

The logo consists of the letters 'B' and 'W' in a stylized, bold font. The 'B' is blue and the 'W' is green. They are connected at the top by a thin white line that curves over the top of the 'B' and under the top of the 'W'.

BW

BOOMERWORKS
INSPIRING SELF-EMPLOYMENT



Digital Content Marketing 101:

Become Your Customer's
Trusted Choice



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The Problem With Marketing

- Businesses need marketing to attract customers.
- But too often, customers are repelled by marketing.

It annoys and interrupts ...



and they don't trust it.



But What If I Told You....

There's a type of online marketing that:

Customers search for ...



and builds trust?





It's Called "Content Marketing"

"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."

— Content Marketing Institute

Breaking It Down

Content marketing is a **strategic** marketing approach ...

focused on creating and distributing **valuable, relevant, and consistent** content ...

to attract and retain a **clearly defined** audience ...

and, ultimately, to drive **profitable** customer action.



More Specifically ...



- **Digital (ie., Online) Content Marketing:**
 - Leads a prospect through the buyer's journey
 - Is more about their problems than your solutions
- **Types of Digital Content Marketing:**
 - Blog posts
 - Videos
 - Podcasts
 - Case studies
 - Infographics

Benefits of Content Marketing

Valuable and relevant content produced consistently:

- Pulls customers in – they search for it.
- Builds a relationship between the customer and you – before money is exchanged.

It creates trust.



More Benefits of Content Marketing

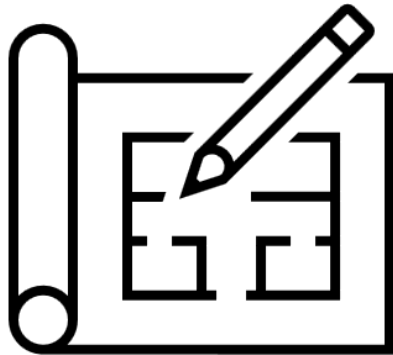
Content marketing also:

- Demonstrates your expertise (thought leadership)
- Builds your brand
- Narrows your audience to the prospects you really want
- Has SEO* benefits that compound

* = SEO = “Search Engine Optimization”



Here's the Plan ...



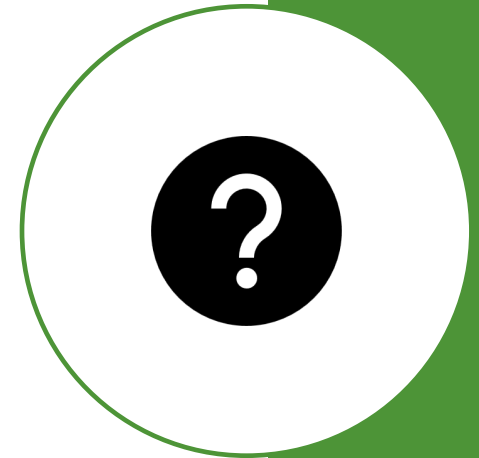
- I'm going to show you my method for creating effective marketing content for your business. At the end, you'll have a chance to try it yourself!
- The key steps:
 - Identifying a target audience & their pain point(s)
 - Generating content ideas that focus on solutions
 - Writing copy that converts
 - Performing a thorough self-edit
 - Anticipating the next step

NOTE: I use the word "writing" throughout, but everything applies to audio and video content as well as text.

The First Two Questions

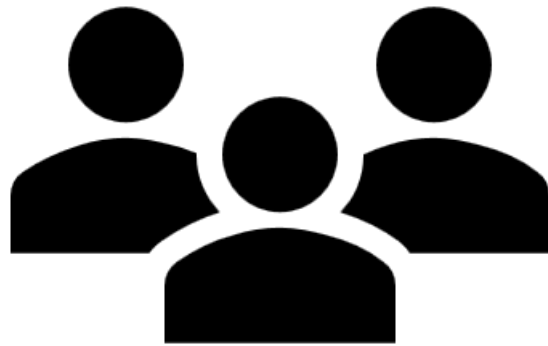
Before I create a piece of marketing content, I ask myself:

1. Who is this for?
2. How ready are they to buy (“buyer’s journey”)?



Who Is It For?

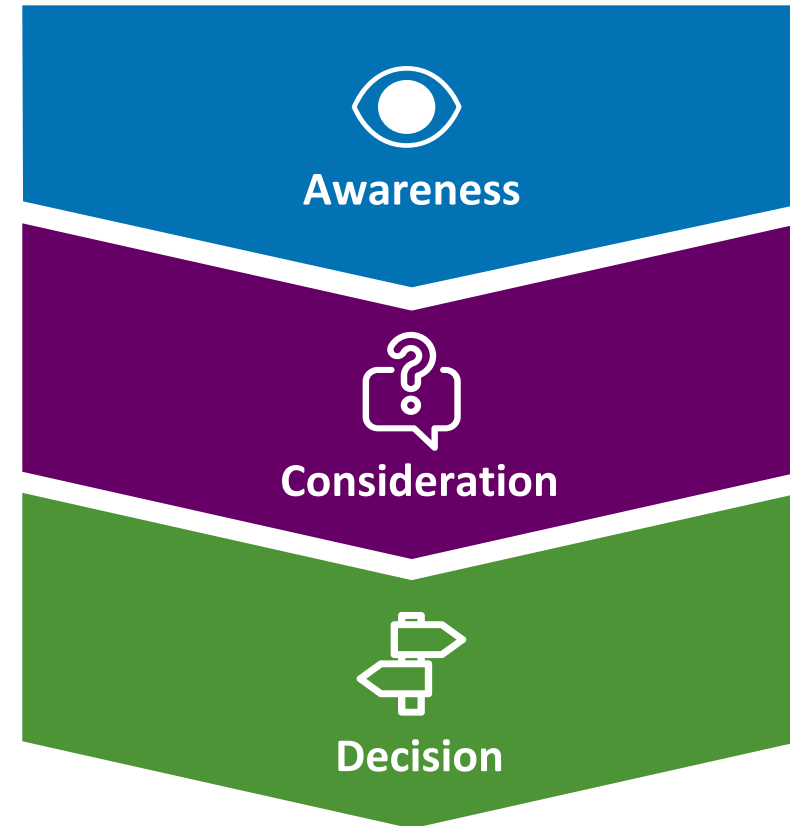
A cornerstone of a digital marketing plan is defining **customer personas**:



- Imagine your ideal customer(s). What do they care about? What are they like? Where do they 'hang out' online? What problems do they have that you solve?
- Be specific.
- Before we go on, stop the video, define one persona and write it down.

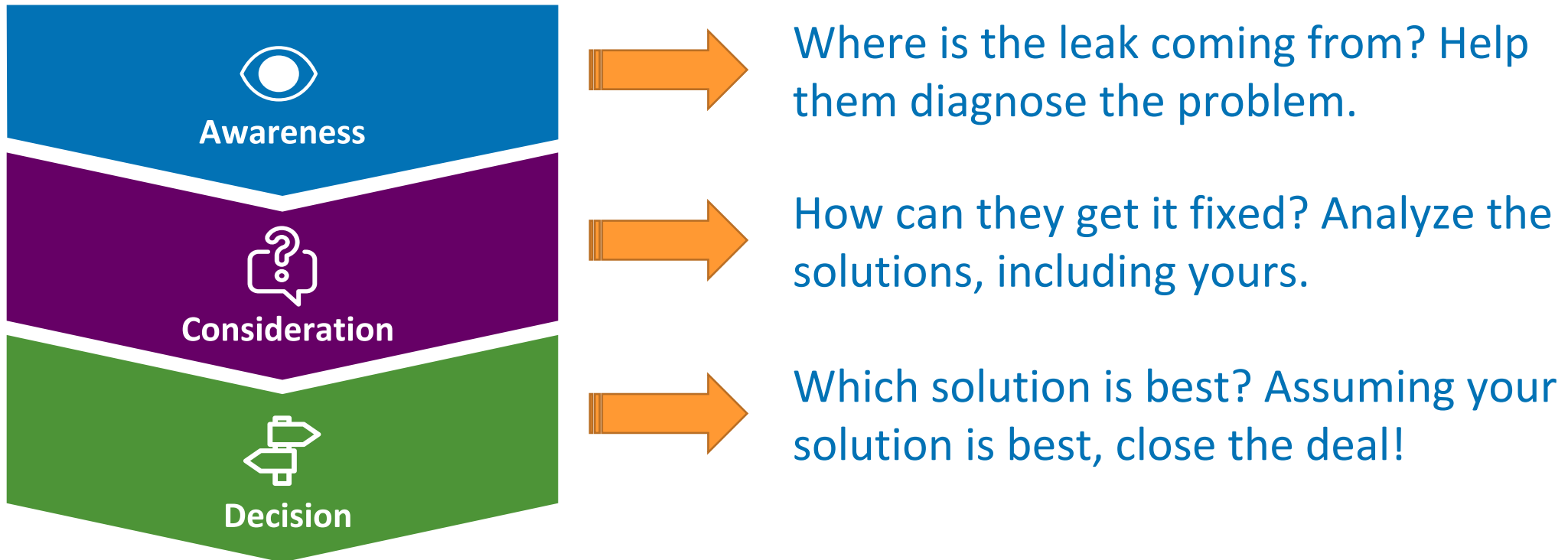
Buyer's Journey

- Before customers make a purchase, they generally go through three stages.
- It's often called the sales funnel.



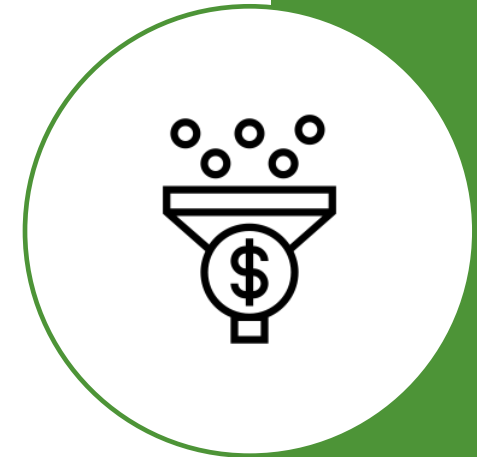
Buyer's Journey, continued

Example: Homeowner has found a puddle peeking out from under the dishwasher.



For This Training: Consideration Stage

- Today, we'll concentrate on the consideration stage.
- Some businesses have long sales funnels, some don't.
- But the consideration stage is nearly universal – customers go from having a vague idea of what they need to pinpointing specific solutions.
- They're browsing different types of solutions and considering things like relevance, cost, style, time commitment, user-friendliness and more.



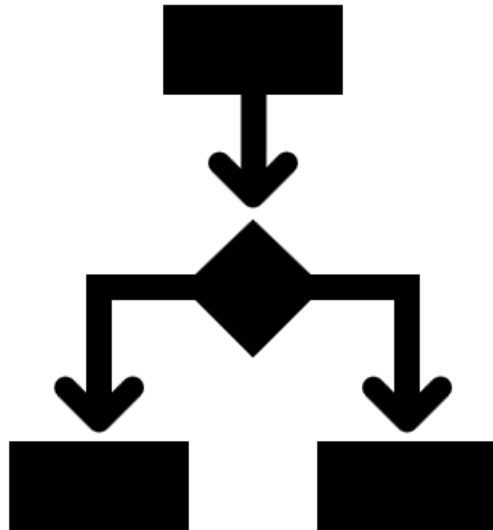
Types of Consideration Stage Content

Content types to try first:

- Blog post with “best of” or “top 10” theme
- Expert guide to solving X
- Original research or unique personal experience
- Infographic with pros and cons of three solutions
- How-to video
- Webinar/Zoom event



Preparing to Write



Decisions you need to make before writing:

- What topic are you going to write about?
- What's the right voice?
- What's the story?
- How will you start?
- What's your headline?

- Also: You decide to have “writer's block.” Don't do it.

Choosing Your Topic

- What questions are your prospects and customers asking?
- Marcus Sheridan created a list of the five best business blog topics, and they still work.



(From “The Big 5 Best Business Blog Topics That Drive Traffic, Leads and Sales” at impactbnd.com)

Best Business Blog Topics

- Cost and pricing
- Problems (theirs and yours)
- Comparisons and versus
- Best-of lists (best in class, best practices)
- Reviews (like Consumer Reports)

Crafting an Engaging Story

- You Want to Grab Your Readers' Attention – and Keep It!
- The Best Ways To Do This Include:
 - Choosing the right voice
 - Telling a story
 - Starting strong. Really strong.
 - Writing a Great Headline



How Long?

- You're probably wondering "how much should I write?"
- No set limits, but ...
- Generally shorter is better online
 - Online, people are multi-tasking
 - In a hurry
 - Have many choices
 - Scanning and skimming

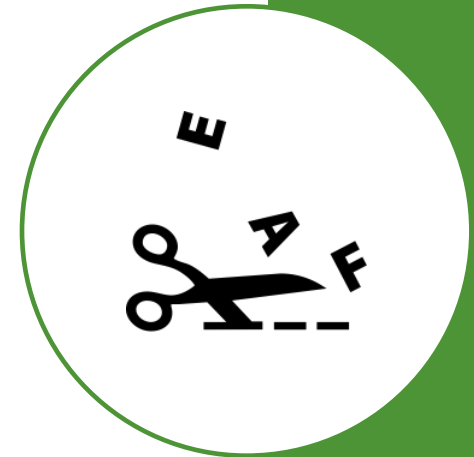


Self-Editing

When you're done, perform a Triple Review[®] :

- Review as a reader/viewer/listener
- Review for grammar and style (including wordiness)
- Review the nuts and bolts

Remember: Less is more.



The Next Steps

Call To Action

What do you want the reader/viewer/listener to do next?

Tell them with a Call To Action

Examples: Download Our Guide, Subscribe to My Newsletter, Get a Free Consultation



Where will you promote this piece?

Examples: Social Media, Email Newsletter, Ask For A Link, Advertise



Your Homework Assignment

1. Create one piece of marketing content for the consideration stage – a blog post, case study, video, etc. to use for your business.
2. Content should be longer than a social media post, but short enough to consume in 5 minutes or less.

Good luck!



Learn More and Improve Your Content

These websites offer valuable, free content about content marketing (and more):

- [Digitalmarketer.com](https://digitalmarketer.com) • [Hubspot.com](https://hubspot.com) • [Moz.com](https://moz.com)

Definitely worth the (free) subscription:

- [Ann Handley's bi-weekly email: annhandley.com/newsletter](https://annhandley.com/newsletter)
-



Free resources from Squarely Digital (me):

- [Download the Guide to Creating Quality Content: squarelydigital.com/guide](https://squarelydigital.com/guide)
- [Join a Content Tune-Up Workshop: squarelydigital.com/tuneup](https://squarelydigital.com/tuneup)



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Thank You!