

You may have heard the phrase "content is king." The truth is that content marketing puts the gas in content. No matter how great your content may be, without the right content marketing strategy in place, it will never be seen.

Many business owners are turned off by the complexity of content marketing. They prefer to put money in simpler strategies that are past the point of being a fad. Content marketing is no longer a buzzword - it is an integral part of any sophisticated digital marketing scheme. Let's take a look at what content marketing is and who can benefit from it.

### **What is Content Marketing?**

Content marketing includes the production and sharing of digital content. Content marketing does not necessarily promote a brand. It is primarily created to stoke interest in services and products.

Blogs, social media and videos are prevalent forms of content marketing that can also serve as entertainment. Content marketing also usually involves a "value add," or added information about products and services that a prospect may not know.

### **Who Benefits from Content Marketing?**

#### *The Content Producer*

The first group of people who benefit from content marketing is the content producer. Marketing keeps pages dynamic and consistent, two values that the major search engines love. If you can keep your page relevant with Google and friends, you have a much better chance of being seen by your target audience. The major search engines control at 70 percent of the total traffic on the Internet.

Once you bring people to your website through search engines or through other forms of marketing, your content marketing can keep them coming back. Organic traffic also cycles into the way that search engines index pages, so you will get an added boost in Google, Yahoo and Bing.

Domain authority is another advantage that content marketing gives the producer. The better your quality, the more relevant your site will be with organic traffic and within the major search engines. This content may be able to earn inbound links, which will put turboboosters on the process. As your domain authority rises, search rankings invariably go up. As this happens, organic search visibility is sure to follow.

#### *Content Referrals*

Content producers have networks, and the businesses that are in those networks will benefit from content marketing. If you have a portion of your marketing that is dedicated to guest publishing (you should), you will have the chance to expand your link profile. One link from an authoritative site could earn you tens of thousands of new visitors depending on the relevance and the domain authority of that site. You also promote the site if you have an expertise or a perspective that the site audience finds intriguing or novel.

You can also boost the relevance and visibility of your social network. A great deal of content marketing takes place on social media. Syndication on sites like Facebook and Twitter give you a chance at a completely different audience. It also gives you a chance to direct your marketing at a specific audience in a more in depth way. Moving through social networks can also increase your visibility among your best prospects, because a marketing message coming through friends is much more effective than one coming through you directly.

## *The Consumer*

Consumers gain a great deal from content marketing, primarily information about the product. The average consumer is bombarded with a plethora of information on a daily basis - more than in any previous business generation. Most of this information is ignored and forgotten. Content marketing is the ingredient that sets certain content apart from the rest, and the entire premise rests on information.

Content marketing can be entertaining. As a matter of fact, it needs to be in order to stand out from *its* competition. However, the bottom line for all content marketing is to add value. In order to view the content itself, the viewer must be properly enticed with information that he does not know. This is what marketing does for the consumer.

Consumers also gain an indelible impression of your brand from the way that you market the brand. This is even though your marketing does nothing to directly address what your brand is about, as stated above. A great deal of how your brand is perceived is how well your industry takes to your marketing. You will get much more traction if your marketing is picked up by social media influencers, kingmaker blogs and other industry leaders.

## **The Results of Great Content**

Your content marketing drives the rest of your marketing efforts. Your SEO, SMM and other marketing efforts all come from the content that you produce and the way that you market it. The better your content marketing, the better everything else will be.

The results that you will see come down to a few very important metrics - visibility, conversion rate and viability.

### *Visibility*

Your content marketing makes your brand and your products more visible. If your content is in any way entertaining or informative, more people will see it. It is up to you to create the infrastructure to turn this added visibility into profit.

### *Conversion Rate*

In general, higher visibility is associated with a higher conversion rate. As more people view your content, there will naturally be more people attracted to your products and services. This is just playing the numbers game. The quality of your content marketing can maximize your conversion rate, giving you a higher ROI for your efforts.

### *Viability*

Hopefully, you are directing your content marketing efforts at the audience that is most likely to be interested in your products. This is what makes your product viable - the notion that you are solving the problems that these people have. Your content is the introduction to the relationship. Through content, you explain to your prospects exactly what you can do for them. You also show them how you solve problems more effectively than your competition.

