



Attention
Grabbing
Media



CONTENT MARKETING BASICS



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The goal of this guide is to give you an overview of how to start creating valuable content on a regular basis and using it to promote your brand and business.



Content is written words, video, audio, and images.

Content marketing is the strategic creation and promotion of this material. It can be in the form of blogs, social media posts, email, SMS text, chat messages, etc.

While paid ads can be the quickest way to get attention and direct people's action having regular production of high-quality content can have a lasting effect on brand establishment and growth.

3 Types of Traffic

Content is an important part of business growth because it increases your opportunities to change traffic you don't control or you don't own into traffic you do own. Traffic, by the way, is another way of saying people.

When it comes to people on the internet here are the 3 types of traffic:

- ✓ Traffic you don't control is when people find you by accident.
- ✓ Traffic you control is done with paid ads
- ✓ Traffic you own is when you possess the contact information of people so that you can communicate with them through multiple channels whenever you want.



Relevant content created with S.E.O. in mind is most helpful in converting traffic you don't control into traffic you own. This can have a good long term effect but it may take months to be effective. When it's used in conjunction with paid ads the results can be very good.

The relevant content is also key to keeping people engaged and informed. People will respond to entertaining, informative, and interesting content.



Content Strategy.

This is your detailed plan.

What type of content you will produce. How often you will produce. What it will look like. What communication style you will use.

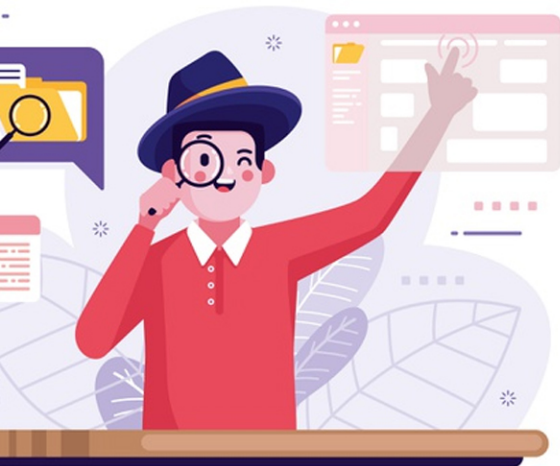
Define Your Audience!

If you do this wrong nothing else matters.

Without knowing who you are producing content for it is near impossible to create relevant content that is entertaining, informative, and interesting.

The audience is part of a classic 3 step formula to help your overall strategy. Answer these 3 questions:

1. What problem do you solve?
2. Who do you solve it for?
3. How do you solve it?



Finding Topics

A quick way to find topics to discuss is by doing a simple internet search. Type in your topic and see what relevant results show up. If you know of competitors in your market you can research their most engaging pieces of content and create your own version of that topic.

DO NOT COPY! CREATE YOUR OWN CONTENT ON THE SAME TOPIC.

You can also check websites such as Answerthepublic.com, Yahoo Answers, Quora or Google Trends. That will provide a good deal of content to get you started.

Writing the Content

When creating regular content for a business it's best to follow an outline. That way you'll be sure to hit all the key elements you want in your content piece. Here is a basic outline structure:

1. Title
2. Intro
3. Tips or Results and Steps or Tools (choose one)
4. Conclusion
5. Call to Action



Make it Consumer Friendly

The whole point of creating content is to inform and help people with the information you know. But, that can't happen if your content doesn't get read, watched, listened to, or viewed.

In written content, it's best to keep sentences and paragraphs short and impactful.

Go right for the meat and potatoes.

Leave plenty of space between lines, **include bold text**, and use bait leading to the next long section.

The truth is, is an example of a bait leading you into a long section? There are numerous ways you can do this. Here are some examples:

THE TRUTH IS
Here's the thing
By the way
Check this out
THAT'S NOT ALL

Just imagine...
Pretty cool right?
You're not alone
LET ME ASK YOU THIS...

Here's the next step,

Include step-by-step instructions or a list of tools to use or something easy to share or obtain.

People don't want to read your material because it's your material. They want something from it. They will read your material because they like you as a resource but if your material doesn't solve a problem for them or fulfill a desire they will quit reading, watching and following you.

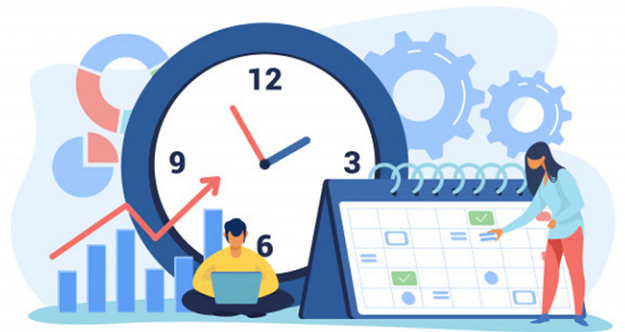
Get on a Schedule

As part of a team, it is important that all parties involved are literally on the same page.

A simple spreadsheet for creating a content production calendar is a fine place to start. It can be as detailed as needed, often times the more people involved the more detail needs to be shown on the schedule or calendar.

Things to consider for the calendar:

1. What types of content will you use regularly
2. How often each type will be published
3. How many production steps are involved



Web Writing

People consuming web content do so on many different devices.

So your writing needs to be easily consumed on each device. The message can be the same whether you plan on publishing in a newspaper, magazine, or the web but your layout will need to change.

Here are some formatting basics:

1. Attractive headline
2. Short punchy sentences and paragraphs (this isn't college essay writing)
3. Think in 3's
4. Divide the content up with subheadlines that will convey the message when skimmed
5. Use internet suggested or related search terms to speak to your audience in their own language





Improve upon the existing

Another way to create quality content with high engagement potential is to improve upon current top-ranking pieces of content.

Read up and watch top-ranking articles and videos making notes on the strengths and weaknesses of each. Now create your new articles and videos based on the strengths of what you researched and strengthen up the weaknesses with your own knowledge and wisdom. All you need to do is make your material at least 10% different.

And speaking of 10,

Your goal is to improve the existing information by multiples of 10.

If you improve it 10X that's great. If you improve it 20, 30, 40X or more that's awesome!

How can we make these improvements?

Things to consider for the calendar:

- ✓ Update the information
- ✓ Present the information from a new angle
- ✓ Optimize for Google (RankBrain - A.I. that tries to figure out what your search means)
- ✓ Optimize for Click-Throughs
- ✓ Create new designs

By employing a few of these methods it can help elevate the probability of your social shares and long term residual growth and ranking.

Fundamental SEO

When writing articles, blogs, and social posts it best to focus on 1 keyword at a time.

And if your website or blog is relatively new focus on long tail keywords. This helps to keep competition low and build your reputation as a specialist.

Where to put keywords?

1. Blog Title
2. Title Tags
3. Introductions
4. Conclusions
5. Subheadings

When posting blogs and articles be sure to create customized keyword URLs. Most platforms will automatically use your article title for the URL ending and long endings can have a negative effect on SEO.

Example:

www.agmagency.com/blog/the-facebook-algorithm-make-it-your-friend-and-master-it/

Could be:

www.agmagency.com/blog/facebook-algorithm

Titles such as this are much more search engine friendly.

Use the Meta descriptions as another place to input keywords. The search engines will gather their own information for meta descriptions if you don't write one yourself. So, it's better to control as many variables as possible.





Build More Authority

Links can improve authority and SEO for your articles.

These links can be to external reference sites or internal links to more of your own content. You can input links to older posts in your current posts and you can update older posts with links to your newer posts.

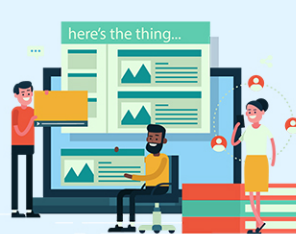
Promoting Content on Social Media

Posting generic links to your content on social media no longer works as well as it did in the past.

We need to be more sophisticated in how we share our material. Each social media platform has its own guidelines so repackaging the presentation is important. The more you understand the specifics of each social platform the better you can structure your post to promote desired content. There are certainly more than 4 tips but these will get you started:



First, take advantage of the post itself by adding teaser information. You can provide a tip or synopsis of what's inside the article or video to entice the reader to check out your content.



Second, create longer more specific headlines that provide the basic idea or promise that to come inside the article or video.



Third, including relevant hashtags can offer another branch that may increase potential organic reach.



Fourth, investing a few dollars to boost a post with a well-targeted audience can help the post get seen by people most likely to respond favorably.



Increase Viral Opportunities

Viral social posts can provide massive traffic clicking your links and consuming your content.

In order to have the best opportunity for a social post to go viral focusing on upward trending topics is a primary. Google Trends is an excellent resource to check if interest in a topic is moving up or down.

Once you've chosen a topic, remember that just like emails and landing pages, the headlines for social posts are extremely important, especially if you are hoping for a viral reaction. 3 items that have shown to improve the chances of a post going viral are:

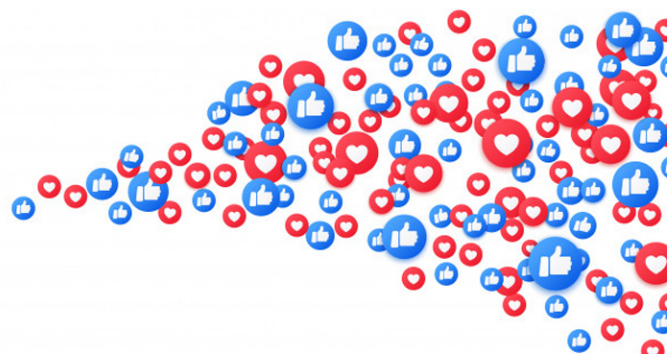
1. Numbers in the title, ex. 14
2. Specific Promise, ex. 14 Social Media Marketing Strategies
3. Brackets for relevance, ex. 14 Social Media Marketing Strategies [Top Tips for 2020]

Short attention spans are the enemy of all content creators.

Your ability to hook the reader or viewer from the introduction is key to keeping them around longer, along with content that actually answers their questions and provides value.

Another piece of the viral puzzle is the ability to create emotions with your content.

Think about all the engagement political articles get or videos about everyday people doing amazing feats like lifting a car off a child. Surprise, anger, love, and joy are powerful triggers to get people to consume and share content.





We can't possibly cover everything about content marketing in one document however, implementing the information above will put you head and shoulders above most people using social media including established businesses.

Use in good health and
let's grab some attention!!!



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