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What is Content Marketing?

A primer for small and medium-sized businesses

ProPRcopy

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What is Content Marketing?

- Consumers today have learned to tune out most forms of traditional marketing and advertising, such as TV commercials, billboards and magazine ads
- Instead, people search online for the products and services they need
- Google and other search engines reward strong, informative content over all else
- To make an impact online and rank better on Google, businesses are using high-quality, consistent content

Benefits of Content Marketing

- Consumers trust businesses that provide helpful content for free
- People respond better to unbiased articles and blog posts rather than blatant ad speak
- Providing good content shows consumers that you're interested in building a relationship — not just selling them products or services
- Consumers spend an average of 24% of their time on social media and follow brands that provide content that interests them

Content Marketing Stats

- Nearly **60%** of companies plan to increase their content marketing budgets in the next year
- About **93%** of B2B and **90%** of B2C companies use content marketing for customer engagement and lead generation
- A **majority of brands** engaged in content marketing have seen measurable results from their efforts

Content Marketing Stats

- Nearly **80%** of B2B companies use a blog as a cornerstone of their content marketing efforts
- About **77%** of B2C businesses plan to create more content than they did in the previous year
- While most businesses realize the power of content marketing, fewer than **40%** have an established content strategy



Common Content Marketing Strategies

- Blog Content:
 - For most companies, content creation starts with a blog, which serves as a hub for all content they develop and share.
- Social Media:
 - Most brands need to maintain a strong social media presence. B2C organizations typically focus on Twitter and Facebook, while B2Bs tend to optimize for LinkedIn and Google+.



Common Content Marketing Strategies

- Press Releases:
 - Developing and distributing regular press releases can help companies share exciting news and updates. Services like SBWire and PRWeb are great for sending releases to journalists & bloggers.
- Articles & White Papers:
 - For more complex subjects, brands can develop long articles or white papers and share them with the public. While some companies charge for these articles, most offer them for free.
- Email Newsletters:
 - Sending out a monthly email newsletter is a terrific way to keep customers engaged and provide more useful content. A good e-newsletter typically contains several short articles and a special offer.



Creating Good Content

- To develop an effective content marketing strategy, it takes some investment in terms of time, energy and money
- Content should focus on industry insights, tips, trends and answers to common questions from your customers
- A majority of businesses that leverage content marketing outsource it to an outside provider



ProPRcopy Can Help

- Access to a team of copywriters and editors who have years of experience in marketing, journalism and content development
- We have written thousands of blog posts, articles, press releases and more for businesses across countless industries
- We help you develop a robust content strategy that engages your existing and potential customers



For more information, contact ProPRcopy:

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