

Content Marketing

A short talk by
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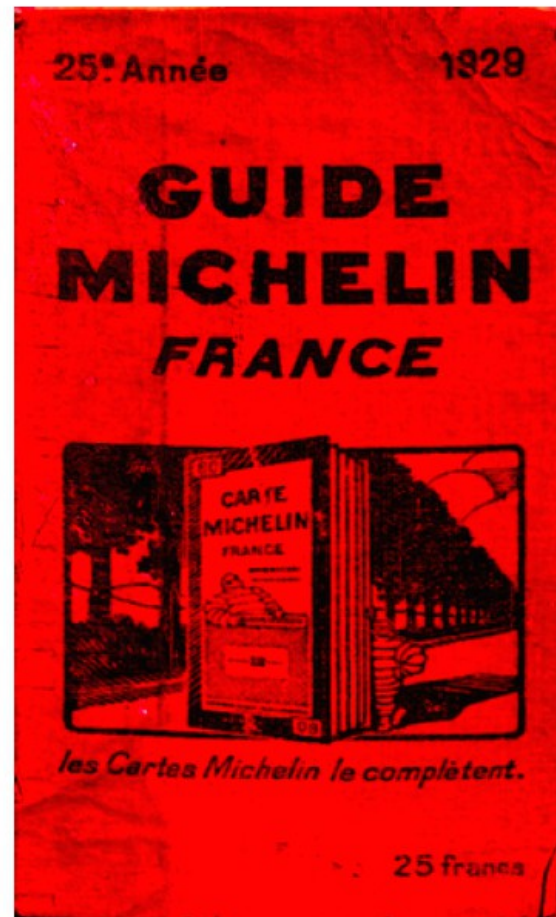
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What we'll cover...

- What is it?
- Why is it important?
- How to put together... and implement, a content marketing strategy

It's not a new idea...



...but it's a bit more complicated today.



...and there can be a tendency to default to...



How does content marketing help the sales process?

1. Helps with SEO (maybe the only way to do it now)
2. Helps potential future clients and 'nurtures' them (without always having to try to sell them something)
3. Demonstrates your expertise/POD
4. Builds your business brand

How to...

Step 1 - Make a plan...

- Decide how to measure the impact of your content marketing strategy
- Work out who you're talking to (your 'perfect client')
- Allocate resources to the project (time & money)
- Decide what value you can provide to them with your content

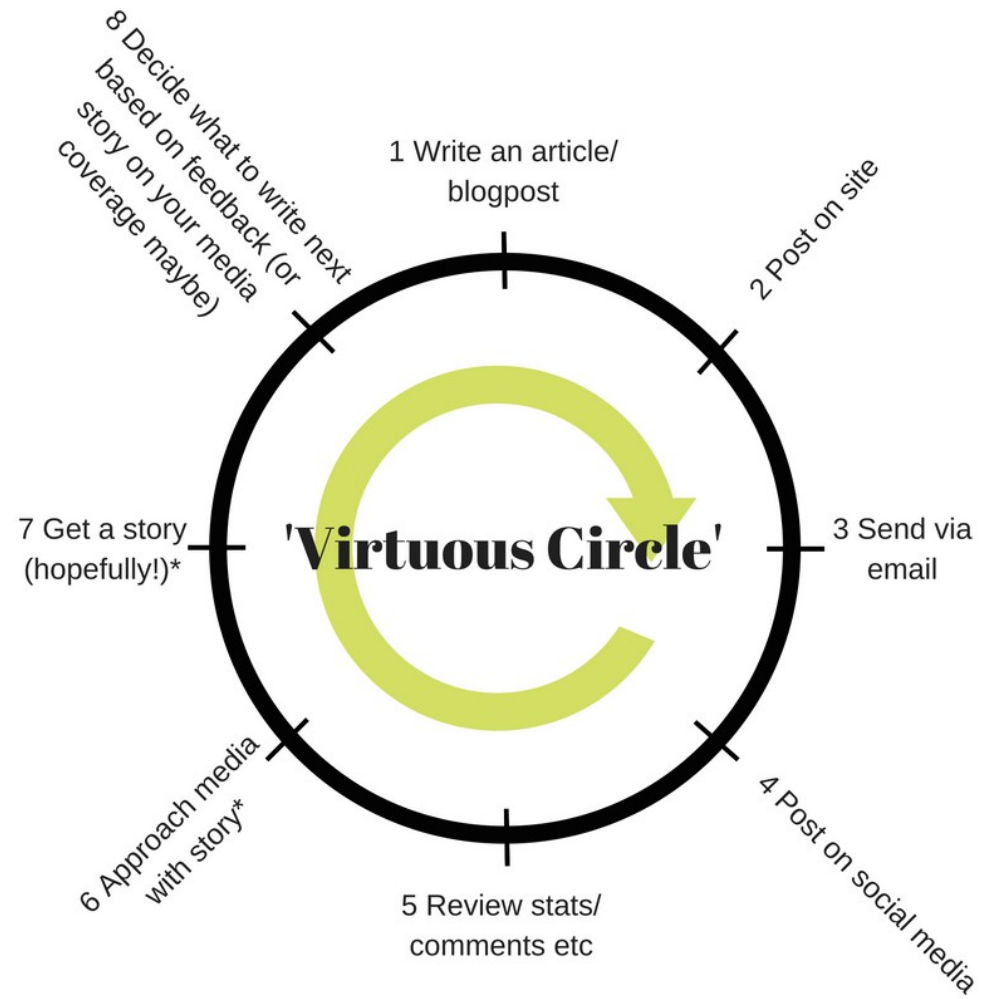
Step 2 - Create that content ('content curation')

Step 3 - Tailor that content to suit the channels you are using

Actually creating content - some ideas...



Our approach...



*optional step



Do you have any questions for the
answers I have?

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