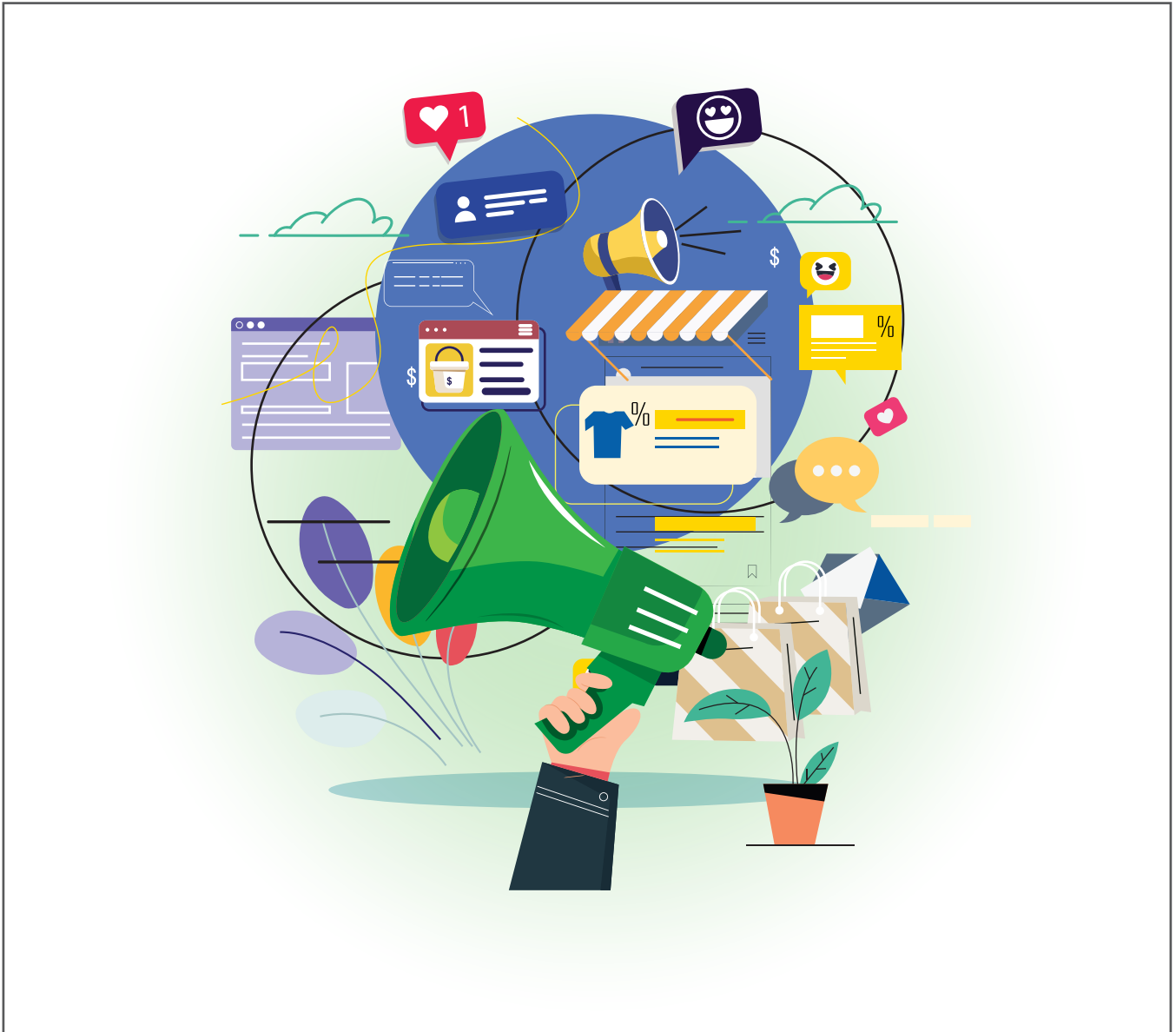


CONTENT MARKETING TODAY



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OVERVIEW OF CONTENT MARKETING

Your customers, leads, and audience members want valuable content from your business. And that content needs to reach audience members in a way that feels natural and organic versus being disruptive. Content marketing helps businesses do this, and it describes the process of attracting, engaging with, and delighting your target markets.

By honing in on effective content marketing, you can do just that — and as a result, increase conversions, improve brand awareness, boost revenue, establish yourself as an industry leader, and more.

Whether you're just starting to devise a strategy or you're refreshing your existing one, it never hurts to re-assess your process and come up with new ways to create and share the content your audiences want.

Content marketing is the process of planning, creating, distributing, sharing, and publishing content to reach your target audience. It can boost factors like brand awareness, sales, reach, interactions, and loyalty.

What can Content Marketing do?

- **Educate** your leads and prospects about the products and services you offer
- **Boost** conversions
- **Build** relationships between your customers and business that result in increased loyalty
- **Show** your audience how your products and services solve their challenges
- **Create** a sense of community around your brand

BENEFITS OF CONTENT MARKETING

1. Your audience will stick around longer.

Great content is an important asset. It has the ability to create positive experiences for your potential customers and compel them to come back for more. It's your ticket to capturing your audience's attention and continually reinforcing a positive brand impression.

2. You'll have better traction on social media.

It's one thing to increase your social media followers across channels, but it's quite another to create trendy content. If you're one of those businesses that doesn't see much traction despite having a huge following, it's time to use content marketing to your advantage. Quality content can help your business gain traction on social media.

3. Your audience will trust you.

Creating content helps your business build a relationship with your audience. You can answer their questions and interact with customers. When you create value without taking anything in return, your audience is more likely to trust your advice and recommendations.

4. You'll generate more and better leads.

Content marketing can also generate leads. When your audience views your content, they're more likely to purchase from you in the future. Additionally, calls-to-action (CTA) placed directly in your content can generate new leads for your sales team.

5. Original content can improve conversions.

The content you post influences conversions. It helps your audience connect with you and gives them information needed to make educated purchases.

6. Your business will become more visible thanks to SEO.

The more consistent, high-quality content you produce, the better it'll be for your SEO efforts.

7. Great content can position your company as an authority in your industry.

Creating quality content will also help build your authority online. If your business is established as a credible place to get information, you're more likely to rank higher in search engines.

8. Quality content can build brand awareness.

Sure, anything can build brand awareness, but content marketing can do it in a unique way.

9. You'll cultivate loyal brand fans.

Taking brand awareness a step further, all the people who raved about your content and associated all those great feelings to your brand are very likely to become brand advocates before ever purchasing your product.

10. You'll save money on your marketing strategy.

Since the cost of content marketing was first assessed ten years ago, the practice has remained the most cost-effective marketing strategy available.

TYPES OF CONTENT MARKETING

There are many types of content marketing that you may choose to incorporate in your strategy — here are some of the most common:

1. Social Media Content Marketing

With over 3.6 billion global social media users, it's easy to understand why so many businesses invest in social media marketing. There are a number of platforms (e.g. Facebook, Instagram, Pinterest, LinkedIn, Snapchat) to work with and several ways you can create and share content on each of them (e.g. photos, live videos, prerecorded videos, stories).

2. Infographic Content Marketing

Infographics display content, information, and data in an easy-to-understand, graphic format. With a mix of simple wording, short statements, and clear images, infographics are a great way to effectively communicate your content. They work well if you're trying to distill an educational and/ or complex topic down so all audience members can understand it.

3. Blog Content Marketing

Blogs are a powerful type of inbound content and allow for a lot of creativity in terms of their purpose and topic. With a blog, you can do things like promote other internal and external content and blog articles via links, add social share buttons, and incorporate product information.

4. Podcast Content Marketing

A 2020 survey found that 49% of 12-to-32-year-olds in the U.S. had listened to a podcast within the last month, with an average of six listening hours a week. For this reason, many businesses and media outlets have began creating and sharing their own podcasts.

Podcasts allow for a lot of creativity as they can be about any topic of choice. Additionally, you determine other factors related to the podcast such as cadence of episodes, who's on the podcast, where you advertise the podcast, and how long episodes are.

5. Video Content Marketing

According to research, 69% of consumers say they prefer to learn about a brand's product or service through video. Additionally, video marketing can boost conversions, improve ROI, and help you build relationships with audience members. You may choose to share your video content on social media platforms, landing pages, or on a co-marketer's website.

6. Paid Ad Content Marketing

Paid ads can help you reach a broad audience and allow you to position yourself in all of the places you want to be seen — paid ads are especially beneficial when paired with inbound marketing. There are many places you can share paid ads including on social media, landing pages, banners, and sponsored content.

CONCLUSION

Content marketing is really about providing valuable information or content to current and potential customers for the purpose of building trust, branding, awareness, and positive sentiment. A successful content marketing campaign establishes you as an expert in your field, and that sets the groundwork for a long-term business relationship.

Simply put, its primary focus is on building the relationship, not the hard sell. Such as:

- *Articles*
- *Blog Posts*
- *Books / eBooks*
- *Brochures / Manuals*
- *Case Studies*
- *Email*
- *Images*
- *Information Guides*
- *Micro-sites / Web Pages*
- *On-line Courses*
- *Pod-casts/Video-casts*
- *Presentations*
- *Press Releases*
- *Product Data Sheets*
- *Reference Guides*
- *RSS / XML Feeds*
- *Videos*
- *Webinars / Webcasts*
- *White Papers*
- *Widgets*
- *Workbooks*

Areca Marketing, LLC is a top provider of expert Content Marketing Services. We have over 32 years in Content Marketing, and a long list of satisfied customers.

Our goal is to provide a comprehensive Content Marketing Program that integrates smoothly with existing marketing and advertising programs.

Effective Content Marketing takes quality and consistency over time to build interest and a following. We work to create an innovative and consistent marketing presence for your company.

All information is generated and approved before posting and integrates your company's expertise in your industry...

AND WE MANAGE EVERYTHING FOR YOU!

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