

SEVEN STRATEGIES FOR SUCCESSFUL CONTENT MARKETING

A large, stylized number '7' graphic in black with a brown shadow, positioned on the right side of the page, partially overlapping the main title text.

CASE STUDIES AND EXAMPLES OF COMPANIES
JUST LIKE YOURS THAT BEAT THE ALGORITHMS
AND WON AT MARKETING

beyond

FIFTEEN

CONTENTS

1

WHAT IS CONTENT MARKETING

2

WHY CONTENT MARKETING NEEDS TO BE
PART OF YOUR STRATEGY?

3

SEVEN STRATEGIES FOR SUCCESSFUL
CONTENT MARKETING

INTRODUCTION

Consumers want more than a product or service – they want to connect with a brand.

In fact, 57% of consumers will spend more with a brand they feel connected to. If that doesn't sway you, then consider this: 76% will choose one brand over another if they feel personally connected on some level¹.

The numbers don't lie. Creating a connection is good for your bottom line, but it can be easier said than done. Today's consumers are sophisticated, and they can see right through inauthenticity. Their connection is based on:

1 They trust the brand
(66%)



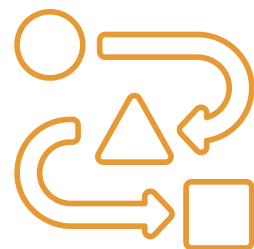
2 The brand aligns with
their values (53%)



3 The brand
understands them and
their wants (51%)



4 They depend on the
brand's products or
services (50%)



Now the question is: "How do you create an authentic connection with consumers?"

You've come to the right place!

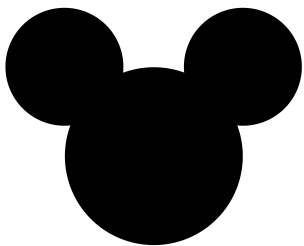
Content marketing is a proven and effective way to genuinely connect with an audience. Let's dive in.

CONTENT MARKETING AND CONNECTING TO YOUR AUDIENCE

Content marketing is more than just a one-off piece about your products and services.

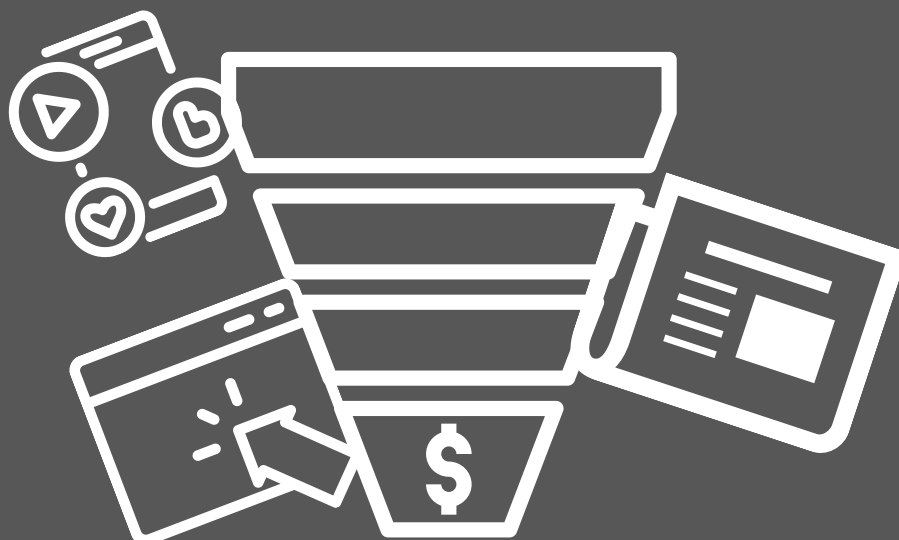
It is the strategy of creating and sharing valuable, relevant and consistent content that answers your customers' questions, meets your prospects' needs – and reaches both, when and where they need it most.

Content marketing can be used in a variety of digital marketing strategies and can drive awareness, engagement and even sales. Before you begin creating a piece of content though, it is important to first evaluate your goal and then identify the best avenue to share it out.



Disney has been a leader in content marketing for years. A few of its key goals are attracting visitors to its various theme parks around the globe – from California to Florida to France and beyond— and selling merchandise. It uses content to help move individuals through every step of the funnel. Often, the first piece of content it creates is in the form of a movie. Disney movies generate widespread excitement and from there, it creates dolls, books, games and more to engage its audience before later moving them into its parks where they are fully surrounded by the magical story Disney has created.

While this is one example, you don't have to be Disney to build a successful full-funnel content marketing strategy. Any brand can leverage content to help drive a customer from awareness to consideration to conversion. The idea is to provide a range of different types of content to generate attention and engage the customer throughout the journey.



AWARENESS

At this part of the funnel, content should be light and high-level. This can include:

- Social media and ads to reach individuals who don't know your brand yet
- Blogs to provide helpful tips and insights in an engaging format
- Press releases to announce new products or business happenings to educate your audience



CONSIDERATION

During this stage, you want to build trust and focus on setting your brand apart from the others.

- Case studies can help tell your brand story through the lens of an outsider
- Email campaigns can keep your brand top of mind for individuals that have already engaged with your content but haven't taken the next step
- Landing pages can serve as a strong tool to house key content around a specific problem or topic that you can drive users to. This should also have various calls to action to help convert visitors



DECISION

If consumers have made it this far, it is important to lead them to the next step.

- High-value content such as e-books and whitepapers can pull back the curtain for your audience and provide deeper insights
- Free trials or exploratory calls let your user get to know you more deeply before making the commitment to purchase your service or product

Now that we have established just how important content is, let's explore the seven ways you can leverage content to create an authentic connection with your consumers and catapult your brand forward.



7 STRATEGIES FOR SUCCESSFUL CONTENT MARKETING

Modern customers are savvier than ever, and they are looking for quality content that facilitates a true connection with your brand. Here are seven reasons why you should create content with the power to connect!

1

ESTABLISH YOUR BRAND AS AN INDUSTRY THOUGHT LEADER

2

DEVELOP CONTENT TO SUPPORT SEARCH

3

CREATE COHESIVE CONTENT TO SUPPORT A KEY THEME

4

LEVERAGE THE PEOPLE OF YOUR BRAND TO BUILD TRUST

5

CREATE A TWO-WAY CONVERSATION WITH CONSUMERS

6

ENCOURAGE USER-GENERATED CONTENT

7

BE CONSISTENT TO INCREASE YOUR MARKETING ROI

ESTABLISH YOUR BRAND AS AN INDUSTRY THOUGHT LEADER

Content marketing is a strong tool to engage with your audience and provide valuable information. Gone are the days of advertising that leans exclusively on bombarding the target audience with a sales-only message. In fact, in today's landscape, that could be a major turn off. Instead, consumers are looking for relevant content that is helpful, informative and shows an understanding of their lifestyle and preferences.

Case in point: 54% of decision-makers say they spend more than one hour per week reading and reviewing thought leadership content². That is why as of 2021, 48% of companies leverage blogging as part of their content marketing strategy. And it's working!

According to the Content Marketing Institute, short articles – less than 3,000 words – ranked third in the B2B content assets that generated results in the last 12 months.

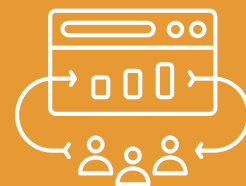
While blogs are often the first thing people think about when we talk content marketing, images, video and audio content are also proving their value. If you haven't considered these strategies, then these key stats might help you build the case:

A thought leader is a person or expert that is well-regarded in your industry and to whom others look for guidance.

87% OF VIDEO MARKETERS SAY THAT VIDEO HAS INCREASED TRAFFIC TO THEIR WEBSITE.



81% OF VIDEO MARKETERS CLAIM THAT VIDEO HAS DIRECTLY INCREASED SALES.



A great example is our client, [Fieldpiece Instruments](#), the leading manufacturer of professional-grade tools for HVACR pros by HVACR pros. Fieldpiece's video program and ongoing creation of new content has allowed the brand to leverage content across display ad verticals and social media channels. As of September 2022 Fieldpiece video content generated more than 1,627,939 video views across Facebook, Instagram, LinkedIn and YouTube from a very niche targeted audience of HVACR professionals.

DEVELOP CONTENT TO SUPPORT SEARCH

Content marketing for SEO or search engine optimization is the process of developing quality content to drive traffic to a website or landing page through search engines.

Sixty-eight percent of online experiences start with an online search³. Therefore, showing up at the top of search is critical.

Whether creating a blog that lives on your website or working to optimize content on your YouTube channel, content marketing can do a lot for your brand's SEO when done properly.

Western State College of Law, the oldest law school in Orange County, Calif., has used content marketing for the last year to reach prospective and current law students and provide them content that answers their top questions. This has helped Western State show up as number one in search for key topics such as "How to Make Law School in California More Affordable."

The image shows a Google search interface. The search bar contains the text "HOW TO MAKE LAW SCHOOL IN CALIFORNIA MOF". Below the search bar, there are navigation links for "All", "News", "Shopping", "Images", "Videos", and "More". The search results show "About 95,600,000 results (0.80 seconds)". The first result is from "https://www.wsulaw.edu > news > how-to-make-law-sch..." with the title "How to Make Law School in California More Affordable". The snippet for this result reads: "Oct 12, 2021 – Applying for California Law School Loans · Outside scholarships: There may be outside organizations that offer scholarships for students in law ...". The second result is from "https://www.wsulaw.edu > news > best-california-law-sc..." with the title "Best California Law Schools that are Affordable". The snippet for this result reads: "Nov 9, 2021 – As of October 2021, the cheapest public law school tuition for an ABA approved program in California is UC Hasting's costing \$43,486 for ...". Below the search results, there is a section titled "People also ask" with four questions: "What is the most affordable law school in California?", "How do people in California afford law school?", "How can I get law school cheaper?", and "What is the most affordable law school?".

In addition, its news page accounted for over 8% of its website views, with an average time on page of nearly two minutes – underscoring readers' engagement with the material.

Furthermore, 20% of visitors clicked through to consume other material on their website. This content also supported a social media campaign and was promoted on Google My Business to increase reach and drive more users back to the website.

PROFESSOR SPOTLIGHT: PAUL ARSHAGOUNI'S JOURNEY FROM MEDICINE TO LAW

Aug 5, 2022



Faculty Spotlight



PAUL ARSHAGOUNI



Western State College of Law

6,201 followers

2mo •

+ Follow ...

Western State's Academic Support Department is one of the many resources available to support our students from the day they start classes all the way through their bar exam.

Read our recent blog to learn all the ways it can support you during your law school journey: <http://ow.ly/J79F50JbFIY>

#lawschool #lawstudent #westernstate



HOW TO SUCCEED IN LAW SCHOOL

LOOKING TO REPLICATE THIS IN YOUR OWN CONTENT?

Here are three tips to keep in mind to help your content rank in search:

1. INCLUDE OUTBOUND AND INBOUND LINKS TO IMPROVE RANKING



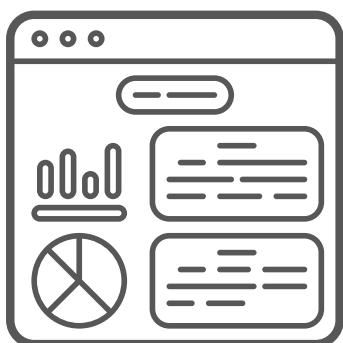
An outbound link is when your content links out to other strong content for reference. We've done that here with [Search Engine Journal's Why Links Are Important for SEO](#) blog. This is good for SEO particularly if you are strategic about choosing trustworthy and relevant content. However, inbound links are really where it's at. Ideally, when you create exceptional content, another party will link out to your piece. Search engines can see those backlinks, and the more content that points to your brand's original content, the better that piece will rank.

2. FOCUS ON KEYWORD-RICH CONTENT TO SUPPORT SEARCH QUERIES

Simply shoving keywords into your content with reckless abandon is no longer a good strategy. The search algorithms will notice that strategy and it could actually hurt your SEO ranking. However, it is a good idea to select a few keywords that truly apply to your business or the topic being discussed and focus on those, weaving them in where it makes sense. A [keyword planner](#) can help determine which keywords are most important.



3. OPTIMIZE YOUR METADATA TO IMPROVE CLICK-THROUGH



Metadata is the HTML portion of your digital marketing content that will help visitors know what to expect. Metadata includes things like page title and description, which can help a searcher know if your page is right for them. The more times someone clicks on your page, the higher the rank will be for that keyword search, as the search engine will see that people are selecting that content in relation to the search. So, you want to make your metadata enticing and clear to attract click-throughs.

LEVERAGE THE PEOPLE OF YOUR BRAND TO BUILD TRUST

Consumers want to learn more about the people behind their favorite brands. Seventy percent of consumers report feeling more connected when a brand's CEO is active on social. Additionally, 72% of consumers report feeling a similar connection when employees share information about a brand online. Content that builds trust often provides answers, advice or thought leadership ideas that position the company as knowledgeable and innovative.

Case in point: We helped the CEO of a publicly traded company create and share out content on his personal LinkedIn page, including behind-the-scenes posts. This helped him increase his organic post views by 33% in just one month.

There are a few ways you can replicate this strategy successfully:

1

SHOWCASE TEAM MEMBERS ON SOCIAL MEDIA FEATURING PHOTOS, QUOTES AND PERSONAL STORIES



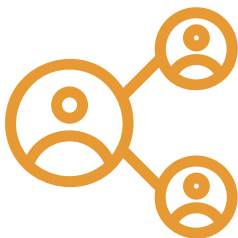
2

ALLOW INDIVIDUALS TO AUTHOR AND PUBLISH BLOGS ON YOUR WEBSITE



3

PROVIDE YOUR TEAM CONTENT TO SHARE OUT ON THEIR PERSONAL SOCIAL CHANNELS



4

PITCH KEY INDIVIDUALS TO MEDIA TO BE INTERVIEWED OR FEATURED DISCUSSING KEY INDUSTRY TRENDS



CREATE A TWO-WAY CONVERSATION WITH CONSUMERS

Good content is an essential part of strengthening your relationship with your customer. In fact, a study showed that 90% of people buy from brands that they follow on social media. That means that the content created and shared should be designed to help brands retain followers and continue to grow and nurture the relationship that they have with the audience.

Unlike traditional marketing practices, social media opens an opportunity for a two-way conversation with consumers. Sixty-eight percent of consumers agree that social media enables them to interact with brands and companies, with two in five reporting that they engage by “liking” posts or following the brand's social media channels⁵.

How the Energy Industry Can Use
Digital Marketing To Connect With Its
Audiences on a Deeper Level



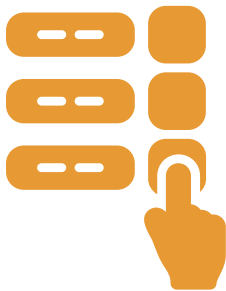
beyond | FIFTEEN

For example, in the energy industry, audiences are galvanized in a way that they haven't been in a long time. They want to know more about their energy provider and how the industry is moving forward. Beyond Fifteen clients in this space have found success with creating and sharing content that addresses these thoughts and prompting followers to ask questions that help client companies provide increasingly more relevant content.

SOME OTHER STRATEGIES TO ENCOURAGE A TWO-WAY CONVERSATION INCLUDE:

1

CREATE SOCIAL POSTS THAT FEATURE POLLS



2

POSE A QUESTION OR PROMOTE A CONTEST TO GUESS THE RIGHT ANSWER



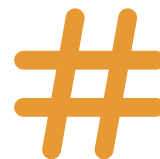
3

RESPOND TO COMMENTS VIA A ROBUST COMMUNITY MANAGEMENT PROGRAM



4

IDENTIFY A HASHTAG AND INCLUDE IT ON COLLATERAL WITH THE OPTION TO BE FEATURED ON YOUR PAGE IF USED



5

DEVELOP A SWEEPSTAKES OR GIVEAWAY TO ENCOURAGE ENGAGEMENT



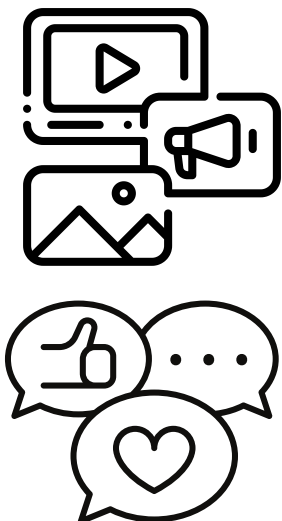
ENCOURAGE USER-GENERATED CONTENT

Word-of-mouth advertising is nothing new, but this concept has taken on a whole new form with the rise of social media. Influencers have not only changed the landscape on key social channels like blogs, Instagram, YouTube, Snapchat and Pinterest, they've also reinvented word-of-mouth advertising. Aligning with influencers gives brands a chance to connect their offerings with a trusted, powerful voice. This is popular, as influencers can authentically speak about their experiences with a brand and they already have a loyal audience that often hangs on their every word.

However, influencer marketing can be expensive. Another way to garner a similar result is to encourage user-generated content. Consumers are likely to share content that catches their attention is valuable or entertaining. When your consumer shares your content, it amplifies your reach without spending any additional marketing budget. Also, since people tend to have connections that are in their similar demographic and have shared interests, it's likely that a large portion of the shared audience will fall within your desired target audience.

Influencer marketing is paying someone to share content on your behalf. User-generated content is free and lets real customers connect authentically with your brand.

SOME STRATEGIES TO SUPPORT USER-GENERATED CONTENT INCLUDE:



1. Resharing your consumer's content
2. Tagging team members or company executives in posts
3. Launching photo contests
4. Sending or sharing collateral that customers can capture a photo with
5. Creating Instagrammable moments – such as inspired art on a building or a pop-up backdrop that encourages individuals to capture and share
6. Setting up a trending hashtag
7. Including a CTA to share content
8. Leveraging giveaways for likes and comments
9. Developing shareable posts like how-to's and listicles

One brand that has it down is BuzzFeed.

BuzzFeed's quizzes create an opportunity for consumers to share their content organically. People love to post their results on their social channels, and sharing the content prompts others to take the quiz, driving traffic to the website and boosting ROI.

Since there are so many quizzes, people can consistently engage with the brand, with the quiz as a gateway to the website.

BuzzFeed



What Brand Of Toilet Paper Are You?

How do you apply your ply?

 Julie Gerstein
posted on Apr 17, 2014



What Wattage Of Light Bulb Are You?

How many people does it take to change you?

 Lauren Yapalater
posted on Apr 17, 2014



Which Finger Would You Be?

Are you really all thumbs?

 Tanya Chen
posted on Apr 17, 2014



Which Identical Twin Do You Look Like?

Sure, you're identical in everyway, but that's not the point.

 Jessica Misener
posted on Apr 17, 2014



Are You Actually Taking This Quiz Right Now?

It's not just a simple yes or no answer. There's over 50 pointless memes to choose from!

 Tanner Ringerud
posted on Apr 17, 2014

BE CONSISTENT TO INCREASE YOUR MARKETING ROI

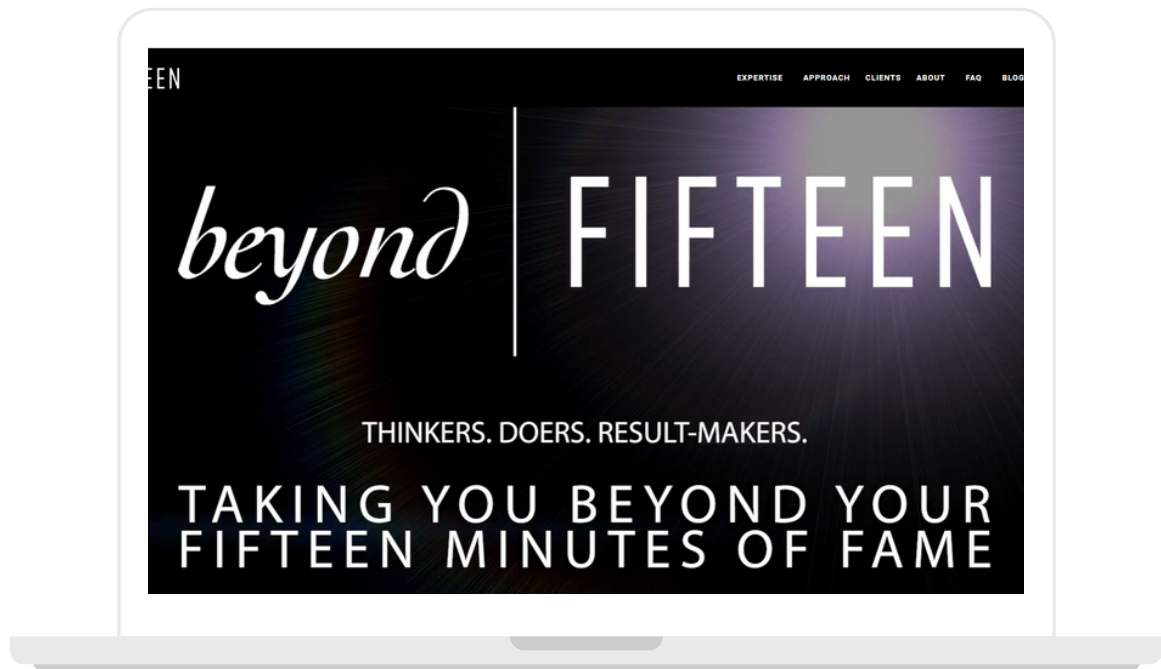
As we talked about earlier, being authentic is important. When creating content you can't be all things for all people. Instead, identify the topics you can speak to and where you want to hang your hat and then focus on creating quality content in that space.

Furthermore, you want to ensure that your consumers have a consistent experience across all channels and assets you create. One way to help get your team and brand on board is to start with a brand messaging exercise. This can be as easy as developing a press kit document, like the one for the Patient Safety Movement Foundation that pulls previously established content and messaging into a succinct document that can guide all future material. When you look at the Patient Safety Movement Foundation's website, social channels and earned media content, you will see similar themes throughout, focused on its vision to achieve zero preventable patient harm and death across the globe by 2030, and its mission to unify people and collectively improve patient safety across the globe.

The image shows a screenshot of the Patient Safety Movement website and its LinkedIn profile. The website header includes the Patient Safety Movement logo, navigation links for PATIENT SAFETY, WHO WE ARE, WHAT WE DO, WAYS TO GIVE, and BLOG+NEWS, and buttons for TAKE ACTION and DONATE. The main content area features the headline "Imagine a world where safe care is delivered every time someone seeks medical care". The LinkedIn profile for plan4zero is also visible, showing 567 posts, 1,934 followers, and 181 following. The profile bio states: "Patient Safety Movement Nonprofit organization Urgently unifying people and collectively improving #patientsafety to achieve ZERO preventable patient harm and deaths across the globe by 2030 linkin.bio/plan4zero". Below the profile are seven circular icons representing different content categories: WPSD, Resources, Statistics, Patients, COVID-19, Safety Tips, and Testimonials.

If you don't have an established story, it makes sense to do a full brand messaging exercise before you dive into your content marketing plan. This can include a competitive landscape review and gap analysis, internal and external surveys or interviews and leadership team meetings. Starting with these insights can help you identify white space in the industry and help you land on messaging that resonates with your employees and customers.

When your target audience finds consistent and valuable content which contains a strong call to action (CTA), a lead could end up becoming a conversion. Conversion from a piece of content can create an attractive return on investment (ROI), especially if the content itself wasn't too costly to create.



LET US HELP YOU CREATE CONTENT THAT TELLS YOUR STORY

Creating content that connects with your audience is a beneficial and important marketing strategy. Beyond Fifteen's marketing experts can create content that your customers will want to consume. We identify the best approach to bring prospects through the marketing funnel from awareness to consideration to conversion and ultimately loyalty. Connect with our team to learn how our content marketing services can help move the needle for your brand.

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