

Easy Content Marketing to Build and Engage Your Audience

(for little to no cost)





Hello!

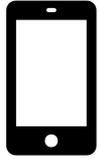
My name is Erin Wickering

I am here because I love content, and I want to show you some easy content marketing strategies to help you build your business!

erinwickering.com



***Content Marketing** is the process of providing **valuable, relevant** content to attract, acquire, and engage your audience.*



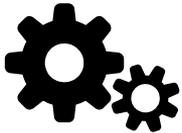
93%

of **buying journeys** begin with an **online search**



71%

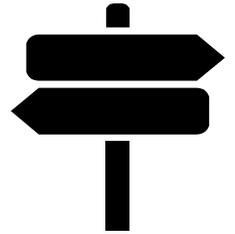
of **consumers** prefer brands that provide **information** outside of just making sales



62%

of **customers** trust solutions that provide **best practices** for what they've already purchased

Two scenarios – content can help with both!



I have an audience

I get plenty of traffic on my website, but my audience isn't interacting and isn't buying.

I need an audience

Nobody knows who I am and I need more traffic to my website.



the process is easy



1.

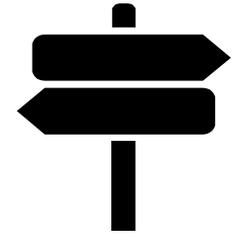
Create a Content Asset

Create a piece of content that would be valuable to your audience. This could be a how-to guide, a checklist, a template... something that would help them with a problem they are likely to have.

2.

Build Your List

Use your content asset to start building your list by requiring an email address in order to download it. You could do this in a few different ways...



Spend & Goals

Small Investment

Create social media ads pointing to a landing page where visitors can download your content for free, after they opt in to your email list.

This option is good if you don't have an audience and need to drive traffic.

Break-Even Goal

Use the same social media strategy, but offer your content at a small cost with the intention of recouping your ad investment.

This option is good if you have an especially valuable piece of content.

No Cost

Offer your content as a free download from your website (after visitors opt in to your list, of course) without advertising.

This option is good if you already have a lot of visitors and you just want to engage them more.

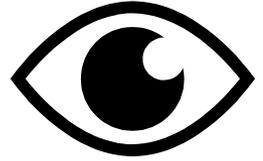
3.

Start (and keep) emailing them more content!

Keep creating content and email them regularly with valuable information. Don't forget to remind them now and then what you offer, how you can help solve their problem, and how they can get in touch with you!

Content is easy!

Here's some ideas.



Blog Posts

Blogs are probably the easiest form of content. Pick a relevant topic and talk about it for 500-1,000 words.

Infographics

Easily digestible, visual presentation of facts, figures, and statistics.

Tip Sheets & Lists

3 easy steps to solve your problem. The top 10 trends in your industry. You get the idea.

Case Studies

Humans love stories! Share successes with them and show them what your solution can do for them (as it has done for others).

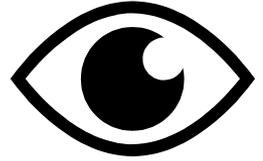
E-Books

If you have a large topic to tackle, present your information creatively over 5-50 pages.

Workbook

An actionable template a reader can use to follow along with the process you're presenting and complete it on their own.

Content is easy! Here's some ideas.



Videos

This could be an interview, a demonstration, or just a story shared in a different way.

Book Review

Read a book that would be interesting/valuable to your audience and tell them about it.

Podcasts

Also good for interviews and stories. Great for the audience on the go who may not have a ton of time to read.

News Roundups

Curated, instead of created, content. Follow relevant news sources, gather the best headlines, and share them.

Slide Decks / Webinars

A highly visual way to present complex information. Add video to present the material yourself.

What does your audience want?

Pay attention to how your audience is interacting with your content. Ask them what they like. Make more of what they want!



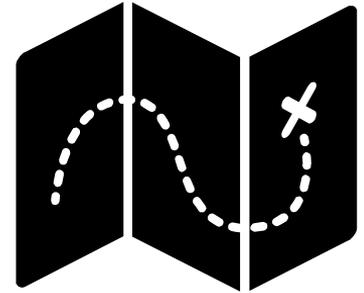
ProTip

You don't have to do it on your own!

There are tons of freelance writers, designers, and content creators eager to help! As a business-owner, time is your most valuable asset. A few hundred bucks can get you some really great content to turn readers into customers, without taking your focus off running your business!

Questions?

(or need a writer?)



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