

# Content Marketing Basics

# What is content marketing?

Content marketing is the process of creating content, designed specifically as a gift to your target market.

# Types of content marketing:

- Entertainment
- Informative/utility
- Documentary

# Why do it?

- Cut through noise on social media
- Raise brand awareness
- Build lasting trust in the eyes of prospective customers
- Show up on search engine results pages

# How to do it?

- Identify your target market
- Figure out what valuable information or content you can offer them as a genuine gift
- See what other information is already freely available, and strategise accordingly (e.g. niche down if possible)
- Consider tailoring the content to a local market

# Platforms for content marketing

- Blogs
- Video content - less competitive
- Audio content
- Micro-blogging on social

**Research process:**  
**Keyword Research Demo**

**Rolling out content on social:  
the interruptive context.**

## **Some notes on the context of your post as it appears to your audience on social.**

- when someone sees your business post on Facebook, it is disruptive by definition;
- our window for attention is incredibly small, between scrolls;
- passive platform - people might shop on Facebook, but they don't go on Facebook to shop;
- often, people who see your post have no relationship with you

# **The most important audience member is the prospective next customer.**

Therefore - when you write your Facebook post, think about it as if you know it will land on your ideal customer's newsfeed.

# Content + Copy

What you should focus on:

- content marketing - offering something that is truly of value to the customer;
- the best spin you can, that the content is about them and not about you;
- conveying your key differential qualities using every available inch

# Content + Copy

What you should avoid:

- wasted language of any kind;
- obvious and unnecessary or weak CTA;
- talking about yourself (if possible);
- assuming a pre-existing relationship

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