

Why Your Business Needs Content Marketing Strategy?

As oil was the most important resource in the industrial age, content plays an equivalent important role in the digital age for all size of businesses. As data consumption changes from channels like *outdoor marketing* to *inbound strategies* like Video, Blogs, Use Cases; Relevant content strategy becomes the driving force for any kind of business in 2018.

Content marketing is a long-term strategy for attracting and retaining customers by creating and maintaining valuable and relevant content. Communication with customers, both potential and existing, is crucial for the success of a business and is where content marketing plays an important role .It is also one of the cheapest and most effective ways to increase traffic and raise awareness for your offerings and products.

Defining your audience, plays an important role, as the content strategy holistically revolves around the consumer persona. STP approach can help marketers to streamline the consumer persona.

STP: Segmentation, Targeting, and Positioning

- **Segmentation** - Identify customers needs and segment market

Goals : Market segment definition, Persona development, Customer experience requirements

- **Targeting** - Evaluate and select target segments

Goals - Select online targeting, target segments, online revenue contribution for each segment, customer lifecycle targeting

- **Positioning** - Identify proposition for each segment

Goals: Core brand proposition, Online value proposition, Online marketing mix, Lifecycle brand, and proposition messaging

- **Planning** - Deploy resource to achieve the plan

Goals - Online marketing mix, restructuring, automated online customer contract strategy

On the other hand, how often have you misunderstood Content for only a blog? It is only the tip of the iceberg and can widely range around :

1. Case Studies
2. E-newsletters
3. Articles
4. Videos
4. Illustration/Photos
5. Whitepapers
6. Infographics
7. Webinars
8. Online Presentations

With people who are practical but tech-savvy today, a good content marketing strategy is a crucial way to get the interest of your target market.

Targets markets like Gen Y, Z and Millennials eat, breathe and live digital content in their waking hours and are soon to cross their early 20's by increasing purchasing powers.

Once your audience is defined, an inbound strategy can help you to choose the communication mediums and convert a stranger to a paying client systematically.

- **To Attract: Blog, Keywords, Social Publishing**
- **To Convert: Forms, Call-to-Actions, Landing Pages**
- **To Close: CRM, Email, Workflows**
- **To Delight: Surveys, Smart Content, Social Monitoring**

As its best said that, Content Marketing is a commitment, not a campaign. Continuous approach and dedication to content marketing can have phenomenal results which will eventually become a success story for your business.