

What is Content Marketing and Why Does Your Business Need It?

Heard of digital content marketing but not sure exactly what it is or why it's important? Keep reading to find out why your business needs it and how to get started today.



What is content marketing?

Content marketing involves creating and sharing online content designed to attract visitors to your company's website. This usually comes in the form of blogs, white papers, newsletters, and videos.

The aim is to get potential clients to sign up to more of your content. In doing so, you can build a relationship with them over time, so that when they come to need what you sell, you've already done the work and are top in their mind.

Only relevant and valuable content will keep bringing readers back. Trust is then gained through accurate knowledge and good storytelling. A sustained relationship with your audience can lead to multiple sales over time.



Why do businesses need content marketing?

Content marketing is a tried and tested marketing tactic that works. When you look at the data, businesses with company blogs get on average 67% more leads than other companies. Effective content marketing can do the following.

1. Bring more of the right visitors to your site

Content marketing can increase your online visibility by bringing more visitors to your site. Even better, when your content is targeted at prospective clients, content marketing can attract the right visitors to your site, that is those that are likely to want to buy your product now or in the future.

In marketing it's often said that targeting everyone is the same as targeting no one. One of the most common mistakes I see businesses make is to not think carefully about who they are trying to reach with their blog and what that audience want to see. These companies risk wasting time writing content that doesn't resonate with their target market and doesn't bring in new customers. They may even write in

technical terms that some or most of their prospective customers don't understand or relate to.

To avoid this mistake, ask yourself:

- Who are your customers?
- What questions might have when looking to buy your product or service?
- What language do they use?

Simply applying this when planning and writing your company blog will get you miles ahead of many companies.



2. Inform your prospects, increase customer loyalty, and more conversions

Content marketing is an excellent way to educate your audience about topics relevant to your product or service. Although a direct sale isn't the main aim of content marketing, you can still provide key information about the benefits of your products or service. The key here is to ensure that what you say is true, and that your product is worth the hype.

For instance, a company selling outdoor tables and chairs might write a blog post on 'what to look for when buying outdoor furniture'. This blog may talk about the importance of weather-resistant materials, clever storage for cushions, and getting a warranty. Someone looking to purchase outdoor furniture but unsure of what to look for, would then read the blog.

By providing valuable insight that answers the question, this prospective customer now trusts the brand as a source of authority. Whether they browse for products that day or sometime in the future, they are likely to come back to this brand for more information or to buy from.



3. Improve authority and boost reputation

Being labelled as a source of authority by search engines, improves your chances of being listed on the first page of search engines like google. This in turn makes your content more likely to be found by your audience.

Authority is also a way to boost your social media engagement, as people are more likely to read, discuss and share your content on social media. Not to forget good old-fashioned word of mouth too.

The way to be viewed as an authoritative site is to share information that is both relevant and accurate. Providing helpful links to other trusted sources of information (but not direct competitors) is another way to improve authority. If you would like to become a thought leader in your field, content marketing is an excellent way to start making a name in your sector.



Always start with your audience in mind

Often the most challenging part of content marketing is knowing where to start, but once you get going, it becomes easy. The most important advice I can share is to always have your target audience in mind.

Starting with the questions customers ask regularly is an excellent starting point. Once you've found a few topics your target customers want to hear more about, explore these topics further. Keep experimenting with similar topics. At the same time, continue to think about questions new customers ask and how this can be reflected in your content marketing strategy.

It may take some trial and error to figure out exactly what information your audience wants to know. Using the data from your previous content will help you figure out what resonates and what doesn't, and then you can refine your strategy based on this. Happy writing!