



# Conquer the World (Wide Web) With Content Marketing

# Introduction

**F**or businesses looking to stake a claim in the modern world of marketing, the task can seem daunting. There are reams of literature out there on the internet and elsewhere that speak to the efficiency of many different methods when it comes to getting the customer's attention, but the influx of information about marketing itself can be enough to stymie your campaign before it even starts.

If you've been overloaded with information about marketing, you're not alone - and the sheer influx of information on marketing is analogous to the incredible amount of information on products and services out there. If you're feeling overwhelmed as a marketer, consider the state of your potential customer; every click they make with the mouse presents them with thousands of informational bits and bobs about any number of products. How does a modern business manage to differentiate itself from the competition, capture the customer's attention, and then keep it?

You've likely heard the phrase "Content is king" enough by now to relegate it to cliché

status - but what does it actually mean? For B2B businesses, the reign of content marketing is getting stronger than ever - and the statistics don't lie.

According to the Content Marketing Institute, nine out of ten B2B businesses surveyed were using content marketing as part of their overall marketing campaigns - and this was back in 2010. Fast forward to 2012, and the effect that content marketing is having on modern businesses is clearly only getting stronger:

- Content marketing uptake is high across industries, with no single industry reporting less than a 70% adoption rate;
- 60% of companies who are already employing content marketing are looking to up their content marketing budgets over the next 12 months;
- Marketers, on average, spend over a quarter of their budgets on content marketing initiatives;
- On average, B2B marketers employ eight different tactics to reach content marketing goals.

Perhaps it's even wrong to suggest that content is merely king - clearly, the statistics are pointing to an empire of content marketing, slowly making its way into the minds of marketers and consumers everywhere. In short, if your business isn't joining the leagues of content marketers, you're losing out on what is a swiftly growing requirement for businesses with big and little budgets alike.

# What is Content Marketing?

Content marketing is a way of marketing to the consumer by initiating a conversation, rather than trying to push the product. To illustrate, envision the typical commercial techniques employed by a used car salesman - generally these commercials are loud, somewhat obnoxious, and constantly reinforce the greatness of the product (in this case, used cars) over a thirty-second sound byte.

Other than information about where the dealership is located and what sorts of cars are up on the block, the used car commercial isn't particularly informative. It simply lets the consumer know that a business exists and the business sells cars. This form of advertising is commonly known as "outbound" marketing, as the conversation is strictly one-way. The business is talking to the consumer, who can either respond by watching the commercial, or changing the channel.

And in today's modern world, more and more customers are opting to change the channel - according to a recent infographic, nearly 86% of people skip television ads. Other forms of outbound marketing can

include radio ads, print ads, ads placed as banners on websites, and direct mail. None of this advertising allows the customer to respond - they can either accept the advertising as it is or back out.

Ever since Google revolutionized our lives, the face of marketing has been changed for good. Previous to the internet and search engines becoming a household staple, the only ways for customers to get information about products was through one-way advertising methods, or the occasional print magazine like BusinessWeek or Consumer Reports. But with Google in hand, the customer now has much more control.

In the modern world, there's no need to rely on television ads for information. If a customer wants to know about a product or a service, there's a wealth of information out there on the internet - customers can scope out reviews on sites like Amazon or Yelp, and research on businesses through the Better Business Bureau is just a click away. Smart customers know this - and don't fall for the same "buy, buy, buy!" mantra that was the bread and butter of advertising methodology for

so long.

Content marketing, on the other hand, is part of a swiftly growing trend that has been dubbed "inbound marketing" - that is, methods of marketing that invite the potential customer in to start a conversation about products or services. Content marketing is all about information sharing - and in a world hungry for statistics and case studies, information makes a very powerful impact.

Content marketing can include blogs, white papers, podcasts, vlogs, articles, ebooks, infographics, and more. The idea is to spread information about products and services around with the aim of educating the consumer rather than simply flooding their mind with advertisements enticing the consumer to buy.

Content marketing also includes social media methods - if you check out your favorite bookstore's Twitter feed, or you "like" your local garden nursery's page on Facebook, you're getting involved with that business' content marketing methods.

Think of it as the difference between

a caveman and a chef. In traditional outbound marketing, the advertisements seek to “bludgeon” the consumer - essentially, hit them so hard over the head with persuasive and expensive advertising that they become dazed with product jingles and lurid images. Eventually, the advertising caveman hopes that the constant flood of commercials will permeate the consumer’s mind and make them stay in the cave of sales.

On the other hand, content marketing is analogous to your company cooking up a huge, delicious feast of information - and then leaving the door open for anybody who thinks the food smells good to wander in. Nobody *has* to follow a Twitter feed on a product - but a potentially interested consumer who’s looking for information on that product might very well decide to see what the industry leaders are Tweeting about.

If you’re selling widgets and you have a blog on widgets that is informative and entertaining, a consumer who’s shopping around for widgets will likely stop to give your blog a second look. Or a third. Or a fourth. They’ve caught the scent of your content marketing feast and are interested - and this is known as a lead.



# Does Content Marketing Work?

You've likely noticed that the major difference between outbound and inbound marketing methods is information and real-time interaction. But how does content marketing actually work to up the conversions and exposure of a business? After all, a television commercial can appear in thousands of households daily, while a blog might only attract a few viewers.

The idea behind content marketing is that its reach is not just limited to the interaction between business and consumer. The reach extends much farther - if you post a great blog on widgets and then Tweet about it, others who are interested in the information will pick up the content and syndicate it on their sites - content is spread through social media outlets like Facebook and Twitter; it is collected by news aggregators like Reddit.com; it is re-syndicated on blogging sites like business2community.com; it is bookmarked by Delicious. Content has great potential to go "viral" - that is, become information shared by hundreds



and thousands across the web.

Another major mark in the favor of content marketing is how very affordable it is - it has been estimated that inbound marketing costs 62% less than outbound marketing methods, and has great potential to have incredible reach.

To put this in real numbers, consider this: Gary Davis Media, which specializes in television advertising for small businesses and professionals, estimates that the production and airing of a 30-second national television commercial costs around \$500,000.

Compare this with the cost of having a blog or opening a Twitter feed or producing a white paper and you'll see where the difference lies. Content marketing allows you to get the word out while keeping your wallet closed.

As for the actual effectiveness of content marketing, we'll let the statistics speak for themselves:

- 57% of companies with blogs report acquiring at least one customer through this channel;

- 57% of companies report acquiring a customer through LinkedIn;
- 48% report customer acquisition through Facebook;
- 42% report customer acquisition through Twitter.

Content marketing. It's affordable, and it works.

## How Do I Make it Work for My Business?

The tricky area with content marketing is going about it in the right way - generally speaking, opening up a blog and then posting to it once a month isn't going to cut the mustard where customer acquisition is concerned. It's not just about pumping as much wordage as you can out there into the wilds of the internet - it's about creating a carefully crafted campaign that will be able to help you become the informational resource that the consumer is looking for.

Content marketing is all about the campaign - that is, the assimilation of information relevant to your product



and service and then distributing that information in appropriate amounts. To go back to the feast analogy, if somebody comes into your kitchen and asks to try the potatoes, you don't want to drop a chicken dinner in their lap. Providing the right amount of information at the right time is key to making the content marketing king work for you - get him off his throne and make him do it!



# Working With the SEO Writer

Those who have been convinced by the power of content will next need to make contact with an SEO writer that fits the bill. What are the differences between traditional copywriting and SEO writing? How do you judge who's a true expert and those who are simply waving keywords at your clients?

Like many other professions, writing encompasses many different skill sets and focuses. A journalist isn't a novelist. A poet isn't a grant writer. You're likely aware of the fact that not all writers are created equal - but what really makes an SEO writer worth their word count?

In order to truly make content king of your site, you need to work with an SEO writer who understands what SEO is. SEO writing isn't just about making your content sound good - even though that is certainly part of the job - and it's not just about cramming your copy full of keywords.

Your SEO writer should be attuned with your needs and wants. To learn more about what you should be looking for in

an SEO writer - and what SEO writers will be looking for from you - read on!

## Organics Vs. Paid

To start with, it's important to understand the importance of SEO in real terms to learn about what you should be looking for in your SEO writer. In recent years, SEO has become more important than ever - and if you've been on the internet and not under a rock (or at least under a rock with an internet connection) you've likely been bombarded with the buzz regarding these three letters. But what does it mean?

A study done in 2011 by User Centric sheds some interesting light on the situation. It was discovered that when study participants were asked to do specific searches on Google or Bing, only 91% of them focused on paid ads. 100% of the participants focused on the organic content of the sites - or the actual information on the page.

While this might not sound like a revelation, it *does* underscore the importance of having content that is both SEO-focused and readable.

People have learned how to tune out paid banner ads, just like television watchers often flip channels during the commercials. Five years ago, the clickthrough rates of paid banner ads was relatively high - but those who have been surfing the internet for years are learning how to quickly discern what is outright advertising and what is not. Relying solely on Google AdWords or banner distribution ad services like AdRoll doesn't have nearly the ROI (return on investment) that it used to have.

This isn't to say that traditional modes of internet advertising are bunk - it's a good idea to spread your advertising strategy across many different sectors and attempt to reach the consumer in as many ways as possible.

However, the fact that 100% of participants in the User Centric survey paid attention to the actual organic content of the websites is big news. Web surfers are "turning off" their minds when it comes to paid ads. But they're paying attention to what's on your site.

If you're spending thousands (or even hundreds) of dollars a month on paid banner ads, PPC campaigns, or

any other traditional paid method of online advertising, you're missing out on 8% of the web surfing population. Additionally, even those who *did* pay attention to the banner ads were also looking at websites for information. Why pay more for advertising methods that are less effective?

The end point: the content on your site is important, period. No matter how much money you're spending on other advertising methods, paying attention to the content on your website is more important than ever.

## Is This News?

Reiterating the importance of having good content on your website might sound like being told that it's a good idea to breathe air. Of *course* you want the actual organic content on your site to be good - it's like a handshake with the customer. If your copy is riddled with mistakes and is uninformative, people will go elsewhere for a better viewing experience.

But what's often overlooked is the saliency of the copy on your website as an advertising mechanism. When most people think "sales copy," they

envision writing that's akin to a pressure sales - think the overbearing used car salesman in a plaid suit running down the dubious consumer. (Or, at least, the print version of the salesman.)

The truth of the matter is that making your organic web copy educate the consumer and also act as an advertising mechanism doesn't have to be overbearing. This is where the beauty of SEO comes in.

SEO is a big deal to online businesses because it offers an opportunity to advertise without looking like you're advertising. SEO on the organic content of your page will advertise subtly if used correctly - by utilizing keywords and other unobtrusive methods to gain the attention of search engines like Google.

This is the reason why content is king. Good content can boost your business up by both acting as free advertising (after all, it doesn't cost a dime for Google to pick up your website through search results) while also providing the consumer and informative and engaging platform to interact with your products and services.

The key to making this happen?  
Your trusty SEO writer.

## Are Keywords the Key?

Most people associate SEO writing with keywords. It's true that this is part of the story - but not all of it. If you cram your site content full of keywords in hopes that Google will reward you with a front-page viewing, you will most likely be disappointed with the results.

In fact, Google actively penalizes sites that participate in what they call "keyword stuffing." An example of keyword stuffing can be seen below:

*"Our site sells the best Halloween candy for Halloween. If you're looking for Halloween candy that will make your Halloween the best Halloween ever, you need to buy your Halloween candy from our Halloween site."*

Can you guess what keywords were stuffed into that blurb? When Google comes across site content like this, it will either place a filter on the site to reduce the rankings, or it can even ban the site entirely from the search engine database.

Keyword density (that is, the number and frequency of keywords in your site content) is a nebulous science at best - Google doesn't release all of its tips and tricks, of course. A good rule of thumb is to shoot for between 1% and 5% keyword density, but it depends highly on what keywords you're using and how many.

Another negative thing about keyword stuffing is that it's definitely a red flag to consumers. Content like the example above is clearly unprofessional and really offers no information to the reader. Not to mention, the actual content has poor flow and is simply not enjoyable to read. If your consumers come up against content like the example above, they are very likely to reach quickly for the back button rather than the buy one.

The trick to really making SEO work for your website and business is to figure out a way to make a happy balance between keyword density so that you are producing content that is intended both for the man and the machine. Keywords are an important part of the overall SEO writing experience, but they are just that: a part.

## Why an SEO Writer?

No matter what business you are in, it is very likely that you or your employees have access to word processing program and have good enough command over the English language to be able to produce content for your website. Many webmasters believe that outsourcing for SEO-based content is a waste of money. After all, why should you pay for something that an individual who works for your company can ostensibly do for free?

While writing is a much more common skill when compared to more technical jobs such as website building and graphic design, if you really want your content to work for you as both an advertising mechanism and an invitation for the consumer to sit down and browse a while, having an expert perform this service for you will go a very long way.

Expert SEO writers have often spent years honing their ability to understand both what Google wants and what your consumers want. A good SEO writer won't just sit down and produce a few paragraphs that are laden with the keywords that

you ask for. A true professional SEO writer will take time to understand your particular company and the message that you are trying to get across. Just like with other forms of advertising, it's not just about what the words say but what the words mean.

What this means is that if you are working with an SEO writer, they're not just good at writing, they are good at understanding your particular company and message. Then they'll be able to take your desired message and your advertising content and produce web copy that will satisfy and help you climb up the Google search rankings while also providing your site visitors with something to really sink their teeth into.

Good keyword-based copywriting should have the keywords so embedded and layout in the text that the reader will have a difficult time ascertaining what keywords you are using. Like with many things in life, a little bit of keyword saturation goes a very long way. You do not have to have every other word be your keyword in order for Google to sit up and pay attention.



Remember that Google doesn't just pay attention to the words on the page. They will also pay attention to other factors such as the amount of time that visitors tend to spend on your site, as well as the amount of one-way links that your site gets. A one-way link is when another site links to yours for whatever reason. When this happens, Google starts to consider your site an informational resource.

In essence, the more and more people that come to your site and the more and more people that share your content, the more Google rewards you.

This is why having a good SEO writer on your team can be the difference between your site getting picked up quickly by the Google rankings and being left behind in the dust.

## The SEO Writer and You

SEO writing is an important subset of writing that will only grow in salience as more and more consumers get on the Internet to purchase and research products and services. In order to really harness the power of the Internet and Google, utilizing the

skills of an expert SEO writer is of the utmost importance.

When looking for an SEO writer, important things to pay attention to are their technical knowledge of the Internet as well as their writing skills. Consider asking for a sample of work before you purchase services. There are many people who are advertising themselves as SEO writers who will merely take your keywords and insert them awkwardly into sentences.

True SEO writers understand the art of writing for both the machine and the man. If you read the work of an expert SEO writer, you should not be able to tell that the writing is actually SEO geared at all.

Making the content and copy on your website sound natural and engaging is essential in ensuring that potential consumers linger on your site and absorb the information that you offer. Making the content and copy on your website understandable and palatable to Google and Bing is important so that you can harness the power of copy and use it as an advertising resource.

SEO writers can help you marry these two concepts quickly and easily. Once you have worked with



a true SEO writer you'll be surprised how much your site traffic goes up, and once that happens conversions will automatically follow. Working with the organic content of your site with a SEO writer is one of the best ways to work on your ROI in terms of your advertising budget.

When you spend less money on advertising, you make more money and enjoy greater returns. Having a good SEO writer on your team is the key to making this happen.



# Content Marketing For World

## (Wide Web) Domination and Beyond

Content marketing is a key component to success in the modern marketing arena. With so much information available to the consumer through the internet, it is of the utmost importance that your marketing schema contain ways to get relevant, timely information about your products and services to the potential customer.

Content marketing helps you start that two-way conversation with the consumer - it gives them information that is actually wanted and cuts out the fat. Having that relationship of trust is incredibly valuable when it comes to interacting with consumers - being an information leader in your field will help develop this relationship with the consumer and strengthen your sales funnel.

Of course, it's not all about the information, and it's not all about the

business-consumer relationship - at the end of the day, it's about sales. Using content effectively is a guaranteed way to make your conversions rise, and make you king of your marketing endeavors!

## Sources:

Handley, A., Linn, M., Pulizzi, J., Tilton, S. (2012). B2B Content Marketing: 2012 Benchmarks, Budgets & Trends [White Paper]. Retrieved from <http://www.contentmarketinginstitute.com/2011/12/2012-b2b-content-marketing-research/>

(2011). Inbound Marketing vs. Outbound Marketing [Infographic]. Retrieved from <http://mashable.com/2011/10/30/inbound-outbound-marketing/>

Davis, G. (n.d.). Frequently Asked Questions About Television Advertising. In Gary Davis Media. Retrieved January 15, 2012, from <http://televisionadvertising.com/faq.htm>.

Bojko, Aga. *Eye Tracking Bing vs. Google: A Second Look*. White Paper. User Centric, 2011. Print.



# About

## Content Equals Money

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!

You can follow our social media here:



301 Owsley Ave  
Lexington, KY 40502  
<http://contentequalsmoney.com>  
[info@contentequalsmoney.com](mailto:info@contentequalsmoney.com)  
(866) 945-7252