

Become content centric

Jo Sensecall and Rachel Warren of Marketing Sense share their top 5 tips for clever content marketing to help SMEs to maximise the value of high quality content across all marketing platforms.

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Life without access to a smart phone, computer or tablet is difficult to contemplate. We have access to information 24/7, wherever we are and on whatever device we have with us at that time. Digital and social media are part of everything that we do and play a key role in how we experience brands. Customer engagement is a critical feature of the buying process and firms now need multiple touch points to position their brand where their customers spend time, both on and off line, targeting them with relevant content to promote quality brand engagement and drive sales.

Content continues to be the most important element of online marketing whatever the size of a business or its marketing budget. Writing blogs and white papers and using them as a basis for social media posts and in newsletters is a cost effective way of building brand awareness. But as with all marketing, businesses need an effective content strategy to deliver the desired result which requires an investment in time to research and write the right content for your target audience and to post it where they are most likely to read it.

Over the years, Marketing Sense has worked with clients to drive their content strategy, acting as a catalyst to make sure that good, creative content is written on a regular basis. For many business owners identifying the right subject matter is one thing, finding the time to write a blog is quite another issue. Bringing these together using the right tone of voice and then maximising the use of the content across different channels on a regular basis is the ultimate goal.

Based on our experience, here are 5 tips to help your business become more content centric.

1. Educate, don't sell

Customers are really not that interested in promotional content, so try not to sell. They are more likely to read and respond to quality content like thought leadership pieces, guides to best practice or hints and tips.

2. Be visual

Visuals are vital to online success. Digital technology gives us the ability to bring our stories to life visually through the use of videos, infographics and imagery. Businesses should aim to incorporate visual elements in every single Tweet, Facebook post, blog or newsletter.

3. Get social

Use social profiles like Twitter, Facebook, Pinterest and LinkedIn to disseminate your content in a way that resonates with the target market of each social networking platform. For example, LinkedIn can be used for more serious, thought leadership articles whereas Twitter will raise awareness and provide links back to your website.

4. Repurpose, recycle and reuse

One blog can go a long way! To maximise the value of the content that you produce, use it across all platforms over a period of time by 'repurposing' it. Use key points from a blog on Twitter; include a précis in your newsletter; and post your personal views on it on LinkedIn, all with a link back to the original blog of course.

5. Measure and review

A simple analysis of the content's message (what topics are the most effective for engagement); format (blog v white paper v Facebook post); distribution channel (newsletter or social media platform); and customer engagement (responses, enquiries, visits to website, social media activity), will allow businesses to get maximum return.

By using these 5 tips, businesses will make better use of their content. But compelling, relevant and useful content alone is not enough. It is all about having a content strategy that uses it in the most effective way as part of an integrated marketing campaign or plan to drive more traffic, increase social engagement, generate leads and ultimately to increase sales.

B4 Reader Offer

Marketing Sense is offering B4 readers a special summer content offer. We will research and write a blog along with 20 Twitter posts and 5 Facebook posts for just £200. Contact Jo or Rachel below.

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