

# BEST PRACTICES GUIDE FOR CONTENT MARKETING!



## Do you know that...

- 68 percent marketers rely on content for creating brand awareness
- 68 percent marketers count on content for customer acquisition
- 66 percent marketers use content for generating leads

(Stats from MarketingPros & Content Marketing Institute)

Content is an indispensable part of online marketing. Be it for increasing web traffic or generating leads that go into the sales pipeline, content plays a key role. Content marketing is creating, curating and distributing content for the purpose of promoting a product/service and bagging more customers. Content marketing strategies are used by top guns like P&G, Cisco, etc. Small business enterprises across the globe have shown the propensity to get even more content-savvy. Do you know why?

A perfect content marketing strategy falls in place when it is in-line with the following content marketing best practices...

## Slating a crystal clear content-marketing plan

## Content Marketing Works!!!

Ask yourself what the organizational goals are and how you would want to accomplish them. Be it driving sales, customer retention or growing your business, niche and drilled-down goals make it easy to identify how to achieve goals. Besides, you can also identify the target audience whom you are going to precisely target. Observe their behavioral and purchasing patterns, and be all ears to their requirements and challenges and write about them.



## **Creating niche content based on the personas**

Over 85 percent of marketers doing content marketing create personas and have niche content for them. It is factual that readers would be swayed to read niche content relevant to their business or interests. And marketers who are said to be using generic content do not have approving results. However, the bitter truth is that creating content based on geographies or demographics is no small task. It needs great efforts and expertise, but it is worth it.

## **Being the best in the lot**

Do you know that there are thousands of people in the market selling what you are? Cutting through the clutter and making it to the destination is a strenuous task. Invest in your content experts to make the task a rewarding one. Do not miss out on marketing your content at any cost.

## **Having a content calendar**

The content you create should be planned. Creating random content without an agenda wouldn't do any good to the brand. Create content calendars – Yearly, Quarterly & Monthly. Your editorial calendar should distinguished the most important content produced from the least important ones. Have editorial calendars for different types of content along with the key dates. You can utilize the calendar to track the buying cycles as well.

## **Less 'sales' and more 'thought leadership'**

Adding value to your customers should be your primary goal and selling a secondary one. Do not interchange them. Create content which educates and entertains the readers rather than driving them to sales all the way long. Write about timely and trending topics. Research (and not just look out for innovative ideas. Write the insights procured from leaders in the industry to win credibility.



## **Creating content for SEO and readers**

Creating content for both, bots and humans, is a great art. Remixing your content with SEO tactics and making it comprehensible is very complex. Having the correct SEO content mix for human consumption, but with a touch of SEO, is essential. Using keywords deftly in the content increases your search ranking.

## **Encouraging discussions**

Encourage readers by asking them to comment and respond to them. Discussions within online communities encourage more engagement. Social media channels are the perfect medium for interacting with customers and prospects.

## **Knowing the DNA of content**

Most people writing for websites are not professional writers. They are not aware of the 'DNA of the content'. Bring an inherent writer into the team and also a chief content officer who is accountable for all the content being published. Make sure that every piece of content going out is real, authentic and plagiarism-free – and more importantly, free of spelling and grammar errors or typos.

The most important aspect about content marketing is to build and maintain relationships with customers and prospects. Driving sales and building business will fall in-line when you win loyalty from your audience.

**Follow these best practices and you will be on the right track. Good Luck!**

