

# How To Kick-Ass with Your Content Development



MARKETING SOLUTIONS

Hi there! Thank you for taking the time to download and read this white paper on "How to Kick-Ass with Your Content Development". As one small business to another, I'd like to take this opportunity to say thank you for reading. We know how difficult it can be to develop new content as a small business, so we hope that inside you'll find helpful tips and tricks to get you started!

At Ignite! Marketing Solutions, we believe in the importance that small businesses bring to the community and pride ourselves on being able to help those businesses grow and thrive. We're not just another marketing agency promising the world: we're a partner and consultant to your business, but more importantly your friend. As friends we promise you this - we will do everything in our power to help you grow in this day and age. We do this by focusing on 5 Core Spheres: Digital Strategy, Creative, Social, Analytical and Technological. By focusing on these 5 Core Spheres, our team can bring you best-in-class solutions that will benefit your business and help you stand out from the competition.

If you have any questions regarding what's inside, please feel free to reach out to us at [twilliams@ignitemarketingsolution.com](mailto:twilliams@ignitemarketingsolution.com).

Your's Truly,

Trevor Williams

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# Content Development 101

Whether you're just starting your content development strategy or you've been doing this for a while, it's always a wise decision to revisit your content strategy plan.

Published content is constantly changing and growing at an alarming rate. Everything that is written, recorded, voiced, etc. is considered content: so this white paper is content, your social media posts are content and even your photoshoots are content - but what do you do with it once you have it?

Inside we'll take an in-depth look on:


1. What is Content and How Do We Develop It?
2. What is a Content Marketing Strategy?
3. Why is Content Marketing Important?
4. Tips and Tricks On Developing Your Content

Content is everything and everywhere, from social media posts to advertisements to this white paper. Content marketing then is the technique used to create and distribute valuable, relevant information to your target audience. This is extremely important for companies as it allows them to stress their credibility to their target market. Why? When we as a consumer are looking to purchase a new product or service, we typically only want the best quality for the best price and we distinguish that by identifying and evaluating companies who seem to have a clear sense of what they are talking about.

So how do we develop this content? First, you have to identify what is relevant and important to your consumer. If

your consumer is interested in your product because you provide some type of security, then you should develop content on security features, cybersecurity, data breaches, etc.

For example: In Ignite! Marketing Solutions's case, our target market are small - medium sized business owners who want to learn more about marketing. So our content is designed around how to develop different aspects of marketing, our capabilities as a company and what benefits our clients will see from using our solutions. After you've identified the important and relevant content, it's now time for you to define the goal for the content.



Identify  
Important  
and  
Relevant  
Content

To define your goal, you need to understand why you are creating the content. There's no point spending hours and hours of your time developing something that has no relevance to your company. Your goals should be something scalable, something that you can contribute ROI. Also note: there is no one set of goals - each piece of content could have separate goals entirely.

Business 101 tells us that we should always have a least 1 goal where we have X amount of ROI contributed towards it, even if your content is purely educational. This makes sense as all of our marketing efforts are, hopefully, increasing our



Define Your  
GOALS

company's ROI. So your goals could be to increase website visitation, lead form generation, advertisement engagement, etc. You can also have non-ROI related goals as well, like increased brand loyalty and credibility, talent recruitment, customer education, etc. According to \*Forbes, when readers find themselves consistently reading a brand's content, they start to see that brand in a new light, not only in terms of credibility but also likability.

Now that you have your goals completely defined, it's time to start brainstorming your



## Brainstorm

content. There are a TON of things out there to write about, but don't just write about anything. Remember our first step - Identify Important and Relevant Content. Your audience is buying your product or service because they want/need that, so write about that.

When you're writing your content, there are a few things to remember. First, make sure your content is SEO optimized. This means that it is full of keywords and phrases that relate directly to your company. Second, make sure you're writing about something you have experience in. Consumers want to make sure you know what you're talking about, so throw in some examples and expertise that come directly from your company. Third, make sure you're writing about something that your consumers want to hear about. One could take frequently asked questions and turn them into a "How-to" guide that correlates directly to your business. The world is your oyster!

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\*Statement provided by Forbes online. To learn more, visit <https://www.forbes.com/sites/johnhall/2013/10/20/5-business-goals-of-content-marketing/#31832a8443af>

After you've nailed down your content idea, you then need to decide the medium in which to create it. This could be ebooks, white papers, press releases, blogs, templates, infographics, etc. Be careful on the medium you choose though - you want to make sure your content is visible to the most amount of people in your target audience.

Once you've defined the medium, figure out how you can track your goals for it. Each medium is unique in its analytical capabilities, so make sure you understand this before you begin publishing your awesome content.

Think you're now ready to start publishing your content? Not quite, but we're close! Our next step that we'd recommend is creating a content calendar. In your content calendar, you'll list items such as the author of the content, when it's due by,

when you plan on publishing it, the content's Topic and Title, what marketing channels/medium you plan on using and any URLs that may link to this particular piece of content. This allows you to have a visual representation of all of your content pieces and when you plan on distributing them, so you can have a constant stream of content in the marketplace as well as ensuring you're not duplicating any content pieces.

## Define the Medium

## Create Your Content Calendar

Now, ladies and gentlemen, you're ready to publish your brand new piece of content! You've carefully identified your target audience, topics of choice that are relevant to this audience, you've identified the medium in which to publish it and you've added it to your content calendar. All that's left to do is write the content piece and publish it.

Make sure you remember to incorporate tons of keywords into your content that will enable that content piece to be searched for and linked to your company. If you're unsure, you can always partner with a marketing firm, such as Ignite! Marketing Solutions.

All we can say now is ... GOOD LUCK!

Thanks for reading! If you have any questions please feel free to reach out to us at [twilliams@ignitemarketingsolution.com](mailto:twilliams@ignitemarketingsolution.com).

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