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# **INVEST IN CONTENT CREATION**

How to create content that  
breaks barriers

## **Invest in Content Creation**

### **How to Create Content That Breaks Barriers**

In today's marketing horizon, you cannot escape riding the wave of Content Marketing. CONTENT MARKETING, as defined by the Content Marketing Institute, is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and to ultimately drive profitable customer action. Content Marketing, in the recent years, has replaced traditional marketing methods which are more interruptive rather than customer-centric. Instead of pushing out print ads and marketing collateral to grab their attention, Content Marketing draws in customers to businesses by providing them value through well-created content.

If you are not yet sure if Content Marketing is for your business, take a look at the statistics. According to CoSchedule, 95% of B2B enterprise marketers and 75% of B2C marketers use Content Marketing. In addition, it claims that conversion rates are six times higher for Content Marketing adopters compared to non-adopters. Once you have decided to adopt a Content Marketing strategy, the next step is to go back to your business' goals and use them as the foundation for your Content Creation.

### **How do we create content?**

After revisiting your business' goals, you now have to re-examine or start developing your Buyer Persona. According to Pardot's Content Creation Guide, the greatest challenge in Content Marketing is making sure that the right person receives the right content at the right time. Do you know your audience? Do you have the sufficient data needed to create your client profile? Have you clearly defined who you want to target as your customers? You should, because it is crucial for your business and everything you do should be in line with it.

Each customer goes through what we call a Buyer's Journey. This is composed of three stages: Awareness Stage, Consideration Stage and Decision Stage. Know that in creating content for your website, you also need to consider the different stages of the Buyer's Journey and how to address them in your content.





valuable  
informative  
content

There are **Seven Common Types of Content** according to Pardot:

1. Company Blog
2. White Papers and E-books
3. Video Content (ex. product demos, training videos, etc.)
4. Visual Content (ex. infographics, motivational text on images, etc.)
5. Case Studies
6. Educational Webinars
7. Podcasts

Depending on the nature of your business and its purpose, you can choose to include any or all of these types of content on your website. But always remember to create content that is of VALUE to your customer. Otherwise, it will only be yet another sales information material that will be pushing to sell your product or service.

A key tip is to always ask the question: What benefit will the reader or viewer get from my website's content? Here's a simple example: You are engaged in the business of selling organic vegetables. Aside from creating a blog listing the benefits of going organic, you could also create a series of videos on cooking healthy recipes using organic vegetables. These types of content will give value to your audience, drive traffic to your website and also establish your brand positively.

In creating valuable content, it is equally important to use SEO best practices. Making sure that your content is optimized can further increase your website's ranking and gain more traffic for your site.

Since creating content often takes a lot of time and incurs a considerable cost in your marketing budget, a common practice being done these days is to repurpose content. Repurposing content is a great way to maximize the time and money that you've already spent, but be sure to only repurpose content that is still relevant. Going back to our example, you can turn your series of cooking videos into a cooking recipe e-book. Also, you can turn your blog post into an interesting infographic on the benefits of going organic.

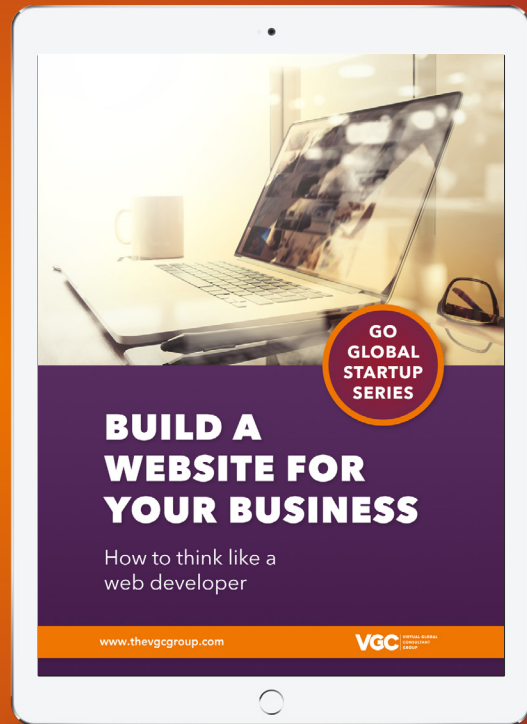
The more valuable content you have on your website, the more opportunity your business will get to create leads and prospects. Just make sure that the tone and design for each type of content is cohesive to your business or brand's identity. Most businesses hire or outsource a creative team to ensure the quality of content being produced on their websites. Once standards are put in place, all you have to do is continue producing great content and you are on your way to growing your business.

Sources: [contentmarketinginstitute.com](http://contentmarketinginstitute.com); CoSchedule; Salesforce Pardot, *The Content Creation Guide*



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