



Inner Success Circle Special Training Report

Presented by Marty Marsh

MARKETING BASICS SERIES: LESSON 5

Content is King!

The Basics of Content Marketing

Content marketing is an umbrella term that refers to many marketing strategies in which you're using content to build a relationship with your audience. You share helpful information with your target market and establish yourself as an expert, and then you start making useful offers.

How Content Marketing Works

First, choose a niche that you're passionate about. Spend time getting to know people who are interested in that niche. Join forums and online groups so that you can learn what they want, how they think, and how you can benefit them.

The quality of your content is all-important. If you can't write content that's high-quality, original and engaging, you can hire a ghostwriter to create it for you. The important thing to consider when it comes to content creation is that it must offer tremendous value, whether it's information, problem-solving, or even entertainment.

The next question to ask is how you're going to publish your content. You have a number of choices. These include blogging, social media, article syndication (where you put articles on other sites) and video marketing. Each publishing channel you use has a link that leads back to your main site or to special pages within your site.

Remember that content includes more than just written articles. It includes images, photos, videos, audio files and anything else that your audience can consume.

When to Use Content Marketing

Content marketing doesn't get you quick sales. It builds a long-term relationship with your

market. Gradually, they come to see you as a trusted expert. You become their go-to person for the information they need.

It works best for specific niches that are hungry for information and not already saturated. For example, it would require a mammoth effort to get anywhere with the weight loss niche. It would be much easier to choose a very specific group of people in the weight loss niche to market to.

Go for small niches like snail farming, chakra meditation, fear of flying, getting over a breakup, or how to stop sweating. If you can find enough people desperate for information in small niches like these, then you have a potential target market for content.

When I was growing up my high school biology teacher had a business on the side selling earthworms. There used to be (maybe still is) a big market for people to have earthworm farms. And while he sold actual live earthworms to get people started (by mail order no less), where he actually made his money was on the *content* he sold.

He was the first person I knew who made a lot of money selling information content. His was “how to” content. He provided all the information, along with the actual worms, for someone to read and set up their own earthworm business. So the benefits to content marketing can be many.

And just as a side note to this story, his books are still available and being sold on Amazon. I think his daughter took over that business after he died. So, it just goes to show, if you create some stellar content, especially the evergreen kind, it can still be selling way into the future.

The Benefits of Content Marketing

The greatest benefit of traditional content marketing is that it builds trust. You brand yourself and your site as the place to go for answers. Once you’re a recognized source of the high quality information people need, your offerings basically sell themselves.

Content marketing is great for people who don’t consider themselves sales-oriented. There’s really no hard sell involved. This is an inbound marketing strategy where you put the content out there and it brings people to your offer.

It also provides the information you put in to a print newsletter that you mail to your prospects and clients. Again, a soft-sell approach.

The Downside

The only real downside — and this can be quite a downside — is that creating content is not

always easy nor cheap. You have to become a true expert and create it yourself, which takes time, or you have to invest money in your expert ghost writer. There are shortcuts to creating content, but the content still has to be exceptional.

How to Succeed at Content Marketing

The key to success with content marketing is to approach it in the spirit of giving, not selling. Share your information with an audience that's hungry for answers. Focus on communicating and building a relationship. The more value you give, the better you can expect your returns to be.

This mini-training series I'm providing for you as part of your ISC Gold membership is a good example of a content marketing strategy. If I wanted, I could repurpose this content to be shared with other people in an email course or in an online program. I could charge for it.

Remember, too, that your content doesn't have to tell everything to be effective. You'll notice I'm not trying to share everything I know about a topic in these lessons. If what someone reads here sparks enough interest, perhaps they'll want to hire me to take them through the marketing activities specifically tailored for their unique business. Or to invest in one of my many courses and programs that I teach.

You will want to do the same thing with *your* content. Give enough information to be of value, yet not enough to reveal everything. For those whom you are attracting you can offer to take them to the next level. Or sell them something else.

Keep in mind, too, as you are creating content, how you can repurpose it. Besides creating, say, an ebook or a report, can you turn it into a class you can teach? Can you break it into blog posts? Ezine articles?

Next week: Email Marketing — Getting Your Message Straight to Your Prospect's Inbox