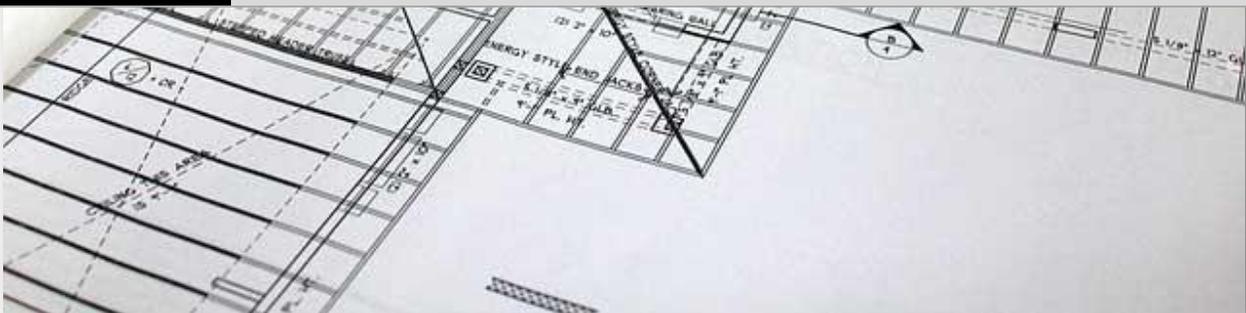




**E-POWER
MARKETING**

The Blueprint for a Good Content Marketing Strategy



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Discover Why Content Marketing Delivers Results!

A good Content Marketing strategy is a combination of different elements working together to produce something of value for both marketers and consumers. It solves problems, meets objectives, informs, persuades and entertains. Is your company's content working the way you want it to? E-Power Marketing explains the blueprint of a good Content Marketing strategy. To begin, check out these fast facts on Content Marketing:



What makes great content?

By now its common knowledge that [content is king](#), but knowing the specific elements that go into a good piece of content can be more difficult to define. What makes some content successful, and other pieces flop? While strategies can vary among platform, industry and objectives, there are several key elements necessary for success:

#1 – Content must be unique, educational and interesting

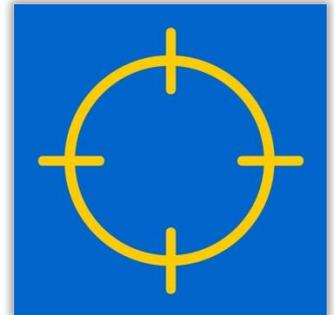
The most basic questions you should ask when creating content is whether or not it brings your target audience value. Content that is repetitive, lacking in new information, or simply boring will not engage or retain your audience, much less provide any lasting value. Before creating anything, you should fully understand your target audience. Who is your ideal customer? What do they want, need, like, or dislike? How long is their attention span? How frequently are they in search of the products or service you offer? How does their professional and personal life impact their buying behaviors? Then and only then can you craft the kind of content they're looking for.



This content development tip applies even to B2B industries that can be stereotyped as dry and technical compared to the more colorful B2C content that has the reputation of having more wiggle room for humor and excitement. [HubSpot](#) recommends that companies tackling business writing should try to eliminate excessive jargon, focus on specific topics, use relatable analogies and examples, keep the length in check and use visuals. Essentially, your goal should be to have your customers looking forward to consuming your content, wanting to share it, and always ready to come back for more.

#2 – Content should be focused on topics, not keywords

While it's tempting to create content around keywords and phrases, your goal should be to focus on topics and subjects your target audiences care about. Content topics need to be determined by the searcher's intent, and should be first created to provide value to the reader, then optimized for keywords. If your content is centered on specific, user-oriented topics, the right keywords will naturally fall into place. If you only focus on specific keywords, you're missing out on organic opportunities.

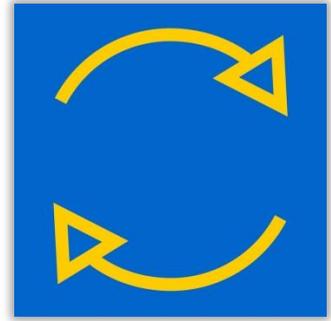


Old SEO tricks emphasized keyword frequency, usage and placement, whereas search algorithms today call for strategic keyword placement instead. Search engines like Google are smarter than ever when awarding search visibility such as:

- Overall website/content meaning
- Educational and topical content on a website
- Relevancy to audience
- Trending topics

#3 – Content should be posted regularly to grow your site on a continual basis

If content is king, then consistency is key. Posting regularly on your website not only keeps readers engaged, but also keeps your website fresh, which can [improve your performance on search engines](#). While there's no "golden-ticket" frequency for how often you should be updating, maintaining that consistency over time is very important.



Where is content important?

Content is beneficial on nearly any platform, but often a company cannot reach its full potential in terms of web presence unless it is actively producing content in both onsite and offsite locations.

Onsite Locations

Two key areas you'll want to focus on when it comes to your website are general **website content** and **blog content**. Informational pages about your products and services can be important tools for a viewer's experience and search engine visibility. In addition, a blog serves as a great way to have a constant stream of updated, relevant posts on topics of interest to your website visitors.



Offsite Locations

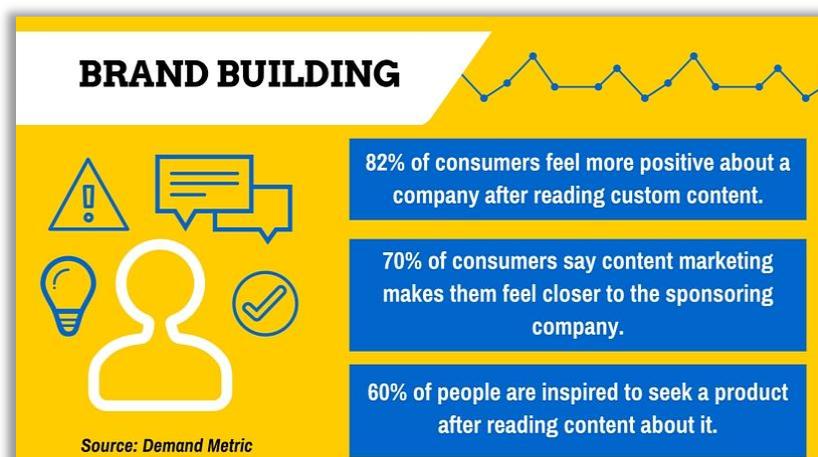
Aside from your website, maintaining a strong offsite presence is important for attracting non-visitors' attention and improving your reach. This can include **social media channels, emails, guest postings on relevant blogs**, and more. According to [Statista](#), there are over 2.6 billion social network users worldwide making it one of the most popular online activities. Chances are, at least part of that group includes your audience which gives your company an opportunity to interact and engage with potential customers in a dynamic, two-way communication environment.



Why is content so important for Online Marketing?

Content is important because it serves two purposes: it provides value to your audience, in turn providing value to the company in terms of branding, SEO and potential conversions. No Online Marketing strategy is complete without quality content, and marketers should consider these important benefits before ignoring the incredible potential of content creation:

- **Search visibility:** Well-written, relevant, optimized content will earn high visibility on search engines like Google, allowing your website increased organic search traffic
- **Traffic:** Content can drive traffic to your website and retain customers longer once they are there
- **Improved performance of ad campaigns:** Coupling your organic Search Marketing with your ad campaigns can benefit both areas, and gives you better traction with overall reach and increased conversions
- **Lead generation:** Aside from web presence, Content Marketing can directly influence profitability by generating leads. [Recent data suggests](#) Content Marketing produces higher conversion rates with significantly lower overall costs.
- **Customer development:** Consistent, useful content generates interest and is something that will draw customers back to your site over time. Think of content as a retention tool that can not only influence a reader's decisions or actions, but also serves as a reason for those readers to continue to follow your company well after a purchase, saving you time and money on traditional promotional costs and relationship management.
- **Brand building:** By creating consistent, quality content, your company can establish a reputation as an insightful industry leader. Customers will know that you are actively engaged in the industry and can look to you as a resource for advice and innovation. A few important statistics on the relationship between content and brand building are outlined below.



How can you leverage Content Marketing for your brand?

Creating a sustainable, optimized and results focused Content Marketing campaign can be overwhelming, we get that. Getting outside support is often the best course of action for brands of all sizes, across industries! If you'd like more information on what your next steps should be, or how to get your own Content Marketing strategy off the ground, [contact E-Power Marketing!](#)

THE AWESOME CONTENT MARKETING PROGRAM CHECKLIST

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- DETAILED CONTENT GAP ANALYSIS
 - CONTENT CALENDARS & STRATEGIES
 - CUSTOMIZED, ACCOUNT-SPECIFIC CONTENT
 - IN-DEPTH INDUSTRY & AUDIENCE RESEARCH
 - EXPERIENCED CONSULTANTS, STRATEGISTS & COPYWRITERS