



The Importance of Content Marketing Now and in the New Year

By Nickey Hollenbach
Owner, Personal Touch
Concierge Service®

Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!

As we find ourselves celebrating the holidays in ways we never thought in a million years we would have experienced, we must look forward to 2021. And in that hope, I have decided that the best path forward is to share strategies with you that will help you to grow and prosper in your business. I have found that creating content can help you reach your clients differently and increase your bottom line.

One of the things I've learned from the COVID-19 epidemic is that content consumption has become even more valuable as far as business is concerned. While people consumed content at all-time highs before the pandemic, these numbers have soared to levels never seen before the lockdowns began.

Not only are we consuming more and more content, but our audiences have also become even more discerning.

At its core, content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience. Let that sink in: **valuable, relevant and consistent** content. Remember, the content race is a marathon, not a sprint!

Did you know that when someone reads, views or listens to your content, you have approximately 2.7 seconds to grab your reader's attention? It now takes more touchpoints for your content to resonate with your audience—up to 13 times. Tough crowd, right?

Let me unpack some content ideas that will help you increase your reach and resonate more with your audience. First, let me help you determine why, where, what and how content helps your business grow.

Why do we create content?

We create content to help solve our customers' problems, increase visibility, educate and begin to grow our business relationship of know, like and trust. When clients trust you, they will purchase your product or service and become lifelong clients (hopefully).

Creating content on your various platforms helps create organic SEO (Search Engine Optimization) traffic and exposure.

Where can you create content? The simple answer is: everywhere your client is. Many people create content on their website, blog, social media, video and podcast platforms.

What type of content should you create?

Honestly, the possibilities are endless. And most of the content you create, especially content with a great deal of information, can be repurposed and woven throughout your various content channels. It could be a video, podcast, press release, articles, blogs and/or emails. Often infographics, eBooks, whitepapers, courses or free webinars are content-rich, and they are perfect for repurposing.

How do you create these types of content? Creating each piece of content involves specific steps and considerations. Let's look at a few:

- Creating website content: It is crucial to create outstanding written content based on keyword research. Make a clear call to action: what problem do you need to solve for them? Use a tone that resonates with your audience. Be transparent and personal. Ask questions and tell a story that will be appealing and will intrigue them. Ask yourself questions to help understand your audience. Why should these users purchase your product or service? For what reasons should they seek you? Then from these answers, develop content that highlights your answers.

- Writing blogs: Search engines love blogs for so many reasons. Blogs will inform and engage your audience. They help to keep content fresh on your website. They will establish you as an authority. When you write a blog, your tone is essential. Keep it informal and conversational, as if you are sitting across from your readers, enjoying a cup of

coffee. Write about topics that will answer questions or solve problems. Sharing a story will help your audience relate to you. Make sure to add links to other pages on your site, utilize graphics properly sized and tagged, and end with a CTA (Call to Action).

- Social Media: Consistency and value are key to creating highly consumed content for your social platforms. Showing emotion, being human, and piquing interest will give you more traction. Engagement is important!

- Videos: Video content is very important. 85% of internet users watch videos daily, and they tend to build trust faster. Videos also appeal to mobile users.

Before you journey down the road of creating web content, posting on social media, and recording videos, you need to determine your purpose and goals.

Establish obtainable goals by answering the following questions: What do you want your content to accomplish? How do you want your audience to react to the content (purchase, educate or consume?). What content channels do you have up and running currently?

What's the best-performing content on your site or on your platform channels? Review analytics often.

If you do not answer these questions as your first step, you won't know which content pipeline resonates with your audience. Having a strategy is the first step to a solid content marketing plan.

When you can create goals and determine your best channels, only then can you move forward to creating top-notch content.

Does all this talk about creating content make your head spin? Don't despair. I get it. It can be overwhelming at times. We're here to help you succeed and reach your goals. We work together with our clients—as much or as little as they need. Let us help you reach your goals painlessly, with focused guidance and assistance. In our 13th year of business, we'll be here when you're ready.



484-919-0637
www.ptconciergeservice.com
Nickeyh@ptconciergeservice.com

Nickey Hollenbach
 Managing Member