

Three types of content marketing that will make you go viral

(Alternative title – Three content marketing types that your audiences will love)

We have all seen it – that one viral Facebook post with a million likes and shares and that one lucky business page that suddenly found itself with a thousand new customers. But was it luck, or was it science? It was most definitely the result of some serious hard work and a solid content marketing strategy.

What is content marketing?

Content marketing is the art and science of creating content that engages your audience. Unfortunately, you are not the only one doing it. With so much competition vying for your audience's attention, you need strong marketing skills to break through those distraction barriers.

So what can you do to get more clicks and follows? Here are three types of content marketing strategies to wow your audience and keep them coming back for more!

1. Blogs

Blogs might seem old-fashioned, but they are one of the most compelling and cost-efficient ways to improve your website rankings. A high-quality blog will have:

- Better content than other similar articles found on the first page of search engines.
- A good number of targeted long tail and short tail keywords, subtly woven in.
- Compelling images, including infographics, visual charts, comic strips, and more.

2. Videos

According to a [HubSpot marketing survey](#), 54% of audiences want to watch videos from the brands they love. Videos are more popular than other types of content – but there is a catch. If no one watches your video beyond the first ten seconds, all social media platforms will aggressively demote it until it is lost in the noise of the Internet. Your videos need to grip your audience from start to finish. You can do this by:

- Sparking curiosity with the video title and description
- Using hooks to engage and showcase the video's upcoming core message in the first ten seconds.
- Finding the right video length for your content type.

3. Infographics

Infographics are a visually appealing way to present an otherwise dreary topic. They are a great content marketing tool for talking about statistics, instructions, or long-winded reports. You can use them to establish your expertise without boring your audience while doing so. However, not all infographics are equal. An infographic's strength lies in its ability to distill complex information in an engaging and illuminating manner. If you want to get it right, your infographic needs to be:

- Focussed on a specific topic.
- Uncluttered and simple.
- Visually appealing with a bit of ‘pizzaz.’
- Correct size and dimensions for easy readability.

So which one is the best?

The answer is all of them! Skilled content marketers incorporate various content types in their strategy. They factor in marketing channels, audience interest, and past performance to plan a calendar that suits their audience. You, too, can create unique content from each of the different types to attract a broader audience base.

More than type, your focus needs to be on quality. Any high-quality content requires SEO, research, writing, design, and graphics skills. None of these come cheap, and it is worth investing in an excellent team to make your content marketing more effective.

Reference:

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