

# Breaking down 7 TIPS for Building an Effective Content Marketing Strategy

“ YOU’VE LIKELY HEARD THIS A FEW TIMES BY NOW, BUT IT’S WORTH REPEATING – YOUR BUSINESS NEEDS TO GENERATE HIGH QUALITY CONTENT TO BE SUCCESSFUL TODAY. ”

- SMILE MEDIA

## The Power of Content Marketing

TODAY’S WORLD RUNS ON WORDS. WHEN IT COMES TO ENGAGING PROSPECTS AND CONVERTING THEM INTO CUSTOMERS, **CONTENT MARKETING** IS ONE OF THE MOST COST EFFECTIVE MARKETING STRATEGIES COMPARED WITH TRADITIONAL METHODS.

## When Done Right...

CONTENT MARKETING PRODUCES SIGNIFICANT RESULTS.



## Plus, as long as...

THE HIGH-QUALITY CONTENT YOU ARE PUBLISHING REMAINS “LIVE” AND FRESH, IT WILL CONTINUE BRINGING IN BUSINESS AT NO EXTRA COST.

MORE MONEY IN YOUR POCKET!



## Unfortunately, many businesses...

ARE UNDER THE IMPRESSION THAT CONTENT MARKETING IS ALL ABOUT PUBLISHING TONS AND TONS OF CONTENT. QUALITY IS FAR MORE IMPORTANT THAN QUANTITY, THOUGH IT’S ALSO CRUCIAL TO BE CONSISTENT WITH YOUR PUBLISHING SCHEDULE.



## 7 TIPS FOR CONTENT MARKETING

SO, HOW DO YOU CREATE A SUCCESSFUL CONTENT MARKETING STRATEGY?

### 1. Identify what Success looks like for You

WHEN IT COMES TO BUILDING A SUCCESSFUL CONTENT MARKETING STRATEGY, IT OFTEN CALLS FOR **REVERSE ENGINEERING**. START WITH THE END RESULTS AND WORK BACKWARDS.



## Continued...

THE RESULTS YOU WANT TO SEE WILL **INFORM** YOUR CONTENT MARKETING STRATEGY, AND THOSE RESULTS MUST BE MEASURABLE.



## Examples of successful content marketing campaign results include:

- 1. % INCREASES IN SUBSCRIPTIONS
- 2. X NUMBER OF TRIAL SUBSCRIPTIONS
- 3. % INCREASES IN SALES/DONATIONS



### 2. Know Your Audience

THE NEXT STEP INVOLVES REALIZING A SOMEWHAT HARSH TRUTH: YOUR PRODUCT OR SERVICE IS NOT GOING TO APPEAL TO EVERYONE ALL OVER THE WORLD. AND THAT’S OKAY!



## Audience Questions to ask Yourself

WHO IS MOST LIKELY INTERESTED IN WHAT YOU HAVE TO OFFER? HOW OLD IS YOUR IDEAL AUDIENCE? WHERE ARE THEY FROM? WHAT PROBLEMS ARE YOU HELPING THEM SOLVE?



### 3. Know Your Channels

WITH ADVANCES IN TECHNOLOGY HAPPENING FASTER THAN WE CAN KEEP UP, THERE ARE MANY CHANNELS AVAILABLE THROUGH WHICH YOU CAN REACH YOUR TARGET AUDIENCE. THE GOOD NEWS IS, MUCH OF THE TIME, YOUR TARGET AUDIENCE CAN BE FOUND HANGING OUT IN SIMILAR PLACES ON THE WEB.



### 4. Use Effective Language

IF YOUR IDEAL CUSTOMERS ARE IN A VERY SPECIFIC PROFESSIONAL INDUSTRY, YOU’LL WANT TO USE INDUSTRY-RELATED LANGUAGE THAT THEY KNOW AND UNDERSTAND. IN GENERAL, WHEN WRITING CONTENT FOR THE WEB, IT’S BEST TO KEEP THINGS AS SIMPLE AS POSSIBLE.

### 5. Create Amazing Content

A CONTENT MARKETING STRATEGY, NO MATTER HOW WELL EXECUTED, IS USELESS WITH MEDIOCRE CONTENT. WHAT MAKES CONTENT GREAT? GREAT CONTENT IS MORE THAN JUST WORDS STRUNG TOGETHER FOR THE SAKE OF CREATING CONTENT.

## 5. Continued...

YOUR CONTENT SHOULD BE MAGNETIC, MESMERIZE AND ENGAGE, INSPIRE ACTION (CREATE CONVERSIONS), AND MAINTAIN CUSTOMER RELATIONS (RETENTION) OVER AND OVER AGAIN!



### 6. Track Your Metrics

THIS IS WHERE MOST CONTENT MARKETERS FAIL. THEY DON’T TRACK THE IMPACT AND PROGRESS OF THEIR CONTENT MARKETING CAMPAIGNS. IT’S SIMPLE, REALLY. IF YOU DON’T MEASURE YOUR METRICS, HOW WILL YOU KNOW YOUR ROI?

## Some Metrics You Should Measure

- 1. TRAFFIC
- 2. SOURCE
- 3. ENGAGEMENT
- 4. SHARES AND LIKES
- 5. SALES/SUBSCRIPTIONS



### 7. Review, Adapt, Repeat

AT THE END OF THE DAY, EVERY CAMPAIGN NEEDS TO BE PULLED APART AND EXAMINED. WHICH PARTS WORKED WELL? WHICH ONES FELL FLAT? REVIEW YOUR CONTENT, PROCESSES AND METHODS. KEEP THE SUCCESSFUL ONES AND CHANGE OR ADAPT THE POOR PERFORMERS.



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