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TIPSHEET

Seven Lessons in Mastering Content Marketing



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SEVEN LESSONS IN MASTERING CONTENT MARKETING

In an era of what can only be described as information overload, content marketing has become a key driver in attracting and nurturing prospective customers, and ultimately driving profitable customer action. The problem, however, is that as more and more marketers contribute to an increasingly flooded content landscape, it becomes difficult to develop content that cuts through the 'noise' and resonates with target audiences. The following seven lessons will ensure you are developing high-quality, 'thought-leader' worthy content, which not only generates attention, but also maintains it and ultimately drives sales.



DON'T FAIL TO BE DIFFERENT

People don't want to be exposed to the same thing over and over again, and creating the same old content just won't get you noticed nor make any real impact, or provide any real value. The key to creating good quality, captivating content, therefore, is to be informative, entertaining and different, for instance if you're talking about something in your blog, try and put your own angle on it.

ALWAYS CONSIDER YOUR AUDIENCE

Your audience should always be in sight of your goals, and in mind when creating content. Whether you're developing a blog post, an eBook or an infographic, you should always provide value by being relevant, insightful and interesting, while demonstrating that you can provide a solution to a problem they may be facing.

QUALITY ABOVE QUANTITY, BUT DON'T FORGET QUANTITY

Good quality content is without a doubt the most effective way to cut through the noise, build credibility, demonstrate your capabilities, and, where relevant, convince prospective customers that you should be considered as a vendor. It's important to remember that while quality is key to achieving the above, frequency helps build your presence, and the more content you have, the more likely you will make an impact and resonate with your audience.

DON'T SHOUT ABOUT YOUR MARKETING MESSAGE

Ideally, your content should be targeted at the different stages of the sales funnel, and at the initial awareness stage, you should provide information that solves a problem for your audience. Only once a prospect resonates with your content, will they consider you as a potential vendor. Content at this level should avoid self-promotion.

DON'T UNDERESTIMATE THE POWER OF SOCIAL REACH

Social media amplification shouldn't be dismissed, as distributing your content across multiple platforms not only increases your exposure, but also increases opportunities for lead generation. Social media is also a great platform for providing curated content, as it helps establish you as an authentic source of information.

ESTABLISH A THOUGHT LEADERSHIP POSITIONING

The single most important thing a potential buyer will seek from content is value, and if you fail to provide it then someone else will. Position yourself as a thought leader by establishing yourself as the go-to source for your existing and prospective customer's needs, as this will allow you to cut through the noise in a crowded market. You should use a combination of your own content, and good quality curated content across your owned media channels to market yourself as a reliable information source. In addition, demonstrating a thorough understanding of your industry, by providing solutions to your audiences' challenges as well as reasonable speculation about the future of the industry, are great ways to help you establish a thought leadership status.

DEVELOP EVERGREEN CONTENT

Evergreen content refers to the content that remains relevant for a long period of time. While content on current industry events should remain an integral part of your content strategy, evergreen content can effectively be used to drive website traffic and build awareness at any given point of time. One of the best ways to produce this type of content is to build content pieces around the answers to questions your customer frequently ask, and you should aim to be the ultimate resource for the topic you're covering.



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Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.