

CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS



BUYER'S GUIDE CONTENT MARKETING

We understand your client's online journey and connect them with your business in a crowded digital space.



Content

Everything that is inside in some form of media production and published to reach audiences

EXECUTIVE SUMMARY

This document is designed to provide prospective clients with a short guide to content marketing – what it is, the mechanics of content marketing, how it can benefit your brand, the process and timelines, as well as our deliverables.

WHAT IS CONTENT MARKETING?

Content marketing is the creation of high-quality, valuable content to attract, inform and engage an audience, whilst promoting the brand itself. It refers to the act of sharing knowledge in a consumable format, some examples of which are:

- Blog articles.
 - Videos.
 - Podcasts.
 - Social media marketing.
 - Emails.
 - Webinars.
 - Infographics.
- Importantly, the content is not about you or your brand – it's about the audience. True content marketing delivers value by informing its audience. It is proven to be one of the most effective ways of creating brand awareness, maintaining relationships with your target audience and bringing in new customers/clients.
 - Great content locates you on the internet. Search engine algorithms reward websites that provide quality and engaging content and useful, relevant information. We will work to create a diverse and bespoke content marketing strategy to increase your brand's visibility to your target audience.
 - We will plan and execute your project in a strategic manner, as content marketing can boost traffic to your brand's website and increase your social following. It can also help to displace your brand's competition.
 - Delivering a flow of relevant, high quality information will make your prospects feel connected to you. The brand that delivers quality content is the brand people are going to trust.



HOW DOES CONTENT MARKETING BENEFIT YOUR BRAND?

- 1. It increases your brand's visibility:** As prospects and buyers search the web for goods and services, content marketing means your brand constantly comes up on their searches. People are spending more time researching before they buy, and brands can provide the answers they need through content. Informative content like blogs and infographics work wonders for early-stage brand awareness. When prospects are getting ready to make a purchase, they will want more immersive collateral such as white papers, eBooks or product videos. Providing these resources sets brands apart from your competition.
- 2. Increased brand preference:** Content marketing helps to further establish you/your brand as a thought-leader in your industry, which strengthens your relationships with buyers.
- 3. Develops lasting relationships with your audience:** Social media allows your audience to follow you once they have found you. They are thus continuously aware of your brand thanks to your content posts and can be updated and informed of any products and services offered by your brand.
- 4. Improves brand awareness and recognition:** As prospects and buyers search the web for goods and services, your brand frequently appears in response to their searches.
- 5. Creates loyalty and trust, with both your current customers and prospects:** Content marketing is about nurturing a relationship with your audience and providing them with the information they need and seek. The content you create becomes a part of its buying journey. If you succeed, you can capture your audience's ongoing business and loyalty.



CONTENT MARKETING

HOW DOES CONTENT MARKETING BENEFIT YOUR BRAND?

6. Helps you to build authority and credibility: Having a healthy content profile boosts SEO (Search Engine Optimisation) performance. With every update to its search algorithm, Google and other search engines change the way they look at websites, checking content and social media indicators for SEO ranking. Increasing a website's ranking can bring it higher visibility, which in turn increases website traffic. This is valuable traffic, as these website visitors are reaching for the product or service you offer, which means they are, more than likely, warm business leads.

7. Positions your brand as an expert in your industry: Keeping your audience constantly engaged in your brand with a continuous delivery of fresh content will increase the strength of your brand – if you believe in it, chances are your customers will too.

8. Generates traffic to your site to improve lead generation: The strength of a good content marketing strategy is in providing the information and answers your target audience is looking for. With Curzon PR's SEO services we can help to create content for the user and content that search engines will favour.

9. Opens a channel of communication through social shares and comments: If a customer is satisfied with your product or service, they are likely to share their experience with other prospects through social media.

10. Helps your customer move through the purchase decision more quickly: When customers are looking for a product or service, they are more likely to make a purchase from a brand they are aware of, recognise and trust.



THE PROCESS-STAGES AND TIMELINES

Month one

- We will have an initial strategy meeting with you to discuss your brand and your target audience.
- During this meeting we will ask you to share with us any interesting plans or activities you have for the brand.
- We will then:
 - make an inventory of existing content and other resources or pieces of information that can be turned into new content.
 - analyse your brand's competitors, markets, what customers/prospects want and say etc.
 - create a quarterly plan that takes into account the brand's promise and value proposition.

Month two

- We will start month two by creating and/or improving your social media accounts.
- We will then:
 - source, aggregate, curate and optimise content for all the social media marketing channels chosen via the strategy meeting.
 - write blogs with keywords that will be picked up by search engines to boost your website ranking when customers and prospects are searching for products and services that your brand can provide.
 - test, evaluate, and adjust your social media marketing plan.
 - set up proper content planning, collaboration and scheduling processes.
 - create a quarterly content marketing plan and send you weekly social media content calendars (for your approval).

Month three

- We will:
 - continue to create, source, aggregate, curate and optimise content across all social media marketing channels, keeping you updated via the weekly content calendars.
 - continuously monitor metrics and keep you informed on them via bi-monthly reports.
 - create a quarterly review for your project.
 - work on a quarterly plan for the next three months.

Months four to twelve

- We will:
 - continue to create relevant content for your social media channels and blogs to increase awareness of your brand to your target audience.
 - make suggestions where an event or activity may be beneficial to your brand's social media activity.
 - constantly review the activity on your account and analyse the results of the content marketing campaign.



HOW DO WE MEASURE SUCCESS?

1. Website metrics

The majority of the content will be web-based and therefore we will measure your website's traffic using analytics. What keywords, for example, are bringing people to your website? We will also measure:

- Page views.
- Time-on-site.
- Crawl rate.
- Bounce rate.
- Inbound links.

2. Social media/consumption metrics

These are ways to measure social media metrics via engagement and reach. We will analyse:

- The number of people who are consuming your content.
- Which channels they are using.
- The frequency and depth of their consumption.

3. Qualitative data/sharing metrics

It is important to see what readers have to say about your content – whether they find it informative.

Also:

- Which of your content pieces are being shared?
- Who is sharing them?
- How/where are they sharing them?
- How often are they being shared?

4. Leads generated

The purpose of a content marketing campaign is to attract qualified prospects who might one day become customers. Content such as eBooks in addition to blogs can be a great generator of leads.

- How is content supporting demand generation in terms of lead generation and lead nurturing?

5. Subscribers

How many people are subscribing to your blogs and newsletters now that your strategic content is being posted? Building a list of loyal readers is the most effective way to gain repeat visits and converting them into community members. We use the following email metrics:

- Email 'opens'.
- Email click-throughs.
- Conversions.
- Sender score.

6. SEO metrics

How do you know if your content marketing is working? We measure the following metrics to gauge if keywords in the blogs are working to:

- Increase page authority.
- Improve keyword rankings.
- Generate increased click-throughs from search results.

DELIVERABLES

1. Quarterly plans - at the beginning of each quarter we will create a plan comprising:

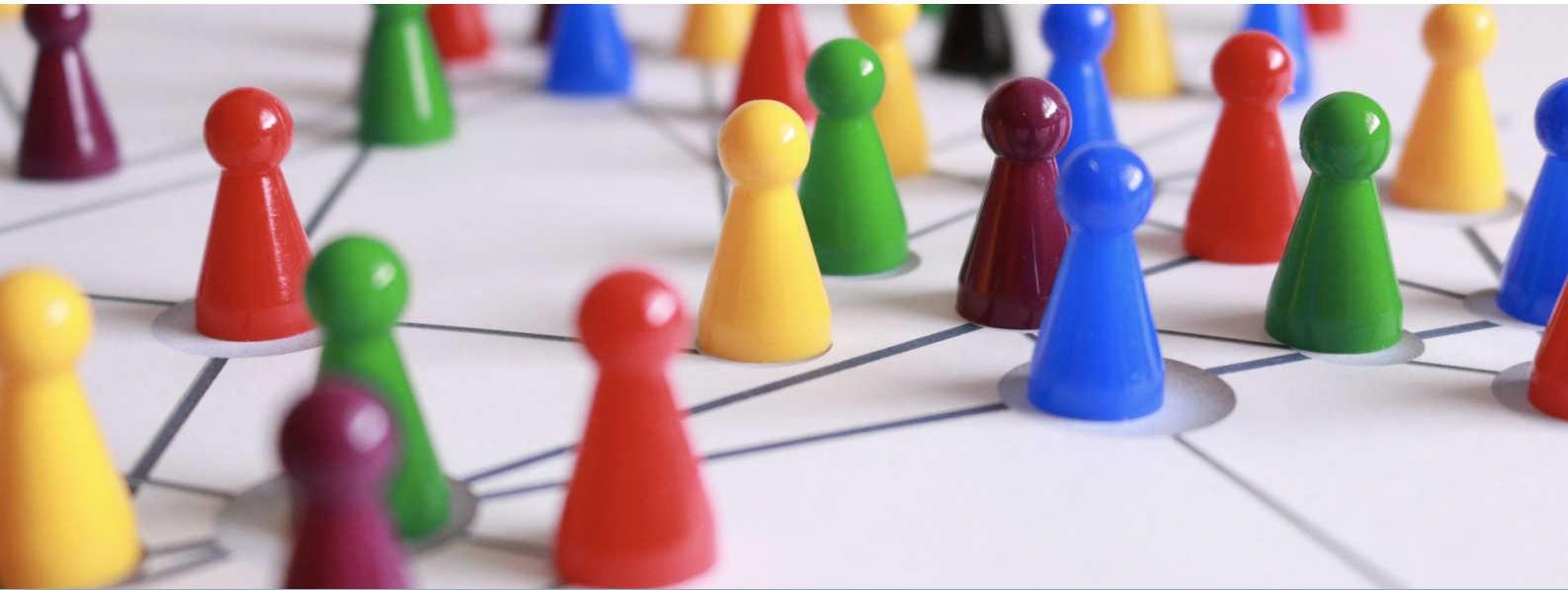
- Strategy.
- Tone of voice.
- Key social media influencers.
- Blogs.
- Current social media analysis.
- Competition analysis.
- Content bank and budgets.
- Measurement of success.

2. Quarterly reviews - at the end of each quarter we will create a review which will include:

- Strategic overview.
- Activity.
- Results.
- Analysis.

3. Weekly content calendars - you will receive a weekly content calendar with the details of all the content to be posted across your brand's social media platforms from the preceding week.

4. Monthly reports - these will give you a summary of the activity on the account and a statistical report.



FURTHER READING

You can read more about content marketing in our PR Insider blogs:

How to Measure your Social Media Success: Go Beyond ROI

<https://www.curzonpr.com/theprinsider/how-to-measure-your-social-media-success-go-beyond-roi/>

How Managing your Online Brand Reputation can Positively Impact Brand Equity

<https://www.curzonpr.com/theprinsider/how-managing-your-online-brand-reputation-can-positively-impact-brand-equity/>

Difference Between Media Marketing and SM Marketing?

[curzonpr.com/theprinsider/whats-difference-marketing-pr](https://www.curzonpr.com/theprinsider/whats-difference-marketing-pr)



WHAT IS THE COST?

All our projects are bespoke and priced accordingly.
To get further information please contact our Business Development
Consultant Bhavana Akella at bhavana@curzonpr.com
www.curzonpr.com

