

Hail to the king...

Content Marketing is a fantastic strategy for companies operating in the B2B space. There's a reason for the adage "content is king".

Once you've done your groundwork and spent the time defining your brand and what you stand for (talk to us if you need support on that step!), Content Marketing is a great way to let people know about it.

With that in mind, today's Square1 School lesson is...

"What is content marketing and how do you use it effectively in B2B?"



What is (and isn't) Content Marketing?

Put simply, Content Marketing is about creating and distributing valuable, shareable “stuff” that resonates with your audience.

Importantly, it's not about constantly trying to sell your products or services over and over again.

Try that, and you'll only start to irritate your prospective clients and turn them off from your messaging.

Instead, you should aim to produce content that is useful, insightful and directed at your ideal client's business challenges and objectives. The most important thing is ensuring that anything you create speaks with authenticity and is aligned with your brand.

If you've done the first steps in defining your brand correctly, this should be simple, since your brand should be a reflection of your values. If being authentic goes against your brand, then you may have a larger brand issue which needs addressing.



“Content Marketing is like a first date. If all you do is talk about yourself, there won't be a second.”

David Beebe, Marriott International



What should you produce?

We know that we don't want to be constantly selling and that you should try and make shareable content, but what exactly is it that you should be creating. Well, that all depends on your target audience.

With such a wide variety of ways to consume media, and multiple platforms vying for your audiences' attention, creating content for

each gives you more chance to get your message in front of them at the right time. So, it's a good idea to be creating content across a range of mediums.

This doesn't mean having to come up with 100 different concepts or ideas every time. Instead you can take one great idea and utilise it in different ways.



Where to start...

First up, it's good to brainstorm concepts for your content. What would grab your audiences' attention? What would they find useful, intriguing, maybe even humorous or controversial? Remember, you should consider your brand's core pillars and use its tone to guide you when considering the type of content subjects.

Making a list of topics is a great place to start - don't stop with the first thing you think of... once you've got a couple of ideas, you'll find topics come to you much more easily as you consider different angles and approaches.

Once you've got your list, it might be that one idea jumps out as the most obvious place to start, if for example topics are sequential. If not, choose one of the ideas that you feel really comfortable and confident about. You'll be taking this one topic and turn it into a range of different pieces of content.

You can then look at putting together a content calendar with your other topics to help you maintain focus and remain consistent – consistency is key to keeping your brand front of mind.



Where are **your** audience?

When considering format for your next article or video, you should consider where your audience spend their time, and how open they'll be in those forums to receiving your message. You can then make sure that you produce content fit for the platform(s).

We also know that on social media, including LinkedIn, people have a shorter attention span. So, anything we create for the platform needs to be concise. And then we can always refer to content over on the website that goes into further detail for those that would like more.

For example, at Square1 we know our intended prospective audience will most likely have a presence across a range of social channels - as most people do - but that they'll be most likely to be receptive to our message on LinkedIn, as they'll be more likely to be in a "business" frame of mind.



Start **chunky**

Start by creating your "chunkiest" piece of content, whether that's a video, podcast, white paper or anything else, then get creative.

Think about how you could turn that main piece of content into multiple formats.

- You could break it down into multiple shorter pieces, perhaps in a series, for social media sites where you can command less time.
- You could take a video and create a written blog post following the key themes.
- You could take your in-depth podcast and break this down into shorter bite-sized audio that link to the longer piece.

- You could start with a longer written piece of content and then use this to create a series of slides that you can share via a webinar format
- If your main piece of content provides real value, you could consider putting it behind a data capture form and then produce "trailer" content to promote it. Of course, make it clear what your data capture form is for and comply with GDPR!

From one idea you can produce plenty of different pieces of content - it makes content creation quicker and provides you with a range of mediums that can be used to improve posting consistency and allows your audience to engage with you in ways that suit them.



Share and share alike

Once you've gone to all the effort of producing great content, make sure you take the time to tell people about it.

Share your content across those channels that you've identified, and don't just share it once.

Repeating your message enables wider coverage and your message will be more likely to be front of mind at those perfect moments that someone happens to be looking for what you have to offer.

You'll also reinforce your brand reputation, and by creating new versions of introductions and angles to your content you'll become known as a subject matter expert. When someone thinks of the service you offer, you'll be the first brand that springs to mind.

And of course, in all of this, if you need support at any stage of the content creation process, whether that's coming up with ideas that are aligned to your brand strategy or producing the content itself, then get in touch with Square1.

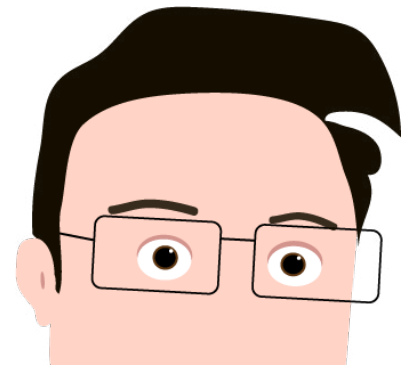




What's next?

Content marketing should be one part of your brand and marketing strategy. It's a great way to provide a consistent presence, but it should be built upon strong brand foundations and support your other strategic marketing and business objectives.

If you feel you could do with some support, Square1 is perfectly positioned to help. Get in touch with us and make sure that your content marketing is king.



About Square1

Square1 is an award-winning marketing communications agency.

By taking our clients back to the beginning, we help them identify their points of difference and define their corporate personality. We then translate that unique essence into strategic, creative, engaging and consistent communication across all platforms – web, print, video, exhibition, social, presentation, campaign... whatever canvas is right to achieve their objectives and to bring their brands to life!

In partnership, we encourage our clients to build and nurture strong, relevant brands that not just stand out, but stand for something.



Consult. Create. Communicate.