



Structured approach to Content Marketing

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Social media revolves around conversations, community, connections and social networks. User and internal customer generated content is used to inform, listen and engage the various stakeholders. Social media exploits the reach and richness of the medium to involve users at an early stage of content creation, quality check and also distribution through +WOM, while ensuring lower transactional cost. For startups and established firms, social media makes a lot of business sense because the social media tools enable free and easy to manage.

We all know “content is the King” and key driver of social media impact. On the social media front, content can range from infographics, blogs, extended blogs, videos, case studies, white papers, publications and community platforms. An infographics can be used to reward the reader with rich insights with high level cause-effect. A blog, which is used to influence, informative or thought provoking, may extend the infographic content using Kafka model. A Whitepaper could be an extension of a blog and may be used as a teaser before all material are tested, or position credibility and promote advocacy

Companies realize content marketing is like any team sport. Like any sport it needs consistent efforts to reach the strategy. Like a soccer game, content strategy requires a play book detailing the right position, right place and right action at right time. Companies of all sizes and hues are creating tons of content to attract and drive user community. Often, social media marketing teams are creating reams of curated content by mixing and matching publicly available data with some of their proprietary content. One another content marketing strategy extensively used, but with limited impact is republishing content. Many companies repost older blogs

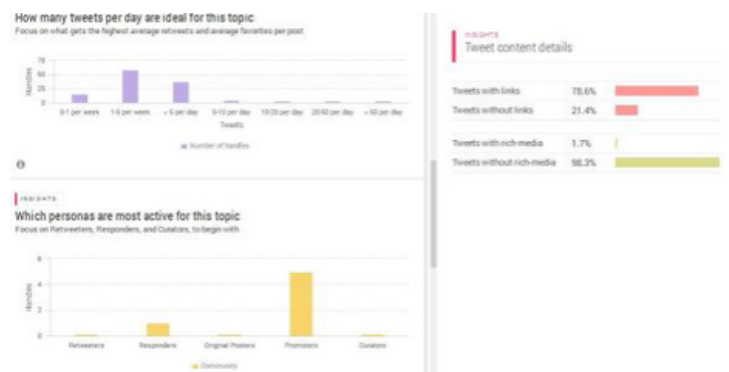
For “Content marketing strategy” to work there are more ingredients that just content itself. For a content to reach large audience, not just the quality of content, title, key words, images matter.

The first step in creating a successful social media content understands what is trending now. Online search can help you understand what key areas people are writing and talking about.

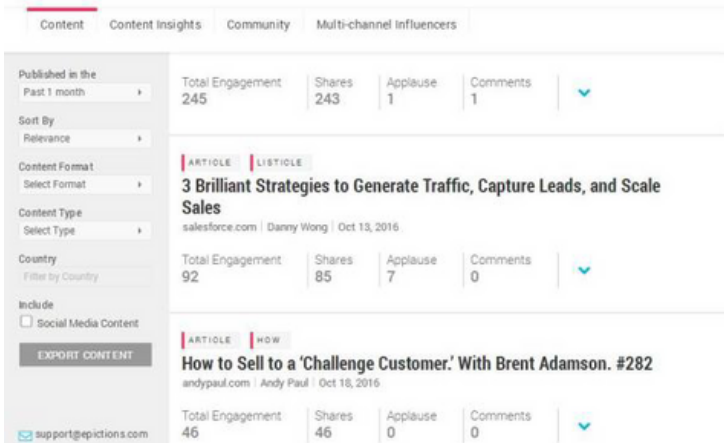


Websites like epicbeat and content ideator can list latest trending topics of the week or month. As a first step list out areas that have a potential to attract high number of eye balls.

Like any sport Content Marketing needs consistent efforts to reach the strategy.



You can also evaluate what are trending on various platforms in a specific week or a month.



The screenshot shows a content insights dashboard with the following data:

Published in the	Total Engagement	Shares	Applause	Comments
Past 1 month	245	243	1	1

Sort By: Relevance

Content Format: Select Format

Content Type: Select Type

Country: Filter by Country

Include: Social Media Content

EXPORT CONTENT

support@epictions.com

ARTICLE LISTICLE

3 Brilliant Strategies to Generate Traffic, Capture Leads, and Scale Sales
salesforce.com | Danny Wong | Oct 13, 2016

Total Engagement	Shares	Applause	Comments
92	85	7	0

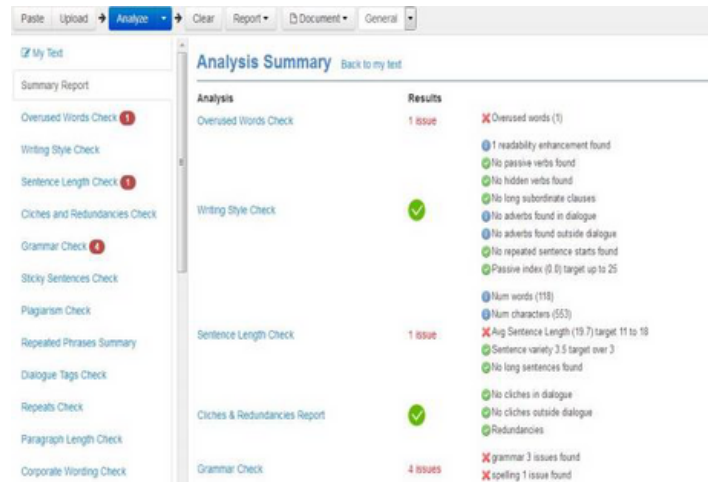
ARTICLE HOW

How to Sell to a 'Challenge Customer.' With Brent Adamson. #282
andypaul.com | Andy Paul | Oct 18, 2016

Total Engagement	Shares	Applause	Comments
46	46	0	0

So, once the topics are listed, the next step is to know what title can excite more people to click and read the content. Book industry veterans know many a time books are brought by the cover and title, rather than what is inside the book. Similarly, a good title is important to excite interest of a potential reader. A good title must be readable, pronounceable and memorable. Google has a decent Cheat sheet for Blog titles; use it to know how good your title is.

Many a time, it is not the title or topic of interest that limits your content reach, but it is the value and quality of the content itself. Ensure your content is original and has enough juice to quench the thirst of many consumers. Great content is not beautiful words woven together, but one that can make users feel. A great content has a clear focus, high on relevance, has a character and personality. All good content needs a bit of polish. Websites like Hemingway, Pro writing aid and Atomic research will make your Content richer and professional.



The screenshot shows a writing analysis tool interface with the following sections:

- Analysis Summary** (Back to my text)
- Analysis**
 - Overused Words Check: 1 issue (Overused words (1))
 - Writing Style Check: 1 issue (1 readability enhancement found)
 - Sentence Length Check: 1 issue (Avg Sentence Length (10.7) target: 11 to 18)
 - Cliches & Redundancies Check: 1 issue (No cliches in dialogue)
 - Grammar Check: 4 issues (grammar: 3 issues found, spelling: 1 issue found)
- Results**
 - 1 readability enhancement found
 - No passive verbs found
 - No hidden verbs found
 - No long subordinate clauses
 - No adverbs found in dialogue
 - No adverbs found outside dialogue
 - No repeated sentence starts found
 - Passive index (0.0) target up to 25
 - Num words (118)
 - Num characters (553)
 - Sentence variety 3.5 target over 3
 - No long sentences found
 - No cliches in dialogue
 - No cliches outside dialogue
 - Redundancies
 - grammar: 3 issues found
 - spelling: 1 issue found

A WEEK OF BLOG TOPICS, JUST FOR YOU

- 1 The Worst Advice We've Ever Heard About Sales Transformation SME
- 2 The History Of Sales Transformation SME
- 3 10 Things Your Competitors Can Teach You About Sales Transformation SME
- 4 10 Signs You Should Invest In Sales Transformation SME
- 5 Why We Love Sales Transformation SME (And You Should, Too!)

Websites like Tweakyour Biz and Hubspot etc help to create title for your content.

Understanding the right keywords is another challenge we all face when we post online. Software like Hashtagify, social mention and Trend map support you in identifying the relevant keywords for your social media posts.

A great content has a clear focus, high on relevance, has a character and personality.



Sentiment



Top Keywords



Your high quality content is ready. Now, it's time for you to go online. What is the best time to post on a LinkedIn or Facebook? Each social media platforms have its own best timings for posts. Choosing the best timing helps your post get more views. Tuesdays and Thursdays work out to be best days of week to post on B2b platforms.

LinkedIn

7.30-8.30 AM, 12.00 PM & 5.00 - 6.00 PM
On Tuesdays, Wednesdays & Thursdays
10.00 - 11.00 AM on Tuesdays



12- 3.00PM On Tuesdays, Wednesdays & Thursdays
10.00 - 11.00 AM on Mondays through Fridays
5.00 - 6.00 PM on Wednesdays



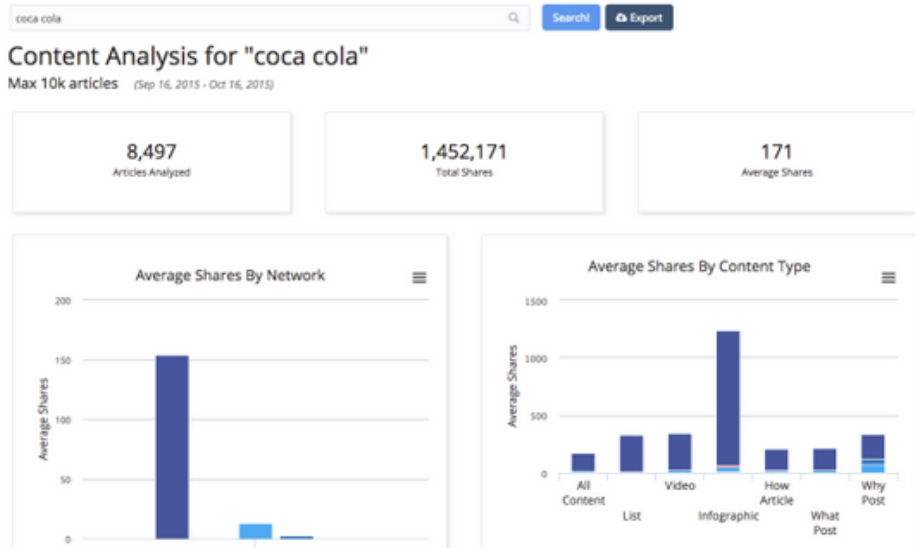
Anytime Mondays through Thursday,
Except between 3.00 - 4.00 PM



12- 1.00PM On Saturdays & Sundays
3.00 - 4.00 PM on Wednesdays
1.00 - 4.00 PM on Thursdays & Fridays

Effectiveness of content marketing strategy is not just about creating and posting a great content, but also knowing what are users feeling when they consume it. Listening to consumers help you hone content marketing strategy and improvise on content form presentation and quality continuously.

Buzzsumo and Keyhole are some software provides information on who consumed your articles, their geography, and influencers for you articles, etc.



Remember, Content is central to effective social media strategy and an effective content marketing strategy requires a little bit of planning and organization. Create a social media quarterly and monthly plan. Align all social media assets to reach across customer segments. Balance your content flow across inform, influence and advocacy hooks so that content marketing efforts lead to outcomes.

Ensure your content is for social media and jells well on mobile. With mobile becoming the de facto device, keep your UI simple. Finally, while it helps to use tools to automate and coordinate content marketing, nothing can replace the ingenuity of a human being. Human touch is required to bring out the feelings. Ensure your content is authentic and reflects what you are. Authenticity matters.

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Printed in India

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