



# Module 2 Cheat Sheet– Attract Your Customers with Expert Content

## Key Takeaways:

- ✓ Decide what your aim is with your content and make sure it's aligned with your overall marketing goals.
- ✓ Perform keyword research regularly to stay on top of search trends.

## Learning Objective:

- ✓ Plan useful content to attract leads who will value your products and services and to whom you can market your offers

## Aim Your Content

- ✓ Content is the lifeblood of marketing
- ✓ It's the way you get your message out to the world
- ✓ Whatever your marketing goals are, content will help you achieve them
- ✓ Valuable, up-to-date content will enable you to:
  - Grow your community
  - Share your expertise
  - Build your profile
  - Engage existing customers





- Attract new leads
- Educate and inform your target group
- Make more sales
- ✓ Decide what you want to achieve from your content in the next 3 months, e.g.:
  - Grow the number of visitors to your website
  - Increase the number of leads to a sales page
  - See 10% more sign-ups to your lead magnets
  - Create more engagement on your social media platforms
  - Generate additional views to your YouTube channel
- ✓ Focus on four factors:
  - What types of content you'll use - blog posts, videos, audio clips, visuals, etc.
  - How much content you'll need – this depends on your content goals
  - How you will track success - organic traffic, social media traffic, email traffic, conversion rates, click rates, etc.
  - Which channels you'll use based on who your customer is and where they're interacting - Facebook, YouTube, etc.
- ✓ Every piece of content should include a call to action

## Keyword Research

- ✓ Keyword research is the foundation of your SEO strategy and content development
- ✓ Perform keyword research regularly to stay on top of search trends
- ✓ A keyword can be a single word but is often made out of several





words

- ✓ How to conduct keyword research:
  - Get into your customer's head and use the language they would use to search for what they're looking for.
  - Make a list of all the topics related to your brand
  - Break that down into keywords that you think your customer would search for
  - Use keyword research tools to refine your search terms, e.g. Google Keywords Planner

## Quick Tactics

- ✓ Repurpose relevant material that you already have
- ✓ Tighten up your SEO using keywords
- ✓ Run a livestream
- ✓ Design infographic & graphics
- ✓ Put together an eBook

## Longer Tactics

- ✓ Develop an online course
- ✓ Run online learning events, e.g. virtual 'local' workshops, webinars
- ✓ Create a podcast
- ✓ Create a video series
- ✓ Add backlinks
- ✓ Create new content

