

SPECIAL REPORT

CONTENT MARKETING EXPLAINED



WHY YOUR BUSINESS NEEDS CONTENT!

After You Read This Guide...You'll Have A Better Understanding Of Why Your Business Needs Content

This guide includes plenty of insight into what it means to market with content, what you can do, and in particular, how to take the easy steps to implement content marketing into your business.

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Introduction

When you finally finished setting up your online venture from the ground up, your work had just begun. Now you have to work to get your business out there so people can see what you have to offer. Hopefully they will buy your product or try the services of the company you are affiliated with so you can earn a substantial income.

There are so many ways to market your online business. In fact, there are even more accessible ways than you can normally achieve in offline marketing, so you have a better chance of driving traffic to your business, as long as you have the basic skills. A strong will is necessary for you to succeed in any online business because if you are doing this for the first time, you'll find yourself starting slow. A positive outlook is the only way to pick up the pace in generating results.

Sticking to one method of marketing that you are most proficient in is a good start, but it won't get you really far. Doing the same marketing strategy can get boring and discouraging when you don't see the results you expect.

This is where content marketing comes in and if you dive into it, you'll realize all the things you can do to push your online business further. Here are some reasons why content marketing is so important.

More Audiences To Capture

Let's say you enjoy posting advertisements in classified sites and other directories because it is easy to do and so many offer their advertising services for free. This will give you some good traffic since it will eventually be indexed in the search engines so people can find you. However, what about the people who enjoy reading blogs and subscribing to podcasts and participating in live webinars that are convinced to spend money with live speakers?

There are existing marketers that are doing it and it has brought them quality leads that could be yours if you step up your content marketing plan. Article marketers have their own success stories too in the long run. If you keep the content going by doing both, you can get more people into your business.

New Skills To Be Learned

It is generally okay to be doing what you do best for some efficient marketing. If you practice content marketing and get the hang of its different forms, you have a great advantage of surpassing any of your competitors that may be offering the same type of opportunity, service, or product. Remember that new people every day are taking the plunge in online marketing because they want to earn money online. Beefing up your skills is necessary to avoid having problems getting your business out there in the future, where more marketers will be active.

Content marketing is indeed important in the long run and if done fully. You should be getting some daily leads that can convert to sales so you can earn a residual income with your business while you are inactive or working to focus on other important things, like improving your product or service to build interest.

How Content Marketing Can Work For Your Business Website

So you found the perfect opportunity to start with and you have all the time in the world to make it grow; what do you do next? You need to construct a website for your future prospects to go, as they will be crucial factors to your business website's success. It is obvious actually because if you found that opportunity through a website that has caught your attention. Basically, you need to do the same and make it even more attractive.

Some of the websites that are used as capture pages highlight just enough information to convince certain people who have the interest. However, if it leaves them with unanswered questions, they can leave your site to find something better. Even if you have lots of traffic going in using your favorite marketing methods, your traffic won't convert to sales unless you have some content in both your site and advertisements. Here is the content you need to make your content marketing for your website worthy.

Optimized Text

Every website should have some text in it as it loads much faster than graphics and is used to supply all the necessary details of the business and other things. Optimized text means that it shouldn't be too much and it should be search engine friendly while making sense so people can have an easier time finding your website through search engines. Placing extra text in your ads with the same keywords is also a good habit to get into, so you can improve your chances of getting some organic traffic.

Convincing Images

Digital content plays an important role in your content marketing campaign because consumers and opportunity seekers these days are constantly looking for a quick impression. If the website or advertisement easily bore people, the important text content can be brushed off while making your marketing efforts not worthwhile. If you couple them with some strong images that are related to your site's theme or opportunity, you can keep them for a bit longer and have them read your optimized text.

Quality Videos

If you find a website that has no multimedia content and then you stumble across one that has a few videos, you'd definitely choose the latter. Videos take some effort to do from scratch, but they will greatly aid in your content marketing campaign. If done correctly, your promotion will be much more convincing and will invite people to take a closer look. People are uploading their videos to various social networking sites as a good strategy for adding video content for their advertisements.

Live Content

Even if your site is complete with text, images, and videos, your website still remains static and nobody will know when your site was last updated until they check the dates of your videos or notice that nothing is changing after weeks later. Add a blog or podcast to your site to have even more content or schedule live events or webinars to really show people that you are here to support others.

Content marketing is all about fusing all the different elements together and applying it to your website and your advertising so that visitors can get a bigger picture of what you are promoting.

How Your Business Can Grow Significantly With Content Marketing

Out of all the internet marketers around the world hoping to make money by introducing products, opportunities, and services, only a small fraction of them are really earning serious cash. These so-called “top marketers” are successful because they do not give up even if there are slow times during the course of their advertising campaign. In fact, the very early stages of your business are the hardest to cope with because results won’t be noticed until several months later, depending on your marketing skills.

Even with the so many techniques in marketing found online and practiced by the majority, some people are just not patient enough to gradually grow their online business. While there is no fast-forward method to this, you can make things faster if you get into content marketing early.

Content marketing is a general term for using various forms of media in both your advertisements and your website to reach out to more people and make a bigger impression. The good thing about content marketing is that once you have it in effect, there isn’t much to do, but keeping your website updated and your advertising regulated until you notice daily traffic. Here are the two ways on how content marketing can significantly grow your online business no matter what the opportunity, product, or service is.

More Content On Your Ads Means More People To Your Website

Just like television advertising and outdoor advertising, many people are constantly finding new and innovative ways to grab the attention of people that come across these ads. Although many ads these days may look simple, what is most important is that the content is intact and emphasized. You need to show that your website has everything they need and if your website is attractive enough, your website traffic should rise, but you should not stop there.

More Content on Your Website Means More People Interested

It is a big waste of marketing effort if your website isn't ready to keep the traffic in and take them where they need to be. In this case, what you want is for your visitors to join or buy whatever it is you are selling and support the good content of your advertisements with some decent website content of its own. Use a combination of text, image, audio, video, and other graphics to separate them from the average scam sites, as many people are so skeptical these days. Think of it like adding another advertisement or the second half of the advertisement to seal the deal.

Once you have both your advertisements and websites filled with content, you should be seeing an increase of traffic and a bigger fraction of that traffic taking positive action on your site. This spells more sales for you and it won't require waiting too long if you keep the content relevant to whatever it is you are promoting. Stick with content marketing and make sure you have enough content to minimize any risks and concerns that can be brought up by your prospects.

Starting Up Your Content Marketing Campaign

If you are a new to internet marketing, you might find yourself asking your sponsor or mentor how they got started with their business and how they got into a good position to earn residual income. Their common answer would be that it takes time for your business to grow at first, but it can go faster if you provide a lot of substance or content for your website.

Content marketing is a popular method because it utilizes many of the channels that work best for marketers. It is one way of spreading your business or website wide so you can get exposure quickly, but it takes some work and dedicate to get all the tasks done.

However, it is much easier you think if you know what content to start with and what content is needed in the long run. It is actually rather easy to think about what content you need if you put yourself in the consumer's point of view. You can ask yourself what things you expect in a product and what things turn you off. The things that you are expecting are probably what a significant amount of other people are expecting so you should start off with that. Along with that, it is always important to have the basics before you start your campaign.

Website And Digital Content

Even if you have an affiliate link that you can use that explains the product or service, it is still good to have a custom website filled with your own content to keep things unique and further convince people into the opportunity. The website shouldn't be a simple gateway to the affiliate company, but should be rich with text that describes your site and backed up with other digital content like images, audio clips, and video segments. Adding digital media gives your website a more modern look and adding interactive features like blogging make it more social for visitors to be comfortable with. Your site should be filled with content and optimized so that the search engine can help deliver organic traffic while the website itself will do its job in keeping them there.

Autoresponder

E-mailing is still a major component of content marketing despite it being one of the more traditional methods. An autoresponder placed on your website is essential for tracking people who are signed up in your website and utilizing their contact information to send follow-up e-mails. These e-mails should also be filled with content and further attract the user if done correctly.

Events

A well designed website and a fully working autoresponder should be enough to put your content marketing campaign into motion. But every single day won't be a day for success in your business so you can't just set these up and then market and then let it go automatic. There are automatic components to it, but it is a good habit to keep trying to find ways to improve your service and stay in touch with your visitors.

Events are a great way to do it and they can take the form of online webcasts, webinars, podcasts, and anything you can do to get your visitors involved.

Once you have that running, you should be seeing some positive results if you keep the content marketing steady. From there you can do advanced methods such as brand marketing or start making microsites and head to publications.

Expanding your Marketing Experience Through Content Marketing

Because so many people access the internet every day, it is hard to go about your day on the internet without running into a single advertisement even if you have a pop-up or banner blocker installed. The reason why it is so competitive is because companies and individuals starting an online business are doing their absolute best in driving these average consumers to their products and services in hopes to make some money.

One of the challenges that people face is that their advertisements are being ignored by the very people they hope to convince. This is because their marketing efforts aren't doing enough to convince them to even want to have a sneak peek. Even if the traditional marketing techniques that used to work before are applied, some visitors simply don't buy into that anymore because the content is insufficient. No use to joining something that has the same old content that others are using. Some opportunities can be scams as well so people are in big demand of content to make it more interesting.

The idea is not to abandon your old skills in marketing, but it is to expand your marketing knowledge even more by adding substance to it. Placing 3-4 line advertisements on forums and classified ad sites are just one of the old methods that used to work, while they still work right now, some marketers decided to add some extra content like images or extra links to make the information more important. This is exactly what you should do to stay competitive and make sure that you get people on your site. Make sure that you start expanding your

marketing skills after you made some improvements to your website because your website must have plenty of content as well in order to increase your conversion ratio. You can have the most attractive ads filled with content that leads to a vague site with random pictures and unoptimized text that is full of hype. This will give you a big boost of traffic, but it won't do very much on making sales, which is actually your biggest objective.

It doesn't matter if its classified advertising or any old or new technique in marketing; content can always be added to boost the quality of your actions. As you move along, you'll also find yourself having more experience than ever to diversify your marketing strategies even more and figure out which content works best for your audience.

The results are not by any means instantaneous and won't get you rich quick, but trying different ways of adding content to your site and advertisements will help you learn the best ways to drive traffic without copying other opportunities' or strategies.

Once you reach the point that you found your niche and start capitalizing on what works best for you, you should be making some income and at the same time, you are prepared for any changes in the internet market. Remember that interests will change over time and new business opportunities will launch and find ways to get a crowd of their own. Therefore, you must stay ahead and keep the content fresh so you can succeed regardless of how big the competition is.

Looking for more in-depth help?

Marketing With Content: The Online Business Owner's Blueprint For Long-Term Success



This jam-packed report provides with a step-by-step blueprint for marketing your business with content and building a solid foundation for long-term success.

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