

Lesson no. 1 – Introduction Of Content Marketing

1. WHAT IS CONTENT MARKETING



“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

It means that content marketing is a long-term strategy that focuses on building a strong relationship with your target audience by giving them high-quality content that is very relevant to them on a consistent basis.

Eventually, when customers make a purchase decision, their loyalty already lies with you. They will purchase your product and prefer it over competitors' options.

In contrast to one-off advertising, content marketing shows that you actually care about your customers.

Today, more than ever before, people want to feel like you care about them. The world is louder and noisier than ever before, and attention is our most valuable resource.

Keep that in mind as we take a look at some of the different types of content marketing.

2. INTRODUCTION TO CONTENT MARKETING

The phrase "content is king" has generated a lot of buzz among online marketers. While there are great debates to be had over the accuracy of that phrase, the point is that content is a bit *different* than other areas of marketing like social media and SEO, in that many of them are really only around *because* of content.

Think about it.

For one thing, without content, SEOs would have nothing to optimize for search engines. The metadata they add to posts is an attempt to help robots like Google and Facebook wrap their digital heads around the complexities of the content they're indexing. Every link earned by every marketer points to a piece of content, and the keywords that people type into search engines are an attempt to find—yep—content.

Every email, every tweet, every landing page, and every product description—they're all examples of Content marketing.

Content isn't 'stuff we write to rank higher' or 'infographics' or 'long-form articles.' Content is anything that communicates a message to the audience.

Content is the heart of what we do as marketers; we talk to our customers, our clients, and our readers, and what we say to them—regardless of what form it takes—is our content.

So what is content marketing, then? Well, it's pretty simple. Content marketing is the use of that content—any of it—to help meet a marketing goal for your organization. That could be acquisition of potential customers, retention of existing ones, making more people aware of your brand or your products, or really anything else.