

# 5 Essential Content Marketing Strategies for Small Businesses

Content marketing is a MUST for small businesses. Without effective marketing, there are zero chances of creating brand awareness to find your target audience.

It may be difficult for a small business to adopt a marketing campaign that pays off, since they do not enjoy the luxuries of big, more established enterprises. Therefore, they have to stick to limited strategies due to the lack of funds and access to a bigger, trained staff. It's also a possibility that they don't have the needed experience and knowledge to strategize and execute their marketing efforts. This can become a huge obstacle for them.

Fortunately, the marketing challenges a small business faces can be overcome with some planning and proper strategizing. While there are multiple marketing techniques your business can experiment with, content marketing for small businesses is one method that is not only cost-effective but also highly result oriented. To make the first move on your audience you'll need great content, in fact, more than 90% of online marketers are using this tactic.

## What are the benefits of online marketing?

1. Brand Awareness
2. Competitive Advantage
3. Website Traffic
4. Client Engagement
5. Leads & Conversions

Now let's get to the good stuff. The 5 Essential Steps to Creating an Effective Content Marketing Strategy Are:

### Step 1: Define Your Objects

Creating great content is absolutely a part of a successful content marketing strategy. However, for small businesses content marketing must go beyond just creating content. It is also vital to know what you are creating and what you want to put out to your audience.

The three primary steps in defining your content marketing objects are

1. Make Purposeful Content
2. Create a Detailed Plan of Action

### 3. ALWAYS have a backup plan

One of your TOP priorities should be producing quality content. As the saying goes “quality over quantity.”

#### **Step 2: Know Your Audience**

Understanding your target audience and what they want to see is crucial. Pretend you are viewing your content through your customer’s lens. Is this helpful? Is this interesting? Would I want to shop here? It’s one of the most important steps you need to take to create a solid foundation for your content.

#### **Step 3: Create Content for Each Business Objective**

As social media is ever evolving, content marketing for small businesses has never been more prevalent than right now and will keep climbing the ranks. However, the content you create should help you grow and reach your business goals. You need to have your content marketing efforts and main business objectives intersect.

Aim to publish content that helps you achieve the following two top business objectives:

#### **Step 4: Produce Shareable Content**

While there are many potential reasons why people share social media content, there are certain triggers that motivate them to do so. You must utilize these triggers to increase the chances of getting more shares for your content

#### **Step 5: Track Content Marketing KPIs**

Make sure that every step you’re taking with your content is calculated. It’s important to keep critical data and analytics in the forefront. This is the only way that you will be able to get a better return on your investment in the long run.

The most useful metrics for measuring content marketing performance are:

Conversion Rate

Website Traffic

Quality Leads

Number of Leads

Sales Revenue

Subscriber List Growth

Social Media Sharing

Search Engine Rankings (SEO!!)

### **Conclusion**

We all know that content marketing is important when it comes to businesses, especially small businesses. But curating successful results is something else. To ensure your content marketing efforts pay off, you need to create content that not only attracts customers but also retains them. Being consistent with your marketing is so important as well.

If you need help implementing your content strategy, contact us today for pricing and plans!