



HUSNIDDIN MIRZAJONOV



CONTENT MARKETING

01

Startup Marketing Course





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Presentation Outline

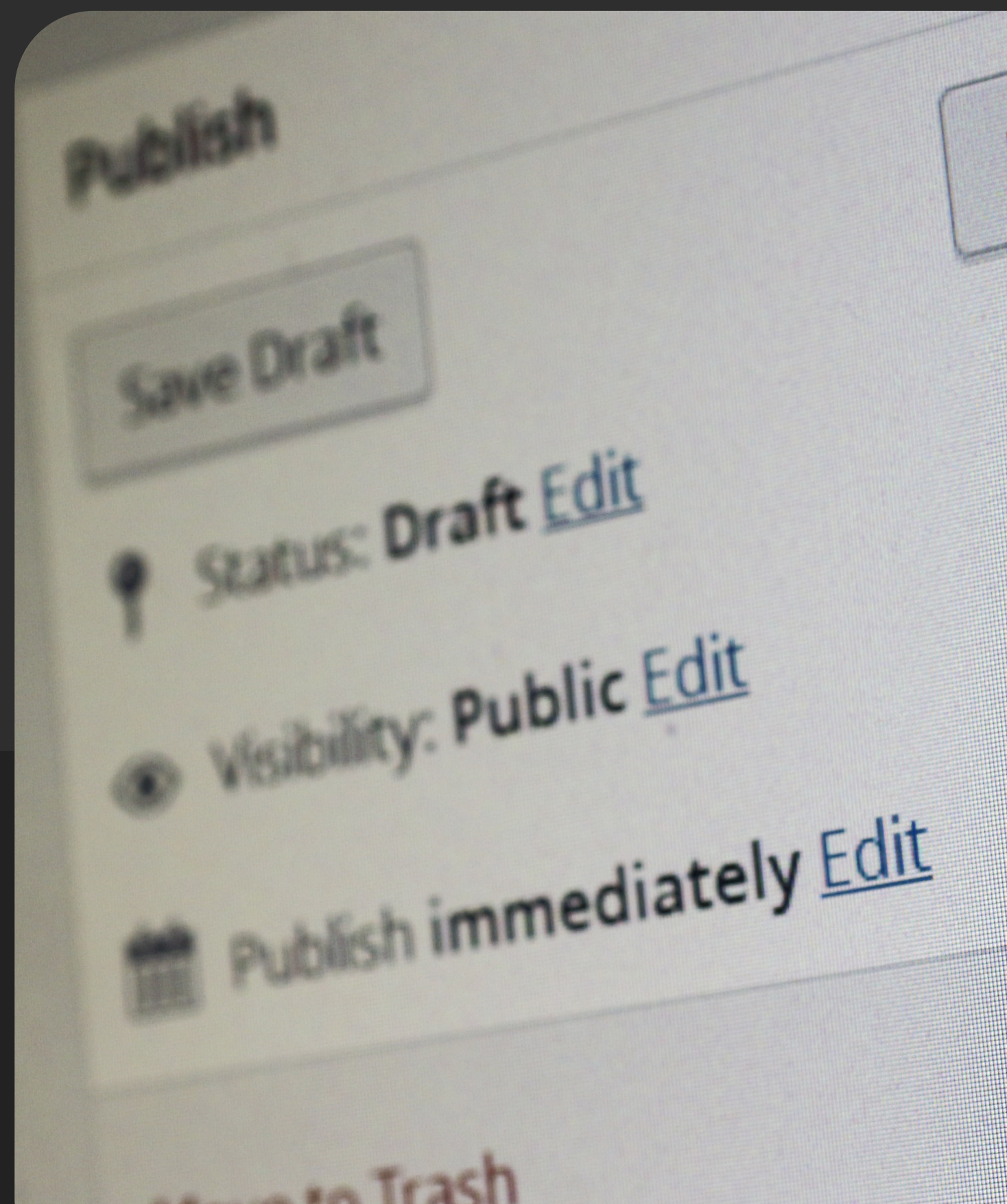
- Introduction to Content Marketing
- How does content marketing work and how to get it started?
- Content strategy creation
- Content creation
- Effective content formats
- Optimizing content for search engines
- Content promotion
- Content Marketing Effectiveness





Introduction to Content Marketing

Content marketing is definitely a new trend in marketing that only the lazy is not talking about now.





Some statistics



- 86% of buyers ignore TV ads
- 44% of buyers ignore direct mail
- 91% of email users unsubscribe from corporate mailings

! But 60% of shoppers are ready to learn more about a product by reading useful content about it first!





What is Content Marketing

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Content marketing is a marketing technology for creating and distributing in-demand content to attract a target audience.

megaplan.ru





Do you think you have good prices?

- But your client doesn't even know about it!

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Do you think you have a real competitive edge?

- But your client doesn't even know about it!

Do you think your products and services are the best on the market?

- But your client is not even aware of their existence!

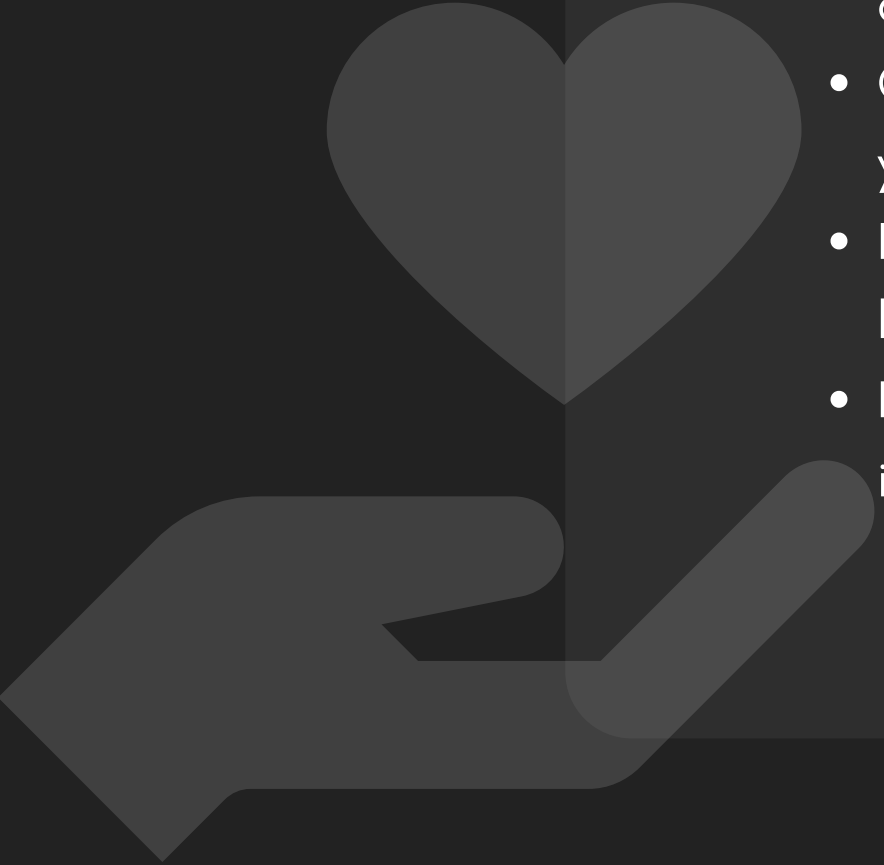
Everything your client is looking for on the Internet is information. The right information, disseminated through the right channels, is the essence of content marketing.





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BENEFITS OF CONTENT MARKETING

- 
- Indirect selling through content demanded by your audience;
 - Content marketing doesn't directly target your brand, but makes it recognizable;
 - Brand promotion requires a smaller budget than classic advertising methods;
 - Positions in search engine results are improving. They love natural links!





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What does content marketing give?

- Expertise
- Increasing the importance of the site for search engines
- Increased loyalty
- Capitalization

Content Marketing **Tools**



Author's publications

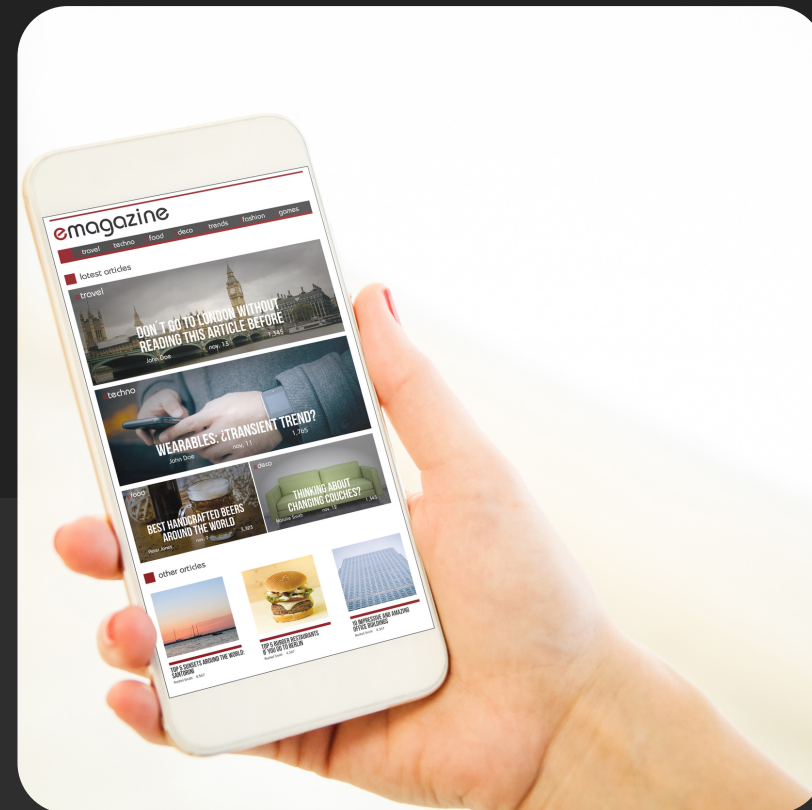
- algorithm for solving the problem;
- market research;
- comparative articles;
- survey and its results;
- case from practice (case);
- selection of recommendations for beginners in this topic;
- different options for achieving the same goal;



Content Marketing **Tools**



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Electronic magazine + mobile versions of magazines

- Many are now “going online”. For example, they post their publications in PDF format.



Content Marketing **Tools**



structured snippet
ad extension →

Choir Trip for Students - PeakPerformanceTours.com

Ad www.peakperformancetours.com/Choir-Trip (888) 532-4287

Unique Music Performing Experience. Get Your Free Proposal & Itinerary!

Unique experiences · Overnight hotel security · Full time tour manager

Types: Performance Opportunities, Performance Clinics, Master Classes, Music Festiv...

Contact Us for a Proposal

No-Hassle Tour Planning

Testimonials

Why Choose Us?

Choir Trips - Famous Venues and Master Clinics

Ad www.fourwindstours.com/choir

Teachers Travel Free. Get a Quote!

Inspired Choir Trips - encoretours.com

Ad www.encoretours.com/

Request Tour Info Today And Get The Free White Paper. Call Now!

Gallery - About Encore Tours - Plan Your Tour - Contact Us

Custom Choir Tours – Performing Arts Tours – ACFEA ...

acfea.com/performing-arts-tours/custom-choir-tours/

We have worked with hundreds of choirs from local community choirs to nationally recognized symphony choruses. Whether you are a children's choir, youth ...

Interactive white papers

- The interactive white paper is then a format of interactive content that raises the causes and solves a problem, engaging the reader through interactions.

affde.com

rockcontent.com



Content Marketing **Tools**



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Visual content

- Graphics, pictures, videos that provide interesting and useful information.



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How content marketing works



- blog



- social networks



- video



- webinars



- books

- mini books



- contests



- email



- podcasts



90%

9 out of 10 businesses in the US use some form of content marketing listed above



55% of US businesses get their clients through a blog

IS IT EFFECTIVE?

Video is the most commonly used form of content marketing, overtaking blogs and infographics



seoprofy.ua

47% of buyers view three to five pieces of content before engaging with a sales rep



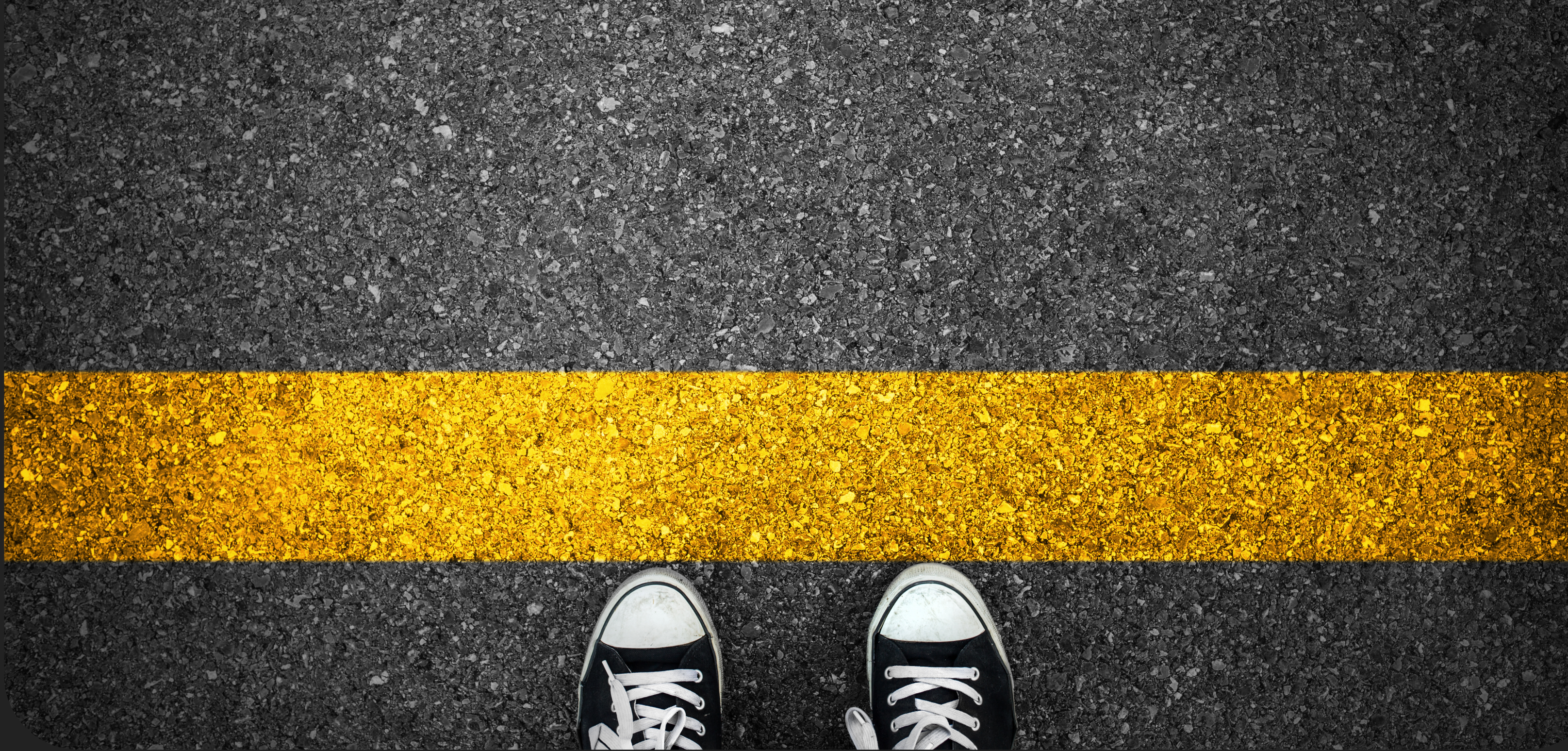
hubspot.com

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Where do you start?





1

Plan:

- Objectives and goals
- Strategy
- Budget



2 Team:

- project manager
- seo specialist
- designer
- copywriter
- *smm specialist*
- *journalist*



Ideas (western analogs, blogs, competitors, the best options)

Content submission

Content plan

Content creation

The main thing

1. Differ and present information in a different way
2. Do it regularly
3. Experiment and try new things

Top posts affecting conversion

- Step by step guides and instructions
- Hypothetical (what if?)
- Infographics
- Ways to solve problems
- Interview
- Cases
- Provocative

**Content
creation**



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Spreading

4

- list of squares (blogs, thematic media and sites)
- agreement with the owners
- content plan
- content writing infographic creation
- placement on third-party resources





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Important!

- Regularity
- Expand the list of such sites
- Build relationships with everyone
- Submit useful materials

Projected to foster brand loyalty





Result 5

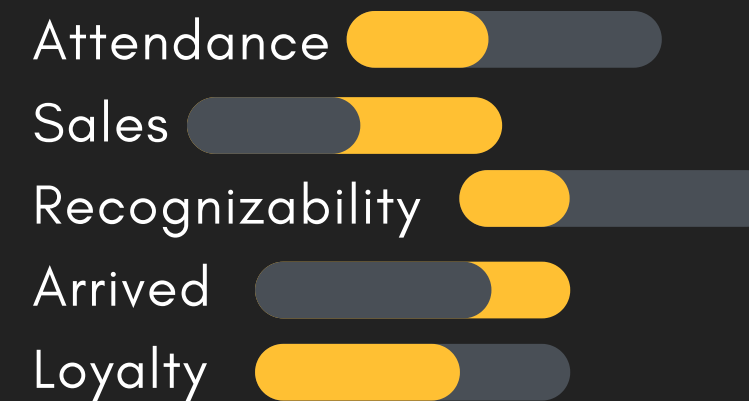
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Result

1. Social media traffic
2. Direct
3. Search engine
4. Forums

The consequence of this growth



The most important thing

This is not buying links. This is a natural way to promote, which is very effective, promising and long-term!

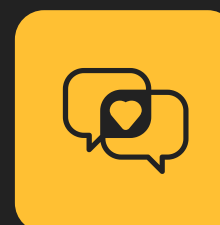


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Analytics



traffic (sources)



conversions



backlinks



mentioning



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Improve processes, content and conversion

- make content better
- test and experiment
- scale and increase coverage
- work to increase conversion



Effective ways to promote content



- Ask a reputable person in your industry to comment on your story
- Write 20 article descriptions and publish them on social networks for several weeks in a row

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Mention companies
and experts, inform
them about the
publication





The Next Steps

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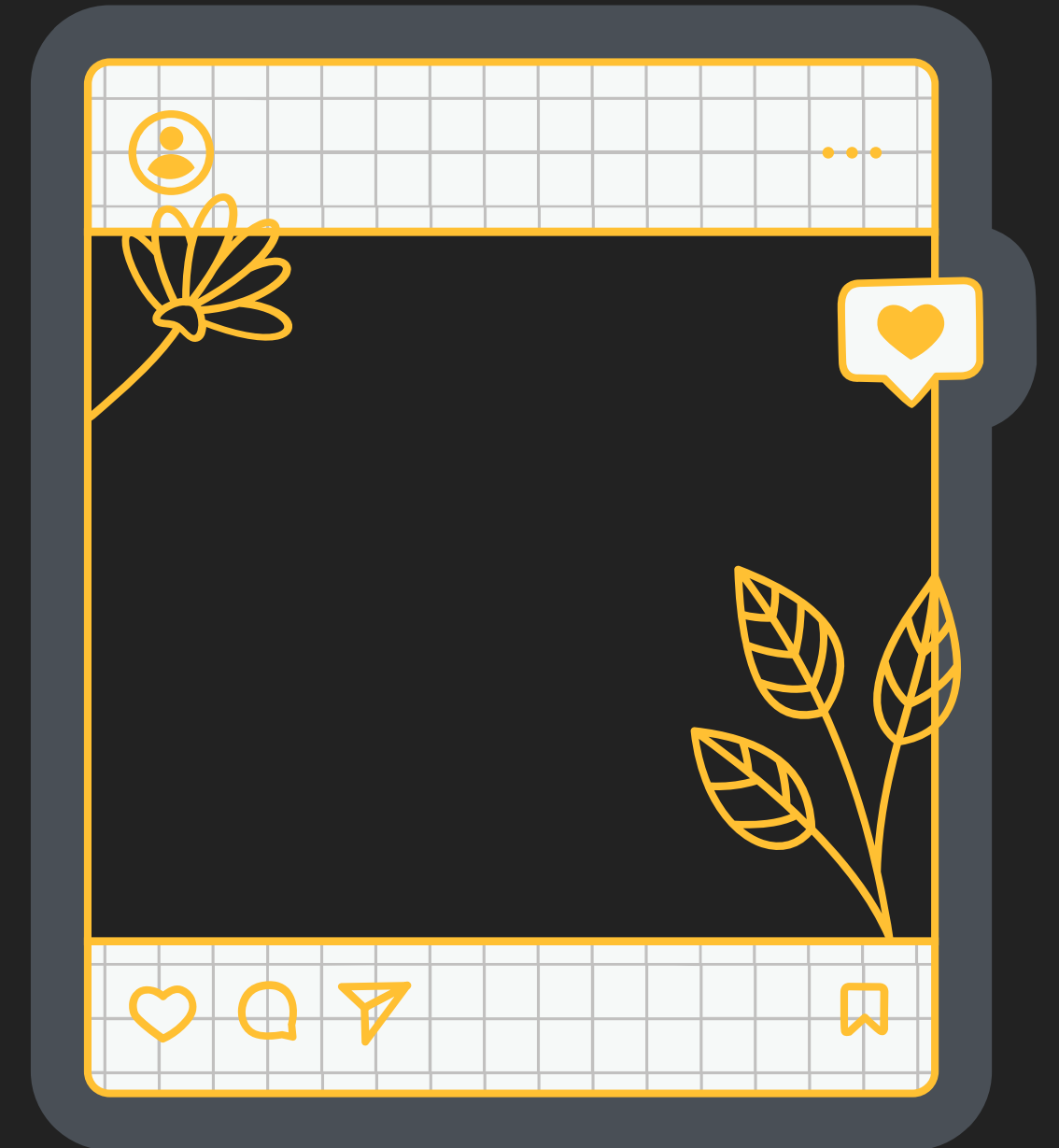
Connect with people who share similar content



Turn the article into a tutorial video, podcast or presentation to reach a new audience



- Add a link to new content in the most popular post
- Announce content in thematic communities





Use paid promotion
methods

Use social aggregator
Flipboard



References:

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2. 20 Content Planning Tools to Streamline Your Content Marketing - Jacinda Santora | [influencermarketinghub.com](https://www.influencermarketinghub.com)
3. Content Planning: How to Create a Plan That Brings Results - Connor Lahey | [semrush.com](https://www.semrush.com)
4. The Ultimate Guide to Content Marketing in 2021 - Kristen Baker | [hubspot.com](https://www.hubspot.com)



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Thank you for your attention



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