Content is Key!
topics:

- Content marketing
- Creating original content
- Blogging
- Conversion Rate
- Call to Action
Content Marketing...

Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Jun 6, 2012

Content Marketing Definition - Examples
contentmarketinginstitute.com/2012/06/content-marketing-definition/

*inbound marketing technique
Establish your brand as a Thought Leader

{creator vs. curator}
Set a goal...

- Increase conversion rate
- Increase brand awareness
- Increase traffic to website
- Increase engagement
- Improve search ranking
Define your audience...

Who are your customers?

How does your product fulfill their need?
Coming up with content...

1. Repurpose info from your website.
Coming up with content...

2. Create lists

46 EXPERT TIPS for Creating Addictive Content

How do you create addictive content that people will not only read, but link back to again and again? We asked over 140 different experts to share their top tactics. Here is what some of them had to say.

VENNGAGE
Create an infographic at venngage.com
Coming up with content...

3. Answer the “how to...?” question of your target market.
Coming up with content...

3. “Research what your competitors are doing and one up them?” – Neil Patel
4. Tell a story
5. Use Google suggest
6. Repurpose old content
Conversion rate

Converting site visitors or followers to paying customers.
Call to action

Essential for conversion

In marketing, a call to action (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today".

Call to action (marketing) - Wikipedia, the free encyclopedia
Examples of Call to Action’s on Social Media
designschool.canva.com/blog/call-to-action/
Thanks!

@DelawareGlobal
@EJPautler

My favorite social media marketing blogs:
HubSpot
Canva Design
Backlinko