

# The New Voice Of Content Marketing

Tell Your Corporate Brand Story With A Song. Because when it comes to formatting your words, melody beats RTF by more than a measure.



Photo by Maksym Kaharlytskyi on Unsplash

Words are powerful. But they're eyeball-snatching. All the tricks in the book—sticky content, SEO Copywriting, bait-pieces, video teasers, and ethical bribes—don't seem to catch your prospect's eye as they once did. It's a classic case of Content Overload.

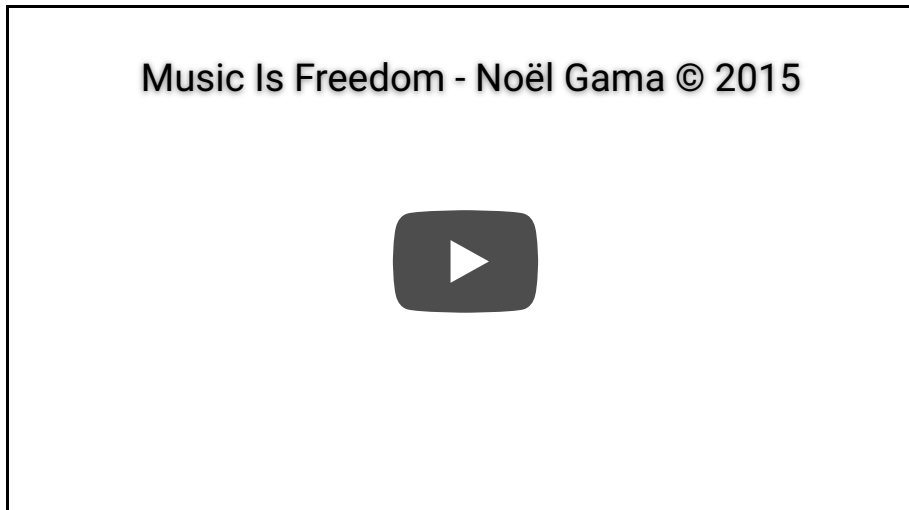
But there is a remedy. And it's not only the most enticing story-telling device known to mankind but also the most effective branding device. It's the story-song! No other piece of content survives the passage of time, remaining crisp and evergreen as an anthem. No document, including the constitution, brings out patriotic emotions like the national anthem does, despite hearing it everywhere, all year round, all your life.



This UKSC-2016 Winner could well be the Vision Statement of your company

## **Why the song format is ideal for corporate story-telling & branding**

- Has a very long shelf life compared with the other content types, hence saving time and money in not having to continually create content
- It's the King of Branding—even video uses songs in them
- Nothing is as sticky as a catchy song—song hooks even follow you into the shower!
- Songs are short, so they appeal to the time-strapped Twitter generation—so much can be said in a 3-minute song
- Songs allow you the luxury of multi-tasking. Though riveting, they don't keep you riveted to a spot as video does
- They have no competition from other eyeball-snatching marketing gimmicks
- You can repeat your top keywords to glory in a song—everywhere else, you'll be penalized for keyword stuffing
- Songs can be distributed through a number of content channels—mp3 downloads, podcasts, streaming audio
- Music is the universal language



This UKSC semifinalist for example, makes for a great Mission Statement

## Rock your content with a genre bender

The film and TV industries have been capitalizing on the huge and ever-growing popularity of the singer-songwriter genre. Sparsely-produced songs with just vocals and a couple of acoustic guitars or piano accompaniment, are ideal for broadcasting corporate messages. Their sound tracks can piggyback on viral videos as well, giving your message greater reach.

So, while everyone's going for the eyeballs, follow the lead of the Pied Piper—go for the ears. Bring your visual content to life just as a musician brings her sheet music to life.



Want to relaunch a product? This UKSC semifinalist makes for a great 'Come Back' song for a come-back product/product line...

## But what's a songwriter got to do with Content Marketing?

Well, songwriters are the only ones on the planet who are not new to two of the biggest challenges in content marketing:

1. Brevity
2. Holding attention

They have been constantly polishing their craft at keeping the listener from deftly clicking the Skip button on their device. A songwriter is a marketing ninja and brings more than the magic of a song to the table, not to mention their formidable platform. So, if there's just ONE thing you can do right now to get people to open their eyes to your content, it's through their ears. With a song. But it's got to be your very own corporate song.

*Noël Gama is the winner of the prestigious, "U.K. Songwriting Contest 2016" for his song, "Blind Vision" in the Adult Contemporary category. A Kindle #1 bestselling author and winner of The Writers Bureau award, he's also an AWAI-trained B2B/SEO Web Copywriter and CMI/MPU-Certified Content Marketing Strategist with 30 years' experience heading HR & Corporate Communications. He'd been two-timing Writing and Music most of his life—until he strayed into Songwriting, and decided to stay. Covering a wide span of musical influences from Pop, AC and Country, Noël's co-writes include collaborations with New York writers such as award-winning songwriter, Wendy Parr and Los Angeles songwriters at SonicArt Productions and WurleyBack Publishing.*

For more information about his custom songwriting services, [click here](#).