

TH NK!

What
exactly is
content
marketing?

Well...

*you are
holding it*
right now

Content marketing is content that helps customers make an educated decision on purchasing products or services. It's putting the right content in front of them at the right point in their decision making process. It's not salesy and pushy. It's nurturing and informative, helping your customers come to their own conclusions about whether or not to interact with you.

And it works.

Rather than the expected increase in website traffic from paid marketing that vanishes when spend stops, content marketing has a snowball effect, with compound results over time.

There is a positive impact on the quality of the leads too, with leads from content marketing between seven to ten times more likely to close (according to industry benchmarks).

Customer attention is harder to get than ever. They want to feel confident in knowing, liking, and trusting you before making a purchase. By sharing relatable and relevant information instead of sales messages, you can effectively engage your customer base on an emotional level.

Let's start with the basics...

From your online blogs to the content you put out on social—any content you create can be classified as content marketing, but how relevant is it to your customers.

Many businesses will write, talk and produce content because:

- they think it's interesting;
- to sell products or services;
- or because they're following the latest trend.

CONTENT MARKETING

Your customers aren't interested.

The best performing content is genuinely helpful and helps to build trust with your customers by showcasing your knowledge and expertise.

By informing and assisting them at different stages of their decision-making journey, you aim to become their preferred choice over the competition when the time comes to make a purchase or enquiry.

Google works by rewarding online content that website visitors stay to read, save, share, link to, or click from for example. All of these actions signal the content has been useful and it is presented higher in the search engine results page (otherwise known as SERP).

So consider this before you write that post celebrating it's national underwear day...

...remember-this isn't

blue sky thinking.

*Nobody gives a sh*t.*

Content Marketing puts the customer at the centre of your marketing efforts.

So when they contact you it's on their own terms.

As a result it can take anywhere between 3-9 months to see returns, but it's worth it. In the long-term it will build momentum and reduce reliance on paid advertising.

All the more reason to get started now!

Ultimately it's about quality not quantity. It's a test and learn process of monitoring your content to see how it appeals to your customers.

And Google Analytics is a great free platform for this. You can start by building a quarterly content plan around a topic a month with just one or two pieces of content, and watch how your website traffic and leads improve.

And there are just **6** rules for content marketing.



The 6 Rules

1 Be an expert

Establish industry expertise. Get as specialist as you can on your subject. Demonstrate why you are the go to authority in this sector and educate your customers on aspects of your business they might not be aware of.

2 Be authentic

Define a tone of voice (or how you write your content). You might be one of thousands of businesses in the market but there is only one of you and your company. Find your voice and speak from the heart, because it will build trust with your customers.

3 Be original

Stand out from the competition. Looking at your competitors is a good place to start, and producing content on the topics they talk about is perhaps unavoidable. But do it differently, and do it better.

4 Be relevant

Make sure your audience cares. When deciding what to write about, the sweet spot of topics lies between what you want to be known for and what your audience cares about, this could be the ethical sourcing of fabrics for a clothing manufacturer, for example.

5 Be consistent

Consistency is key. Content marketing is about building a relationship with your audience. Making a commitment to communicate with them regularly and consistently will ensure you are front of mind when it comes to making a purchasing decision.

6 Be omnipresent

Share everywhere. Use your channels effectively and create versions of your content to suit the medium. Have a snippet of a blog in a newsletter or create a graphic or image slider with the key points for social.

Bloggging, video content, infographics, guides, eBooks and PPC.

Typical content options:

Bloggging: Has long been a powerhouse in content marketing. By creating valuable articles, you can position your company as a trusted resource, provide industry insights, and drive traffic to your website. It's the perfect method for B2B businesses and those aiming to establish themselves as thought leaders.

Video Content: Harness the power of video content to connect with your audience on an emotional level, drive engagement, and ultimately increase conversions. From product demos to testimonials and educational content, videos are incredibly effective for growing your social media following and boosting brand awareness.

Infographics: Convey complex information in an appealing and shareable way through infographics. These visually engaging tools allow you to present data in a digestible format, perfect for blog posts, social media, and email marketing campaigns.

Guides and eBooks: Offer your audience in-depth insights into your products or services through guides and eBooks. These valuable resources can serve as lead magnets, capturing contact information while positioning you as an industry expert. Share your knowledge and educate your target audience with high-quality educational content.

PPC: Per-PerClick advertising and in particular, Google Ads, are the best way for quick lead generation. You can instantly appear on page one and be in front of people who are searching for your solution to their problem, and you only have to pay when someone actually clicks on your ad. Cleverly written headlines and descriptions allow you to try and test many ideas at once to see what works best.

Picking the type of content to create depends on who you are talking to and what pain point you are trying to solve.

You can start by identifying broad topics related to your business offering, such as 'SEO', and narrow it down into sub-topics that your audience will find helpful, such as 'how to perform keyword research'.

Then decide the format. For example, 'how-to' guides could take the form of a blog, video or downloadable PDF as your primary content, with 'snackable' versions, such as images or infographics, across the social channels they use.

Companies leveraging content marketing experience a staggering **97% increase** in service interest and a **434% surge** in search engine results pages. Moreover, content marketing **costs significantly less (62%)** and generates **5 times** more sales leads (as those who don't).

How to identify content topics that drive results.

It all starts with knowing the topics your audience really cares about.

Not sure? Try the following:

- What questions do your sales or customer service teams get asked most frequently?
- Look at any existing content on your channels, what gets the most attention?
- Search for the key topics related to your business in Google, what are the recommendations that drop down as you type?
- Also in Google, what other 'related searches' feature in the panel at the bottom of the page?
- Look at your competitors' social channels, what topics get the most likes and shares?
- Identify the trends happening in your industry, how do these relate to your customers?

You'll soon build up a list of helpful content ideas that will meet the needs of your customers.

Written

Tone of Voice. What are you selling? If you're a toy store, your TOV is going to be different to that say of a financial advisor. We no longer have the tolerance for lengthy, meandering prose so it's important to stay engaging and to the point.

How long? How long is a piece of string? Every search query requires a different length. Some can be 2000 words, some 400. It all depends on user intent. Certain queries can be answered shorter than others. Think can provide content templates that will tell you how many words to write, what semantic words to use and as well as the readability level suited to your target audience.

How often? We recommend 3-new pieces of content published on your website a month with your socials linking back to this content. Google appreciates new content built around key topics your customers care about. By keeping your audience interested and supported through certain search queries, as well as linking content together, can pay dividends.

Video

Be real. People want realness. They want to see the behind the scenes. As you scroll through your social feed, 90% of video content were created on a phone. User-generated videos often outperform higher-budget, professional ones.

How long? The average length-time for a video watch on socials is just 6 seconds. So, you've just got just a short time to make an impression to get people to continue watching.

Always use captions. The majority of people watch videos on silent as they don't want their phone being loud in public or at home.

How often? Consistency is key. Always aim to send out something once per day. But to make things easier and more time-effective, we recommend setting off a couple of hours a week to create content which you can then use over the course of the week.

Terminology

SEO. Search engine optimisation is where you include popular search terms and keywords in your website and content in order to increase the page's position in search results. SEO can help your website show up across a higher range of possible searches.

PPC. Paid Per Click such as Google Ads allow you to craft paid ads that instantly rank on top of Google with headlines and descriptions, adapting to searches. Being able to cover a lot of ground in searches related to your business can be a safety net for finding new customers.

Organic. Whether through search or social, organic marketing is unpaid and you are rewarded by hard work rather than paying advertisers for your work to be seen by your target audience.

OOO. Out of home marketing can help you reach customers you may not have done through other messages. Outdoor marketing, such as billboards and bus adverts, put your business on display for everyone to see, meaning people from communities previously untargeted can discover you.

Case Studies. Or success stories from your clients are in-depth reports of successful converted customers.

Readability. The readability index helps you stay engaging. The renowned Flesch Kincaid readability score gives you the ideal reading score for your target audience. It is measured by the number of words and syllables within a sentence.

Tips & terminology

Get ahead

of

the crowd

There's a strong chance this is completely different to what you've ever done, but the best advice we can give you is to make a start, after all most of your competitors will be!

We hope you have found this guide useful but if you need any further assistance we'd love to talk about this with a brew and a biscuit... or even a pint.



(See, we made you look.)

Award winning and recommended



Winner.
Charity & Social Enterprise 2023



Finalist.
Client Relations 2023



Finalist.
Best Search Marketing Campaign 2023
Best Social Purpose Campaign 2023
Best Social Media Campaign 2023
Best Not-For-Profit Campaign 2023



Shortlisted.
Branding 2023
Graphic Design 2023



Winner.
Branding Silver Award 2023
Graphic Design Silver Award 2023
Website Design Bronze Award 2023



Finalist.
Best Design Agency 2022



Finalist.
Best Design Agency 2022



Winner.
Best Design Agency 2021



Winner.
Grand Prix Winner Best Agency under 40 Staff 2021



Winner.
Best Service Delivery Agency 2020 & 2021



Winner.
Best Web Design Agency 2020 & 2021



Winner.
Best Creativity & Innovation Agency 2021



Winner.
Best Branding Agency 2019
Best Search Engine Visibility Agency 2019

Have we got you thinking?

Get in touch. Let's talk design.
We'd love to work with you.

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"We have worked with Think for a number of years now and I really appreciate their straight talking - no nonsense approach. They're clearly experts in their field and we would have no problem recommending their services elsewhere."

Sean Martins, Marketing Manager, Fresh Start Waste Services

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