Content Marketing

Content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. It is not only about to create good content and show it through the right source, it is also about create useful content and reach the target audience in the proper time and place.

The Content:

- **Blog Posts**: Regularly updated articles related to industry trends, how-to guides, case studies, etc.
- **Videos**: Engaging and informative videos that can be shared on platforms like YouTube or social media.
- **Infographics**: Visual representations of information or data to make complex information easily understandable.
- **Podcasts**: Audio content that can reach audiences who prefer listening over reading.
- **E-books/Whitepapers**: In-depth guides or reports on specific topics, often used for lead generation.
- **Social Media Posts**: Short, engaging content shared on platforms like Facebook, Twitter, LinkedIn, Instagram, etc.

Content creation must be well planned Using content Calendar (described in the other part of the documentation).

In additional, it must be created on specific <u>dates</u>**:**
- Before each important occasion (Christmas, St.Valentine day, Independence day) additional/special post must be prepared with selection of books

and take into account the <u>day of the week</u> and <u>time</u>**:**
- The largest engagements can be reached on Tuesdays, Wednesdays and Thursdays between 9am and 2pm depending of a platform.

Quality Content:

To reach the quality standards must be maintained the quality use of:

Editorial standards:

- Develop a comprehensive style guide covering tone, formatting, and style.
- Implement a multi-step review process including peer reviews and editor oversight.

Visuals:

- Use high-resolution images and videos, ensuring they are relevant and enhance the content.
- Integrate interactive elements like quizzes and polls to increase engagement.

To create the quality content, it is important to know the target audience.

Creating detailed buyer personas for a bookstore in the UK involves understanding the demographics, preferences, and behaviours of various customer segments.

The buyer persons were created for each age categories to review the main habits, interests and behaviours, in order to identify the target customer.

Academic Alex

- **Age**: 18-24
- **Occupation**: University student
- **Location**: University towns (e.g., Oxford, Cambridge, Leeds)
- **Income Level**: Limited, mainly from part-time jobs or parental support
- **Education**: Currently pursuing a degree
- **Reading Habits**:
  - Focused on academic texts, textbooks, and research materials
  - Enjoys non-fiction and classics for leisure reading
- **Shopping Preferences**:
  - Buys both new and second-hand books
  - Uses online platforms for convenience and price comparison
  - Participates in student discount programs
- **Pain Points**:
  - High cost of textbooks and academic materials
  - Finding reliable sources for second-hand books
- **Marketing Channels**:
  - University bulletin boards and online student communities
  - Student discount programs and loyalty schemes
  - Academic conferences and events

Literary Lucy

- **Age**: 25-35
- **Occupation**: Young professional, often in creative or academic fields
- **Location**: Urban areas (e.g., London, Manchester, Edinburgh)
- **Income Level**: £30,000 - £50,000 annually
- **Education**: University degree, often with postgraduate education
- **Reading Habits**:
  - Prefers contemporary fiction, literary fiction, and non-fiction (biographies, memoirs)
  - Interested in book clubs and author events
- **Shopping Preferences**:
  - Buys books both in-store and online
  - Enjoys browsing and discovering new authors
  - Appreciates personalized recommendations
- **Pain Points**:
  - Limited time for reading due to busy lifestyle
  - Overwhelmed by the volume of new releases
  - Prefers sustainable and ethically sourced books
- **Marketing Channels**:

- o Social media (Instagram, Twitter)
- o Email newsletters with curated book lists
- o Literary blogs and online magazines

Family Fiona

- **Age**: 35-45
- **Occupation**: Part-time professional or stay-at-home parent
- **Location**: Suburban or small-town areas
- **Income Level**: £40,000 - £60,000 annually (household)
- **Education**: University degree
- **Reading Habits**:
  - o Buys children's books, parenting guides, and popular fiction
  - o Looks for educational and entertaining books for children
- **Shopping Preferences**:
  - o Prefers in-store shopping to allow children to choose books
  - o Values recommendations from staff for age-appropriate books
  - o Looks for discounts and sales, especially for children's books
- **Pain Points**:
  - o Finding books that interest children and encourage reading
  - o Managing budget for family reading materials
- **Marketing Channels**:
  - o Parenting forums and websites
  - o Community events and local advertising
  - o Family-oriented social media groups

Retired Richard

- **Age**: 65+
- **Occupation**: Retired
- **Location**: Rural or coastal areas
- **Income Level**: £20,000 - £30,000 annually (pension)
- **Education**: Secondary education, some with higher education
- **Reading Habits**:
  - o Prefers historical fiction, mystery novels, and non-fiction (history, travel)
  - o Enjoys large-print books and audiobooks
- **Shopping Preferences**:
  - o Favors local, independent bookstores
  - o Appreciates personal interaction with knowledgeable staff
  - o Interested in book-related events and social activities
- **Pain Points**:
  - o Limited mobility and access to bookstores
  - o Prefers books that are easy to read (large print)
- **Marketing Channels**:
  - o Local newspapers and radio
  - o Direct mail catalogues
  - o Community centers and clubs

Our target buyer is Literary Lucy.

She is a 25-35-year-old young professional, often working in creative or academic fields and living in urban areas like London or Manchester. She holds a university degree and enjoys reading contemporary and literary fiction, as well as non-fiction such as biographies and memoirs.

Lucy prefers a mix of online and in-store book shopping, values personalized recommendations, and seeks sustainable, ethically sourced books. Her main challenges include finding time to read due to her busy lifestyle and navigating the overwhelming volume of new book releases. She is using the mobile device to navigate in search engines and uses the different kind of social platforms daily.

SEO Integration (shown and described in the other part of the requirements)**:**

Optimize content for search engines to improve visibility and traffic.

Must be used the:

- Keywords (Google Keyword Planner and Ahrefs. The keywords are shown and described in the other part of the requirements)
- On-Page SEO
- Internal linking
- Technical SEO (website must be mobile-friendly and has fast loading times)

Content Distribution:

Social media: develop a social media calendar and create the platform-specific content. Engage with followers through comments, shares, and direct messages.

Email marketing: build and segment email list to target different audience groups. Use email marketing platform to design and send newsletters, including call-to-actions and personalized content emails.

Partnership: collaborate with influencers and industry publications for guests posts and join campaigns.

Content syndication: syndicate content on platform like Medim or Reddit and industry-specific sited. Use tags to avoid duplicates.

Community engagement: Participate in relevant online forums and groups such as Goodreads and Reddit

Repurposing Content:

Not only new content can de posts, but the already existing content may be adapted in to the various formats to extend its reach.

Steps to repurpose the content:

1. Identify high-performing content using the Analytic tool
2. Use repurpose techniques:
   - **Blog to Video:** Convert informative blog posts into engaging videos. Use tools like Lumen5 to transform text content into video format with visuals and narration.
   - **Blog to Infographic:** Summarize key points from blog posts into visually appealing infographics using design tools like Piktochart or Canva.
   - **Video to Blog Post:** Transcribe video content into detailed blog posts. Highlight key insights and add additional context where necessary.
   - **Podcast to Blog Post:** Convert podcast episodes into written summaries or detailed articles. Include quotes and highlights from the discussion.
   - **Infographic to Social Media Posts:** Break down infographics into smaller, shareable images for social media platforms.
   - **E-books/Whitepapers to Articles:** Extract sections from e-books or whitepapers and expand them into standalone articles or blog posts.
3. Evaluate the result
4. Continue improvement