

**HOW TO
MAXIMIZE
YOUR
CONTENT**

**BY LEVERAGING
CONTENT CONVERSION**

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What is Content Conversion?

Content conversion is the most valuable tool for businesses, copywriters and marketers moving forward in our ever-changing world.

Why?

There is a rising trend that says consumers want more authentic interactions with the companies that they do business for. According to bluecorona.com, a marketing site for small & medium sized businesses, 70% of consumers prefer to learn about a product or service through content and articles rather than ads. While studies show that between 70-80% of people research a company online BEFORE visiting a small business or making a purchase with them.

This trend isn't just for B2C businesses. B2B businesses have seen this trend rise as well.

Social media and the lowering of the technology bar have allowed new interactions with consumers. It is now easier than ever to create content pieces such as videos, podcasts, webinars and web simulcasts.

This isn't limited to digital media, with more print to demand options, the ability to produce a book for your business's position has become a key tool in marketing yourself or your business.

This is where your existing content comes in. Working with something that is already established is one of the easiest ways to get content to fulfill these demands and produce something that is not only on brand but has brand equity with your audience.

Spotlight

Digital Marketer and Entrepreneur superstar Gary Vaynerchuck has a huge presence and reach on social media platforms. His content is generated from his longer-form videos, written content, and his event appearances. These multiple uses of content allow him to have a great impact on consumers and build insane levels of brand trust.

Some interesting facts to consider when thinking about content:

- Websites with blog content have 434% more search engine-indexed webpages.
- Publishing 16 blog posts a month will garner you about 3.5x more business.
- Companies that blog receive 97% more links to their website.
- Blogs have the potential to generate businesses 2x more email traffic.
- Organic traffic improves by up to 157% with added video content
- 43% of people want to see more video content from marketers
- 4x as many people would rather watch a video about a product than read about it.
- Over half of marketers believe that video is effective for increasing brand awareness.
- 78% of small businesses attract new customers and engage existing ones using social media.

*collected from www.wpforms.com

5 Reasons Why You Need More Content

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

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 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 Available to Fulfill the Ongoing Demand

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.

Content Conversion Targets

Not all content is created equal and some will be better targets for content conversion. This is only natural, but how to decide on what content you should use? Here are a few good targets with some pros/cons of thinking about this practice.

White Papers

Pros: These pieces are often put together to help get information about products and services through to their primary targets. There's a lot to them and if they're more on the promotional side can act as the basis of blogs, email blasts and product/service promotional pieces for client/customer reading. While if the White Paper is on the more technical side, it can act as the source material for technical pieces for trade-specific publications or act as the basis for a technically laden primer for B2B and specialized B2C consumers.

Cons: The more up to date the White Paper the better for this. Presenting information that may be out of date or isn't represented correctly can be devastating to a company's brand trust. This conversion type is a breakdown from a whole, so it'll take some external writing around the core content. Think to craft appropriate introductions, conclusions and transition pieces as needed to help the ideas come together in the new content piece.

Blogs

Pros: Besides driving large amounts of traffic to your website, blogs are a great way to generate the core of email newsletters, promotional book materials (if you're a specialized service or CEO), and a great way to build cross-platform traffic through social media. They're versatile and already generate audience interaction and brand loyalty.

Cons: The biggest con is to make sure that you're not inundating your audience or just copy and pasting content. Remember, there has to be some transformational aspect to the content, otherwise, your audience will disengage.

Sales Materials/Packages

Pros: These are interesting content core pieces. They can be expanded into landing pages, email marketing pieces and pieces for affiliate sales/marketing. They're best used as partnership pieces and ways to re-introduce your products/services to those still in the sales funnel but haven't yet bought.

Cons: If used too often, it can be seen as spam on your consumer's end. To help counteract this, keep the piece benefit focus, while selling comes through as an act of reciprocity.

An Honorable Mention with No Cons

PowerPoint is an incredibly underrated tool as far as transforming content is concerned. It can take presentations, and with a little work with effects can turn into a reusable webinar that can be attached to blogs, email blast campaigns, and social media.

It's a great way to help your audience build brand identity and trust as it shows that you're providing content in different ways and mediums. Remember people tend to prefer information in video form over written. Converting and creating PowerPoint presentations is a great tool to fulfill this need. Another upside is that the voiceover portion of the presentation can be optional. It all depends on what you're looking to get out of it.

The 5 Concepts of Content Conversion

1

Scalable

Content Conversion can help scale the reach of your business online by leveraging a backlog of existing content and changing how you publish content. It extrapolates a single blog post into: Social Media posts, excerpts for promotional materials, e-books, pamphlets, etc....

This includes conversational blogs along with technical blogs. Information is information, it just matters how it's used.

2

Expands Reach

Imagine taking an E-Newsletter to send out to your established email list, then pull out some highlights from it to post to your Facebook page, and then tweet some headers. All with links back to your website and an opt in form. All of that can be achieved with one piece of content and a little editing. Much easier than custom designing each piece.

3

Established Content

Re-using and converting old content isn't just limited to blogs and other forms of content listed above. White papers, case studies, sales material, promotional material, presentations, nearly anything your business produces for the web can be used in other ways to help expand your reach. All it takes is a little editing and understanding.

4

Builds Trust

Statistics show that consumers are more likely to do business with a business that they trust. This trust is often built on interactions on social media and interactions with a blog or information page. By having an active presence, you allow not only your consumers the chance to interact with your business but you're able to tailor and refine your content for those that matter most to your business.

5

Strengthens Brand

One of the most jarring things that is seen is a business have a professional page and an unprofessional social media appearance. It hurts everyone. Your consumers won't want to engage with your business, you lose the opportunity to build equity and your image is compromised. From b2b and b2c business decisions are often made on consistency. The better the brand consistency, the better the business throughout the process at large. By utilizing Content Conversion, you not only keep consistency across platforms, you also get consistency with your consumers.

In Conclusion

Like any other tool at hand, your content is only as good as how you use it.

Getting the most out of what you're creating now and have created in the past is one of the best ways to show business authenticity and build brand trust. Content conversion helps bridge this gap and allows businesses to leverage their past content to help in the present and future.

Getting into the arena of social media marketing, managing an existing site, satisfying a growing email list and building authenticity with your audience is a growing demand as the barrier of entry in both technology and transparency has been lowered to the point where it is common to see and hear the business owners and leaders, not just read their words.

To help fulfill this demand, the concept of Content Conversion is a well-used tool that will be making the difference as more and more platforms and mediums become accessible to your audience while supplementing your new content campaigns.

Resource List

- www.wpforms.com
- www.meaningfulbrands.com
- Social Media Week
- Content Marketing Institute
- www.hostingfacts.com
- www.bluecorona.com