

# CONTENT MARKETING

# CONTENT

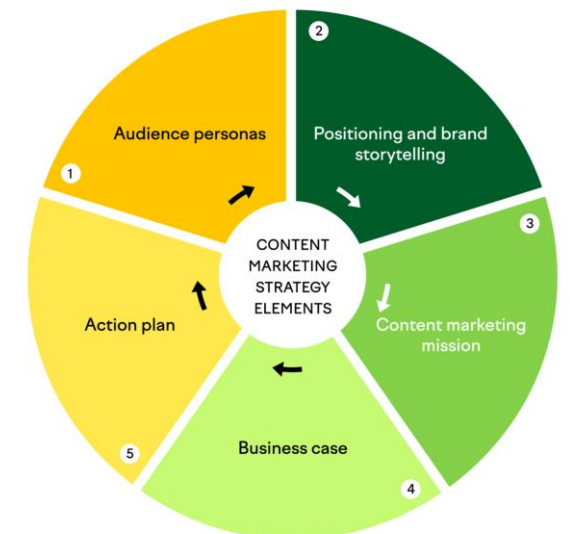
- Content Marketing Concepts and Strategy
- Developing a Content Marketing Plan
- Metrics and Performance

# Content Marketing Concepts and Strategy

- What is Content marketing?
- Benefits of Content Marketing
- Qualities of Effective Content
- Types of Content
- Content Alignment with the Buyer's Journey
- Community Management  
Content Marketing Strategy

# What is Content Marketing

Content Marketing involves producing and disseminating articles, videos, podcasts, and other media across the web, social media, to draw in, hold onto, and grow an audience. When it's time to buy what you sell, people will think of your company first thanks to this strategy's promotion of brand awareness and establishment of competence. 90% of organisations use some type of content in their marketing efforts.



## Benefits of Content Marketing

- Increase visibility and awareness – Generate more leads
- Build customer loyalty – Community engagement
- Businesses with blogs get 67% more leads than other companies.
- 72% of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

## Qualities of Effective Content

- Relevant – Accurate – Clear – Original – Emotional appeal – Visual appeal – Accessibility – Call to action

## Content Alignment with the Buyer's Journey

- **Awareness stage:** Content aimed at this stage should focus on creating awareness, providing educational information, and addressing pain points or challenges.
- **Consideration stage:** Content at this stage should provide more in-depth information about different options, compare alternatives, and showcase the benefits and features of your products or services.
- **Decision stage:** Content for this stage should highlight your unique value proposition, testimonials, case studies, pricing information, and any other content that helps the buyer make a confident decision.

# Community Management

Content marketing helps you manage your community effectively. Community could be your followers, customers, stakeholders.

- Set clear goals – Know your audience – Choose the right platforms – Engage and respond promptly.
- Create and share valuable content – Monitor and analyze metrics.

## CASE STUDY: SALEM KING, SISINERD, APPLE

# Content Marketing Strategy

A content marketing strategy is a detailed plan outlining how a company will utilize content to attract, engage, and convert its target audience. It entails producing and disseminating valuable, relevant, and consistent content in order to elicit profitable consumer behavior.

✓ More online visibility

✓ More leads

✓ More authority

✓ More customer engagement

✓ More budget



## KNOWLEDGE CHECK

Choose the odd option out of the following benefits of content marketing:

- A. Customer loyalty
- B. Brand visibility
- C. Search Engine optimization
- D. None of the above (Ans)

# DEVELOPING A CONTENT MARKETING PLAN

- Content Marketing Goals
- Content Goal Alignment
- Customer Personas
- Content Topics
- Content Calendar
- Content Stakeholders
- Content Platforms
- Content Scheduling Techniques and Tools
- Content Promotion Strategies

## Content Marketing Goals

- Increase brand awareness
- Increase conversions
- Enhance customer engagement and loyalty
- Establish thought leadership
- Educate and inform
- Support customer service
- Foster brand advocacy.
- Improve search engine optimization (SEO)

## Content and Business Goals Alignment

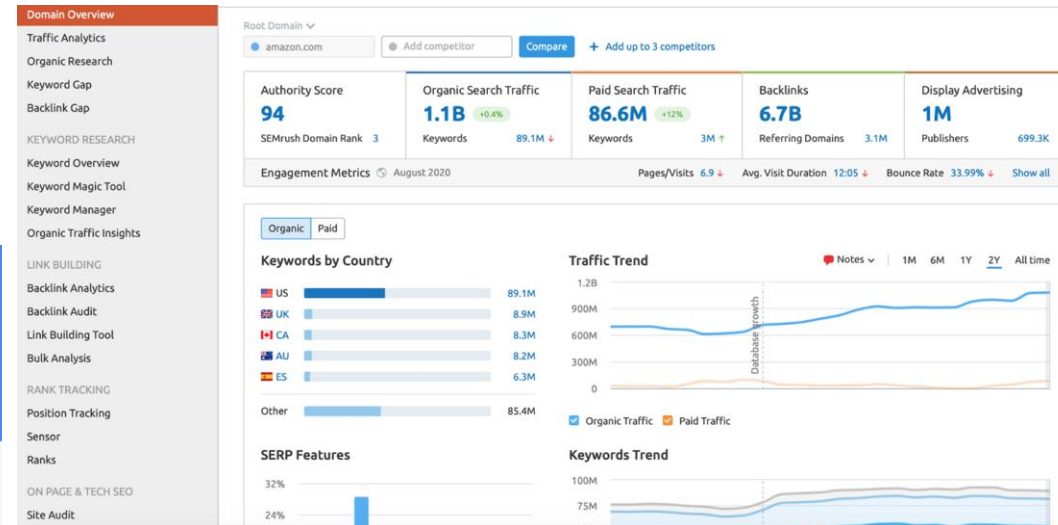
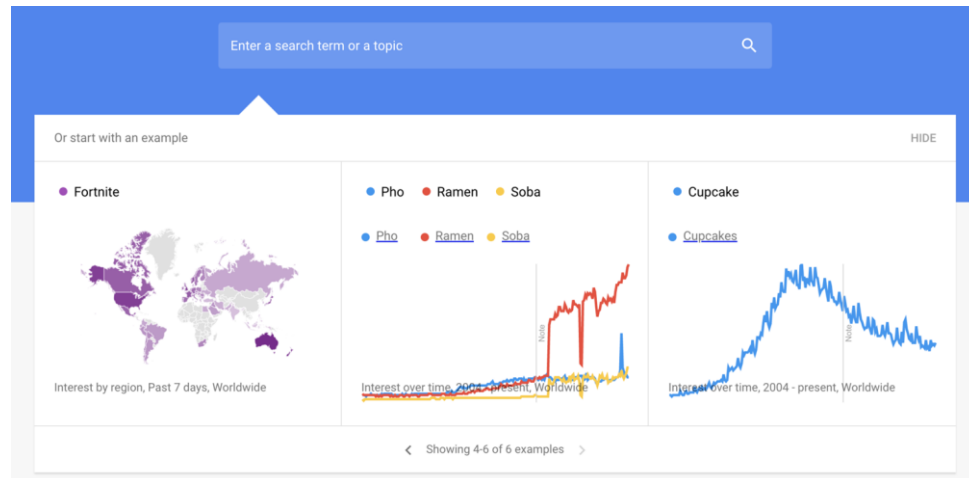
- Aligning your content with your business goals entails producing and distributing material that directly advances and supports those goals. You can make sure that your content efforts help your business succeed by coordinating it with your organizational objectives.
- You need to understand your **customer personas**. Who are they? What do they like? What's their age group?

## How To Find Content Topics

- Research your target audience's interests and needs.
- Conduct keyword research to identify popular topics.
- Monitor social media and industry discussions.
- Analyze competitor content for gaps or unique angles.
- Stay updated on industry news and trends.
- Engage with customer support and sales teams for insights.
- Use content ideation tools for inspiration.
- Repurpose existing content for new formats.
- Focus on evergreen topics with long-term relevance.
- Brainstorm with your team for diverse ideas.

# Content Ideation Tools

- Google trends
- SEMrush
- Hubspot



## Content Calendar

A content calendar helps you stay organized, streamline content production, maintain consistency, and align your content strategy with your overall marketing goals. It serves as a roadmap for your content marketing efforts and ensures that your content is well-planned, relevant, and effectively delivered to your target audience.

### Elements:

- Day and time – Platform – Caption – Content type – Attribute – Collaborators
- Objective – Status

### Benefits

- Organization – Consistency – Strategic Alignment – Resource Management
- Content Variety – Promotion and Distribution – Analysis and Optimization

## Content Stakeholders

- Marketing and Sales Teams
- Creative team
- Subject Matter Experts
- Editorial Team
- Management
- Customer Support Team
- SEO Specialists
- Legal and Compliance Teams
- Customers and Audience





# Content Platforms

- Social Media
- Website
- Featured posts
- Blogs
- Brochures
- Events

## Content Promotion Strategies

- Social Media Promotion
- Email Marketing
- Influencer Marketing
- Content Syndication
- SEO Optimization
- Guest Blogging
- Paid Advertising
- Content Partnerships
- Community Engagement



## KNOWLEDGE CHECK

You don't need to conduct market research to develop a content marketing plan

- A. True
- B. False (Ans)

# Metrics and Performance

- Content Marketing ROI
- Content Marketing Metrics
- Measurement of results

## Content Marketing ROI

- **Financial ROI:** Financial ROI considers metrics such as sales revenue, customer acquisition costs, conversion rates, and customer lifetime value.
- **Engagement ROI:** This type of ROI helps gauge the effectiveness of content in capturing attention, building brand awareness, and fostering audience relationships.
- **Branding and Reputation ROI:** This type of ROI helps assess the influence of content marketing in shaping brand perception, establishing thought leadership, and building trust and credibility.

## Common metrics

- Website Traffic
- Engagement Metrics
- Conversion Rates
- Lead Generation
- Social Media Metrics
- Search Engine Rankings

## Measurement tools

- Google analytics
- Social media insights

## KNOWLEDGE CHECK

In the last 10 weeks, social media likes and comments have increased by 20-24%.  
This is an example of which type of ROI

- A. Financial
- B. Engagement (Ans)
- C. Branding

## Additional resources

[Content marketing planning guide](#)

[Google analytics](#)





**THANK YOU**