Content Marketing

Let Your Content Talk

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About the Tutorial

Content Marketing is all about creating and distributing content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business. This is a brief tutorial that explains how you can use content marketing to your advantage and promote your business.

Audience

This tutorial is primarily going to help all those readers who are into advertising and specifically those who aspire to make a career in Digital Marketing.

Prerequisites

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing, advertising, and analyzing products and audience.

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Part 1: Strategy & Process

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1. Content Marketing – Overview

Content marketing is known by many names such as inbound marketing, corporate journalism, branded media, native advertising, and customer publishing to name a few. However, the basic idea behind the strategy remains the same, i.e., to create and distribute content that engages and attracts a targeted audience, while encouraging them to take action which is profitable to a business.

What is the Use of Content Marketing?

The growth of the World Wide Web, social networks, and mobile technologies has changed the relationship between consumers and businesses. Average consumers today don't buy a product just by passively watching its advertisement on a billboard. They research on Google to compare similar products, read the product's review online by experts, and even ask their friends on social networks, before spending their money.

As a result, businesses need to rethink their traditional marketing strategies and channels if they want to earn the trust of their customers and influence their buying decisions. This is where content marketing plays an important role. It helps businesses to attract potential consumers' attention towards their products by highlighting and promoting their key features.

Content Marketing Strategy

Before you create a content marketing strategy for your business, you need to define the goals first. What are you trying to achieve with your content? Is it more subscribers to your blog? Or is it traffic acquisition? Or maybe, you want certain sales pages of your website to convert? Whatever they are, you need to clearly list the goals before you even begin laying down the strategy.

That being said, there are certain overarching elements to a content marketing strategy which are the same, regardless of your goals. They are listed in brief below, as we will look into them in detail later in this tutorial:

- Understanding your customers
- Building your brand message or story
- Defining the content you want to create
- Measuring the success of your content marketing efforts

2. Content Marketing – Target Customer

Identifying your target audience is the easy part. What is more challenging for a business is to understand the pain points of its customers. Once you grasp the problems of your consumers and understand their requirements, you would be able to come up with perfect solutions to cater to those particular requirements.

When you want to create a content marketing strategy, finding out about your audiences and their needs is the most important task. But how do you make sure that you have penned down the real problems of your customers and not just imagined them? You can do this by following the four steps mentioned below:

List Your Primary Customers

To accurately list your primary customers, give them specific names and identities. For instance, if you run a travel company, your audiences might fall under: experienced travelers, occasional travelers, tourists visiting a city, local residents touring the city, etc.

Collect Information about Your Customers

You can collect information about your major customers in a number of ways such as:

- Conduct a survey of customers visiting your site
- Ask your customer service for the questions customers are asking
- Read the emails and feedback of customers on your Contact or Help page

Identify the Characteristics of Your Primary Customers

Identifying the characteristics of your primary customers means learning about your customers' experiences. For example, experienced travelers might know about airport codes and e-tickets but occasional travelers might not. Such well-rounded information helps you to build content that caters to each and every customer's needs.

Create Personas

The best way to visualize and understand a customer's needs is to create personas. While creating personas, give specific details to a customer, for instance:

- Assign a name - John
- Age - 45 years old
- Profession - Senior IT manager
- Web tasks - Reads technology news daily, books travel tickets, buys things on weekends, etc.

End of ebook preview

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