

What Makes Good Content Marketing?



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Content is the foundation of every single part of digital marketing. From your website, blog, promotional posts and ads, to videos, ebooks, webinars and podcasts — it's all content. And there's a lot of content out there. How do you stand out among all the noise? Let's dig in....

Content is King!

1. Drive more potential customers to your website.
2. Grow your following on social media and get more exposure.
3. Increase conversions (sales, generate leads)



One thing that hasn't changed much in the last few years in marketing is that Content is still King — and it still works! You need to create, original, fresh, content if you want to

Good, Quality Content



- ♦ Written - blogs, articles, ebooks, whitepapers, etc.
- ♦ Visual - videos, graphics, slide shows, webinars, ads, etc.
- ♦ Audio - podcasts, talks, etc.



Good, quality content is the main building block of today's successful, digital marketing strategies. If you don't create content, you might as well close up shop.

What it Takes



- ◆ Time
- ◆ Planning
- ◆ Creativity



Build first: Don't worry, I'm going to tell you about a bevy of free tools and content marketing strategies to help you generate your content, be more productive and in turn, generate quality leads. In the PDF, there will be links to resources.

What Your Target Wants

1. Clearly define your target audience(s)
2. Research
3. Create personas



1. Create content that your target market(s) wants. So that you know what interests your target audience you first need to clearly define them. Consider age, gender, income level, occupation, likes, dislikes, habits and other demographics.
2. Luckily there are a lot of free online resources to help you get as much information as possible. Find out what type of content they like. Which social networks do they frequent? For instance, if you're trying to reach Millennials – they're a hot market – you need to think mobile, short videos, podcasts and Instagram.
3. Create personas — imagine your perfect customer(s). Give them a name. Who are they? Get to know them. What are their pain points, problems? How can you help them? What advice do they need? How can you educate them?

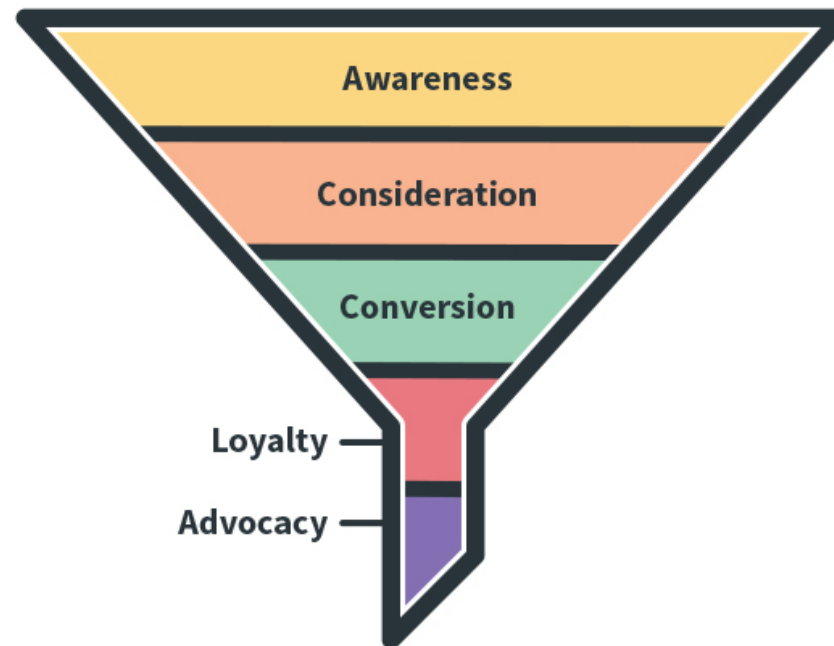
Here's a sample persona I created for a superfood supplement: Mary, 54, semi-retired, married to Ron, 58 who is also semi-retired. Ron is overweight and she finally convinced him to stop smoking 2 years ago. They have both been careful and have not contracted COVID-19. However, she is concerned that Ron needs to eat healthier, lose weight and boost his immune system, so if he or she does contract it, they would both survive. Ron is picky when it comes to meals. Mary's looking for a superfood supplement to add to his meals to make them healthier as well as recipes that she can use to disguise the healthy supplement so that he'll eat it. She's active on Pinterest, Facebook and Instagram. It's pretty obvious what type of content will resonate with her. That's how it works.

Customer Buying Journey



Think of your potential customer's buying journey. Your content should walk a potential customer exactly where you want them to go. Will they buy or convert right away or do they need to be educated more?

A Buyer's Journey



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This is a conversion funnel or a typical buyer's journey. Let's go through each stage: At the awareness stage of their journey, they have heard about your brand, visited your website, hopefully subscribed to your newsletter, taken advantage of your enticing call-to-action offer or followed you on social media — make it easy for them to do that by putting social follow buttons on your website — which also help with SEO.

Not everyone will be ready to buy right away, but they maybe interested in learning more about your business and what it offers.

You want to create content that draws them in – send out an email explaining more about your business or even offer them a first-time customer discount. This is where your content needs to tell a story about your business and show the users who you are, what you do and how it could benefit them.

When users reach the consideration stage of their journey, they are still carrying out research and are still undecided about whether they are going to make a purchase from you. This is a really important phase of the buying journey as they are engaging with your content and considering your business but haven't made that all important step to buy from you. It could be a trust issue. They aren't fully convinced.

You don't want your content to be overly pushy or promotional at this stage, instead, you want to demonstrate yourself as a thought-leader in your industry and provide your potential customers with content that will help them make an informed decision when it comes to making that all-important purchase.

Demo videos and how-to guides are ideal pieces of content at the consideration stage, as they answer any questions and give your audience all the information they need to make the decision to become a customer. Customer testimonials

So you're converting the visitor into a lead and then the lead into a sale.

Once you have that new customer, it's crucial to nurture them and keep them loyal to your brand. Keeping them engaged is important, and showing them you understand their needs and preferences will help develop your relationship with them and keep them coming back for more. A happy customer will also become an advocate, leave a good review on Google or Facebook and tell their friends. Their testimonials become a sales tool for you.

Competition



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Part of your research is checking out your competition!

What are your competitors doing online?

Where do they come up in Google search compared to you for major keywords & phrases?

Look at the bottom 2 and see what you need to do to knock them off the first page.

How many followers do they have? Are they active in social media?

How often are they blogging and posting?

If they're blogging only once a month, then blogging daily for the first first week, then 2-3 a week for the next 2-3 weeks should make a difference. Get more active on the social networks. Especially LinkedIn.

What Type of Content?



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Decide what you're good at and what type of content you're capable of creating. Blogs – you have to be a decent writer — Good news! The Library offers FREE writing classes!; Video – it's easy with the cameras on mobile devices and laptops, but what about editing? Free editing software on Mac - iMovie, on PC, MovieMaker, & YouTube has an editor also. You can also create animated gifs. Animations — anything that moves — is eye-catching. You will want to invest in a tripod. Podcasting - You don't need fancy equipment. If you can talk, you can podcast! Then there's static graphics and pictures. Create original, relevant content. Not click-bait.

Brand Image



Keep in mind that all the content you produce is part of your Brand Image. Make sure you put out good, quality content. If blogging, proofread it. Bad grammar and spelling errors actually hurt your SEO ranking! Yes, Google is that picky! Videos and graphics can never be fuzzy. Don't settle for just OK! This is not a place to be lazy!

Passion



Keep up your passion. Create content about what you know and what you feel comfortable doing. Storytelling is the best thing to do. Nevertheless, if you feel you're not a good speaker, then videos and podcasting won't work, because you're going to stop doing it, because it's hard. Same thing if you don't feel that you're good writer. However, there are ways around this. Like instead of you being in front of the camera, get someone else. Or do a slideshow with a voiceover. Static images and ads, even animated gifs are easy to create with the free online graphics tool [canva.com](https://www.canva.com). They have all sorts of templates — and they're free to a point, but it's very inexpensive.

Weigh Your Options



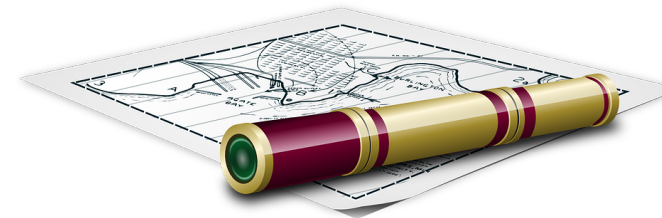
You might want to outsource your content creation if you have the budget. Research your options to make sure you get someone who will create content that will enhance your company's brand image.

SOCIAL MEDIA



Get your social media act together. Social media plays an important part in how you promote and distribute your content. I'm doing a special planning your online marketing workshop for SCORE July 13th. In it, I go into detail of all your digital marketing options and what you need to think about. I also have a lot of content on my website on specific networks, strategies and tactics.

Plan it Out



TODAY...

1.
2.
3.
4.
5.
6.
7.



Write out a strategic plan. Start with SMART goals on what you want to accomplish with your content marketing. What are your objectives? Drive traffic to your website? Lead Generation — grow your email list with quality leads? Grow your social media following? (This may be a goal if you're starting out.) The strategic plan is how you're going to accomplish those goals. Include the data from your research. Based on your research, how often do you need to blog? How often will you record a video or podcast? Then the tactical plan is detailing how you're going to implement the strategy. Basically, your to-do list. What are you going to do when?

It's a Marathon not a Sprint



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Digital marketing is a marathon not a sprint. You're in it for the long-haul. But, be aware that the road is constantly changing. You must be consistent and persistent. If you stop creating content, Google will forget you. A gal I worked with told me that she was doing everything I told her to do — blogging once a week, active on social media etc. Then she got busy and stopped. When the last client's job was done, there was nobody on the potential client pipeline. If you get busy, you can't stop marketing! Hire someone to help you if just for a few months. If you stop posting on social media, people will think you fell off the face of the earth.

The Secret Formula



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There is a formula or a recipe for success. It starts with content — the fresh material that Google is looking for. Plus you want to become a content magnet. How do you do that? You promote that content and engage with your potential customers on **social media**. That's the formula: content + social media = SEO or traffic to your website. Given that, you must have a website that's set up to **capture leads**. You need to convert that visitor in to a lead by offering a free download – ebook – yes, more content, a webinar or video or a coupon or a special offer. You want to capture their name and email and ask them 2 or 3 qualifying questions to be able to segment your email list. A couple of days after the download, send them an email with a video. If they watch the video, they then get another email. If they don't watch the video in 3 days, they get a different email. The idea is to nurture the lead into a sale with content!

Time-Saving Tools

- ♦ [Quora.com](https://www.quora.com) - Q&A site
- ♦ [Feedly.com](https://feedly.com) - Online Newsstand
- ♦ dlvr.it - Automate posting to social media
- ♦ [LinkedIn.com](https://www.linkedin.com) - the largest online professional networking site
- ♦ WordPress - CMS - blogging platform



Quora – popular Q&A site: Yes, it takes some time, but the more questions you answer, the more you get known as an expert in your field.

Setup your profile completely.

Put links to your Quora profile on your website and LinkedIn profiles

Follow questions from your topic(s) of expertise

Respond quickly to questions so you're one of the first to answer.

If someone else beat you to it and they answered correctly – in other words, you couldn't have written it better yourself – then up-vote their answer.

Share your answers on social media.

Answer the question with a short paragraph, then put links to pertinent blog articles on your site to “dig deeper”, details or more info. This helps drive people to your website and helps with SEO as you're creating legitimate backlinks.

Feedly – Your online newsstand: You have to subscribe to dozens of blogs and online magazines to be able to keep up with your industry, competition and find relevant content from trusted sources to share with your social media followers. You don't need 100 emails daily. That's where Feedly comes in. I use it daily to find content for my clients and to keep up with news. I use the Feedly mobile app on my tablet.

Set up folders to save content you want to deal with later.

Search for relevant content and look for quality sources.

Watch for bloggers or magazines who post several times a day. If it's too much, just unfollow.

When you find a good article, share it on your social networks using either Buffer or HootSuite.

Dlvr.it – automate posting content to social networks. Free to a point. I subscribed and I love it. It's set it and forget it! Don't pick a content publisher who publish a lot of content daily. There is such a thing as too much. Share other people's quality content that's related and relevant. But, obviously not competition. LinkedIn – Publish your blog on your website first to give it content authority with Google. Share it to your LinkedIn personal profile as well as your company business page (use one of the

automation tools to do this). Then in a few days, publish it on LinkedIn, but add a link to the original article at the bottom saying that this article originally appeared on your website. Make sure you have a call-to-action at the end. This will help with SEO, brand awareness, trust and credibility.

I recommend WordPress for your website and blog. It combines both and there are tons of free themes and plugins that help with SEO, analytics and social media.. If you're not ready for your own hosted website, start at WordPress.com, which is free to a point, but it's inexpensive to add a domain name. You'll learn blogging on their block editor and then later, you can easily export your content to a hosted website.

Crafting Your Message

1. Enticing Headline
2. Keep their attention
3. Deliver on the headline
4. Write for your audience
5. Share — don't sell!
6. Call-to-action at the end



You know who you're trying to reach. You've got your SMART goals set and a strategy. Now you have craft your message. These tips will help no matter what type of content you're creating.

1. You want to catch your targets eye. Grab their attention. The CoScheulde Headline Analyzer tool is free to use and it helps you find the right words. You're also going to take your list from the Google Keyword Tool to get ideas for topics. Nothing better than to write about what people are searching for!
2. The first paragraph in a blog or the first 15 seconds of a video or podcast needs to keep the attention of the reader, viewer or listener. Outline the benefits, what are they going to learn or enjoy if they consume the whole piece. How are your going to solve their problem?
3. Nothing is worse than clickbait! You click on a headline and it's not what you expect. That hurts you in every way possible. People leave immediately, increasing your bounce rate, which affects your SEO. They'll never trust one of your posts again. They'll stop following you. They'll make a mental note of your name and brand and you've lost them for good. Offer advice, tell a story, answer a question.
4. Talk to your target audience. Remember, you're the expert, your target probably isn't. (Unless you're in a tech industry). Provide the knowledge that your audience wants or needs.
5. Don't sound too salesy! You've got their attention, what do you want them to do next? Here's where the enticing offer comes in.
6. Always put a call to action at the end of your blog, video or podcast.

Page & Blog Post Structure

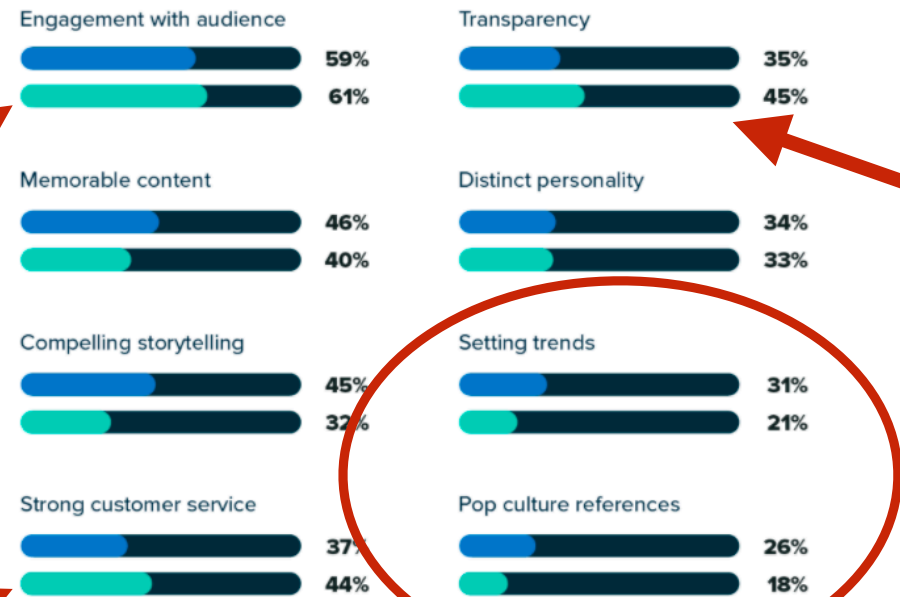
- ◆ Title tag - under 60 characters - “Home” is not the name of your business!
- ◆ H1 heading - only in the title of the page - what it is that you do - NOT “Welcome”!
- ◆ H2, H3, H4 sub-headings -
 - ★ put your major keywords in headings and sub-headings
 - ★ put the question you are answering in an H2 tag
- ◆ Bullets - easy for the human to read
- ◆ Text content - written for the human reader but keyword-centric
 - ★ Guide the visitor to convert
 - ★ Match the title/headline
- ◆ Meta tags - 1-2 sentences describing the page - it’s what comes up in search
- ◆ Graphics - with descriptions in the “alt text” box.
- ◆ Blog Tags - relevant keywords or phrases
- ◆ Blog Categories - index topics - don’t use “uncategorized” ever



Part of the “searchability” of a page, is the structure.

What makes a brand's social best in class

What marketers think What consumers think



sproutsocial • Sprout Social Index™

sproutsocial.com/index

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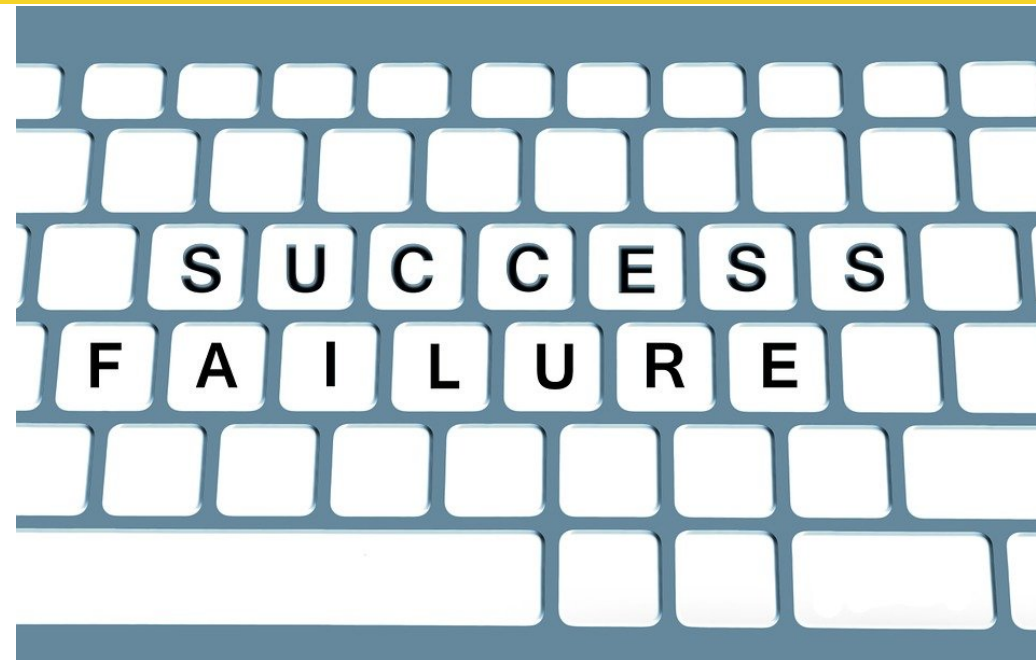
What's important to the consumer? Engagement, transparency, customer service. Notice what marketers THINK their customers want when they really don't — setting trends and pop culture references. Same thing with memorable content and compelling storytelling. Yes, telling stories is good and works, but it doesn't have to be the next great novel. Tell the story to make your point. Tell the story to show an example. To educate.

Increase Sales



The proof is in the sales. If you're not seeing ultimate results, it's time to analyze and figure out what's not working.

It's Not Working!



What if your efforts don't work? You think you're doing everything right, but your analytics are telling you that something's not working. Worse, you're not getting sales. Here's what you have to look at...

Something's Wrong

Post Reach

June 27 - July 24

5,934

People Reached ▲45%



**CLICK HERE
TO
REGISTER**



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If you're getting reach on your ads or organic (non-paid) posts, but they're not clicking through, then it's the wrong message or the wrong audience.

If you're getting click-throughs to your website, but people aren't converting, then it could be the website, the call-to-action, the landing page, or even the product or service. I said it before: a bad user experience will cost you sales!

A SCORE mentor can help you determine where you're failing and guide you to turn things around. I just did an article on this. Go over to my website and search for it.

When to Pay for SEO



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If after 3 months of doing it all organically (non-paid), and you're not seeing an increase in website traffic and/or conversions, it may be time to consider paying an SEO agency that specializes in technical SEO. If you do hire someone, make sure they report every month. Also, check your Google Analytics yourself to verify if they are truthful in reporting.

Clearly Identify Your Target

**Define Your
Target Market
Workbook**





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Free 15-minute Phone Consult



Click on over to my website and schedule a free 15-minute phone consult and I'll review your current marketing efforts and give you a few tips. I also have several articles like what's going to be trending in June that I just published.

Live Zoom Chat

2nd Saturday Social with the Wiz!



FREE

Saturday, June 12, 2021

10:30–11:30 AM MST

Get the Latest in Social

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Questions?



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Resources

- ♦ [SCORE SWOT Analysis Webinar](#)
- ♦ [SCORE SWOT Analysis Checklist](#)
- ♦ [SMART Goals - Recipe for Success](#)
- ♦ [Define Your Target Market Workbook](#)
- ♦ [SEO by Yoast WordPress Plugin](#)
- ♦ [JetPack WordPress Plugin](#)
- ♦ [SiteKit WordPress Plugin by Google](#)

