

CONTENT MARKETING

REVEALED

**AN INSIGHTFUL SPECIAL REPORT ON THE
TRUE VALUE OF CONTENT MARKETING**

Learn why effective content marketing is critical
to the success of your Web site

www.diymarketingcoach.com

Content Marketing Revealed

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About DiY Marketing Coach

Hello, I'm Achinta "Archie" Mitra, the founder of [Do It Yourself Marketing Coach](#). I created this Website to be your trusted, one-stop source for practical, actionable ideas and expert marketing advice that you can use immediately to build or grow your own home-based business and make money online.

My desire is to provide you with honest and not over-hyped information. Just online marketing techniques and strategies that are proven to work effectively over time to help you generate more Website traffic, grow your opt-in list, get more clients and leverage your particular expertise into a steady stream of passive income. You will find easy to follow, step-by-step instructions for building a successful online business without spending a lot of money or time to get there.

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About Achinta "Archie" Mitra

Achinta is originally from India and came to the US in 1980. He is a mechanical engineer from the prestigious [Indian Institute of Technology - IIT](#), Bombay and has an MBA degree from [Kent State University](#), Ohio. He is one of those rare people who combine strategic left-brain thinking with compelling right-brain creativity to produce results-oriented marketing solutions that give you a competitive edge.

Achinta has spent over 20 years running his own marketing communications company in Houston, Texas and brings that varied experience to help home-based business owners and small businesses improve their marketing and boost sales. He created his first Website in 1998 and has earned a good living from online marketing since then. View Achinta's profile on [LinkedIn](#). Follow me on Twitter: <http://twitter.com/DiYMCoch>.

Information products from DiY Marketing Coach

- [The Easy Guide to Unlimited Traffic](#)
- [The Online Business Building Action Plan](#)
- [Twitter: Zero To Hero In 14 Days](#)
- [Small Reports Vault](#)
- [Content Marketing Roadmap](#)
- [Niche Navigator](#)
- [Product Launch Booster](#)
- [Words to Profit](#)
- [The Internet Marketing Profit Plan](#)

Introduction

In Internet marketing, “content is king” is a given. You don’t need to be told about the value of content. The real question is how do you use content to better market your Website and/or online business? That’s the focus of this insightful special report.

So, where does your content come from and what does it say about you and your business? Your content should clearly say who you are, what you stand for, and what your values are. You should spend time really thinking over your content -- what image do you want it to convey, what you want it to say about your business. Make it a true reflection of your online business.

To get more techniques and in-depth information on content marketing, you should take a look at my new eBook, [“Content Marketing Roadmap,”](#) an online business owner’s blueprint for long-term success with content marketing.

What Is Content?

It may seem like an obvious question but I think it is well worth the effort to have a clear definition before you can understand how to use it. To most people, it is simply the text that you read online. However, there is much more to online content than just Website copy.

Of course, we can all have our own definitions of content. Whatever definition you feel comfortable with is fine but the key idea here is to think of content as your way of communicating with your readers or site visitors. This conversation can be one-way (people read your site text), two-way (readers leave comments) and/or between you and your community of readers. So, let’s broaden our definition of content now to include but not limited to:

- Text on your Website
- Blogs, community forums and reader comments
- Product and service reviews
- Videos and animated demos
- Social media posts on Tweeter/Facebook/MySpace/YouTube
- Newsletters or ezines
- Pay-per-click, banner and classified ads
- Articles, case studies, whitepapers and “How-to” guides
- Webinars and teleseminars

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The better you can use any or all of the content formats to persuade your visitors to take a desired call to action, the more valuable that content becomes. If you are failing to do that, then it is time to rewrite your content and/or do a better job of marketing it.

How Is Online Content Different From Print?

While it may be true that a picture is worth a thousand words, there is no denying the persuasive powers of written words. This is particularly important on a Website because the Internet is a very impersonal medium of communication. Powerful words are your keys to emotionally connecting with your online visitors. Well-written copy will help to persuade them to do business or buy from you. After all, that is the primary goal of content marketing.

Too often, I see people copy and paste from their printed marketing materials to create web copy. Writing content for the Web is very different from printed marketing materials.

- **You are writing for multiple audiences with different needs.**

Search engine spiders are looking for keyword relevant pages.

Keyword density, word count, Meta tags, keywords in your links and various other factors are important for search engine optimized copywriting.

Your human readers on the other hand, present a different challenge. Not all visitors have the same need. Your customers and prospects are looking for relevant content to their search. You can see the conflicts and challenges arising from having to satisfy different readers.

- **Your visitors are intelligent but impatient.** Online readers tend to scan and jump around, also called "skip reading." You must capture their attention quickly and then hold it for them to go beyond your Home page. The main navigation and sub-links need to guide your visitors in a logical manner so they don't get lost when they jump from page to page.

Let's face it; no one knows your business better than you do. Therefore, the meat of the matter has to come from you. Professional copywriters can put a marketing punch to your message, the "sizzle" that helps sell the steak and optimize it for search engines while persuading your visitors to take a desired action.

Getting Started With Content Marketing

You don't have to reinvent the wheel or start from scratch every time. Look at your existing content and analyze it carefully. Is it performing as well as it should? Is it still relevant or has your business changed since it was first written? Does it address the problems or issues that are of interest to your audience?

Before you rewrite or hire someone to do it for you, it may serve you well to read "**The Content Marketing Manifesto**" by Larry Chase. Here's a direct quote from it, *"The new rules for marketers demand that if you want your audience to pay attention to you, you're going to have to reward them immediately with something of value. In other words, the marketing message itself must deliver value. More often than not, this value will be content."* You can read the rest of the manifesto on his site at <http://www.wdfm.com/content-manifesto.php>.

What if you don't have the time or don't feel comfortable writing your own copy? Well, I have some good news for you. The art of persuasive copywriting can be learned just like any other skill. If you need some help, take a look at [Words to Profit](#).

There are literally hundreds of sources that you can go to hire a copywriter. The two that I have used in the past are:

1. www.elance.com
2. www.guru.com

Whatever you do, think beyond just ads. Imagine ways you can employ content marketing to provide real value to your customers. Let's use a derivation of President John F. Kennedy's famous speech, "Ask not what your customers can do for you – ask what your **content** can do for your customers."

Top 10 Ways to Market Your Content

The best content in the world won't do you any good unless you can get people to read it. Marketing the content written for your Website is one of the most important aspects of creating value for your site.

Knowing which marketing technique(s) to use isn't as hard as it may seem. There are several different and effective ways to market your content on the Internet. Listed here are the top ten methods that will help to build a subscriber list and grow your customer database.

1. **Produce an ezine** - Create a newsletter with information that your customers are hungry for. Avoid filling it up with sales talk about your latest and greatest product. Instead focus on giving helpful tips and present a good case for how your product can help solve a problem or meet a need. Remember, no one cares about your products other than you. Follow the WIIFM principle - What's in it for me (your readers).
2. **Create a Blog** - A blog will allow you to add new content that is relevant to your readers. Your prospects and potential subscribers will use a blog to get a better idea of you and your company. They can also read about what you have to offer, such as product reviews, articles, reports and more.
3. **Use Social Media** - Social networking is very popular right now. Some of the top social media sites include [Twitter](#), [Stumble Upon](#), [LinkedIn](#) and [Facebook](#).
4. **Set Up an RSS (Really Simple Syndication) Feed** - If you update your content regularly, offer an RSS feed option on your site so customers can be alerted when you post new information.
5. **Put up a Video on YouTube** - Create a short but informative video about your Website and post it on YouTube. Creating a link in your user information will allow people to go directly to your site after they have watched the video.
6. **Create a Forum** - Create an online user forum where your customers can discuss the topic of your products or services. This also helps to build a community and can provide valuable new ideas and feedback about things that your target audience is really hungry for.

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7. **Start a Podcast** - Talk about your product or service and record it as a podcast. Offer a short sample to pique their interest and then require them to subscribe to get the full podcast.
8. **Webinars** - Put together a live webinar on a topic that will interest your audience and prospects. Try to pick a topic that is related to your business. Charge a nominal fee for people to attend. Remember to encourage your subscribers to forward the invitation to their friends. Truly use the power of viral marketing to generate even more interest.
9. **Teleseminars** - Record a sales presentation as a teleseminar and charge a fee for listeners to gain access. Yet another great way to capture lead information.
10. **Write an eBook** - You can use an eBook in two ways; a) give it away to build your subscriber list and b) to sell online to make money. You can create a smaller special report from the full eBook and use that as the "give away" product to build interest in the finished product.

For more in-depth information on content marketing, check out ["Content Marketing Roadmap."](#)

Using Autoresponders For Content Marketing

An autoresponder is a potent weapon in any Internet marketer's arsenal. How do you use it effectively? Let's look at a few ways of using autoresponders in content marketing:

- Send out an auto-responder message to every inbound lead and every website visitor that can be identified. Take it a step beyond just personalizing the email with the person's name; make it relevant to their interest(s) and/or the page(s) they visited. This should go out within the hour after their visit and never more than 24-hours later.
- If you depend on affiliates, keep them motivated and informed with a series of auto-responder messages.
- Instead of having your site visitors subscribe to a newsletter that they receive monthly, ask them to sign up for a series of messages or an eCourse that is delivered to them everyday over a period of 7-10 days.
- Break up a long eBook into a mini-course. Create auto-responder messages of no more than 400 to 600 words each and deliver them every other day to maintain top of mind awareness and not overwhelm your prospects with information overload.
- Use auto-responders to send out a recorded presentation to all webinar attendees and to those who registered but couldn't attend because of scheduling conflicts. You can use this opportunity to send additional materials such as Q & A materials.
- If you are a business consultant or coach, you can use auto-responders to build credibility and establish expertise. They work much more efficiently because the program works on autopilot unlike a newsletter that you have to create each time.

You can check out [the autoresponder service](#) that I use and recommend.

Resources For You

If you search for content marketing in Google, it will return 220,000,000 pages in its results. Obviously, there is no shortage of resources that are available to you. However, most new Internet marketers tend to get overwhelmed by sheer number of choices. Let me narrow it down to a few that I think you should bookmark and visit often.

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- [Content Marketing Today](#) -- News, Trends, Tips, and Tutorials about Content Marketing.
- [Junta42](#) – top content marketing blogs.
- [Web Ink Now](#) – David Meerman Scott’s blog.
- [Chrisbogan.com](#) – Chris Bogan, community and social media expert.
- [Easy Article Marketing](#) – A full course to learn how to market your business with articles.
- [Article Marketing](#) –Real results, article distribution done right.
- [How To Improve Your Information Writing](#) – The real secret to writing good reports and articles that others will enjoy reading.
- [Article Marketing Domination](#) – How to effectively market with articles.
- [Quick Video Marketing](#) – A comprehensive video marketing training and free traffic generation.

By no means am I suggesting that these are the only ones you should use. They just happen to be the ones that I like.

Expanding your Business with Content Marketing

One of the challenges faced by most online marketers is that people have programmed themselves to ignore ads and/or a sales pitch just like they do TV commercials. Even some traditional marketing techniques have lost their traffic pulling powers.

Don't abandon all your existing marketing ideas but expand and refine them. Optimize your text, make your PPC ads relevant to key search terms and offer real solutions to challenges faced by your audience. Gone are the days when you could just push your marketing messages out to your prospects and customers. In today's Web 2.0 world, you need to listen to your audience and let them participate in creating your content. This is also called "pull" marketing.

Even though there are many content marketing techniques available to you, probably the single biggest virtue you will need is patience. You need to work smarter but don't cut corners. Don't expect instantaneous results, track everything and refine your content marketing so it is in tune with the demands of your target audience. It is not about you anymore, it's about them.

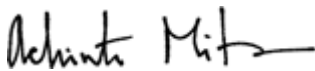
After you've figured out what works best for you, you will start seeing real results and making money. Remember, your audience's interests will change over time and new businesses will launch. They will find ways to take away your traffic. Therefore, you must stay ahead and keep your content fresh so you can succeed regardless of how big or agile the competition is.

Final Thoughts

Ultimately, content marketing is about optimizing the dialog between you and your readers and/or customers. The better and more interesting you can make this conversation, the more attention it will attract and the more your customers will be persuaded to engage and do business with you.

How is the conversation with your customers?

Wishing you great success,



Achinta "Archie" Mitra

Before You Go...

Content Marketing Roadmap

**The Online Business Owner's Step-by-Step Guide
To Content Marketing for More Sales and Bigger Profits**



This step-by-step guide provides directions for content marketing to grow your online business and achieve long-term success. Plus, you get 3 bonus reports.

You'll discover:

- Why is Content An Important Part of Your Marketing Strategy?
- How to harness the power of your content
- How to creating compelling content to achieve long-term
- Where To Market Your Content
- ...and much more.

[Click Here](#) to get your copy now!