

Grow

your business with

CONTENT MARKETING



THE WRITERSCO

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Introduction

Imagine a world where your business is thriving, your brand is well-known and respected, and you have a steady stream of leads and sales pouring in. That feels so good to imagine, doesn't it? Now, stop imagining. It is about time to make this dream a reality through the power of content marketing.

It does not matter whether you are a small-scale or large-scale business, a newly established or old brand; at whatever stage you are in, the desire is for your business to grow and get better. However, growth has never jumped on anyone or anything. Unless you feed your business the right way, you are setting it up for stagnancy or, at worse, retardation.

About a decade and a half ago, the requirements for growing and marketing a business were different. You knew that you needed your capital, for sure, and then a radio or TV ad and perhaps an ad slot in a newspaper. That was all you needed to get your business generating sales.

Things are so different today, though. Now, everyone is talking about content marketing as the best method for getting your business known – and this is true – as you will later get to know.

The essence of this book is to provide a simple resource on content marketing that you can always refer to. Here, we will uncover the secrets of content marketing and show you how to harness its power to take your business to the next level.

CHAPTER ONE

What is Content Marketing all About?

To better understand content marketing, we will start by looking into the meanings of the two words that make up the term: "content" and "marketing."

What is Content?

Content, in the most basic form, refers to information. Information in a book like what you are reading now, a video, like a skit on Ig, a blog post, a tweet, or even a speech. It can be delivered on a CD, a book, TV, the internet, a stage performance, or any form or outlet you can think of.

What is Marketing?

There are several definitions of marketing. But we like one given by Julie Barile – Vice President of eCommerce, Fairway Market. “Marketing is traditionally the means by which an organization communicates **to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services.**”

What is Content Marketing?

Content Marketing is simply using “content,” which we have defined above, to promote an idea, a business, a brand, a person, or anything to a target audience. There are many more technical definitions, but remember, the goal of this book is to keep things simple for you.

So we use content for marketing services or products to an audience. This means the content would communicate to, connect with and engage the audience. It also implies that the content must convey value to the audience. In the end, it would trigger the consumer of the content to take a specific action. This action could include purchasing your product or service, leaving a comment under your post, subscribing to your service, etc.

For in depth understanding of the subject, here is a comprehensive compilation of [content marketing definitions](#) and a critical review of each definition. You should check it out!

Types of Content Marketing

As mentioned earlier, content can be presented in various forms. The different forms in which content can be presented make the different types of content marketing we can have.

1. **Blog Marketing:** This involves marketing to customers through blog articles. Business owners can choose to have a dedicated blog site or a blog page on their business website. A blog does more than help you market, even though that may be the primary goal. You can use a blog to talk about your passion, inform your clients how they can better use your product or service, or even share news related to what you do.

2. **Social media marketing:** With [4.55 billion active social media users](#) that continue to increase daily, this form of marketing has come to stay. Facebook leads the social media space, dominating over two-thirds of the market. A [survey in 2021](#) recently showed that [social media marketing](#) is the top brand strategy used by brands. Interestingly, research has also found that short-form videos are the best-performing form of content in social media marketing. It's not a surprise, though; people tend to engage more skits these days on social media. But pictures accompanied by short posts also do well. You should research any platform you want to use for your products. When making a pick, remember to consider the less popular social media platforms for marketing, like LinkedIn, Twitter, Snapchat, and of course, TikTok.
3. **[Video content Marketing](#):** If a picture says a thousand words, then a video probably says a billion. Forget it, videos are powerful! As a matter of fact, the current trend is that video content is the top content strategy used by brands in 2021. It was also projected that by the end of 2022, 82% of online consumer traffic would be dominated by videos. Also, by the end of 2022, an average person would spend at least 100 minutes per day watching videos. We will not be surprised if these figures are even exceeded. It's time to start planning to include your 2 minutes video in your customer's 100 minutes every blessed day! So social media marketing and video content marketing go hand in hand. You just have to do more research on which type of video to place on which type of social media platform. (Helpful resources are added at the end of this post)
4. **Podcasts:** Podcasts are simply audio content that people can listen to anytime they want to. Usually, there are platforms that enable this type of service, and users can have access to different categories of podcasts. Currently, there are over 2 million podcasts. And 57% of individuals above the age of 12 listen to podcasts. This number keeps rising as more and more people begin to see the benefits of podcasts. Perhaps one advantage it has over video is that it is audio - no need to see to get the message, so people can either relax while listening or do something else. But again, this means it would only be suitable for some types of products or messages. Therefore, the content marketer must thoroughly research their product and audience to determine if podcasts are suitable.
5. **Ad content marketing:** Of course, this is a type of content marketing. You can run ads with whatever form of content you wish, whether it's a video, a blog, a tweet, anything. You can also run those ads on any platform of your choice: Facebook, Instagram, Google, or YouTube, and for whatever duration, depending on your budget. On Google, ads are usually the first few pinned results that pop up when doing a search. Now think about this, 90% of users have usually not made up their minds about the products they want to buy when they enter a search term. So you have a high chance if you can get your products right up there where they can see them. And then, worldwide spending on digital ads entered \$350 billion in 2020 and is projected to reach \$786 billion by 2026. So, yes, more companies would continue spending on ads.

There are several types of content marketing, but these are the most popular. Other types include:

- Ebooks

- Case studies
- Infographics
- Influencer
- User Generated content
- Case studies

CHAPTER TWO

How Can Content Marketing Help You Grow Your Business?

Now that you have a basic idea of content marketing, it is also essential to understand how it works for business growth. Knowing this will grant you a clearer insight into the benefits of content marketing and how you can begin to use it to drive the growth you desire.

Here are the primary ways content marketing can help you grow your business:

By Building Brand Awareness for Your Business

Brand awareness refers to how much people know about your brand and product. For example, when you think of buying a phone, we'd guess that Samsung and Apple products will come to your mind first. When you think of a cold soft drink, Coke and other Coca-Cola products will probably come to your mind first. Why does this happen? These brands have become so popular that no one can think of a generic product or service they offer without thinking of them. When your target audience begins to think of your products this way, then your brand awareness is hitting it.

Mind you, brand awareness is one of the top 3 goals of brands all over the world, and there is no reason why your brand should be left out. There is no better way to achieve brand awareness than putting out content in your audience's face. In fact, marketing experts have revealed that almost 100% of businesses that utilize content marketing achieve tremendous results with brand awareness.

By Helping You Generate More Leads and Conversions

Using Call To Actions (CTAs) which you can place anywhere in your content, you can generate more leads for your business. Conversion simply means the process of turning a website visitor, lead or prospect into a paying customer. On the other hand, leads are potential customers who have shown interest in your products or services.

When you create explosive and engaging content that centers around your product and then include a call to action, you have a high chance of generating more leads and conversions, which automatically means more sales for your business. Remember, sales make for profit, and your business will grow with consistent profit.

Businesses that use content marketing can generate six times more leads than those that do not. Think about it – that is 6 times the number of leads you have right now without content marketing! You just have to create great content and then tell your audience what you want them to do. Your conversions would ultimately come from those who follow your content.

By Increasing Your Visibility through SEO

If you are not visible, your present customers will tend to forget you as they opt for other brands that have always been in their faces. Besides, you need to stay visible for the sake of prospects who have never heard about your brand or what you do. You will agree that the way to remain visible is to always put out content.

This is an experiment you can derive a conclusion from just by reminiscing on your habits. You only remember the brands that pop up on your Instagram feed, and the only way they could have popped up is because they created content. When you make a search on Google, you only click on the websites that appear first. You would not want to waste time scrolling down too much when you can find the answer you need on the first site you click on. Remember also that those websites could only pop up because they created content – blog content.

Content marketing is a powerful tool that encourages visibility, but there is another powerful tool that aids it, and that's SEO. SEO, fully known as Search Engine Optimization, refers to a series of techniques that you can use to make your website rank higher in search engines. Now, if you do not have a website, you cannot utilize SEO, and if you do not upload content, SEO will not work for you. The more content you have on your site, the higher your chances of ranking using relevant keywords and other essential SEO techniques.

By Setting You Apart from Your Competition

Content marketing can grow your business by setting you apart from your competition in two ways. One is by creating unique content that stands your brand out. There are lots of businesses offering similar products and services to yours who are also creating content. However, you can be more unique and strategic in how you create yours, and this can be what makes all the difference. For example, as a baker, you already understand that most bakers are on Instagram. Therefore, finding content relating to confectioneries on the platform would be easy. To make yourself stand out, you may consider creating baking lifestyle video content and tutorials on YouTube, and you may even consider making fun videos of what you do on Tik Tok. The trick is to always look out for ways to stand out from everyone else, and those who have mastered this trick are truly reaping the benefits of content marketing.

Another reason why content marketing would set you apart from your competition is that not all of your competitors are utilizing content marketing yet, and some are even getting it wrong. When you rise to the task of content marketing, you put yourself on edge over others who don't, and it will not be long before you begin to see better dividends from your business.

CHAPTER THREE

How Can I Start With Content Marketing?

Here is a simple answer: start creating content! But it's not really that simple, or is it? We know this is not as easy as it sounds, and this is why we have provided a step-by-step guide on getting started with content marketing.

Define Your Target Audience

Your content will be of no use if it does not appeal to or meet your audience's needs. Identifying and researching your audience is very important in content marketing. You could have a very creative content but show it to the wrong audience. You could also have a content that targets your audience, but you end up presenting it in a way that does not appeal because you do not fully understand what the needs and peculiarities of your audience are.

Before you kick up with any content at all, make sure you outline who your audience is. Include specific details like their age, location, race, income level, and personal interests. These are essential information that will get you set with creating the right content that appeals to the right people.

Set Your Goals

Determine what you want to achieve with content marketing. Do you want more sales at this time, or do you just want people to register for your photography tutorial? Are you looking to increase traffic to your blog posts, or do you want your clients to subscribe to your weekly newsletter? These are distinct goals and there are different content marketing strategies for achieving them.

Therefore, if you do not set goals, you may end up wasting energy and resources because you've been focusing on the wrong things. Once you clearly state your goals, you set yourself up to get a clearer insight into how to achieve them.

Determine What Content Marketing Option You'd Go For

For a start, we suggest that you are not everywhere all at once. In fact, this will be very tasking for you, and you may find yourself burning up even before you walk a mile out of the far journey. Instead of jumping from one marketing type to the other, you could just focus on one or two. What matters is to opt for a content marketing form that would truly work for your brand and your goals. Never be sentimental about making this choice, and do not be carried away by what others are doing. Try to ask yourself questions like, will Tik Tok really work for my goals, or would creating a blog be better? You may even put the various content marketing types on a

scale of preference and start with the topmost on your list, that is, the one that's most relevant for achieving the task at hand.

Develop a Content Marketing Strategy

Your content strategy refers to how you plan to create and distribute your content. This also includes what channels you will use, which we have already discussed above. However, it goes beyond that to include other details like your budget, the marketing workflow, and so on. When you have a content marketing strategy to work with, your chances of success are higher. Mind you, a good strategy is not just about having a plan; it is about having a working plan – one that will drive results when implemented.

If you're working all by yourself, the strategy you create might be a very simple one. However, if you work with a marketer or content marketing expert, they will be able to help you create a content marketing strategy that is comprehensive and leaves no detail behind.

Create a Content Calendar

Having a content calendar is your trick to not getting stuck along the way for lack of content or even forgetting to create and upload content. Plan out the types of content you want to create ahead of time and assign dates to them. You may even create a schedule to work with. For example, you post three times a week, or you focus on different topics on different days. Doing this gives your audience something to always look forward to, and it also helps you to better enjoy what you do.

Start Creating Content

Now, this is the real part of the deal. We believe that if you have truly followed through with the previous steps we mentioned, you should be very clear and even motivated on how to start with content creation. Your first video might be shabby, or your first post might be too short because you were unsure what to say. With constant practice, however, you will build confidence and experience.

We often look at people who are already good at what they do and wish to become like them, but we forget that they also started small and had their own share of flops. This is to encourage you to not be afraid to start, but at the same time, we advise that you should leave no room for mediocrity. Busy yourself with learning by exploring resources that focus on how to create your type of content, practice, find a mentor to critique and guide you, and watch yourself begin smashing your goals one step at a time!

CHAPTER FOUR

You are Good to Go Now, But Wait...

It must be thrilling to understand how you can begin growing your business through content marketing, but before you head off, we would like to leave you with some more tips you must always remember if your content marketing must drive results.

Always create high-quality, engaging, informative, and relevant content

If your content does not meet the qualities outlined above, we're afraid they will achieve little or nothing for you and your business. If you are going to invest time in creating content, then we advise that you rather not be shabby about it. Instead, do adequate research about what your content will focus on, practice how to do well at presenting it, and remember the simple strategies that will help drive engagement to the content.

Never forget to include call to actions in your content

Before you create any content, ask yourself, what would I like to gain from these? Is it more followers, more sales, comments, customers dropping reviews, downloading your free resource, or subscribing to your newsletter? After figuring that out, remember to include the prompt that will get your audience to do that in the content. This prompt is known as a call to action (CTA).

CTAs can be in the form of buttons, links, or text that prompt the audience to take that specific action. When creating CTAs, ensure they are clear, precise, and align with your overall content marketing goals. The placement of your call to action is also essential, and it can be a good idea to include them in multiple locations throughout your content, so your audience does not forget.

You should also track and test the performance of your CTAs over time to see which ones are most effective and make adjustments as needed.

Measure and Analyze Your Results

Measuring and analyzing marketing results gives you an insight into the success rate of your content marketing strategy. This will either inform you that you are doing just fine at hitting your goals or that you need to do better with your marketing strategy. Besides, analyzing your results can also help you discover if there are other loopholes in your business process that may have been hindering sales.

You could easily track and measure your content marketing results using simple metrics such as your monthly account reach on Instagram, the number of additional YouTube subscribers per month, and so on. For website and other complex analytics, there are available tools that will

help you do the tracking and may also let you compare marketing metrics with that of other businesses in your niche.

You Could Make Do with the Help of Experts

You will agree that content marketing is an extensive chore, and it will become hard for you to fully devote yourself to it while still laden with other business activities such as production and delivery. As your business expands and begins to recruit workers, you should also not forget to employ a content marketing manager.

There is no best time to employ a content marketing manager, but once you notice that you're getting too busy to keep up with marketing tasks, it is high time to hire a manager to do the job for you. Besides, you'll never know how much professional help you are missing until you get experts to do the work.

Interestingly, you do not have to employ a content marketing manager full-time if your business cannot support the cost implications yet. You could work with content marketing companies like [WritersCo](http://www.writersco.net) to perform tasks on a contract basis. Just never forget this one fact: content marketing yields better results when professionals are employed to do the job.

ABOUT THE BOOK

This book is your key for unlocking the power of content marketing and turning your business into a thriving empire.

In this simple guide, you'll discover how to captivate your audience and establish your brand as a thought leader in your industry. You will discover what makes content marketing special and how you can begin utilising content marketing even as a newbie.

Packed with actionable strategies, *Grow Your Business with Content Marketing* is a must-read for anyone looking to take their business to the next level.

ABOUT THE AUTHOR

Writersco is a thriving content marketing company dedicated to helping businesses grow their online presence and reach their target audience through the power of content marketing.

The first of its kind in Nigeria, our team of experienced writers, marketers, and SEO strategists work together to create compelling content that resonate with your audience and drive the engagement and traffic you desire.

Our passion is to help businesses become visible through high-ranking websites and thriving social media platforms. Join the ranks of our satisfied clients and take your business to the next level by reaching out to us today.

Website: www.writersco.net