

Drive Your Business Forward with Content Marketing

Are you using content marketing to promote your business?

Did you know people are more likely to buy from a company that creates helpful content?

70 percent of consumers said they prefer to get to know a company by reading their articles, versus reading their advertisements.

Why Is It So Important to do Content Marketing?

1. **It Works.** More than 73 percent of business-to-business companies plan on increasing their content marketing in 2014. Because it works. This means your content marketing needs to be high quality, engaging content that stands out from the crowd.
2. **It Targets.** The people who find your content and read it are the leads you want to do business with. And unlike advertisements that reach millions — including people who you'll never do business with. Content marketing gives you a smaller, targeted list of contacts.
3. **It's Credible.** What is more likely to persuade you to buy a product you don't know much about — a one-line advertisement or a well-written article backed with research? Content marketing is the perfect opportunity to give the details of a product, and improve your company brand. (<http://www.contentplus.co.uk/marketing-resources/infographics/anatomy-of-content-marketing/>)
4. **It's Customer-Friendly:** People are more likely to buy from a company that offers great content (<http://www.customcontentcouncil.com/news/roper-finds-majority-consumers-value-custom-media>). This means you are more likely to get repeat
5. **It's Cost-Effective:** At a small percentage of the cost of an advertisement, content has the potential to bring you quality leads — indefinitely. Every time someone shares, or likes your content, you build social proof that you're a company to pay attention to.

Types of Content Marketing that Works

Blogs

Press Releases

Tutorials

Feature Stories

Webcasts, Podcasts, and Videos

Magazine Articles

Websites, Microsites, and Online Communities

Social Media Postings

Electronic Newsletters

Mobile Apps

Ensure Your Content Works as a Benefit. Not a Liability.

The Internet waits for no one. But it also isn't going away.

The content you post today will be online — available to your prospects — for a long time.

This means it will be promoting your company while you sleep, while you celebrate your birthday, during the next presidential election, and on and on...

And each time your content is read by a potential prospect, you're building credibility. Trust. A memory.

This also means that anything you post online can and may be used against you. Be careful what you write. Focus on quality.