

DIGITAL CONTENT MARKETING

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Surrey Translation Bureau
Your words, their language



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The final goals

To engage

Your content should entertain in order to create an emotional appeal for your audience and make them share it

To educate

Your content should create awareness about what you offer and why your target audience might need your services

To persuade

Your content should have the power to emotionally steer your audience's mind towards buying from you

To convert

Your content should also appeal to their rational side, giving them enough reasons to buy from you

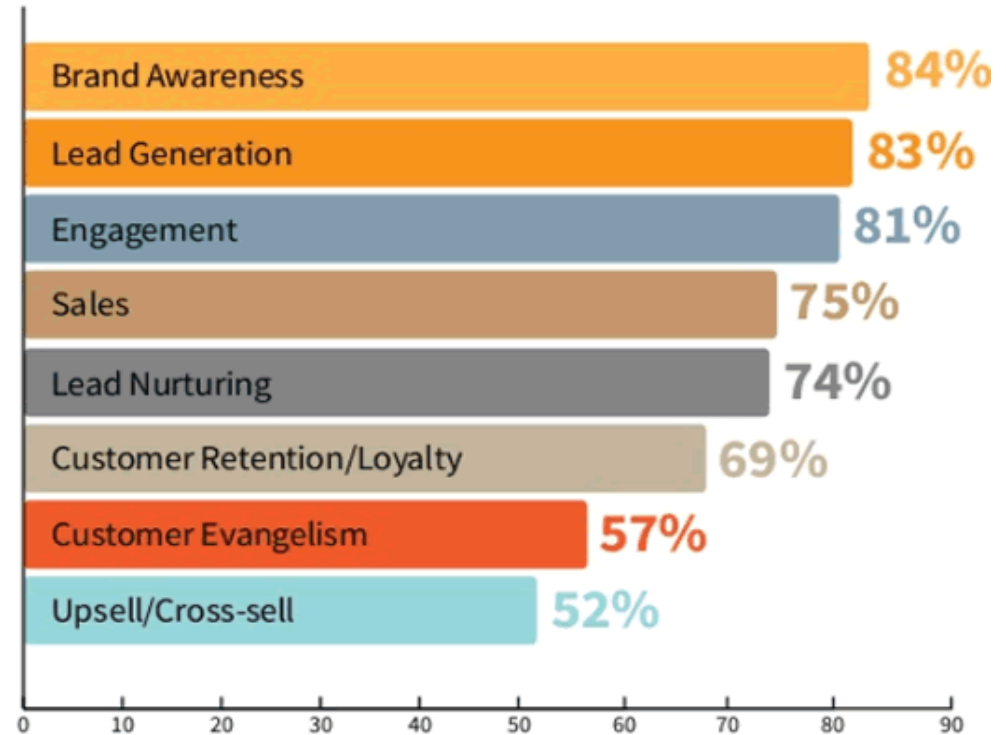
How can digital content marketing help?

To engage →

To educate →

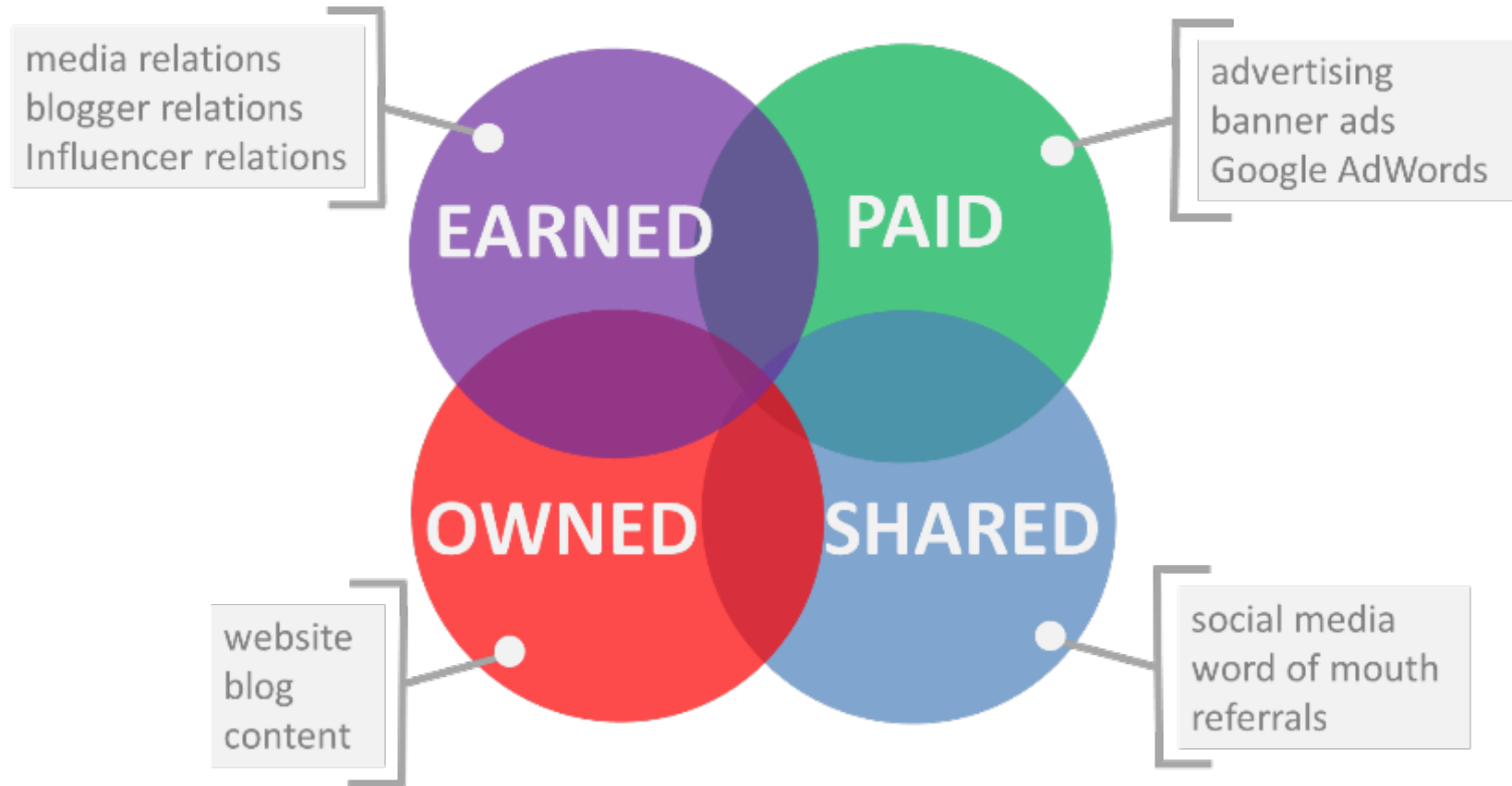
To persuade →

To convert →



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

What are the different media for content marketing?



<https://www.i-scoop.eu/content-marketing/>

What are the different types of digital content?

Infographics	Memes	Videos
Reviews	Blogs	How to guides
Lists	Photos	Case Studies
Guest blogs	Testimonials	Newsletters
'What to do' and 'what not to do' posts	GIFs	Webinars
Slideshare	Company news	Interactive content
Stories	Quotes	Wiki page

Where does SEO
fit into this
media mix?

Everywhere!

As soon as you publish any content online, you get the opportunity of making it appear and rank higher on Google by using specific keywords.

This applies to your:

Written text

Images (alt text)

Videos (keywords and tags)



Make sure all your online content is SEO optimised.

How to create SEO optimised content?



Know the keyword(s) you want to use

Use it in your headline or as close to the headline as possible

Length of your content - No hard and fast rule but should have all the information for your audience

Make each of your pieces unique

Break your content down into easy to read sections - headings, subheadings and short paragraphs

Add links, both external and internal

Use keywords in image titles, alt text and title tags

Remember the technical side of things - mobile optimised content, correct file size and short URLs

How to create GOOD content?

Know your target audience and **create your content for them, nobody else**

The content should contain what the audience is looking to get out of it

Make sure your content is always correct- factually and grammatically

Make each of your pieces unique - don't repeat the same things

Always try to put in a call to action for your audience

Keep your content entertaining

Exhibit your knowledge about the subject and linguistic expertise in your content

Your content should not only read well but also look 'pretty'

Shout out your success stories

Break the rules!



CONTENT

Social Media Marketing

"Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage."

Amy Jo Martin

93% of B2B marketers use social media, making it the most common B2B marketing tactic

94% of B2B marketers use LinkedIn to distribute content, making it the most used B2B social platform

87% of B2B marketers use Twitter to distribute content

84% of B2B marketers use Facebook to distribute content



https://www.weidert.com/whole_brain_marketing_blog/statistics-about-b2b-social-media-usage

Some handy tips to help with social media

Give your posts the personality you want to create for your company, e.g. #meetstb campaign

Decide on the frequency of your posts and a schedule for posting them

Utilise online tools to manage and monitor your social media, e.g. HootSuite, Social Oomph and EveryPost

Engage with other people's posts and always respond to engagements on your page

Create a wide variety of content from interesting posts, videos, images and gifs. Create your own content whenever possible. Use online tools to get more creative!

Keep an eye out for trending hashtags

Know the popular hashtags for your client's industry and your own

Analyse the success of your campaigns and plan accordingly

BLOGS

Educate your prospective clients about services they might need

Explain how your services will help in the wake of new trends within your client's industry

Length of your blog - Make it crisp

Make it SEO rich

Add images, videos and quotes

Add links to your website

Use different platforms

Add a call to action



VIDEOS



Keep them frequent

Keep them short and conversational

Add tags if posting on YouTube or alt tags for your website

Run as a campaign

Share on different channels

Add a call to action

Add captions and subtitles to increase viewership

Put company details on your video

Email Marketing

Only send to people who have agreed to receive an email from you/your company

Be informed about Data Protection and Permissions Regulations and the new GDPR regulation

Make it targeted, specific to the business requirements of your prospective clients

Avoid a hard sell

Your subject line should be informative, interesting and not vague

If possible, provide a plausible reason for the email, e.g. positive news or a new offer

Put it in your target audience's language if they are from a different country

Put links to specific pages on your website but not too many

Avoid adding attachments

Analyse the statistics



Analytics

Track your success to see what's working and what's not

Each social media channel, such as LinkedIn, Twitter & Facebook, has its own analytical tools

Use the analytical aspects of social media tools, such as Hootsuite

Look at the reports on your mailing platforms

Use specific analytical tools available online, such as Buffer and Followerwonk

Look at Google Analytics to see how each of your campaigns have affected traffic to your website



Final Words

“Content is the atomic particle of all digital marketing.”

Rebecca Lieb

Have a strategy

Keep your content fresh and unique

Keep it targeted

Keep it correct

Think about SEO

Measure your success

Show off your linguistic talents

Make it interesting and attractive

Analyse the statistics

THANK YOU!



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