

Content Marketing - Another Catch Phrase or a Progressive Concept?

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The need for content has been a central theme since the inception of the Internet. So, is Content Marketing just another meshing of two words, or is it a key component to creating a progressive Internet presence?

First, we need to understand that Content Marketing is not about saying anything at anytime, for instance blogging or tweeting. Content Marketing is a marketing practice related to the creation and distribution of pertinent information with the intent to attract, engage, and communicate with a prospective targeted audience and to elicit customer action.

This is not about developing information for pitching and selling products or services, this is content that is developed to engage and build a relationship with your customer.

You may be wondering, "Why not create all content to directly pitch and sell products or services?" The reason is that the amount of information that is available to a consumer is overwhelming. Customers use the Internet to find answers to questions that they have; they are looking for companies that are listening to their needs and challenges. Thus, if you can create a marketing plan to distribute relevant information that customers in your niche are looking for answers to, then you have a better chance to build a relationship with them.

In addition, the demise of traditional media channels has removed avenues to assist you in reaching your audience. On the other-hand, you may have better information about your customer base right within your own database, especially with regards to email addresses.

The evolution of formats such as blogging and tweeting is about making a statement regarding the here and now; with regards to Content Marketing you are developing a strategy to populate pertinent information across select channels.

So, how do you create a Content Marketing strategy?

- ◆ It starts with an understanding that not all or just any content is good content. This may become a challenge if you are working across business units within a company to develop an overall strategy. Typically, Internet related content becomes a repository of operating procedures, or one dimensional product or service information.
- ◆ You need to be committed to creating relevant information; you need to be patient and listen to what your customer is saying.
- ◆ With Content Management you must be less like a marketer and more like a publicist delivering editorial information to your targeted audience; the information should have a purpose and a meaning [relevant].
- ◆ Lastly, Content Management should be a part of your overall marketing strategy. It should include

measurements as it relates to the bottom line, as well as it should contain established goals and expected outcomes.

If you are not convinced about the value of Content Management here are some interesting statistics I recently read:

- ◆ 80% of business decision makers prefer information on a company via a series of articles versus an advertisement.
- ◆ 70% of decision makers say that targeted relevant content makes them feel closer to the company providing the information
- ◆ 60% of decision makers say that receiving this type of information helps them make better product and service decisions.

So, Content Marketing is not just a melding of two words, it is a understanding that through the power of the Internet you have the opportunity to engage, build, and retain valued customers in a manner that has never existed before. This is not an opportunity that should be look at casually; your customer and customer database is the most important asset you have, so start building trust and a long term relationship via creative relevant content.

I thank you for your continued support of Luxury Experience, and as always, your comments are welcome, so please send comments to: EFNesta@L-E-Company.com.

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