

4 Tips to Nail Content Marketing In 2019



Content matters today. Tomorrow, it will matter even more.

Do you want to improve your brand reputation and boost your sales?

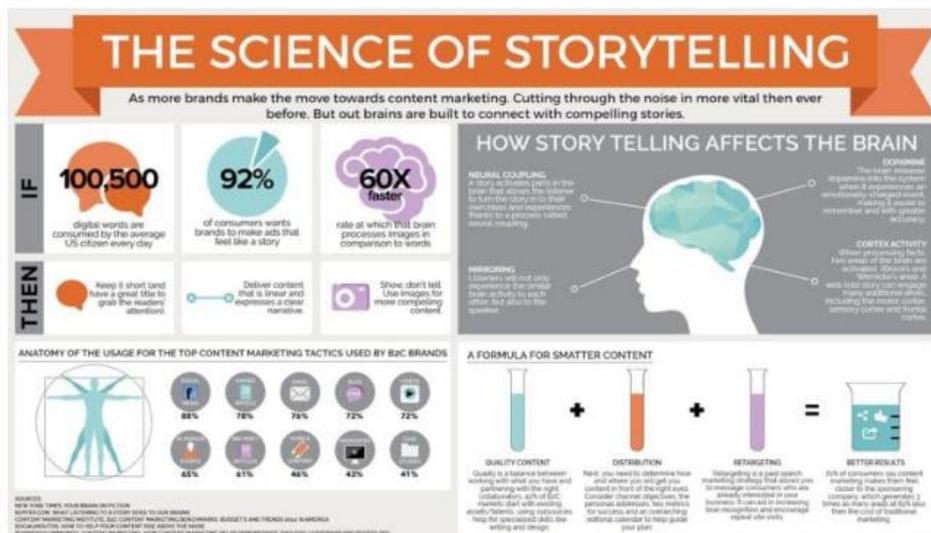
Do you want to increase your conversion rates and generate leads?

Do you want to build good relationships with your customers and gain their trust?

If you answered 'yes' to any of the above questions, content marketing must be on your to-do list. Content marketing, if done well, can help you achieve all the business goals you have ever dream of. Here are 4 highly useful tips you can use to nail content marketing in 2019.

1. Share your story and experiences with your customers

People love to tell and hear a story. All the 'how to do' and 'what to do' stuff wears us out. However, storytelling gives a new perspective to your content and brings your brand name to life. Share your experiences and company story with your customers in a way that they can relate to. Tell them how your products and services can play an influential part in improving the lives of people. When customers feel connected with you and your brand name, they will be yours.



2. Know your target audience before you step in

Do I know my target audience? Do I know what they want?

Ask these questions several times. Before you proceed to plan, develop, and publish your content, you must be clear about who you are trying to reach. If your content can't produce an impact on your audience, it wasn't worth spending time and resources. You can only connect with your customers once you know their wants and preferences. The more your content is engaging and interactive, the better results your content marketing will produce.

3. Use the right videos and infographics at the right place

Video is said to be the future king of content marketing. Studies predict that nearly 80% of all the internet traffic will be taken up by videos by 2012. Well, we'll see that in the future! But the point is videos do deliver profitable results in content marketing. As for infographics, they are just about necessary for the effective content marketing. It is one of the SEO tactics which has proved to help in increasing the customers' purchases. Just use them rightly and yes, on the right places.



45% livestream

66% LIVE

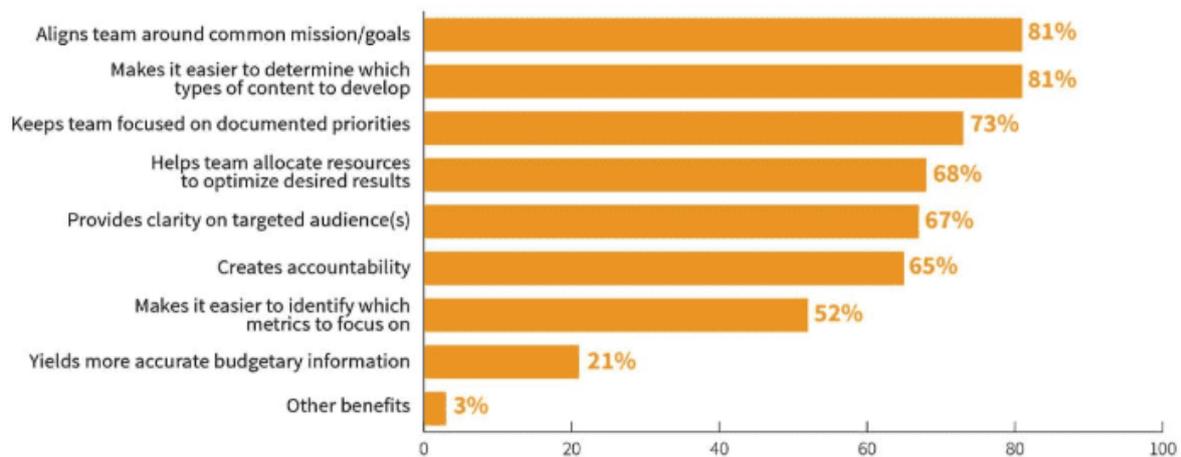
70% YouTube

4. Develop content marketing strategy

If you haven't devised a content marketing strategy for your website yet, do it now. A study has proved that companies with a documented content marketing strategy are five times more likely to succeed than those who haven't. That's saying something!

Having the right content marketing strategy can guide you throughout your content marketing journey. The best way to do this is to assess your primary goals, company challenges, and target market. See how much lead generation you expect and what SEO goals you want to accomplish in definite time period. Above everything else, look for some unique elements by which you can distinguish your company from your competitors.

Benefits of a Documented B2B Content Marketing Strategy (All Respondents)



Base: B2B content marketers whose organizations have a documented content marketing strategy. Aided list; multiple responses permitted.

2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Remember, content marketing is not just about producing few blogs and posting them on your social media. What really matters is 'how' you do it.