

CONTENT MARKETING



BY

NYESIGA CATHERINE

Department of Applied
Computing & IT

cnyesiga@mubs.ac.ug

To cover

2

- ▶ Content Marketing Fundamentals
- ▶ Developing a Content Calendar
- ▶ Types of Content
- ▶ Writing for the Web
- ▶ Visual Storytelling
- ▶ User-generated Content
- ▶ SEO Basics
- ▶ Social Media Distribution
- ▶ Email Marketing



Content Marketing

- ▶ Content marketing is the strategic process of creating and distributing content to attract, engage, and convert a target audience. Unlike traditional advertising, it focuses on **providing value first**, rather than directly selling products.
- ▶ Content strategy is the backbone of all your efforts — without it, content risks being random and ineffective.
- ▶ Content strategy is the **long-term vision and approach** for creating, managing, and distributing content that aligns with a brand's business goals and audience needs
- ▶ **Key Benefits of Content Marketing:**
 - Builds brand awareness and authority.
 - Improves search engine rankings (SEO).
 - Nurtures leads through the buyer's journey.
 - Encourages customer loyalty and advocacy.

Core Principles of content marketing

1. Audience-First Thinking

1. Research buyer personas: demographics, pain points, motivations, and preferred content formats.
2. Example: A B2B company might create whitepapers for executives but video tutorials for technical users.

2. Consistency is Key

1. Sporadic/irregular content confuses audiences; consistent publishing builds trust.
2. Example: Weekly blog posts, monthly webinars, and daily social updates.

3. Value Over Promotion

1. Audiences engage when content educates, solves problems, or entertains.
2. Example: “How-to guides” or “industry insights” work better than pushy sales post

Developing a Content Calendar

- ▶ Content planning is the **practical, tactical process** of deciding *how, when, and where* to publish the content defined in the strategy.
- It answers “**how**” and “**when**”:
 - How will content be created?
 - When and where will it be published?
- ▶ A **content calendar** is a planning tool that ensures all content efforts are strategic, timely, and coordinated.
- ▶ **Benefits of a content calendar**
 - Prevents last-minute scrambling.
 - Aligns content with campaigns, launches, and seasonal events.
 - Tracks ownership and accountability.

Steps to Build a Content Calendar

1. **Define goals** → Awareness, engagement, lead generation, retention.
2. **Audit existing content** → Identify gaps and repurpose opportunities.
3. **Plan distribution channels** → Blog, LinkedIn, Instagram, email, etc.
4. **Set frequency** → Decide how often you'll publish on each channel.
5. **Use tools** → Trello

Typical Content Calendar Fields

- Publish date
- Content title/idea
- Format (blog, video, infographic, etc.)
- Responsible team member
- Status (draft, review, scheduled, published)
- Promotion notes

Date	Platform	Post Time	Content Type	Title/Topic	Assigned To	Status	Hashtags	Notes
	Instagram	10:00 AM	Image	Fall Fashion Launch	Winnie Lee	Scheduled	#FashionFall, #NewArrivals	Carousel post of new collection
	Twitter	2:00 PM	Text/ Link	Blog Post: Best Business Books	George Towers	To Post	#Bestsellers, #Businessbook #BookLovers	Link to full article on website
	Facebook	5:00 PM	Video	Live Q&A with Nutritionist	David White	Preparing	#HealthTips, #Smoothie Time	Promote upcoming health webinar

Types of Content

- ▶ Different content formats suit different stages of the buyer's journey:

Blog Posts & Articles

1. Improve SEO and drive organic traffic.
2. Ideal for top-of-funnel (awareness) content.

Videos

1. Highly engaging and shareable.
2. Great for product demos, customer stories, and tutorials.

Infographics

1. Simplify complex data.
2. Increase shareability on social media.



Types of Content cont....

Podcasts

1. Build loyal communities.
2. Convenient for audiences who consume content on the go

Case Studies & Testimonials

1. Powerful bottom-of-funnel content for decision-making.
2. Showcase real results and client satisfaction



Types of Content cont....

► E-books & Whitepapers

- Long-form, in-depth resources.
- Effective for lead generation (often gated with email signups).

► Social Media Posts

- Bite-sized content for awareness and engagement.
- Includes polls, stories, live sessions, and memes.



Creating Engaging Content

Writing for the Web

- ▶ Writing online differs from traditional writing because readers **scan** rather than read word-for-word.
- ▶ **Best Practices:**
 - Use **short paragraphs** (2–3 sentences max).
 - Write compelling **headlines** — 80% of people only read headlines.
 - Apply the **inverted pyramid** style → present the most important info first.
 - Include **keywords naturally** for SEO but avoid keyword stuffing.
 - Always include a **call to action (CTA)**: "Download now," "Learn more," "Sign up."

Visual Storytelling

- ▶ Visual storytelling is the practice of using images, videos, graphics, and design elements to communicate a brand's message in a narrative format that resonates emotionally with an audience.
- ▶ Instead of just presenting information, it tells a story that connects with viewers, making content memorable, engaging, and shareable
- ▶ **Importance of Visual Storytelling in Content Marketing**
 - People process visuals 60,000x faster than text.
 - Visuals improve recall → audiences remember stories, not just facts.
 - Storytelling creates emotional connection, which influences trust and buying decisions.
 - Helps simplify complex messages.
 - Example: A wellness coach telling his client's transformation story of before & after using images.

Elements of Visual Storytelling

- ▶ **Narrative Structure** → A clear story:
 - **Hook** (grab attention), **Conflict/Problem** (what the audience struggles with), **Resolution/Solution** (how your brand solves it), **Outcome** (success, transformation, or benefit)
- ▶ **Strong Visuals**
 - Photos, videos, infographics, memes, illustrations, animations.
 - Consistency in colours, fonts, and design → strengthens brand identity.
- ▶ **Emotion-Driven Content**
 - Visuals that spark feelings (happiness, hope, curiosity, urgency).
 - Example: Charity campaigns often use powerful imagery to drive empathy.
- ▶ **Platform Adaptation**
 - Instagram → Carousel posts, reels, stories.
 - TikTok → Short-form video storytelling.
 - YouTube → Long-form tutorials, case studies, behind-the-scenes.
 - Blogs → Infographics & images to break text-heavy content

User-Generated Content (UGC)

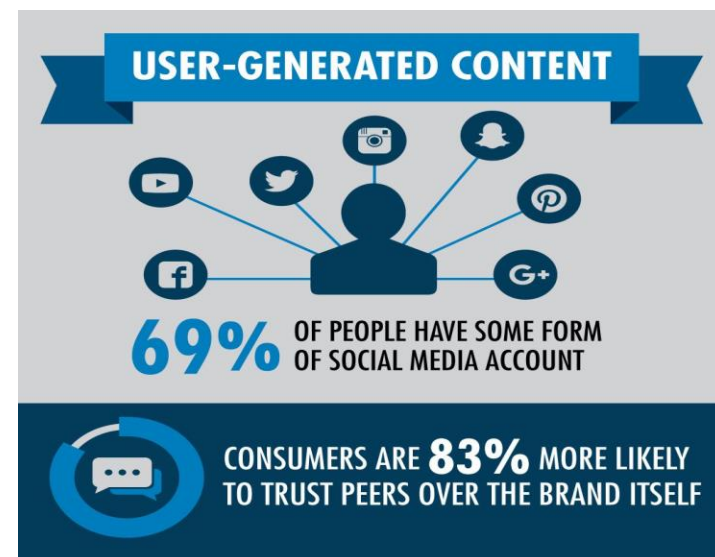
UGC leverages content created by customers rather than the brand itself.

► **Why it works:**

- Builds **trust** (people trust peers more than brands).
- Expands **reach** (customers share content with their own networks).
- Saves **resources** (less in-house content creation needed).

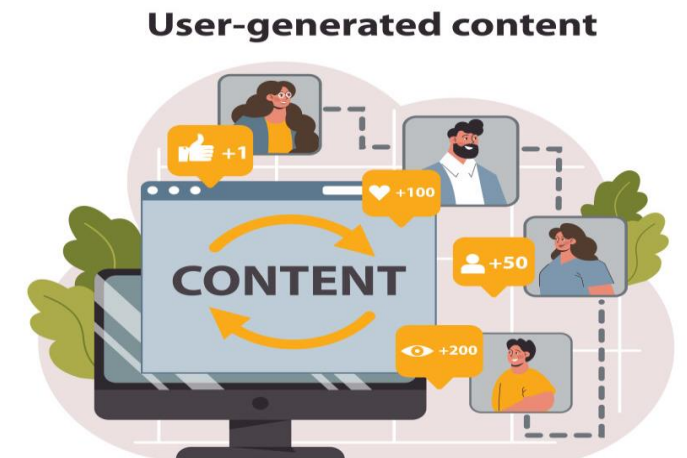
Types of UGC:

- Reviews and testimonials
- Social media posts with brand hashtags
- Customer photos and videos
- Community discussions and forums



How to encourage UGC

- Create branded hashtags.
- Run contests or challenges.
- Offer recognition (feature customers on official channels).
- Provide incentives (discounts, freebies)



Content Distribution & Promotion

SEO Basics

- ▶ Search Engine Optimization ensures your content gets discovered on Google and other search engines.
- ▶ **Core Elements:**

Keyword Research

1. Identify search terms your target audience uses.
2. Tools: Google Keyword Planner, SEMrush, Ahrefs.

On-Page Optimization

1. Title tags, meta descriptions, headers , image alt text.
2. Include keywords naturally in the first 100 words.



Content Distribution & Promotion

Content Quality

1. Google prioritizes helpful, original, in-depth content.
2. Update old content regularly to maintain rankings.

Link Building

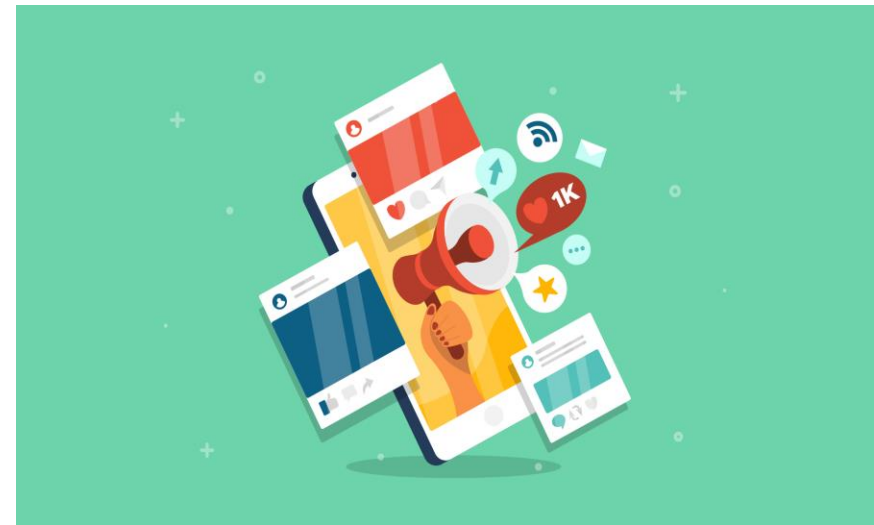
1. Get backlinks from reputable websites.
2. Internal linking between your own pages improves navigation and SEO

Social Media Distribution

- ▶ Social platforms are essential for amplifying content.
- ▶ **Best Practices by Platform:**
 - **LinkedIn** → Best for B2B, professional articles, and thought leadership.
 - **Instagram** → Visual storytelling with reels, stories, carousels.
 - **TikTok** → Short, creative, trend-driven videos.
 - **Twitter/X** → Quick updates, industry news, and conversations.
 - **Facebook** → Community engagement, groups, event promotion

Tips for Social Media Distribution

- Tailor content to the platform instead of copy-pasting.
- Use analytics to track engagement and reach.
- Mix organic posts with paid advertising to expand reach.



Email Marketing

Email remains one of the most effective content distribution channels .

► **Types of Emails:**

- **Newsletters** → Regular updates and curated content.
- **Promotional Emails** → Sales, offers, product launches.
- **Lead Nurturing** → Automated sequences guiding leads through the funnel.
- **Onboarding Emails** → Welcome messages for new subscribers or customers

Best Practices

- Segment audiences for personalized communication.
- Write **short, catchy subject lines** to increase open rates.
- Ensure **mobile optimization, as most users open emails on their** phones.
- Use strong **CTAs** (buttons/links).
- Track performance: open rate, click-through rate (CTR), conversions

Self-study

22

- ▶ **Tool:** BuzzSumo (for content research & analysis)
- ▶ **Task:** Use BuzzSumo to find and analyse popular content related to a specific industry or topic.

References, Further Reading & Resources

- Books:
 - Content Rules by Ann Handley and C.C. Chapman
 - Everybody Writes by Ann Handley
- Websites:
 - ❖ Content Marketing Institute: (<https://contentmarketinginstitute.com/>)
 - ❖ BuzzSumo: (<https://buzzsumo.com/>)



THANK YOU!