



20 Content Marketing Tips to Supercharge Your Sales!

Learn how to use content marketing to maximize your sales results and grow your business!

Prepared by Renée Cormier
Coaching

20 Content Marketing Tips to Supercharge Your Sales!

By: Renée Cormier

What is Content Marketing?

Content marketing refers to marketing that provides valuable and relevant information to customers and prospects. Not all marketing content is content marketing, however. Any marketing which only tells the customer to buy your product cannot be considered content marketing. The key component in content marketing is that your material must teach people about things that are important to them as they relate to your product or service, and it must be free of charge!

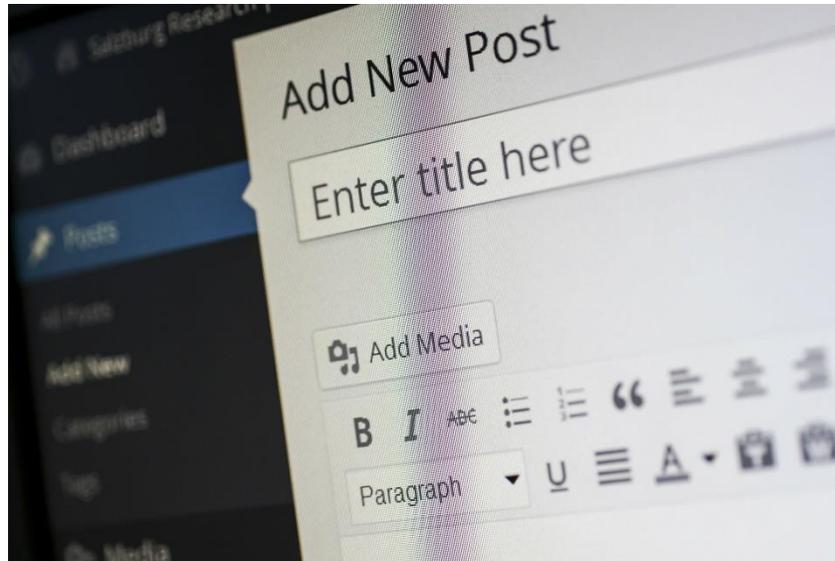
There are many elements to content marketing that make it a rather exciting way to direct your marketing efforts. One element is the fact that you can present your efforts in a number of ways, and many of them are highly affordable. In fact, they won't cost you anything at all! Blogs are a perfect example of this. You can also create JPEG images with print on them, e-booklets, like this one, electronic newsletters, video, and even create traditional print material that is truly informative.

Another thing that makes content marketing so much fun for businesses, is that it is easy to incorporate into your social media efforts. You can be sure that people will want to follow you on social media if you are known for presenting valuable information about things that are relevant to them, and not for just spurting out bland statements about your products.

The philosophy behind content marketing is that becoming a valuable resource for your customers is the best way to build relationships and increase sales. It is an important part of the process of becoming what all great sales people aspire to be: The Trusted Advisor!

Why is content marketing important?

There are many companies that regularly perform research regarding content marketing and the social media patterns in both the consumer and B2B markets. The results across the board are very consistent. 65-70% of buying decisions in both markets are made after accessing information through some sort of content marketing. So now you have to wonder, if you haven't been maximizing this opportunity, how much business have you missed out on?



What are some examples of Content Marketing?

Content marketing takes many forms and since the main purpose is to be educational, the options are limitless. Some commonly used forms of content marketing are as follows:

Blogs	Speaking engagements/ public events	Infographics
Social Media Content	Case studies/ white papers/ reports	Micro sites
E-newsletters	Video	Online presentations
E- Books	Podcasts	Webinars
Website articles	Photos	Guides
Polls		Interview
Slideshows		

Now that you have a better understanding of what content marketing is, and the power it holds, you will be really excited to read these 20 tips that will supercharge your sales. Read on to learn how to maximize your business opportunities!



Tip #1

Plan your content marketing strategy: Never go about your marketing in random fashion. According to researchers at contentmarketinginstitute.com, B2B marketers with a documented content marketing strategy are more successful than those who have none. They also found that the businesses with documented strategies tended to produce more content and keep track of results better than their counterparts who had either undocumented strategies or none at all.

In developing your content marketing plan, it is important for you to make sure you know exactly what your objectives are and clearly lay out all of your strategies and tactics. Your plan should also have space for your budget and a timeline so you can put together a project planner. The timeline and project planner will allow you to discipline yourself and stay on track with your activities. There's no point in having a plan if you don't bother to implement it!

Tip #2

Create focussed content: Your content needs to be in sync with your marketing plan. Make sure your efforts all point in the same direction. For example, if one of your objectives is to grow your mailing list, then your content should contain items that will help you achieve that. E-booklets, like this one, are great for that very purpose.

Tip #3

Produce well written content: This is very important! Content that is poorly written will obscure your message and could cost you lots of money in sales. What you write and distribute is a reflection of your professionalism and will affect your credibility. If you are a subject matter expert, or just someone who wants to be able to provide valuable information to customers and prospects, then you should write. If you can't write perfectly, then [pay a professional](#) to check your work or produce amazing content for you. If you are too busy to write, or if you simply don't enjoy the process, then it is well worth your while to pay for the service.

If you think about it, the purpose of content marketing is to provide valuable and relevant information to customers and prospects. Poorly written content is difficult to read and usually doesn't make a clear point. Because of this, it will not be seen as being either valuable or informative. Now you can really understand the importance of having well-written content!

Tip #4

Educate your audience: Have a clear understanding of what you want people to know about your products or services and then set forth to teach people through your content. If it isn't educational and relevant, it is not good content for you to circulate.

You needn't worry about giving away all of your secrets, and I encourage you to keep a few important things to yourself. It is not necessary to outline exactly how to do something, but you should be willing to give people a general understanding of what is involved in a process, for example. Odds are, your customers don't have your talent and skill and therefore couldn't replicate your effort, no matter how much they learned. Competitors looking to steal your trade secrets are also no threat to you because those are not the things to disclose through content marketing.

Tip #5

Circulate through social media: Social media is the most cost effective marketing tool in the world and a perfect vehicle for transmitting your quality content. You don't have to be active in 15 social media venues, but you should be active in the places your customers will likely visit. Choose the right places and work them every day. In order for your content marketing efforts to be effective, you need to produce a lot of content and circulate it often.

An important thing to remember about social media marketing is that it is about engagement. Use your content marketing pieces to engage followers. Get discussions going, respond to comments, thank people for liking or following you, etc. Never send out your content and let it fall. Participate in the discussions around your business. If you don't have time, then pay a professional to do it for you.



Tip #6

Use content marketing to build your mailing list: Give people something they want in exchange for an email address. Lots of marketers do this, and it works! There are two keys to doing this, however. One is to give people the option to choose the frequency and type of email they want to receive from you. The

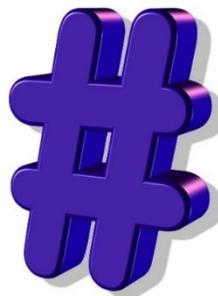
other key is to make sure the content you deliver to them is not a glorified sales pitch. If the marketing piece is too strongly geared toward sales, then you will cause them to unsubscribe. It is okay to gently let people know what you do and where to find you if they need you, but nothing too heavy.

Tip #7

Use your content marketing to position yourself as an industry expert: The logic behind this tip is simple. Everyone wants to do business with the best people, so if you are an industry expert, you are clearly one of the best! Making sure your name is on your content and that you present your content in a variety of venues and formats will help you accomplish this. Offering yourself up for speaking engagements, hosting webinars, writing articles in trade journals and being a guest blogger on an industry website are some other ways to demonstrate your expertise.

Tip #8

Use back links: Back links are links to other websites that are hyperlinked in the text of your content. Blog posts are perfect for this, but you can also include them in your email newsletters. Whenever possible, use high traffic sites that are relevant to the subject you are writing about. This is important for search engine optimization and will help drive traffic to your website or blog. You can also use the back links as leverage for shares. For example, if you are writing a case study about some work you did with a client, then mentioning the client by name and including the link to their website will encourage them to share your content (see Tip # 16 for more on this).



Tip #9

Post with hashtags: Hashtags allow you the opportunity to start a social media trend or ride on the coat tails of an existing trend. People use the # symbol in front of a key word, without a space, to get information about different topics. For example, if you do a Twitter search for things listed under #coolcontent or #marketing, you will get a list of all of the tweets with the same hashtag. In this case, it will give you links to things people posted about marketing and marketing content. It's a great way to do research into subjects you are interested in and it is also a great way to be seen by people who are looking for information about things in your area of expertise. Since hashtag searches can be done through any internet search (e.g., Google, LinkedIn or other social media), they actually extend your reach far beyond your followers.

Tip #10

Link your content marketing pieces: Whenever you post content marketing pieces, make reference to previous items you posted. People will begin to read more of your blog postings, etc. and that will enhance your reputation as being a subject matter expert, or the go-to person for your product or service.

Tip #11

Include a call to action: Your content marketing shouldn't be a hard sales pitch, but it should involve a call to action. It's ok to add a blurb at the end that lets people know what you do and where to contact you, and it's also ok to ask people to sign up to receive something free. Just make sure you don't bombard people with the "buy now" or "hurry for your chance..." type of marketing. If you use that tactic, you will lose people's trust. Nobody wants to be part of a hard sales manoeuvre, but they will tolerate a very soft sell.



Tip #12

Produce lots of content: Be sure to vary the type of content you share and only do this if your content is valuable and relevant to your customers. Producing lots of garbage will not help you achieve greater sales. Blog at least once a week, post memes or links to content once or twice a day on each and every social media site you are using.

Tip #13

Keep it original: Posting original content is important for Search Engine Optimization (SEO). Search engines rank original content higher than duplicated content. Also, if your goal is to demonstrate your expertise, then you need to be able to show that you have original ideas and that you offer a unique perspective in your industry.

Tip #14

Vary the style of your content: Marketing content should be developed in a variety of forms. People who don't want to take the time to read an e-booklet might be more willing to watch a video presentation or a check out a series of memes. Also, if you find that your content isn't very popular in a particular form, you can always convert it to another type of content. Varying your content allows you to use all different types of social media to get your message out. For example, a meme is great for Pinterest and a series of memes can be put into a slideshow and posted on [Slideshare](#), and if you save

your PowerPoint as an MPEG4 file, you can post it to YouTube as a video. Because it shows up in different forms and on different social media sites, it can be shared even more. For content ideas, think of things you can do with video, e-books, white papers, blogs, memes, slideshows, infographics, webinars and podcasts.



Tip #15

Include key words for SEO: [SEO stands for Search Engine Optimization](#). You want people to find your content when they do web searches, so try to incorporate some key search words into your content marketing so that people will find you when looking for information on your subject. Put yourself in the position of someone looking for your product or service and think about what words they would use to look up information. Incorporating those words into your blog posts, for example, means that your blogs will come up in the search results. If your blog posts direct people to your website, or include some contact information, then people who want to speak to you about your business will be able to easily find you.

By the way, do not just randomly place the words into a document. The words have to make sense in the context of the information they are looking for. Nothing will destroy your credibility faster than producing content that is complete and utter garbage designed to try to trick search engines into bringing up your rank. Besides, search is now configured to pick up those lame tricks, so they don't work anymore, anyway.

Tip #16

Make your content sharable: This is extremely important. Don't try to hold all the control over the distribution of your content. Great content needs to be shared in order to be worth your efforts. Put it out there with your company information on it and encourage people to share it with their followers. In fact, if you make the effort to find out who your social media influencers are (those with a very large number of followers), you can ask them nicely to share on your behalf. If the content is relevant to their audience, then chances are, they will share it for you. Also, if you are able to include the name of a supplier's company or influencer in your content and ask them to share, they most likely will.

Tip #17

Allow comments on blogs and freely respond to people who make comments: Let people know you are out there listening and are interested in what people are saying. Never engage in a battle with someone. Always be polite and keep an open mind. Your comments will be a permanent record of your behaviour. By the way, this is why I never encourage business owners to allow young and inexperienced people to manage social media. 18 year olds may know how to set up social media pages, but they usually don't know how to start or manage those very important conversations.

Tip #18

Hold a social media contest: We all love games, and [contests](#) are a great way to help build followers you can later convert to customers. People who are interested in your products or services will want to win something related to your business. Be creative and give extra entries to people who share multiple times.

The word "WIN" is written in a bold, blue, brush-stroke font. The letters are thick and have a textured, hand-painted appearance with some fraying at the edges.

Tip #19

Share relevant content from other experts: Other people's content is what experts call "curated content". There is a lot of value to sharing the posts of other subject matter experts. Sometimes it's difficult to be creative every minute of every day, so you should feel free to leverage the content of other experts in your field. Sounds a little counter intuitive, I know, but think about this for a minute. Sharing begets sharing. People return favours and those shares extend your reach far beyond your direct followers. Secondly, sharing the content of an expert in your field who is not a direct competitor creates the perception that you are well informed, that you stay on top of trends and most importantly, that you are both respected and trustworthy. Thirdly, sharing curated content allows more people to get to know you and will ultimately increase your fan base.

Tip #20

Speak to your unique selling proposition (USP): Do you know what makes your product or services different from your competitors? If you don't, then you should really put your thinking cap on and develop a unique selling proposition. Using your content to speak to your unique selling proposition gives you the opportunity to drive the message to your audience over and over again. If it doesn't seem appropriate to add it to the content itself, then add it at the bottom of your content in a blurb about your company. Think of it as free advertising!

So there you have it. With your 20 ways to use content marketing to supercharge your sales, you should be able to get noticed by all the right people. The trick is to make sure you keep producing and sharing both original and curated content and also to make sure you engage in discussions around your content whenever someone shares, likes or comments. If you need help creating content or managing your social media efforts, be sure to contact us. We offer affordable ways for businesses to maximize their reach through both social media and traditional media channels!



Renée Cormier

Speaking Engagements * Workshops * Consulting & Coaching

Action Focused Express Coaching

www.reneecormier.com

Renée Cormier has had a long-standing passion for business and for helping others be the best they can be. She is a certified coach who shows you how to move forward and achieve growth in business and all other areas of life. Renée happily shares her business and personal development expertise through a variety of training and coaching programs that create unsurpassed value for her clientele. Would you like some help setting goals and getting things done better and faster than ever before? Get access to unlimited coaching services for a flat fee!

Renée is also a published author with additional expertise in public relations, marketing communications, adult education, sales, leadership, and employee engagement. Renée is able to leverage her varied experience to support her clients in multiple ways. There is nothing like being able to see clearly through multiple lenses.

Email: renee@reneecormier.com

Web: www.reneecormier.com

Click below to request information about Action Focused Express Coaching!

Action Focused Express Coaching

Get 12 months of unlimited coaching for just

\$997!

Renée Cormier
www.reneecormier.com