

Why content marketing is vital to your brand & how to start NOW!

A SPECIAL REPORT

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Once upon a time, you could set up shop on Main Street in Anywhere, USA, hang a sign out front and watch the people flock through your door. Well, if you believe that one, I know where there are seven dwarfs desperately awaiting someone to come clean their house in the woods. Yes, both are fairy tales. As it turns out, the “if you build it they will come” concept only happens in the movies.

In today’s world of instant information and digital marketing, you need more than just a good product and a flashy ad campaign. You need to provide useful, relative information to an audience who is actively looking. Here at [GLD Enterprises Communications](#), we call that “content marketing,” and it’s all the buzz with the new, hip, millennial advertising execs these days. Fortunately for my clients, I’ve been doing it for years.

According to the webinar site, Curata.com, “70-percent of marketers lack a consistent or integrated content marketing strategy.” To me, that number is entirely too high. Don’t fall behind and lose valuable exposure! Let’s jump right in.

So, what is content marketing?

In our definition, the foundation of Content Marketing *is the strategic and consistent creation and distribution of well branded, useful information targeting a specific audience of consumers.* Content marketers publish information intended to influence the buying habits of the targeted consumer base.

If you’re reading this now, you’re engaged in the Content Marketing efforts for [GLD Enterprises Communications](#). I want you to use my creative services to help develop and integrate a content marketing strategy for your company, so I am presenting this information to demonstrate my experience and knowledge. It’s a sort of “useful advertisement” that could have come in the form of a video, audio podcast, feature article or, in this case, a special report. Content marketing often carries a level of otherwise unachievable credibility.

In order to be effective, however, the content you provide must be more than long-winded advertising copy. Content Marketing must be valuable - relevant, immediately useful, and solve a problem for the audience.



When we refer to “content,” many assume it means only written copy such as blogs, published articles in trades or the like, but that’s not the case. Marketing content can include text, video, audio and infographics – whatever is needed to get your message across.

Remember, the purpose is to present yourself and your business as the expert, the valuable resource, the “problem solver,” and all for free, at least up to that point. If you don’t provide material of substance you’ve missed a great opportunity.

From Proctor & Gamble to John Deere, some of the largest and most successful companies in the world are making use of Content Marketing. For them, Content Marketing is part of a strategic plan to build an audience and maintain brand awareness and loyalty. But, again, it requires a plan.

A strategic content marketing plan is generally based on the mission and goals of the overall marketing effort and folded in where appropriate.

What subjects make for good content?

First, remember this simple rule: *stick to what you know*. Don’t try to be an expert outside the intended field, even if, like me, you work in a variety areas. With a little creativity, you have nearly limitless options for content topics, from the basics of your industry to something more advanced.

Topic ideas can come from anywhere, but consider what questions you are asked regularly by customers? Make a list and begin developing a topic based on those questions. After all, your goal is to provide needed and wanted information, where better to start?

Guest contributors can be beneficial as well. Once vetted for expertise, inviting a guest contributor to create something for your content can expand your base and provide you with an additional level of information to offer your audience.

- ***Content Tip:*** *Do you ever give speeches or presentations to local organizations? If so, the transcript or video of that speech could be great content to add to your website or delivered media!*

Quality Counts!

There is a line of thinking among some marketers (particularly part-timers, amateurs, or web developers turned marketing experts) that the quality of the content doesn’t matter. No, they’re not saying that outright but they’re showing it by publishing written content that not properly edited, contains bad grammar, punctuation, and generally poor language skills. This shines through to the customer and, while it seems like someone picking nits to choose another site over yours in a case of bad grammar, they will and you lose the sale.

All it takes is an extra pair of eyes before hitting the “publish” button. [Hire a professional copywriter or editor to review your content before it goes out.](#) The same holds true for video scripts or podcast recordings. Have them reviewed by a third party and make sure they are the best they can be.



How long should it be?

That's a loaded question because, in some instances, it depends on who you ask and the medium you choose for delivery. I generally recommend that blogs or informational articles not be more than about 500 words. Videos should be no longer than 2 or 3 minutes, and podcasts no more than five. This might sound like a really short amount of time but just keep in mind what I call the "Gilligan" rule.

During the 1950s and 60s, most television programs, particularly situation comedies, had opening credits that featured some kind of song which informed the audience of the premise of the show. The most memorable of these has always seemed to be the theme song to "Gilligan's Island." In less than one minute, the producers tell the audience the entire story of how the castaways got to the island and introduced us to them one by one. If they can do all of that in under a minute, you should certainly be able to express your concept in under five.

What is required to make that happen is simply effective writing. Take the time to write clearly, concisely and with deliberation. Make sure no words are wasted and you don't try to give the audience more than is necessary. Stay focused and on topic throughout.

In what medium should the content be presented?

Typically, content marketers use electronic text, audio and video, but the distribution medium can be almost anything. I have seen content marketing done successfully on blogs, news pages of websites, even sent by postal mail. You will need to determine what is preferred by your audience. From the marketer's point of view, usually the least expensive way is to establish a blog either on your website or directly linked back to it.

Our take on web content.

I have always had a unique point of view on content development for the Internet which, only now, is getting to be the current thinking. I have always created content designed for the benefit of the audience – the customer – not for the search engine. Search engines don't buy anything.

If your website content is written well, whether it's a blog post or a video "how-to," your SEO (Search Engine Optimization) will be organic. You can make use of those expensive SEO marketing firms and "shot load" landing pages with unnaturally occurring key words. But, as I've always said, it makes no difference if you're number one in the Google rankings if no one stays on your website long enough to be of benefit to you.

What do you do with the content?

Once your content is created, edited, reviewed, and edited again, it's time to get it out to the world. Before it goes anywhere else, it should be included on your own business website. Set up a page specifically for your blog, videos or podcasts.



Nothing is more frustrating than wading through drop-down after drop-down or hyperlink after hyperlink. Make your content easy to locate from your landing page and be sure that navigation within your content page(s) is clear and simple to manage once found. Make sure, especially, that your topics are tagged and can be located using a search window within your own website.

Once online, the content should be quoted and linked in regularly scheduled, consistent social media posts. Your content can also be distributed by email blast or even formatted for print in a mailer or newsletter for postal delivery.

Consistency is king.

Most content marketing proponents use a phrase that goes, “content is king,” and I would generally agree. But, in reality, the thing that really can kill a content marketing campaign is a lack of consistency. If you’re going to go through all the trouble to set up a blog, news page, or distribution channel, it only makes sense that you contribute to it consistently.

Some business bloggers post daily, but weekly is usually enough. You have to be careful not to saturate your audience in trickles. Instead of giving them a little sip every day, pour them a full glass less often. Robust, thoughtful content will keep them interested and wanting more.

What’s next?

Well, there you have it. Content Marketing is vital if you want to surge ahead of the competition; competition that may rely solely on traditional advertising methods that offer no credibility or personal connection with their audience.

For more information or assistance with your content marketing projects, please contact us at GLD Enterprises Communications. 937-902-4857 or online at <http://www.gldenterprises.net>

[About GLD Enterprises Communications](#)

GLD Enterprises Communications is a privately owned company based in Jamestown, Ohio, offering business copywriting, public relations, marketing consulting and IT/computer repair services. The company is owned and operated by award-nominated writer, entrepreneur, Gery L. Deer. More information and a complete portfolio of work available at the firm’s website: www.gldenterprises.net.

