



DEVELOPING CONTENT STRATEGY

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"if your business is not on the internet, then your business will be out of business."
- Bill Gates



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The logo for the World Islamic Economic Forum Foundation (WIEF). It features the acronym "WIEF" in a large, bold, green serif font. Below it, the full name "WORLD ISLAMIC ECONOMIC FORUM FOUNDATION" is written in a smaller, green, sans-serif font. A red curved line arches over the text.



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What is content marketing?



Digital **content marketing isn't new**. We've been practicing it since far longer than the term existed, as did many others. Researches showed that the majority of organizations use content marketing, in the sense of using content for any **possible marketing or customer-facing role, regardless of content format, environment or channel**.

The difference in the way of looking at the role of content in a more **strategic, planned, integrated, intelligent and customer-oriented way**. The sweet spots of content marketing are where the **goals, intent, and preferences of audiences meet the narrative, proposition, content, and information of the organization**.



Why content marketing

When customer searches for any product or services over web. There will be 10 lists in a page and what make you choose the best. It's the **content that make you to compare one product/services from others**. Content can be great but not all. **smart, optimized content give good returns and traffic to website.**

The customers have **questions about your company, products, services, if your site reaches the customers expectations**, direct sales and through content the company reputation increases.



There are layers of content:

Mystery

- Great stories
- Past, present and future
- Tapping into dreams
- Myths and icons
- Inspiration

Sensuality

- Sight
- Sound
- Smell
- Touch
- Taste

Intimacy

- Commitment
- Empathy
- Passion



“Content builds relationships. Relationships are built on trust. Trust drives revenue.” – **Andrew Davis**

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What content can do for you

Can increase traffic

Generate more leads

Attract customers

Goodwill to the company

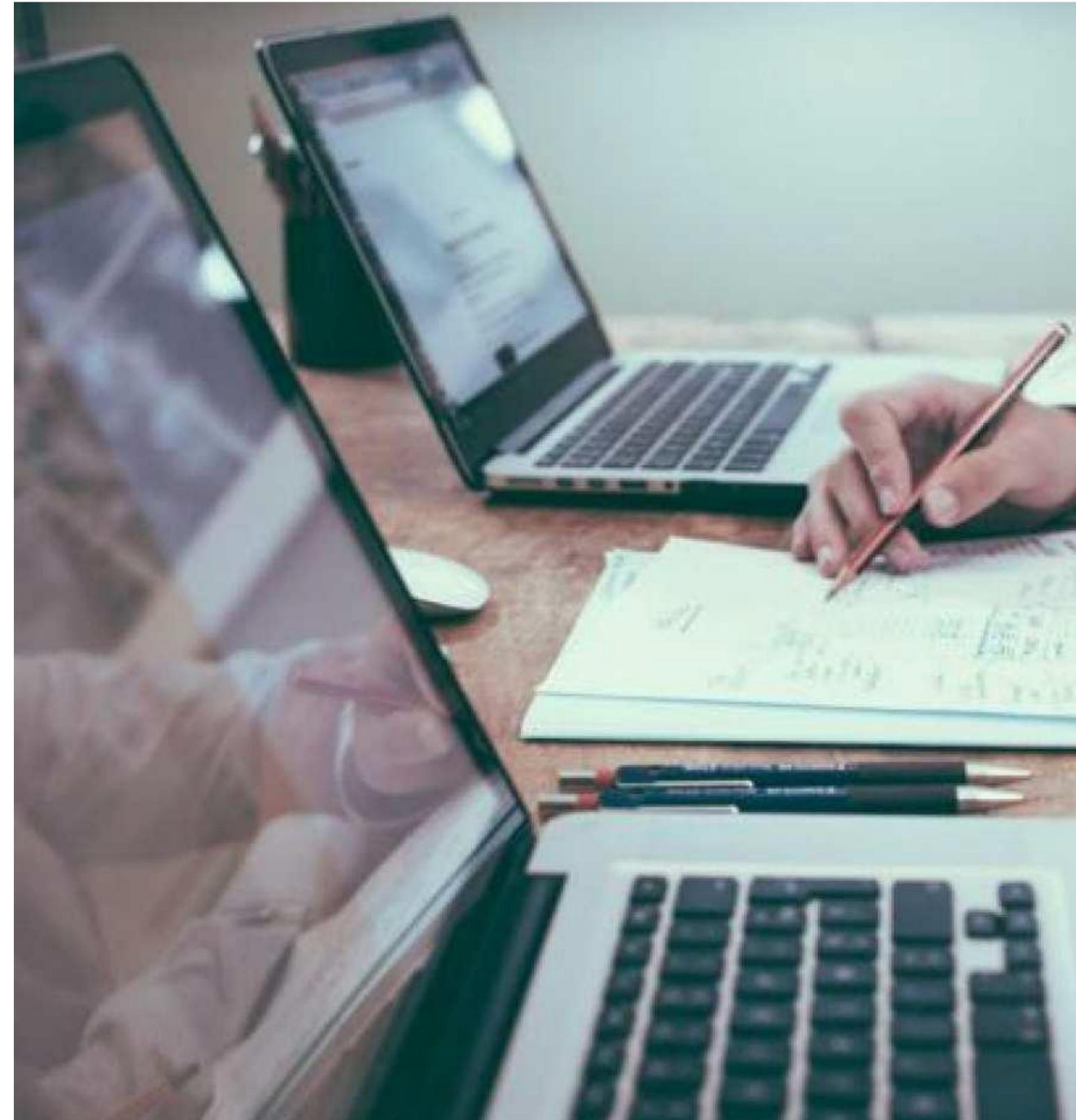
Content used in social media attracts more customers and through social media can have direct communication with customers

Improves brand reputation

Attracts new audience

Improves sales

People expect good content to meet their expectations.





✓ The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusion



Content marketing revolves around experiences:

Customer Experiences
Brand Experiences
User experiences

Content is king as it the glue and trigger of interaction in a customer-oriented marketing view with relevance, consistency and mutual /connected value for audiences and brand at the center.

By offering value to pre-defined groups of people **content creates value for the customer in the broadest sense, in tune with brand and business objectives**, and leading to value for the organization.

Content Marketing

key Goals

Brand awareness

Lead generation

Engagement

Sales

Customer retention and loyalty

Up-selling and cross-selling

Although these are the typical goals found in content marketing research, we invite you to think out of the box and also look at the **unique goals of your business.**



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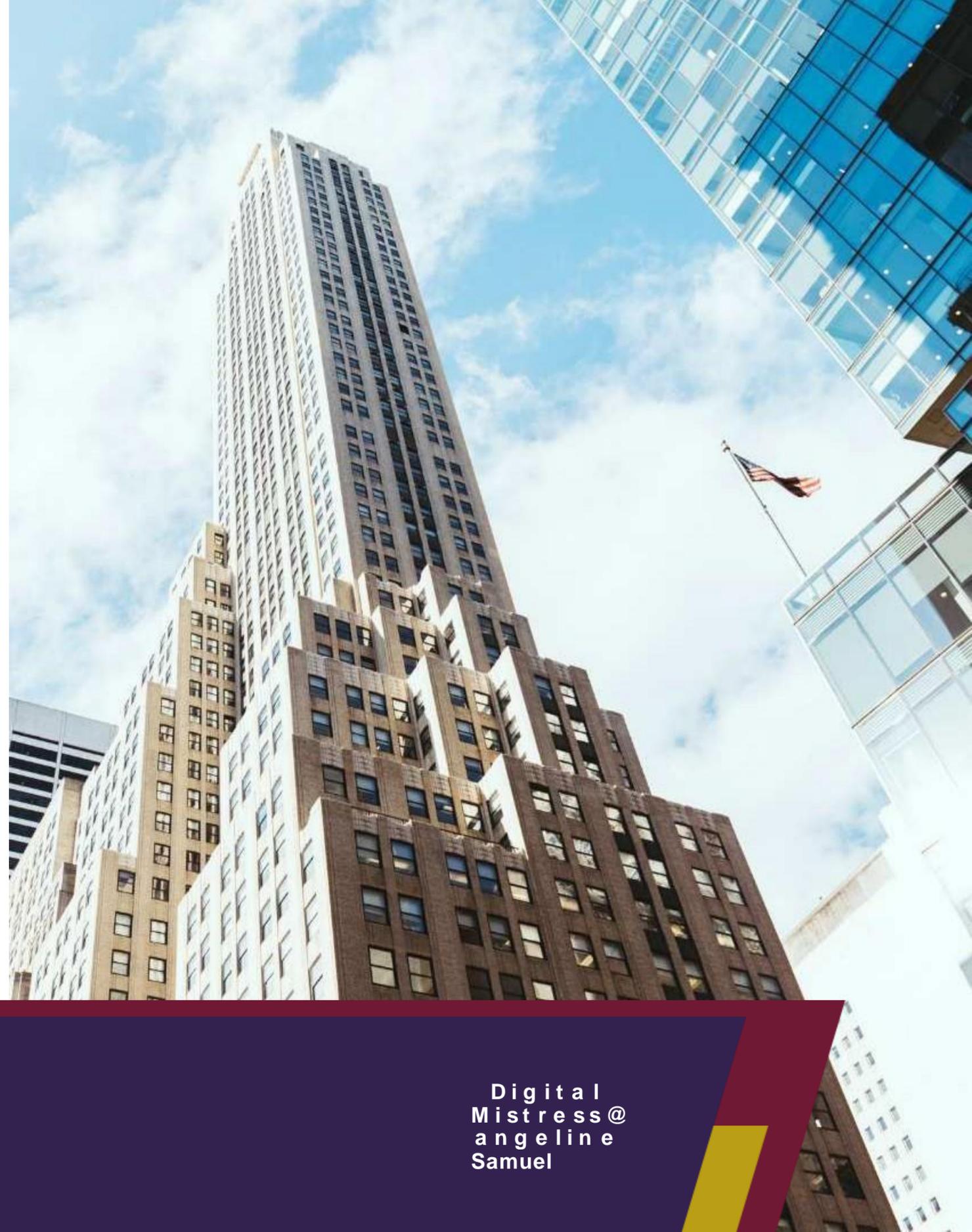
Content Marketing channels & platforms

Owned, such as your website and blog.

Earned, essentially where others talk about you.

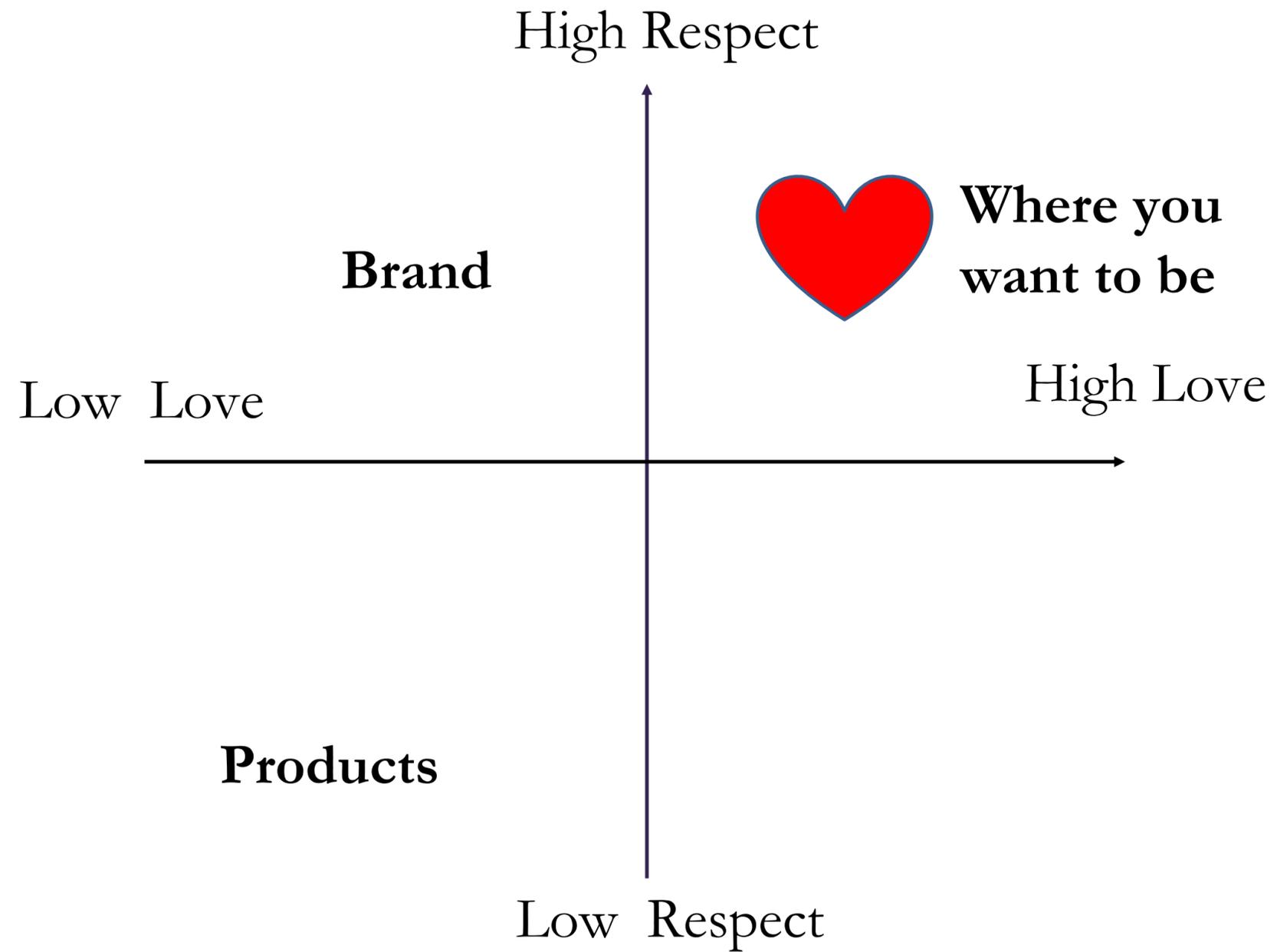
Shared, such as community-driven platforms and content.

Paid, media where you pay to appear in front of consumers.



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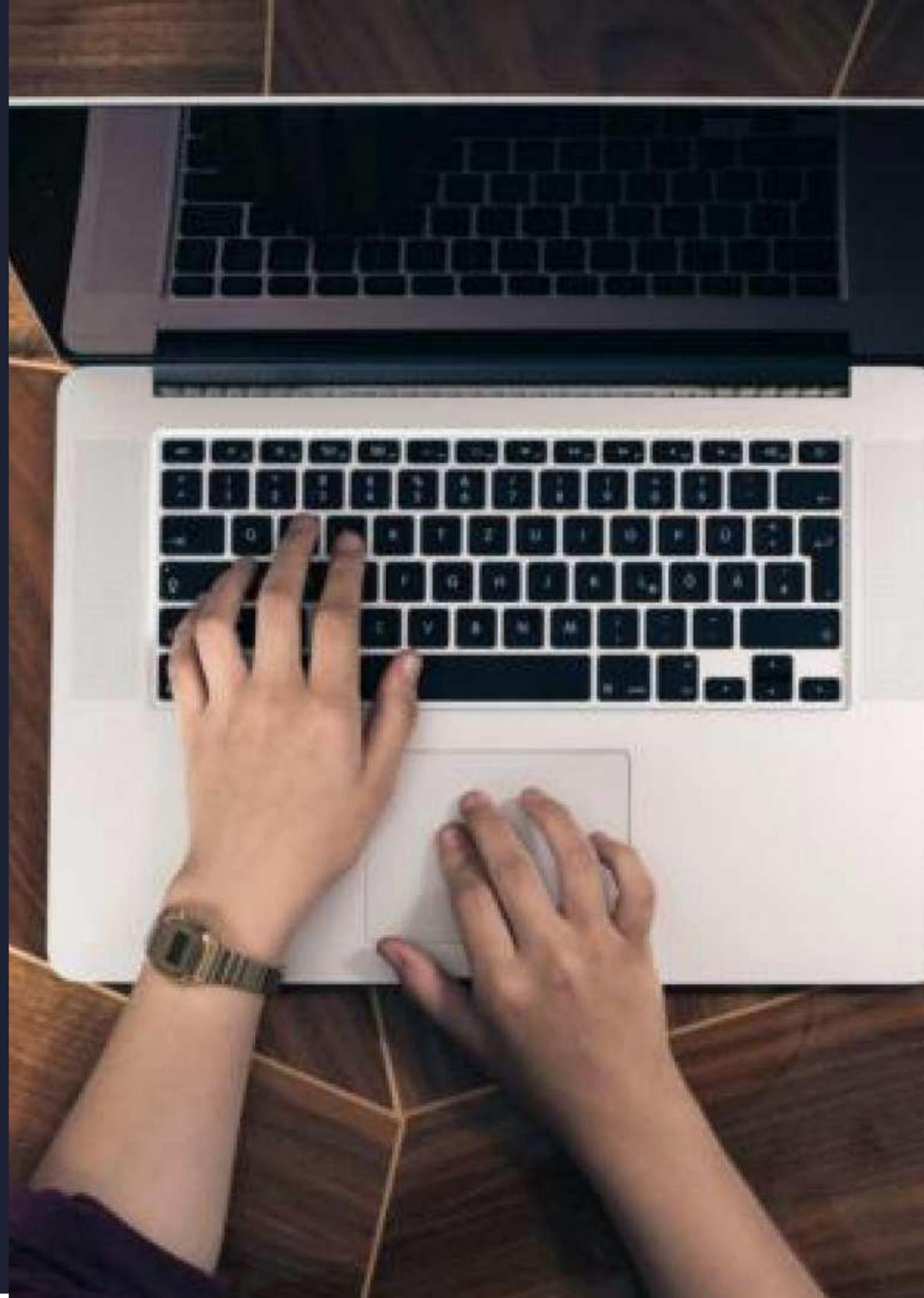


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CONTENT

You Start
With An Idea



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Your Content is King: Multiple Uses For The Same Content

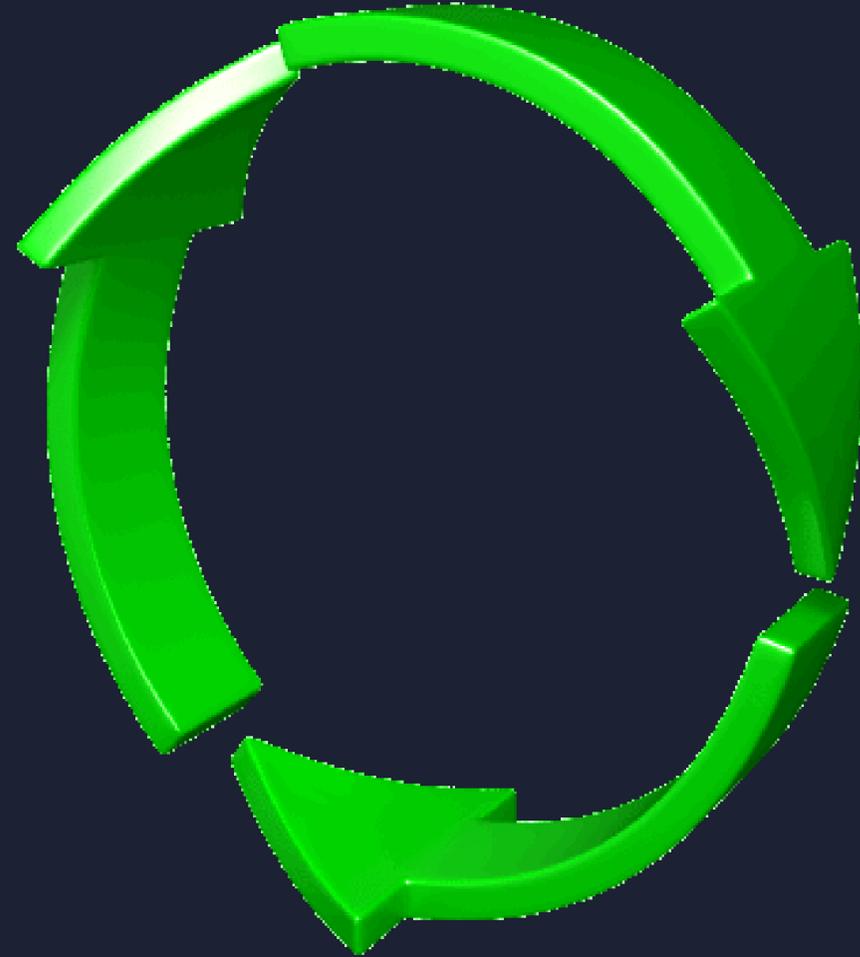


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**Re-Purpose it for
Maximum
Effectiveness**



**Add Your
Experience**

**Tell Your
Story**

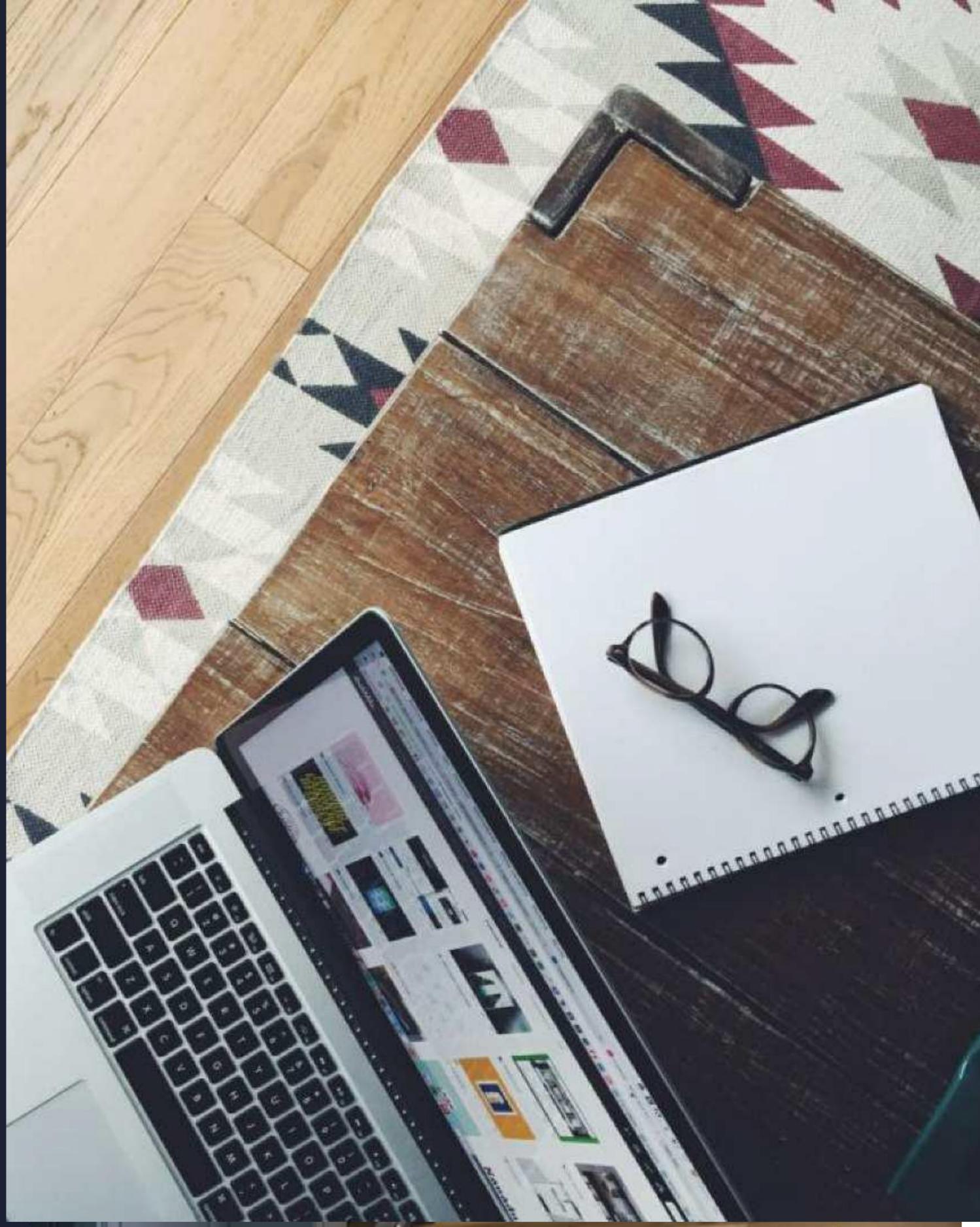


**Make It
Relevant**



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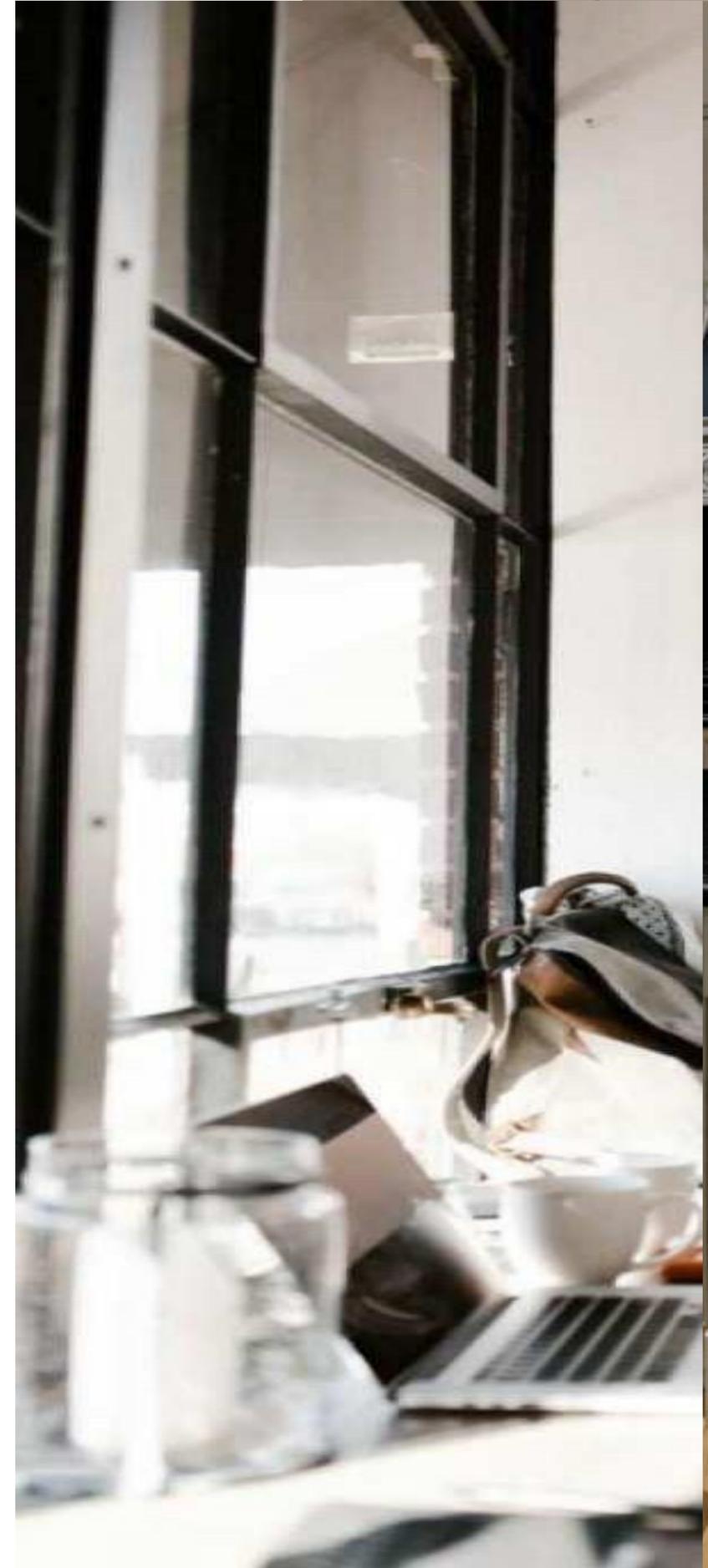
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HOW?



In OhSo Many Ways...




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Content ideas

1. Employee profiles

2. Behind the scenes

3. The making of your product

4. Employee favorites

5. Popular products

6. Favorite tools

7. End of year
roundup

8. Anniversary sales

9. Product reviews

10. Insider tips and tricks

11. How to posts and tutorials

12. DIY

13. Style guides

14. Recipes for favorite foods

15. Recap of classes or
seminars

16. FAQ posts answers

17. Search query blog posts

18. Tell a story - case study,
weight. loss story

19. Solve a problem - blog about a
recent challenge and solution

20. Must have things for xyz

21. Sales and promotions

22. Contests

23. Speaking events

24. Community events

25. Professional awards

26. Newsworthy events and
press

27. Loyalty or referral program

28. Company
news/announcements

29. Customer feedback

30. Feature an employee

31. Product reviews

32. Vacation posts



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Build brand awareness and trust

When your company releases information in forms such as blog posts or webinars, people may come across the content that you create without even knowing about your brand. In addition, those who are already fans of your brand may share your content with their followers, reaching an even larger audience. **When people are sharing your knowledgeable content, it creates brand awareness and gives the feeling that your brand knows what it is talking about and can be trusted.**

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Bring in new leads

Content marketing costs about [62% less](#) than traditional marketing tactics and generates about three times as many leads, which is a win-win situation. When **people are searching for products or services on the internet, content marketing can help your business appear in those searches.** By interacting with audience members, such as giving **users a free e-book that they enter their email to download, you can generate leads and create new business contacts** with the people who are interested in using your products or services.



Showcase your expertise

As mentioned above, people want a trustworthy brand that knows what they are doing. **Content marketing allows you to position your brand as one that is knowledgeable about your industry and acts as an innovative thought leader.** Releasing content about new ideas, industry trends and innovative problem solving will give you an advantage over competitors in the customer's mind.



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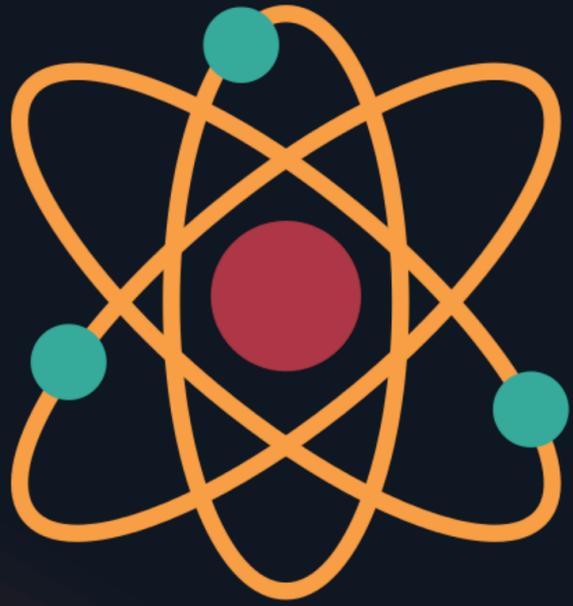
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Educate your audience

All types of **content marketing should educate your target audience and provide them with value.** This allows you to build a relationship with your **audience**, as they **will look to your brand for more than just your product or service, but also to learn more about the industry.**

Content marketing can act as a turning point in the perception of your brand and its importance continues to grow.





6 Things people need from your **CONTENT**

**R results - tutorial,
winning & Awards**

**L lifestyle - all about the
followers - change
captions - about them -
ask them a question**

V value - add value

**Value
Trust
Empowerment
Hope
Community
Results**



SOCIAL MEDIA IDEAS

Images: Infographics, Memes, Cartoons, behind-the-scenes, etc

ask a question

motivational quotes

testimonials

promote your website

special deal or coupon

fun fact

share a personal recommendation

cross promote another one of your social media

short videos

promote one of your products

poll

share an article

infographic

quick tip

free resources - e-book

FAQ's

guide

interview

lists

mind maps

slideshares

vlog

templates

mini course

ask for recommendations

host a giveaway

post a case study

thank your fans

sneak peak

holiday highlight

holiday wishes

share what inspired you

mention clients

share a success story

share contact info

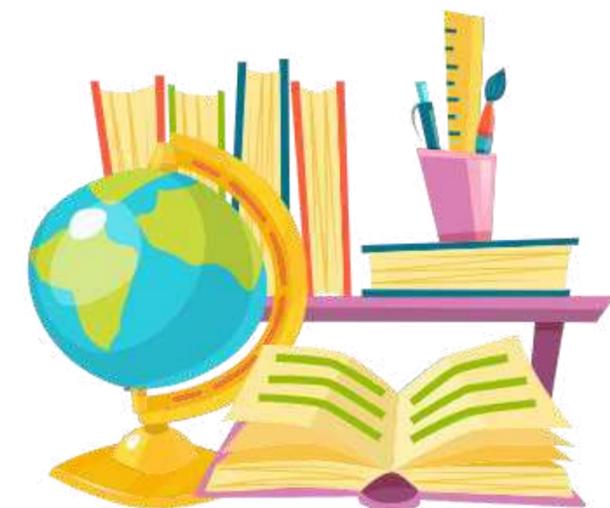
bucket list, checklist, worksheet, to-do's

calendar, planner

process roadmap

competition

milestone



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Product benefits

*What you have
learned*

Tutorial

Results

Winning

Value

Facebook

Linkedin

Lifestyle

Content

*What you have
achieved*

Instagram

Youtube

Results

Ask questions

Value

Lifestyle



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Context is Queen



A framework to understand context

Who are you viewing with? – A father watching with his daughter would make a different choice than he might with his friends. You choose different content to watch with your toddler than you do with your spouse.

What access do you have? – What device, bandwidth and usage rights do you have? Do you prefer watching movies in theaters, through a cable package on your smart TV, or streaming Netflix on a mobile device? A phone on 4G streaming YouTube vs OTT on a smart TV with a cable package provide very different experiences.

How does it fit into your day? – Where does viewing fit into your life in terms of time of day, time available, and location? Are you waiting for your Uber to arrive or are you at home Friday night in the family room? Maybe you are streaming game highlights on the subway, scrolling through news clips between meetings, or enjoying a weekly movie night with your closest friends.

How salient are your program choices? – Did a launch campaign pique your interest in the latest action movie; did a friend convince you to watch a beloved comedy; or are you just searching on your phone? Everyone has a show that they have “been meaning to get to” after reading about it online, seeing a trailer, and/or hearing about it from friends and coworkers. The most salient programs will be purposefully sought out or at least recognized and selected when viewers see their names onscreen. Those without salience however, can remain in the back of people’s minds, perpetually waiting for viewers to “get around to it.”



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Content

Don't let your creativity get stale

Try new content angles.

Experiment with color and visual effects.

Take advantage of the latest video features and tools.

Put to good use, Stories is a powerful engagement tool. With Stories, you can:

- Drive traffic to a new post or product page
- Conduct a poll to create buzz around a new product or brand development

Aim for the unconventional. Experiment with filters and drawing tools as well as video editing tools

Don't neglect sound. Treat viewers to a multisensory experience.



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Tell your story

build relationships over time with people interested in your business

Be Found

reach all audiences who matter to your business.

Communicate Directly with your customers

respond to comments on your ads or posts, as well as DMs.

Complete the ad experience

This allows people to visit your account profile, where they can learn more about your business, view your organic posts and follow your account.

Create a content calendar

Use a content calendar to organize posts and schedule them in advance.

Identify themes. They can be seasonal, reflect current events or trends, or play on your target audience's lifestyle and/or values. Choose themes that lend themselves to your brand personality and products.

Choose the right formats. Would Stories, a photo carousel, a video series, or some other post or ad type best deliver your intended message?

Don't wait to write captions. You should always be ready to post, even if your publishing schedule gets thrown.

Pay attention to timing. Schedule posts based on how much time you'll need for content creation and the most appropriate time(s) to publish.

Establish workflows. Carve out a dedicated block of time, or determine a daily post quantity—whatever suits your team and business interests.



Your Buyer Personas

How do we deliver the right content, to the right people, at the right time?



A buyer persona is a “character” you develop to represent your ideal customer. While this description is fictional, it must also be realistic. Therefore, to develop a buyer persona, you must research personal information and monitor your prospects’ behaviour. **By conducting interviews and surveys, engaging prospects on social media, and asking for feedback, you can start to build an accurate profile.** The main things you’ll want to know about your buyer persona are:

- Career and demographic information
- What a typical day in their life is like
- What their challenges and pain points are
- What questions they're asking and where they search for their information
- Common objections (also called "pushbacks") to purchasing from you

When you know what job they do, where they spend time on the internet, and what type of content they prefer, you can use that information to create extremely relevant, targeted, and personalized content. As a prospect continues down your marketing funnel, you can seek out more and more detailed information that will further help you improve your content.



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Buyers journey

Remember that we are trying to solve the question, “How do we deliver the right content, to the right people, at the right time?”

Awareness

What does your prospect need during the awareness stage?

Information. Education. At this point, they will only be doing research to give a name to their problem, and dipping their toes into the pool of what’s out there.

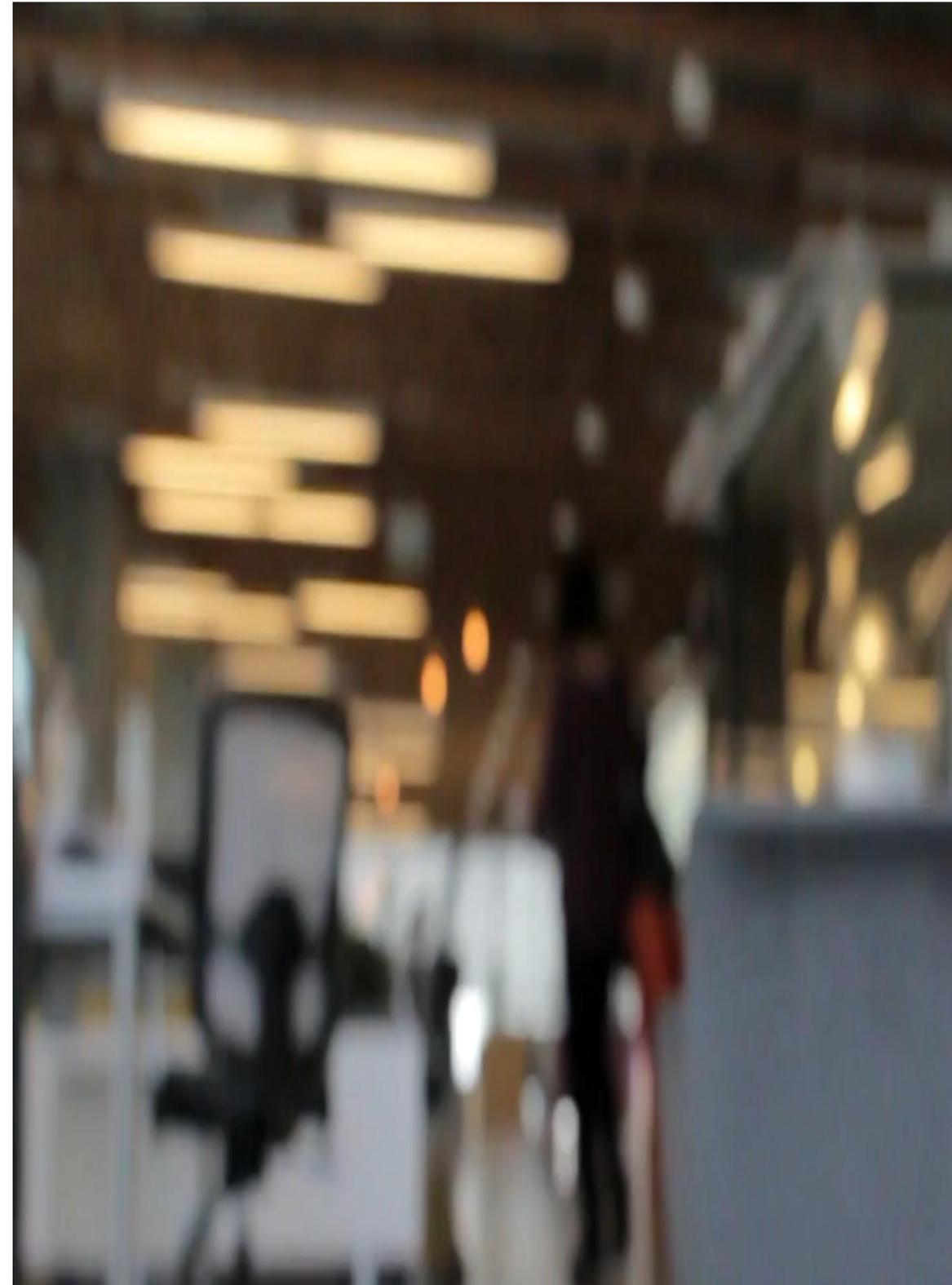
Consideration

more specific, but you still want to avoid promoting yourself as no decision to build has been made yet. A call-to-action on this post to get downloadable content

Decision

Keep in mind that if you’ve been a consistently helpful resource providing value to this prospect along her journey, you’re much more likely to make the short list. After all, you’ve remained front-of-mind with throughout the journey, without turning the customer off by being too “sales-y”. You’ve begun to develop some rapport and built up a strong sense of trust, which benefits you when it comes time to make a sale.

In short, you've created and cultivated a relationship



Developing Relationships

It may be useful to remember that a prospect's "title" changes along their journey: **they start off as strangers in the awareness stage, become visitors in the consideration stage, leads in the decision stage and, potentially, customers.**

Think of the etiquette of meeting someone new; the way you interact with a stranger would be different than how you'd interact with a well-known friend. When you consider the context of your interaction with a person at each stage of their journey and adjust your approach accordingly, you're better able to build rapport. The end result is customers turning into promoters of your trusted brand.



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Context in Practice

We can now see that context not only changes per individual, it also changes over time. So, again, how can we position content in a way that provides the most value for our audience at any given time?



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Context

1. Step 1: Listening

This is similar to developing your buyer personas in the first place; **researching, surveying, and interviewing to compile information about your target audience.**

But the ability to recognize context goes beyond this.

For example, actively engaging with your prospects on social media is a useful tool for developing a deeper understanding of the "why" behind the actions of your prospects. Create an open dialogue to listen to their needs, before assuming you know what's best for them.

Step 2: Analyzing

The next step is analyzing; **it involves tracking behavioural data and using tools like web data analytics of how visitors are interacting with your site to determine which stage of the buyer's journey they're in.**

Step 3: Acting

Lastly, it's time to act. **When approaching a lead either through direct contact or the promotion of content, be intentional with it.** You want to contact them at a time where it's not perceived to be an inconvenience to them. Try taking a look at their history on your site, what they've downloaded, and maybe even look at their social media profiles to try and understand what their unique needs may be.



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From Prospects to Friends

Context is your ticket to reaching the goal of creating a personalized experience for your prospects. This involves more than just targeted messages, **it's a bout building a relationship with prospects as they travel along their buyer's journey.** By identifying with your prospects through an understanding of context, you'll be able to emotionally connect with them in meaningful ways – this is the foundation of trust that will help you close the sale loop.

“Marketing is no longer about the stuff you make. but the stories you tell”

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