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What Is Content Marketing? The Complete Guide for 2024 I’ll be honest: I don’t think all that much about content marketing when I’m off the clock. You’re more likely to find me repotting a plant, reading, playing with my dog, grocery shopping or conversing with a good friend. You know, human stuff. This is true for most people. Regardless of how much a person loves their work, they love their family and friends, their travels and their hobbies much more. And they will invest time in anything that helps them live better day to day. That includes seeking out, and consuming, lifestyle content. Lifestyle content is written, visual or audio content about everyday life. Travel, health, leisure, house and home, personal finances, fitness, green living, cosmetics, cooking, interior design, gardening, hobbies, handcrafts, work-life balance – all of these are branches of the tree that is your lifestyle. Unlike B2B content, lifestyle content is more concerned with the personal. It could cover intimate topics like religion and sexuality. But like B2B content, all lifestyle content needs to give something to the audience – namely information, affirmation, entertainment or inspiration. Like all content creation, you should confirm that your target audience is actually interested in the topics you write about on your blog. Keyword research is a big part of that – what search terms is your audience using to find the content they’re looking for? But lifestyle content marketing requires an extra level of creativity and thoughtfulness. How, for instance, might a footwear brand create a lifestyle blog that people actually care about? And what sort of content would they even create? I’ll tell you this much: It can be done. Teva, a lifestyle brand that makes adventure-ready, sustainable and stylish sandals, built its blog around subjects that its audience cares about. See for yourself: The key? They found common threads between their brand and their target audience in the form of shared values – exploration (emotional and physical), craft, expression and positivity. You’ll also notice that their products appear in every single picture, even in an article titled “how to make homemade flour tortillas.” Your theme and how well it relates back to your brand, and the topics you choose to cover about that theme, are both very important. But there’s more that goes into crafting impactful and memorable lifestyle content. Let’s look at a few pointers: Get weekly insights, advice and opinions about all things digital marketing. Thank you for subscribing to The Content Marketer! Drop the jargon and soulless language if you can help it. Whoever’s reading your content needs to feel like you care about the topic on a personal level. This is different than say, a business article about software integrations, where expertise is king.