

# CUKER



10 Content Marketing Tips



# 10 Content Marketing Tips

**Create content that improves your online presence and generates more visitors, leads, and sales.**

With **4.9 billion** active internet users (62% of the world's population), there's plenty of opportunity for businesses to engage with a global audience. Content marketing is one of the most effective ways to generate brand awareness, attract new customers, and ultimately drive sales.

Every great brand has relevant content that connects with people. Content marketing focuses on creating and sharing relevant information with the purpose of reaching a targeted audience. This approach strengthens your brand strategy because it answers common questions, develops customer relationships, and helps build trust with your audience.

Interested on how to implement an effective content marketing strategy for your business? Here are 10 tips to make the most of your brand's online presence and help generate more visitors and sales.

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## Content Marketing Tips

1. Have a clear goal
2. Know your audience
3. Understand the buyer's journey
4. Create diverse and inclusive content
5. Get personal
6. Engage in real-time
7. Video is key
8. Utilize SEO
9. Leverage UGC
10. Use analytics to track performance

**Content marketing focuses on creating and sharing relevant information with the purpose of reaching a targeted audience.**

### Have a clear goal

What should your content strategy accomplish? Do you need to generate more email sign-ups? Or is social media a top priority? It's important that the content you're creating has a clear, measurable business goal in mind. As you formulate your content strategy, ask yourself whether your idea would help a potential customer solve a problem. Take the time to think about how content can serve your overall marketing strategy and create work that supports your goal.

### Know your audience

It's crucial to know who your customers are, what they want, and how you can provide it in order to meet their needs. You can't write content that attracts the right viewers until you know your audience. Create a buyer persona and determine the ideal customer who's best served by your products. Take into account both psychographic and demographic information. When you have a clear understanding of your audience, you'll be able to better cater to their wants and needs.

### Understand the buyer's journey

Your strategy needs to engage people at every stage of the buyer's journey. While your content should attract new visitors to your business, it should also convince prospects to purchase and encourage long-term brand loyalty. To better serve your customer, consider **content mapping**. This can help you figure out which content serves a buyer persona at certain stages of the buyer's journey.

### Create diverse and inclusive content

Customers want content that is inclusive. Allowing a customer to see themselves as part of your brand can help increase conversions. In fact, **73%** of people ages 18-34 said they were somewhat likely to make an immediate purchase after seeing a diverse ad. Also, many of those surveyed (67%) said they would be likely to buy again from a brand that is more diverse and inclusive.

### Get personal

Tune in to the power of personalization. This approach focuses marketing initiatives based on consumer data to optimize ROI. Adding a personal touch to your content can maximize the effectiveness of your digital marketing strategy. An **Epsilon study** indicated that 80% of customers are more likely to make a purchase when brands offer personalized experiences.

## Engage in real-time

Brands can improve customer service by taking questions and providing answers in real-time. Interact with your audience through live video like Facebook Live or LinkedIn Live. Stay engaged on social media and respond to comments. When done effectively, these steps can help increase engagement by **180%**.

## Video is key

Sure, video marketing has been around for years, but now it's even more essential for both small and large businesses. Check out these compelling stats:

- Video will account for **82%** of all online traffic.
- **84%** of consumers have been convinced to purchase a product after watching a video.
- Videos are **53x** more likely to generate first-page SERP rankings than SEO tactics.

Utilize podcasts (which will have **144 million listeners** each month by 2025) or create short videos that share tips, give advice, or demonstrate your products or services.

## Utilize SEO

Search engine optimization is a critical aspect of your content marketing strategy. Consider factors like keywords and long-tail keyword phrases to help increase your search engine ranking. Research keywords relevant to your business and target those words as much as possible throughout your site. This helps people find your website when searching for related products or services.



## Leverage UGC

Not all content in your strategy has to come from you. User-generated content (UGC) is a great way to promote your brand. It's perceived to be more honest, relatable, trustworthy, and authentic than almost any other kind of content or advertising. UGC, in fact, has a conversion rate **160% higher** than other content forms. From testimonials to reviews, you can employ user-generated content in a number of ways to boost your business.

## Use analytics to track performance

Analytics allows you to carefully monitor, track, and report on the numbers. With such valuable data, you'll be able to gauge what's working and what is not. Check Google Analytics and track the metrics that show overall performance. Additionally, analytics will help you refine and improve your strategy for the future.

## Need help with your content marketing strategy?

Cuker can help drive action and accelerate your growth! We **develop strategies and create content** that communicate your brand story across digital channels that reaches the heart and soul of your audience.

**Let's talk!**

# Redefining Possible.

We are a progressive full-service digital agency,  
growing brands in today's connected world.



@cukeragency

cukeragency.com

sales@cukeragency.com

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