



THE 5 PILLARS OF

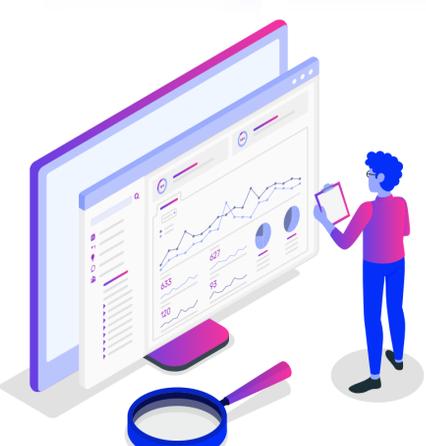
CONTENT MARKETING



Content marketing is hard. And one of the most common mistakes is to try to run before you can walk.

Getting a proper understanding of the content marketing process before creating content will give you a huge head start when it comes to the crunch.

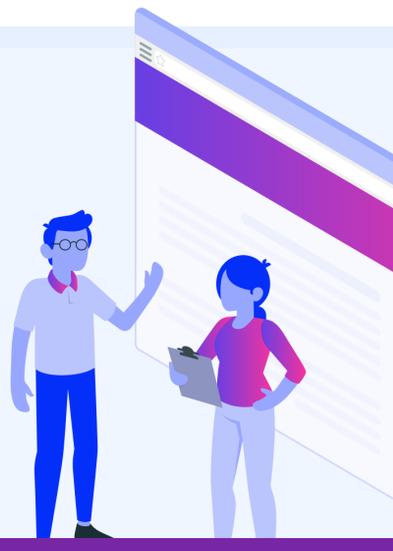
The content marketing process is best understood as a framework, supported and defined by five pillars. Each pillar explores one aspect of the process, from the creation itself to user experience, distribution and finally (and most importantly) learning from the results.



1 AUDIENCE

Understanding your audience - who they are, what they want and how to engage with them - is the key to creating the right content for your brand.

Segmenting and analysing your audience gives you the ability to create bespoke content that speaks to your reader's needs. Targeted content is far more effective at bringing in traffic, converting visitors and marketing your business.



2 CREATION

Creating a constant stream of unique content is beyond the capabilities of almost every marketing team. But, you don't have to have new ideas every day to still produce new content.

Content atomization, or recreating content in a number of different formats, means that the same creative can achieve a number of different goals and reach different segments of your audience. Creating blog posts, video, infographics and various other forms of content from the same creative idea makes your content go further and reach more people.

3 EXPERIENCE

Content experience is all about how your chosen audience engages with and consumes the content you've created. It's also a vital component of discovering where and how your content generates leads and optimising it to make it more successful.

Content that provides a great user experience requires certain elements to succeed:

- Your content must be targeted to a specific audience.
- Your design needs to be usable and responsive. It should encourage action, and work on any and all devices.
- Your content should be easy to find. This means making it SEO-friendly, of course, but it also means that it should be obvious on your website too!
- Your CTA should feel like a natural, integrated part of the overall content experience, and provide an obvious, relevant next step for the visitor to take.



4 PROMOTION

Promoting and distributing your content is arguably as important as creating it in the first place!

Distributing your content is a combination of four things: finding the right channel(s), building a community, building relationships and measuring what works.

Focus your time, energy and resources on the channels where your content is most effective, and where your audience already is. And don't just consider social media channels, remember that email marketing is still a great option.

5 INSIGHT

Understanding your audience - who they are, what they want and how to engage with them - is the key to creating the right content for your brand.

You should always be using your content to gather insights and collect data on:

- what forms of content perform well,
- how your audience reacts to particular content types and,
- where your content is most successful.

To collect accurate and relevant data, you need to be collecting data from the right sources - Google Analytics and your marketing automation platform for starters.

You also need to analyse how your content is performing in terms of ROI. This can be a tricky thing to do, but it's important to know when it comes to choosing where to put your resources.



GROW YOUR BUSINESS WITH THE HELP OF CONTENT MARKETING EXPERTS

Scribly can help you take your first steps with content-marketing, or fuel your existing content marketing campaigns with bespoke, hand-crafted content from our team of specialist writers and strategists.

Want to take Scribly for a spin? Get in touch today and see where we could take your business.

