

Content: The missing piece of any Business

The Current Situation

We consume content daily. Content comes in multiple formats like Blogs, Videos, Case Studies, White papers, Ebooks, Infographics. Having a great content plan and a content team is extremely crucial in getting out the message of the company and attracting prospective clients and also to win over recruits.

“If not positioned correctly content could make or break a business”

Search Engine Optimization (SEO) is usually paired with content to make web content more competitive. Keyword placement is an important aspect to rank better in search engine results. The principal trap that content developers fall into is overstuffing keywords or solely concentrating on optimizing content instead of producing compelling content with some competitively sprinkled keywords.

The Business Vantage

In life as in business, it's about perspective. Having a good perspective does not necessarily make you successful, but it could guide you on the right path. Content from the right perspective could put a business in the right direction.

“The content you put out should match your brand identity”

‘What content makes the target audience tick?’, It is a question that many companies skimp on while developing content. Stylizing the content according to the consumer sensibilities makes for creating higher engagement in the digital audiences.

All established businesses have a portfolio of good content. For example, the tagline for Reliance Jio is 'Future is here'. That single line is compelling enough for any investor to have a perception that this might be a company that is worth their investment. It gives off an air of promise.

“Good content that is well-marketed yield great leads”

In B2C and B2B markets, advertising and blogging are the primary sources of generating good leads. Measurable success can be analyzed with a list of marketing metrics. These marketing metrics should pass a certain satisfactory threshold to fare well and these metrics include social shares, web traffic, customer retention, average time on page, bounce rate, backlinks, and measurable social media engagement (comments/likes either which is applicable). When there are exceptional metrics it leads to a great Content Marketing ROI (return on investment). Content Marketing ROI is the percentage calculated by weighing the expenditure on content versus the gain/return from that spending. With good competitive content, there will be substantial results, and vice versa, your investment will be in vain.

The audience

Our target group is a diverse one. We can split them based on different criteria. Based on gender male, female, or transgender. The criteria may be age groups. It includes Baby Boomers (Roughly 50 to 70 years old), Generation X (Roughly 35 – 50 years old), Millennials, or Generation Y (18 – 34 years old), or Generation Z, or iGeneration (Teens & younger). It could be based on contrasting occupations where the content may be designed for work or leisure. Lastly, sexuality is also a component of audience engagement with the LGBT audience being considered nowadays. Major multinational companies even have heads with content curation for particular subgroups

“In the age of the social, the audience is king”

The differentiation in the audience demographics is important to target content and increase production in that arena. Female and Male preferences vary so much so that online streaming giants cater to content pertaining to those preferences.

Recently, A friend of mine watched a Netflix show in the genre of horror. The next ten shows in his recommended playlist were all similar to those preferences. A single click is all they need to understand audience mindset and competitive content is so flexible that content changes to satiate those needs. This is not purely unique to the streaming platform of Netflix but their success cannot be ignored. They provide important insight on how to program content to be highly engaging. They even change thumbnails based on the type of shows you watch eg: dark humour and lighthearted humour lie at different ends of a spectrum and based on that preference your recommendation changes.

Conclusion

People argue whether the content is the king or is it just part of a piece of the puzzle in the great scheme of things. But they cannot deny its significance in marketing. When a website is designed, a vlog or blog is prepared, when a tv show airs or before releasing a car the discussion about content will happen and how it is presented will matter. Daily on average in the US, a Millennial spent about 18 hrs consuming and spending almost 1.4 trillion on the said content. With that fact it is safe to assume that content marketing is crucial for businesses and a thriving industry.

(source: [MILLENNIAL CONTENT CONSUMPTION FACT SHEET](#))