

5 Types of Digital Content Business Owners Need

According to a 2018 study by the Content Marketing Institute (CMI), [86% of B2C marketers believe that content marketing is a key strategy used in their organisation](#). When it comes to content marketing, each business is different and will have its favourites, but here are our top 5 types of content that we think business owners benefit from the most, the importance of digital content as a whole, and the impact that content can have on your business and future plans for growth.

Blogs

Blogs are websites that are designed to appear chatty and informative compared to the usual “business speak” which can appear boring and off-putting to prospects. It’s always useful to have a blog separate from your primary website as it can drive more traffic to your other business pages and improve your Search Engine Optimisation (SEO), which is never a bad thing. Most blogs are used to provide additional content that isn't purely designed to sell, such as articles or opinion pieces, and help to find new leads or followers online. This can lead to a sale or new prospects through people visiting your blog, if they like your content enough, which will help you to expand your business plans and sales in the long term.

Social Media

In 2021, there were [4.48 billion people actively using social media worldwide](#)—a number that is steadily on the rise with each passing year. With the sudden surge of “meme culture” in the early 2000s, it would be a crime to not use social media to your advantage, especially in terms of pages such as LinkedIn and more recently, Tik Tok. Social media can be used by almost any business because it helps you connect to your audience in a genuine way without the promise of a sale. It creates positive connections between you and your potential customers that encourage them to research your company further which, at the very least, could lead to a prospect garnering a positive reputation of your business and considering you for a sale in the future.

Customer Reviews

You could have the best product or service the world has ever seen, but if no one is there to back up that claim, who will believe you?

Sometimes, customer reviews can be gold dust for small or startup businesses. Positive reviews can be used to your advantage when advertising a product because they prove that you are making your customers happy. In turn, this provides your business with a good reputation and can potentially provide more leads (and hopefully sales) in the future.

Case Studies

Similar to reviews and testimonials, this form of content relies on a happy customer sharing their positive experience with your company. By providing data from your chosen case study (a happy customer), you can demonstrate to new leads that your business is worth trusting and that, if given the chance, you can provide your customers with similar results as the case study—which is a win-win for everyone.

White Papers

A white paper is an informational document that is written by a company to highlight the features of its product or service in an objective manner. While a company’s usual content may be overly biased in its favour, a white paper provides more factual evidence in its argument and takes on an almost academic tone. White papers are an extremely useful tool to have if you truly believe in the

product that you sell and you work in B2B, since they are often used to entice wholesalers and/or businesses in a similar industry.

The Importance of Digital Content

The modern world is changing every day, with more time being spent on the internet and more people taking to the web to look for solutions to their problems. As leaflets, flyers and word-of-mouth become less effective strategies compared to the mediums we've just discussed, it is important for startup and small business owners to keep up with the current trends and do everything they can to catch their audience's attention.

Whether you think you would benefit from starting a blog or writing a white paper, the importance of digital content overall cannot be overlooked. If you think you are lacking in your ability to find new connections or establish an online presence, we would definitely recommend implementing any of the previously mentioned types of digital content.

Sources

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2. <https://backlinko.com/social-media-users#:~:text=As%20of%202021%2C%20the%20number%20of%20people%20using%20social%20media%20is%20over%204.48%20billion%20worldwide>