



# THE **CAMPFIRE** UNION

IGNITING CHANGE WITH E-LEARNING

THE BENEFITS OF CONTENT MARKETING

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Content Marketing is defined as any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers<sup>1</sup>.

Content Marketing can include:

- Newsletters
- Blogging
- Guest blogging on other websites
- Case studies and white papers
- Posting and sharing on social media websites
- Participating in online discussions on social media and other relevant information sources

Some of the benefits of Content Marketing include:

## **Building your community**

Content Marketing leads to increased community engagement by providing original content you can then share through social media websites, and provides great material for ongoing communications, such as email newsletters.

In doing so, you create opportunities to build and engage directly with your community, which can include clients and prospective clients, your organization's member base, and even other organizations you may discover new opportunities to collaborate with.

## **Brand awareness and perception**

By being seen as an information leader in your industry, you increase people's awareness of your brand. You also increase the perception of being "the experts" in your field, which improves the perceived quality of your brand. And by sharing information and knowledge openly, you also increase the sense of trustworthiness that people have in your brand.

## **Generate more traffic and sales**

By providing your target audience with regular, highly-relevant content, you provide them with more incentive to visit and to revisit your website. This also generates more opportunities for your readers to share your content through their own social media profiles, leading to even more traffic. This is called the "viral effect".

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<sup>1</sup> [http://en.wikipedia.org/wiki/Content\\_marketing](http://en.wikipedia.org/wiki/Content_marketing)

Attracting more and higher quality traffic through your content can greatly increase your sales opportunities, and increase your ability to retain existing customers through newsletters and continual contact online.

And finally, by producing original content on your blog or website, search engines see that you have fresh and relevant content. Over time, this can create big improvements to your ranking in search results, for an even greater boost in traffic.

## **THE CONTENT MARKETING MIND-SHIFT**

Content Marketing requires a shift in thinking about your company's knowledge and expertise. In past times, it was possible to guard this knowledge and expect that people come to you directly for it.

But today, most information is freely available somewhere on the Internet, even if much of it is incomplete or inaccurate. The consumer's perception of value around knowledge has changed, and to capitalize on this change in thinking you need to demonstrate your knowledge and expertise by showcasing it.

Knowledge is no longer a thing to be protected, but rather a key asset in the marketing of your services. Companies who are taking advantage of Content Marketing are excelling in today's markets. Your customer isn't interested in becoming an expert at what you do, but they do appreciate being more informed about it.

Content Marketing is about creating a network effect around your business that amplifies your marketing potential just by sharing the knowledge you already have.

