



insynch

Develop Your Brand's Content Marketing Strategy

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Helping Businesses Flourish since 2005

About InSynch

- Formed in Feb 2005 – **Based across England and Wales** but cover all of the UK and many international clients too
- **Main areas of Business are:**
 - Digital Marketing Agency
 - Digital Strategy Consultants
 - Web Services – Design, Manage, strategy, improve
 - Training – Over 30 courses in house, open or one to one

Contents

- What is Content Marketing
- The benefits of Content Marketing
- Why you need a strategy
- 5 Steps to creating a Content Marketing Strategy
- How to research your audience
- Good copywriting practices
- Useful tools

What is Content Marketing?

What is Content Marketing?

- The creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience.
- Content generated with the intent to drive customer action, build your brand and long-term relationships.
Email newsletters & automated email responses
 - Blogs & articles
 - Social media
 - Website copy
 - Case studies & press releases
 - Ecommerce product descriptions
 - Infographics, guides, ebooks, leaflets, posters, etc.

What is Content Marketing?

Other possible definitions

- “Owning media as opposed to renting it. It’s a marketing process to attract and retain customers by consistently creating and curating content in order to change or enhance customer behaviour”
- “Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world that you are one.”

What is Content Marketing?

- At least 99% of the time, your potential customers' need is NOT to buy your product or service.
- Not everyone you make contact with is ready to buy
- Normal sales content works on those who are thinking of buying
- Majority of the time, your contacts are not ready to buy – this is where content marketing fits in

Content and Content Marketing

- Content could be defined as any image, word or media (video) that can be engaged with
- Content marketing is more than just content
- Content marketing = stimulating, informing, amusing and aims to ultimately drive desirable customer actions
- What was the last piece of content that you really engaged with?

Why?

- Content solves problems for people
- Every day people search for solutions to problems

How

Where

What

- Most Website traffic will still be from search engines

Why?

- One solution is to think of every conceivable problem your contacts have, and answer it in blog posts
- **What problems do your customers have?**
- People spend time reading engaging content, not sales messages
- Over the last 30 years, marketing messages people are exposed to have increased from 500 to 5,000
- People are more selective and filter messages

The Benefits of Content Marketing

The Benefits of Content Marketing

- **Increased brand visibility**
 - Regular, valuable content distribution keeps you fresh in your audiences
 - Easier to get repeat purchases & enquiries
- **Enhanced customer engagement & conversion rates**
 - Compelling content can encourage customers to talk you or make a purchase
- **Generate high-quality leads**
 - Content that shows you are an expert in your field or highly qualified for a task can be the push that scrupulous customers need to “get off the fence”
- **Helps connects with audiences that are “ad-wary”**
 - 32% of internet users use ad blockers or pop-up blockers

Why do you need a strategy?

Why do you need a strategy?

A strategy is important for guiding content creation, distribution, and analysis, leading to measurable results and long-term success.

Why do you need a strategy?

- **Define clear objectives**
 - plan and focus on content strands to achieve specific business goals.
- **Targeting**
 - know how to target your audience and what strands to use by creating persona documents.
- **Consistency**
 - a strategy that helps keep your tone of voice and assets consistent across your content strands.
- **To measure results**
 - setting goals is pointless if you have not planned how to measure the performance
- **Competitive advantage**
 - researching your audience and planning content can differentiate your brand and offerings to position yourself in front of your competitors

How To Create a Content Marketing Strategy in 5 Steps

Step 1 Define Objectives and Audience

Clearly outline the goals,

- ie brand awareness, lead generation, or customer retention.
- Identify your target audience and understand their needs, preferences, and pain points to tailor your content accordingly. Persona documents are great for this.

Step 2 **Formulate a Content Strategy**

- Create a content strategy that aligns with your objectives but also resonates with your audience.
- Develop your content strands,
- ie the topics you'll cover, and the channels you'll use for distribution.
- Draft a content calendar to maintain consistency and ensure the timely delivery of content.
- Repurpose content over different platforms

Demo schedule

Step 3 Create Compelling Content

- Produce quality, valuable content that educates entertains, or inspires your audience. Answer questions, run polls/surveys, address their pain points
- Use different formats such as blog posts, videos, podcasts, infographics, and case studies to cater to your target audience.
- Maintain a consistent brand voice and style across all content pieces.
- in both your designed marketing assets but also in your tone of voice
- Consistency in key!

Demo Canva

Step 3 **Create Compelling Content**

- Be current – related your content to current trends and news stories
- Be factual and back it up where you can
- Refer back to other content at least three times, previous blogs etc

Step 4 Distribution of Content

- Before you even begin planning content, you'll need to know what platforms you should be posting on and how often.
- This is essential to ensure you aren't wasting your time and energy on platforms where your audience isn't!

Step 4 Distribution of Content **Instagram**

- Demographics are heavily weighted with 25 - 35 year old females.
- Often looking for recommendations and to feel inspired by their favourite creators and brands.
- 3-4 posts a week, heavily weighted in favour of the Instagram Reels format.



Step 4 Distribution of Content **Facebook**

- The average age of 55+ years old, more likely to engage with local businesses primarily food and drink, usually found engaging the most within Facebook groups.
- 2-3 times a week - spread throughout the week, avoiding posting twice on the same day.



Step 4 Distribution of Content **TikTok**

- Most popular within the 18-25 year old bracket, however showing significant growth within the 30-45 age range in 2022.
- Users go to TikTok seeking entertainment, if your content doesn't provide that then this isn't the platform for you!
- 3/4 posts a week – 20-30 seconds per video



Step 4 Distribution of Content **Pinterest**

- Most popular category is food and drink, with users looking for recipe inspiration and to share their creations.
- The Pinterest algorithm does not penalise accounts for posting lots of content in the same day, allowing much more freedom in your posting schedule to post when you like!



Step 4 Distribution of Content **LinkedIn**

- Best suited for business-to-business networking.
- If your business is seeking B2B connections, this is the platform for you.
- 3-4 times a week, spread across the week.



Step 4 Distribution of Content **X (formally Twitter)**

- Almost half of X users have never posted a tweet, they simply go to X to read the latest news in the world or their industry.
- Does your brand share news or fast-paced content? If yes, this one's for you!
- Post as often as possible! The average lifespan of a tweet is only 30-45 minutes.



Step 4 Distribution of Content **YouTube**

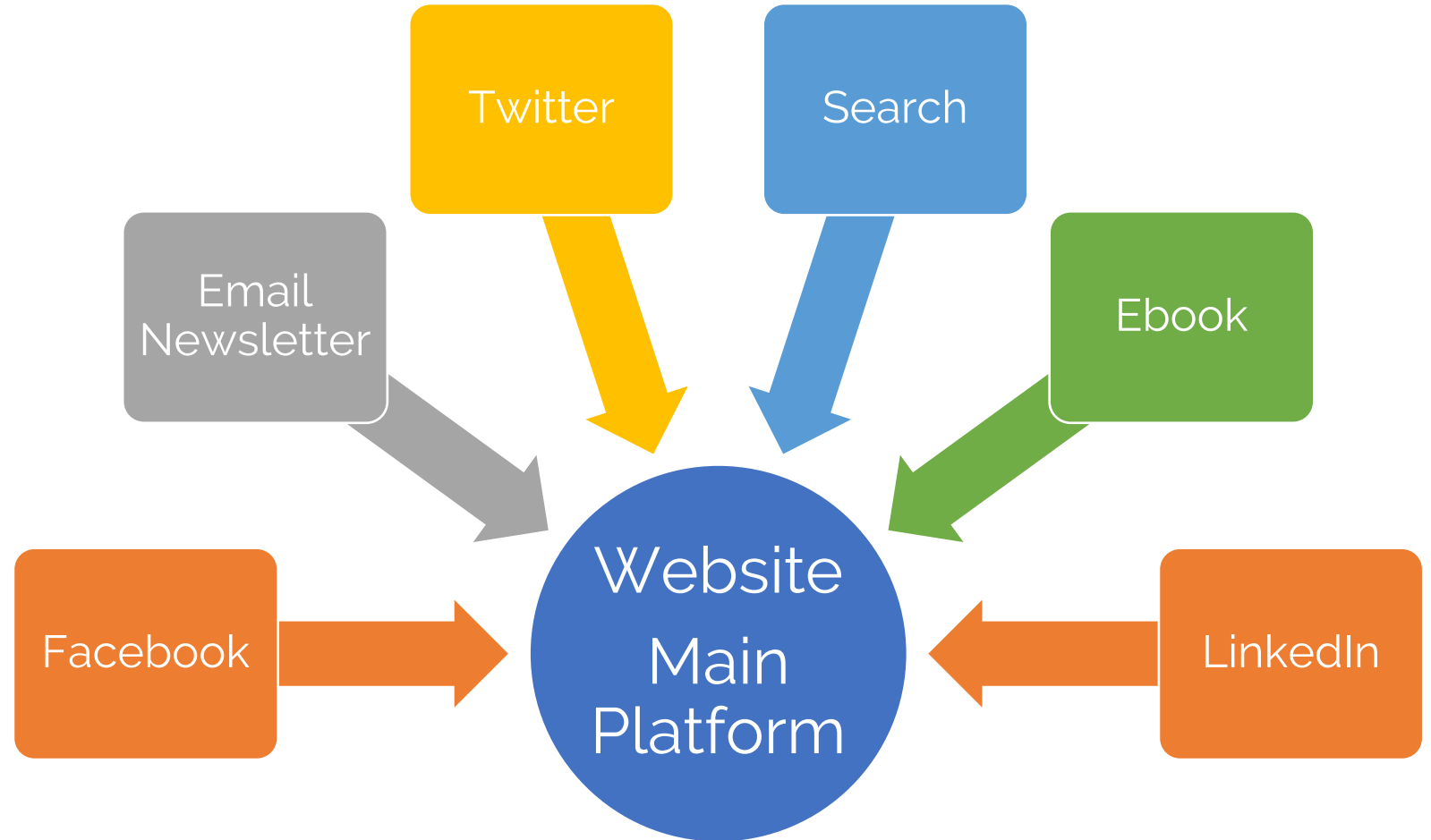
- Many generations turn to YouTube for entertainment, tutorials or reviews.
- Currently, the most popular format within the platform is Shorts – portrait videos up to a minute long.
- YouTube Shorts: 2-3 times per week
- YouTube Standard: We'd recommend once a fortnight for quality full-length videos.



Step 4 Distribution of Content

- Distribute over multiple channels to maximise the reach and visibility... **Start with your own website** ie, social media platforms, email newsletters, industry forums, and relevant online communities.
- Consider Pay Per Click advertising
- Use SEO within your content to enhance your content's discoverability within search engines. Keyword research, analyse most popular search terms

Step 4
Distribution of
Content
**The Hub and
Spoke Model**



Step 4 Distribution of Content Influencers

Use influencer partnerships

- Boost brand awareness in targeted communities.
- Drive engagement and traffic to your own social channels and website.
- Humanise your brand - consumers often buy from people rather than a faceless brand.
- Create word of mouth around your product or service.
- Great option for market research - gain feedback on your products.
- Gain insights from influencers on how their community shops and what style of content they engage with.

Step 4 Distribution of Content Influencers

Use influencer partnerships – set clear guidelines

- **Gifted Campaigns**

Works by gifting a product to an influencer in return for content generation and driving awareness in their community. This is the most common form of Influencer Marketing and typically works best with micro-influencers with a following under 50k.

- **Paid Campaigns**

Works by negotiating a paid fee with an Influencer to generate content for your brand, as well as providing product free of charge.

Step 5 Measure Performance

- Monitor the performance of your content
ie Google Analytics, email marketing results, social media insights
- Using key metrics such as website traffic, engagement metrics, conversion rates, and ROI.
- Identify trends, strengths or weaknesses, and areas for improvement.
- Refine your content strategy based on these insights and optimise performance to drive better results over time.

Demo some email marketing insights within Mailchimp, time allowing

How to Research Your Audience

How to Research Your Audience

- Generate personas
Demo persona documents
- Surveys and questionnaires, social polls, Email
- Social Media analysis – insights, topical conversations
- Analytics – identify key demographics
- Continuously revise based on measured results

Define Your Brand Values and Personality

Define Your Brand Values and Personality

What brand values do you believe in?

- **Reputation**
 - product quality, service qualities
- **Relationship**
 - how you engage with your customers, reviews
- **Morals**
 - sustainability, cruelty-free, etc.

Define Your Brand Values and Personality

Define clear guidelines and parameters with a brand guideline document

- Tone of voice
(formal, casual, playful, professional, conversational)
- Image & infographic design brand guidelines
- Distribute amongst your marketing team

Use your audience research and plan to address pain points

Be authentic!

Good Copywriting Practices

Good Copywriting Practices

Copywriting plays a crucial role in creating effective and persuasive content, for adverts, social posts, website content, brochures, banners and marketing materials

Good Copywriting Practices

- Understand your audience
- Write attention-grabbing and popular searched headlines – *answer the public demo*
- Focus on the benefits of your product or services
- Use persuasive language and use CTAs where possible
- Keep it clear and concise
 - newsletter read time is just 45 seconds!
 - Video view is just 15 seconds
- Create a sense of urgency – ai can help with this, more later
- Make content social proof, testimonials, case studies etc
- Check, test and proofread before publishing

The Use of AI for Content Generation?

Use AI with caution

Google Philosophy

- **Content is valued that exhibits E-E-A-T**
- **E**xpertise, **E**xperience, **A**uthoritativeness, and **T**rustworthiness
- Focus is on this rather than how it was written
- **Content needs to be original, high quality and engaging**
- If Google sees quality as poor, it will rank lower
- Google strictly opposes the use of AI-generated content if its primary purpose is to manipulate search rankings
- Good SEO content is much more than well-written text.

Use AI with caution

Google Philosophy

- Google released an algorithm update recently that is penalising a lot of AI generated content
- Link below will offer some further tips on current best practices

<https://www.searchenginejournal.com/googles-algorithm-hates-ai-content-how-to-make-google-love-it/510854/#:~:text=Google's%20March%202024%20core%20algorithm,results%20in%20high%20quality%20content>

AI uses

General Content Creation

- Generate blog post ideas based on specific topics, such as new food trends, recipes, or cooking tips.
- Draft outlines for articles or research papers, providing a structured framework for your writing.
- Suggest catchy headlines or titles to grab readers' attention.

AI Uses

Email Marketing

- Suggest engaging email subject lines that are relevant to your target audience and likely to pique their interest.
- Generate personalised content for email newsletters, based on customer data such as purchase history or preferences.
- Answer queries on best practices for email segmentation or A/B testing, to help you improve your email marketing results.

AI Uses

Social Media

- Propose content ideas for social media posts that are relevant to your target audience and likely to generate engagement.
- Offer strategies for improving engagement on platforms like Instagram, Twitter, or LinkedIn, such as using relevant hashtags, running contests, or interacting with followers.
- Suggest ways to handle negative feedback or comments on social media in a professional and constructive manner.

AI Uses

Creative Writing

- Help brainstorm plot ideas or character backgrounds for stories, food blogs, or marketing materials.
- Generate dialogue or scenes for stories, food blogs, or marketing materials.
- Suggest titles or names for characters and settings in stories, food blogs, or marketing materials

AI Uses

Brainstorming & Idea Generation

- Propose ideas for business names, product names, or event themes.
- Assist in brainstorming for marketing campaigns, product features, or new innovations.
- Recommend books, courses, or resources on specific subjects related to your food and drink business, such as cooking, food photography, or marketing.

Useful Tools / Online Resources

Useful Tools

Demo a few if time allows

- **There are several excellent online resources available, each with its own set of features and capabilities.**
- **Audience research**
 - Answer the Public: <https://answerthepublic.com>
 - Google Trends: <https://trends.google.com/trends>
- **Content Planning/ Collaborative tools**
 - Trello: <https://trello.com>
 - Google sheets/docs: <https://docs.google.com/spreadsheets>

Useful Tools

- **Image Generation**

- Midjourney: <https://www.midjourney.com/> \$8 a month
- DALL-E from OpenAI - <https://labs.openai.com/>
- <https://firefly.adobe.com/> free to use and has extra features such as text effects
- DreamStudio - <https://beta.dreamstudio.ai/> rapidly growing. Needs credits

- **Check your content's legibility**

- Hemingway: <https://hemingwayapp.com>
- Read-able: <http://www.read-able.com>
- Grammarly: <https://app.grammarly.com>

- **Documents, Graphics, Social Assets**

Canva: <https://www.canva.com/list> other popular platforms.

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