
Content Marketing

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What is Content Marketing

Content Marketing refers to the creation and distribution of relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience - with the objective of driving profitable customer action

- Content Marketing Institute



The Essence of Content Marketing

Enables thought Leadership

Enables Revenue Generation

Educational



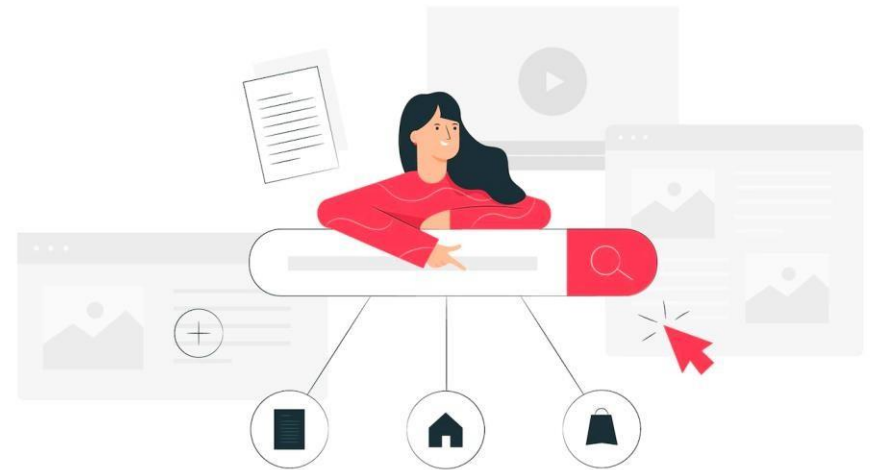
Trans Media

Content marketing is really just the art of communicating with your prospects without having to sell to them.

Link between Content Marketing and SEO

Keywords

Content marketing keywords are **the words or phrases that describe what a piece of content is about**. The keywords are used to then tell a **search engine** what the content is about, so the **search engine can rank it** accordingly.



Keywords

benefits of green tea

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About 62,90,00,000 results (0.59 seconds)

<https://www.healthline.com> › Wellness Topics › Nutrition ⋮

10 Evidence-Based Benefits of Green Tea - Healthline

This is a detailed article about green tea and its health **benefits**. **Green tea** is high in antioxidants that can improve the function of your body and brain.

[Extract](#) · [Assam Tea](#) · [White Tea](#) · [How Chai Tea Can Improve...](#)


People also ask ⋮

- What happens if I drink green tea everyday? ▾
- What is the main benefit of green tea? ▾
- What is the best time to drink green tea? ▾

<https://pharomeasy.in> › blog › benefits-of-drinking-gree... ⋮

8 Health Benefits of Green Tea - PharmEasy

8 Health **Benefits of Green Tea** are: Relaxation & Improves Brain Function: Anti-carcinogenic Effects: Helps in Weight Loss: Reduces the Risk of Alzheimer's & ...

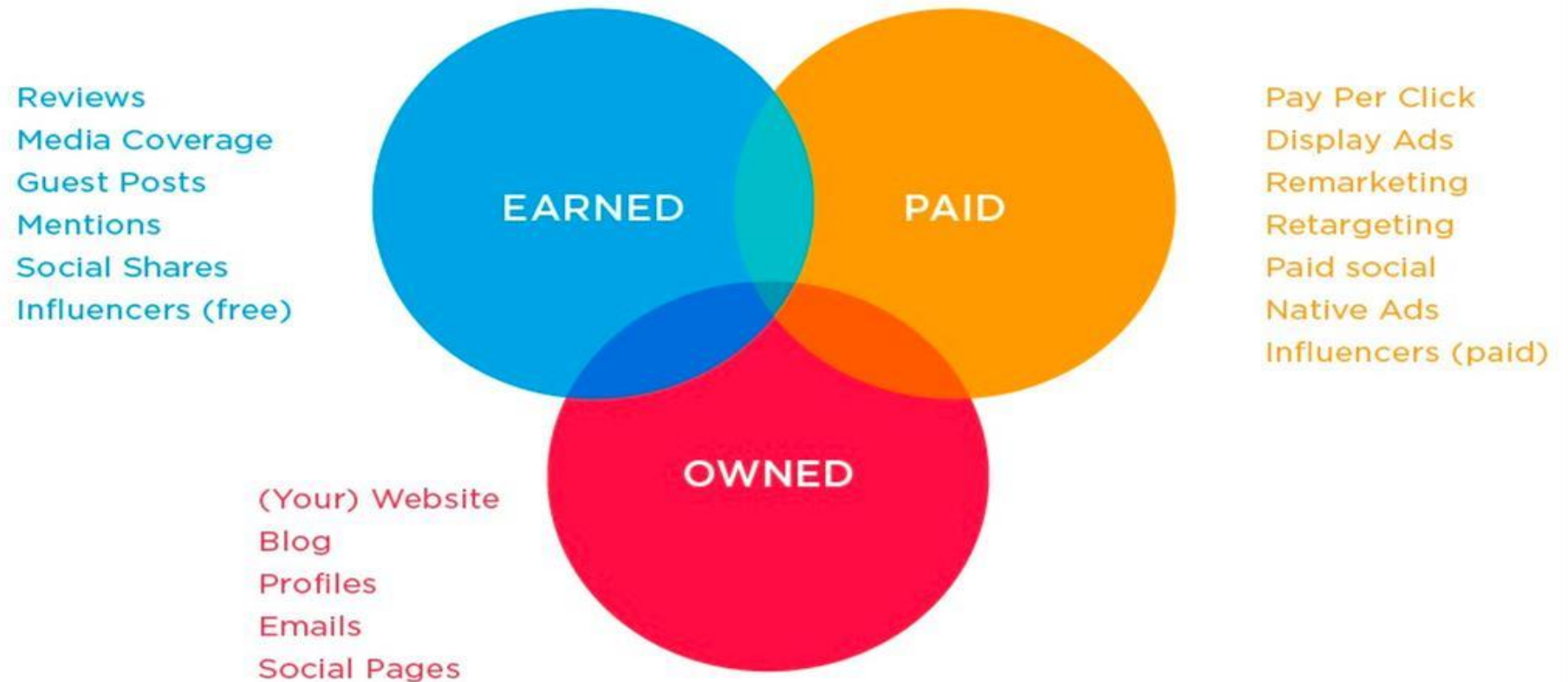


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Types of Media

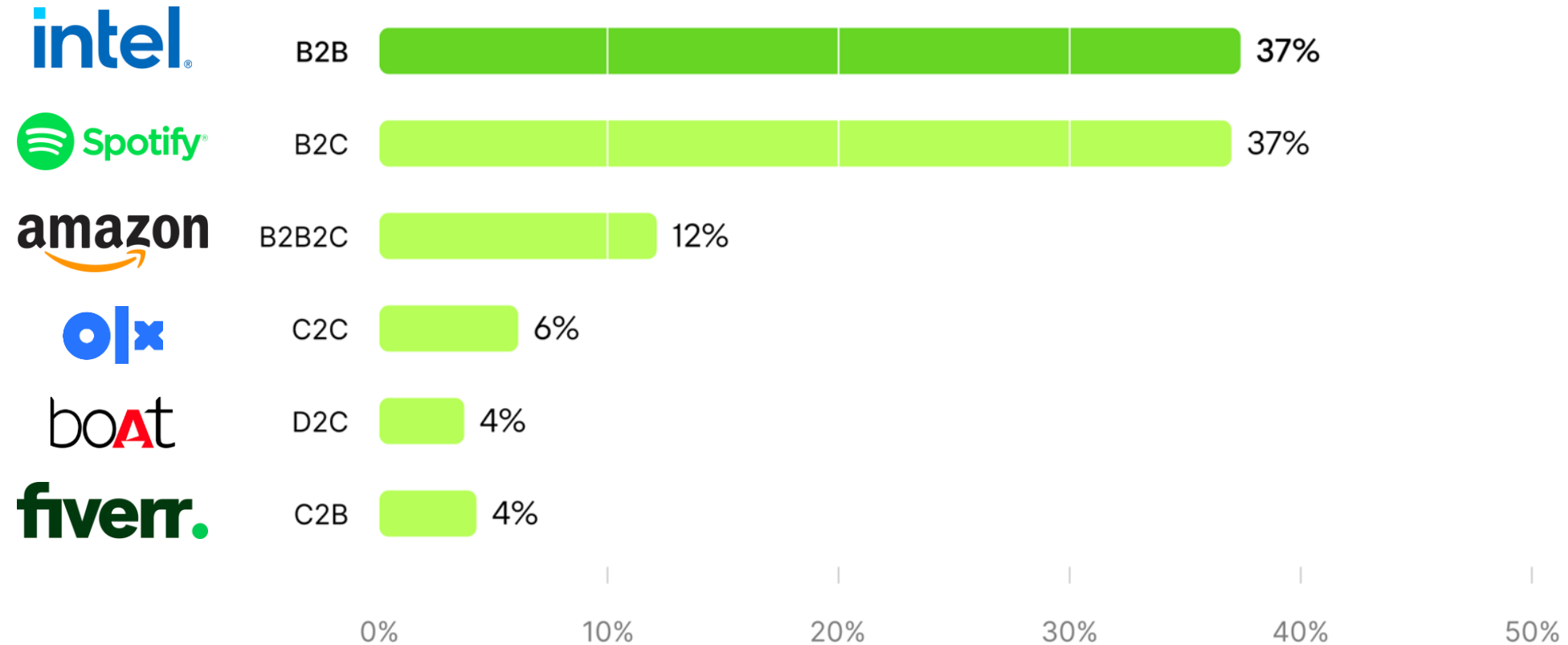


Types of Media

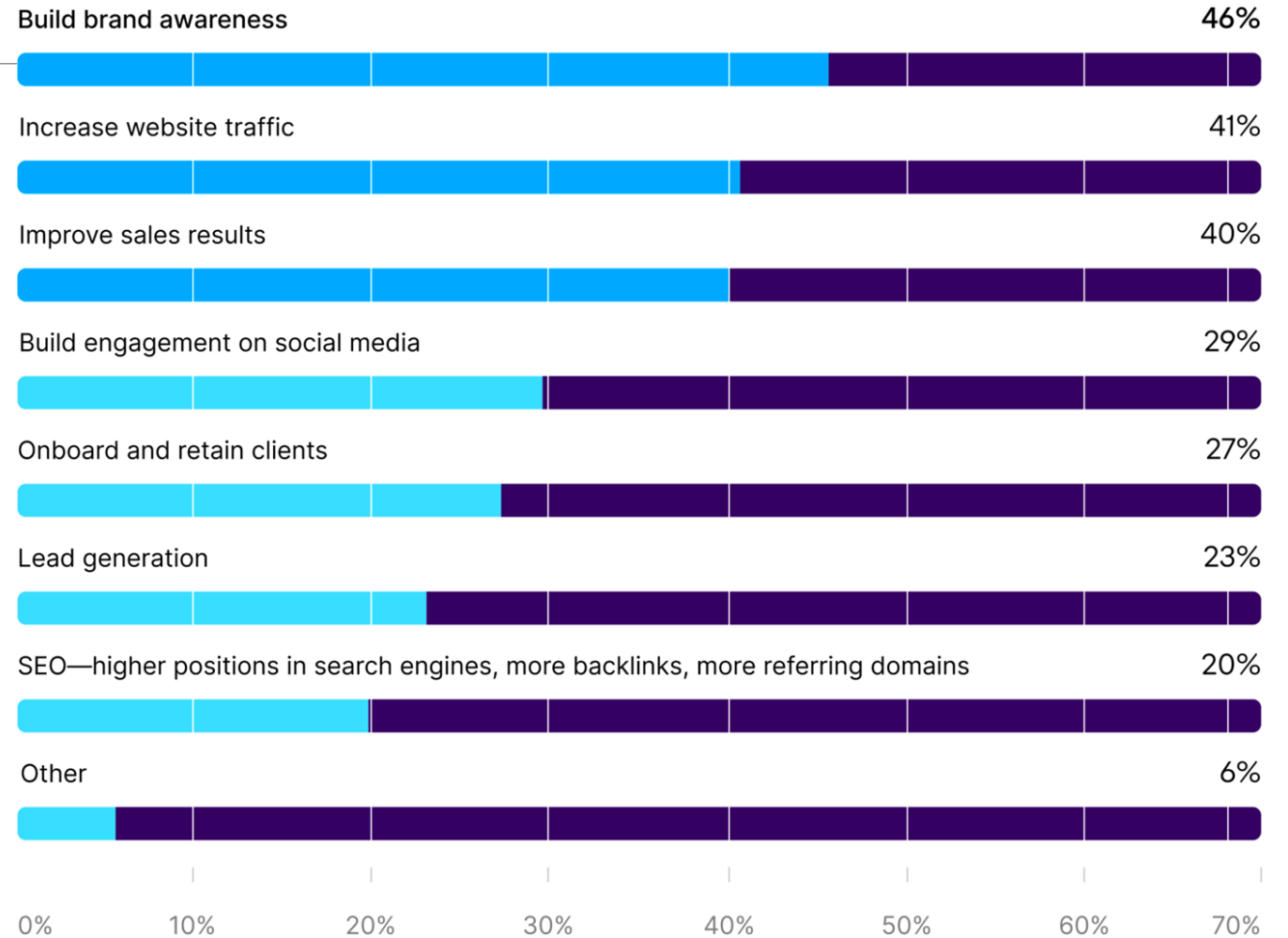


Content Marketing Landscape

Businesses in the Landscape (Content Generation)



Content Marketing Goals



Top Content Goals for B2B Small Businesses




48%

Lead generation



47%

Onboarding
and client retention



45%

Increasing website traffic

Top Content Goals for B2C Small Businesses




48%

Building engagement
on social media



45%

Improving sales results

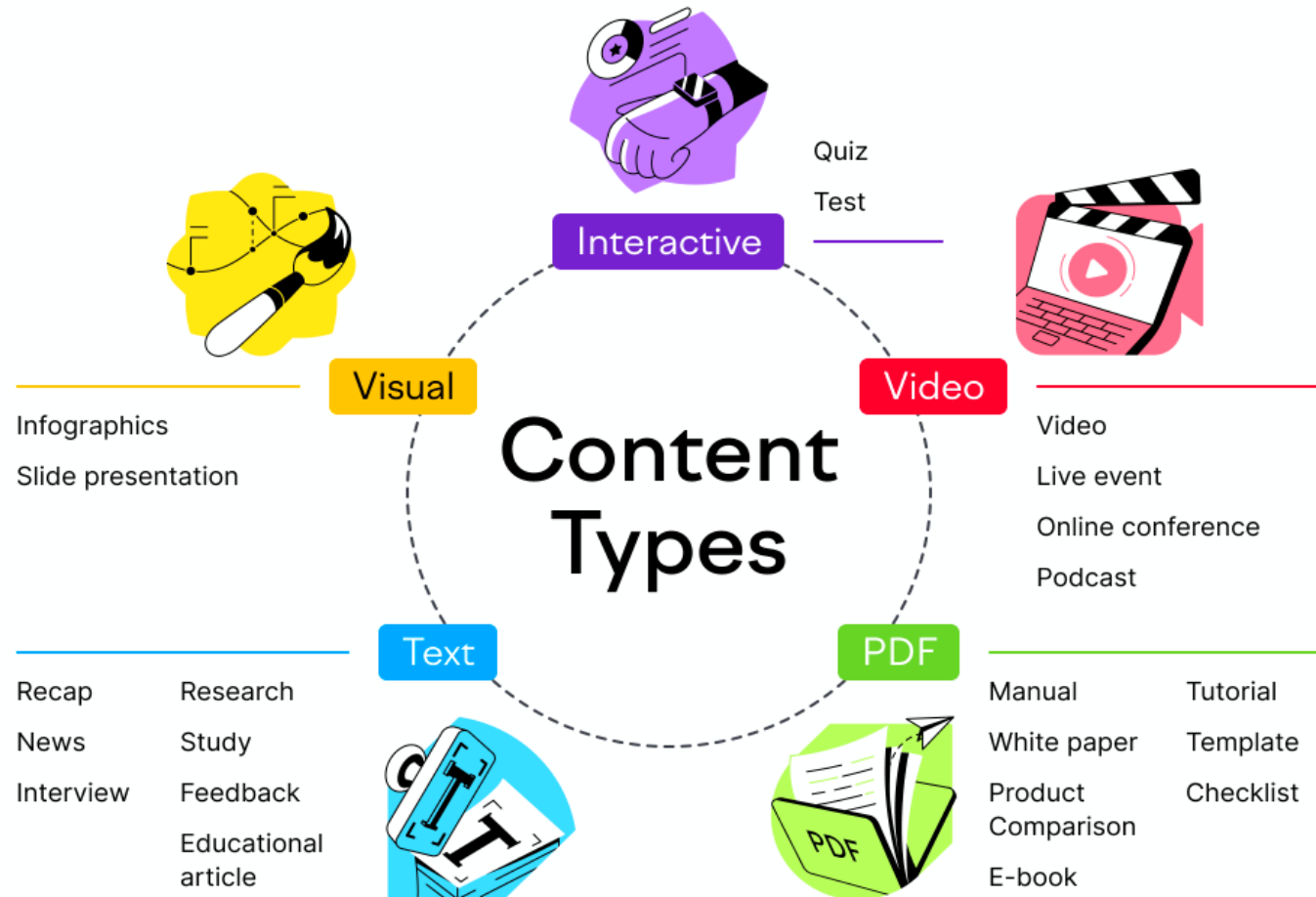


38%

Lead generation

Types of Content Marketing

Types of Content Marketing



B2B Content Marketing

Top 5 Content Types for B2B Small Businesses



55%

Blog posts / articles



38%

Case studies



36%

Emails



34%

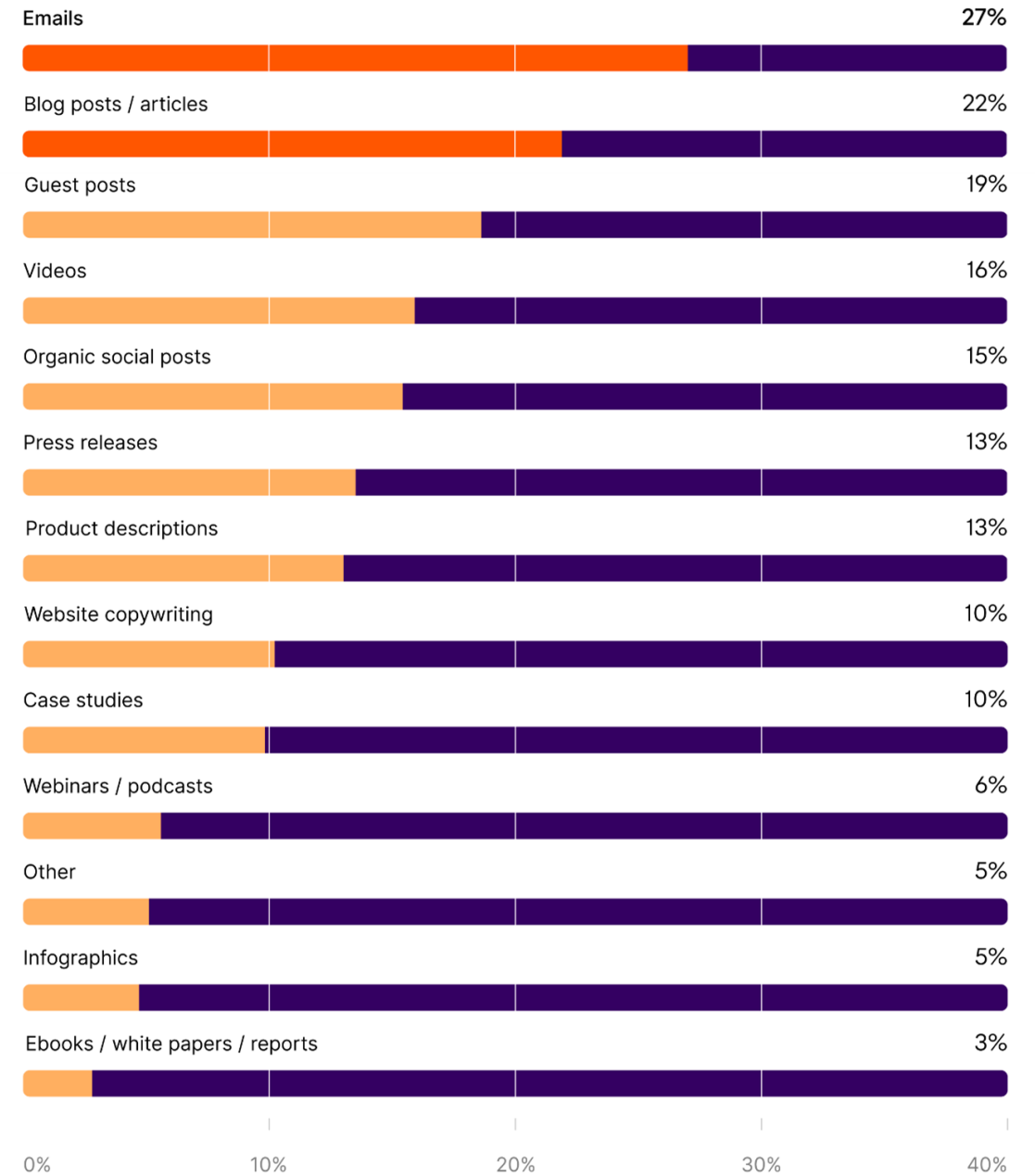
Press releases



32%

Website copy

B2C Content Marketing



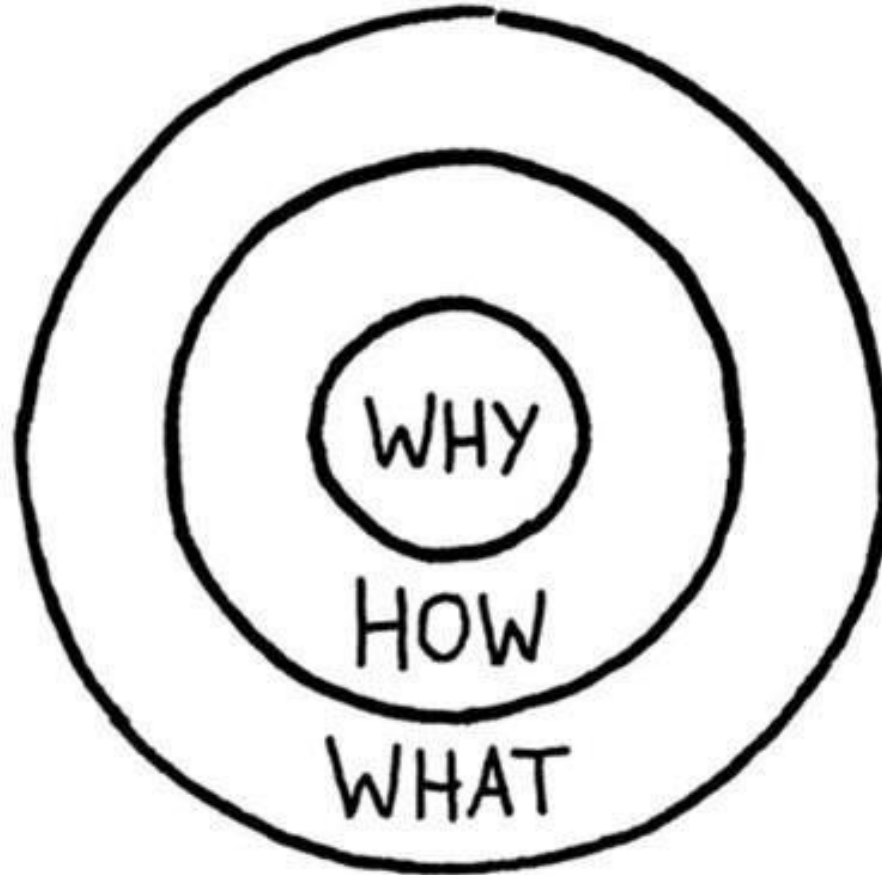
The Golden Circle

Stand out from the competition

The Golden Circle



Always start with the
“WHY”



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

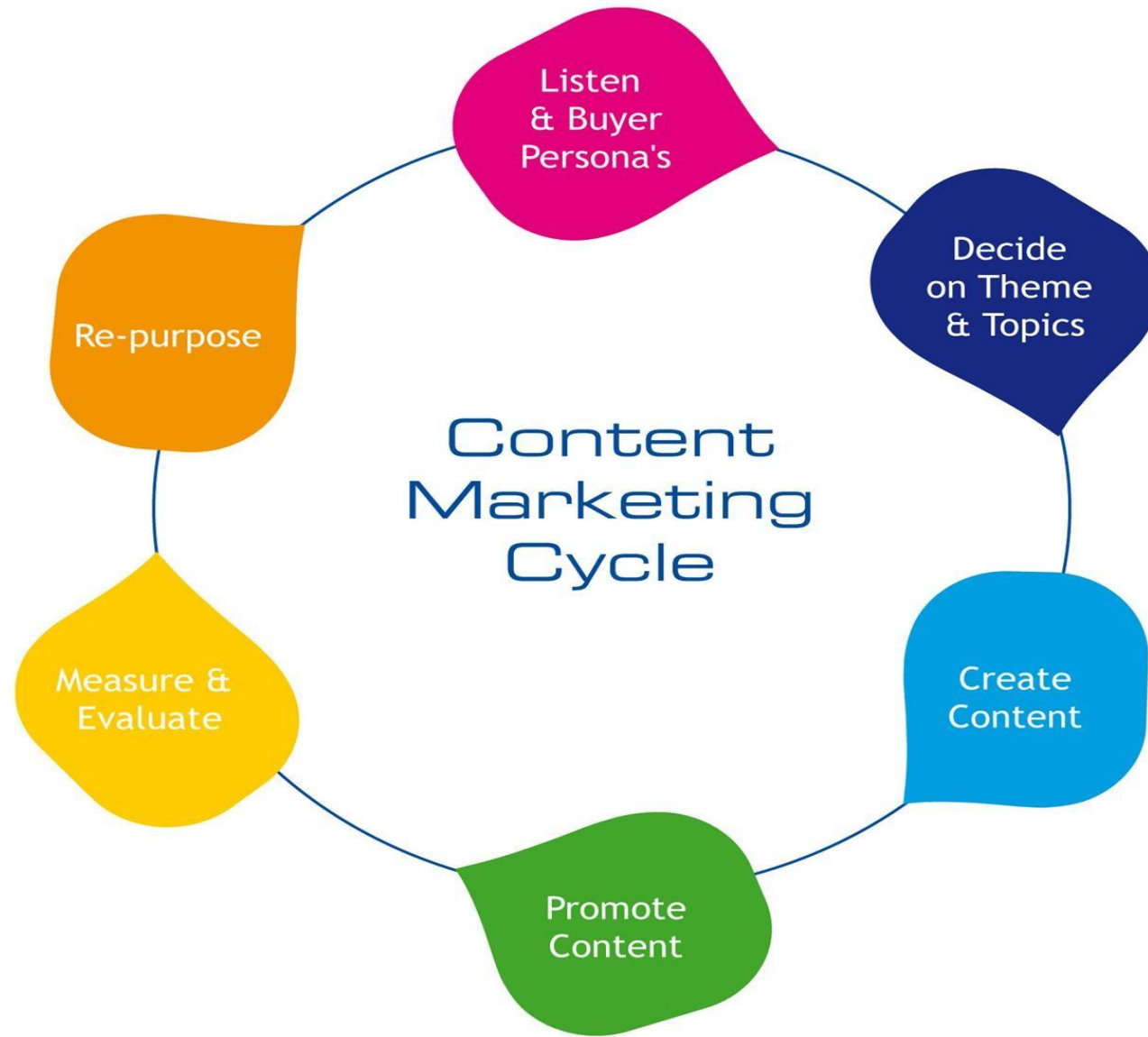
Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

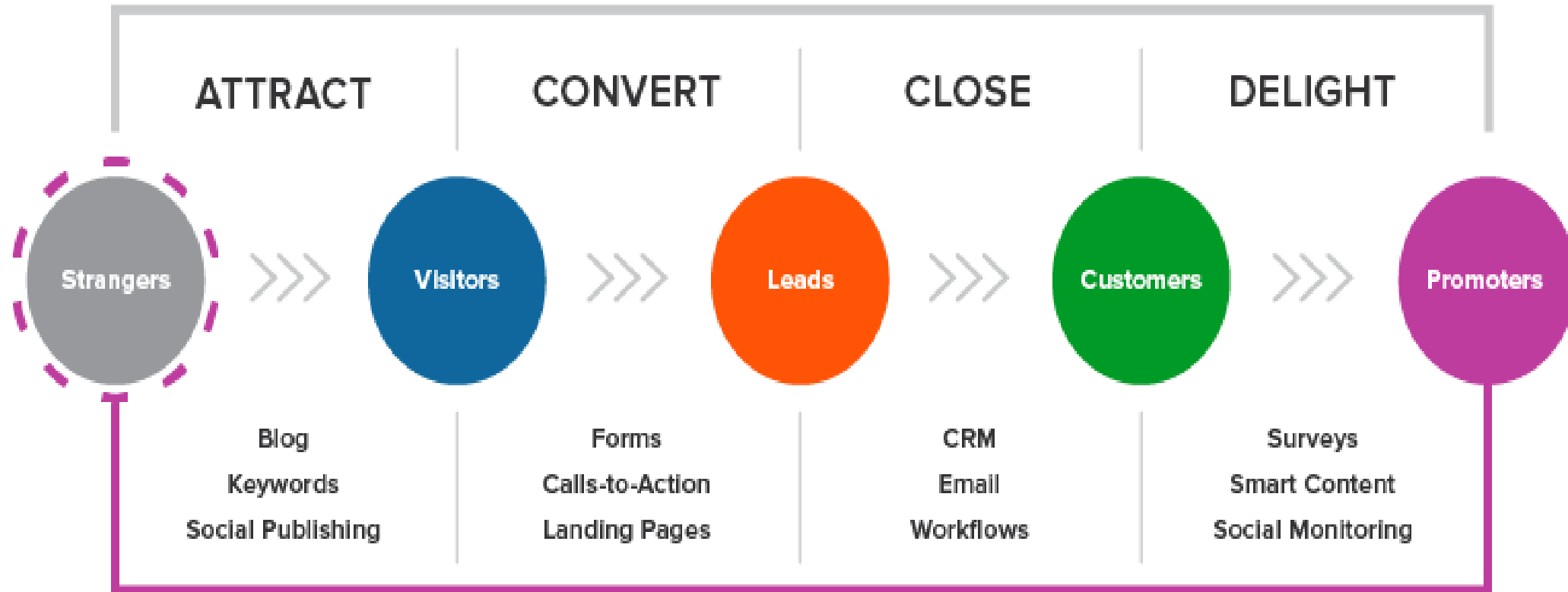
Content Marketing Cycle





*This is the
"PULL"
Strategy in Marketing*

Inbound Methodology



Content Marketing Strategy

Content Marketing Strategy: Mission Statement

Your Audience

Who are you creating content for?

The Benefit

What information or answers will you provide?

The Outcome

How will your content help your audience achieve their goals?

Content Marketing Strategy Elements



Benefits of Content Marketing Strategy

✓ More online visibility

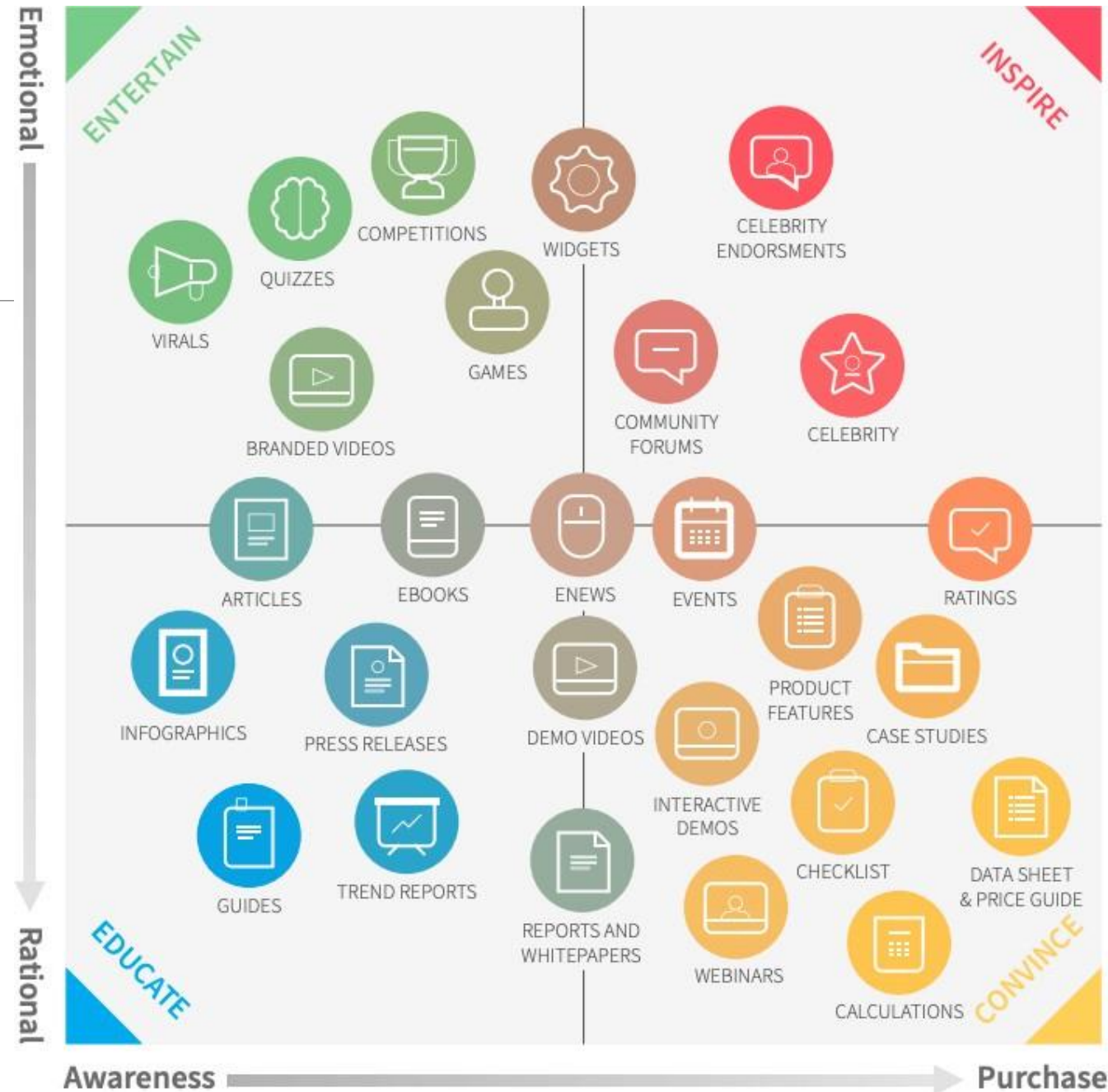
✓ More leads

✓ More authority

✓ More customer engagement

✓ More budget

Content Marketing Mix

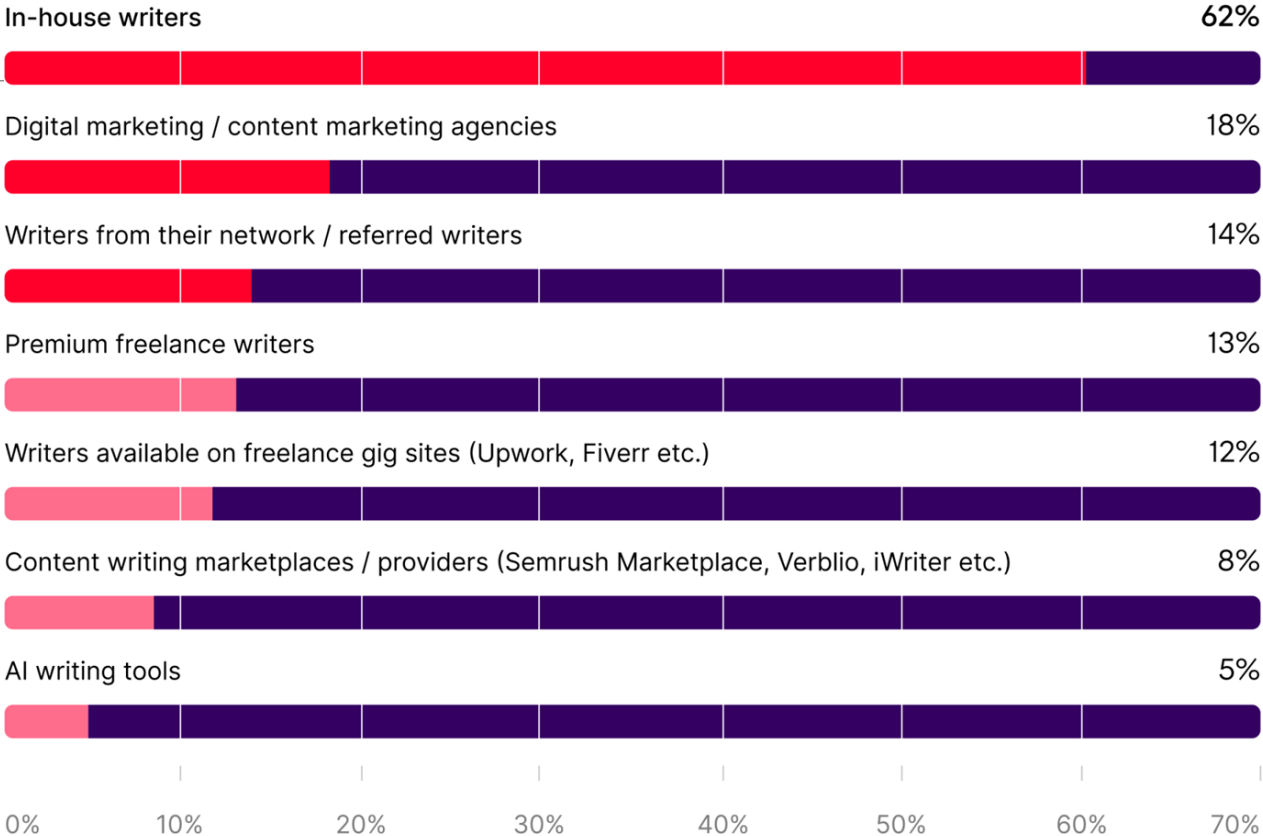


Who creates content?

Who Creates Content for Small Businesses ?

HELPFUL TIPS

People interested in Content Writing/Research/Copywriting this is a great place to start your career/freelance



Generate Content Marketing Ideas

How to generate content ideas?

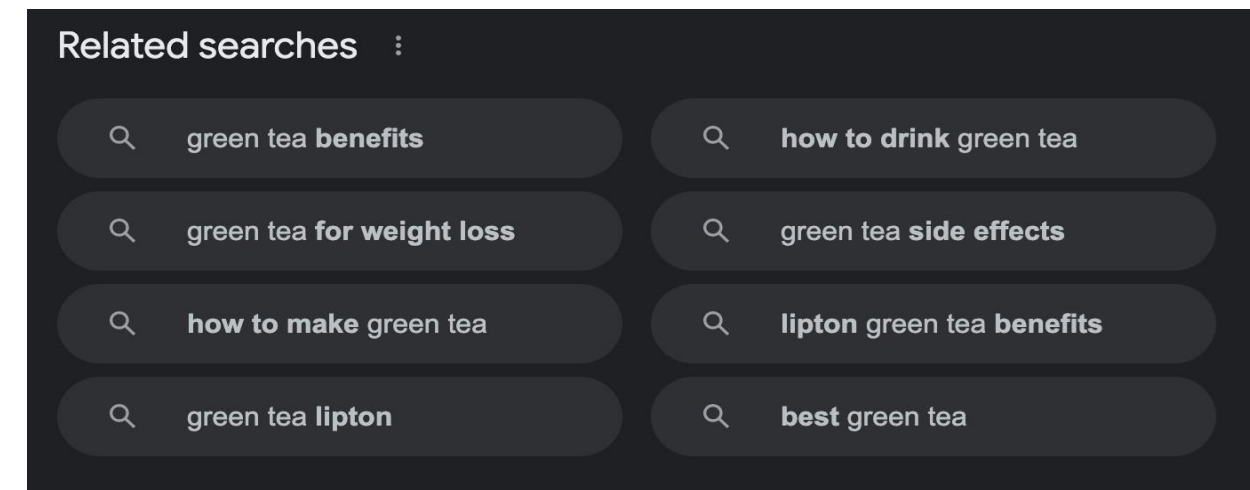
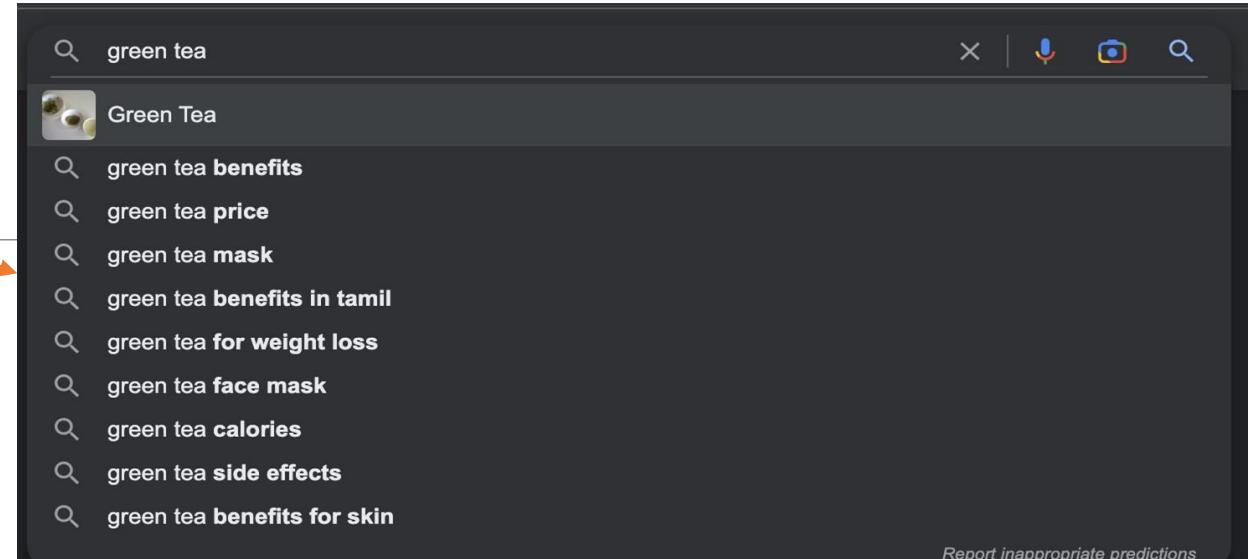
- *What are your **buyer personas**' online/reading habits?*
- *What are your **competitors** doing?*
- *What are people talking about on **Quora**?*
- *What can you learn from your **search engine optimization efforts of competitors**?*



*You can achieve content discovery via **SEO Tools** and **in-depth Google Search**.*

Two ways to leverage GOOGLE

- Autocomplete
- Related searches



Effective Writing Attributes

Effective Writing Attributes

- Attention-grabbing **headline**
- **Tone** relevant to your readers
- Write for the **way people search**
- Solid structure (**AIDA - Awareness Interest Desire Action**)
- One core idea
- Supports your **brand** messaging
- Has a relevant **call-to-action**
- Free of **errors** and poor grammar



Instagram Marketing

How to Repost on Instagram: Ways to Reshare Content From Other Users

HubSpot

Rules of Content Marketing

Rules of Content Marketing



It is not promotional

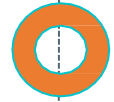
It is relevant

It closes a gap

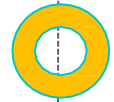
It is well executed

It gives proof

3 R's of Content Marketing



REORGANIZE

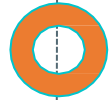


REWRITE



RETIRE

The CRUX of Content Marketing



KEYWORDS



WEBSITE



INBOUND

Content Marketing Tools

Essential Content Marketing Tools

 BuzzSumo

 SEMRUSH

 Evernote



 grammarly

 mailchimp

 followerwonk >>

 Trello

 creative commons

 Pexels

 Hootsuite®

 Canva

 ANSWER
THE PUBLIC

Thank You

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