

HOW TO ADD VALUE TO YOUR CONTENT MARKETING STRATEGY



Content marketing as a whole, as an industry, is the idea of creating pieces of content and then promoting that content. Content is a bridge between gaining an audience and turning that audience into paying customers.

HOW CONTENT MARKETING WORKS

Content marketing is a process that is designed to earn you sales. The process looks something like this:

1. Create a website that hosts your product descriptions and online storefront.
2. Create a blog.
3. Write and publish blog posts related to your industry, products and users.
4. Promote those posts via email newsletters, social media and other digital avenues.
5. Attract users with your content.
6. Guide users around your site, from content to content.
7. Build your reputation for trust and insight.
8. Leverage your reputation to convince users that your product offerings are worth the price of admission.
9. Sell your products to those customers and continue to build your reputation.

WHERE VALUE ENTERS THE PICTURE

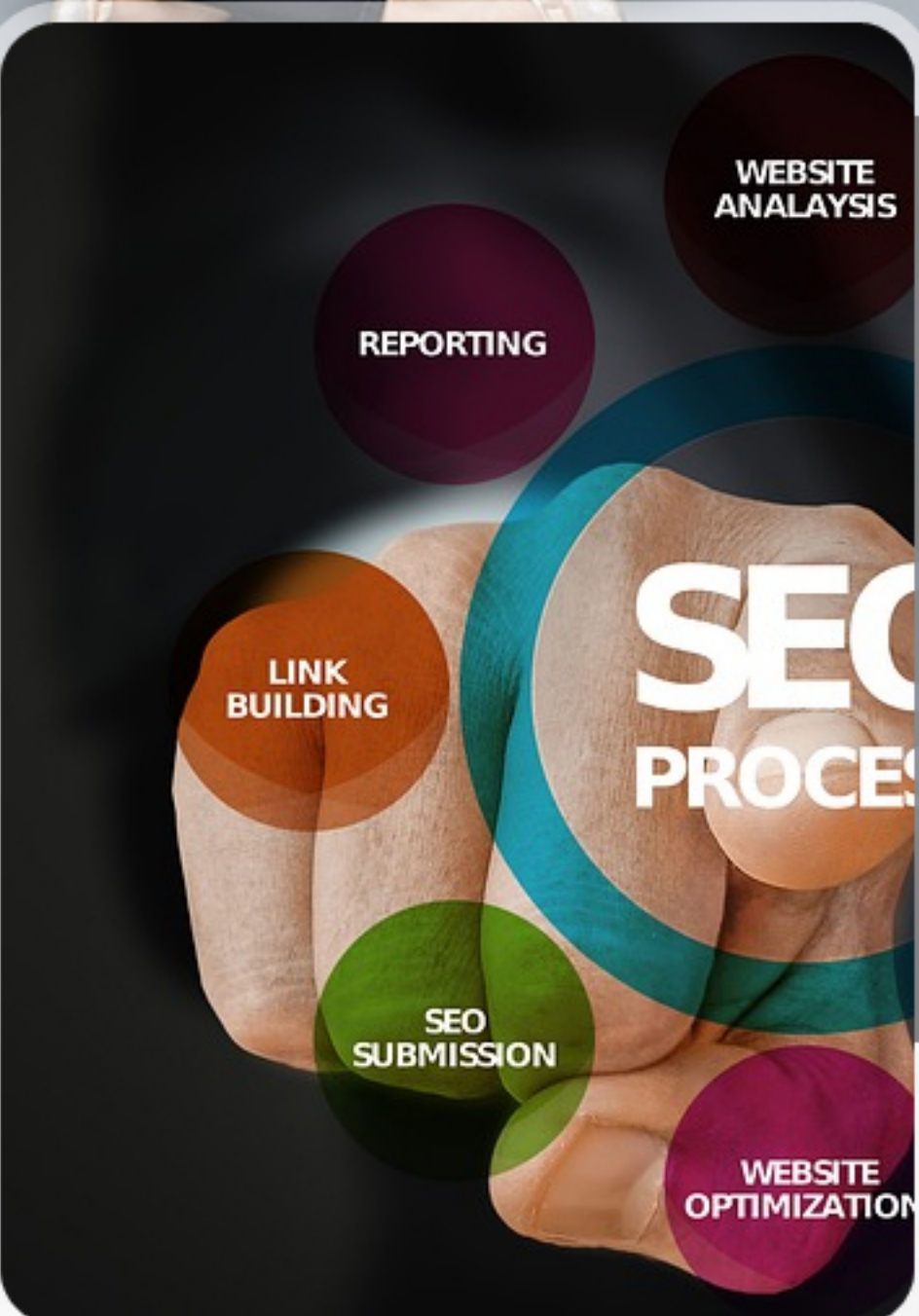
Value requires that you know your audience and know how to target them.

It's a symbiotic relationship. You need to know who is interested in your product or service so you can learn what it is they're looking for. Once you know that, you can produce that content and provide them with value to bring them in, hook them and keep them around.

VALUE DRIVES KNOWING WHAT CONTENT TO PUBLISH.

This is very important, as Google puts an emphasis on fresh content over older content, all other things being equal. That doesn't mean your shallow, new content is going to outrank older, more detailed content; that's the value again. Valuable content lasts longer than thin content and ranks higher overall. Knowing where you're getting your value allows you to craft a content calendar, giving you a schedule of posts to make on a weekly or daily basis.

Value from post to post allows you to link between those posts and give users a reasonable excuse to click from one to the next. This is an SEO factor, for one thing; interlinked content is better at ranking than segregated content. It's also how you keep users around on your site, where they can be exposed to your other marketing channels, encouraged to follow your social media profiles, enticed to join your newsletter and prodded to purchase your product.



THE GOOGLE FACTOR

If all of that isn't enough to convince you, you can always just look at the existing industry of SEO and Google's webmaster guidelines. Google determines where your site ranks in search, which in turn determines how hard or easy it is to gather an audience, keep them around and get them buying your products.

What does Google say?

Provide value to your users for maximum search ranking. It's more beneficial to focus on value to your customers than it is to focus on keyword optimization, or link building, or PageRank sculpting, or any other SEO technique. All of those techniques have a place, of course, but that place is supporting your content.

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