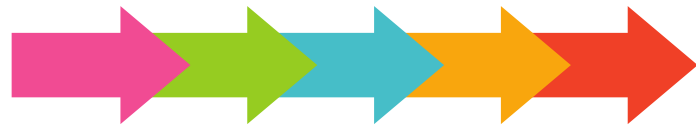


Content Marketing Guide

63% of Small Businesses say they struggle with lead generation. *Is your business one of them?*

Triple your leads and grow your business with content marketing!

Let's Get Started



Does your business have a content marketing strategy?

Content Marketing - a marketing tactic that involves creating and sharing online materials (videos, blogs, social media, graphics, etc.) that are engaging and relevant to your audience.

Why Does Content Marketing Matter?

- Provides valuable information to your customers
- Attracts and establishes an audience which can be converted into customers
- Establishes your brand as a source of knowledge and trust in your industry
- Builds brand awareness and recognition

TIP!

Content Marketing is all about providing value to your customer through useful information and materials.



Content Marketing Basics

Top 3 Methods of Content Marketing:

1. **Blogs and Articles**
2. **Social Media**
3. **Email Marketing**

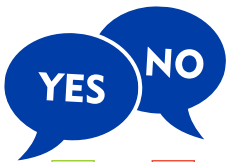
Other content marketing methods include:
videos, infographics, ebooks, memes, case studies, white papers, testimonials, how-to guides, and more!

Your business should utilize a variety of content marketing strategies. Start by making a list and then turn that list into meaningful content for your business.

- Industry Specific Information
- FAQ's
- How-To Information
- Things Your Business Does Best
- Company Information and Updates
- Seasonal and Local Topics
- Newsletters
- Customer Stories
- and more!



Create and re-purpose your content. You don't have to come up with brand new ideas every time. You can alter, update, and parcel out existing content to get more use from it.



Check Yourself



- Do you have a blog section on your website?
- Do you have access to add information to your website?
- Have you created profiles for your business on social media?
- Have you claimed all listings associated with your business?
- Do you have a list of customer emails?
- Do you have an account through an email marketing provider?





Content Marketing Blogging

Show up on search with a keyword strategy for your blog.

Keywords (or most often, key phrases) on your website help your business show up when customers are searching for related terms and phrases. With an active **blog**, you can share content related to these keywords that will help your business show up in search. Where you show up when people are searching for your keywords is known as your **search ranking**. You want to know what keywords are right for your business, create content around these keywords, and **track where you rank** for these keywords regularly.

Choose Keyword > Create Content > Post to Blog > Repeat



Search volume is important when choosing keywords and analyzing your ranking. You want to choose keywords that have high search #'s or else you may rank #1 for a keyword no one is using.

Blogging by the #'s:

Marketers prioritizing blogging see **13x** the positive ROI



Small businesses with blogs get **126% more lead growth** than those without

Companies that blog receive **97% more links** to their website



Websites with blog content have **434% more** search engine-indexed webpages

Stats provided by: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>





Content Marketing Social Media

Get Social With Current and Potential Customers

Social Media is a rapidly growing industry and a great place for you to promote your business through **content marketing**. You'll want to do some research to see which **social platform** is right for your business.

The **audience** and **messaging preferences** are different for Twitter, Facebook, LinkedIn, Instagram, Pinterest, and others. Have your target audience, or buyer persona, in mind when choosing a platform.



Engagement is the goal on social media. You want to post content people will share, react to, or comment on. The more engagement your content has, the larger the audience (reach) will be.

The Value of Social Media:



The fastest growing segment of the internet is **mobile social media users**

3.2 billion internet users are also social media users



78% of small businesses **attract** new customers and **engage** existing ones using social media

Stats provided by: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>



You Have Customer Emails, Use Them!

Email Marketing is a content marketing strategy that involves utilizing existing customer emails and gathering new emails to **create a list**. Your business has, or should have, a list of customer emails that is **growing continually**. Stay top-of-mind and keep engaging your customers by having an email marketing strategy. This could be company newsletters, helpful information, recipes, checklists, anything related to your business or industry that your **customers will find valuable**.



Don't bombard your email marketing audience with sales pitches. Be aware of your customer's journey and send them messaging that will speak to them where they are at in the buying process.

Email Marketing For Growth:



The **top lead generation strategies** used by marketers involve a **company website, email marketing, and SEO**.

61% of consumers prefer to be contacted by brands via email



Automated emails can boost revenue by as much as **320%**

Including a **call to action** button instead of a link boosts conversion rates by as much as **28%**



Stats provided by: <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>



Content Marketing Get Started

Build Your Content Marketing Strategy Today

All marketing efforts should start with a plan. Stick to that plan and create **measurable goals** to **track your success**. How often are you going to blog, post to social, and send marketing emails? What content are you going to create for these platforms? What is an **indicator of success** for your efforts? Keep the customer in mind when creating content and choosing platforms to use. Create a **buyer persona** and make sure the content you are creating matches up with that persona. Content Marketing can take some trial and error, so make sure to **analyze your results, make changes, and keep going!**

Establish your buyer persona > pick channels > create content > share > analyze results > make changes > repeat

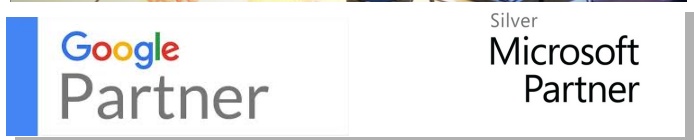
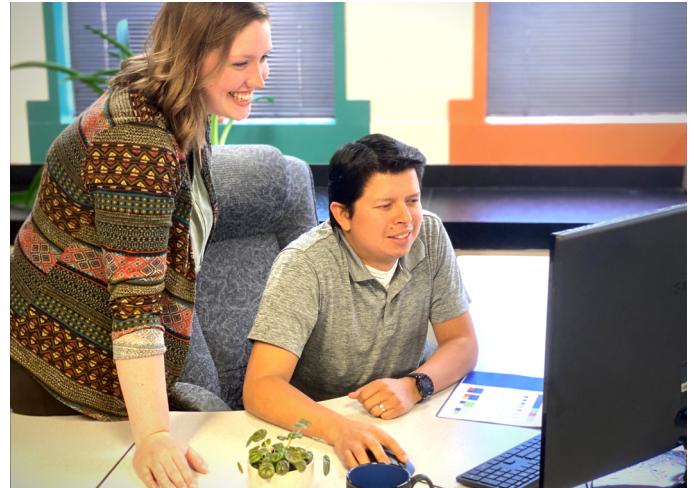


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Pen Publishing Interactive is a trusted online business solutions provider. We have over 25 years of experience and are headquartered in Wichita, KS. We provide e-mail, hosting, website design and development, and digital marketing services across the United States.

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