Chaminda Tennakoon

Content Marketing



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Why Content MARKETING is important?

Content marketing is an essential part of any modern marketing strategy. Not only does it help businesses build trust with their audience and attract ideal customers, but it's also a cost-effective and sustainable way to generate leads and increase sales. By providing valuable information and answering their questions, you can establish yourself as an authority in your industry while building a community of loyal followers who are more likely to convert into paying customers. Plus, with 97% of brands using content marketing, it's clear that this approach is here to stay! One of the major benefits of content marketing is that it allows you to build authority and establish relationships with your audience on a platform that you own, unlike social media where your accounts can be taken down or shadow banned without warning.



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Why Content MARKETING is important?

High-quality content on your website, you can establish yourself as an expert in your industry and attract potential customers who are looking for information related to your products or services. Plus, unlike social media platforms that constantly change their algorithms, the content you create for your website will always be there - driving traffic and generating leads over time. This makes content marketing a more sustainable option for long-term growth.



At Chaminda Tennakoon Social Marketing Agency, We create and manage your social media accounts to ensuere your brands is consistently represented across all of the below 6 platforms.

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Content Creation
Strategies and Techniques

Develop a content strategy - Before you start creating content, it's important to develop a strategy that fits your brand goals and target audience. This will help ensure your content is consistent and effective in achieving your desired outcomes.

Focus on quality over quantity - It's easy to get caught up in the idea of creating as much content as possible, but quality should always be your top priority. Creating high-quality, well-researched, and engaging content will lead to better results in the long run.

Use data-driven insights - Analyzing data on user engagement, social media shares, click-through rates etc can help you understand what type of content resonates with your audience so that you can create more of it.

Incorporate visuals - Visuals such as images or videos can add another layer of engagement to any piece of written or spoken word-based material.

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Content Creation

Strategies and Techniques



Make use of storytelling techniques - Tell stories that connect with readers emotionally for developing an emotional connection with them and remembering the brand for a longer time.

Address pain points: Create solutions-based contents targeting their pain points

Repurpose existing contents - Turn existing blog posts into short explainer videos or infographics as this saves time and resources while reaching new audiences on different platforms

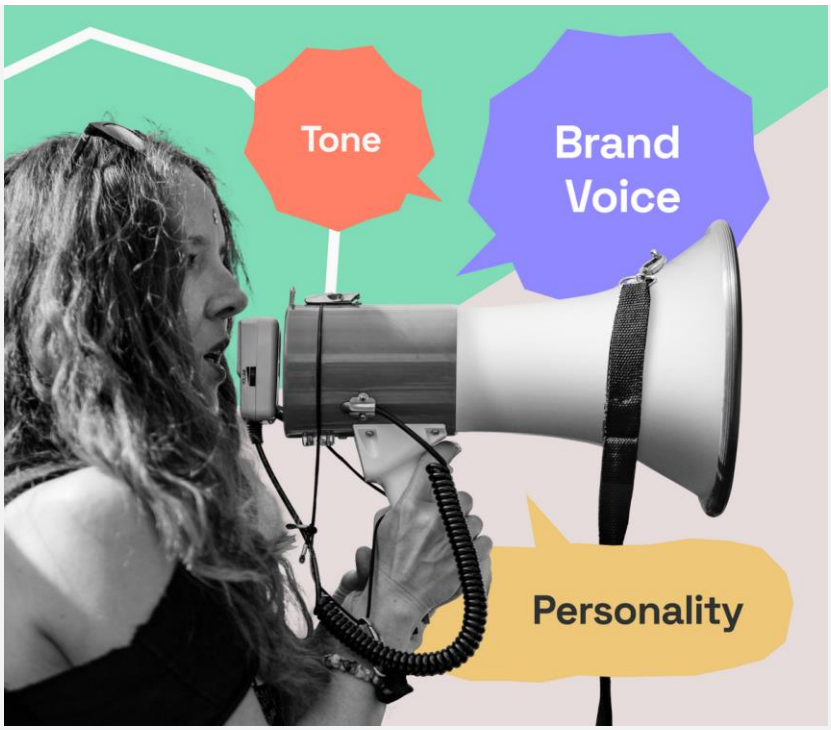
Engage in conversations - Join Twitter chats or participate actively in Quora sessions where topics related to our industry are being discussed thereby boosting brand visibility

Collaborations: Partner with influencers who have authority over subject matters related to our niche which helps boosts credibility while increasing visibility

Stay Up-to-date - Keeping track of current news items/ trends within our industry helps us keep up with current issues affecting our audiences thereby producing more informed contents targeted at their specific needs.

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Developing a Brand Voice and Tone



Developing a brand voice and tone is an essential component of creating a consistent and cohesive content strategy. Here are some steps to help you develop your brand's voice and tone:

Define your brand personality - Start by identifying the core attributes of your brand, such as its values, mission, vision, and unique selling proposition (USP). This will help you establish what kind of personality or character your brand embodies.

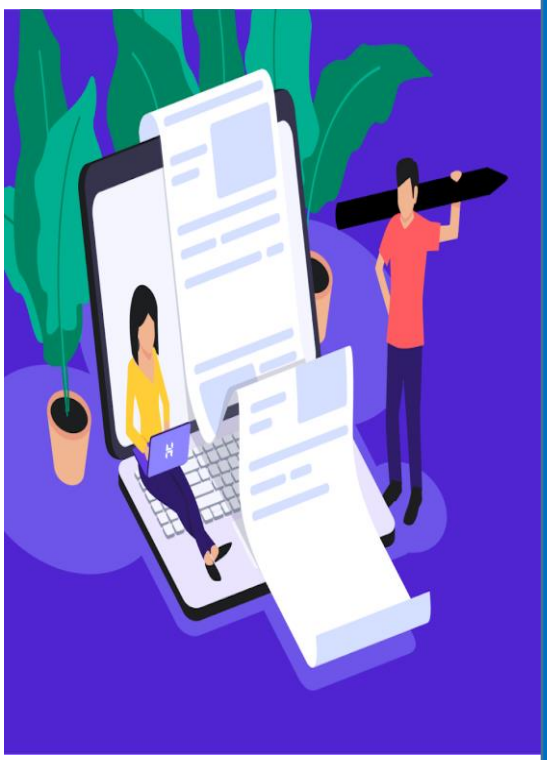
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Developing a Brand Voice and Tone

Identify the audience - Who are you creating content for? Understanding who your target audience is will help you determine how to communicate with them.

Choose the language style - Based on your understanding of both the audience and the persona of your business choose a language style that best resonates with both parties. For instance, using technical jargon when targeting laypersons might not be appropriate.

Create guidelines - Establish clear guidelines for how you want to communicate with customers at every touchpoint in their journey through social media, email campaigns or any other communication mediums relevant to our niche.



Consistency - Ensure that we maintain consistency across all selected touchpoints on our communication style as this helps build trust within customers.

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Creating Engaging Visual Content



Infographics and videos are excellent ways to engage with our audience and share useful information while still maintaining an entertainment aspect. Here are some tips for creating engaging visual content:

Infographics

Keep it simple: Infographics should be easy to read and understand, so avoid cluttering them with too much information.

Use relevant data: Include only statistics that are relevant to the topic at hand and Support your claims with credible sources.

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Creating Engaging Visual Content

Be creative - Use eye-catching design features like font choice, color palette choices, graphics or visualizations that complement the topic being discussed

Tell a story - Infographics are perfect for telling a story through visuals. Your infographic should have a clear message + direction that leads viewers towards understanding key points.

Branding - Incorporate brand colors & logo in appropriate locations within the infographic.

Promote on Social media - Share our infographics on social media platforms using relevant hashtags especially those applicable within our niche.

Add Sharable links or embed codes - Add sharable link or embed code in order to Increase chances of getting wider audience reach beside sharing on social platforms.

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Writing Effective Headline



Writing effective headlines for content marketing involves responding to comments, questions, and concerns about the content we produce and share with our audience. Here are some tips to help you write effective handling for content marketing:

Thank them - Always thank your audience/members/customers for their engagement in the discussion or coming across our content.

Answer Questions - If a question is posed by readers/viewers, provide an answer that is clear, concise & solution-oriented

Acknowledge Concerns - For any concerns raised in relation to particular content shared ensure you take note of the key points being raised.

Provide additional resources - if relevant/associated with the message portrayed in our previous or current publication.

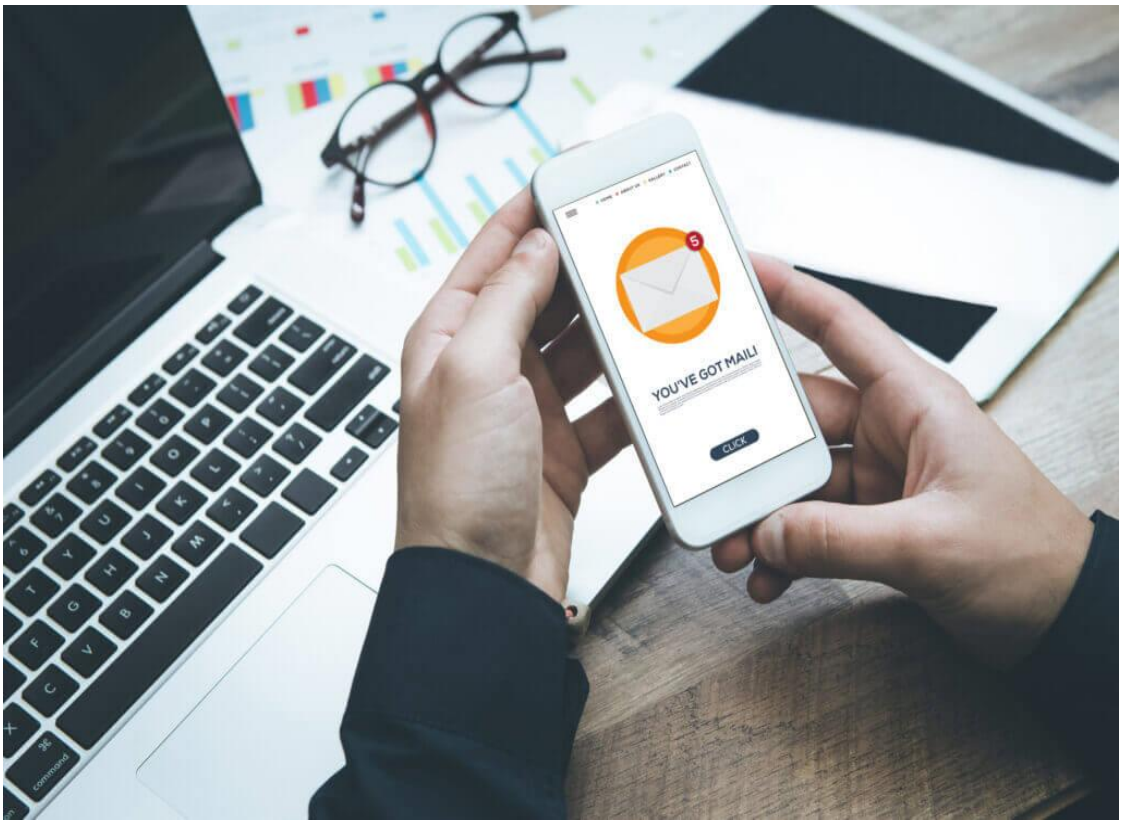
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Writing Effective Headline

Be Transparent - If there was misinformation (accidentally) shared on a certain topic be open/honest about it while providing accurate information related to the topic

Encourage further Discussion - Encourage further discussion on point(s) raised within your reply comment to keep them actively engaged with future publications/designated company channels.

Mark as Resolved - Once all issues have been addressed make sure you mark it as resolved.



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Measuring the Success of Your Content

Measuring the success of your content is crucial to determine if it's resonating with your audience, achieving your goals, and driving business results. Here are some metrics you can use to measure the success of your content:



Traffic - Measure how much traffic each piece of content generates.

Engagement: Look at social media shares, likes, and comments on each piece of content.

Conversion rate: Measure how many people take action after consuming a specific piece of content.

Time on page: Look at how long visitors stay on a specific page or post.

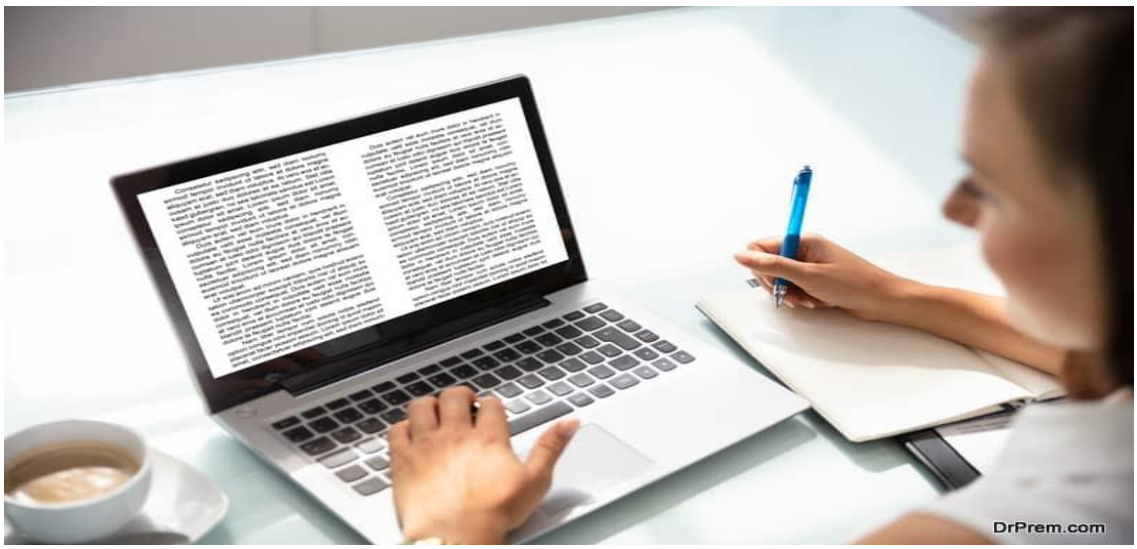
Search engine rankings: Monitor how high in search engine results pages (SERPs) your content appears for relevant keywords or phrases.

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Measuring the Success of Your Content

Backlinks - The number/quality links received by a post from other sites/pages.

Dwell time - Amounts of times visitors spend on-page after clicking through/mail opening - this helps gauge interest levels in our site/publications as well as believability as an authoritative voice in our field/niche.



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Types of Content Marketing such as Blogging, Podcasting, Webinars



Examples of different types of content marketing :-

Blogging - Consistently publishing written content on your website or blog to attract and engage with your target audience.

Podcasting - Creating audio content that can be downloaded and listened to on the go.

Webinars - Hosting online events where you can share in-depth information about a specific topic or product, and interact with potential customers in real time.

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Types of Content Marketing such as Blogging, Podcasting, Webinars



Video Marketing - Using videos to showcase products/services offered by the brand while also showcasing it's values/mission.

Social Media Marketing - Creating organic/promoted posts centered around our core message that help promote engagement.

Whitepapers/reports - Sharing industry trends/studies that help establish ourselves as authorities/highlight our unique approaches.

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Are You Ready to Start?

Digital marketing is a must for building a successful business. Whether it is growing your brand or improving sales, there are no limits to it. By understanding what's coming ahead in the digital space, you can take advantage of it and future-proof any business. If you are interested to learn more, you can sign up for our 7 day-Free trial in partnership with **Chaminda Tennakoon Social Media Marketing Agency**. This program is designed both individuals who are keen on developing their business using the latest Digital Marketing strategies. Get started with **Chaminda Tennakoon Social Media Marketing Agency** today and get ahead of the competition.



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