

Valuable insights into content marketing

Conclusions of
55 Content Marketing
Expert Roundup



Conclusion

Although every expert has his unique point of view regarding the ways you can make the best of your content marketing strategy, there are some things that most of them agree with.

Let's take a look at our expert's advice:

Writing content

1. The research phase

First of all, before writing an article, make sure you check what's already out there on the subject. And don't forget to keep up with your competition's approach on that matter.

After you've thoroughly done this, you should start thinking about how you can deliver a better content, that will stand out.

This can mean a lot of things, from getting more creative, going more in depth, focusing on future trends to using more relevant and authority resources to add value to your content.

2. The writing phase

I'm sure we all agree with the following statement: whatever the subject, your content needs to be great in order to grab your audience's attention. So, what does this mean? I'll break it down for you in the following:

2.1. Mindset- less about the brand, more about the customer

Your content is supposed to answer your audience's questions, to be helpful and informative. Don't think about your brand when you write it, think about what are the subjects your audience would like to read about. Oh, yes, and try to make it as less promotional as possible.

It's 2018 and people are fed up with all the promotional messages out there and they're sick of the idea that everyone is trying to sell them something. You can't simply trick them to buy your product or services, as they've become a lot more selective.

They will choose a certain brand provided it offers them value. And most likely, if that business keeps up the good work, they'll become loyal to it and buy some more of their products.

2.2. Using authority resources

Your content is much more likely to be viewed as valuable if you back it up with some relevant resources: insert links from authority websites, reputable experts' articles, statistics or studies.

This way, you're making sure you are viewed as an informed professional, someone who's knowledge the reader would like to access, a reliable source.

2.3. Feature influencers

One smart tactic is to include in your article people you can reach out later. I'm referring to influencers or brands with large social media following. After you publish the article, you can reach out to them and let them know they've been featured. Then, kindly ask them to share it on their social media pages.

Considering the fact that most of them are in need of more posts for their social account, you might benefit of some strong endorsement. And think that you'll be doing this only by writing your content and including them. Seems quite genius, doesn't it?

2.4. SEO-friendliness

Make sure your article is SEO friendly and you can be sure Google will rank it higher. Include essential keywords in your content, focusing on long tails and LSI keywords.

Use headings to highlight the main ideas of your piece. Craft beautiful meta descriptions containing your main keywords. Optimize the images and videos you're featuring. Also, don't forget about alt text!

As I've mentioned before, ensure your piece has some relevant external links from authority sources in your niche. After you've finished writing your article, squeeze in some internal links.

2.5. Include photos

Make your content more attractive by including relevant images and photos. Choose the ones you believe have the best chances of being shared and clicked through.

Images are the first to catch your reader's eyes, so use some to arouse their curiosity and convince them visually to further read and maybe share your article.

2.6. Include videos

Videos are considered to be the most powerful method of getting the attention of your audience. So, include a video in your content because it will be worth it.

Research shows that people are about 10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts.

2.7. Include infographics

Further engage people visually by creating infographics to provide the essential information of your article. Used them to make your content more attractive, to simplify the facts you're presenting and to make it more shareable.

People remember visuals a lot better than text, so don't miss the chance to make your brand more memorable.

Think of the fact that Infographics are reportedly 30 times more likely to be read than text, why shouldn't use this for your advantage?

Content promotion

1. Know your audience

In order to create a successful content marketing campaign, you need to know where your audience spends their time online. Ask yourself which are the social platforms where you've already seen the best engagement at your previous campaigns or posts.

Analyze what kind of content performed better to further understand what your audience finds appealing. Always try to find new insights about your audience's interests and habits.

The most effective strategy is to target the right people on the right platform, at the right time. This doesn't mean you should always follow the same recipe, hesitate to try new approaches and to surprise your audience from time to time.

It's actually the opposite: test your post copy, imagery, and video and find out which ones are the most engaging.

Make sure all of our blog posts have social media sharing buttons to make it easier for your visitors to share the posts they like.

It also helps you build brand value by spreading your company's name in different social media platforms. By getting there, you have the chance to be read by other people and gain new audiences.

2. Paid promotion

The best thing about paid promotion (may it be Google ads or Facebook) is that you can exclusively target those audiences who are most likely to consume and take action on your content.

Basically, knowing your customers will bring more relevant traffic to your website and that's the only kind of traffic you should care about. Because this is what will generate conversions.

In order to help people find and read your content, you should make it visible to them. You can simply do this by promoting your content on Google, Facebook, Instagram or LinkedIn. Whatever you choose, use different formats, texts, calls to action and pictures and follow the audience's reactions.

I know you're reading this again and again, but A/B testing is the key to a successful marketing campaign. So go ahead and test, see what works best and adjust accordingly. This will surely pay off because it will help you increase conversions

3. Facebook

According to statistics, on the average, Facebook has 1.23 billion active daily users. That's the reason why any business can find its audience in this social network.

Include calls to action in your posts to encourage people in sharing the article and creating a buzz around it.

Make sure you're present in all the relevant Facebook communities and share your article there too. Include it in a post where you make use of good copywriting to make the users curious and excited to read your article.

When it comes to Facebook ads, one of the best things is that you can narrow down your target audience very precisely. Of course, this works best if you know who your audience is, their behaviors and interests. If you're all set, start investing in Facebook ads and don't forget to A/B test it for best results.

4. LinkedIn, Medium and Quora

In addition to your classic social media platforms, start publishing on LinkedIn, Medium and Quora. Repost all your blog posts there spreading and you'll get the best out of each post.

Look for relevant questions on Quora and write answers that can be helpful to users. From time to time, use this opportunity to drop links to your blog content. Don't do this each time you answer a question, as you'll be viewed as spammy and you'll lose users' trust.

5. Social media management tools

These tools come in really handy, as they can help you organize your work better. You can use social media scheduling tools to find the posts that received the most engagement and post them several times.

Be sure to respond to all the mentions you receive and engage in conversation with people. Remember to always thank your audience for sharing your content, as people will appreciate and remember this.

One example is Missinglettr, a free social media management tools. It works pretty simply: you simply choose the social media site, and Missinglettr provides the content.

6. Email Marketing

Don't miss the chance to give your email subscribers the heads up regarding our latest blog post. This is a content promotion strategy to directly deliver your freshly published content to people who want to see it.

Inside this email, insert the URL of your blog post. The body copy of the email should be crafted in such a way that your audience will be anxious to know what the article is saying. This will get them to click on it and it will bring you both valuable traffic and conversions.

7. Promote constantly

Making sure you're promoting the content frequently is another tactic that gets overlooked. Creating a single post for your content isn't enough anymore, so go ahead and post more frequently to get more social impressions.

And don't be afraid to do this with your old posts. Share old posts periodically via your social channels, especially those that were well received. Also let others freely repost your content with a link back to the original post.

8. Recycle

Don't stop promoting a certain article, even if it's been one year since you first published it. From time to time, revisit an old post, add some fresh ideas to it and promote all over again. This gives it a boost and it will start trending again.

9. Repurpose

When it comes to repurposing content, you can opt to transform your blog posts into infographics, videos, and images. Another way to repurpose is to turn blog posts into downloadable guides and worksheets.

10. Outreach

This is one of the most effective ways to promote your content. Reach out to influencers in your niche, invite them to read your content and kindly ask them to share it.

For best results, you can use an outreach tool like outreach.buzz to find out all the contact details of an influencer.

If you do this consistently for 2-3 months, the content will slowly climb up the search results page, while also driving organic traffic to your site. On average, it takes 4-6 months for your content to start ranking on the first page for your keywords.