SMALL

BUSINESS

CONTENT MARKETING

OUR AGENDA

WHAT IS CONTENT MARKETING

FORMATS

STRATEGY

COPYWRITING

EXAMPLES

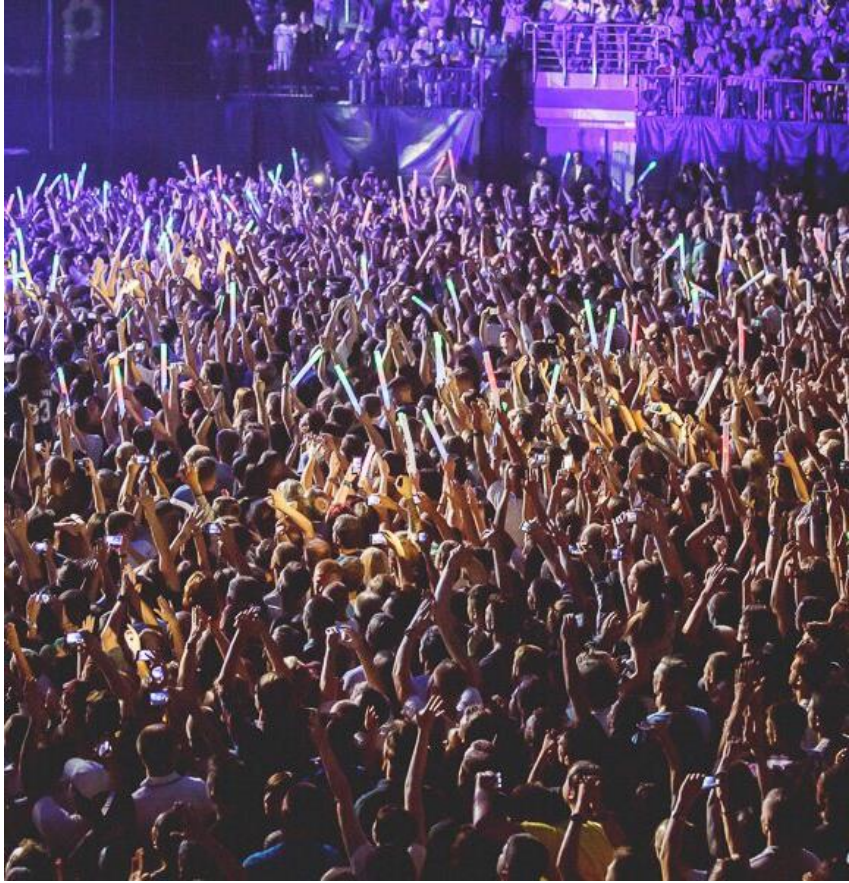
What is Content Marketing?

CONTENT **MARKETING**

Creating content targeted at specific audience

Content being searched for

Show authority in subject matter



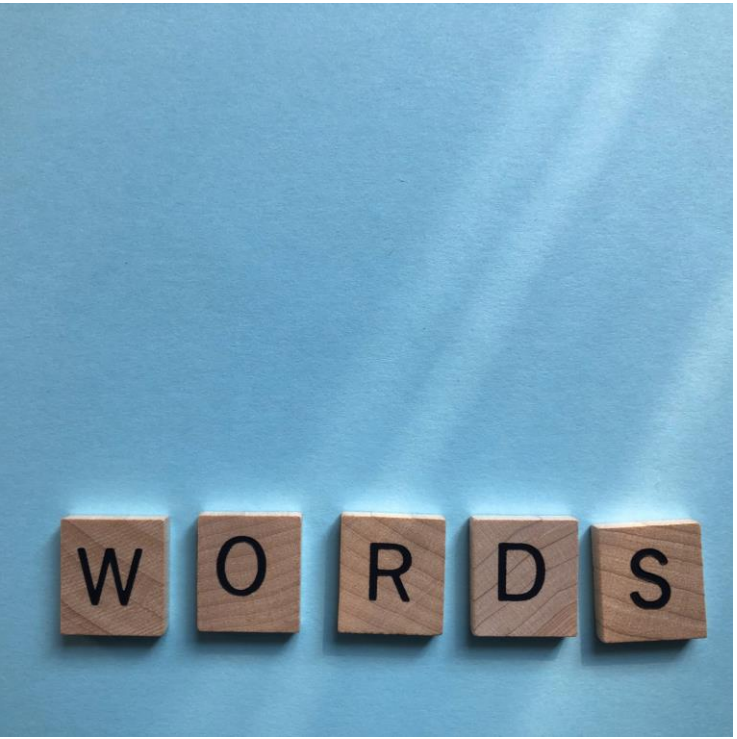
CONTENT **MARKETING**

Show credibility in subject matter

Generate more website traffic via SEO

Different parts of buying process

Formats



FORMATS

Text

- Content using written words

Image

- Content using images such as photographs or illustrations

FORMATS

Audio

- Content using spoken words

Video

- Content using moving images like recorded video or animations

Strategy

CONTENT **STRATEGY**

Goal

- What is aim for developing content?
- Relationship to business goals

Target Audience

- Who are they?
- What are they struggling with?
- Where do they look for solutions?
- How will you solve their problems?

CONTENT **STRATEGY**

Content Methods

- Figure out best type of content format to produce
- Where will you distribute content?

Keyword Research

- Find all keywords for your niche or particular subject
- Keyword grouping

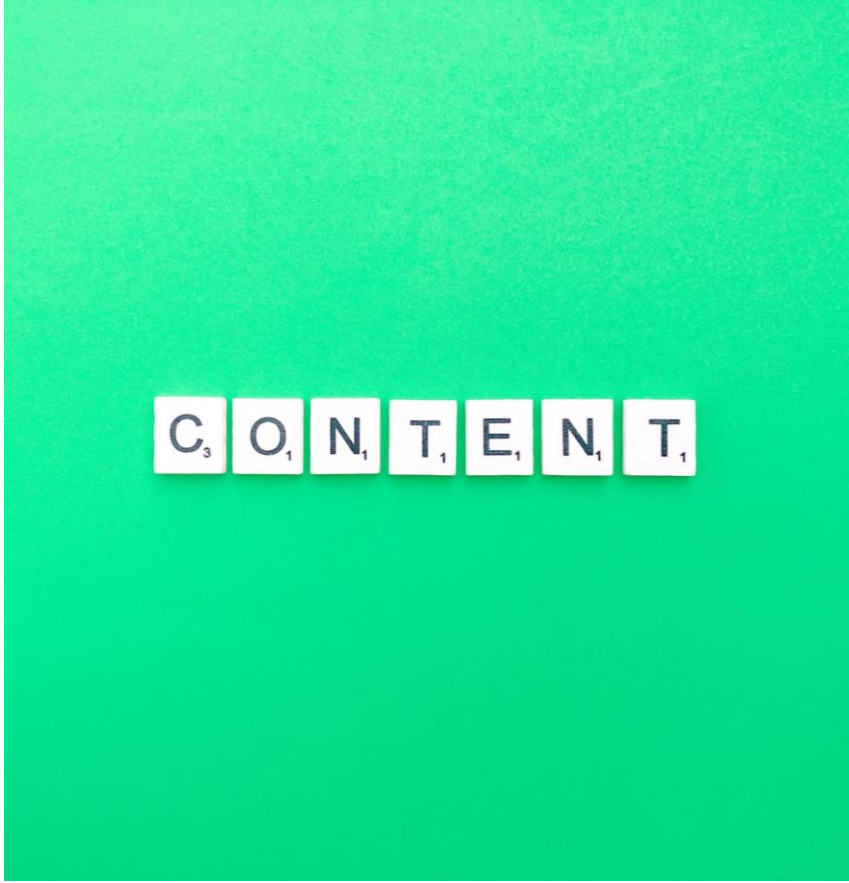
CONTENT **STRATEGY**

Long Tail Keyword Research

- Look for keywords or phrases with high search volumes but low competition

Content Ideas

- Identify concepts
- Create topical clusters
- Determine length



CONTENT **STRATEGY**

Content Creation

- Create content
- Grammar
- Brand style
- Design for skimmers

Measuring and Analyzing

- SMART goal

Copywriting

COPYWRITING

- Proofread
- Paragraphs, bullet points and numbers
- Charts and data comparison
- Keyword focused
- Combine different formal types
- Craft a hook

Outsource to experts

Examples

EXAMPLES

Website

Blogging

Press Releases

EXAMPLES

Social media posts

Videos

Podcasts

Conclusions

BENEFITS of CONTENT MARKETING

1 Create for customers

2 Authority and credibility

3 Generate website traffic

4 Target buying process