

INTRODUCTION TO CONTENT MARKETING



WHAT IS CONTENT MARKETING?

Content marketing

noun

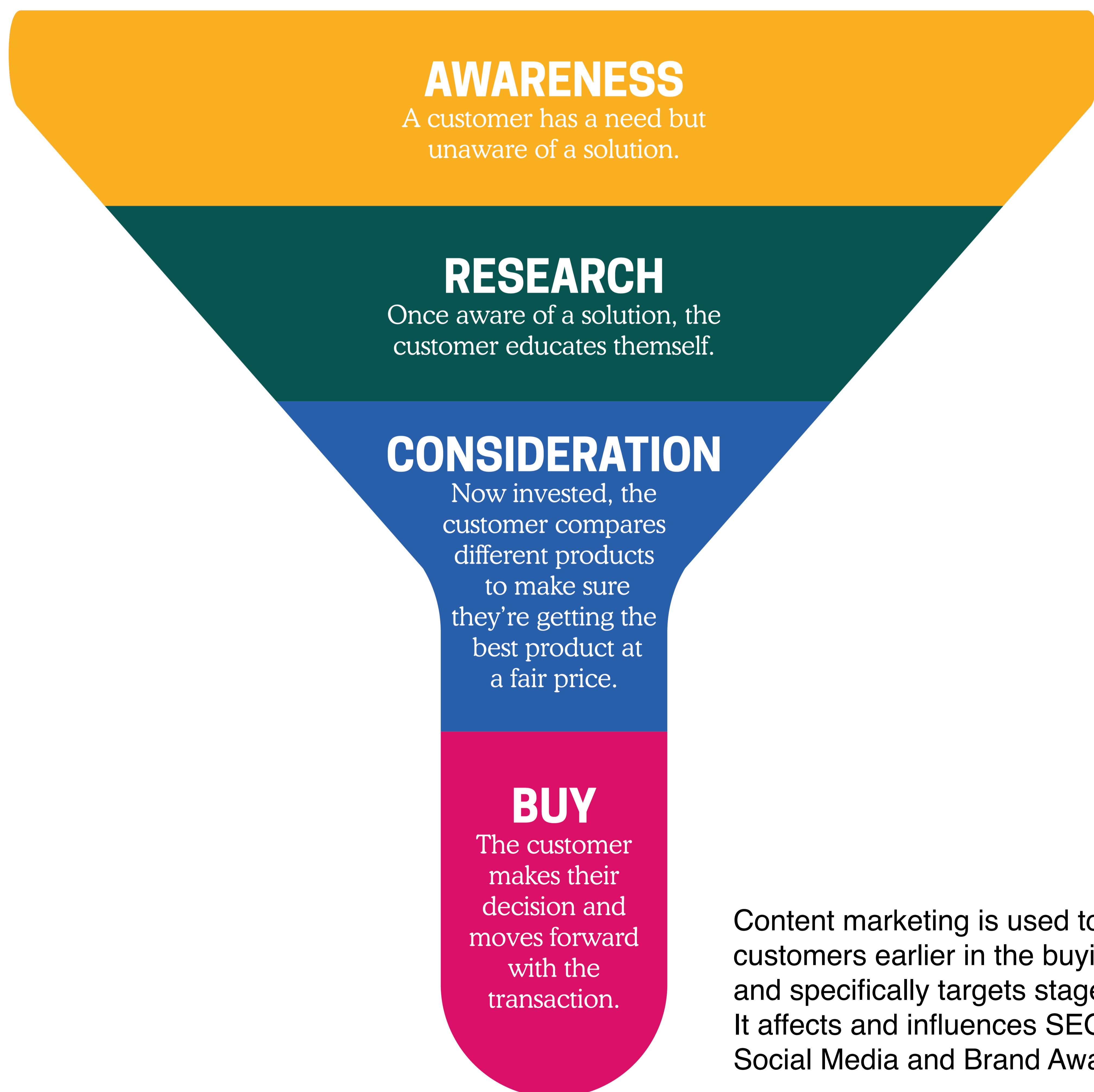
1. A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Content marketing differs from an advert or PR stunt since their sole purpose is to directly promote a brand or product.



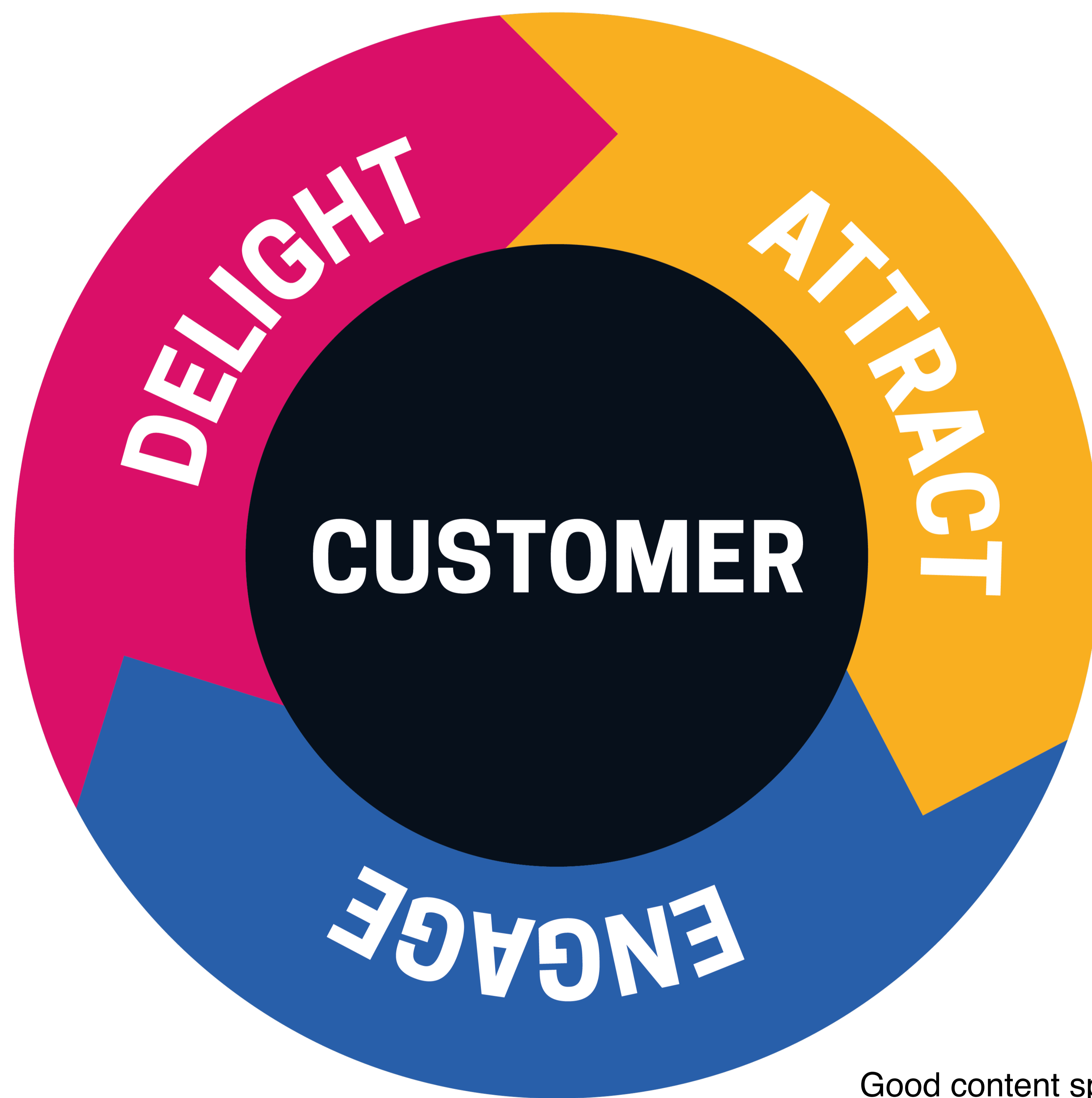
WHY DO WE NEED CONTENT?

Customers rarely buy on a whim, especially with big purchases or investments and typically follow this path when making a decision:



CONTENT AND INBOUND MARKETING

Attracting people to your website is important. Content marketing sees that you continue helping, supporting and empowering visitors, even after they've become a customer.



Good content spins the wheel at all points and always seeks to add value and build trust. We do this by creating content that addresses the problems and needs of our ideal customers.

EXAMPLES OF CONTENT

Content marketing involves more than writing blogs. Other content includes:

- Infographics
- Web pages and blogs
- Podcasts
- Video
- Print media, such as flyers and brochures

Your content must always be researched and consider previous data if you want it to be successful.



WHAT IS GOOD CONTENT?

THE CONTENT ITSELF

Good content provides original information that's substantial and insightful. It's interesting and goes beyond stating the obvious.

Good content is always in your own words and nods to other experts, with adequate citations and links where necessary. It provides relevant headlines and titles, with helpful summaries and is never sensational or melodramatic.

Good content is shareable.

EXPERTISE

Good content is trustworthy. This is promoted with relevant sources and working backlinks. It helps if the content is written by an expert or enthusiast who shows they know the topic well.

PRESENTATION

Good content is plainly written, free of typos and stylistic issues. Presentation – whether a website or laminated brochure is free of formatting issues such as broken links or drying ink.

Good content is always mobile-friendly.

COMPETITION

We can learn a lot from competitors, especially when the content we produce provides substantial value and serves the genuine interest of site visitors, rather than pandering to the search engines.



CONTENT MARKETING SUMMARY

Content marketing seeks to entice and engage customers before they're customers by presenting them with content that anticipates what they're looking for. Once we have their attention, content marketing continues to provide relevant and useful information. This positions the brand as reliable and trustworthy to the reader, making them more likely to return to you in the future.

THINGS TO CHECK OUT

For more information about content and content marketing, check out these useful sources.

- <https://contentmarketinginstitute.com/what-is-content-marketing/>
- <https://webmasters.googleblog.com/2019/08/core-updates.html>
- <https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/>
- <https://academy.hubspot.com/courses/content-marketing>
- <https://econsultancy.cohttps://academy.hubspot.com/courses/content-marketingm/blog/>

THANK YOU.

