

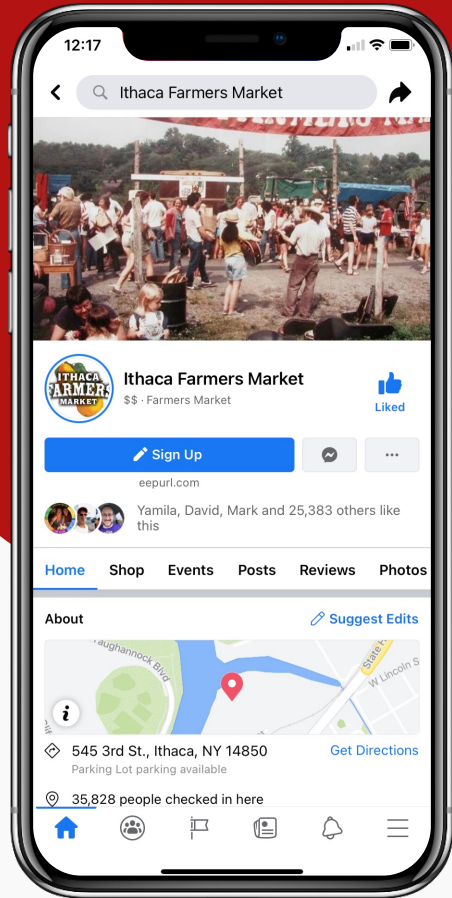
Content Marketing 101





Hi, I'm Melissa
Social Media Specialist
& Writer @ CCE





What is Content Marketing?

From Wikipedia - Content marketing is a form of marketing focused on creating, publishing, and distributing content for a **targeted audience online.**



Content Types

Words

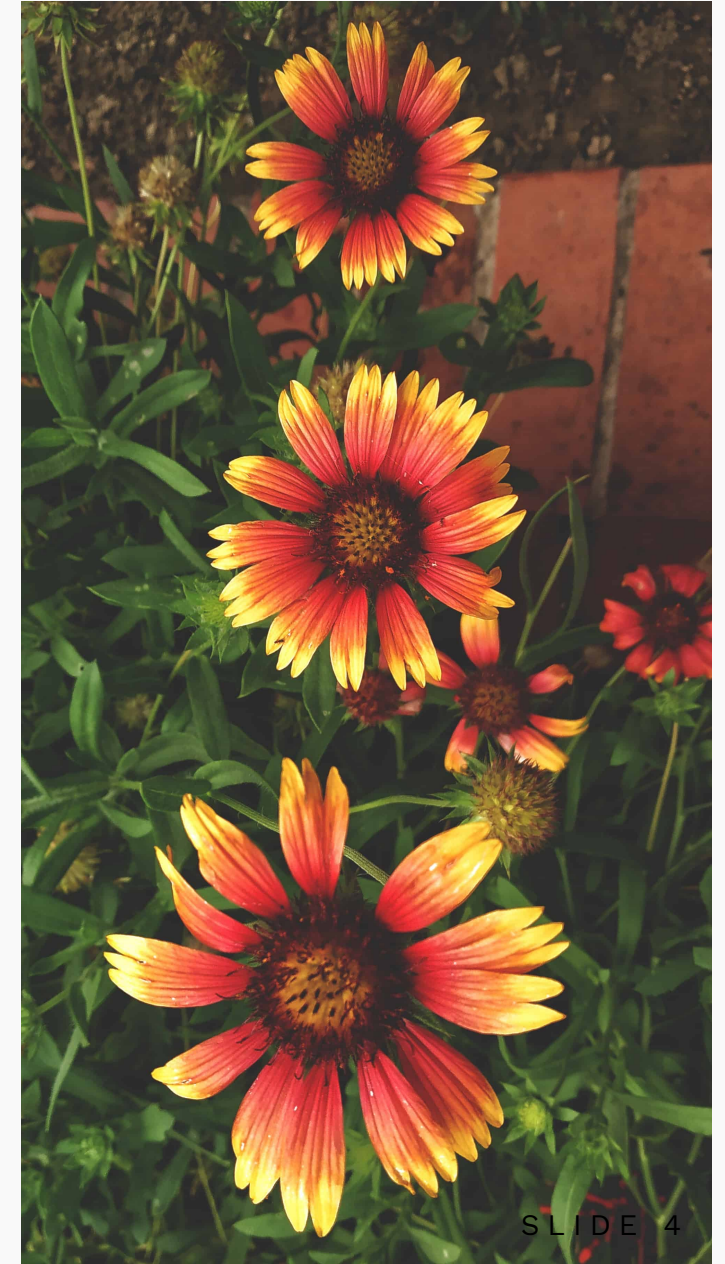
Publishing a blog post, writing Facebook post, tweeting, or placing an article in a magazine or newspaper

Photos & Graphics

Photos + graphics you create — including ads and infographics — for Instagram, Facebook, your blog, etc.

Video

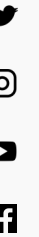
Short form and long form video for platforms like Facebook, Instagram, Tiktok, YouTube, and others



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“Pushing out content you want to publish *is a lot different* than executing a successful content marketing program that connects with customers by delivering meaningful experiences that are contextually relevant.”

Ardath Albee



What are your business goals?



What are your business goals?

- Increase traffic to your website?
- Sell on Facebook or Instagram marketplace?
- Get folks to attend a local event?



It's very easy to get distracted on social media. If you want to spend your time and money wisely, you always need to start with your business goal in mind. When you work on your marketing plans, set SMART goals, so you can pivot if/when necessary.



Who is your audience?

Who is your audience?

1. Which decade of life is your audience in?
2. What stage of life? College students? New parents? etc.
3. Where is your audience? Local? Statewide? Nationwide?
4. What is their spending power and patterns?
5. What do they base purchases on?
6. Where do they find your product/service?



Try this! Take five minutes and list out all the possible key words and hashtags you can imagine might be associated with your key audience.



Where is your audience?



<http://bit.ly/where-audience>



What does your audience need?



What kind of messaging will
get your audience to...
[insert business goal]

What do you like
creating?
What are you
good at?



Do you like taking photos?

Do you have a professional camera? Access to natural or artificial light? Interest in improvement?

Are you good at video?

Comfortable editing
documentary or advertisement
like concepts? Easy on camera
or able to go live on the fly?

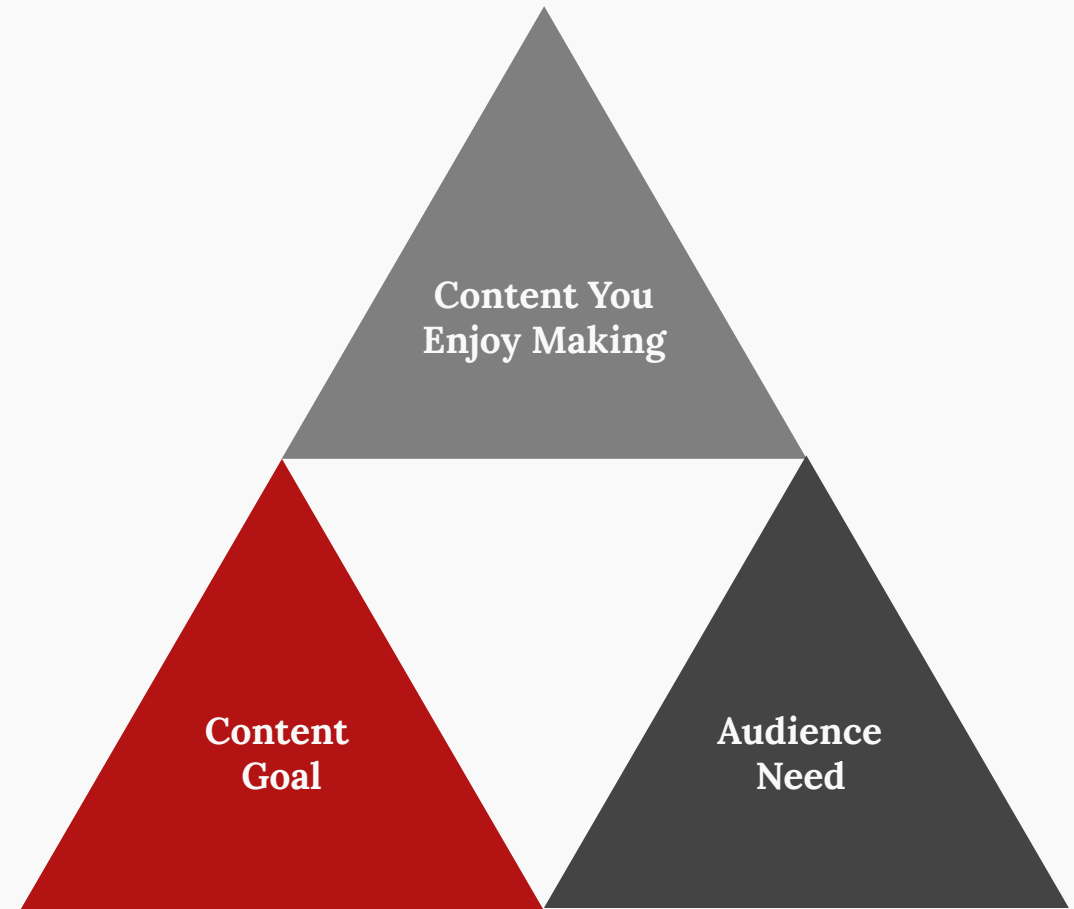


Do you enjoy writing?

Do you like telling stories and
drawing in a reader with your
words?

The magic recipe for great content

Understanding your audience needs is only one part of the magic recipe for great content. You also need to have a content goal in mind.





4 mistakes to avoid in your content marketing



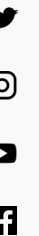


Not targeting the right audience

- Creating content for yourself, not your customers
- Not using the platforms your customers are on

Not creating the content your audience needs

- Creating content your good at, but is irrelevant to your audience
- Focusing on the wrong topics
- Only going after low-hanging fruit, using formulas, tricks, and cheap shots



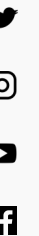
Not having goals for content efforts

- Every piece of content should be attached to a specific, concrete, and measurable business goal



Not following up with analytics

- Not checking conversions on efforts, pivoting and adapting as necessary



Worlds quickest intro to analytics

Reach = The number of people who have seen your post and can include paid reach, organic reach, or both.



Impressions = The number of times your content is viewed, and can include multiple views from the same person.

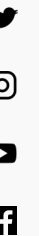
Engagement = The number of actions on a post (likes, saves, comments, clicks).

Conversion = When your audience takes the action you want them to! Buy, sign up, click through, etc.

“

“Actually talk to your customers. Use the language that they use. Talk about the things they talk about. Never feed salad to a lion.”

Jay Acunzo





Simple tips to take better photos

1. Get closer to your subject than you think you should
2. Avoid complicated backgrounds
3. Focus on people's (and animal's) eyes
4. Be aware of the light (and use natural light when you can)
5. Upgrade from a cellphone



There are thousands of articles online on how to take good photos. Do some research and have fun learning! Remember, every photo you post online represents your products or services *and* it should address an audience need while furthering one of your business goals.

Options & Considerations for Video

Spring Farm Tour

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How to incorporate video marketing

1. Tiktok/Instagram Stories/Reels
2. YouTube/vlogs
3. Facebook Live
4. Farm tours & customer testimonials



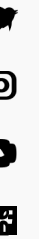
Creating great video and the technical knowledge and equipment necessary to do so is beyond the scope of this presentation. The most important consideration for adding video to your marketing toolkit is whether you enjoy it enough that you'll learn to do a good job.



Blogging & Writing

Leveraging your subject matter expertise to build an audience through your words.

- Placing articles and writing columns
- Writing blog posts or email newsletters
- SEO/inbound marketing



Putting it all together: creating great content



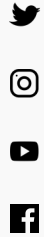
Good Visuals + Words +
Content Goals + Audience Alignment =
Great content!



362 likes

your title here [#hashtag](#) [#loremipsum](#)

For every single piece of content you produce:



1. Select a business goal
2. Align the goal to audience needs
3. Create your visuals/words based on your strengths
4. Post your finished content where your audience lives
5. Follow up with analytics to see how effective it was

“

Social media is just a
buzzword until you come
up with a plan.



Tips for Facebook

1. Don't use hashtags (it makes you look like a n00b)
2. Learn and use Business Manager
3. Learn how the Facebook algorithm works
4. Keep up to date with platform changes
5. Take advantage of all content types
6. Consider a small advertising budget

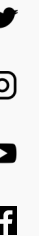
Favorite resources: [Hootsuite.com](https://hootsuite.com), [Hubspot.com](https://hubspot.com), [NeilPatel.com](https://neilpatel.com)



Tips for Instagram

1. Research the best hashtags
2. Use keywords-rich captions and location tags
3. Learn how the Instagram algorithm works
4. Keep up to date with platform changes
5. Take advantage of all content types
6. Find a way to include links in your profile
7. Consider a small advertising budget

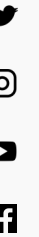
Favorite resources: [Later.com](https://later.com), [Canva.com](https://canva.com), [CreativeMarket.com](https://creativemarket.com)



Tips for TikTok

1. Research the best hashtags
2. Use keywords in your captions
3. Learn how the TikTok algorithm works
4. Keep up to date with platform changes

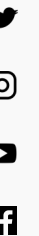
Favorite resources: [Later.com](https://www.later.com), [InfluencerMarketingHub.com](https://www.influencermarketinghub.com)





“When taking a content-first approach, our job as marketers is not to create more content ... it’s to create the minimum amount of content with the maximum amount of results.”

Robert Rose





Thank You