

**Website Editing &
Content Creation**

8 WAYS CONTENT MARKETING WILL BRING VALUE TO YOUR BUSINESS

and create sustainable business growth

Michelle Roberts, MCIM
www.web-editing.com



Intro.



(Great) Content = Business Growth

Content creation (marketed well) is the ultimate inbound marketing tool.

When you create content, you're providing useful information to your preferred audience, attracting potential customers to your website, and retaining existing customers through quality engagement.

**Here are 8 Ways Content Marketing
Will Bring Value To Your Business.**



Build Trust and Brand Reputation

While content marketing can build trust, strengthen website SEO, and establish your brand as an authority in its field - bad content **will not** be effective at all. In fact, it can be downright detrimental!

The quality of the content you publish is crucial.

Great content creates a positive experience for potential and current customers. A memorable experience will bring people back for more, nurturing the relationship and establishing trust with each visit.

By giving value without (immediately) asking for anything in return, your audience is more likely to see your voice as credible.





Educate Your Readers

The best content puts you in front of potential customers while they are actively thinking about making a purchase.

Your audience wants to learn something that's going to add value to their (working) life.

To educate your audience effectively through content, focus on common questions and objections that they will face in their business, for example;

- What problems are your target audience facing?
- What are the reasons most people seek the solutions you provide?

High-quality, educational content focuses on how your products and services solve problems. It is your opportunity to show your readers exactly **how** you can make their lives easier.



Drive Organic Traffic

To drive SEO using content requires consistency. It also demands an understanding of keyword strategy and buyer psychology.

Experienced content writers employ a keyword strategy that informs search engines what they are offering while simultaneously informing and educating their readers.

Tip: Map buyer intent with the sales process to create valuable content at each stage of the customer journey.

Another great SEO driver is to build credible outbound links in your content (backlinks) from trustworthy websites.

This will give you a 'vote' with Google and other search engines. The more votes you get, the more your SERP ranking improves.





Embrace Social Media

The benefits offered by social media rely on you producing high-quality and relevant content.

Regular production of high-quality, relevant content creates opportunities for you and current customers to promote your business through social posting and sharing.

Tip: Repurposing content is an influential and powerful way to gain traction on social media.

Social media offers a direct line to potential purchasers. Between posts, comments, and engagement, you can establish a genuine relationship with your customer base and influence potential purchasers.



Generate Meaningful Leads

Content marketing as a lead generation tool is a widely proven strategy to attract and convert potential customers.

By creating and distributing high-quality content that resonates with your target audience you are more likely to convert visitors into customers.

Content marketing is a cost-effective, lead-generation tool. According to Demand Metric, it costs 62% less than traditional marketing.

Although it takes longer to generate results, content that ranks for relevant keyword phrases can bring in new customers for months to come.

**Read: They Ask, You Answer
by Marcus Sheridan**





Create Compelling Lead Magnets

A lead magnet is a valuable piece of content related to your target audience, in exchange for their email address or other contact information.

Lead magnets can be anything from eBooks checklists, workbooks and white papers to guides, webinars and podcasts and are a great way to incentivise potential customers to click through to your landing page or website in exchange for their data.

Action: What could you create that will resonate with your potential customers?

Clear calls to action or signposting what your potential customers need to do next will optimise your conversions by gently guiding them to the next step in the conversion process.



Share Your Expertise

One reason content marketing works so well is the variety of channels it offers.

You can answer the same question or address the same common problem through a blog, a video, a podcast, a whitepaper, or an ebook, etc.

Remember: Not everyone learns or digests content the same way so you will need to create and disseminate content the way your audience digests it.





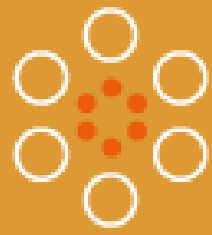
Choose Your Distribution Channels

After you've posted your content on your website, you should share it on social media, send an email to your database, post it on relevant Quora threads, or use it for webinars, podcasts or conference materials etc.

Tip: To maximise your discoverability and distribution repurpose your content.

You can use your content as part of a blog post, script a video, use multiple blog posts to build a guide and make an infographic from data.

Having multiple channels for potential buyers to discover your products and company will enhance your brand's image and build your position as an industry expert.



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*"Quality content builds
customer awareness, drives
leads, and increases conversions.*

*In an increasingly digital world,
high-quality content has become
an essential marketing strategy.
for all businesses"*

Get in Touch



Michelle Roberts, MCIM
www.web-editing.com

01752 393261

michelle@web-editing.com

