



Introduction To Content Marketing

All you need to know when getting started
with digital marketing



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Outline of Social Media in your Marketing Strategy

Social Media platforms are easily accessible to everybody with an internet connection and many people who do use it spend multiple hours on it each day. Facebook and Twitter have their addictive qualities, the never-ending scrolling that acts like a slot machine. People experience the stress of desire, they anticipate a reward each time they're on Facebook. This is because they're searching for the unknown, they're fascinated by it and have a Fear Of Missing Out (FOMO). The benefit of this is that you can be there to help fill the bottomless void that is the news feed, and it costs nothing. All you need is to put your time into creating content to post on the page.

There is a worldwide audience for your product on social media and it puts small businesses on the same level as globalized businesses at little or no cost. As long as you know your target market and tailor your content to them, there is no reason your business can't grow substantially online for free. Posting on Twitter and Facebook doesn't cost a penny and it baffles me how many people don't do it. You don't need to use the paid advertising on social media, personally I don't use it.

Social media is like going on a date... When you first meet someone and get to know someone you don't force yourself onto them do you? If you do, well I'm pretty sure it only went to that first date. Don't oversell and think of your audience as window shoppers, what would they like to see at first glance? Direct sales went out of the window a while ago, its more about pulling your audience in rather than pushing yourself at the audience. At least you know the people who are following you actually want to see your content.

Building trust and credibility around your brand is one of the best things you can do, give a public face of your brand to the world. Trust is a very important thing in the world of business, as often there is a lot of scams out there and 60% of the buying process is done before the customer even contacts you. How many times have you Googled a certain product to read reviews? Checked out their websites and their social networks? People often look to see what your audience is saying about you, and if you can get direct feedback on social media people can see that A) you're dealing with the problem somebody is having B) they will respect the transparency.

Keeping your website up to date helps with building trust and making your business look more credible, as does producing great content. Oh look it's that content word again, I'd better explain what I mean by that.

What is Inbound Marketing?

Since 2006, inbound marketing has been the most effective way of marketing for businesses. Inbound marketing is creating great content to draw in your customers rather than buying email lists and not getting a response from many. The four actions Inbound Marketing companies take are Attract, Convert, Close, Delight. These represent what a company should be doing to bring in more customers.

Attract

To attract customers you need something to entice them in, which is where a lot of companies struggle.

Blogs are a great way to get started, however just blogging about yourself and your company isn't what people are going to spend their time reading. Try creating content that your customers will enjoy, make it related to what you're doing but make sure it's not all *me, me, me*. For instance, a makeup company should not just put their products out on show, but also create useful content i.e. tutorial videos and vLog's. The easiest way to attract customers is to help them rather than sell at them.

Has your website got relevant keywords? Search Engine Optimization is something that is needed by all business to help boost leads. As much as many people think it isn't, Google is your friend! With SEO done properly, doubled with great content there is a high chance you'll be up on the first page. However, Google changes it's algorithms regularly and you need a company who are at the top of their game.

Social Media plays a big role in attracting people, as most people use some form of it. With social media you need to relate to your potential customers and add a human face to your brand. The content you have created should be posted on here to make more people aware, as it can be easily shared and your reach is a lot higher than it would have been with just a website. Engaging posts can help with the sharing, so ask questions in your posts, get feedback, start a conversation! It is a social network after all.

Convert

Converting visitors into leads is a vital part of the cycle.

Forms are needed to gather your potential customers information, and you can then reach out to them over email. Although, spamming them with unwanted emails will not help you at all. Why did the customers sign up to your newsletter? Not to get useless emails fill up their inbox. Landing pages also play a vital role in converting visitors, as they can't go anywhere else apart from to the page and do the intended action. Call to action buttons like 'Download our eBook' should always be directed to specific page to fill out a form so your sales team can gather information. However, a lot of people don't like filling out forms so using Social Sign In like Virally is a great way to help generate more leads.

Keep track all of the contacts you have made in a CRM programme, so you can keep in contact with them and hopefully eventually convert them into paying customers. These can be from over Social Media, via email or through a form, and there is a lot of potential here.

Close

Close the deal with the lead and change them into a paying customer.

Keep track of all communications with customers in a CRM programme as this makes it much easier and quicker to find the correct information. You can keep track of all communications and make sure you meet your deadlines.

Has your visitor signed up and still not become a paying customer? If so, email and social media are your best forms of communication. Share your content, pop in a video, tell people what you've been up to but keep it brief. Don't put too much text in emails, instead create buttons or use pictures that direct to your website when click or to a specific landing page.

Delight

Make your customers happy and encourage them to promote your company.

Send out surveys to your customers and get their feedback and improve where needed. See what they think could be improved and when you make that improvement, let everyone know! Monitor your social media carefully and see what customers are saying about you. Persuade them to rate your company and share your content (however, do not beg for shares or retweets as this just gets ignored)

Have a look into your analytics and see what your best performing posts are and at what time of they are. Schedule your posts to certain times so you know people actually see your content. If one type of content gets more engagements, then create more like that!

Inbound marketing is never about pestering people to buy your product or service, it's about creative exceptional content for your visitors and to relate to them too. Creating conversations is the best way to get your name out there.

With Inbound Marketing, it's about raising awareness of your company to bring potential customers in, convert them into leads, convincing them to become a paying customer and then keeping the customers happy. Inbound uses interactive tools like landing pages, call-to-action and SEO which makes a large impact on leads. In short, you want your customers to become brand ambassadors as essentially this is free marketing.

Content Marketing is the creation and distribution of quality content that relates to your product or service. To be a great content marketer you need a clear understanding of your audiences interests. It's all about engaging with the audience and getting replies or shares from your content. You can tell the difference between general content and the content in a marketing campaign, because the content will be relevant and not something that people are trying to avoid.

Research is a large part of the buying process today. If people are impressed with the content that a company produces then they could be convinced they want your product or service before they have already spoken to you. This means less sales efforts need to be put in as the customers are coming to you. Good content raises awareness of your brand as people are more likely to share and it helps with SEO. Content marketing is free and only takes up a few hours a week.

The difference between the two is that content marketing is a part of inbound marketing. By attracting and converting customers you are using content marketing. The end of the cycle is close and delight, which is where you can see inbound marketing is more extensive.

Overall I believe that content marketing is the better option for smaller businesses as you can do it free and there is a lot of proof out there that it works. Inbound Marketing requires a bit of a spend if you aren't 100% tech savvy but it does get good results. Where possible, Inbound Marketing and Content Marketing should be considered as one.

What IS Content?

The world of content is very vast and there's plenty of room to get creative in the content you produce.

Podcasts

Podcasting is a great way to get social and meet new people. You can talk about latest issues in your industry, set up interviews with others in your industry group or even just chat about what you've done at work that is interesting. The maximum time limit for podcasts I'd recommend is 30 minutes and people aren't likely to focus for that long, however, 10-15 minutes is the norm. Try and do one each week.

Chances are you will mess it up the first few times you record, but don't let that set you back. Plan out what you're going to say, even write it all down, but let it come naturally and don't make yourself sound robotic. Keep it concise and to the point.

Tools:-

Audacity - for recording and editing your podcast

Podomatic and iTunes - Get your podcast out there so people can listen!

Fiverr - Create an awesome jingle for the beginning, in between conversations etc to split it up

Microblogging

By far one of my favourite things to do, tweeting! Treat your Twitter and Facebook status updates like a tiny blog. Useful, relevant information in bite-size pieces. Engage with people, tag them, start conversations. It's the perfect way to get your name out there without the hassle of writing 300-600 words for a blog.

Microblogging offers real time communication with your audience and with your customer-base and isn't something that will be going away particularly soon. The simplicity of it all is attractive and the ability to post frequently gives you more chance to get your name out there, people are so busy with their lives they often don't have time to read full blogs.

Even though there are number limits on the characters you can use, don't sacrifice your spelling as this looks unprofessional. Just write to consecutive posts. If people only catch ½ of it, they will look for the other half if it is interesting to them.

The benefit of this is that you can be there to help fill the bottomless void that is the Facebook news feed, and it costs nothing. All you need is to put your time into creating content to post on the page.

Tools:-

Twitter

Jaiku

Facebook

Tumblr

Blogging

Personally this is one of my favourite ways to produce content. I love blogging. It's a great way to post an in-depth view on a subject, update people with what's going on and one of my favourite things - teach other people what I know. I like to keep my blogs fun and light, I often use movie references at titles to make it easier to understand for other people or to catch attention.

Static websites don't really attract new customers or a relevant audience, a blog does that. Google has yet again changed its algorithm, so you could have the best SEO person out there but if you're not creating great content, you probably won't be on the first page of Google for very long.

The more you blog, the more likely you are to be seen as an influencer or a thought leader on your particular subject. As you gain more of an audience you are more likely to get an interview with the people you look up to as rock stars or as a mentor in your industry. This in turn gets you more popularity, trust and credibility in the online world. Appearing as an expert in your field is one of the best ways to get people's heads turning.

Photos

Social media is becoming very image based, most shared posts are of an image of some sort. Quite often, plain text posts are ignored simply because they aren't eye-catching. You can use the popularity of images to your advantage.

Taking pictures of work you've carried out, whether you're a baker, artist, web designer or fashionista there is always room for visual aid. As long as the images are relevant, it's a no-brainer. When posting your blog on social media, put a photo with it as a snippet of what's in it. This can be of an event, of your work, or if you have no photos, create a blog graphic! It's easy to do and there is plenty of online software you can do this with. My favourite to use is Canva as it's easy, it's got exact dimensions for social media posts and more.

Tools:-

A camera or phone

Picmonkey (I know you love being beautiful)

Canva

Flickr

Facebook

Twitter

Photobucket

Death To Stock

Videos

There are lots of opportunities with videos, you don't even need a camera to create a video. Animation tools are readily available for beginners, and I will list relevant tools below. Youtube alone has more than 4 billion videos views per day and is the second most popular search engine behind Google. 55% of people watch Youtube every day, 78% at least once a week and a whopping 94% of B2B customers watch online video. For some strange reason, online video adverts create the image of trust in a business, so it is well worthwhile doing.

Creating tutorials about your product or service is a great way to get more of an audience, again, it's about delivering value to your potential customers. Documenting events can help people get engaged with your brand, especially if it's an interview with somebody that others are interested in. It's a lot easier to connect emotionally with your customers when you use video and sound to ensnare the senses.

If you aren't using video in your digital marketing strategy, then you need to start. 70% of the top 100 search listings are videos and if you use video on social media then it improves organic search results as well as bringing in more traffic to your website

Tools:-

Camera

Movie Maker

Prezi

Camtasia

eBooks/Whitepapers

Creating an eBook or white paper creates a greater perceived value of your content, and you can go a lot more in-depth in what you would usually write a blog about. It is also a way to build a brand image and following as well as giving the image of thought leadership. Spreading your

expertise shouldn't be something to be scared of doing, as transparency is often the best tool for marketing.

Not only are eBooks a great way of sharing your knowledge of your industry but you can also give it away for free in exchange for getting the readers information, which then you can add to your customer database.

Leads generated by eBooks are often of higher value as people are taking the time to look through your website and are clearly interested in your content, else they wouldn't give away their information. This in turn helps you build a strong mailing list where you know that the readers will be interested in the content that you produce.

Tools:-

Microsoft Word/Google Docs

Conduct Your Research

Market Research is a vital part of the marketing mix, as well as being just as important as sales. If you don't know who your target market is how do you expect to get paying customers? To develop a rich customer profile, you must research the behaviours, demographics, psychographics and geographics of your market.

Behaviours: - attitude, loyalty and buying patterns

Demographics: - Age, Ethnicity, Gender, Education

Psychographics: - Personality, lifestyles, social status

Geographics: - City, Region, Country

Have a look to see what other businesses in your field are doing, see what makes them successful, but don't just copy them. Take notes of the hashtags they use, how often they post and what sort of content they post and see which ones are most popular. After you have this data from a few different companies see what works best, and implement it into your own campaign.

Looking into where your audience hangs out online is essential, as if you're focusing on the wrong platforms you're wasting time and sometimes money. A simple google search can say which sectors use which social media platform, Pew Research have some interesting stats on social media useage.

Once you have an idea of where your audience hangs out, find out what sort of people they follow. Sprout Social is great for this, and you can find other like-minded individuals to connect with. This helps you understand what else your audience is interested in.

Always keep track of mentions and comments, even just a simple Google of your business name can help you get an idea of what customers are saying about you. It's always good to get informal feedback as many people can't be bothered to directly say to a company what their comments are, whether good or bad. Address any problems that customers have directly where possible and try to improve your business constantly.

Marketing is a great way to not only get to know your audience, but also understand their problems. Have a look through their profile and see what they're tweeting about, what problems that you may be able to solve and try to implement that into your business plan.

Content And Social Media Hand In Hand

Now you've got the grasp of what content is and how you can create it, let's talk about building an audience for your content through social media.

Share Buttons

Make sure you have social media sharing buttons in place and visible on your content. This is more relevant to blogs and a lot of people often overlook this. ShareThis is a great way to choose which buttons you like and is simple to do. This then makes it a lot easier for people to share your content.

Promoting Your Content

Promoting your content is something a lot of businesses forget about, they think people will just stumble across their content. You can't think like that. Promoting your content is the most important part of content marketing and it is very easily done and doesn't take up a lot of time.

There are scheduling apps that are readily available and are completely free (listed in the tools below) and you can schedule posts for 2-3 days and forget about it in between. After a few weeks of using these apps, you can see when is your most popular time to post. My posts are most popular between 09:00 - 10:00, 12:00 - 12:30, 14:30 - 15:15, 17:00 - 18:00 and 19:30-20:00. This was after two months of monitoring my posts to see which ones drove more engagement. It's all about trial and error, what works for me may not work for you.

Sharing your posts into groups on LinkedIn and Facebook is a great way to get people to engage with you, as people often comment their views. It increases the post reach too, which to me, doesn't matter so much as I look for engagement. There are plenty of relevant groups on both social media platforms for every industry, so just search and find the most active. However don't always just post your content, engage in real conversation with people, give others feedback and they are more likely to have a look at yours.

Engagement

Did you know, when you don't reply to people on Facebook when they comment on your post, the algorithm will penalize you for it and your posts won't go into as many newsfeeds? No? That's probably why you've failed on Facebook marketing then. Unless you actively engage with your audience by liking their comments or replying, which you should be doing anyway and if you're not shame on you, they will put your reach down significantly. This in turn gets people to

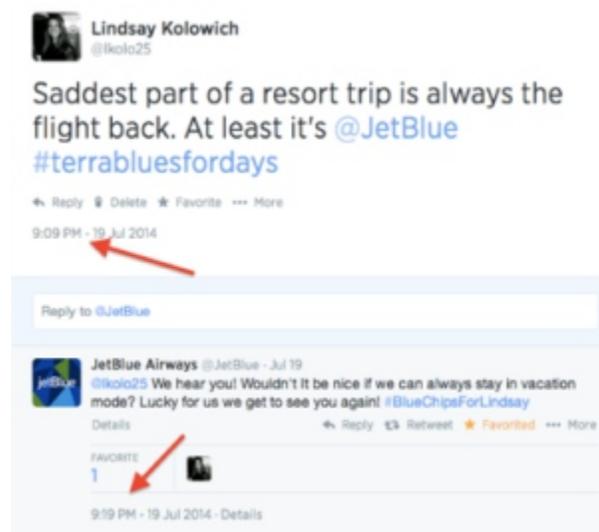
pay for Facebook advertising, but if you're still not engaging, then there won't be much of a difference.

I'm a firm believer in humanizing your brand and connecting with customers both online and offline. Reply to comments that you get and personalize it a little towards the customer. If you aren't getting replies to your posts, then ask a question, provoke a reaction. Don't just copy and paste the same message to send to anybody who does reply. It's the same with email marketing if you're going to do it, make it personal. Everybody likes feeling like somebody has put the effort into getting to know them.

Try humanizing your brand by talking about work events or by showing us your office. Did you have a nice lunch at a restaurant? Tell everyone! Just don't do it too much or it distracts from your companies aim. Structure sentences like a normal person talking, be friendly, use smiley faces. But don't go overboard on smileys. Two maximum is okay, lots of smileys consecutively can look a little erm, creepy? (If you've ever messaged me on Twitter, you'll notice I'm forever using smiley faces as it helps my personality shine through)

Don't just focus on replying to the negative comments and turning them into satisfied customers. When somebody praises your product or service, thank them! Take pride in the great comments people say about you by replying to them. If they are representing your business in a picture, share it on your feed! Tag the person. It shows off your good reviews and gets your name out there a lot more.

My favourite example of amazing customer service is JetBlue and their welcome home parade:





Not only did they make someone very happy, it was a very clever marketing tactic. Their audience can now see that their aim is to make their customers happy, and in turn gets them more popular. And look at what I'm now doing, because I found it awesome I am now technically a JetBlue brand ambassador. Now I'm not saying to throw a party for every sad customer, that would be unfeasible (but so cool!) but to look at JetBlue as an example.

Your Company Image

Branding is all about the impression you make and your reputation. That impression needs to do two things, say what is particularly special about your business whilst portraying you in a positive light. To make an impression, you need to know what your Unique Selling Points are, what makes you stand out and what your company stands for. Branding isn't about being able to relate to your audience, it's about convincing your prospects that you are the only one who can solve their problem.

Having your brand perfected helps customers trust you and become loyal, as well as becoming brand ambassadors. You need to prove that you can walk the walk and talk the talk. Sharing your expertise with the world is a great way to get everything set in stone (oh wait, content marketing is relevant *again?!!*) but also keeping up with the ever-changing world of technology. For instance, even something as small as not having a mobile optimized website could be potentially damaging as the mobile world is constantly growing.

To uphold your company image, you must keep applying your values in everything that you do with consistency and clarity. This counts for everything from how you answer the phone to how you portray yourself on social media. An extreme example for this would be if your company is for clean water, then obviously you can't support polluting companies. It would end up being contradictory and confusing to your customers.

Don't Be A Spammer, Ever

Nobody likes spammers, so why do it? There's no need to post constantly and annoy your users with useless content, just like there is no need to hijack somebody else's post just to advertise yourself. The best way to advertise yourself on social media is to create conversations with anyone, what doesn't mean search the hashtags and send people links to your website. This is the same for pictures of events. Nobody wants to see 600+ pictures of the same 3 hour event, pick out the best ones and only post them, and where possible, organize into an album. People won't sit and click through lots of pictures but if they see there's only a few, they are more likely to.

Personal Brand

Building a professional brand for your company makes it look more polished and professional, however it's not just your brand that matters. How you as a person come across in meetings matters a lot more than most people think. People already have their impression of you within the first 7 seconds of meeting you. Scary to think isn't it? You should always be polite, professional and follow the other persons lead, it's usually fairly easy to gauge whether a person can take a joke or not, so use your judgement.

Recently I have done a lot of networking and there are some people who just can't do it. They come across as stand off-ish and seem to put a downer on things. That's the worst thing to do! Be polite and upbeat, and be prepared to talk about a vast variety of subjects apart from yourself and your business. Get to know people for them and not what they could do for you or which product of yours they will buy. Networking when it is done right can make a huge impact in your business, even though you may think it's a waste of time. It's not always the people that are in the room, but those that they know that can be great leads for your business.

Twitter Marketing

First thing is first, create a bio that tells the audience who you are, what you do, but keep it short and catchy. Convey your personality and company image through your words and don't make it boring, say something that will make people remember you. You can create your Twitter header on Canva as it has a template set to size.

Research

Find out who the industry experts in your field are and follow them, and try to interact with them on a daily basis. Make conversation, don't try to sell at them. Treat these conversations like you would content creation, try to be helpful, valuable and useful. You can search using the Twitter search bar or by using Topsy. Try connect with at least 70 people and reply when you see them post, thank them for their articles or their inspiration.

Socialize

Be social on Twitter, Retweet things that are relevant, favourite tweets that you like (use it like the like button on Facebook) and reply when you have a question or a comment. When retweeting, quote the post so you don't become just another number on the list of RTs. An example of this is *RT "@KellyCulver96: here is my post blah blah blah"* and you can even put your own comment afterwards. This makes it much more likely to start a conversation.

Hash That Tag

Use relevant hashtags but never use more than three in a post. You can find what hashtags are most popular on Hashtagify.me, it will help your reach and can help you interact with different users.

Make your profile a resource for the users, where they will happily check through and check it like this news. Nobody likes constant promotional content, so if you provide useful and valuable content whether it's your own or not then you're already doing better than most.

Facebook Marketing

The algorithm that Facebook uses irritates me because it's constantly changing (much like Google's) and Facebook is powered by marketing, so ofcourse paid adverts take the preference. However, saying that, they are doing that for the users benefit. It stops users being filled with product based posts rather than something more resourceful, but as a marketer I don't like it.

Stop Selling and Start Being Resourceful

Don't focus your page all about selling, put out your best content. Choose the content that has been the most successful on other social media channels and then post it. Ask your employees or friends/family to share your posts, this works exceptionally well for local businesses. Posting your content into groups is also very worthwhile, and getting other people to share it gets it more likely to be seen and makes the business seem more popular.

Engage With Your Audience

Create conversation as the more engagement you get, the higher the chance of your future posts being seen by a larger audience. Get people to comment on your non advertising posts, as when you do post an advert, more people are likely to see it. Adding a human touch makes it more likely for people to reply, as people would rather talk to a person rather than a business.

To Boost Or Not To Boost?

Now most of the things I have told you so far have been free, and on Facebook is the only time I recommend paid for advertising. Not for a general post with your content, but for your product or service advert. Even just £3 can boost for post and make a large difference with your engagement.

On one of my business pages I tested it out; I paid £3 to boost one post, and since then the engagement on every single post after. It's worth just to try it out and see what works for you. The benefit of Facebook Ads is that you can target it to a certain audience, so then the reach you do get on that post is not irrelevant but more focused within your sector.

With Facebook I have found it is more about trial and error. What works for one doesn't always work for another so work out what is best for you. You may find that a paid advert does nothing for your company yet it did for me. Social media can flip flop more than a catfish, which is why I prefer to stray away from paid advertising.

Warning:

Facebook penalises against third party applications by not getting your post out to as many people. Use the Facebook scheduler, it's simple and easy.

Blogging

Words are a marketer's best friend, in one way or another we are all writers, our words tell people who we are. When writing, you must always choose your words well and keep the readers in mind. I always see blogs where they are just words, I can't focus on what's being said because. You need to catch the attention of your readers, your writing can be informative and could be something people want to read, but you need to draw people in and keep them wanting to read.

Most people don't know where to start with blogging, it seems a bit daunting when others have been doing it for years. It's never too late to start.

How To Get Started

It's not as hard as you think to set up a blog, you can even create your own website based on a blog easily and free (unless you want your own domain name like yourbusinessname.com) It takes minimal effort and about an hour to set up with Wordpress, and Blogger can be used with your Google+ Profile.

Wordpress

Head over to <https://wordpress.com/> and sign up for an account. Don't worry about buying a domain just yet, get your blog set up first.

Once signed in, create your blog. You can have many blogs under one account which makes it much easier to manage.

Go to the Theme Showcase (<https://theme.wordpress.com/>) to choose how you would like it to look. There are some good free options available. Try to keep within your brand's colors, if you can't, some themes you can change colours later.

Here you can find help about customizing your wordpress blog:

<https://en.support.wordpress.com/customizer/>

Other free themes:

<https://colorlib.com/wp/free-wordpress-themes/>

<http://premium.wpmudev.org/blog/30-free-responsive-and-stunning-wordpress-themes/>

<http://www.hongkiat.com/blog/free-responsive-wordpress-themes/>

<http://themegrill.com/themes/>

Blogger

Head over to <http://blogger.com> and sign in with your Google+ account (If you don't have a Google+ account then get one!)

Pick your title, URL and template as above.

Other free templates

<http://designscrazed.org/best-free-blogger-templates/>

<http://www.cssauthor.com/free-responsive-blogger-templates/>

Now you're all set up, you need to think about topics that you're going to be blogging about. If it's a personal blog to promote yourself, post about your day and your work, whatever you want people to know you for. If you're blogging to promote your business, teach people how to do things to do with your business with how-to guides, update people with exciting news... Just keep it all useful and relevant.

It's hard to get started and think of topics, or sometimes you run out of ideas. Below are some cool little tools to help you come up with blog topics.

<http://www.hubspot.com/blog-topic-generator>

<http://www.buildyourownblog.net/the-blog-post-ideas-generator/>

<http://ideas.contentforest.com/>

<http://www.impactbnd.com/blog-title-generator/blogabout>

Top Tips For Blogging

Find out who the top bloggers on your topic are and take notes. Take note of how they write, what topics get the most comments and even the style of the website.

Write about what you're interested in, it shows in your writing if you have no passion towards the topic.

Research and make sure you get your facts right, include infographics where possible (everybody loves those!)

Make sure you have the necessary rights or put the correct attributions to the original owners of pictures or quotes.

Linkback to your Social Media pages on your blog, and vice versa.

A question you've been asked about this topic is a blog title, if you don't know the answer, then find out.

Keep your titles interesting and relevant to the content, it helps with navigation on Search Engines and on the blog itself.

Categorize your posts so your audience can kind find them easier.

Connect with other people in your industry and invite them to guest blog, this can increase your website traffic.

Resources For Wordpress

Five Step Blog Setup

<https://en.support.wordpress.com/five-step-blog-setup/>

Getting Started video tutorial

<https://youtu.be/9LpPZbscjJk>

Tips for getting more views

<https://en.support.wordpress.com/getting-more-views-and-traffic/>

More Beginners Guides

<http://www.wpbeginner.com/category/beginners-guide/>

Blogging Resources

Grammarly is a plugin for your browser which checks your grammar and punctuation. It is available free, however the premium feature is advanced and helps with structure

<https://www.grammarly.com/>

Readability tests are a great tool to see how easy other people will find it to read. You don't want to be over complicating as people will lose interest.

<https://readability-score.com/>

A simple notepad taken around all day with you can help you capture your ideas.

30 Day Blogging Challenge - Not only is it helpful with tips, the group is motivating and gets more traffic to your blog

<https://www.facebook.com/groups/30DayBloggingChallenge/?fref=ts>

How To Recycle Old Content Into New Content

In the world of small business and one man bands, it is often hard to keep finding new content to keep your audience engaged. But never fear, I'm here to tell you how to make the most out of your content.

Videos

With old videos that you have, why not make a quick promotional video? You can slice up your old how to's and make a shorter video, just add some music and funky text and you're good to go! (Okay, not quite it does take more skills than that) Windows Movie Maker is an easy, simple way to make them but for a more polished look, why not try VideoPad ? Old images can also go into your videos, as well as using podcasts as a voiceover.

Presentations

Not enough people create presentations yet it is such a powerful resource. After public speaking, you should always make a slideshow available to the attendees, however, if you don't do public speaking, it is still worthwhile to create one. Those stock images you have paid for and have only used once? Search through them and use them in your presentations, you may as well get the most for your money. Use old content to create informative presentations for your audience, it's presented in a different way and you can always put in a little time to expand on the content in it. When you're done, just pop it on [SlideShare](#) and you're good to go!

Blogs

Blogs are one of the easiest pieces of content to recycle, especially when you have written any on the same subject. Putting them all together and creating an eBook or Whitepaper is a great way to attract a different audience and a good way to generate leads (Especially when you use Virally, just saying!). You may need to do a bit editing to make them flow seamlessly together, but it usually requires minimal effort and eBooks give an image of professionalism around a company. If you have a lot of blogs, or even feel like expanding a lot, you may even be able to charge a small fee for your eBook on Amazon.

Pictures

I know I mentioned pictures in the Videos and Presentation parts of this, however, there are still even more ways to recycle old pictures. PicMonkey has a great way to use overlays (which you can change the background with) to give a new fresh look to your pictures. You can use them for promotional purposes or even on your blogs again. Why only use these images once? If you take pictures of the work you've done, they make a great Social Media post on their own. It reminds people of the quality work you can produce. Changing them up a little bit by changing the background or putting them into a collage (There's plenty of apps that are free on your smartphone, so you have no excuse not to collage!)

If you have forked out for stock images then surely you don't want to see them going to waste. Depending on the website you brought them from, editing should be allowed but always check with the vendor first.

Video Marketing

Using video in your content marketing strategy is not only effective but it can also be low cost. The world of video is such a crowded space so small businesses need to think about their mission and what the story that you want to tell. Video is by far the simplest way to do this. By creating a short informative video your customers can get to know you or your product in detail.

According to new research carried out by Twitter, 82% of their users will watch a video on the platform, with 41% confirming they turn to Twitter to discover new video content.

Below I will explain the different types of videos you can create.

Vlogs

Vlogs are a cost effective way of producing regular videos. You can use a smart-phone, a selfie stick or tripod and a microphone. Then all you need to do is capture videos! This can be day to day life with fun little jobs you are doing, talking about the week and any projects you're working on, or even teaching people things about your industry. There are apps available on your phone to edit video like: WeVideo, Magisto, Viddy and Cinefy.

You can also record on your laptop or PC through your webcam. If you are using sound, make sure you have a high quality microphone (available online for around £5-£15) as most webcam integrated mics are fairly bad quality. The free programmes for PC video editing are as follows: Windows Movie Maker, iMovie (Mac OS X), LightWorks or Avidemux.

About Us

An about us video is a great way to put a face behind your brand, and the chance to tell your story. Tell the world how you got to where you are, the companies beliefs and why you do what you do. Showing passion for your company and a kind smiling face looks good to customers and they can see what sort of people they will be dealing with.

Product/Service Demonstrations

Show off your products or services in videos to show customers what they will be getting when they part with their hard earned money. Seeing things in action give customers a sense of trust and shows that the products or your team do what it says on the box.

Let Your Customers Join In!

Why not put some customer testimonials on your website? Ask if you can interview them, and then put it onto your website. If your audience is very technology or fashion orientated (14-35) then get them to send over selfies of them with your product or in your store and they will go into a video.

Platforms

There are a few different platforms for you to get your video out there, and gaining traction on YouTube takes a lot of time, dedication and effort. People who are looking to get into video marketing can now use other platforms like Instagram as it blends video and photo together in one feed.

Facebook, Twitter and Instagram

These two social networks have rolled out their own video platforms which then get more views as they get priority in feeds. Research has shown Facebook and Twitter hosted videos get a lot more views than Youtube hosted videos, so make sure you upload your videos direct. Make sure the first few seconds of the video are engaging as they often play clips as people are scrolling. Engaging beginnings will encourage people to watch to the end.

Youtube

YouTube is definitely the big dog of video content with 800 million unique visitors per month, and roughly 72 hours of content being uploaded each minute, it is by far the most used video platform on the web. I guess it helps because they're owned by Google. However, just because it's the busiest does not necessarily mean it's the best one to use. With the sheer load of videos, it's hard to get your voice heard, and so sometimes a smaller, more niche platform is better. Youtube would be more used for behind the scenes and fun videos, or even how-to's with your products or services. It is also more simple to embed Youtube videos onto websites and blogs.

Vimeo

Unlike YouTube's much larger audience, Vimeo's is much a smaller, niched community of film enthusiasts. It gets around 72 million unique visitors each month but its smaller size creates a more engaged community so you will get feedback on your advert. People would also be more likely to share it as they are more engaged. Vimeo would be best used for more creative videos to receive feedback and if good enough, possibly go viral (shared a lot of times)

Video Resources

Windows Movie Maker - <http://windows.microsoft.com/en-GB/windows/get-movie-maker-download>

iMovie - <https://itunes.apple.com/gb/app/imovie/id408981434?mt=12>

LightWorks - http://www.lwks.com/index.php?option=com_lwks&view=download&Itemid=206

Avidimux- <http://avidemux.en.softonic.com/>

Webcams - <https://www.google.co.uk/search?tbm=shop&tbs=cat:312&q=webcam&sa=X&ei=gG5sVYbvLeXN7QaolIC4CQ&ved=0CBkQthU>

Microphones - http://www.amazon.co.uk/Floureon%C2%AE-Condenser-Microphone-Recording-Windshield/dp/B00Q6AG91W/ref=sr_1_2?ie=UTF8&qid=1433169657&sr=8-2&keywords=microphone
http://www.amazon.co.uk/BEHRINGER-XM8500-MICROPHONE--XM8500-Handheld-Microphones/dp/9792314342/ref=sr_1_9?ie=UTF8&qid=1433169749&sr=8-9&keywords=microphone

Selfie Stick - http://www.amazon.co.uk/Extendable-Integrated-Adjustable-compatible-Smartphones/dp/B00UEQQ5YA/ref=sr_1_1?ie=UTF8&qid=1433169792&sr=8-1&keywords=selfie+stick