

Quickguide to: Content Marketing



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Chapter 1: Basics of Content Marketing

Overview: **Content marketing** is defined as “[marketing](#) involvement in the manor of creation and sharing media; publishing content in the attempt to attract and retain customers. Content marketing can come in many different formats, and gains strength depending on the aggressiveness you present it. Some formats include white papers, infographics, e-books, Blog and more, most content should be one of the following:

- Funny
- Controversial
- Slightly Yet Professionally offensive
- Extremely Informative
- All of the Above

Let's be honest, this book you're reading right now is Content Marketing.

But Content Marketing can be much more sophisticated or much less sophisticated depending on your goals and your audience.

The key, we find, is embracing the world of your target market and then speaking directly to it.



Chapter 2: Types of Content

Overview: Broadly speaking, content marketing can be broken down into 4 major areas. Printed word. Audio. Visual and Video. Each area has its strengths and weaknesses and most have a few target markets that they work with a little more effectively than others. This chapter will explore this to a greater degree.

Printed Word – With video and images becoming easier to download, upload and promote online, the written word is slowly losing its popularity. However, until it becomes possible to transfer thoughts and concepts from one person to another instantly, full formed the written word will continue to be an important aspect of content marketing online.

- **Blogs:** Blogs or “weblogs” have been around for almost as long as the internet. They initially started as people’s personal logs on how their day went. They have since evolved into a little bit of focus on personality but the majority of the focus is on how the blog author or authors can be helpful to their audience. We would suggest that you first and foremost try and figure out how you or your product can solve your target market’s problem or pain.
- **Press Releases:** Even in the internet age it is still understood that many local news stories are inspired by press releases. Despite that fact, your press release should not start out “We are a great company that has been in business since 1891...blah blah blah”. Instead make sure that every press release you deliver is catered toward the medium that is currently presented. Also, if possible cater towards the leanings of the person editing the media source.
- **Columns:** Depending on your niche and you or your staff’s ability you can create a great lead creation platform by becoming a columnist on a multi-authored blog, e-magazine or online version of a nationally known magazine that caters to your market.

Audio – Ever since the rise of the ipod, digital audio has become the go to with communicating via sound. A few short years after the ipod came about the word podcast became more and more well known. Today it is synonymous with Internet Radio. Audio can be powerful if done correctly or simply white noise or worst, annoying if done poorly.

> Music – So to be very honest – very few companies have taken advantage of the power of using simply music or jingles to promote their brand. Your company

or organization has the ability to stand out by taking advantage of this rarely used genre of audio – many podcasts have their intro music but that is the extent of the music on their program. If you can come out with a podcast that just has catchy toons that promote your business or a musical commercial imbedded into an already established podcast you may stand out from the crowd.

>Podcasts – podcasts are the key known area for brands to talk specifically to their market. There are comedy podcasts, women podcasts, men podcasts, political podcasts, motivational podcasts wantrepreneur podcasts, entrepreneur podcasts, small business owners and even a [Donkey Kong Video Game Comedy](#) podcast – to name only a fraction of the categories. So reaching out to your market is as simple as determining what your market likes to hear or learn about and start.

1) Audio podcasts: Of the purely audio podcasts, there are generally speaking, 3 types of formats – Solo, Interview & Multi-host.

a. Solo – Just like it sounds this is a podcast that is only hosted by a solo individual with no other accompaniment. Solo podcasts are somewhat hard to come by these days but were prevalent as podcasting began because few people podcasted. If you find one you'll notice it feels a lot like a soliloquy because that's essentially what it is.

b. Interview – This is a format that can be either serious or funny and typically depending on the subject is very interesting. A good example of this is: *Entrepreneur on Fire* with John Lee Dumas.

c. Multi-host – This is a format where two or more hosts speak on a specific topic or no topic in particular. A good example of this format might be *Mike & Mike* – the ESPN sports podcast.

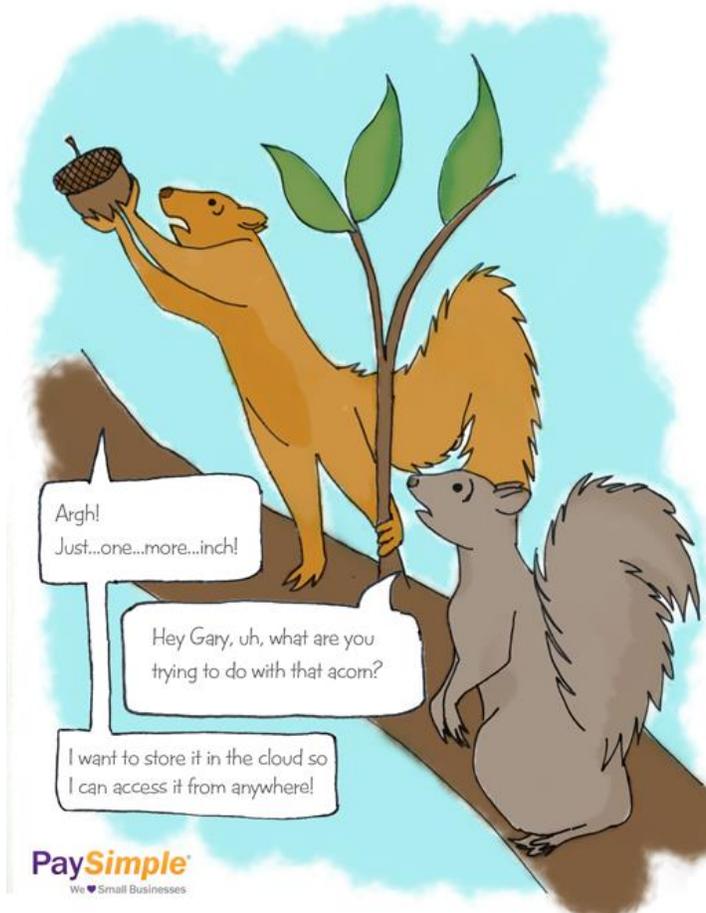
2) Video – video podcasts are by nature visual. Brands have a variety of ways to explore, entertain and educate their target market. As far as business goes target markets that are artistic, creative and have short attention spans are likely the best to promote to via video.

3) Enhanced – This is a podcast that is typically a combination of photo slideshow that is paired with precisely timed audio. If you're a child of the 80's and recall the 1980's format for "reading rainbow" – it's along those lines. For those unfamiliar it's very similar to a PowerPoint presentation with narration.

4) Screencasts – This is a podcast style that is primarily for those looking for how to do things online. A screencast tracks the screen and mouse actions or an expert who is typically teaching how to run a certain program or say set up a Facebook page. This is a powerful option for those in the internet or software niche as their potential customers will be grateful for information on how to run things more efficiently or effectively.

Visual

- Comics – Here is an example of a fairly niched online comic.



Online comics – when done right, are a great way to engage your target market and weaken any built in objections or distrust for you or your brand. [An article done by Yesware](#) points out a few reasons that all things being equal – salespeople who use humor have a slight over those who fail to use it.

That being said the comics you use should not under any circumstances include anything racist, sexist, ethnic or political.



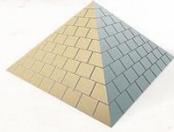
"And this is the exact point we put Scruffy in charge of marketing and sales."

Above is another great example of business comic humor.

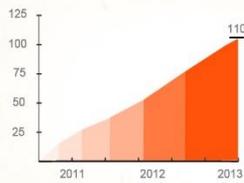
- **Infographics** – Infographics are charts or diagrams and typically statistics that are translated into a more visual form. In truth some say infographics have existed [since the beginning of man](#). As far as digital go, Infographics were very big and frequently used primarily by businesses in the early 2010's. Here is a great example – an infographic about... infographics – courtesy of thesocialclinic.com:

The history of Infographics

The first infographic was created as early as **7500 BCE** from an ancient map at the Neolithic site **Çatalhöyük**

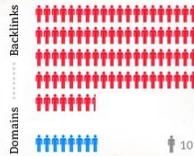


That's nearly 5000 years before the great pyramids were built.



Between the years of **2011 and 2013**, an average of **110 new infographics** were created and published for the world to see **every day.**

In one study, the average infographic pulled in an average of **875 backlinks** spread over an average of **79 unique domains.**



What would infographics be without these guys?

A Scottish man named **William Playfair** invented the **line, bar, circle, and pie graphs** between 1786 and 1801.

Infographics as we know them today were first used in **the 1970s** as a more effective way to **present data** in a more understandable way.

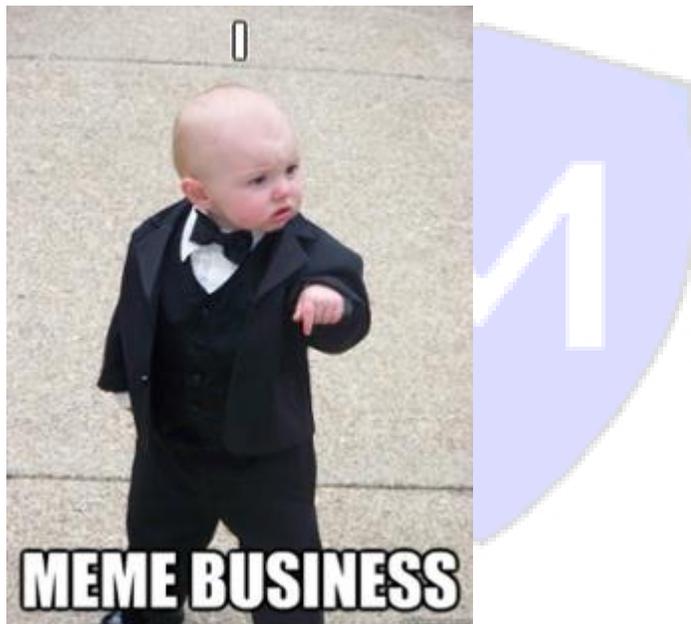


<http://bestandfree.org/wiki/Infographic>
<http://visual.ly>
<http://www.audiencebloom.com/2012/02/why-content-marketing-is-the-rose-of-2012/>
<http://en.wikipedia.org/wiki/Infographic>
http://en.wikipedia.org/wiki/Infoworld_of_2012
<http://www.audiencebloom.com/2012/02/why-content-marketing-is-the-rose-of-2012/>
<http://www.audiencebloom.com/2012/02/why-content-marketing-is-the-rose-of-2012/>

The great thing about infographics is that depending on your audience, how well researched your infographic is and how skilled your designer is – your market will eat up the content and then remember you or your company as the one responsible for the great information which instantly puts you at an advantage when your market is looking for an expert in your field.

Memes: is defined by Wikipedia as: "an idea, behavior, or style that spreads from person to person within a culture". In the digital age it essentially equates to a funny image, video, or sometimes piece of text that is copied (often with minor tweaks) and spread virally throughout the internet.

As far as business goes – since memes are hard to control once they go viral, our advice would be to avoid becoming a part of a meme. And only use them sparingly or when you're confident the recipient has a sense of humor. Here's a generic business meme found on payanywhere.com's site. .



Photos – Photos and the other visuals we've mentioned above have become so important in the world of content marketing these days especially if you have a physical product to sell.

Video – Video is anything with moving pictures and typically sound. With the technological advancement and in particular the smart phone – the ability to take photos and high quality video has become ubiquitous. As of 2013 – [Threemotion – a British digital video firm](#) estimates that 78% of people watch at least one online video a week and 55% watch *every day*. According to the Digital Content Next formerly Online Publisher's Association – 80% of internet

user's recall watching a video ad on a website they visited and 46% took some type of action after viewing the ad. One only needs to mention the words Meerkat or Periscope to two Social Media experts in a room to start a debate that could go on for hours. There is no question that video is changing how people consume content today and for the foreseeable future. Here are some effective ways to promote using video.

Tutorials – Tutorials are basically teaching people how to use a certain technology or how to complete a unique process. Your market will love this if you have a certain amount of knowledge above and beyond their own that you can pass on to them to help make their life easier. There are several great examples of Tutorials.

For a nice video tutorial on how to change a tire – check out this video:
<https://youtu.be/joBmbh0AGSQ>

Webinars – Webinars are similar to tutorials but are typically used to explain a concept more so than relating to an actual physical product. Webinars are typically a little closer to a PowerPoint presentation or an Enhanced Podcast. A key difference is it considered to be basically a virtual seminar – hence the name. It allows people to interact with experts in real time without physically being in the same physical space. Here's a link to a supplement company's webinar: <https://youtu.be/f8f6QN14a7o>

Animation – Merriam-Webster's Dictionary defines Animation as *“a way of making a movie by using a series of drawings, computer graphics, or photographs of objects (such as puppets or models) that are slightly different from one another and that when viewed quickly one after another create the appearance of movement”*. Animation can be great if it's done well and conversely make your company look cheap and unprofessional if done incorrectly. Some of the best animation as far as business goes typically ends up being anamorphic characters used to promote big brands. For example, the Kool-Aid man, Snuggles the bear, to Tony the Tiger – the list goes on. Hate to describe the Snuggle bear as creepy but the person who reposted this old video <https://youtu.be/jYr0GA22vGE> definitely thought so. Let us know what you think. If you consider the linked video creepy – we'd strongly suggest you avoid going down a similar vein in the future.

Testimonials – we save the best for last. Video testimonials are by far one of the most effective ways to get new customers engaged. When one of your potential customers hears a current customer pouring their heart out on the excellent job you or your company did to solve their problem, a huge amount

of the buyer resistance and skepticism is going to go away. The following is an example of video testimonial that actually, while well produced, fails in its attempt to gain credibility in our opinion for a few reasons.

<https://youtu.be/jMwrVq7pJsk>

Can you guess what those are? If not, give us a call at Greater Phoenix offices and we'll explain what's lacking.



Chapter 3: Content Marketing Strategies to avoid

- 1) **Telling everyone how great you are** – being from the Southwest Mr.SEO is not a firm that focuses on telling everyone how great we are. We instead expect that to show through in our work here in Phoenix or beyond. Likewise, whenever you are using content marketing make sure your clear on what the focus is – hint: it's always the customer's needs and desires and never how great you or your company was last year, this year or will be in the future unless a client specifically asks.
- 2) **Trying to sell from jump** – “Look at me, I have red widgets, they're great red widgets. Wanna buy some?” If a person started their first conversation with you, using those exact words – possibly exchanging “widget” for their product or service would you want to buy from this person? It's our belief that most would answer “no” and would not want to do business. Instead – and this may sound like a mantra – focus on how you will help your prospect solve a problem or ease a pain that they have. “Oh I'm so sorry to hear your dog has cancer...” then “Did you know our red widgets have been proven to help fight and even cure canine cancer 84% of the time?” Which method do you think would work in the long-term between the first and the last?
- 3) **Don't do your research** – that or doing sloppy research is also a big issue as Dylan Matthews of the Washington Post found out shortly after he posted this [infographic](#) . Instead research your subject thoroughly or at least have someone else review your infographic or other content before you publish it and begin promoting it.

(for more reasons check out Act-on: <https://www.act-on.com/whitepaper/8-content-marketing-mistakes-to-avoid/>)

Chapter 4: Content Marketing Strategies to Embrace

- 1) **Be honest** – This is essential on the internet. Anything you say can be held against you in the future. Anything you lie about online can and will be found out so might as well avoid it like the plague. Just tell the truth.
- 2) **Be interesting** - If you simply spit out fact after fact, or tell people lots of facts that they already know your social media efforts won't go far.
- 3) **Be funny if you're funny** – As we mentioned before humor can easily turn laughter into revenue. If you know how to joke around without offending someone definitely incorporate that into how you approach social media.
- 4) **Educate before attempting to sell** – So many people love to learn in entertaining or insightful ways. By educating a client before you try to sell to them you instantly build two things 1) credibility and 2) rapport.
- 5) **Try to “get” only after you’ve “given” ... a lot** – So since many people these days have solutions to their problems for free at the end of their fingertips – it behooves you as business or businessperson to give just a little more than the competition in terms of your concern, your service, your research or your proof of knowledge before you can expect to do business.



Chapter 5: Sponsoring Content

Overview: Sponsorship of different mediums has been around since at least the days of radio when corporate sponsors would sponsor entire episodes. It naturally progressed into television – for example here’s an old cigarette ad - <https://youtu.be/NAExoSozc2c> sponsoring [The Flintstone’s](#) – a 1960’s cartoon that was as popular in it’s heyday as [The Simpson’s](#) is today. Of course this also goes for every form of social media that has become prevalent due to the power of the internet.

We mention this all to say that if you are trying to interact with your target market and don’t want to put time and effort to build a whole new social media platform that speaks directly to them you may want to consider sponsoring someone already speaking to your potential customers.

This could be bloggers that focus on things like: Music, Fashion or Automotive niches.

This could be podcasters that focus on things like: Comedy, Storytelling or Sports

Or

This could be vloggers that focus on things like: Beauty Bloggers, Videogames or Unboxing (yes this last one is a major category – people opening things they buy).

One great thing about sponsorship on any of these online programs is that once you’ve sponsored an episode – especially if it’s an early episode of a program that goes on to become great, you have your name or company’s name showing up for the foreseeable future.

Another great thing is because shows on any of these platforms can be extremely niche, you don’t have to worry about the same issues that broadcast sponsors – say a tampon manufacturer may have when broadcasting on a prime time sit-com: Do you get your message out to several eyeballs? Yes. Do a large % of these eyeballs want nothing to do with your product because they were born the wrong gender – yes again.

If you promote on a women’s fashion blog and you’re a women’s fashion designer you are speaking directly to the choir.

Chapter 6: Frustrated? We @ Mr.SEO can help

So we hope this guide on Content Marketing helped you as you and your business delve into the world of content marketing. As you can see there are a number of different platforms you can use to get your message out. There are also some best practices you want to follow and abide by if you want you and your business to remain relevant in the community. Are you still unsure or even frustrated with what to do next for your content Marketing Strategy? Contact us on our greater Phoenix office today.

