

10 Things You Didn't Know About Content Marketing

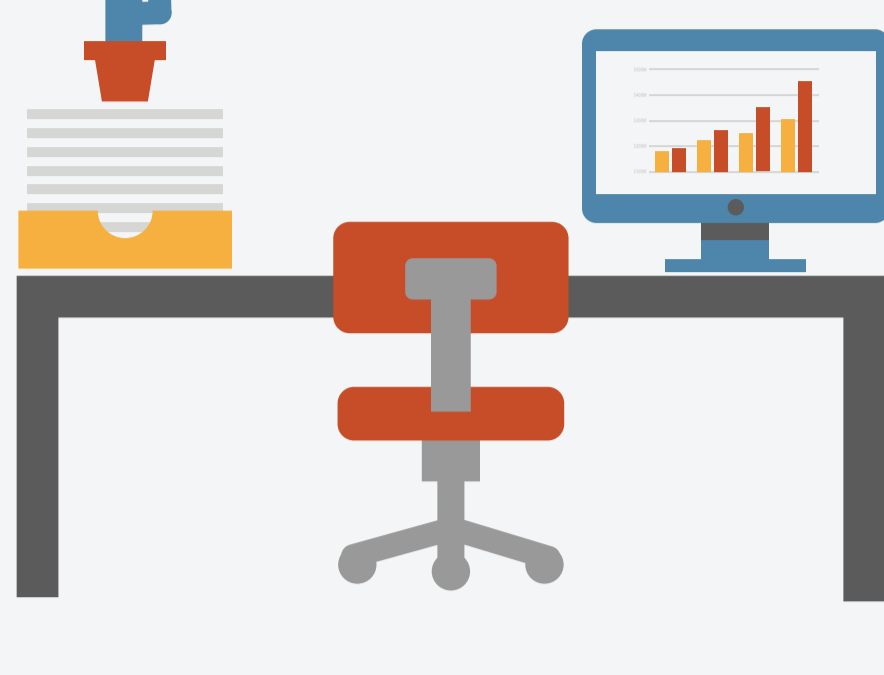
More than 27 Million pieces of content are shared on the web everyday

"Content marketing is all about telling a compelling story."

Joe Pulizzi, Content Marketing Institute

People Love Blogs

Companies with an active blog generate **67%** more leads per month



Give Your Customers a Reason to Come Back for More.

A blog that has educational and useful posts can easily become the go-to-resource for other people in the industry.

Key Take Away:

Don't be afraid to start your blog and share ideas with your customers. The content you create for your customers through your company can help you establish lasting credibility and trust.

Multi-Channel/Multi-Tasking



On average, content marketers are using

12 different tactics as part of their content strategy

Content Marketers Are Mega Multi-Taskers.

Emerging social media platforms continue to jump into the content marketing arena. Understand where your target audience is "hanging out" and build your community of followers there.

Key Take Away:

Be picky. With new platforms emerging every year, choose which ones are right for you and your customers. Don't be afraid to say no if the platform doesn't fit you or your customers!

Social Impacts Buying Choices



Content Marketing is Valuable.

You are already an expert in your field and in your industry. Share your expertise!

Key Take Away:

People love to learn and who best to learn from than Brands they trust. Keep your content marketing educational, informational and interactive. Encourage your customers to engage and they will become your brand's biggest advocates.

Make Connections. Get Social.

B2C companies have realized the need to organize their content marketing efforts and turn to social media for product reviews, recommendations and even demonstrations. Content marketing can be adapted to social media platforms easily, and can help expand your audience reach.

Key Take Away:

Let your customers be your best brand voice. Encourage and monitor feedback forums, Q&A forums, and always ask your audience to share their thoughts. Build your own social community.

B2B Embraces Content Marketing



Your Customers are Out There. Are You?

Consumers turn to online searches to learn about products, seek out reviews, and become educated before the buying process begins. Your customers need to find your company on the internet and on all relevant social platforms.

Key Take Away:

Take a moment to evaluate where your customers are interacting with your brand. Develop a content strategy that capitalizes on the power of social media and that can help drive traffic to your website.

Content Has Reach

Blogs and Social Media reach



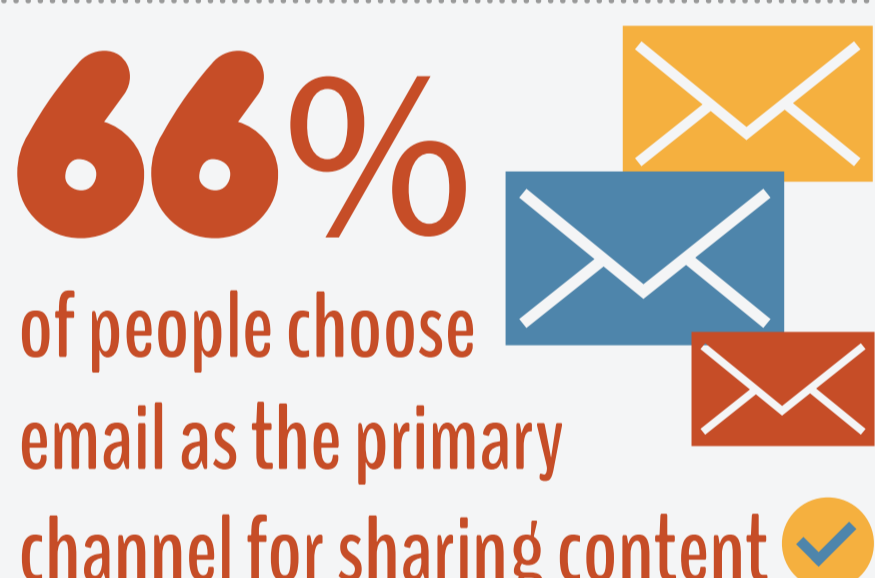
Forward Me That Email.

"Forward me that email" is heard more often than you think, making email sharing the #1 way content is shared online.

Key Take Away:

Develop a cohesive and consistent email marketing plan that can help you share your content with your customers. Don't forget to make it easy for them to share by adding social icons and a "forward to a friend" option.

Email Is Still Popular



Credibility Lies In LinkedIn Shares.

LinkedIn is your direct connection to professionals in your industry and a perfect way for you to reach your customers with meaningful and educational content. If you've not checked out the latest LinkedIn enhancements, do it today!

Key Take Away:

Take advantage of company LinkedIn pages and create a distinct voice for your organization. Don't be afraid to engage with your community and encourage your salesforce to do the same!

Make Content Connections



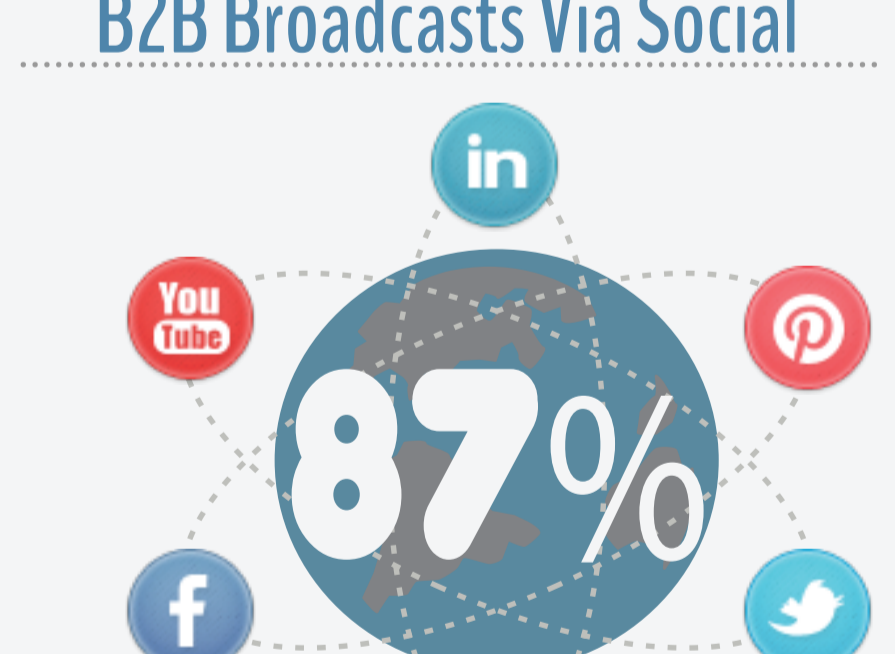
Companies that Engage Create Lasting Connections.

Build a content marketing team and look inside your company for expert thoughts and topics to share on your social media platforms. You'll see increased web traffic and your company will begin to share its brand story.

Key Take Away:

Be open with your customers and engage them in social media. A humanized brand goes a long way in the mind of your customer. Make your brand memorable by sharing your content and engaging with them where they are most active.

B2B Broadcasts Via Social



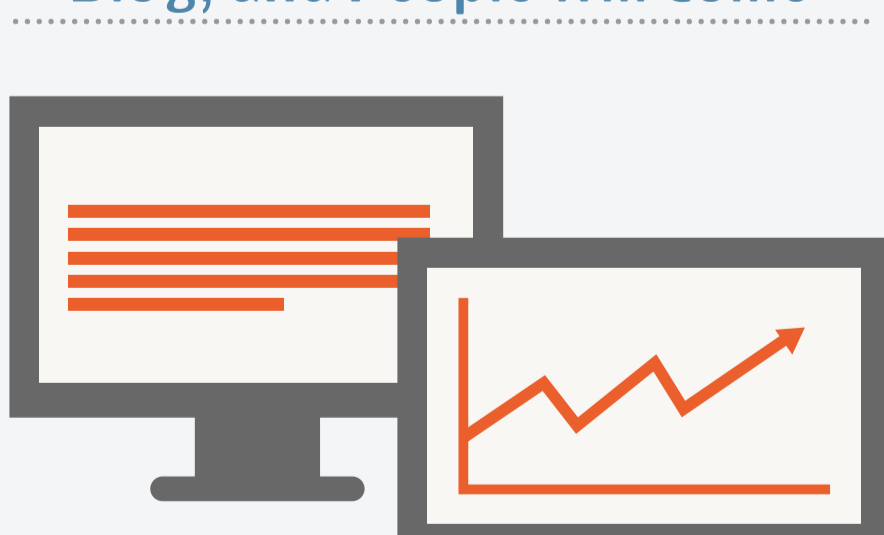
Supercharge Your Website.

Want to see more traffic to your website? Create a blog! Websites with blogs have 434% more indexed pages and 97% more indexed links than websites that don't. By blogging, you can increase your website's online credibility and increase your website's ranking in search engines results. If you're looking for another reason to start your company's blog today, companies with an active blog report receiving 97% more leads than those who don't! (WOW!)

Key Take Away:

Content marketing can help your long term SEO strategy by providing indexable content for your website. With the added benefit of using hot button key words to generate more search traffic and creating additional internal and external links to build website credibility, starting a blog is one of the most critical changes you can make to your website this year.

Blog, and People Will Come



Become the Voice of Your Company.

It's easy to outsource your content writing, but keeping it in-house gives you direct access to what makes your company and culture unique to you. Look around and ask for volunteers who would like to try their hand at writing. You can always fine-tune it, but it will be in an original voice of the company.

Key Take Away:

Keeping your content marketing team in house can be more expensive than an outsourced solutions. Evaluate the pros and cons of creating your own content marketing team and decide whether your company will benefit more from an internal team or if an outsourced team is what you need.

Bring It In House

