



The Jointviews Guide to
Content Marketing for Beginners

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Introduction

For a long time, SEO remained the watchword for digital marketers. Even though Bill Gates had said – "Content is King", it only had a secondary role among a majority of online marketers. They were more interested in getting their keywords up by other methods and PPC (pay per click promotions). But times have changed. Content has ascended to its rightful throne.

Now content is at the centre of online marketing. The term "Content Marketing" has repeatedly come to the fore, and is now flourishing. We had a lot of people asking us what content marketing exactly is and how it actually works. So, we have tried to address these questions and inform those who are relatively new to content marketing. Read on to know more.

Content Marketing: What is it all about?

Unless you know something is valuable, you are not going to buy it. How do you know something is valuable? Through informational content! But the importance of content has come to the forefront only in the past few years.

Despite content being the soul of marketing, there is a one major difference between traditional marketing and content marketing. All other forms of marketing techniques advocate the hard sell. i.e. They try to sell you the product while, content marketing tries to empower the customer by making him more knowledgeable about products and their benefits.

The now intelligent customer stays loyal to his source of knowledge more often than not.

Why do you need content marketing?

Because content is all you get to hear right from the moment you take your first step towards digital marketing. Rest of the marketing techniques just follow it.

- An advertisement alone doesn't compel customers to buy a product, valuable information regarding the product does
- A Social media network is a great medium to make your business reach majority audience, but only with great content
- It's always the content based on which Google ranks your website so that people get to access your business
- A great content leaves a great impact on people, letting them to know , like and trust your products

Different forms of content marketing

You create good content, but how do you make sure that it reaches out to the potential customers? That's why there are different forms of content marketing, which include:

Blogs

When you hear the word content, the first thing that comes to your mind is obviously a blog. Blog contents contain relevant information about a particular business or product. Blog posts instil a sense of trust in the customers by giving them all necessary information about your product and helping you strengthen your brand.

Newsletters

You send newsletters to potential customers, each of the publication speaking about a particular topic of interest each day. It is considered as a great marketing strategy to attract customers and encourage them to visit your business websites.

E-mails

E-mail marketing tops the list of the most successful techniques used in content marketing. In e-mail marketing, you collect e-mail Ids of potential customers and mail them some informative content or offers. It is a means of indirect marketing where you don't try to sell the product to the customers but you give them information that may be of great help to them, thus making them eager to learn further about you and your business.

Social media

Social media networks are very much popular amongst Internet users and that is where you have majority of your potential customers. Through social media, you can post, tweet, share and dialogue anything and therefore, it is a great medium to share your content, links to your blogs and website posts etc.

White papers

White papers are documents that contain long content, meant to promote a particular product. They introduce a problem and with the help of case studies, research findings and content of the sort to argue that your product or business is superior to other businesses in solving the issue. It is somewhat like boasting about your product, but if you are sure about your business, what's wrong in showing it off?

Videos

Video marketing is gaining popularity these days. Videos are effective marketing tools since they help you convey to the customers an insight about your business, how they can help you solve an issue etc. through effective content. Be it interviews, testimonials or guides, you get to show off all information about your business through videos. But make sure that the videos are short enough since people have a very short attention span and they tend to get easily bored.

E-books

E-books are of great advantage for your customers who are keen to learn more about your business and products. You can convert your best content into digital format and sell them or give away to your customers so that they can attain deep knowledge about your business.

Images

Images speak better than words at times. Therefore, a powerful image with great design can be the best marketing strategy to help you spread the word and gain more customers

Infographics

Infographics is the trend these days. It is a design led graphic that speaks to customers with powerful images and relevant words that can explain even complex things in a simple manner.

How can content marketing help your business?

Content serves two different entities – customers and search engines. It builds customers' trust and helps you rank better in search engine result pages (SERP). Adopting content marketing can benefit your business in the following ways:

- Generate in-bound traffic to your website
- Increase engagement with potential audience
- Generate more leads
- Increase sales
- Helps in brand-building
- Cheaper than traditional marketing

Here are some interesting stats about content marketing:

1. Content marketing is employed by 93% of B2B marketers ([Content Marketing Institute](#))
2. About 60% people are inspired to look for a product after reading about it online![\(com\)](#)
3. Out of all the marketers who blog, a massive 82% report positive ROI for their inbound marketing ([hubspot](#))

How Can Content Marketing Make Your Presence Felt in the Internet?

How can Content Marketing Make Your Presence Felt in the Internet



Any smart entrepreneur would have long understood that the traditional means of marketing is a thing of the past. What is required in this age and technology is online marketing backed with the most reliable and up-to-date techniques. Though there are different modes of making your presence felt in the online world, one marketing strategy most marketers bet on is content marketing.

A colourful, well designed website and a couple of social media accounts is just not sufficient to make your presence felt in the Internet. Content is one of the most powerful tools to make a dominating presence online. As a marketer, if you have still not forayed into content marketing and set across a strong team for that, then read on to know why you should do it right away.

Power of Content Marketing

Content has proven to be a successful strategy no matter what the business or vertical. Marketers are beginning to realize the value of a planned and well-executed marketing strategy. In fact, in a recent study conducted, content marketing well surpassed several marketing activities like social media marketing, SEO and paid advertising. The reason why content marketing is considered a valuable tool is due its versatility and its ability to reach. By delivering custom-made

content to your customers, you not only make the customer feel better about the company and build stronger relationships, but also increase the inbound traffic to your site. It is also a great way to increase brand awareness and pull in unexpected customers. And best of all, it is the most cost-effective form of marketing, when compared to other alternative forms of marketing.

The Future

It is hard to deny the fact that content marketing is the next big thing in digital marketing. It is expected to overtake different marketing avenues like social media marketing. Content that is tailored to meet the marketing needs and is designed to lure the target customers is slated to rule the roost in future. In this generation of smartphones and unlimited Internet, where we are bombarded with information, the challenge lies in making you stand out. And this task can be trusted to content marketing. Companies with a proper content marketing strategy in place are expected to generate more leads in comparison to others.

Tips & Tricks

Long blog posts with high-quality and detailed content will be the future. With the Internet world overloaded with poor quality content, such kind of quality blogs and articles will certainly work wonders. Don't limit your blog posts with just content. Pep them up with videos. Yes! Videos in blog posts will improve the learning experience and will create a dedicated group that will come back for more. Content marketing with the use of infographics and instructographics is a sure shot way to hit the bull's eye. Publishing infographics that stand out on a regular basis will be a successful content marketing strategy. The basic idea should be to focus on making an impact rather than just making noise.

To sum it up, content marketing is a powerful approach to promote your business online. Quality content can be in any form. Be it in blogs, videos, infographics or articles, it is an efficient and cost-effective way to make your presence felt on the Internet.

9 Successful Brands Which Make Use of Content Marketing Services



Some Indian brands that successfully use [content marketing services](#) are as follows:

1. Zomato

Zomato is a restaurant search and discovery service. Some of their specialties are: they are having excellent creativity, know their audience well, understand well what make them use their service and thus turn on each of the customer's foodie-self. They never follow the strict policy of posting every day in social media. Hence, customers eagerly wait for each of their posts. They are equally popular in social media like Facebook, Instagram, Twitter, etc. Zomato shows how efficiently a brand can utilize multiple channels for content marketing. Their success mantra is producing an optimum number of content and thus promote them effectively on [social networks](#).

2. Oreo India

Oreo India was able to grab the attention of the audience with the help of their content. They faced sufficient competition from their dominating brands like Parle, and Britannia. Hence, they started a brand awareness campaign titled DailyDunks whose brand ambassador was Bollywood Heartthrob Ranbir Kapoor. They have wide range of content ideas for different networks. Oreo India is equally active in Instagram, Facebook, Twitter, Pinterest and YouTube. Their success mantra is

producing engaging content which focuses on their product. Also they made a celebrity association through the offline content marketing.

3. Amul

One of the greatest plus points of Amul is that they actively take part in every social issue. They try to focus on the opinions of the mass regarding that particular issue. In each content, there is the presence of the Amul girl which indirectly reflects the idea that it is she who is conveying those contents from her perspective. It is this presence which makes Amul brand different from other brands. It is active on Facebook as well as Twitter. To create a rapport with the audience they usually conduct social media contests. Their success mantra is that they understood how to reach the hearts of mass.

4. Vogue India

Vogue have taken a completely different approach in India. In spite of having expertise in fashion as well as lifestyle, with VogueEmpower they take lead in addressing issues. It is an initiative aimed for women empowerment and prevention of violence against women. They make use of top Bollywood celebrities to create glamor as well as buzz to the efforts of their content marketing. Apart from Twitter, Facebook, Instagram and Google Plus; YouTube plays a greater role in their content marketing. Their success mantra is celebrity brand endorsement and great storytelling capacity.

5. FlipKart

One of the best thing about Flipkart is that their videos are interesting, funny and highly engaging. With their sense of humor, creativity and art of messaging leaves a smile on the face of every type of audience. Mostly they make use of child actors for their advertisements. Their success mantras are great customer interaction, engaging content, good re-marketing strategy and compelling offers.

6. Shaadi.com

Shaadi.com will include some of the interesting and emotional aspect of wedding which makes it different from other matrimonial sites. Though they are active on Facebook and Twitter, their content marketing leader is always YouTube. The strategy that they use in social media is completely different from the strategies that they use in YouTube as well as TV. Their success mantra is the tapping of wide set of human emotions for marriage along with its humor and narrating power.

7. Imperial Blue

The success mantra of Imperial Blue is its use of fresh content. Imperial Blue is an Indian whisky brand and it got most of their popularity through its campaign titled “Men will be Men”.

8. OLX India

OLX India is a brand which became popular with the song ‘Womaniya’. Every content of this brand indicates its tagline “Where Buyers Meet Sellers!”. Also they create compelling content which motivate the audience to use their service. Some of their marketing include the use of star power like their involvement with famous TV comedy star Kapil Sharma. They are equally active in Facebook as well as Twitter. Their success mantra include star association, addressing issues of target audience and humor marketing.

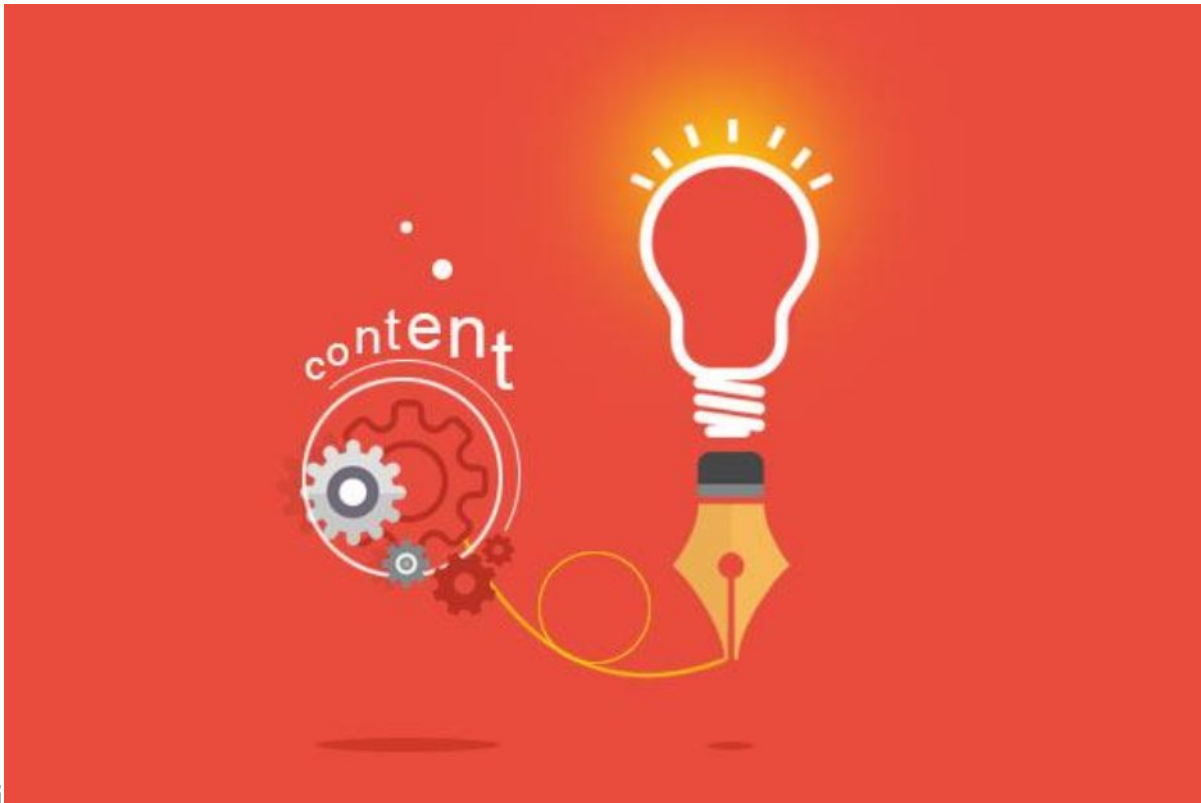
9. Simplify 360

The strength of Simplify 360 is their [infographics](#) and they have clients from 25 reputed companies. Ice Bucket Challenge is a campaign organized by this particular brand. They are active on Twitter, Pinterest, Google+, Facebook and YouTube. Their success mantra is their unique way of collecting, examining, breaking and submitting data.

You May Also Like: [What Is Content Curation? How Is It Relevant To Digital Marketing](#)

From all these brands, we are able to understand that creativity is the most desired quality for content marketing services. Content created should be brief and suitable to the audience. Celebrity brand endorsement, video marketing and humor marketing will be a successful strategy in content marketing services of various companies.

Importance of Strategy in Content Marketing



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ne businesses must understand the importance of strategic marketing, if they want to stand out. Without it, there will be no structure to a business. To hook customers, a digital content marketing agency has to maintain strategic focus.

Proper planning and clarity in goal setting are vital in any type of business. The following aspects can be implemented to improve the strategic content.

End Target

To come up with an efficient strategy, a business must decide on its target. Having knowledge about the consumers helps to hone out the whole business structure. Without an idea of your end goal, you cannot refine the journey. Familiarise with the needs of the customers through proper research and online surveys. Also, have clarity with the product you are offering to them and why it will mean to them. Consumers can make or break a business.

Cohesiveness

Whatever content a digital marketing agency provide the customers, it must make sense. Maintaining cohesiveness from idea conceptualisation to reaching the consumers is essential. It will provide a clear picture of your business and gain the trust of the consumers. There should not be any room for doubts for your product. A customer must be able to earn value from your business without questioning it.

Sales Goals

Define your financial goals. Make sure they are realistic. Lay your strategy on the basis of your sales vision. Determine a timeframe for all your [content marketing](#) plans. An online business cannot achieve overnight structure. It does take time to build trust with your customers. Have confidence on your content and let it work for you.

Budget

Don't swept away by fancy business ideas. Every single aspect of your online business costs money. The budget must be relevant to the sales goals. It's a fine balance between not spending at all and spending too much. Better decisions can only be made with experience. So it's wise to leave it to a digital marketing agency.

Size

As contrast to the popular belief, the bigger content doesn't promise better reach. The quality is directly proportional to the quantity. Lots of content without any sense will actually backfire. Simple content is much more effective. Consumers should not just only read or see your content, they must also buy your service. The more quality content you create, the more money you are going to make. Be smart and opt for a digital marketing agency to offer professional content for your online business.

Platform

Decide on the platform through which you prefer to reach your customers. The site must have efficient user interface and elegant theme. Fast navigation, text size, imagery, integrated social media, versatile payment and shipping system – all make an impact on your consumer. A well-planned online business by a digital marketing agency will drive large traffic.

Branding

An online business must be unique to thrive in a sea of million digital products available. Concentrate on developing brand value for the business with strategic content marketing. From the information you offer to the color of your site, everything matters in the brand representation. Take professional inputs on the decisions that represent your business values. Anything irrelevant to your vision goes out the door.

Clear content, confident representation and strategic business structure will cut cost and time in huge scales. Nothing is impossible with professional help and perseverance. Believe in your online business, devise strategic plans, you are sure to succeed!

Why is Blogging the Best Form of Content Marketing?



Content marketing is the mantra for modern marketers. But without interesting content, marketing via content is toothless. People follow brands on social media owing to interesting content (you might already know this)

You might be thinking about the best medium to publish attractive content. Here are some facts that may give you an answer. You know, Blogs have some 329 million readers globally. In fact, blogs are approximately 240 million in number. This is why millions of brands rely on [Content Marketing Services](#) for blogging.

Social Media Reach is Waning

You might know that Google has changed their algorithm over the past year. This makes troubles for even Content Marketing Services to keep up.

Facebook and Twitter also changed their algorithm following Google. So, social media strategies of businesses do not work anymore. [International Business Times](#) reported that Facebook's organic reach has declined from 16% to 2% because of the new algorithm change.

Read Also: [Why Businesses Should Hire a Content Marketing Agency in India](#)

Ads Is Useful, But Not Much

So, what's next, if social media reach is declining. Will it be good to depend on [banner ads](#)? A recent study reveals that clickthrough rates are only 0.1% and 50% of clickthroughs are accidental.

The ads, via print media are not that useful, as it doesn't provide engagement.

Additionally, you may get surprised knowing that 70% people learn about a brand via blogs.

Compelling images increase blog readership

It's good if you can add attractive images to your blog content. A research by the MDG advertising company shows, 94% blogs are get noticed owing to their content with compelling images. Also, keep in mind; search engines prefer images with text. It gives you room to highlight your keywords on images.

Blog promotion with videos, and vice versa

A research by [Content Marketing Institute](#) says "Blog promotion via video was a popular online marketing strategy over the past 2 years". Since online videos have more popularity, you can use videos to promote your blog and vice versa. Customer testimonials, quick tips etc can be demonstrated via videos.

Post your videos on social media in such a way that links back to your blog.

More information to start blogging

If you are not confident enough to start blogging, we are going to tell you some more aspects of blogging.

Reputed brands reveal that if you can generate 15 blogs per month, you might get 1,200 leads, at least. Companies create blogs in order to improve their SEO. The interesting factor is that blogging can improve inbound links by 97%. Google checks inbound links while ranking.

You May Also Like: [Choosing Good Content: Criteria by Google](#)

Some more aspects to start blogging

- **Be a smart leader:** Blogs are the best medium to start an interactive relationship with your customers. It will help you to show your customers that you care about their needs and trying to provide quality products and services. You can remain as a trusted resource by sharing your expertise via blogs. Communication with your customers via hashtags and reply to feedback will increase the reliability of your brand.
- **Know your audience:** You can judge the interests of your audience using blog analytics. Like analytics you can rely on other tools to gather information about your website, blogs and social media channels.
- **Improve your skills:** To gain customer loyalty, you should stay live in the competition. Blogging is the medium to stay live in content marketing, because you constantly search for trends and news to attract your audience. When you write blogs for your business, you focus on more aspects to improve your business strategy.

There's no further explanation needed for blogging. The advantages of blogging are indisputable. It's time to generate more leads for your brand. So, what are you waiting for! Start blogging today with the help of Content Marketing Services

Online Video: The Future of Content Marketing



We live in a world of instant gratification. With people not even having time for their breakfast, nobody likes to sit and read page long stories and marketing content. They much prefer to see it rather than read it. They say one must have be futuristic to run successful online business. When that's the case, online video content marketing is the future that spreads like wildfire in the present.

Accessibility

With our hands permanently glued to our mobile phones, we at least see one video per day. We can't say the same for written media. All the consumer has to do is click the link and see your idea. It saves lot of time for people on both sides. There are lot of YouTube channels that regularly drive million views within a matter of hours. People prefer seeing people rather than reading blogs.

Attractive

The main advantage of video marketing by a [digital marketing](#) agency over other marketing strategies is it's very attractive. When we add human touch to the content, it engages the viewer. Emotional strategy is always better than intellectual strategy. Say you are selling a dog food product. You write a blog about it with a healthy and playful dog photo. You also release a video ad for the product on Youtube, showing the dog eating your food and playing around in a ground. Which you think would have attracted the customers?

Size

You can make the customer understand your idea better with a twenty second video instead of writing a five page long article. It avoids any confusion the customers may have about your product as they see it in a real situation. It provides transparency between a business designed by a digital marketing agency and its target.

Budget-friendly

There is a false notion that making a video for business is expensive. But, it is not. You yourself can make a simple video with an amateur camera. Idea is money, not the gadget. If we take YouTube, most of the videos there are shot at home with personal cameras. Still they work. Why? The content. A six-second vine by a digital marketing agency can sell idea.

Curiosity

With small teasers before your product release, you can entice the audience. The more curious they are, that much likely they are to buy your products. Once you deliver your products, trust is built with your customers. This can never be possible with any other marketing.

Instant

The most important feature of online video marketing is that it's instant. You can shoot a video and upload it instantly. The customers can see it and give the feedback instantly. Once you know the reaction, you can improvise the product if necessary. This creates transparency and cuts down the cost drastically.

Variety

The promotional videos by a digital marketing agency need not be boring. With the types of video formats available, you can do anything with online video marketing. You can release

- video testimonials of your customers to build confidence,
- show product demos in real time,
- instructional videos about how to use your products,
- interviews with the business heads,
- Q&A sessions,
- Pop culture stars endorsing your products, etc.

When you are conceptualising your idea, make sure it's relevant to your customer. Subtle placement of your product in a brilliant video is more effective than exaggerating. Do not hint on any stereotypes or insults on a particular group of people.

With million dollar businesses happening every second through little screens, it's obvious who's the youngest online marketing superstar is. Online videos, of course!

Why Businesses Should Hire a Content Marketing Agency in India



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days when people used to buy things based on TV advertisements. Despite the fact that your business gets the greater part of its clients through verbal referrals and recommendations, the customers will undoubtedly go online to know about your company and products before purchasing your products.

Hiring a Content Marketing Agency in India will help your brand, products and services to get noticed. Today, people go online in order to find out products that they require, and they research, analyze and shortlist. If you want to attract potential buyers, you need to have an effective Content Marketing strategy for your products and services.

Read Also: [List Some Successful Brands Which Make Use of Content Marketing Services](#)

Why Hire a Content Marketing Agency in India

Relevant and high quality content is necessary to keep your website lively. This is important to stay focused in the competitive market. In any case, what about the time it takes to develop a solid [Content Marketing](#) strategy? Majority of the entrepreneurs are tied up with their most important and limited resource – their

time. In addition, their lack of expertise on Content Marketing. However, there are businesses that attempt and do it independently without understanding the result they are getting. Truth to be told, you are losing potential buyers by experimenting with your content. It may even contrarily affect the trust of the existing customers in your company.

No need to worry, hiring a best Content Marketing Agency in India can solve your content related issues. They are fully equipped with a team of business analysts and content strategists. You will get expected responses from your targeted audience owing to their professional guidance on developing a content strategy.

As per a survey conducted by Roper Public Affairs, 80% of business decision – makers depend on blogs to get details of a company. 70% said better content make them closer to business firm, while sixty percent revealed that content provided by entrepreneurs enable them make smarter purchasing decisions.

Role of a Content Marketing Agency

A Content Marketing Agency can help you by providing with better content strategy, web content writing, SEO and [social media marketing](#). These aspects will definitely boost your business in the competitive market.

Here are some of the aspects that Content Marketing Agency does for their customers:

- They will analyze whether your current online presence is set up in such a way to meet your business goals
- Examine if your brand's messaging is working well with your business goals from an outsider viewpoint
- They will put forward suggestions on content and websites issues
- A baseline report provided by the agency will help you ensure that if you are moving in the right direction or not when the contract is near completion.

You May Also Like: [Why Outsource Content Marketing Services?](#)

Conclusion

There has been different forms of marketing. There will be new forms of marketing as well. But one thing remains constant – content. If you have quality content that serves what people want, and knows how to promote it, then people are going to come back for more and more.

But churning out same kind of content can also be boring to prospective clients. Make it interesting with variety. It's not easy to keep creating such content. It requires time, dedication, creativity, focus and patience. Either you have to build an in-house team or outsource it to quality service providers. If done right, you are in for a long haul.

Marketing has become a lot more complex than it ever was. It's no longer enough to do traditional door to door marketing. Digital marketing is a must for any brand. But it's an evolving domain. One of the best bets is definitely Content Marketing.



Edsys Towers, Near ICICI Bank ATM,
Kamaleswaram, Trivandrum, Kerala, PIN – 695009

Phone : +91 81 1386 0000
Email : info@jointviews.com