagues."** This means, there is a huge opportunity for you to win more business. The best white papers not only aim to help the target audience but also improve search engine optimization. White papers backed up by hard evidence and statistics can solidify your reputation and the identity of your business.

Brochures

If you want to communicate the unique value proposition of your products and services then brochures are the best source. They can play a key role in your overall marketing strategy and have the potential to be incredibly persuasive. You can also create e-brochures that contain visually attractive content and mail them to your prospective customers. A professionally designed brochure will always achieve better engagement and gets your message across to the target audience.

Testimonials

Testimonials are an essential type of content marketing to help businesses get their audience to convert into customers. They will help to have social proof of the merit of the offerings that can put on the website as text or as video content.



Social Media

The content of social media posts plays an important role in engaging new leads and existing customers. Various social media platforms like Facebook, Twitter, and Instagram influence the target market. Social media posts can help businesses reach new audiences and nurture relationships with customers. Businesses can use social media posts to help new leads discover products, alert their consumers to sales and promotions and also provide leads and customers with additional information about the products.

BENEFITS OF CONTENT MARKETING

Content is vital for any business and plays a key role in the growth of a business. Content marketing has become more of a buzzword today and it is a necessity in today's digital marketing landscape. Here are the benefits that companies enjoy when they commit to consistently to a content marketing strategy.

- Content marketing benefits the business by improving its SEO and therefore, visibility.
- Creating more reliable and valuable content helps in generating traffic to your site to improve lead generation.
- Writing valuable articles and developing premium gated content, replicates in generating quality leads for your business.
- Developing valuable unique content that your audience will enjoy and share with others helps in developing lasting relationships with your audience.
- Posting your best content more often increases your exposure and brand awareness, generates recognition for your brand and can help improve your sales.
- Every piece of content marketing is an opportunity to attract new readers and deepen customer relationships. It creates loyalty and trust, with both your current customers and prospects.
- Content marketing is a crucial marketing element and the correct way to easily communicate with the audience. It helps in building authority and credibility with your audience.
- Good content can make your business go viral and perfect content marketing strategy can get your job done. It can position your business as an expert in your industry.
- Content marketing is the art of communicating with your customers and opens a channel of communication through social shares and comments.
- Helps your customer move through the purchase decision more quickly Provides compounding ROI.
- Grows your social media following.



CONTENT MARKETING STRATEGY

It is a proven fact that those companies who do have a strategy are most likely to feel that their content marketing efforts are successful. There are tons of different content marketing strategies that exist today which wasn't the case at the beginning of the content marketing world. An effective content marketing is not so easy to find, though. It's important for a company to repurpose, reconsider and redevelop its content marketing strategy to improve its marketing strategy and leverage its benefits.

Here are 11 simple steps to develop and execute an effective content marketing plan that'll help a company to grow its business saving time and money.

- Step 1. Set your mission and your goals
- Step 2. Establish your KPIs
- Step 3. Know your audience
- Step 4. Assess your current position
- Step 5. Figure out the best content channels
- Step 6. Decide on content types
- Step 7. Identify and allocate resources
- Step 8. Create a content calendar
- Step 9. Create content
- Step 10. Distribute and market
- Step 11. Measure results



CONCLUSION

Traditional marketing channels cost much more than many businesses that are able to afford when compared to content marketing that requires a small investment of time and effort that can pay off exponentially. Content marketing creates a solid customer base by establishing trust between businesses and consumers. It is a proven fact that any business that uses high-quality content to show its customers how they can benefit from its products and services will enjoy a prominent web presence and a higher volume of sales over time. Prominent organizations like Microsoft, P&G, Cisco Systems, Apple, Samsung, etc. use content marketing to attract, engage and convert targeted audience.



Get in Touch



i-hub, ICRISAT
Patancheru, Hyderabad
502324



P : +1408 444 7536



growth@thoughtfolks.com