



Creating Influence with a Broader View



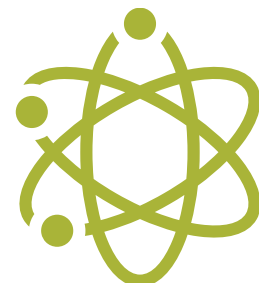
Content Strategy for A Successful Website

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Number one source for specifiers to use to seek a new vendor is your website.”

In today's increasingly dominant digital world, content marketing remains king. Without compelling content on your website, it's hard for your business to stand out, to inform your customer base, communicate your subject matter expertise and get leads.

Content is unquestionably the most effective way to drive website engagement, but the downside to content is creating it, constantly, at a high level.



Your website regularly needs to be updated, changed, and added to. Without consistent activity, your website can become stagnant, which makes it hard to be found on basic searches. That is the kiss of death for any website. The last thing you want is to become a brand icon for delivering a static message.

Many businesses view websites as a build and don't understand the effect content marketing has on gathering leads, attracting new customers, and establishing topic authority.

CONTENT DEVELOPMENT

Producing and distributing informative and consistent content tailored to an audience takes strategic planning and most importantly, implementation.

Content is the lifeblood of a new business development process. Most specifiers use online content to identify a shortlist of potential businesses to partner and work with. Most potential business connections start with a Google search. All aspects of your online profile can be scrutinized for what it does and does not include.

“Prospects gather 60% of the information about you from your online profile.”

That means if your content development process is not planned and implemented, you risk missing out on potential business relationships. Your website cannot be something you create and only tend to when you're not busy. You need a plan that involves a roadmap of content to tell a story that differentiates your business from competitors.

So, you need to get busy because statically specifiers consume 16 sales content stories before making a decision.

We see 5 phases of content production occurring in good planning:

1. Define the bigger story
2. Choose the content type
3. Research, outline and write
4. Review and edit
5. Enhance and finalize



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TELL A STORY





One of the first pages on your website that a visitor goes to is the About Us page. So, you need to tell a good story about you, your business, and what differentiates you from your competitors.

The next most visited is the client work page. You need to tell a story about how you helped a customer overcome a problem, tell the story of how you guided a customer to a solution. A lot of times this process is hard to set up in a business that never focused on it or does not have a dedicated headcount to complete.

A few tips to highlight this are:

- Identified a problem a customer has
- Detail the solutions you offer
- List the key benefits to your offer
- List key features that make the difference for success.
- Document the results, provide data
- Talk about how you implement solutions
- Highlight your results

Another misstep many businesses make is not understanding how content marketing works to attract prospective customers. By asking two simple questions “who are they?” and “what do they do?” you can begin the conversation with prospective customers through content marketing that speaks to their needs and pain points.

There are many ways to convey this conversational attitude through your content marketing efforts. One of the easiest ways is through writing content pieces in a more casual, familiar, and friendly tone. Tone of voice and word selection are hugely important in content marketing. Keeping a consistent brand voice is vital to building a successful brand, but be sure that this voice is friendly and invites the reader to interact and start a conversation. Leveraging conversational marketing tactics will also build trust between your brand and the consumer. If the prospective customer feels like they are a part of the conversation, and are a priority to the brand, they are much more likely to convert.

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We have identified the most valuable content assets you can create in each phase of the buyer's journey.



The **“Attract”** phase is your opportunity to introduce yourself, tell your story:

- Blog post
- Case studies
- Infographics
- News releases

The **“Capture”** phase includes more robust content marketing that offers more insight and can be more interactive:

- White papers: 1800words 2-5 year life span, time to create 4-8 weeks
- Videos: 1-2 minutes \$1500 per minute 3-4 weeks to complete
- Webinars: Producing a webinar is a high effective way for prospective customers to learn about you and your subject matter expertise
- Email marketing: Send outbound emails that are less than 50 words, include topical rich content to interact with and include a call to action

The **“Nurture”** phase is your opportunity to provide tangible content for your customers and receive higher conversion responses:

- Demo video
- ROI calculator
- Datasheets
- Web page content



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The “**Expand**” phase is a roadmap to continue to grow your content options. With emerging technologies, ever-changing social platforms, and mobile being the dominant platform, the way we live is evolving faster than ever — and so is the buyer journey. Expanding your customer’s journey is an essential part of content marketing.

White paper topics

- Introductory info
- How-to tutorials
- Authoritative reports
- Lessons learned about a situation
- Analysis from research

Things to consider for a strong headline

- Consider your audience
- Lead with pain points
- Offer a specific solution
- Consider SEO
- Simply your topic
- Watch the length

Add CTA

- Call to actions are important to keep viewers engaged
- Think click through and interlinking to go deeper into a value on your website
- Create a persuasive, effective and concise all to action that uses active words

Add keywords

- If you have an SME as part of your content team ask about keywords
- Are you using proprietary terms?
- Are you using industry jargon?
- Use keywords 3-4 times in the first 300 words of any content to meet good density guidelines to be indexed with google.

Don't forget the value of the headline

Data shows readers have reduced attention spans, 3-8 seconds is all you get to grab the reader. **60%** of readers don't read past the headline.

Some tips to follow

- Stay on brand choose a style of writing
- AP style
- Chicago Style
- Proprietary



Social posts

- Write the post when you make the content
- Headline 70 characters
- Intro text 150 characters
- Images 1200x628
- Description 300 characters

Get in the Game!



In today's selling environment and various platforms, content marketing is more critical than ever before. You may have discovered that some of your great in-person sales members are having a hard time converting to be a social seller, Hart Consulting Services is here to help. We can help create the content marketing plans you need to let them own the distribution and yield success. We can help you tell your story, produce your content, and train a key resource to maintain it as additional responsibility internally.

Effective content management is critical in any delivery initiative. In a highly competitive distributed environment, content marketing can range from website content, marketing collateral, social posts, and videos.

In this ever-changing digital landscape, planning and executing a program lifecycle is critical. Hart Consulting Services can help with the overall success of any program, work with multiple vendor teams spread across geographies and time zones, and provide a well-structured and well-defined content marketing plan encompassing all key stakeholders. Call us today to get in the game!



CONNECT >



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Connect With Us Today!

Spend some time with us to review your content marketing goals and wish-list and we'll help shape a program that is right for you and your company so you can grow your business.

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