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COVER

THE BASICS

The Necessities Of Content Marketing



LET'S START HERE...



COVER THE BASICS

Are you caught up in all the changes in online marketing, the “Hummingbird” update by Google, the latest “content marketing craze,” and the newest social media management tool?

Are you always trying to find the “secret” to online marketing?

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RevBuilders would like to suggest that such a “secret” for online marketing doesn’t exist. At least, not the easy, press-a-button secret most everyone wants. We’d like to suggest some very boring but basic keys to successfully market your business.

In fact, we’d like to go back to the basics when we start talking about online marketing:

**The first question to ask is:
What are your business goals?**

The answer to this question should drive everything.

If your goals are to increase sales, profit, exposure, customer satisfaction, or increase margin, then your online strategy needs to align with such a goal. Before worrying about the latest changes in SEO, or which social media management tool you need to use, this goal needs to be in place.

By doing this you set your mind in the right direction, and will align with Google as they want to provide a better experience for those who use their properties.

The term “content marketing” has been gaining much attention as of late, but is it really new? Nope. Communicating and getting your clients and prospective clients the information they need to choose you or stay with you has always been used in marketing. The only thing that has changed is how it’s delivered. The goal is to get your customers and prospects the information they need when they are looking for it. This is content marketing in a nutshell. So how do we do this?

You must be relevant and relational.

First we need to know who we are talking with or who we are trying to reach. If you go to a meeting or an event, and don’t know anyone there, what do you do? Hopefully you ask some questions! “Hi, are you from around here or somewhere else? What is your favorite thing about living there? What kind of work do you do? How did you get into that line of work? What kind of mark do you want to make in your industry?” And so on – you dig and discover things about them so you can RELATE to them and be RELEVANT in the conversation.

It’s no different with your company – you need to figure out who your website (and other content) will be talking to. Otherwise, it would be the same as someone asking you “What’s your name?” and your answer being “I helped design this awesome product, you want to buy it?” They’d wonder if you had it all together upstairs!



The steps to being relevant and relational.

Step One:

Forget everything you think you know about your company or what it is you sell.

Step Two: Ask

- a) What are the problems our company or product solves?
- b) Why should someone care?
- c) Do our competitors solve these same problems? If so why are we better – what makes us different?
- d) What is the proof that we solve the problem?

Step Three: Discover

a) Describe all the different kinds of companies or people who could be looking for your product or service (this is known as a “persona”). It’s best to break it up into where they are in the process of looking:

- i. The people that don’t know they need it yet;
- ii. The people that have admitted they need it and are researching options;
- iii. The people that are comparing solutions;
- iv. The people that have decided on a solution;
- v. The people that have purchased a solution.

b) Describe in as much detail who your best customer would be: age, gender, work, location, likes, dislikes, marriage status, income level, car they drive, personality type, online communities they hang out on, newsletter they subscribe too, religion or affiliation, and so on.

c) For each phase of the purchase cycle and for each persona, ask yourself: What information do they need? What questions are they asking?

d) Determine what sort of content would be best. Are your personas looking for blog posts? Are they in the social realm? Are they doing in-depth research and want to hear from experts on the matter?

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Step Four: Audit

a) Collect and review all current content – web content, blogs, articles, PR, Ebooks, Video.

b) Rate it. Be very critical.

c) Asked yourself: Does it answer all the questions at the different steps of buying process for all your personas?

d) Analyze what content you can repurpose, and where you are missing content and at what stages.

Step Five: Assign & Create New Content

a) For content that passes your review, assign it to the right persona and stage.

b) Edit as necessary.

c) Determine whether to write your own content or outsource it.

d) Create a Content Calendar.

e) Review and distribute the content appropriately.

Is there really anything new to this process? Not at all. It’s old fashioned marketing. Find a need and fill it. Don’t get caught up in the hype of all this “new” stuff that seems to be out there in regards to Social, Search, Apps and so on. These are only delivery methods of your content and message. If you’re not communicating the right message to the right people, it doesn’t matter what “miracle marketing method” you use, it will fail. Plain and simple. Do the basics.

Vince Lombardi once said “Gentlemen this is a football,” at a half time talk – refocusing his players to the basics of football. RevBuilders would like to suggest the same thing to you: “Business owners – it’s about communicating the right message to the right people.”