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Introduction

1. Introduction

At this point, when we are all witnessing the overall presence of digital marketing, we can no longer neglect the importance content marketing has. It has become a fundamental part of any digital marketing strategy. It is a pillar supporting all your efforts and attempts to position your brand on the market and achieve your business goals. No longer can a business be successful and establish a relationship with the target group without some type of content involved.

It all started back in the 1990s. The internet was just kicking off, there were fewer people online. In fact, it has been estimated that there were 100,000 websites in total in January of 1996, as opposed to 1.1 billion websites we have today (Source). This was the time when even Google was still an idea and it was not even possible to imagine writing a status update or chatting with your social media followers.
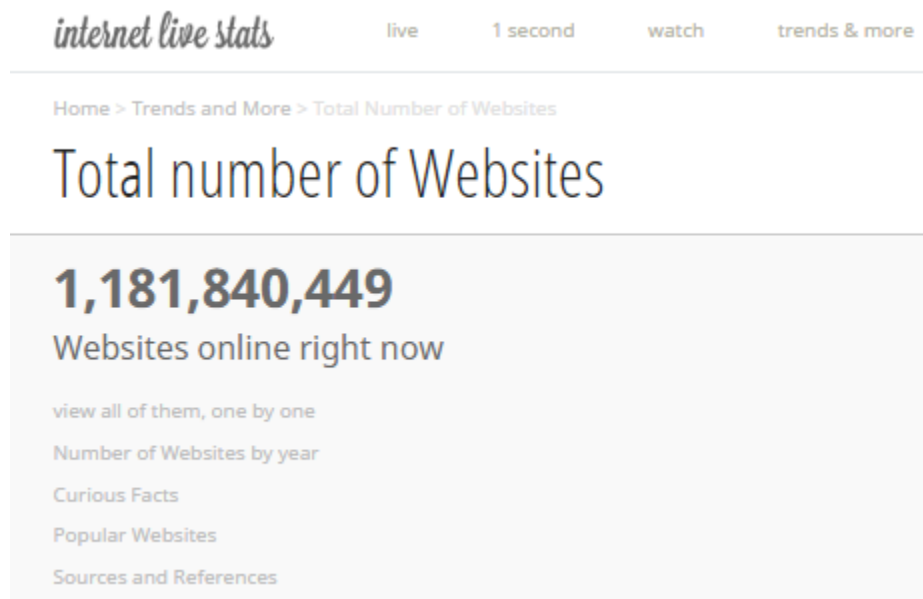

Image: http://www.internetlivestats.com/total-number-of-websites/

In his essay "Content is the King", back in 1996, Bill Gates explains the role of content in the modern world, and how the internet is changing the way we create, publish, distribute, and consume content. He predicts that the internet as a medium, which was then something new and different, will revolutionize the way people get information and the way they communicate.

This was only an introduction to what was to happen in the subsequent years. As the internet spread all over the planet, so did the content as one of the ways to reach online users, to

interact, attract, and sell. It started with websites presenting their business with a couple of web pages. This sort of static web presentation was then outdated, and the need to be more dynamic in communicating with the target group emerged. In the past, you could create a website and sit back, waiting for people to contact you. However, this approach is so obsolete nowadays, that in fact, it would produce zero results.

Today, it is expected from website owners to be active, to keep posting fresh information and to keep introducing new content. This is why a lot of websites have a blog. A blog is now a way to keep this dynamic approach, to be active and to make sure that new content is published regularly through this type of platform. Benefits of this approach are numerous, starting from gaining traffic, positioning for specific keywords to expanding reach through social media shares and obtaining new leads.

There is no doubt that the role of content has evolved over the years, but so have the content types and production processes. Written content has evolved with new styles taking over, but the usage of visual content is also gaining importance, especially in the last few years. The concept of storytelling was also introduced as a more elaborate content strategy.

The more content there is, the more important it is for the content to be extraordinary. It is as simple as that. There are so many websites online and so much content published each day, that it has become very difficult to make content that really stands out. To be successful at content marketing, you need to go beyond content creation and think about management and optimization as well. With sophisticated search engine and social media algorithms, as well as email spam filters, content distribution is also facing some challenges.

As the content has found its application in all parts of online marketing, developing a content marketing strategy has become an essential task and it is something that needs to be conducted very carefully with right goals in mind.

Content marketing statistics

The role of content has changed in recent years, so to understand this growing trend and how content affects online businesses in terms of decision making and strategy planning, take a look at the following content marketing statistics:

- 2 million blog posts are written every day. (MarketingProfs)
- 60% of marketers say blog content creation is their top inbound marketing priority. (HubSpot)

- 37% of marketers said visual marketing was the most important form of content for their business, second only to blogging (38%). (Social Media Examiner)
- Companies that published 16+ blog posts per month got about 4.5X more leads than companies that published 0-4 monthly posts. (HubSpot)
- The length of the average blog post is up 19%…about 1050 words. Shorties are on the decline: the percentage of posts that are 500 words or less is half what is was two years ago. Big posts are on the rise: the percentage of posts that are 2000+ words long has doubled every year. (Orbit Media)
- 41% of B2B marketers say their organization is clear on what content marketing success or effectiveness looks like; 59% are unclear or unsure. (Content Marketing Institute)
- Most marketers attribute increase in success to content creation which includes higher quality and more efficient content creation. (Content Marketing Institute)
- Email, LinkedIn, Twitter and Facebook are top 4 channels used by B2B business for content marketing distribution. (Content Marketing Institute)
- 83% of B2B marketers use email newsletters for content marketing. – Content Marketing Institute
- Lead generation and brand awareness, in that order, are the two most important content marketing goals of most B2B marketers. (Content Marketing Institute)
- B2B marketers cite website traffic, sales lead quality, and sales as the top 3 most important metrics. (Content Marketing Institute)
- Most B2B marketers state producing engaging content is the biggest challenge they face (60%), followed by measuring content effectiveness (57%) and producing content consistently (57%). (Content Marketing Institute)
- 72% of marketers say creating more engaging content is top priority for them. (Content Marketing Institute)
- Marketers plan to increase their use of videos (73%), visuals (71%), blogging (66%), live video (39%), and podcasting (26%), in that order. (Social Media Examiner)

- We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. Add a picture and you'll remember 65%. ([BrainRules](#))

- 76% of people use their Facebook feed to find interesting content. ([HubSpot](#))

- 615 million devices now use adblock. ([PageFair](#))

These statistics should provide a picture of how marketers see content and how relevant it is in their business strategies. The main conclusions we can draw from these statistics are the following:

- Companies that use content marketing have better results

- Lead generation is the most important content marketing goal

- Visual aspect boosts the performance of content

- Video and visual content will gain even more importance

- Email and social networks are the most important channels for content distribution

- Longer posts usually perform better

- Producing engaging content and producing content consistently are some of the most common challenges for marketers. Yet, these are the top priorities for most marketers because this is the road that brings success with content marketing strategy.

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Basics of Content Marketing

2. Basics of Content Marketing

What is content?

Content is the information, the idea or the experience you publish online. It is anything that you produce and publish for the purpose of offering it to your audience. The format of the content is most commonly text, but it can also be visual, audio, or video.

Image: https://unsplash.com/photos/4m66VBr8zns

In the realm of the digital world, content should be:

- Useful
- Easy to consume
- Shareable
- Original
- Relevant
- Compelling
- Timely
- Personalized
- Authentic

- Engaging

- Educational

- Entertaining

- Insightful

- Conveying a story

- Contextual

In terms of business promotion, content is used as a way to directly connect with the target group. Each of these attributes is supposed to increase the quality of the content you present to your potential customers, and the main purpose is to encourage their interest in your business through this content.

Since the content is created with a specific purpose in mind, it has to be well-planned and carefully designed. As much as content creation involves creativity and skillfulness with transferring your thoughts and opinions, using content in content marketing is done with specific goals, and thus it is something you should think through.

What is content marketing?

Content marketing is a type of marketing focused on creation and distribution of online materials that directly or indirectly promote a brand. Direct promotion refers to the creation of promotional materials and content used for advertising purposes. This type of content is usually used in paid ads (SEM) or affiliate links (affiliate marketing). On the other hand, content marketing is frequently void of any direct promotion. The purpose of this kind of content is simply to increase interest in your products or services. This way, content marketing indirectly attracts and acquires leads and customers.

Looking at online marketing in general, it can be concluded that content marketing is a type that correlates with all other types of marketing because it essentially creates a base for them. In terms of SEO, content helps with keyword placement and website optimization. For email marketing and social media marketing, content is used to encourage interest through these two channels. The same can be said for paid advertising (SEM).

Supporting the overall importance of content marketing is the fact that most marketers will be focused on which is why they will work on producing even more content. Nonetheless, quantity does not take precedence of quality.

In terms of content marketing, quality is considered to be essential. There is so much stuff online. So much, that it is impossible for people to take in all of that content without feeling overwhelmed. This is why quality started to become more and more important. People are now quite selective of what blogs they follow, which post they are going to share on social media, which links they will click on in the email. Producing quality content is essentially going to help with achieving your business goals.

Although producing quality content is one of the things most marketers see as an obstacle, mainly because it requires more assets, both money and time invested into research and production, it has been constantly highlighted that the potential of such content is huge.

Companies that use content marketing strategy have consistently been showing better results in achieving their goals. When you implement quality standards into this strategy and make sure the content truly matches those standards, the results are going to be even better. The potential for achieving goals increases with high-quality content which is why this is an important part of a business strategy. Quality is what counts nowadays, and if you want to be really successful in content marketing and see the benefits it can bring to your business, think about creating content that stands out for its quality.

What you need to think about when creating content?

In business, content is not created randomly. It is not about writing the content you love, personally enjoy or about a viral video everyone is talking about. It is not about writing anything that comes to your mind.

Content creation includes so much more than having an idea about a certain topic. It is a planned strategy that is supposed to bring your business certain results, which means that you should think about all the aspects that could help you create content that brings you to that goal. Starting from the target audience, to search engine optimization, here are the things you need to consider.

Audience

The importance of user experience has been highlighted over and over again, and in terms of content, this means that you have to have your audience in mind when creating content. After all, you are creating content for the users primarily. Regardless the type of content, regardless the methods used for content distribution, the content you create has to resonate with your target group. This means that you have to think about the following aspects:

- Determine your target group

- Think about their possible questions, problems, dilemmas, etc.

- Be able to predict what kind of information can help in these situations

- Publish content that is relevant to your target group

- Use the language your target group can identify with

Niche

Niche in marketing refers to determining a concentrated topic that corresponds to the interests of your target group, as well as to the products you are selling. It is a subject you want to focus on with the intention to specialize in that particular subject and become a sort of an expert. By choosing your niche, you choose to focus on one narrow topic, which helps you define the road for your content marketing strategy.

Resources

The next step is determining the resources you have. The resources are needed for content marketing strategy, and they have to be planned and assigned to content creation like any other strategy.

Competitors

There is no doubt that uniqueness is an essential part of content creation, but it never hurts to check out what your competitors are going. This way you can keep up with the industry trends and standards.

SEO

In terms of SEO, content is essential. One of the major tasks of search engine optimization is particularly optimization of content. The main purpose of content optimization is to attract search engine crawlers and get the content indexed. This increases the visibility of the content and helps with increasing website ranking in the search engine results.

How to start with content marketing?

To start with content marketing, you will need a plan. Simply starting a blog and publishing content is not enough. Instead, think of content marketing as a tool to help you achieve your goals, regardless if that is increasing sales, generating new leads, etc. These goals are important because they affect the type of content you are going to create, as well as the ways you will distribute content.

Think about your target group and what kind of content they would like to read. It has to be something interesting, helpful, engaging, and relatable. It has to be a content of high quality. Start by brainstorming some ideas that first come to your mind, and then choose the ones that are most likely to bring a lot of visits, i.e. a lot of potential conversions. When using external resources, you should always use credible ones and make sure you provide a reference in a form of a link.

There are many types of content, and different types of content have different purposes. For example, "About us" page should be informative and provide details about you and your company. On the other hand, a "how-to" type of post will feature instructional text, preferably with images or videos.

What you need to have in mind all the time, regardless the type of content you decide to create, is the fact that each piece is a segment of overall content marketing strategy. Therefore, it needs to be in accordance with global goals, and it has to follow the approach your company is taking.

In terms of content marketing, branding is another aspect you should think about. Branding represents the process of creating a unique name and image for a product. This is mainly used in advertising campaigns, to create a sort of differentiated presence on the market and to make a product stand out from its competitors. When it comes to content marketing, content enables you to develop a branding strategy. It allows you to tell a story about your brand and create influence through high-quality content.

Finally, after successful content creation comes content distribution as a way to spread the influence of that content and eventually enable it to achieve its purpose, regardless if that is gaining conversions, leads, visits, etc. There are many different ways to distribute content, which will be explained in a separate chapter, but what is essential to think about in relation to content distribution is the following:

- Data from the previous campaigns

Take a look at the data from the previous campaigns to find out which distribution channels provided the best results. When it comes to the best results, make sure you analyze the performance and how each channel affected your business. For example, if you notice a large number of visits from Facebook, but hardly any conversion, maybe this social network is not the way to go in your case. On the other hand, if you notice that email campaigns produced great results in the past, make sure you include this channel when planning content distribution for the future campaigns.

- Current trends

Everyone interested in promoting their business online has to keep up with current trends. Things on the internet change all the time. Some social networks are growing in popularity, some are introducing new features, search engine algorithms are updated, etc. Since all of these, and many other factors affect content distribution, you need to keep up with the current situation and keep an eye on trends that are being introduced because these trends can affect your content marketing strategy.

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Types of Content

3. Types of Content

It is possible to differentiate between three types of content, and each of those has specific characteristics that make it suitable for different strategies and distribution channels.

Written content

The type of content you will see the most online is the written content. It is information shared in a written form, most commonly in a form of articles or blog posts. The major advantage written content has over the other types of content is that is can be "seen" by the search engines. This means that the search engines can read and understand the text, which allows them to index such content and show it in the search results. Since every website has a goal to be positioned high in the search engine results pages, it is only natural to use written content to do so.

Having in mind the role of search engine crawlers, you use content to present your website in such a way that it becomes associated with relevant search terms, leading to relevant visits. When you design content, you have to think about it in SEO terms, but you also have to consider your audience. These are the two aspects that affect content creation the most. Content optimization for search engines is important, but not at the cost of disrupting the user experience.
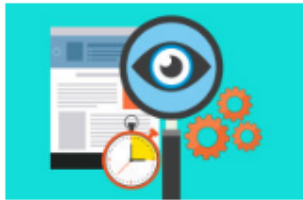
Compare 13 leading SEO software platform vendors

With hundreds, thousands, tens of thousands, and even millions of pages, sites and keywords to manage and optimize, enterprise SEO has become...
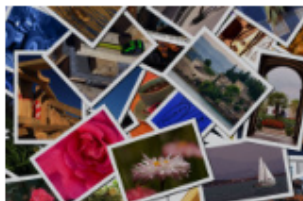
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Jim Yu | Apr 21, 2017 at 1:30 pm ET

Image: http://marketingland.com/library/channel/seo

There are some general guidelines you need to have in mind when it comes to writing content:

- Write for the people

The content you are writing should primarily be written for the people who are going to read that content. With this in mind, make sure the text is relevant, consistent, and readable. Avoid any interruptions, digressions, or repeated statements. Use formatting options to visually present the text in a more coherent way.

- Write for the search engines

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Written content is generally written for the readers, but you have to think about search engines as well. This particularly refers to the website and blog content, where you essentially expect search engines to crawl your website and index the content. You will find more about writing for SEO in the chapter on content optimization.

- Stay focused

Each piece of content should have a specific topic and once you choose it, stay focused on it. Your website and blog should have its own niche, a topic you deal with primarily, but each post is a separate unit which should be all about the specific topic, which is actually a highly focused segment within that broad topic we call niche.

- Word count should not be set in stone

Even though the statistics show that there is a trend for articles to be 1000 word long or more, there is no magical number you should aim for. Just because some statistics show a higher level of engagement on average when it comes to 1000+ words articles, this is not a general rule. The message is the most important. If the message is short and concise, there is no point in trying to make it longer using unnecessary words just to fit the norm.

Having explained the concept of written content, it is possible to differentiate between several types of written content. Each has its own characteristics and they are used in different situations.

Website content

The first content you will be writing when setting up a website is the entire website content, not including a blog. This content is divided into several pages or sections, each focused on one particular segment such as the homepage, about us page, pricing, contact page, product description page, etc. The main characteristic of this type of content is the fact that it is informative. Through this content, you provide information about who you are and what kind of products or services you offer. You also need practical information such as contact data.

Blog content

A blog is a place where you publish regular updates, news, and articles related to your niche. It is helpful in terms of SEO, and it also helps with increasing traffic and engagement. Content formatting is especially important with blogging because it highlights different parts of the text, it makes it reader friendly, as well as SEO friendly. A blog post may or may not have visual elements, such as images or videos, added.

Image: https://yoast.com/seo-blog/

Ebook

To a certain extent, an ebook is similar to a blog post. It has a topic that relates to your visitors, it is supposed to increase engagement and visits, and formatting is also a necessary part of a good ebook. Unlike a blog post, an ebook is usually not published on your blog, but instead, it is a file that can be downloaded from your website or blog. As such, an ebook has a different layout and design. When it comes to word count, again, there are no specific guidelines. Your ebook can be as short or as long as you want and need it to be. Its main purpose is to provide useful information to the readers and inspire interest in your company. Ebooks are also a great material for lead generation.

Visual content

According to the statistics, visual content has better performance than any other type of content. Visual content attracts the visitors' attention more quickly, and the information presented in such a way is likely to linger more in people's minds than when presented in a form of a text. Not only that, but the visual content is also more likely to be shared on social media, thus increasing both engagement and traffic to the website or blog.

Having in mind the better performance of the visual content, it is obvious why different types of this content are constantly being used when creating content. In fact, visuals are often used together with the text. This way they serve as attention grabbers, plus they illustrate the main idea which is presented in the article.

Several types of visual content are commonly used:

Images

Images are most commonly used pieces of visual content. Content creators can use their own photos, they can purchase or download free images, or they can use screenshots of other websites or applications.

When using images, you should make sure:

- You have the permission to use the image
- Link to the external image source if necessary
- The image is related to the content on the page
- The image is appropriate for your audience
- You add your own logo/company name if the image is yours (Optional)

When choosing an image or several images for the content, think about the effect the image will create. How will the readers feel when seeing the article for the first time? Will they be intrigued by the image? Will they like it and thus continue reading the text? Understanding your audience in such a way helps you choose the most effective images.

Website homepage with images and graphics: https://www.emarketinginstitute.org/

Graphics

Graphics are image designs which usually feature pictorial representation of information, in a form of charts, text, symbols, etc. They sometimes combine all these forms. In content marketing, graphics are usually created to be functional, which means they have sections and data presented deliberately in such a way to highlight certain aspects. When creating a graphic, there is a clear goal in mind, something you want to achieve with it. You could make a poster to announce an event, where you will include the date and place of the event. You might want to present the data from your latest research, in which case a chart or a pie chart would be an element included in the graphic.

When designing a graphic, think about:

- The goal you want to achieve

- The main information you want to include

- The way you will present the concept

- Adding elements such as a photo, a text, or illustrations

- Adding your own logo/company name (Optional)

Infographic

Infographic, or information graphic, is a visual representation of data. This makes it a bit similar to graphics, but the main distinction is that an infographic represents a collection of data. Its main purpose is to present the data or the information in a clear, easy-to-spot way. This way you basically summarize information that would otherwise be presented in a form of a text but would receive far less engagement than when using graphic elements.

Infographics visualize information, statistics, maps, time frames, hierarchies, etc. They engage the readers with the visual representation and make a bundle of data and numbers seem more coherent and easy to compare with one another. Things to have in mind when creating an infographic:

- Choose colors, fonts, and illustrations that are clear and easily visible
- You could add a title at the top of the infographic
- If you have data that could be divided into segments, make sure you divide the infographic in such a way
- If you use the data provided by external resources, add the list of resources used at the bottom of the infographic
- Add your own logo/company name

Infographics demand the most time to create in comparison to other types of visual content, but, as the statistics suggest, they are more likely to lead to the greatest level of engagement and shares, which is why it is worth it to think about using them in content marketing.

Audio and video content

Audio and video content is often considered to be the most difficult type of content to make. Besides the fact that it demands time to think about the concept and the ways to present it, it also requires skill and time for recording and editing. This usually means that you will also need software for editing sound or video, as well as the know-how to use it. This is the main reason why many companies and businesses are skeptical about using this type of content, and frequently avoid it.

However, you should have in mind that this type of content is very popular on the internet, especially on the social networks. It is frequently shared and it generates a lot of clicks and likes. We will highlight three types of audio and video content you could consider in your content marketing strategy.

Podcast

A podcast is a form of an audio broadcast which is published online. Podcasts are much like radio shows, but instead of music, they feature some sort of narrative content.

The Marie Forleo Podcast
By Marie Forleo: Teacher, Writer, Entrepreneur, Philanthropist, Lifelong Learner

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.

View in iTunes

Free
Category: Self-Help
Language: English

Customer Ratings

★★★★★ 217 Ratings

Links
Podcast Website
Report a Concern

Description

Named by Oprah as a thought leader for the next generation and one of Inc.'s 500 fastest growing companies, Marie Forleo's goal is to help you become the person you most want to be. In this show, Marie and her guests share actionable strategies for greater happiness, success, motivation, creativity, productivity, love, health, contribution and fulfillment — often with a lot of laughs. From business, marketing and career advice, to tackling failure, disappointment and fear, to philanthropy and doing our part to make the world a more loving, just and equitable place — we cover it all. Get inspired, grow stronger, more confident and create a business and life you genuinely love. Have a question or topic you'd like to see covered on the show? Go to marieforleo.com/marietv.

	Name	Description	Released	Price	
1	34 – The World's Most Un...	Sometimes we get so c... ℹ	4/21/2017	Free	View in iTunes ▸
2	33 – This Question Has th...	None of us want to live... ℹ	4/18/2017	Free	View in iTunes ▸
3	32 – Fear of Failure: Why G...	Fear of failure can be to... ℹ	4/14/2017	Free	View in iTunes ▸
4	31 –Kelly Brogan on Natur...	Some of the everyday tr... ℹ	4/11/2017	Free	View in iTunes ▸
5	30 – How To Do It All: My ...	If you're struggling to '... ℹ	4/7/2017	Free	View in iTunes ▸
6	29 – 2 Habits That Build T...	Nothing physical lasts f... ℹ	4/4/2017	Free	View in iTunes ▸
7	28 – Feel Like You Should ...	Ever feel so far behind i... ℹ	3/31/2017	Free	View in iTunes ▸
8	27 – Grace Bonney on Ov... ◾	So often women beat th... ℹ	3/28/2017	Free	View in iTunes ▸
9	26 – Nobody Needs What ...	Surprise! Nobody wants... ℹ	3/24/2017	Free	View in iTunes ▸
10	25 – How to Stop Selling Y...	So many new entrepren... ℹ	3/21/2017	Free	View in iTunes ▸
11	24 – How To Pursue All Yo...	Can you keep switching... ℹ	3/17/2017	Free	View in iTunes ▸
12	23 – Dream Big: 5 Researc...	Do you tend to dream b... ℹ	3/14/2017	Free	View in iTunes ▸

Image: https://itunes.apple.com/us/podcast/the-marie-forleo-podcast/id1199977889?mt=2

The content featured in a podcast can be:

- A narrative about a certain topic

- Question and answer session

- A chat between experts in a certain field or industry leaders

- Review of a product

- An interview

- A course or a lesson

Regardless the topic, podcasts are a perfect way to distribute information online in a form other than written text. This form is somewhat easier for people to focus on because they can access it on the go, without the need to read and scroll through the text on the mobile devices. Instead, they put on their headphones, hit that play button and they are in.

Online users subscribe to the podcasts the same way they subscribe to a blog, which means they will get notified when a new podcast is live. Podcast recordings are available all the time,

which is perfect for people who want to listen to them when they have enough time, rather than aiming for a specific time.

Video

Just like images, videos are great for visual presentation of content, great for social media engagement, as well as for video ads. They often feature music or audio narrative along the visual content, making this type of content quite catchy and interesting to watch. Different types of videos, including short clips, vlogs, commercial videos, tutorials, and review videos, provide a range of different options for businesses to discover and use this medium for the purpose of promotion. The development of technology, with mobile devices featuring a camera, and popularity of platforms for sharing videos such as YouTube, enabled this expansion of the video content,so more and more businesses are considering using videos.

When it comes to the production of such content, it requires more skills and more time. Sometimes it also requires more time for planning and preparing everything. This is why, despite the fact that it is quite effective and successful at bringing results, a video is still one of the least used types of content.

Live chat

This is a form of video content that has been popularized recently, as live streaming became one of the features introduced by many social networks, including YouTube, Facebook, Snapchat, Instagram, etc. The main distinction of this type of video is that it usually requires less of preparation than a regular video. It is sort of chatty, improvised on-the-spot. It is also quite flexible because you can start a live chat from anywhere at any moment. Live chat is also a bit more interactive type of video because comments are updated in real time, meaning the person broadcasting the video can actually see and respond to the comments from the community.

Which type of content to choose?

The type of content you are going to choose for your website depends on a lot of things. First of all, you will need to assess the budget. For example, recording videos demands more of an investment, due to equipment needed and hiring someone for editing if you do not have the skill to do it.

You also need to think about the time. You should realistically plan content creation. There is no point in planning to publish a new article each day if you do not have the time to write it nor do you have enough of a budget for this many articles.

Then think about your audience. Will they really benefit from one new article a day? Or perhaps they might find a comprehensive weekly post more worthy? You should also analyze the way your audience responds to different types of posts. If posts with images have higher engagement level, make sure you focus on such posts. Even though videos have a great engagement in general, perhaps it is not the case with your business. And finally, it all comes to your business. Some types of products and services are better presented with a video, while images are quite effective for other types.

The best way to start is going for written content first. It really is a starting point, because you will need content when building your website anyway. You could also start with blogging before you decide to implement other types of content in your marketing strategy. Make sure you

always analyze the performance of each type of post and try to spot a general rule about what works best for your business.

Types of blog posts

Since blogging is predominant in content creation, we will mention a couple of blog post types you could publish on your blog.

Image: https://wordpress.com/learn-more/?v=blog
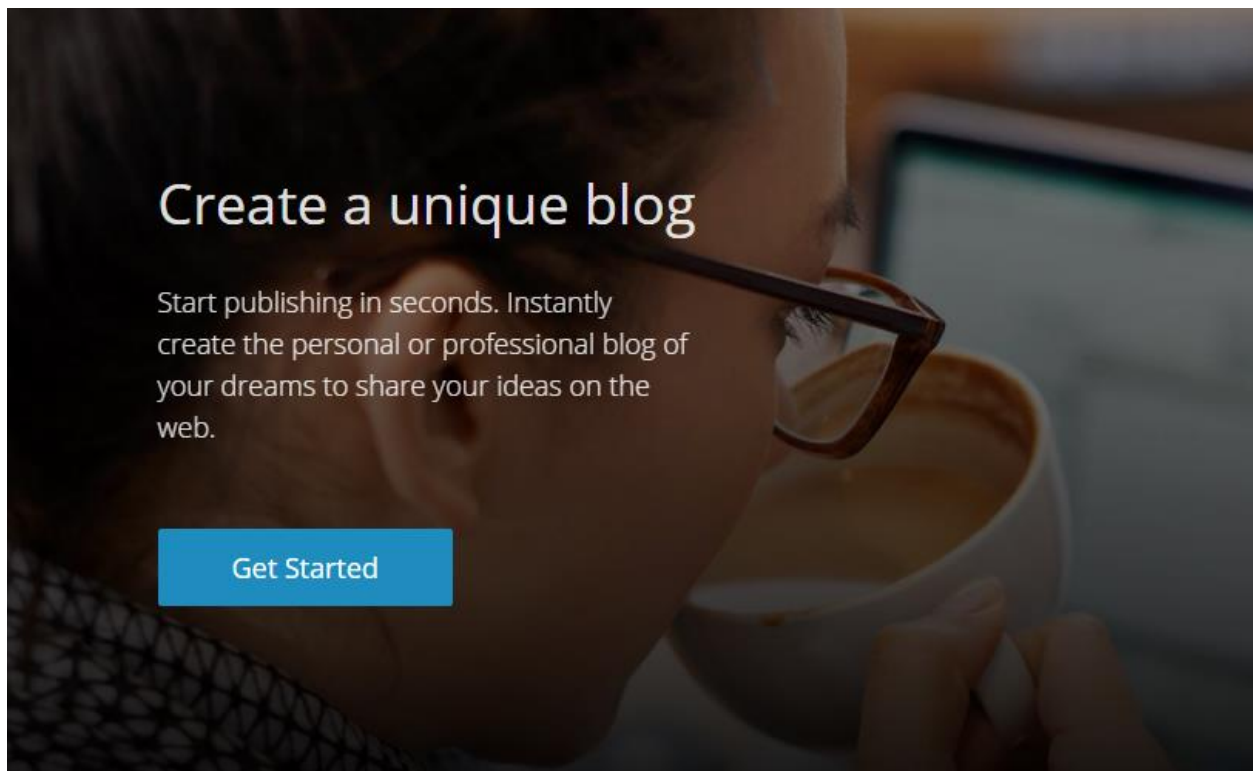
News post

In this post, you deal with the current news and trends, latest updates and events. It is a more dynamic type of post, but the content is time sensitive. For example, the news about the latest search algorithm update is certainly something helpful you would share in the news section, but it also becomes outdated quickly, as a new update is released after a couple of weeks. Despite this fact, news posts are very popular because they provide current information about the topic and they enable readers to keep up with the current trends.

How-to post

This is a type of an instructional post and its main purpose is to provide information and instruction about something, such as how to use a product, how to find a certain option in

software, etc. With this post, you basically tell readers how to do something, thus these posts are very useful. The language should be quite practical and easy to understand. Readers love these posts, especially if you provide visuals to illustrate certain aspects because you basically provide a solution to their problem. They get instructions they need. In terms of SEO, these posts are also great because you use the keywords naturally in the text.

Informative post

This post is somewhere in-between a news post and a how-to post. In this case, you choose a topic and provide information about it. It could be a current trend, so the post would be close to the news type of post, or it could feature instructions along with an explanation, in which case this would be closer to how-to post. In essence, an informative post provides more information about the topic. When choosing the topic, make sure it is closely related to your business and that it is something your audience will truly find useful. It is also good to include keywords in such a post, especially in the title.

Review

Review posts are also highly-searched posts because of practical information they provide. They are especially popular among potential buyers because they provide details about the products, opinions, experiences, etc. Therefore, this type of post has great power on the mind of consumers, especially if your company gets great reviews from authoritative blogs. Most commonly, reviews are in a form of a blog post, but there is a growing trend of creating video content for such purpose.

Resources/Links

As the name suggests it, a link post contains links to other resources. The idea with this type of blog post is to choose a topic, one that is relevant to your target group, and then find quality resources from which your audience will benefit. Besides a link, it is always good to provide a comment or an explanation about why you have chosen to link to that particular resource.

List

This is a very popular type of post, mainly because it is practical and its structure is so easy to follow and skim through. Lists are suitable for many different businesses. Sometimes they might overlap with links post, for example, if your topic is top 5 marketing blogs. This does not necessarily have to be the case because you can have a topic such as 5 ways to improve your email marketing campaign, where you would share your own tips and insights on this topic.

Podcast/Video notes

The main reason why podcast transcripts or video notes are recommended is because of SEO. Search engine crawlers cannot index content in audio or video format, which means you should provide a transcript for this kind of content in a form of a blog post. Occasionally, people might also find it helpful to have a transcript available, especially when quoting you.

Interview

Interviews are a type of collaborative posts where you provide questions for a person or several people about the topic that is relevant to your blog. While this might be seen as a type of post for audio and video content, this is not always the case because there are lots of interviews in a form of a written article. In this case, it is even easier to handle everything because you can communicate through email and you do not have to organize a recording session at all. An interview is a great opportunity to get an opinionated post from experts, industry leaders and persons who are considered an authority by your target group. The reach of these posts also might be greater due to the popularity of the people you are interviewing and the fact that they will probably share the post themselves.

Case studies

If you decide to dig deeper into a particular topic and present it in great details, a case study is a type of post you should go for. When it comes to case studies, they are likely to be conducted by industry leaders and those who have access to some sort of data about a certain topic. In this sense, they might seem a bit too complex for small-sized companies. The good thing about the case studies is precisely their complexness and large scale of data which is supposed to be used for drawing conclusions and analyzing behavior. This means that such post will naturally earn a lot of links.

Guest post

This is another post involving collaboration. The idea is to have a guest writing for your blog. Preferably, this guest should be familiar and respectable among your target group. It is also helpful if the guest blogger is an expert in the particular topic because this way you get a valuable piece of information shared on your blog. The main cause for this collaboration could be mutual promotion or payment. In both cases, it is essential that the guest blogger and the blog featuring the guest post have similar or even the same target group, to make this promotional activity successful.

These are the most common and the most popular types of posts. There are other groups as well, but what you will notice is that a lot of them overlap. For example, you will see a guest

post which features a list, making it a list post as well. An informative post can also feature some how-to tips, while case studies might also include a video with video notes.

It is completely natural for the posts to overlap and merge into new styles, but what we can conclude about successful content creation is:

- Content creation demands time
- Planning is a way to ensure high-performing content
- Content needs to be up-to-date
- Content should be relevant to your target group
- It is good to combine types of content to provide diversity

4

Content Creation

4. Content Creation

Content creation is a process that starts with an idea and ends with a published piece of content, regardless if that is written, visual, audio or video content. When you create content, you have several options.

Large businesses usually have a special department, usually within marketing sector, which will be in charge of content creation as a part of content marketing strategy. Small-sized companies can hire a person to join the team with the main task being content marketing or one of the existing team members can also take up creating content. Occasionally, some business owners decide to hire content creators to work on a specific content creation project rather than being involved in the entire process of content marketing.

Regardless if you are creating content yourself or you provide instructions for someone to do it for you, it is essential to understand the process of content creation and how it goes from one phase to another.

Think about the goals

Content marketing helps you with improving business. That is a sort of the ultimate goal you will have but it is too vague. With such a goal, you will have a hard time conducting and evaluating the strategy. To make this content marketing strategy a success you need to determine more concrete goals.

Some of those goals can be:

- Increase sales

- Generate more leads

- Get more social media followers

- Improve the reputation

- Work on branding

- Get more visits

Image: https://unsplash.com/photos/k0okLYIjoxo

When you determine concrete goals, try adding some sort of a quantifier, to make them quantifiable and comparable. You can either use specific numbers (generate 1000 more leads) or percentages (increase visits by 15%). Quantifiable goals are great for reporting and analyzing the strategy and comparing the results with the previous campaigns. In all, this will immensely improve your business and the way you organize not only content marketing, but the entire online marketing.

Besides reporting and analysis, which actually comes in the end, goals are also crucial in the beginning. They help you with defining which kind of content you will create. For example, if you want to increase leads, an ebook would be a great choice. This way you give an ebook for free in exchange for an email, while at the same time you grow your mailing list. On the other hand, if you want to boost social media performance, you could benefit from images and graphics.

Choose a topic

The second step in the process of content creation is choosing a topic. Through planning and thinking about goals you have probably chosen the type of content and now you need the topic. The topic does not refer to the actual title, it is simply a subject you want to explore in that specific piece of content, regardless if that is a video, a blog article or a graphic. In this regard, you want to focus on three main things.

Relevance

The topic should be relevant to your business and to your website or blog. You want to attract people who are interested in your business. It does not matter if those are new subscribers, social media followers or website visitors. This means that you always have to consider your target group and choose a kind of topic that will be relevant to them.

Uniqueness

With the amount of content nowadays, it seems impossible to be unique and original. Despite that, you should have in mind that "*in 2016, there were 15% of new daily search queries that Google has never encountered before*" ([Source](#)). Even if you decide to go for a topic that someone has already posted about, you can make it unique by implementing your distinctive style.

Necessity

The topic should be something your audience needs. Helpful content that provides a solution to a problem and answers a question has proven as high-performing content, which performs best. It brings most visits, it helps with positioning your website in the search engines, and it also helps you attract the people interested in that kind of a topic.

Brainstorm the ideas

When you think about the topic, a lot of ideas come to your mind. The way your mind works, it brings a bunch of terms and phrases related to the topic, but they are all simply cluttered without any structure. This is a starting point. Put down all the ideas that you have. For example, think about chapters of the ebook, or paragraphs of the article. Write the words you associate with these concepts. Write essential phrases or terms you would want to use.

When you have everything, it is time to get organized. Try to group similar ideas and concepts. Define sections of content and categorize them. The goal here is to make these ideas

structured. This way you get a coherent structure to follow when you start with the content presentation.

Image: https://unsplash.com/photos/gcsNOsPEXfs

The purpose of the brainstorming is to capture all of your best ideas. You might want to do the process again to get even more ideas. At this point, there is no need to start with content presentation immediately. Instead, the focus is to prepare the concept which will be a basic structure for adding more materials and developing the topic in details.

Content presentation

Up to this, this was a phase of preparation and now it is time for the actual content creation. This way, you present the content and this presentation depends on the type of content you choose.

Writing process

When you have the idea and concept developed, the next part is the actual process of writing. This process can involve one or several people, and this depends on both your business and the

complexity of the project. Essentially, we can differentiate three types of writing roles people can take in the writing process.

Writer

This is the person who writes the content. In a company, it can be one member of online marketing team or it can be a contracted writer for the project in question. In small-sized companies, sometimes the owners or other team members can write content.

Ghost writer

Another situation with the writing is hiring someone else to write the content instead of you. The thing with the ghost writing is that the content is not attributed to the actual content writer, as per mutual agreement. Instead, a different person can be presented as a writer (one of the team members, for example) or the content can be posted without any author reference. A ghost writer most commonly is not a member of the team, but a writer hired for a specific project.

Guest writer

Guest writer is a hired writer who has his or her own blog and has gained a reputation online as a writer. Hiring a guest writer is a great opportunity to expand your reach and work on mutual promotion. Although additional promotion is one of the reasons for hiring a guest writer, this is also done when you want highly targeted content and a topic covered by an expert in this field. In this case, a guest writer is not a member of your team, but he or she is attributed as the author of the content.

Image: https://unsplash.com/photos/505eectW54k

Visual and audio/video content

With visual content, things are a bit more complex. The process of preparation and final editing is similar for all types of content, including written content, with different ways of presentations for each. There is a specific group of tasks that are involved in the process and one or several people can be responsible for those tasks.

Writing

Some types of visual content have written content, such as the case with some types of podcasts, for example. This kind of audio presentation should be prepared in advance in a written form first. This task comes first, after the preparation phase but before the creation of visual/audio content.

Designing

The next part is designing. If we talk about images and graphics, this is the main part of content creation. Besides hiring the person who designs the content, it is necessary to use design tools for this purpose. During this process, it is very important to have the main idea in mind, as well

as the goals of the content creation and the company reputation. The final product should match your company vision and the way you are planning to present your brand online through this visual content.

Recording

With audio and video content, the next phase will be presenting the material and recording it. The development of technology has enabled easy recording audio and video content. It is much less complex to do it than it used to be. Pretty much any smartphone can be used for this purpose, but for the professional content creation, it is recommended to use the adequate equipment. During the recording, it is very important to think about the way you are presenting the content. The engaging and interesting presentation is just as important as the quality of the content being shared this way.
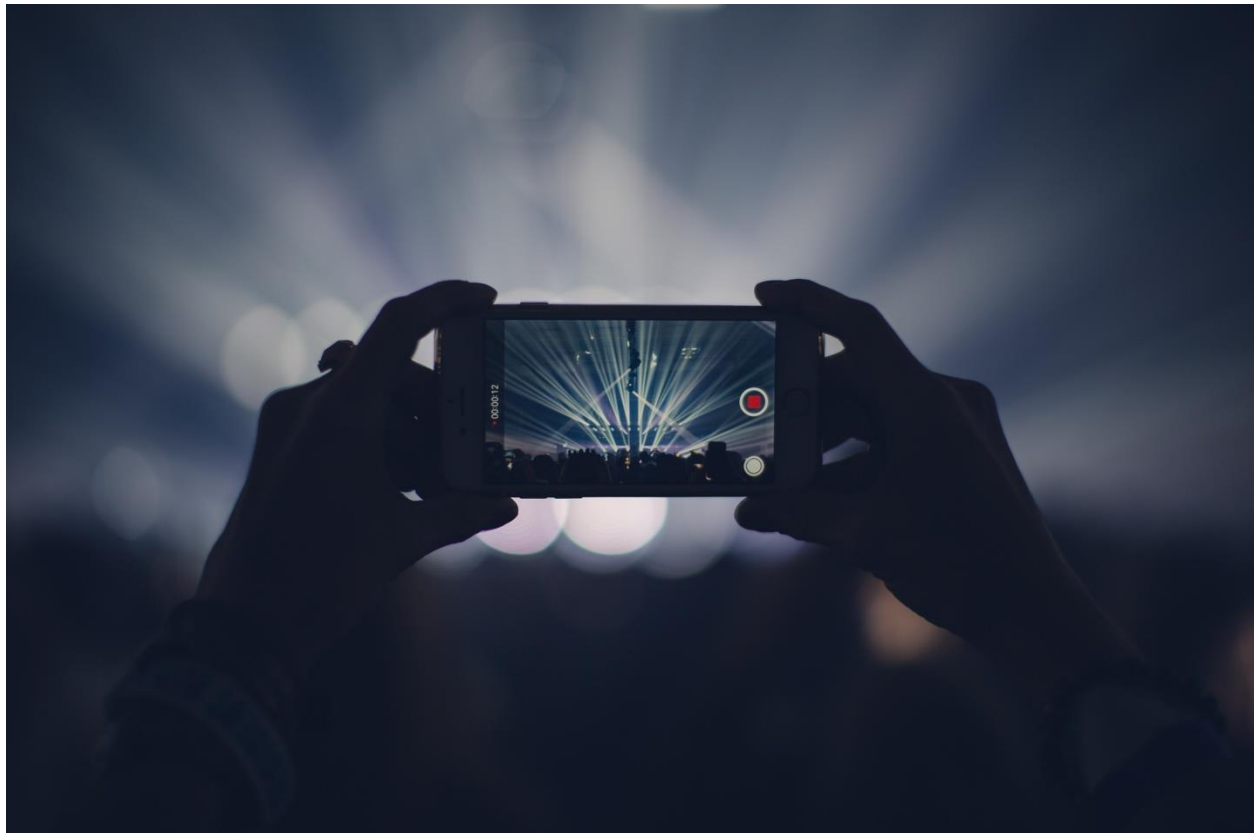
Image: https://unsplash.com/photos/b_xciWkK8Pc

Editing and proofreading

This is the last stage that precedes the publishing of the content. During this phase, the goal is to check the content material that has been created. This part is far from redundant. On the contrary, editing and proofreading, especially when it comes to written material may take the

same, if not even more time than the actual content creation. Through this process of editing and proofreading, you make sure that the material is perfectly shaped according to your vision, without any errors in accuracy, grammar, spelling, video editing, etc.

Publishing

In the end, you get to publish the final product. Once you are perfectly happy with the way it turned out, you are ready to present the content to the internet users. When it comes to publishing, the platform you are going to use depends on the type of content. If it is a blog article, you will probably publish it on your own blog or perhaps on another blog where you are presented as a guest author. If the video is the content in question, you also have several options. You could host it on your server, or you could use a more popular option and publish the video on a video hosting platform such as YouTube.

Essentially, it is always best to publish on your own platform, because this way you have access to the servers and you can make sure that the content is really there, without the risk of being removed. However, the main benefit of hosting your video on YouTube, for example, is the fact that you are likely to reach more people this way due to a social character of this platform.

These phases make the entire process more organized and coherent, which is very important if you want to create high-performing content. As you go through each phase, you get to focus on the specific task while keep thinking about the goals you wish to achieve with this content.

12

Content Marketing and Influencer Marketing

12. Content Marketing and Influencer Marketing

Development and expansion of content in online marketing and its usage in many aspects of online promotion have slowly led to the appearance of another form of marketing that can be seen as a part of content marketing. It is influencer marketing and the main reason why it is connected with content marketing is the fact that involves advertising through influencer's content.

What is influencer marketing?

Influencer marketing, also called influence marketing, is a type of online marketing focused on working with individuals who have a certain influence in a particular sector. The influence means they have the power to influence and persuade their followers. This way, an influencer is able to sway the audience and affect their buying habits.

The influence is built slowly over a course of time and it represents a cumulative effort of an individual to establish a name and an authority for themselves in a particular sector. Even though it is a long-term effort, creating influence opens up so many opportunities to influencers, especially in terms of business opportunities and chances to work with renowned brands from the industry they work in.

The characteristics of the influencers include:

- Being an expert in the industry
- Knowing the market and current trends
- Having the group of followers and supporters
- Earning their trust
- Knowing the group well and being able to address them directly

How to start with influencer marketing?

As seen, influencer marketing provides a lot of benefits, which is why you should explore ways you can promote your business through this kind of online marketing strategy. Since this is a planned campaign, there is a set of steps you should follow to help you when starting out with influencer marketing.

Identify the influencers

You will first need to identify the influencers you want to work with. To make sure you pick only those worthy of working with, and to make sure your campaign really is effective, choose the influencers whose target group matches yours. Since your business will be promoted to this audience, you need to focus on the specific target group who could actually become interested in your business. For example, if you provide email marketing software, you will need to find an influencer who is followed by those who could be interested in such software.

Another aspect you should have in mind when choosing the influencers, you want to work with, is whether your business is global or local. Considering this aspect will also help narrow down the list of potential influencers because this also has a direct influence on the campaign performance.

The best way to start looking for the influencers is to use the search engines. You can type the keywords you are interested in and check the search engine results to see which ones match your query. Sometimes adding a word "influencers" into the search term can help you find ready-made lists of influencers in that particular industry. Social media is another great place for searching influencers because every influencer uses at least one social media platform to interact regularly with his or her target group. Besides this manual searching method, there are tools that help you identify and rank influencers based on different criteria, such as the number of followers, blog authority, etc.

Rank the influencers

The reason why you should rank the influencers is the fact that you will probably identify a couple of influencers in the sector of your interest. Sometimes you might want to work with one or several influencers at the same time. However, all the influencers you identify might not make the cut, and you will actually end up working with selected few or even one. To make sure you select the right influencers, the best idea is to rank them.

There are two ways to do this process. If you are using a tool to find influencers, sometimes you will have an option to sort and compare influencers. This will basically give you a list of already ranked influencers. The other way to select those you want to work with is to create your own custom ranking system. Start by creating a table and then fill in the names of the influencers you have identified. Then try to fill in some of the following data about each influencer:

- Number of social followers (separately for each network)
- Number of subscribers
- Average monthly blog visits

- Have they worked with your competitors?

- Reach of similar collaborations organized in the past (social media shares, comments, blog visits, etc.)

Of course, it is not always possible to get all the data from this list, but it is recommended that you find out as much as possible about the influencer you are interested in working with, as well as about the previous campaigns the influencer has participated in. This all helps you evaluate:

- The influence that particular influencer has

- The planned outcome you could expect from such campaign

- How likely this collaboration is to happen

Determine the goal of the campaign

Once you know who you are working with, it is time to think about the campaign and how you are going to organize everything. For starters, take the time to think about the goals. The campaign goals help you evaluate the success of the campaign, which is why they are valuable metric to have in any strategy. Goals also help you shape the path and the approach you are going to take with the campaign, allowing you to choose actions and tactics that will help with achieving these goals.

Alternatively, you can think about the goals before even choosing the influencers if you believe that goals could actually help you with choosing the perfect influencer to work with.

Think about content

This is the point where you focus on the content you want to create in collaboration with an influencer. Firstly, there is a possibility to have your own content where you will use influencer marketing campaign to promote it. In this case, the influencer is not involved in content creation, but instead, it is simply the one who recommends it. On the other hand, you can have the influencer working alone on the content that is going to be designed in a way that it promotes your business, along with the products or services you offer. Some influencers find this approach more appealing because they have the creative freedom to design the content in a way that matches their style. In the end, the content creation can be a true collaboration, where you as a business will participate in content creation alongside with the influencer.

The type of content you are going to choose is determined by:

- Your business goals

- The influencer's idea

- The target group expectations

Get in touch with the influencer

Up until this point, it has all been about preparation and your plans how you want this collaboration to be conducted. Obviously, a great part will depend on the person you are working with, which you will learn once you get in touch with the influencer. The process is quite simple. You prepare the offer and you get in touch in order to pitch that offer. The best way to do is through an email which ideally should:

Be personalized

This approach is proven to be the most effective with email campaigns so there is no reason to avoid it when contacting the influencers. To get the recipient interested in the matter, use a custom and engaging subject line. Also, make sure you address the influencer by his or her name. The personalized approach shows that you have done the research and that you are familiar with the person you are going to potentially work with.

Explain the offer

The second part of the email includes the offer for collaboration. This is where you explain all the details about your plans and ideas. Make sure your offer is interesting and properly explained so that you get the influencer interested. Have in mind that yours is not the only offer the influencer will have, so your offer needs to stand out.

Highlight the benefits

To go a step further, highlight the reason why the influencer should work with you. Focusing on benefits of such collaboration will encourage the influencer to consider your offer.

Provide contact details

Finally, you want to get a response from the influencer, as well as feedback about the offer you proposed. This means you should provide a method for an influencer to contact you, and preferably, you should provide a couple of methods, such as a phone number, an email address, social media profiles, etc.

Major benefits of influencer marketing

This strategy has been popularized greatly in the recent years, and it is a trend you will need to look out for, but to understand how your business can actually benefit from working with influencers, here are some of the main benefits of influencer marketing.

Expanding reach

When you decide to work with influencers, the most obvious benefit is the possibility to reach their audience. This kind of campaign is oriented at the audience that does not necessarily have connections or know about your business at all. In this case, you have the opportunity to expand your reach, which usually results in expanding the number of leads, customers, website visitors, etc.

Targeted campaign

Choosing to work with an influencer is a process that involves going through several criteria, but one of the most important ones is choosing the influencers based on their target group. When you choose an influencer whose target group could really be interested in your business, you get to organize a highly-targeted campaign, and such campaign is most likely to get good results.

Boosting sales

Since influencers have the ability to affect their audience and their buying habit, it is only natural to expect to boost sales through such actions. To make sure you are able to track these sales and actually account them to influencer marketing, make sure you use trackable links for the products mentioned by the influencer.

Increasing the influence

Unlike sales, which are usually easier to track, gaining influence is a benefit you will find more difficult to measure. However, this benefit is obviously a result of such campaign, because a recommendation from an influencer will have a positive effect on your business and on the reputation you have among the online users. In this sense, working with influencers actually, helps you build your own influence and authority online through this recommendation.

Influencer marketing is not an absolutely necessary part of online marketing, but a strategy that could be quite effective for some type of businesses. It is important to recognize the opportunities it can provide for your company and whether it is something you should focus on.

Rather than being an ongoing strategy, influencer marketing is actually a strategy you should use occasionally when you notice a possibility to promote your business through such form of online marketing. In the end, all that matters is your business, and if you believe that working with influencers could help you take your business to the next level, this is a strategy you want to further explore and determine how to organize it to get the most out of it.

13

Tools and Apps to Help You with Content Marketing

13. Tools and Apps to Help You with Content Marketing

Carrying out tasks in content marketing gets easier with the right tools. There are tools for each and every segment of the process, but this does not mean that you need or have to use all of them. What you need is to choose a set of tools and apps that really do make your job on day-to-day basis easier. You should feel comfortable using these tools, and preferably they should save time and make things easier for you.

While we will suggest a certain part of tools and apps you will find beneficial in content marketing, most of them have alternatives. This means that you need to focus on features the tool provides. Then explore different versions and similar tools that are available on the market, and choose the one you prefer. Some of the tools are free, while some require a payment to gain access. Some offer a limited amount of features for free, with a paid upgrade to gain full access. With paid tools, there is usually a trial period during which you enjoy a free access to all of the features for a limited period of time.

When it comes to small businesses, starting out with free versions is a great way to explore the options that are available. At this point, the number of needed features is not as extensive, which usually means that free versions will suffice. You also have to be able to recognize the growing needs of your business and when it is time to upgrade and move on to a more complex, and often more expensive, tool or app.

Content creation tools and apps

The following list of tools will help you with different aspects of content creation. It includes tools for written, visual, and audio/video content.

Writing

[Headline analyzer](#)

This tool shows suggestions on how to write a better title. For each title, you get a score, and the score changes as you modify the title. You will see how the tool helps you choose the optimal title or even get some new ideas.

[Title capitalization](#)

If the rules for title capitalization are a bit blurry, here is a tool that does the work for you, without the need for you to remember the rules.

[Evernote](#)

Evernote is an organization tool that helps you keep track of all your writing projects, notes, ideas, and files.

[Hemingway App](#)

This tool helps you improve your writing by focusing primarily on the style. It highlights complex or confusing sentences and it shows word alternatives to make the text more readable.

[Grammarly](#)

Grammarly is another tool to improve your writing skills. The primary focus of this tool are grammatical and spelling mistakes, for which you are offered suggestions on how to fix them.

[Write Well](#)

If you need inspiration along the way, take a look at this resource that offers a set of writing templates which you can customize based on your own business.

[Keyword Planner](#)and [UberSuggest](#)

You will need to use keywords when creating content, which is where these two tools can help. Basically, they give you keyword ideas related to the keyword you enter into the search box. Besides content creation, these keyword suggestions are also helpful for SEO and SEM campaigns.

Designing

Since visual content can greatly improve the performance of written content, here are a couple of tools to help you with designing images. These are quite handy even if you are not a professional designer.

[Jing](#)

Jing allows capturing and sharing images and video. It also provides some basic visual elements, such as adding text, arrows, etc.

[Nimbus screenshot and screencast](#)

This tool is the alternative to a previous one. It comes as a software to download or it can be used as a browser extension. The key features include capturing screen as images or videos, which can be very helpful with content creation.

Skitch

Skitch is Evernote's app that provides the tools to share ideas and collaborate on projects. It allows adding shapes and text to the existing or captured images, adding annotations, etc. It is linked to your Evernote account, where you can store design projects alongside writing projects and notes.

Canva

Canva is an extraordinary tool for designing your own images and graphics using plenty of ready-made templates, shapes, and layouts. It uses drag-and-drop method to combine elements and a set of tools to customize each image or infographic. It is quite straightforward and versatile, a perfect tool if you want custom designs.

Infogram

This tool enables you to make infographics and charts using predesigned images, icons, and layouts which you can customize.

Stencils

Stencils offers tools and features to create engaging images. The features include more than 960,000 background photos (including royalty-free ones), over 200,000 icons and graphics, numerous templates, Google web fonts, etc.

Wordle

You can use this tool to create the word clouds. You simply paste the text or words you want to appear in the cloud and the tool does the work.

Image Color Picker

Matching colors is an important part of image design, so here is an awesome tool where you basically upload an image, click on the color on the image, and the tool shows you the color code.

Placeit

Placeit is a great place for product mockups. All you need to do is provide a screenshot or a URL and the tool will generate the mockups across different devices.

[Haiku Deck](#)

If you want to create presentations, this tool is a good choice with lots of features to polish and style your presentations. Templates are available, as well as access to free creative commons images.

Photo sharing websites

Photo sharing websites offer free or paid images that can be used for visual content marketing. This option is very helpful when you are not able to make your own images. Here are several websites that provide images and graphics to download.

[Gratisography](#)

[Pixabay](#)

[Freepik](#)

[GettyImages](#)

Audio/Video

The purpose of the following tools is to help you with audio and video recording and editing.

[Audacity](#)

Audacity is a multi-track audio editor and recorder.

[ScreenFlow](#)

Screenflow is a software for Mac that enables screen recording, screencasting, and video editing.

[Camtasia](#)

Camtasia enables easy video editing, with a drag-and-drop editor. Besides importing and editing videos, it also enables screen recording.

[Audioblocks](#)

A subscription-based resource, Audioblock offers royalty free music, sound effects, and loops.

[Audiojungle](#)

This community offers over 500,000 tracks and sounds to download.

Content optimization tools and apps

Within this group, you will find tools and apps that enable content optimization. These are mostly SEO tools because one of the essential parts of search engine optimization is optimization of content.

[Smallpdf](#)

In case PDFs are part of your daily work, you will find this tool quite useful. It offers features to convert from Word to PDF, JPG to PDF, Excel to PDF and vice versa. Other features include merging, splitting, rotating and compressing PDF files.

[Remove'em](#)

Over-optimization of the anchor text can be an issue and it may have a negative impact on your SEO, which is why you will benefit from this tool. It basically identifies the anchor text diversity and it shows if and where your website is at risk of anchor text over-optimization.

[Word to Clean HTML](#)

Convert the Word documents to HTML using this converter. It strips the text from the invalid or proprietary tags, leaving you with clean HTML.

[Copyscape](#)

Copyscape is probably the best-known tool for analyzing a text for plagiarism. This helps you check the originality of the content before it is published.

[Varvy](#)

Varvy is a great SEO tool to assist with complete website analysis, including pagespeed, accessibility, etc. When it comes to content optimization, this tools can detect the issues such as the validity of HTML, image optimization, page headers, etc.

[Schema](#)

Search engines have created structured data called Schema. Schema.org provides the vocabulary of formats necessary to add information to your website content. As a result, this enables you to markup your pages and make them better optimized for search engines.

[Yoast SEO](#)

The tool provides real-time content analysis with features to optimize your WordPress website and the content you share on the blog.

[Broken Link Checker](#)

This is a plugin that detects broken links in your blog posts, pages, comments, etc. Since broken links have a negative influence on SEO, this tool can help a lot with optimizing your website. It also detects missing images and redirects.

Content management tools and apps

When it comes to content management, you will need tools to help you organize your content creation activity, as well as to monitor content performance. Management tools and apps offer a lot of interesting features including automation of certain tasks, scheduling, the collaboration between team members, etc.

[Basecamp](#)

Basecamp is a tool to organize your projects and communication with team members. Features such as to-dos, chats, scheduling, file exchange, etc. are all helpful with project and content management, especially if those involve a collaboration of several people.

[Divvy](#)

Divvy a platform that supports content creation and workflow. It helps you stay organized, streamline the process of content creation and collaborate across teams.

[Mintent](#)

Mintent is a content automation platform which helps you with content management providing tools such as content workflow automation, project management, measuring content production, targeting messages and customers in the buying cycle, etc. It integrates with commonly used platforms such as WordPress, Drupal, Google Analytics, social media, etc.

[Curata](#)

Curata is a CMP platform that assists with content management, analytics and measuring content impact. It also supports curation software which enables you to find, curate and share great content to completely define your social media strategy.

[Gather Content](#)

Centralized content production, especially if you are working with a team, is the best way to stay organized and keep up with the clear workflow. This software enables such collaboration. Planning, organizing and managing content creation is much more productive with this kind of management tool.

Content distribution tools and apps

Content distribution is the process of sharing your content online through different channels, and the most important tools you will need here should support publishing content simultaneously on several platforms and scheduling. These are real time-savers when it comes to content distribution.

TweetDeck

TweetDeck assists with management of Twitter account or multiple Twitter accounts. It contains columns to display specific content such retweets, messages, tweets that contain a specific word or phrase, etc.

Hootsuite

Hootsuite is a leading platform in the realm of social media management. It provides a dashboard for managing the social profiles, as well as analytics to monitor trends and how content shared through social media is performing. The premium plans support numerous app integrations, custom branded URLs, contests, and many other features that can help you fully master social media and take advantage of the possibilities this kind of content distribution offers.

Buffer

This is another social media management platform you can explore in the attempt to optimize your work online. Besides integrations for the most popular social networks, post scheduling, link shortening and tracking, other features include timing tool, social analytics, calendar, etc. All of this combined helps you manage and monitor your presence on social media.

Social Pilot

This platform's main features include social media scheduling, social media calendar, analytics and team collaboration. These are all perfect for optimizing content distribution and making content marketing strategy more efficient

Storify

Storify allows creating and sharing stories within an app that support features such as drag-and-drop re-ordering, social sharing, commenting. Advanced features include custom CSS styling, SEO optimization, automated content curation, content approval workflow, etc.

Tools to find influencers

As influencer marketing can take part in your content marketing strategy, you will benefit from the following tools used to look for influencers. Through these tools, you basically search for people who are associated with certain keywords.

[Buzzsumo](#)

When you search for a specific topic, you get the list of influencers and bloggers related to the topic ranked based on the metrics such as page and domain authority, the number of followers, retweet ratio, etc. The platform also offers some advanced features such as assistance with outreach, filters, and reporting tools.

[Followerwonk](#)

This software helps you search for influencers on Twitter. It allows sorting the influencers using different filters as well as comparing them using "Compare Users" feature.

[Keyhole](#)

This is the hashtag and keyword tracking tool that helps you find relevant content and influencers.

[Klout](#)

It allows analysis and measurement of the individual's influence on social networks, which is expressed with Klout score, a numerical value between 1 and 100.

[Kred](#)

This tool uses an algorithm to calculate two scores called "influence" and "outreach". Twitter and Facebook activities contribute to the score and are measured to calculate the influence.

How to choose the right tools?

First of all, explore the options you have. Sometimes you might not even be aware that there are tools that can be of great assistance in your daily work. Explore the tools based on the different section you need help with, and check out the most common features they include. Think about how you can benefit from these features. Think about which features would you consider must-have. Your goal is to optimize your work by saving time and getting some valuable insights into the performance of the content you create.

Many tools that are mentioned in this ebook, as well as their alternatives which might not be mentioned at all, offer similar features. In this case, choosing one over the other might just be

based on your own preference. The good thing is that most of them do offer a free trial. This is the best way to make sure a tool is right for you before you decide to purchase a particular plan. Make sure you explore features that are available with a free plan or a free trial, and check if the particular tool is something that you can use in your daily work.

Not using any tools can mean that you are missing out on many possibilities and opportunities to grow your business. On the other hand, using too many of them might be a sign you are wasting your effort and budget on the tools you do not actually need, nor is your business gaining any benefits from those. Ideally, you should focus on a selected few. For example, select only one content management tool and take a look at how you can use it in a way that it optimizes content management for your business.