

THE TOP 5 REASONS WHY YOUR COMPANY NEEDS MORE CONTENT

There is an ever-increasing demand for content from companies big and small. Consumers are demanding this be filled through social media, webpages thick with authentic content and even more interactive mediums such as podcasts and videos. Some companies may only want to focus on their website's content while ignoring the importance of social media, while others try to drive engagement from social media to a stock site that rarely changes (sales/info-graphic landing pages). At the end of the day, content drives people and attention to your company, products/services and builds trust.

Here are The Top 5 Reasons Why Your Company Needs More Content:

1. What is your company and who are you to your customers?

It is very hard to drive new customers and interest to your company without them knowing who and what you are and what you do. In that respect, it's even become a standard for consumers to want not only information about a company or a service but to have that information provided on the various platforms they're on. According to meaningful-brands.com: 84% of people expect brands to produce content that entertains, provides solutions and produces experiences and events. This means being flexible with how you produce the content, but to display it in such a way that generates interest from your audience.

An example of this is an informational sales packet can be broken down to the following:

- A hook: A tweet that provides a direct problem and brief solution with the prompt to follow for more information.
- A short form: Focusing on Facebook, break down the scenario further by giving a more personalized problem or scenario and can be backed up by a quick information video, all of which helps drive traffic to your site, while generating interaction and building brand trust (something I'll be covering later).
- A blog post series: These can be testimonials, interactions and informational pieces that people can use to help inform their decisions.

From one piece of professional B2B or B2C marketing material, a company can generate traffic and traction on several different platforms. Just by breaking down and re-purposing that material.

2. What is your specialty/niche?

The different platforms and even different focuses of blogs within your website can help your company "go deep" aka, creating and defining a niche or specialty. This strategy can help small and medium-sized businesses expand and build that important brand trust. Sometimes this can be a focus on the location of the business, sometimes it can be a highly specialized service. Whatever the end goal of your business, by leveraging the platforms available, and understanding that you can direct that attention to where you'd like to go, you can help demonstrate that your business is a specialized machine.

This can be achieved by building blogs that show how you service your clientele or demonstrate your industry proficiency. It can easily be shared with social media and leveraged across multiple platforms.

It is a great and flexible technique that gives small and medium-sized businesses a competitive edge against their larger rivals.

3. Brand Trust

Brand Trust is incredibly important for businesses that are operating currently. The ease at which your clients can search for your competitors is at the end of a quick google search. So building a strong sense of Brand Trust is the most important goal of generating content and interaction with your clients. According to a study done by Social Media Week: 91% of consumers are prepared to reward brands for their authenticity.

How to start planning and creating content for this. Go where your clients are.

This is when you can really start experimenting on how to create content that has good interaction. Linking your social media pages for informational or testimonial examples are really good ways to start building Brand Trust. Hosting outside experts and longtime customers to review a new service or product is another good way to generate this trust. Even releasing a rare video of a behind the scenes aspect of the company has helped people get to know the people they're doing business with. The shift in pure information and putting a face to that information has been steadily increasing as the internet has become more and more versatile.

4. Targeting New Audiences

Just like bringing in more new or repeat clients keeps your business going, you need to actively court and target new audiences with your web content. Luckily this can be done relatively easily by understanding content diversity and content recycling.

- Content Diversity refers to the different mediums your content is created on videos, webinars, infographics, blog series and even booklets that can be generated from already created content. This leads me to the second concept.
- Content Recycling refers to the practice of melding and reusing older content on different platforms or transforming it into new content that can be showcased on different platforms or mediums. A good example of this is turning a PowerPoint presentation into a downloadable webinar with a voice-over.

The reason I bring up these two concepts is that: According to the Content Marketing Institute, the most used content mediums for B2C marketers are social media (96%), pre-produced videos (76%) and illustrations/photos (67%). Keeping that in mind, your focus should be going to where your audience is and giving them content that is not only informational but new. Your repeat clients will appreciate the new polished content that they may have seen elsewhere, while new clients get to start building Brand Trust, all the while educating themselves on who you are and what your company does.

5. There Isn't Enough Content for the Platforms Available

One of the more interesting aspects of writing/producing content for the internet is that the internet is always in flux, growing and changing and expanding quickly. A point in fact, very little has remained the same from five years ago. There is always room for your business to get itself out there and start interacting with your clients. This also means that there are new and more ways to track the information of your audience as well, this helps you find out where they live online and you can get more of your content in front of them. There is space, and that space is waiting to be filled online, space where your audience is looking for the story of your company, service, and past.

I'm not sure whether to consider telling a business's story as a creative project or a biographical one. But I do know this, the businesses that I typically fall towards are those that are open about what they do, build Brand Trust via interaction and overproducing on their product or service. I like many are a sucker for reciprocity, maybe it's something to try in your next content campaign.