

# 10 BIG Industries and Their

# CONTENT MARKETING STRATEGIES

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# Chapter 1: INTRODUCTION

## What is Content Marketing?

Just about everyone these days has heard of content marketing. Whether you're selling online or in a traditional brick-and-mortar store, you've probably come across the phrase, "Content is king." But, you might be wondering what exactly content marketing is. Or, you might be using some content marketing strategies already, but you're not sure how to expand.

For those who aren't in-the-know, check out [this page](#) from yours truly to get a better understanding of content marketing. In a nutshell, content marketing is **leveraging content** (which can be anything from your YouTube channel to your email marketing campaign) to market your services and score conversions! Content marketing is about providing valuable information to an audience – not constantly making sales pitches.

If you need a more thorough explanation than the resource page linked above, be sure to check out our guide, [Content Marketing: From Hello to Sale and Back Again](#), which will give you a thorough explanation of content marketing with real-life examples every step of the way.

## The CEM Industries

Recognizing the power of content marketing, Amie Marse founded Content Equals Money in October 2010. Since then, things have been taking off, and we've been able to help hundreds of clients achieve their goals, big and small. In order to maximize our skills, we've chosen to focus on **ten industries**.

These industries are: automotive, consumer goods, education, finance, fitness, food, home living, hospitality, marketing, and real estate. The content marketing strategies that work for these industries vary greatly from one to the next. While there are some elements of content marketing that overlap, some strategies are entirely unique to just *one* industry.

Take, for example, the difference between the consumer goods industry and the marketing industry. The consumer goods industry integrates social media and online point-of-sale systems; no one does this in the marketing industry. Marketing companies, on the other hand, do a great job of creating informative and compelling guides and white papers.

This guide is designed so that you can read it in its entirety; or, you can just skip to the industry relevant to you without missing out on anything. Either way, we hope you find the real world examples included below both helpful and informative!

## Chapter 2: INDUSTRY ANALYSIS

### The Breakdown

Each of the ten industries has seven sub-headings. Here, you will find brief descriptions of those sub-headings:

*Description of Industry:* This section will describe the various types of business CEM serves within the particular industry. For example, in the Automotive industry, we serve: insurance companies, car dealers, auto-related manufacturing companies, etc.

*Content Marketing Strategy:* This section will discuss some of the most effective content marketing strategies that your industry is using, complete with real-world examples.

*Blog Ideas:* Here, you will find different types of approaches to blogging, including specific blog titles, and examples.

*Guide Topics:* This section will discuss ideas for guides that inform, educate, and drive sales. Some suggestions will include specific titles while others might be more conceptual in nature.

*Email Marketing/Social:* This section offers tips on how you can reach out to your audience and engage them, often including examples of successful methods other companies have used.

*How to Pre-Qualify Leads:* Different industries will use different tones to address their clients. Of course, there are many variations in those tones, as well. This section will flesh out those tones for you, citing real examples.

*Proven Results:* Here's where all of the content marketing efforts tie together. This section cites verifiable sources and real data that demonstrate the power of content marketing in your industry.

# Automotive

## Description of Industry

The automotive industry covers a lot of ground. We've written for everyone from car insurance companies to manufacturers who produce car wash facilities! Car dealers, auto websites, car accessory products, and other areas of the auto industry can benefit from content marketing. If your business is auto-related, we can cover it.

## Content Marketing Strategy

- Video is huge for the auto industry. While YouTube might have a more mainstream audience, Vimeo can provide you with a higher quality experience, which is important for an industry that often treats its product's visual appearance as a selling point. Use video to showcase your vehicles or auto-related products. It's all about eye-candy. Who knows, maybe you'll create the next [Cog](#)?
- Also, social media and online trends are going to be your friend. Your dealership might not have sold *that* Land Rover, but if *a* Land Rover was photographed yesterday in some high-profile setting, share it with your audience! This is a great way to capitalize on popular search terms and to quickly disseminate your content (almost effortlessly).
- Be sure to check out this article ([Facebook and the Auto Industry](#)) that provides in depth analysis on how various auto manufacturers are using Facebook.

## Blog Ideas

- Here, your most effective posts will be with the *car-related* topics. Unless *you're* actually building vehicles, it's best to write about memorabilia or great accessories.
- Try writing about road trips, fuel efficiency, car accessories, "How to Create the perfect Roadtrip Soundtrack," etc. You get the idea. By creating car-related blog posts that don't push the hard sell, you can reel in an audience.
- Also, people love their daily dose of escapism. Highlight some of the most luxurious cars in production. Or, focus on the classics, and dig up some rare clippings from old sports car magazines. Think about the car(s) a "trending" celebrity drives. Again, capitalizing on day-by-day trends is great for bringing in traffic.

## Guide Topics

- Car Maintenance at the 25k/50k/etc Stage
- How to Spot a Lemon
- Buying a Family Car
- Guides in the automotive industry should be practical and informative. If you write them well, they will naturally help boost your sales because you'll gain a reputation for being trustworthy. There's no need to go over-the-top in trying to get the sale.

## Email Marketing/Social

- Be sure to stay in touch with previous customers through email. Create lists, and know when each customer might need certain services performed. Reach out to them a couple weeks in advance. Also, use this opportunity to share your blog, Vimeo page, etc. with them.
- Poll your customers/blog audience to figure out what kinds of maintenance issues are important. Polling is made [easy on Facebook](#), and is a great way to gather data, and create original blog posts.

## Proven Results

The auto industry has gotten serious results from content marketing – just dig into the above resources for the evidence! We can't recommend the [Mashable Infographic](#) enough. Those figures have only gotten even *more* impressive since February 2011.

## How to Pre-Qualify Leads

- Language: The language used by the auto-industry is all over the map. The current [Ford Mustang page](#), for example, reads “Deep down, you know you want to.” Ford also offers an interactive and fun way to “Customize Your Mustang,” that integrates Facebook. The Mustang is a fun and engaging product. The [Ford E-Series Van](#), however, is all business. “Always On the Job,” reads the front page. The page shows the van on a construction site, uses a more serious tone, and does *not* offer any social media integration.
- Frequency: [70% of car buyers](#) are searching the web for info before making a purchase. Oftentimes, they'll spend 18-19 hours searching (same source). *You* want to catch them at the right time. Share content with browsers during lunch hours and during the evening in order to turn those prospects into leads.
- Platforms: The auto industry is jumping on board with social media. This [Infographic from Mashable](#) is a little dated (Feb 2011), but still shows some *very* impressive figures. It's becoming increasingly easier to track your audience's engagement with social media, and determine whether or not they're sale ready.



# Consumer Goods

## Description of Industry

“Consumer goods” covers a lot of ground, and is definitely an industry where we have some experience! From boutique skin care products and designer shoes to home theater, we’ve covered it. If it’s tangible, and somebody wants it, it’s probably a “consumer good.”

## Content Marketing Strategy

- Blog with a focus on being a resource. Check out [Gluten Freely](#), [Table Spoon](#), [Homemade Simple](#), [Makeup.com](#) (by L’Oreal) for great examples. (*These blogs and more found at [this page](#).*)
- In addition to blogging, don’t leave out video tutorials (if applicable to your product/industry). This can be a great way to generate excitement and buzz around your product – especially if it’s unlike anything ever made before.
- Integrate social media with your site a la [Levi’s](#). The jeans company does a fantastic job integrating Facebook ‘Like’ buttons and other tools with their product pages. Though it’s much more common today, Levi’s was one of the first companies to ever do this. The article beyond the link above is definitely worth the read!

## Blog Ideas

It’s okay to highlight your product and its uses, but focus more on offering resources that relate to your product. If you sell perfume, for example, write about ‘how to get ready for the perfect date.’ If you sell t-shirts, write a ‘fashion tee icon of the week,’ post.

Remember, content marketing is about providing valuable information. With posts like these, you’ll come to be seen as authentic. When customers *are* ready to buy products, they’ll remember *you* – in part because of your great blog posts!

## Guide Topics

- Focus on turning your customers into *repeat* customers by reminding them of why your product is indispensable. If you sell wrapping paper, write a guide like: How to “Eliminate Excess Wrapping Paper from Your Life!” In a fun way, you can show people how they can consolidate their scraps, put them to good use, and then start over fresh by purchasing from you.
- Remember, a guide isn’t supposed to be a brochure for your product. Rather, you can use guides to enrich your customers’ lives. Also, think about tucking away discount codes at the end of guides. They can act as little rewards for readers who consume all of your content.

## Email Marketing/Social

- Buying decisions and social media/online influence are [linked now more than ever](#). Make sure you integrate the two processes.
- Collect email addresses and info on your customers so you can effectively market to them via email..

## Proven Results

[P&G cuts 1600 jobs](#) with the belief that content marketing will sustain them. One thing's for sure: P&G isn't making the job cuts because sales are dropping. They're making job cuts because sales are staying steady *and/or increasing* without the costly labor of those 1600 people! Why aren't *you* using content marketing?!

## How to Pre-Qualify Leads

- Language: More so than other industries, the language used to address a “consumer goods” audience can really run the gamut. The language used to sell high-end goods will focus more on quality, service, and craftsmanship. There's no need to talk about sales or discounts. (In some cases, they might even be a turn off.) However, if your customers are looking for a bargain, your language can lean more toward persuasive sales copy.
- Frequency: This will vary from company to company. Find out when your audience is most likely to shop online, and target content release for those times. “Consumer goods” on the whole tend to be at a greater advantage here because people are *always* shopping online!
- Platforms: As always, go to the platforms where your customers are. It's hard to make a generalization with an industry this varied, but chances are good that you'll find your audience on the standard social media platforms (i.e. Facebook, Twitter, etc.) Also, don't forget about the power of sharing product demos on YouTube. Check out [this case study](#) on Dynamighty Design, a company that gets **45%** of site-referrals form YouTube, and converts **50%** of those referrals to sales! Wow!



# Education

## Description of Industry

Whether you want to boost your school's static site content, or whether you sell textbooks, content marketing can help get you there! Check out the great ideas and examples we have below.

## Content Marketing Strategy

- [25 Great Websites](#) is a must read for any school (community college to Ivy Leagues). Browse through these 25 sites and you'll start to see that a lot more could be happening on your website than you ever thought!
- Chances are, if you're in the education industry, you're targeting young people. Social media is here to help. Be sure to use Facebook and Twitter, which will be much more effective with your audience than an email marketing campaign. Here's a great [Infographic](#) on the subject.
- However, email marketing *is* likely to be a valuable way for reaching parents, who are likely going to be paying in part or in full for your services. [Forbes can help you strategize.](#)
- Here's another great resource on education and content marketing: [Edudemic](#).

## Blog Ideas

- Focus on your audience's needs – not your product.
- For example: 4 Key Studying Tips, Creative Study Environments, What *Not* to Do in the Library, From Average to Genius (a post on geniuses that mostly failed their way through school).
- Also popular for academic institutions is letting your students blog and be your voice. [Cornell](#) does a great job with this blogging style.

## Guide Topics

Potential guide topics include:

- The Secret to Effective Speed Reading
- How to Select a College
- Guides related to your town/your town's college life.



## Email Marketing/Social

Check out the [Facebook page](#) for MICA (Maryland Institute College of Art). This small school has fewer than **1,900** students (undergrad and postgrad combined), but runs a terrific Facebook page with well over **6,200** fans at the time of writing. Plus, they even update regularly throughout July – the deadest month in higher education!

## Proven Results

Want to see the results of content marketing in the education field? We haven't seen any website that collects it all more definitively than [Vertical Measures](#). Sift through these blogs and websites and see the incredible results people are getting with their education marketing efforts!

## How to Pre-Qualify Leads

- **Language:** Language in the education industry tends to be more formal than other industries. Textbooks, courses, and facilities will usually take on a more business-like tone. However, that rule tends to break down with the actual higher education institutions themselves. Many colleges and universities are developing a more “hip,” student-friendly persona in their language. Take Biola University's [undergrad website](#), for example.
- **Frequency:** Students are more likely to be browsing later in the evening and into the night. However, if you're targeting more professional institutions/companies, stick to business hours with your blog posts and social media output.
- **Platforms:** Businesses in the education industry will definitely want to consider their own blog. Also, Facebook is critical for connecting with students and other businesses and organizations.



# Finance

## Description of Industry

Our writers have covered everything from tax law to bankruptcy to budgeting. Whether you offer legal services, banking services or something else money-related, content marketing can help you do it better!

## Content Marketing Strategy

- Apps are huge for the finance industry. While you might not be up to creating something as powerful as Mint.com, you can probably create something simple, and useful. Take the [Fifth Third App](#), for example. Many finance industry “apps” are nothing more than glamorized mobile-friendly web pages – an extremely cost-effective approach. If you’re worried about security and risks, you can always choose to make your app read-only.
- Finance is probably *your* passion. But for most people, it’s not exactly a *fun* subject – just something that has to be addressed. However, that doesn’t mean your strategy has to be boring. Good content marketing can make other people as excited about finance as you are. Just take [Mint.com’s Twitter profile](#), for example.
- Use Infographics to make complicated financial processes easy to understand. Take [this Infographic](#) from Movoto, for example.

## Blog Ideas

- Of course, money-saving tips are popular.
- However, no one is making you stick to finance. Consumers who are interested in your finance-related blog are also probably going to be interested in general value-oriented posts. Take this one from Mint.com: [How to Get Better Service From Your Cell Phone Company](#).
- Other blog posts can make complicated subjects easy to understand: What It Takes to Get Qualified for a Loan, Where Your Money Goes When You Invest in Mutual Funds, etc.

## Guide Topics

Potential topics include:

- How to Develop a Budget
- Creating Financial Goals & Meeting Them
- Strategizing for Your Retirement
- How to Deal with Credit Card Debt
- How to Plan for Your Child’s College Education
- How to Invest in the Stock Market

## Email Marketing/Social

- Again, don't forget about your apps.
- Also, email lists work well with the financial audience. You're already emailing statements and updates, right? Why not tack on friendly advice and highlights from your blog in your emails?

## Proven Results

To see results in action, check out [5 Financial Firms Doing Content Right](#).

## How to Pre-Qualify Leads

- Language: As a part of the finance industry, your language needs to be professional. You will *probably* opt to use language that sounds like a friendly, neighborhood bank/institution. Check out [the about page](#) of this Elizabethtown, KY bank to see what we mean. Formatting aside, it's a good page of copy.
- Frequency: Two great times for you to jump in is when spending increases or an institution in the area fails. Also, target your leads when they're likely to be working on their personal finances. (Shoot for Sunday afternoon.)
- Platforms: The finance industry has to be extra careful about security. However, your *content marketing* efforts can take place anywhere. Bank of America has a [great Twitter page](#) that [CEM loves](#). They use it to respond directly to every Twitter complaint – a powerful testament to the quality of the company!



# Fitness

## Description of Industry

Gyms, weight loss programs, exercise regiments and products, and motivational coaches are all benefiting from content marketing. In fact, the fitness industry has been one of the most successful industries in content marketing. Fitness programs jumped into the blogging scene well before many other industries, and they haven't let up since!

## Content Marketing Strategy

- There are a ton of great fitness-related apps out there: [MyFitnessPal](#), [iMapMy](#), [Nike Training Club](#).
- Fitness blogs are hugely popular. Use them to inspire your clients and to gain new ones.
- Share video testimonials from your customers.
- [The Content Marketing Institute](#) has a nice write up on *Experience Life* magazine by Lifetime Fitness. Definitely check this one out if you're in the health and fitness industry.

## Blog Ideas

- Create a series/challenge blog. XX Days of Doing [activity] to Get [result], How to Get Motivated, share inspiring stories.
- Keep blog posts and titles concrete and realistic in order to be truly effective.

## Guide Topics

- You probably have some kind of workout program or product. A guide can be a great way to offer content to mid- and late-stage buyers that goes beyond the content found in the blog, but doesn't give everything away for free.
- Other ideas: 7 Ways to Healthy Living, 4 Critical Elements of Any Workout, How to Ramp Up Your Workout Over 8 Weeks.
- Fitness is driven by results. Integrating numbers and specific timeframes in your titles will help draw attention.



## Email Marketing/Social

- The fitness audience is hungry for content. High quality content is definitely king in this industry.
- Your audience will desire to connect with others who are searching after the same fitness goals. Create a forum for your website and/or encourage discussion on a Facebook page.

## Proven Results

The fitness industry's hard work and leap of faith into content marketing is paying off. To get the same results, check out this [blog post](#) from 7-Figure Sam.

## How to Pre-Qualify Leads

- Language: Language often capitalizes on “explosive” adjectives with gyms and workout programs. However, diet/weight loss can be more personal in nature. To see a great example of the latter, check out <http://fit2fat2fit.com/>.
- Frequency: The fitness industry thrives on regularity. Staying in stride, your content marketing efforts *have* to be consistent. Wait on pushing your hard sell for times when people may feel a strong urge to get help (after overeating during the holidays, for example). Otherwise, market with a steady frequency, offering your services like a reliable friend who wants to help and support.
- Platforms: The fitness industry has done a *great* job integrating social media. People who are dieting and losing weight love having the support of others, which can be found through Twitter, Facebook, and forums. Focus on these platforms, linking back to content on your blog.



# Food

## Description of Industry

The food industry covers everything from restaurants to food manufacturers to meal planners. Our staff has written on a variety of food-related topics, and we've picked up a few things along the way...

## Content Marketing Strategy

- Food is so visually oriented, which makes Pinterest perfect. See [Whole Foods](#) for a great example. Also, consider adding a Flickr photostream to your website.
- Take advantage of all of the popular food-related TV shows that “trend” on Twitter. Jump into the conversation with the foodies!

## Blog Ideas

- Great blog ideas include: recipes, cooking techniques (incorporate w/ video), flavor combinations, unusual foods, cultural highlights, food-related world records, and more.
- For an example of a great food blog, check out the [Amoretti Blog](#) (one of our clients).

## Guide Topics

- Create cooking guides that target specific demographics: college (no kitchen), single, working couple, family with small children, couples with lots of time (retirees).
- Topics like How to Cook a Meal in 20 Minutes are always a hit.
- Also, think about information that isn't directly related to your product. If you sell olive oil, then you might write a guide like How to Grow Your Own Herbs.



## Email Marketing/Social

- Remember Pinterest! Also, you're sure to find fans on Facebook and Twitter.
- If you're a small restaurant, you might consider marketing yourself with mobile-based deal apps like [Scoutmob](#).

## Proven Results

Want to see content marketing at work for the food industry. Check out CEM blogger Renée's post on [Kraft Foods](#). Now, *those* are results!

## How to Pre-Qualify Leads

- Language: You need writers who understand the language of food. It's important to speak with authority on flavors, preparation methods, and pairings. Whether you're targeting a business or a consumer, having the proper terminology is key. That being said, B2B and B2C language is going to [differ dramatically](#). If you're a B2C company in the food industry, you have more room to play with your language.
- Frequency: They say you should never go to the grocery when you're hungry because you'll buy too much. If you're the grocery, get them when they're hungry! That's to say, you'll be the most effective at pre-qualifying your leads when you catch them while they're hungry. If you sell meals, for example, put your best content out there on Sunday afternoon when people are planning for the week. If you're a restaurant, people may be thinking about weekend reservations on Wednesday and Thursday.
- Platforms: Instagram is a great platform for food. Also, Facebook is a great way for restaurants to reach potential leads thinking about their next meal. Check out [The Wild Cow's](#) Facebook page for a great example.



# Home Living

## Description of Industry

Because “home living” often overlaps with “consumer goods,” it’s important to differentiate yourself by being sensitive to customers’ interests. In other words, focus a little less on product, and a little more on lifestyle. Whether you’re selling potpourri or renting furniture for entire neighborhoods, content marketing can help you do it more effectively!

## Content Marketing Strategy

- Pinterest is huge for this DIY, arts and crafts crowd. [This blog post](#) highlights the top 20 Pinterest pages, including the percent of pins that are the company’s content. [Etsy](#) has the most-shared pins, with 3.5% of total pins being actual Etsy content. [Martha Stewart](#), however, only has 0.8% of pins accounting for actual Martha Stewart content. Clearly, home living is dominating Pinterest!
- Informative blog posts are going to be your most effective strategy. The home living industry has to “compete” with the small-time bloggers out there who offer fantastic content. In order to get an audience, your content is going to have to be outstanding!
- Reach out to customers’ interests even when they don’t *directly* relate to your product. We’ve talked a little about this in other industries, but it’s huge for home living. If you sell handcrafted barstools, for example, write plenty of blog posts about artisan cocktails!

## Blog Ideas

- Pinterest is huge for this DIY, arts and crafts crowd. [This blog post](#) highlights the top 20 Pinterest pages, including the percent of pins that are the company’s content. [Etsy](#) has the most-shared pins, with 3.5% of total pins being actual Etsy content. [Martha Stewart](#), however, only has 0.8% of pins accounting for actual Martha Stewart content.
- Informative blog posts are going to be your most effective strategy. The home living industry has to “compete” with the small-time bloggers out there who offer fantastic content.
- Reach out to customers’ interests even when they don’t *directly* relate to your product. If you sell handcrafted barstools, blog posts about artisan cocktails!

## Guide Topics

Potential Topics Include:

- Your 10 Day Plan for Gardening
- How to Remodel Any Room for Less than \$500
- 50 Uses for Mason Jars
- How to Create Your Own DIY Craft Haven

## Email Marketing/Social

- Integrate your blog with your email list to drive traffic. This can be a great way to get your blog content out to the readers who aren't clicking over to your site on a daily basis.
- Facebook, Pinterest, and Twitter will be invaluable resources as well. Keep it visual; keep it fun.

## Proven Results

One of the most famous examples of home goods success in content marketing is the website [Design Sponge](#). [This article](#) highlights founder Kate Morrell's incredible story!

## How to Pre-Qualify Leads

- **Language:** Language is so important for home industry. Generally speaking, 30-60 year old females are your target audience. This crowd responds well to empowering, DIY-language. *Your* target audience could vary. Some customers might be more concerned with cost than others, meaning you'll need to focus on segmenting your leads. For example, approach customers on DIY sites and boards with value-oriented language; approach customers who aren't concerned about money with more of a focus on quality.
- **Frequency:** As always, you want to target your leads while they're online. If your demographic is largely stay-at-home moms, then mid-/late-morning might be best. If you're trying to reach 18 year olds shopping for their dorm, marketing late at night might be more effective. Frequency is going to vary a lot depending on your company and product.
- **Platforms:** Pinterest, Instagram, and other visually based platforms are crucial. Of course, you'll also want to provide customers with a way they can share your content. Facebook and Twitter presence is a must.



# Hospitality

## Description of Industry

The hospitality industry includes bed and breakfasts, hotels, motels, etc. We've also written for spas and other services that fall under the hospitality industry umbrella.

## Content Marketing Strategy

- You can't reach *everyone*, so consider who exactly your business is trying to reach: road warriors, vacationers, families, business travelers?
- Great resources [here](#) and [here](#) (Digital Marketing Sherpa).
- Allow wedding websites, corporate event sites, etc. the option to easily integrate with your site. Maybe even consider hosting a basic webpage for them on your domain. Marriott does a great job of [integrating with WeddingWire](#).

## Blog Ideas

- Interview staff and managers to make your blog more personable.
- Tell success stories about guests (the Ritz-Carlton [does this](#) very well).
- "Travel tips" and "local picks" are always good, but make them worth reading. Your audience will see through shallow and poorly researched posts. And, chances are, *really good guides* have already been written. Make sure you have an angle so that your content is valuable!

## Guide Topics

Potential Topics Include:

- Choosing a Hotel
- Making the Most of Your Stay In [your city]
- Share all the details about your rewards program with a sales pitch at the end.



## Email Marketing/Social

- Integrate with [Google Places](#). Also, stay on top of mobile map trends. This area is growing rapidly, and the businesses that are on the ball will be set up for success.
- List your business with all of the major map/hospitality mobile apps.
- Pinterest and Flickr presence is key. Not only can you add your own images, but you can be a part of the conversation. Customers will definitely be putting up pictures. Have a presence so you can say something about them – even if it's just a little 'thank you'!

## Proven Results

The hospitality industry has gotten great results from content marketing. If you're still on the fence, here are [30 reasons why you should come on over!](#)

## How to Pre-Qualify Leads

- Language: Your writing and voice should be united, but have several different faces. Even if you target one particular demographic, you'll inadvertently attract the attention of other demographics. (For example, you target road warriors, but get the occasional family passing through on their way to the beach.) Be prepared with email templates and a few resources that cover all of your bases for when you need them on the spot. For the most part, however, your language will focus on *one* type of ideal customer who values a few things (convenience and professionalism; luxury and service; value and price).
- Frequency: Your biggest efforts should target people before the travel season starts in your area. Lock in reservations when people are planning their trips. Also, having a presence with apps like the one from [Hotels.com](#) can allow you to advertise to customers when they're most desperate – on the road!
- Platforms: Apps, Google Places, Facebook, and Twitter are *all* beneficial for the hospitality industry. That being said, you can't do it all. Choose two or three that will work best for you, and give them your full attention.



# Marketing

## Description of Industry

We work with a variety of marketing firms who handle clients in *all* industries. Really, you wouldn't believe the different businesses that our staff writes for on a daily business in conjunction with our marketing clients! For marketing companies, it's important to market *yourself*! You're busy handling other clients (we know!), but make sure you make some time to market your own firm. Or, [insource it](#).

## Content Marketing Strategy

- As a marketing company, there's a lot of pressure on you to have fantastic content marketing. Of course, you'll want to have a presence with the basic social media platforms: Facebook and Twitter. Check out this [Infographic](#) on social media with B2B companies.
- Focus on telling your story. [Proof Branding](#) does a great job with this. This marketing/branding company consistently posts great material that tells their story. Key part of marketing, right?
- You can even create a YouTube channel to help tell your story. Share what you're doing with clients; or, conduct mini-interviews on a weekly or monthly basis.

## Blog Ideas

- As a B2B company, you can focus more on the rational/pain point-driven approach, and less on the emotional side of blog writing. Focus on concrete examples in your blogs.
- Highlight your successes with previous clients. Show how you took a company from point A to point B. There's no need for a hard sell push here. The story will push the customer on its own!

## Guide Topics

Potential Topics Include:

- How Social Media Can Boost Your Sales
- How to Create Compelling Content
- 37 Blog Posts to Get Your Content Marketing Started



## Email Marketing/Social

Definitely get an email list up and running. Integrate your blog with this list. You may even feature different blog posts in your email list based on the size and/or industry of each recipient. Your email list can have several different versions, all slightly different from one another.

### Proven Results

Here's [one CEM example](#) of how a content marketing strategy can drive results for you!

## How to Pre-Qualify Leads

- **Language:** When you're marketing about marketing, your language has to show that you really know your stuff. CEM, for example, uses a friendly tone, but we also use our blog and social media to show that we know business. You might be interested in a similar tone, or you may be *all* business. Your voice will largely depend on the type of business/industry you're trying to reach.
- **Frequency:** Keep your posting limited to business hours. And, for marketing purposes, just assume that nothing posted after noon on Friday will be read. This article can help you figure out exactly [when to post](#) to Facebook and Twitter. For Twitter, shoot for 1-3 pm, Mon-Thurs. Facebook: 1-4 pm, mid-week.
- **Platforms:** That being said, Facebook and Twitter will most likely be beneficial to you. Of course, you'll want to have your own company blog as well. Developing yourself on Google+, and answering questions on Quora are also great ideas.



# Real Estate

## Description of Industry

The real estate industry (like the fitness industry) caught onto content marketing early. Independent realtors and major real estate groups alike are finding their efforts to be profitable.

## Content Marketing Strategy

- The real estate industry does a great job of putting barriers up around their content/services. “Want a free consultation? Email us with your name, phone number, address, and zip code.” “Want our guide on Buying a House in Fill-in-the-Blank-City? Tell us where you live, how much house you want, and what your housing budget is.” The possibilities here are endless.
- The Content Marketing Institute [has this to say](#) about the four different types of content you should create as a real estate company. This one is a *must-read!*
- There’s a great point under “No One Cares About You” in [this blog post](#): Consumers searching for homes ask Google *very* specific questions. “Over 50% of all the searches that happen on Google happen once and never happen again.” Make sure you use a variety of key terms (even at the risk of sounding repetitive) in order to snag all your potential leads.

## Blog Ideas

- See [the Zwillow blog](#) as a great model. Check out their post, [5 Tips for the Final Walk Through](#). Note how easy it is to read this post because of all the bullet points.
- Some of your posts should simply be entertaining. Take Zwillow’s [Mel Gibson’s Former Greenwich Home Hits the Market](#) as an example. However, this post doesn’t just read like a gossip piece. The writer ties in information that is relevant to the average homebuyer: estimates on Gibson’s mortgage payment.
- Instead of loading your blog with SEO, focus on landing pages that are SEO-heavy that point readers to your blog.
- For more information on real estate copywriting, be sure to check out [this post](#) from CEM blogger, Andrew Glasscock.

## Guide Topics

Potential Topics Include:

- How to Buy Your First Home
- Choosing a Real Estate Agent
- Determining the Value of Your Home

## Email Marketing/Social

- Pinterest is perfect for real estate. Again, Zwillow does a great job with [their Pinterest page](#).
- Also, use email marketing to follow up on leads that have expressed interest in buying or learning more information.

## Proven Results

What better proof than this article from Christine OKelly, [How This Local Real Estate Agent Closed Millions in Sales With Smart Content Marketing?](#)

## How to Pre-Qualify Leads

- Language: Like the other industries, most real-estate companies target customers with a variety of backgrounds and interests. Your language for selling a couple's first home is going to be different from the language used to sell a Victorian mansion. You definitely need completely separate email-marketing campaigns. Also, it's crucial to segment your blog so that the different leads know exactly which pages are meant for them.
- Frequency: Sunday is **the** day for real estate (but, you already know that). Posting throughout the day on Sunday is crucial. Some people may want to plan out their weekend visits late in the week, so rev up your social media frequency later on in the week.
- Platforms: Twitter and Facebook are the most effective ways to nurture real estate leads. To begin your relationship, have a strong presence on the major real estate directory sites (where you're likely to be initially discovered): [Rentals.com](#), [Zwillow.com](#), [Realtor.com](#), [Trulia.com](#).



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## Chapter 3: CONCLUSION

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We hope you've come to see how content marketing can help just about any industry. Occasionally, we will write for industries outside of these big ten. However, we only advertise ourselves in these ten industries because we believe that by staying focused we can deliver better content for *you!*

Of course, many of these strategies can be implemented by you or someone on your marketing team. However, if you feel in over your head, or you'd rather free up your time and just let the professionals take care of things, don't hesitate to give us a call!

We'll even give you a free consultation and your first 1,000 words free just for reading this guide. Also, re-writes are on the house. *Always.*

Let's start talking today about your business's future in content marketing!



# ABOUT

Content Equals Money is a content writing service that serves a wide variety of clients with top-shelf, sharable content. We cater to SEO marketing agencies as well as small business, providing content marketing strategies applicable to many fields. Whether you need content for yourself or content for your clients, Content Equals Money is the insource writing service to suit your needs!

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From beginning to end, this guide is a little over 7.5k words long; it would cost you roughly \$900 from start to finish, formatting included.

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