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Building Trust Through Content Marketing

By [Rebecca McIntyre](#) on September 10, 2014

Content marketing is all about gaining trust from your audience. Although most people know this, it pays to dig deeper to truly understand the logic behind it.

Building on the Who, What, When, Where, and Why (+ How) of journalism, let's look at this a little bit closer.

Who should establish trust with their audiences?

The answer is simple: everyone. All brands who want to succeed in this day and age. Brands need to approach "trust" as a priority in customer relationships.

What should brands do to establish trust with their audiences?

Provide meaningful and valuable information that helps your customers instead of using inward-focused sales speak to promote your brand or its products and services (one of the quickest ways to alienate prospects).

When should brands implement initiatives to establish trust with their audiences?

From the get-go. If you want to move customers through the sales funnel, you have to establish your relationship and gain their trust at the very beginning, before they even talk to you. However, it's important to note that it's never too late to initiate programs, like content marketing, to build that trusting relationship.

Where do brands need to establish trust with their audiences?

Via every avenue: Website, social media, in person—you name it. Your customers and prospects need to feel confident about your brand and your products or services, no matter their location or the circumstance. You want to be the "go-to" brand for your audience, right?

Why do brands need to establish trust with their audiences?

Trust is the foundation of a fruitful relationship, and it's more important to consumers today because they have increasingly more choices of brands to choose from; they must sort through the noise so they can make educated choices. By creating and sharing free, relevant, valuable content that both educates and helps their audiences, brands help build a solid foundation for that trust. Ultimately, if your content is legitimately helpful, your prospects will appreciate it, and you stand a good chance of gaining their loyalty, which is the key to long-term business success.

How can brands establish trust with their audiences?

There are a number of content marketing efforts that help build trust. You can create white papers, educational/helpful blog posts, or even visual content, such as infographics. You can use social media to engage with them, paying attention to their needs and concerns. You can send targeted email newsletters. You can produce videos, hold webinars, and present at events. In sum, there's no limit to the different types of content marketing that's out there. The key is developing content that brings value to your audience. It should be focused on their needs above your offerings.

So, if you do, indeed, want to find a way to gain the trust of your audience, content marketing is worth exploring. For tips on getting started or for continuing your already-successful efforts, tap into the multitude of resources available on this topic—including [Opentopic's blog](#).

For more insights on how you can leverage content marketing to help build trust with your audiences, check out the [article](#) from John Miller in MediaPost's [Content Marketing Insider](#).

MediaPost – You've certainly heard that content marketing is the coolest thing ever and that you have to jump on this bandwagon. But, wait. Stop. Why? Why should you expend all this time and effort to create content?



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Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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