

## Top 5 Content Tips for Businesses

#### **CONTENT MARKETING AND SOCIAL MEDIA**

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#### **1** CLAIM AND MANAGE YOUR ONLINE PRESENCE

Whether you plan on having an active presence online, or are still questioning the benefits of social media, be proactive:



- Claim your business name on social media platforms, before someone else does!
- Manage online reviews of your business by claiming your business listing on local networks (e.g. Google Business, Bing Local, etc.)
- Do the basics complete your social profile and give your customers and clients the opportunity to contact you through social media.

#### SOCIAL MEDIA GUIDES:

## Master social media platforms with these online guides:



Facebook Business Page



LinkedIn Company Page

<u>Twitter</u>



**Google+ Business** 

#### DO THE BASICS:

- Complete all basic business information including contact information, mailing address, and website.
- Upload your business logo and list products and/or services
- ➡ Include relevant images.
- Designate one individual to manage social media channels.
- Develop a Content Plan and Editorial Calendar

#### **2 DEVELOP TARGET PERSONA(S)**

Answer these questions and get to know your customers on a deeper level:

- Demographics
- ➡ Profession and Industry
- ➡ Personality, Interests and Priorities
- ➡ Current Situation (married, student, etc)
- 눡 Purchase Habits
- Customer Problem(s)
- Customer Concerns (preventing purchase)
- ⇒ Customer Emotions (hesitant, eager, etc)
- ➡ Customer Goals (high ROI, etc)
- ➡ Factors Customers Consider
- ➡ Common Questions and Concerns
- Business Solution to Customer Problem(s)
- 🗢 Business Benefits to Customer

#### TARGET CONTENT TO YOUR AUDIENCE

Focus on content and social media updates that are relevant to your audience:

- Audience Needs
- Product/Service Benefits



- Answer Customer Questions/Concerns
- Provide Solutions to Customer Problems
- Focus on Purchase Habits and Emotions
- Examine the Factors Customers Consider

#### **DIFFERENT TYPES OF CONTENT:**

Determine the types of content most relevant to your audience:



- eBook Blogs Reviews News Videos
- Whitepaper Research Articles Newsletters Case Studies Infographics

Top 10 Lists Presentations

# FRESH QUALITY CONTENT AND KEYWORDS

#### **3** DEVELOP FRESH QUALITY CONTENT

**Fresh Content** - the process of creating original content and social media updates specifically targeting your audience.

Keep it interesting and give your audience and other visitors a reason to return to your website!

**Evergreen Content** - is content that is not time sensitive, and will remain relevant to your audience (eg-best practices, research, case studies) in the long-term.

- ➡ Is always relevant (eg-a case study, research article, how to eBook, etc.)
- $\Rightarrow$  Is valued by your audience.

An alternative to producing original content is Content Curation - the process of providing your audience with content found online.

- ➡ Ensure content is relevant
- Only share content that is from a professional source, that will provide value to your audience (eg-blog articles thought leaders and other experts)

#### **VISUAL CONTENT**

Research demonstrates, time and again, that visual content (images, videos, infographics, etc.) elicits stronger engagement than pure text.

#### Include images and videos :

- Make your post memorable
- Break up text
- Improve visual appeal and user experience
- Keep the reader engaged

#### **Keywords**

### Know the keywords used by your audience to find your content, products and services!

Using keywords in content ensures that users, and search engines, can find you and your content!

#### Useful Keywords Tools:

- Use Google Keyword Planner
- Google Trends
- Bing Ads Intelligence



#### 4 CONTENT MARKETING

The purpose of Content Marketing is to attract and retain customers by creating and sharing content.



Decide which social media channels will be used to market content to online audiences.

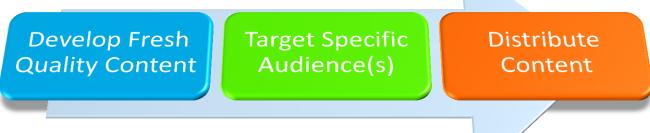
#### All Content Must :

- Be Relevant and Valuable to your audience.
- ✓ Encourage engagement
- Enhance customer and brand relationship

Determine who will manage and develop online (blog and social media) content.

- Tailor content to reflect news, updates, current events, as well as maintaining relevancy to your audience.
- ➡ Include a Call-to-Action within content and direct the reader to perform a specific action (eg-read more, call, buy, complete a form, etc.)
- ➡ Will Press Releases be published for specific content (eg-news, product or service announcements, etc.)?

**The Goal:** Become a thought leader in your field by providing the most accurate, up to date, and informative content to the public!



#### **5** Editorial Calendar

Plan your content and set up a schedule for publishing fresh content as well as when content will be distributed on social media channels.

- ➡ Test various days and times for optimal engagement on social media networks.
- Be consistent! Do not leave long time-lags between content updates or your audience will not only loose interest, but forget entirely.
- $\Rightarrow$  Remember to schedule and plan for national holidays.
- ⇒ Link Fresh Content to relevant Evergreen Content.

#### There are several ways content can be planned throughout the month:

- Have a 'Topic of the Month or Week' and focus content on a central subject
- Designate special days for specific content (eg-case study published every Wednesday, Newsletters on Fridays and Fresh Content on Mondays).
- Have your audience submit content ideas (eg-do a Facebook poll and find out what your audience is looking for!)

