

MARKETING IN UNCERTAIN TIMES

Content Marketing



The first in a series of marketing strategy briefs from Fig Street Marketing Group to help ensure success in an uncertain future.

In mid-March, nationwide stay-at-home orders started rolling out and companies from every sector of business began to grind to a halt. Impact reports conducted in the weeks since have lent insight into the scale of immediate industry disruption and illuminated the immediate need to implement alternative marketing tools.

As traditional face-to-face engagement strategies centered on travel, events and entertainment have been rendered temporarily nonviable, the focus has quickly shifted to digital marketing with a strong emphasis on PR, communications and virtual events.

The common denominator among them is **CONTENT**.

Fig Street Marketing Group is here to put you ahead of the curve. Together, we will gain an understanding of your customers' needs and objectives in order to execute a carefully planned content marketing strategy for all stages of the buying cycle. This will enable your organization to:

- Enhance brand awareness and credibility
- Increase visibility and improve SEO
- Garner attention and generate new leads
- Expand your customer base

What is content marketing?

Content marketing focuses on creating and distributing valuable, relevant, and consistent information as a strategy to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.



Content Marketing Roadmap

Creating content is an investment — Fig Street Marketing Group will make sure you are well-equipped and fully prepared to launch your initiative and will assist you at every stage of the process.



Educate First; Sell Second

At the outset, providing helpful content that educates prospects on their search topics is critical to a successful content marketing strategy. In freely giving them something so valuable that they'd be willing to pay for it, you build trust, which is ultimately your most powerful tool to acquire and retain customers.

Once you have established your brand as a trusted advisor, you can then include sales messages.



Buyer Personas and Buying Stages

Buyer personas are, essentially, fictional representations of your buyers which will help you define your audience and determine how best to market to them by identifying their responsibilities, routines, challenges, questions and the kind of content they'll want to consume.

FSMG will help you develop those personas and take the data you collect to determine which assets you already have for each one and how to prioritize filling the gaps.

Our experts can ensure that you have content that maps to each persona at every stage of the customer lifecycle:

- Discovery
- Consideration
- Engagement
- Advocacy

Then, as your marketing program matures beyond nurturing leads, we will work to implement a comprehensive content marketing strategy that also focuses on post-buy interactions. To make the most of a buyer's lifetime value, you'll need content that engages your audience after they become customers.



Types of content

Content marketing comes in many forms, so one of the most critical planning steps is defining the type of content that best serves your objectives. The form you choose depends on many factors— your audience’s preferences, your industry’s standards, and, of course, your bandwidth and budget.

Some of the tactics we can help you implement are:

- LinkedIn and digital posts
- Dynamic emails and newsletters
- Vlog and video posts
- Case studies, success stories and white papers
- Infographics and interactive content
- eBook solution brochures



Editorial calendar

An editorial calendar is a strategic tool where we will keep track of, coordinate and share upcoming content to help your team execute its customized, integrated programs and ensure that content is being released at the best possible moment.



Program Creation

Once our content marketing experts have guided you through the planning roadmap, it is time to set your content marketing program in motion by:

- Defining your team
- Creating planning documents
- Editing your content
- Designing your content - FSMG’s design experts will walk you through the design process, from initial concept to final proof, to develop a visual presentation of your content that entices people to view it.

Publication and Promotion

Our expert guidance will ensure that your content marketing initiatives achieve maximum visibility from the appropriate audience by carefully planning the locations and timing of its publication and the most effective means of promotion.



Content repositories

FSMG will assist you in the creation of a content resource center, a repository on your company website or an audience/solution-specific portal where you can easily upload, organize, access and share each piece of content you create.



Promotion

Your promotion strategy will depend on your specific audience needs, but the best approach to promotion is a wide-reaching one. We can help you utilize both inbound and outbound strategies.

- **Inbound strategies:** getting your content discovered through search engine optimization (SEO), pay-per-click (PPC) and an easily navigated resource center.
- **Outbound strategies:** promotion of your content using display ads, paid promotions on social networks, and content syndication.



Measure

Content marketing has a reputation for being difficult to measure, which can make obtaining buy-in and support difficult. And content at every stage of the funnel should be measured differently—after all, each stage has different goals. FSMG has eliminated the guesswork by developing a number of effective testing means and using them to help you build content ROI measurement goals for every stage of the buying cycle.

Conclusion

In order to capture buyers’ attention and interest in today’s noisy market, content marketing mastery isn’t just a nice-to-have—it’s a must. An effective content marketing strategy helps your brand engage with potential customers early in the buying cycle and build a relationship with them over time as they move through their lifecycle with your brand.

Fig Street Marketing Group has a team of highly experienced content/digital marketing professionals available to walk you through every step toward your content marketing goals.

Contact us today to get the conversation started!