

The background features a dense, repeating pattern of grey arrows pointing in various directions. A large, thick green circle is centered on the page, containing the text.

ideaLaunch™

20

**Content Marketing  
Tips**



## **What is content marketing?**

**It's the art of understanding exactly what your customers need and want to know, and the science of delivering it to them in a useful, compelling way. It's engaging content created by great writers using testing techniques that wins the war of words on the web.**

**For more content marketing tips to engage readers and keep them coming back for more, visit [ideaLaunch.com](http://ideaLaunch.com).**



# Tip 1

## Establish Trust First

Earning trust is the ultimate goal of content marketing. And it's not easy. Start by listening to your customers and asking them questions. Discover their problems and supply the solutions they need. Make sure that the content you create is something customers can believe and offers guidance and advice in a meaningful way. This type of information will build trust in your company as a solution provider and eventually lead to the sale.



## Tip 2

### Listen Up With Social Media

Listening to what people are saying about your company, your brand, your service and your competition is the starting point for content marketing. Traditional methods for harvesting data include customer surveys, focus groups, feedback tools and other methods that tend to push out questions that pull in the answers. But Social Media has changed all that. Online conversations can be tracked and measured with free tools like Search.Twitter.com, Google Alerts, Technorati, Boardreader and more.



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## Tip 3

### Listen Up with Analytics

Listening to what people are searching for on the web is another starting point for content marketing. Keyword research tools offer insight on keyword popularity, pay per click price and the hot topics for content creation. Web analytics tell you which keywords drive traffic to your site and what pages readers land on for answers. Bounce rates tell you if visitors like the content they find, and conversion rates tell you if they believe what you say.





## Tip 4

### Beyond Search Engines

Social media takes you beyond search engines. You understand how to conduct keyword research to find the current memes in your online community. What tags do people use, and what's top of mind? Social media referrals not only happen, but such leads are more valuable. Why? Because prospect customers became interested by reading something valuable that resonated and caused them to want to work with you — and tell their friends about you.



# Tip 5

## Stop Selling & Start Selling

Talking too much about your company, your product features and benefits, your exceptional services and awards is guaranteed to turn off customers. Instead, focus on customers' needs and wants. Your customers demand educational content without the marketing spin. Cut back on the self-promotional speak and earn trust with your customers with quality information that's readily available online. Quality content makes you a trusted advisor and partner with your customers.



## Tip 6

### Beware the Bias

Turning your company's website into a "destination" site for your target audience is an ambitious goal. Why? Readers view information sites created by companies as "biased" and therefore less valuable. If possible, create intellectual articles and videos from industry leaders outside your company to help validate your commitment to knowledge vs. sales. Offer free tools that solve problems on-the-fly. Remove all promotions within any rich content to confirm your commitment to thought leadership.



# Tip 7

## Great Content from Great Writers

Great content is more than useful information. It's compelling, entertaining writing that hooks readers and keeps them coming back for more. After all, searchers and browsers are readers. So a successful content marketing strategy begins with great writers who know how to craft a story and tell it well. Carefully screen writers, and hire only the best. Great content isn't easy to write, but some writers have it down to a science. Find the best writers.



## Tip 8

### Pick Writers with Expertise

Who does your customer want to talk with on a daily basis? Probably your product experts and customer service people. Develop content that answers your customers' product and service problems, and have your employees use your content in their conversations with customers. Content that solves questions in a genuine voice will do more to engage customers and grow your business.





## Tip 9

### Tips Build Trust

You can flood your prospects with advertising they don't want. Or you can supply them with insight, information and know-how they can really use. Try building a Knowledge Center packed with tips and advice. Tips are powerful things; they're the bridge that connects prospects to you. By solving customer problems and improving their lives, you'll earn their trust. And trust turns browsers into believers and believers into buyers.



# Tip 10

## Avoid the Doorstops

The sale is done. Now how do you cement the relationship? Not with a thick, boring manual that's hard to navigate and find answers. Chances are it'll end up as a doorstop. Replace it with a guide full of useful advice and entertaining tips that's fun to read, easy to understand and available online and off. Quality content and great tips guide, clarify, enlighten and connect.



# Tip 11

## Speak the Local Language

Before you crank out an article or content asset, make a list of popular words and phrases used by people in your industry. Your content should read like they talk. “People research” to understand the right voice for your audience. IT is often more useful than keyword research. Research indicates that you’ll connect more effectively with your readers and to sophisticated spider bots if your language is in tune with your industry.



# Tip 12

## Solutions Sell

Products are static things. But solutions are active answers to challenges your prospect clients care about. Make the transformation: feature content on your product pages that specifies how your products can solve problems. You'll reach prospects at the right place and time — when they're considering a purchase — so you can expect your conversions to skyrocket! Content that solves problems drives traffic and increases sales.



# Tip 13

## Tips Power Affiliate Programs

To keep visitors interested and attract repeat viewers, webmasters all need a steady stream of new and appealing content. Put the power of content widgets to work for your affiliates by launching your own RSS or XML feed offering tips and advice for their customers featuring trackable links back to your website. Content Widgets are not hard to set up, and they offer a turnkey solution for syndicating content out to your affiliates.



# Tip 14

## Escape Keyword Traps

Yes, it's important to use rich keywords within the content on your website. But content that's created specifically for spider-bots may lead readers on wild goose chases, leaving you with frustrated readers and prospect customers. Instead, content should always be written to educate, inform, enlighten, change impressions, encourage trial or induce actions. Make sure your content includes keywords that are relevant and have meaning for the reader!



# Tip 15

## Become an Author and Authority

The root of the web is academia. That's where it all began. And that's where it all may end up, with search engines focusing more on who wrote the content rather than the keyword richness. So step up to this authority status by publishing a printed book. Wisdom earns respect, establishes you as a leader and helps build your brand. On-demand publishing allows you to get the words out and the status in. eBooks also offer a fast path to authority status.



# Tip 16

## It's What's Inside that Counts

Too many websites miss the opportunity to build link strategy within their site that can help customers quickly find answers to the problems and help support SEO strategy. Capitalize on this missed opportunity – make sure you have keyword-rich contextual links to your internal pages. Contextual links help solve problems. And solving problems leads to increased sales.



# Tip 17

## Fishy Keyword Links

The way you craft your internal links can help the search engines resolve questions of ambiguity and equivocation. For example, in the sentence, "I'm a fish out of water here, but I'm learning how the place works," the isolated link phrase 'fish out of water' could refer to a salmon or to a newcomer. But the other words in the sentence resolve the ambiguity and validate the meaning. When you're engineering a content marketing strategy, craft words around link phrases that support the SEO strategy of the landing pages.



The graphic features a dark grey background with a repeating pattern of light grey arrows pointing in various directions. A large white shape, resembling a stylized '18' or a keyhole, is centered on the page. The top part of this shape is a green circle containing the text 'Tip 18 Know Your Content'. The bottom part of the shape is a white rounded rectangle containing a paragraph of text. At the very bottom of the white shape is a small green circle with a white downward-pointing arrow.

## Tip 18

### Know Your Content

The integration of a content marketing plan with your sales team and customer service team is critical for success. Your customers are reading your content and want to share their own ideas and thoughts. Your sales reps and customer service reps essentially control the timing and tenor of communications with your customers and prospects. Make sure your people are up to date on your content so they can have sustained dialogue with customers and advance the steps of the sales process.



# Tip 19

## Content Conversion Path

Content marketing programs must deliver the right content at the right time. Too much content, and the prospect is burdened. Not enough of the right content and the reader moves on. The right strategy is to research both the hot topics and the big problems, and map out a content timeline. In a typical 5-step sales cycle, by increasing the number of prospects moving through each step by 3% to 5%, you can double the number of sales.



# Tip 20

## Content Marketing Sales Funnel

As leads flow into your database from content marketing initiatives, content asset engagement is tracked, measured and tagged in the database. The more people that interact with your content assets, the hotter the leads for the sales reps. The best leads rise to the top with point systems for interaction. Cold calls become warmer calls with database intelligence.



## Full Service Solutions

### Content Creation

Original content created and optimized to your specifications.

### Content Optimization

Our revolutionary toolset removes guesswork and tracks impact.

### Content Testing

Google authorized testing services to improve conversions rates.

### Content Sponsorship

Exclusively sponsor a Tip Site at LifeTips.com and drive traffic.

## Free Tools and Resources

### WriterAccess.com →

Access the web's largest pool of screened, expert writers.

### PageStrengthTool.com →

Grade any single page on your website for SEO strength.

### SeoContentGrader.com →

Grade your website for SEO strength and performance.

### ContentWidgets.com →

Build content widgets on-the-fly and stop readers passing by.



# ideaLaunch™

ideaLaunch offers award winning content marketing services including content creation, content optimization, content testing, content sponsorship and content widgets. Our content solutions solve problems, engage readers and keep them coming back for more. Best of all, we guarantee the ROI you demand, and measure the impact of our solutions.

**Questions? Quick Answers.**

**800-454-3384**

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