



# Top 5 Content Tips for Businesses

**CONTENT MARKETING AND SOCIAL MEDIA**

Presented By:  
Catherine McG  
Editorial & Content Manager

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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](#)



[Twitter](#)



[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:

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- ⇒ Demographics
  - ⇒ Profession and Industry
  - ⇒ Personality, Interests and Priorities
  - ⇒ Current Situation (married, student, etc)
  - ⇒ 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:

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- ✓ 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        | Whitepaper        |
| Blogs        | Research Articles |
| Reviews      | Newsletters       |
| News         | Case Studies      |
| Videos       | Infographics      |
| Top 10 Lists | Presentations     |

### 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.)

⇒ 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

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

- ⇒ 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.)?

Develop Fresh  
Quality Content

Target Specific  
Audience(s)

Distribute  
Content

## 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 lose interest, but forget entirely.
- ⇒ 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!)

Presented by:  **Content Corner**

