

# The A-Z Guide to Content Marketing

Editorial: Kim Cousins Illustration: Sasha Laffan

## A – AUDIENCE:

*Know who the content is for. Sell mufflers?*

You probably don't need to be on Pinterest or Snapchat. But you still need to let people know you exist and that you're someone worth knowing. Especially if they need a new muffler



## B – BLOG:

As a business owner you're an expert in at least one field. If you're a plumber with a secret passion for flower arranging you have a couple of topics you can write about.

## C – COMMUNITY:

Use the content to build a community around your business. People want to share their experiences and they like to feel valued. Awww.

## D – DESIGNER:

Get yourself a designer, pronto. You might like to dabble with Photoshop but unless you know what you're doing it can turn into a big, unprofessional-looking mess. You get a mechanic to fix your car so get a designer to do your logo and ads.

## E – EMAIL MARKETING:

*What's email marketing?* You're looking at it. Put together guides, eBooks or other useful documents and trade them for email addresses.

## F – FACEBOOK:

*Do people still use it or don't they?* A lot has been said about ol' Facebook lately but the fact remains that more people are checking their Facebook page each day than reading the newspaper. Where do you want your marketing to appear?

## G – GOOGLE:

If you live under a rock or on the 26th planet from the sun you probably haven't heard of Google. For the rest of us, Google is a daily tool. Make sure you're on Google's good side by at least listing your business with *Google My Business*.



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## H – HASHTAGS:

#hashtags are basically a way for your words to be grouped into topics and themes. *Why is this handy?* It's easier to find #yourbusiness when searching on social media. See M for more.

## I – INSTAGRAM:

*Does your product or service appeal to the under 25s?* Instagram is your portal to this mysterious demographic. A photo based social media platform, it allows you to tell your story through images. #nofilter.

## J – JUSTIFY WHAT YOU DO:

*So your business makes the best smoothies in the land – that's great for you but what's in it for the customer?* What makes the smoothies so freakin' awesome? Tell people about the fresh ingredients and love that goes into each one.

## K – KISS:

Use this approach when compiling your content. The Keep It Simple, Stupid concept gives customers a clear indication of what you do, how you do it and why they should chose you over your competitors.

## L – LINKEDIN:

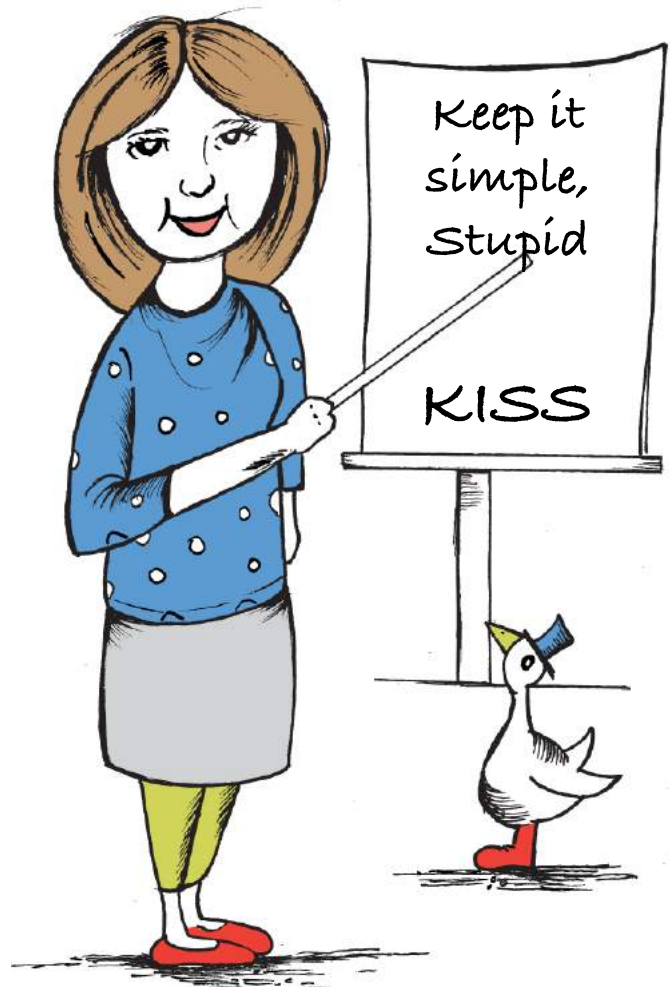
It's a bit like Facebook for grown ups and an excellent way to promote your skills while networking with others. Quick tip - keep the photos classy.

## M – MARKET DATA:

This is where social media content becomes really useful. Use it to generate marketing plans by paying attention to what people are saying about you. Five customers say they love your chocolate-mint-cream cake but others post sad faces next to your orange-kale-peanut slice? You know what you need to do.

## N – NEWS:

*What's happening in your (business) world?* Post your news on social media and develop a following of fans.



## O – ONLINE MARKETING:

SEO, just one aspect of online marketing, stands for Search Engine Optimisation and it basically helps rank your business in online searches. Wordy Bird doesn't focus on this but Oracle Digital does – James and the crew will sort you out.

## P – PINTEREST:

If your business is crafty and creative it needs to be on Pinterest. Full of virtual thought boards it's a great way to share ideas, find inspiration and establish yourself as a guru.



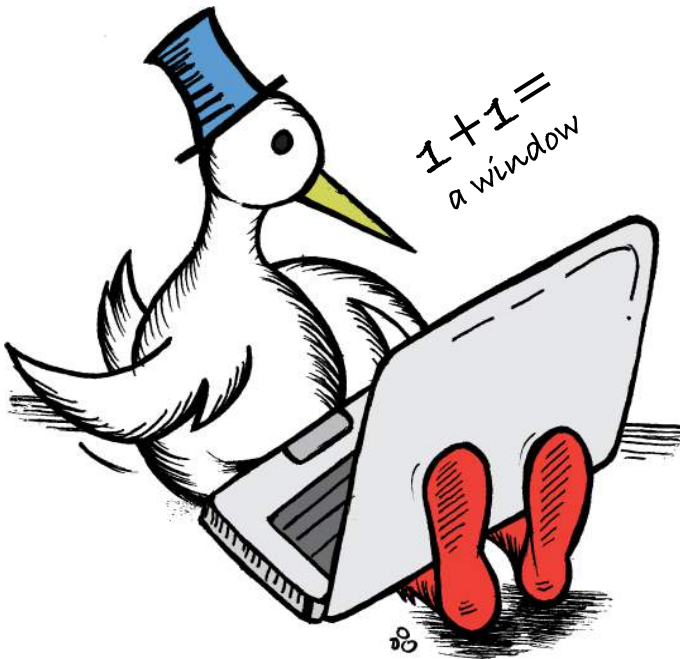
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## Q – QUIRKY:

Make your content interesting and people will be interested in your business. It's a tried and tested formula, just like  $E=MC^2$  or  $1+1=$  a window.



## R – REPUTATION:

Having consistent online and offline branding can boost your rep. Not having consistent online and offline branding will do the opposite to your rep.

## S – SOCIAL MEDIA:

Don't forget this is a form of two-way communication. Your customers want to talk to you so don't be afraid to speak back!

## T – TWITTER:

There are more than 241 million active Twitter users each month (there are also 20 million fake Twitter accounts). Regardless of which stat you find more interesting it shows Twitter is a powerful beast. Get on it.

## U – USER FRIENDLY:

Don't forget to make your content easy to engage with. Check your social media settings and make sure your fans can get in touch with you (and others) easily.

## V – VIDEO:

Fact – people are more likely to click on video links than text links.

## W – WEBSITE:

All businesses need a website these days, it's the equivalent of the Yellow Pages. But much more interactive and generally awesome.

X – Ok, I can't think of anything starting with X. Nobody's perfect. *Next!*

## Y – YOUTUBE:

It's the new television. If you don't believe me, ask your kids.

## Z – ZEBRA:

*Nah, just jokes.*

Zebra's don't know anything about content marketing. But for those of you still reading, it's your turn to come up with some content marketing ideas of your own or questions for Wordy Bird.



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