

# CONTENT MARKETING

## EXECUTIVE SUMMARY

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No matter your industry or type of business, content marketing is the single most effective way to build your brand, attract new clients, maintain interest until they're ready to buy, create trust so they want to buy from you, and become a leader in your field. How does it accomplish all of that? By being the linchpin that enhances and works with SEO, lead gen/nurturing, and social media marketing to make them more effective and improve ROI.

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## WHAT IS CONTENT MARKETING?

Content marketing is a strategic approach that ties together a comprehensive marketing plan to attract, build and retain a target audience, and grow a business. As part of in-bound marketing, strategic content draws your target audience to you, as opposed to ads, which are outbound marketing.

While commonly thought of as blogging, content marketing is far more than that, and, more importantly, it's the key to turning prospects into paying customers and customers into raving fans. Good marketing is a dialogue – content marketing stimulates the conversation until they're eager to buy from you.

The difference between a successful business and those that are just average is engaging, strategic content. Style is only part of what makes a good first impression for your website. If it doesn't have the information they want, people will leave quickly, no matter how pretty it is. Well-written, strategic

content also improves your search engine rankings, which is essential because 95% of people only ever look at the first search results page.

More importantly, research from the Content Marketing Institute shows that small businesses with a blog get 126% more leads than businesses without one. Yet not all blogs are created equal.

The average blog produced by a small to medium-sized business itself tends to only be sporadically updated, is usually too aggressively sales-oriented, and isn't optimized for SEO. While better than not having a blog at all, it's just the tip of the iceberg of sales and marketing possibility.

At Efferent Media, strategic content marketing is an essential part of both your digital sales team and customer service staff. **Depending upon the scope of your services, content marketing can entail:**



**BLOGS THAT ATTRACT NEW PROSPECTS**  
and position you as a trusted authority in your field



**FAQS AND BLOG POSTS THAT MELT AWAY SALES**  
objections and answer questions



**OPTIMIZED WEB PAGE COPY**



**E-BOOKS AND OTHER FREE CONTENT**  
to grow and nurture prospects



**OFFERS AND MATERIAL**  
for social media campaigns and more



Content marketing provides information your target audience wants and needs, making your brand invaluable to them. It also primes them to buy from your business because of the trust developed. Content marketing is perceived as less “pushy” than various sales techniques while being highly effective on its own and super charging other parts of your marketing strategy.

For example, a financial consultant could place ads for their services. Content marketing for that same business would answer key questions that educate

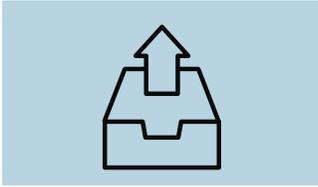
their target audience, like what does “fiduciary” mean, what questions to ask before using a financial planner, market trends, etc. By answering typical pre-purchase questions and educating them on the process of working with a financial consultant, the prospect feels more confident about moving forward and are gradually steered to sign up without ever seeming pushy or aggressive. Combine content marketing with email marketing and/or an ad strategy, and the results are stronger than the individual parts.

At Efferent Media, our content marketing strategies are SEO-driven and customer-focused to create conversions and grow your business. Efferent Media’s content marketing specialists will generate prospects, traffic, rankings, and links to position you as a leader in your field.



## WHY IS CONTENT MARKETING IMPORTANT TO MY BUSINESS?

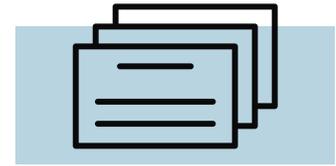
### 9 KEY STATISTICS



Content marketing is **3x** more effective & efficient than outbound marketing lead generation (Content Marketing Institute)



**47%** of B2B customers read 3-5 blog posts before talking to sales (Demand Gen Report)



**92%** of companies list content as a vital asset (Content Marketing Institute)



**72%** of businesses surveyed credit content marketing with increasing their leads (Content Marketing Institute)



**63%** of marketers use content strategy to build customer loyalty (Content Marketing Institute)



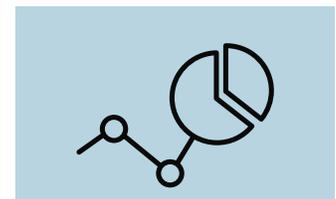
Email marketing (**87%**) and blogs/educational content (**77%**) are top B2B content marketing methods (Content Marketing Institute)



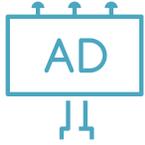
**51%** of content read comes from organic search (Kuno Creative)



**91%** of consumers value brands for their authenticity (Social Media Week)



Content marketing is the **2nd** most important marketing skill (Econsultancy)



INCREASES BRAND VISIBILITY AND AUTHORITY



ESTABLISHES YOU AS A LEADER IN YOUR FIELD



CREATES A DIALOGUE WITH CUSTOMERS AND PROSPECTS THAT BUILDS RELATIONSHIPS



DEVELOPS TRUST IN AND LOYALTY TO YOUR BRAND



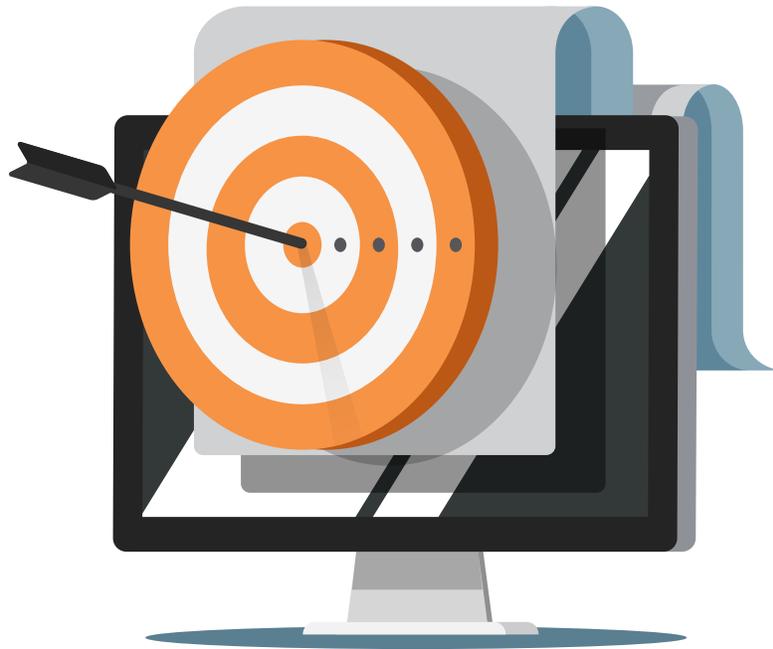
DRIVES WEBSITE TRAFFIC AND POWERS SEO RANKINGS



BOOSTS LEAD GENERATION



DRAWS PROSPECTS INTO YOUR SALES FUNNEL



## CAMPAIGN GOALS

Content marketing can serve many purposes, some simultaneously, such as improving SEO performance with blogs and using those same blogs to address pre-sale questions. However, a successful campaign needs clearly defined goals, such as:

- ✔ Increasing website traffic
- ✔ Growing brand awareness and authority
- ✔ Generating more sales leads
- ✔ Converting leads into paying customers
- ✔ Up-selling clients and improve retention

As a new Efferent Media client, we will discuss your brand's current position and your short-term and long-term goals to create objectives.



## CAMPAIGN OBJECTIVES



### 1 — IMPROVE WEBSITE RANKINGS AND DRIVE WEBSITE TRAFFIC

Efferent Media's content specialists will work with our SEO data analysts to create page or blog content that answers the most popular search questions for your industry, incorporates Google Trend data, and is optimized for mobile and voice search results.



### 2 — INCREASE BRAND AWARENESS & AUTHORITY

Using a mix of industry research and data analysis, Efferent Media creates content that educates and informs the reader, positioning your company as a trusted authority helping them make a good decision.

Depending on the scope of services, this content could involve specialized web pages for your products and services, FAQs that address pre-sale questions, e-books and other material for email marketing lead generation or nurturing campaigns, or blogs. Those blogs will also feed the part of the Google search algorithm that responds well to regular, fresh content. If you have a social media marketing campaign, blogs provide fresh and evergreen content for them that followers can share with their friends.



### 3 — DEVELOP SALES LEADS

As mentioned, content marketing can work synergistically with an email marketing campaign to widen your sales funnel by attracting members of your target audience and encouraging them to provide contact information in exchange for an e-book, get them to subscribe to your blog or newsletter, etc.



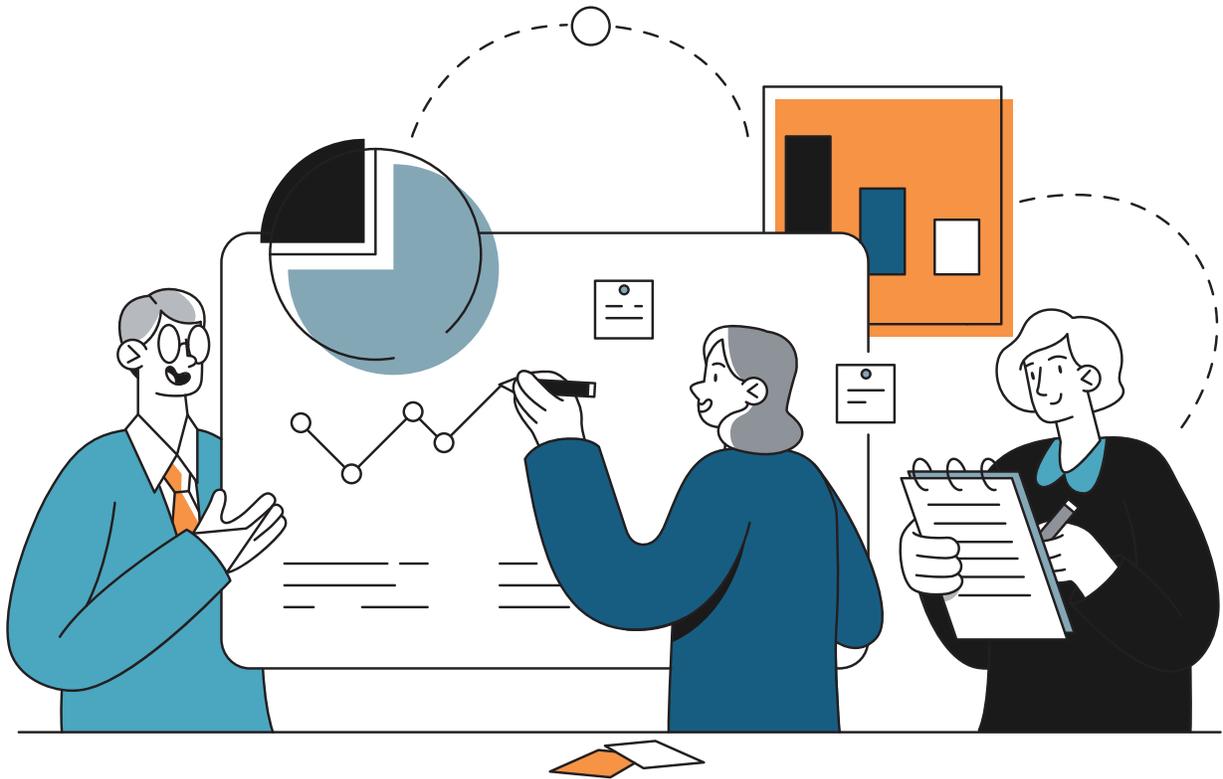
### 4 — CONVERT LEADS

Numerous studies have shown that the typical consumer needs an average of seven interactions with a brand before they're ready to buy. Content marketing can provide those touchpoints and keep prospects interested while guiding them through the buyer's journey until they're ready to purchase.



### 5 — IMPROVE RETENTION AND UPSELL

It's easier to get more sales from an existing client than to acquire a new one. Your existing clients are also an invaluable resource for recommendations. This type of campaign stimulates additional sales. For example, a chiropractor's patients could be targeted for nutritional and lifestyle counseling, massage therapy and bodywork, etc., through content marketing campaigns presenting the benefits and value of such additional services. By making them informational, they might also share an e-book of exercise tips for the spring with their friends, introducing your brand to new prospects and standing out from the crowd through that social proof and trust.



## GOALS & OBJECTIVES

Clarify brand goals and set specific objectives to attain those goals, as well as which aspects of content marketing will be utilized.



## COMPETITOR ANALYSIS

Seeing what has and hasn't worked for your competition can provide insights and possible openings that can be used to reach prospects.



## DATA ANALYSIS

Our experts find the questions your prospects want answered and the keywords that go along with them so our writers can incorporate that information for optimized results.



## ENGAGING INFORMATION

More than just data, the content needs to be interesting, engaging, and useful to your target audience. This makes them want to sign up to read it or visit your website again and again, and share it with their friends, enlarging awareness of your company, its products and services.



Your new account at Efferent Media will be onboarded during its first two weeks. During this process, we will discuss your goals and current marketing to determine what needs to be done and align your goals with content marketing strategy custom crafted for your business. We'll also work with you to create your target audience persona, demographics, interests, and more.



## CONTENT STRATEGY

Our team will create a list of topics for blogs, email marketing campaigns, and/or missing web pages, based on your goals. Our data analysts will research the keywords to target, information gaps we can fill, etc., to refine that list. We will then present you with those suggestions to approve or refine.



## WELCOME CALL

Your dedicated Account Manager and members of the content marketing team will ask you a series of questions to clarify your goals, needs, and current content situation and create a strategy for success.



## CONTENT CREATION

Our writing team will then research the approved topics and craft engaging, strategic content that attracts customers, and builds your brand's reputation and authority.



## REPORTING

Success can be measured. The reporting will depend upon what part of your marketing campaign the content is created. Blog content is part of SEO reporting, email marketing is part of lead gen/nurturing reporting, and so forth. Regardless of which part of Efferent Media provides the reports, specialists from that area of expertise and your Account Manager will provide a report and easy-to-understand summary, as well as be available for any questions.

