

LECTURE PRESENTATION

CONTENT MARKETING

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 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 OVERVIEW

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. It 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

Research buyer personas: demographics, pain points, motivations, and preferred content formats.

Example: A B2B company might create whitepapers for executives but video tutorials for technical users.

2. Consistency is Key

Sporadic/irregular content confuses audiences; consistent publishing builds trust.

Example: Weekly blog posts, monthly webinars, and daily social updates.

3. Value Over Promotion

Audiences engage when content educates, solves problems, or entertains.

Example: "How-to guides" or "industry insights" work better than pushy sales posts.

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.

? 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, Asana, Google Sheets, etc.

TYPICAL CONTENT CALENDAR FIELDS

Essential 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
2024-09-01	Instagram	10:00 AM	Image	Fall Fashion Launch	Winnie Lee	Scheduled	#FashionFall #NewArrivals
2024-09-02	Twitter	2:00 PM	Text / Link	Blog Post: Best Business Books	George Towers	To Post	#Bestsellers #BookLovers
2024-09-03	Facebook	5:00 PM	Video	Live Q&A with Nutritionist	David White	Preparing	#HealthTips #SmoothieTime

TYPES OF CONTENT

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

Blog Posts & Articles

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

Videos

- ✓ Highly engaging and shareable.
- ✓ Great for product demos, customer stories, and tutorials.

Infographics

- ✓ Simplify complex data.
- ✓ Increase shareability on social media.



Podcasts

- ✓ Build loyal communities.
- ✓ Convenient for audiences who consume content on the go.

“ Case Studies & Testimonials

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

📖 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.

i 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

- ✓ 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

Hook (grab attention) → Conflict/Problem (audience struggle) → Resolution/Solution → Outcome (success/transformation).

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). E.g., Charity campaigns using powerful imagery.

Platform Adaptation

Instagram: Carousel posts, reels, stories.

TikTok: Short-form video storytelling.

YouTube: Tutorials, case studies, behind-the-scenes.

Blogs: Infographics & images.

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, testimonials, social media posts with brand hashtags, customer photos/videos, community forums.

69%

of people have some form of social media account

83%

Consumers are 83% more likely to trust peers over the brand itself

HOW TO ENCOURAGE UGC

Create Branded Hashtags

Encourage users to share their experiences using a unique, recognizable hashtag.

🏆 Offer Recognition

Feature customer posts, stories, and testimonials on official brand channels.

🏆 Run Contests or Challenges

Incentivize submissions through interactive campaigns and competitive challenges.

🎁 Provide Incentives

Reward contributors with discounts, freebies, or exclusive community access.

Search Engine Optimization (SEO) ensures your content gets discovered on Google and other search engines.

Keyword Research

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

On-Page Optimization

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

Content Quality

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

Link Building

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

SOCIAL MEDIA DISTRIBUTION

Social platforms are essential for amplifying content.



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.

- ✓ 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

Tool: BuzzSumo

(For content research & analysis)

Task: Use BuzzSumo to find and analyse popular content related to a specific industry or topic.

REFERENCES & 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!

Content Marketing

IMAGE SOURCES



<https://cdn-nyt-prd.nytlicensing.com/media/images/measure-marketing-thumb.jpg>

Source: nytlicensing.com



<https://www.smartinsights.com/wp-content/uploads/2025/08/MarTech-tools-wheel-graphic-and-copy-Aug2025.png>

Source: www.smartinsights.com