

A customer-driven guide to creating

Content THAT Converts

onboardly & wp curve



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Introduction

Let's face it. Content marketing is not going anywhere any time soon. Though the technology around how content is delivered has and will continue to change, the tenets will remain the same; people need content in order to pique their interests and to make informed decisions.

Although the attitude and approach toward content also continues to change -- depending on the guru du jour -- if companies wish to influence or enhance the consumer experience, they will need to incorporate a content strategy into their marketing to stay competitive.

As more savvy marketers lobby for video creation, infographics, dynamic designs, and interactive content strategies, the way of push marketing a la pop-up-ad, is dying. Instead of interrupting potential customers and clients with salesy ads, marketers are offering real value through thought leadership, expertise and relevant, helpful content.

The way of push marketing a la pop-up-ad, is dying.

With outbound push tactics, current and potential customers are seeing your brand because they have to. It's a gatekeeper between what they are seeking creating, a road block in the way of their needs.

With inbound pull tactics, potential customers and clients are engaging with your brand because they want to. You are providing the content they are searching for and **helping them solve a problem**, gather more information and make educated purchasing decisions.

The time and investment that goes into creating high-converting content, when executed well, can often cost more than online advertising. So why should you invest here?

The answer is simple and the numbers don't lie:

- Companies with active blogs receive 97% more leads than those that don't.
- An impressive 61% of consumers feel better about, and are more likely to buy from, a company that delivers custom content to them.
- Want to reach 8 out of 10 million of all U.S. Internet users? Then you'll likely want to try social media and blogging on for size.
- 78% of CMO's believe custom media and content represent the future of marketing.
- 55% of B2C marketers plan to increase their content marketing spend next year.

With inbound pull tactics, potential customers and clients are engaging with your brand because they want to.

The proof is in the pudding:

- [Blogs give websites 97% more indexed links](#) and increases purchasing decisions by 63%.
- Organic search leads have a [14.6% close rate](#), while outbound marketing leads have a 1.7% close rate, and
- Content creation is ranked as the single most [effective SEO technique](#).

Ok you're convinced now right? But there's a problem. Content marketing is very different to other forms of marketing. Traditional marketing mindsets and techniques don't work for content marketers. For example if you look at this year's [Content Marketing Institute survey](#), there are a three things we noticed that make the point well:

- 1.** Most people measure their success by 'website traffic'. But content marketing isn't a quantity game like paid ads. You can't just produce more and expect it to result in more customers. More relevant, engaged traffic that converts is better than more traffic generally.
- 2.** Most people think their biggest issue is 'creating enough content'. But again less content, of a higher quality is probably a better option for small businesses and startups.
- 3.** Most people don't believe their content marketing is effective.

Content marketing is different to other forms of marketing and **requires a fundamentally different approach.**

In this guide, we will present you with a simple approach, designed to get results for your small business or startup!

Shall we start?

Defining Your Goal

This is the most important part and where most people fail. Reading through the CMI survey we referenced above, you'll see the number one goal cited as 'brand awareness'. Forget that. You are a small business owner. You don't need awareness. You need ideal customers who take action and purchase your products and services.

So let's get real with your goals. Here is one that matters most: Generate leads from ideal customers.

If you don't have a goal that ties back to making money for your business, then what is the point? Why are you in business? Don't get hypnotized by the shiny objects better known as [vanity metrics](#).

To establish a proper goal, you will need to have an idea of your Lifetime Value (LTV) and Customer Acquisition Cost (CAC), in order to track your progress. Remember that everything you do needs to help increase quality traffic that actually converts.

Tip: Forget about 'brand awareness'. You are still a startup! You need to focus on creating a really great product / service and reaching the people that will actually take action. **Your first customers are your biggest advocates.**

LTV

Here is a simple calculation to use, whether you are just starting out or in the planning stages. (These can be hypothetical or actual numbers.)

(Average Value of a Sale) X (Number of Repeat Transactions) X (Average Retention Time in Months or Years for a Typical Customer)

CAC

Now that you have determined your lifetime value of your customer, you can discover an estimated range in how much you can spend to acquire a new customer. At this point, it's most likely a short-term strategy when taking cash flow into consideration.

(Entire cost of sales & marketing over a given period) / (Number of customers acquired in that given period)

CAC should NEVER exceed LTV, but it will take time for that number to even out. So don't be blinded by it. Since you are just starting out, these numbers should only be estimates and a metric to consider when calculating your goals and how much time / money you can spend on content marketing.



Defining Your Funnel

So you have a clear goal now for your content which is great. Assuming you know who your ideal customer is, now how do you get people from basic website visitor to a quality lead and customer?

Of course there is no one size fits all funnel for every type of business or business goal but for a typical small business, we find this funnel generally works well:

- Step 1** - Identify problems your ideal customers may have.
- Step 2** - Create great content that helps solves these problems.
- Step 3** - Promote content to get it in front of the right people.
- Step 4** - Call on people to perform a desired action (call to action or CTA) Asking for an email in an exchange for something of value (Like an eBook or guide) often works well.
- Step 5** - Send tailored emails filled with more valuable content over time.
- Step 6** - Get Ready - when customers are ready to buy, they will find you!

Figuring out this funnel is a crucial exercise to help guide your content creation strategy and optimizing the purchase process.

For example, if email opt-in is a critical part of the process, then optimizing your site for email opt-in, with pop ups or pointed call to actions, is very important. On top of that you should be spending time putting together the right sort of content in order to be valuable to your ideal customer.

This funnel will help you figure out your hook, line and sinker.



Defining Your Content

Vision

Now, let's pick a direction for your blog. Here's where things get interesting. You would assume, if you're a content marketing agency, it makes sense that you'd write on content marketing. If you're a fashion app, it makes sense that you'd write on fashion. However, these are not your only options or even necessarily your best ones.

Why? Because the goal is to **create great content that helps solves problems** your customers may have (that you've identified in step 1 of the funnel).

The Few Curious Cases To Learn From

The ideal customers for [WPCurve](#), for example, are female solo entrepreneurs, between the ages of 35 and 50. They are regular content creators, active in entrepreneurial communities, and know enough to be dangerous technically.

Tip: Look at what successful companies in your industry are doing and find the gaps in their approach. You may need to tinker with your strategy to either cast a wider net, or scale back to a much more focused approach.

So what might be some of their problems?

- They create a lot of content but it doesn't get as much traction as they like.
- They get the advice from their entrepreneurial mentors but they get stuck when implementing it
- They don't have enough customers and aren't generating more from their current content

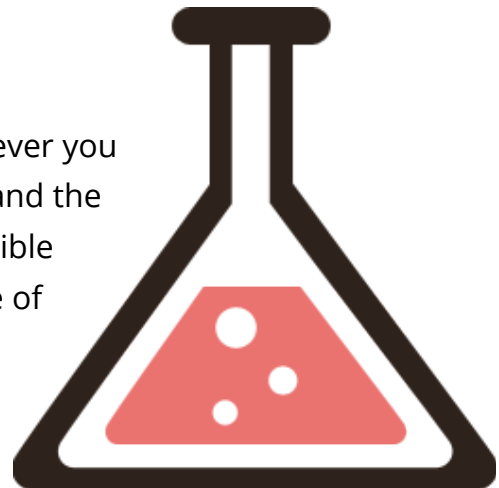
Some of this lends itself to talking about WordPress but some doesn't. For example a post on integrating Google Analytics with WordPress makes sense. They have heard that they need Analytics installed, but they don't know how to do it. However general WordPress discussion, technical talk, etc is not relevant to most of these ideal customers.

Most of [WPCurve's](#) customers don't want to fix their broken theme, they would rather someone else do it for them. They just want to create content and generate more customers. So that's what Dan Norris and his team write about the most.

Here are some approaches from other companies that help paint the picture.

[KissMetrics](#) created analytics software for startups and SAAS companies. Their blog is world class but it's not just about analytics. Their blog is designed to solve problems for their ideal customers. So you'll find content on everything from how to acquire users, to how to improve customer service, to how to grow a following on social media. Not all startup founders want to spend their days reading about analytics. But that doesn't mean they aren't great customers.

[Buffer](#) is a great social content sharing tool. Whenever you read something you like online, you can 'Buffer it' and the tool will share the banked content at the best possible times throughout the day helping your reach more of your followers more often. A predictable content direction they might take are topics surrounding social media, right?



They decidedly took a different route. They run a very successful blog about productivity, life hacks, writing, user experience, customer happiness and business practices. Why?

People who care about saving time sending out tweets, care about productivity. They are trying to optimize their content and achieve thought leadership in their

field. Luckily for Buffer, their appeal is very broad and it's use case spans across many industries. Not all small businesses can take the same approach and achieve the same kind of success.

Another great example is [15Five](#), an workplace feedback platform that takes employees 15 minutes to write and managers five minutes to read. While some might approach content with the mentality of productivity and time-saving tips, the true value of 15Five is it's influence on company culture, leadership and continuous innovation. Sure the selling point might be the efficiency of a smart and useful tool but the ideal customer is not just looking for a quick fix. They want to make sure they understand their teams' wants and needs, are concerned with the overall health of their business and know that, in order to achieve their high-level goals they cannot gloss over the day-to-day or weekly morale.

Don't pigeon hole your content strategy by focusing on content that only directly relates to your product. Instead, look at all your customers problems and see what further value you can provide them.

These are just a few examples of how content can be crafted around broader topics that serve your demographic. Read what your competitors are doing and find ways to fill in the gaps and create content that best piques the interest of your ideal customers.

Defining Content Parameters

Once you pick an overall direction for your blog content, you must then refine it. To keep it simple, we'll use Onboardly's focus as an example: helping startups get more customers.

A bit of googling reveals some useful stuff on how startups go about getting customers. [Here's a great post](#) that has provided the **categories** for you. Now we'll want to identify some blog categories:

- Content Marketing
- PR
- Social Media Marketing
- Email Marketing
- Copywriting
- Conversion Rate Optimization
- Analytics
- Search Engine Optimization

This is pretty simplified but there are many ways you can go about working out what categories to include on your site. Once you have a list you like, the next step is important, so keep following along.



Buffer, to use as an example again, uses categories like customer happiness, life hacking, and writing, knowing the broader reasons why their customers can and should use their product.

Choosing Content Topics

Start with the problems you want to solve and be as specific as possible. What are the things that startups really struggle with when it comes to getting new customers? Let's run with email marketing. So what problems do people have? This is where you need to get to know your customers. There are lots of ways to do it like:

- look at your help desk
- go to events and listen to panels
- read comments in blogs and forums
- hang out on Twitter and Facebook
- use a tool like [Qualaroo](#) to survey your website visitors
- email your current customers or users
- check Google (it knows all), enter your blog categories into the [Google AdWords Keyword Tool](#). You'll uncover some common search terms within those categories.

Tip: If you are consistently seeing more people unsubscribing than subscribing to your blog you should refer back to your topic list and make sure you are creating content that interests YOUR audience. It's easy to get carried away trying to appeal to everyone. Focus! Focus! Focus!

Now you have plenty of new topic ideas for your blog! Use a tool like [Evernote](#) or [Trello](#) to manage them all and add to it when you are out and about when ideas pop into your head. If you are really keen, create an [Editorial Schedule](#) to house all of your content-related thoughts. List your topic ideas, promotion strategies, etc. It can be created in a simple spreadsheet, calendar tool or project management software.

Let's build a list of a few problems as an example:

- I am not getting enough signups
- People are unsubscribing from my list
- I don't know what content to email people
- I don't know how to tag people to only receive info that is relevant for them.

Tip: You can leverage Twitter to help you test titles. Experiment with different title variations and see which titles receive the most clicks. Ding, ding! You have a winner. Use this data going forward to make smarter title decisions.

Look out for this stuff and you will build a list bigger than you can possibly address. Now let's pick one and start putting together our first post. How about 'People are unsubscribing from my list'.

What is the best way to solve that problem for my ideal customers?

There are many ways to help people reduce their unsubscriptions. You could write a guest post on a site that has an audience of startups. You could also create a webinar and offer it to those who have a large audience of startups.

You could create an [infographic](#) that illustrates unsubscribe rate behavior over time and send it to a bunch of startup blogs.

In the example below we'll assume you are creating a written article on your own site, but don't forget there are a lot of options.

Crafting a Title

So we've decided to write an article that helps people reduce unsubscriptions. What most people do is go into WordPress and write out "5 ways to reduce your email unsubscriptions." But consider this:

- [80% of people](#) will read a headline when they see it, but
- Only 20% of people will read the rest.

Tip: The title of your blog post serves as an ad for the content. If it doesn't get people clicking and reading, what's the point?

So we need to get people's attention, we need to get more people to click the title and read the post. How do we do that? Here are some things to keep in mind:

- Create intrigue -- be a little cryptic
- Address a specific pain point for your readers (with the possibility of an intriguing solution)
- Make sure it is extremely relevant to what your readers expect and relevant to the goal
- Learn from what has worked before
- Simple and direct works well
- Exciting, interesting, controversial, sensational all work well but keep them believable
- Use powerful, direct and definitive language (not wishy washy)
- Numbers / lists / real data works well
- Don't be boring
- Use keywords that resonate with your audience
- If you are following a '[Content driven SEO strategy](#)' then your headline also should include your main keyword

- Tap into fears or desires
- Brackets in the title demonstrate higher value i.e. [INFOGRAPHIC] or [PDF]

You can't do all of this every time, but let's have a go at a few of them. How about:

- Why AirBnB Has The Lowest Email Unsubscribe Rate In The Industry (leverage someone else's authority, create intrigue)
- The Only Thing That Will Make 80% of Your Email Unsubscribers Change Their Mind (numbers work well, create intrigue).
- Email Unsubscribes Smashed! 5 Things That Will Keep People Begging for More Emails. (powerful language, not boring)
- Are Your Email Subscribers Opting Out Without You Knowing? (fear-based)

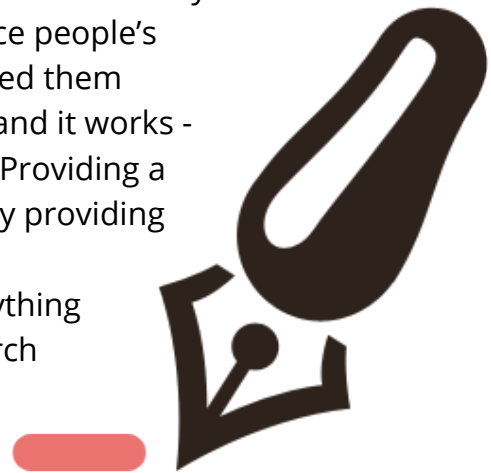


They are some quick examples. But suffice to say, your titles are crucial. Choose wisely. Make controversial statements, ask a question, write a list-based post, take aim at industry leaders. In nature, we call this peacocking. Ruffle some feathers with those headlines.

Create a Valuable Post

Here's where the fun starts. You've got your catchy title, now to create the actual post. Here are a few tips that will make your post stand out.

- Be original – someone has probably already written a post on reducing unsubscribes so how can you do it differently?
- Use lots of data – do research on unsubscribe rates and report on that in the post. If you can do some original research yourself that would be even better.
- Long content works best – For SEO and general engagement it's reasonably well accepted that longer content performs better. Quality is more important than quantity though so don't ramble on.
- Leverage authority – Talk about other companies and other people who your ideal customers know and love and borrow some of their authority.
- Use original graphics - Keep them high quality to build trust, no clip art. Have visuals that tell the story of the post not just improve how it looks (i.e. charts showing unsubscribe rates).
- Make it usable - Can you include some copy in there that you can put on your unsubscribe page that will reduce people's unsubscribes? If so, great. You've just provided them something they can really use. If they use it and it works - they'll remember you as a trusted resource. Providing a true action item is 1000x better than a simply providing an interesting read.
- Link to other content – You don't know everything yourself but prove you have done the research by linking to others (it doesn't hurt to tell them when you do as well).



Optimize for Conversions

Now remember what your funnel looks like. Getting people to read the post is great but ultimately we want your ideal customers to opt into your list.

What can you provide as a more valuable piece of content that will entice them to sign up? This generally comes pretty easily once you know what the problems are. Ideally it will be something even more 'usable' than written content alone.

You could put something general together that caters to the whole site or you could create something specific for each of your major categories. (This will send your conversions skyrocketing!)



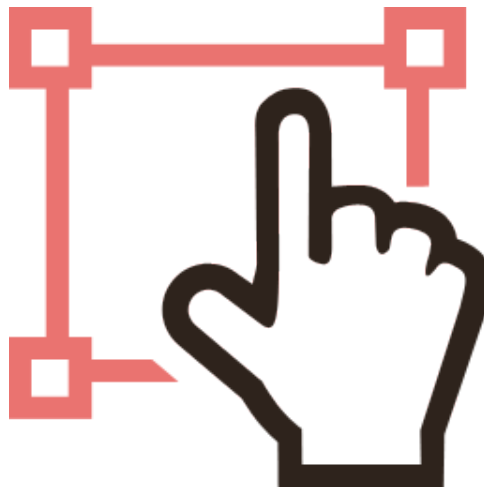
Let's say we want to create an opt in for the unsubscriptions post. How about something like

- "Grab my unsubscribe reduction swipe file - 5 Copy and Paste Templates You Can Use to Reduce Your Unsubscribe Rate."
- "How Does Your Email Marketing Tool Stack Up? 5 Tools to Analyze your Unsubscribe Rate."

There are a bunch of locations you can include opt-in boxes on your site.

Where to Include Opt-in Boxes on Your Site:

- Sidebar - The sidebar is the most popular place for an opt-in box but is often forgotten about once people scroll down the page so consider testing options.
- Blog homepage top - Check out [Social Triggers](#) to see what we mean here. Consider something like that. They convert well.
- Welcome Gate - This replaces the homepage with an opt in for new visitors (that can be skipped). It's pretty aggressive, so we generally avoid them but they convert well.
- Pop up - Again pretty aggressive but will generate conversions.
- Scroll box - This one slides up from the right as someone scrolls through your post. They don't prevent people reading the post so they are less intrusive. However they still convert very well.
- Hellobar - This is a bar that runs across the top of your site. It's great for promotions but it kind of kills the design so we use it sparingly.
- Post signature - After every post it's a great place to put an email opt-in. Go pro by tailoring the opt in specifically to the content in the post.
- Mid post - If you have a relevant offer or CTA this can be useful.



Landing Pages

Surely you have heard this time and again; landing pages are great for getting traffic and garnering more qualified leads. With the likes of [Unbounce](#), [KickoffLabs](#) and even [Hubspot](#) out there to help, there is no shortage of easy-to-use products to kick off even the simplest of landing page campaigns. But why is this necessary?

As Oli Gardner of Unbounce explains: "The short answer is because they help increase your conversion rates." Isn't that what this guide's all about? Landing pages are super focused content machines that directly relate to the ads or other promotional means that are driving traffic to it. They allow you to briefly, but tactfully, ask your visitor permission to do something (Usually sign up or download something for free). The more relevant landing pages you have out there, the better.

"Companies typically see a 55% increase in leads when increasing their number of landing pages from 10 to 15", explains [Pamela Vaughan](#) of Hubspot. And 10 landing page's isn't too difficult to create and manage. [We hear Unbounce has something like 500+ active landing pages on the go at any given time].

How to Start Using Landing Pages:

1. Set up an account at Unbounce (Or [kickofflabs](#), [Hubspot](#))
2. Create five campaigns to start. Brainstorm the copy/messaging and action you want visitors to take. Is it to sign up for your blog? Download a guide? Call for more information? Whatever the final action you decide, work backwards from there.
3. Write the copy for the landing page. Keep it short and sweet. Less words, the better.



4. Use optimistic, fun, and actionable copy. Don't be confusing. Make it super easy for someone to understand what they need to do next. You only have three seconds to convert! [Clarity has a great [example HERE.](#)]
5. If you have the budget, hire a designer to create something simple but professional for you. They can even splice up the work into Unbounce for you. If you don't have the budget, use powerful text and some great high res images to make your point.
6. PROOF PROOF PROOF! Get a second set of eyes on your work. Make sure there are no mistakes.
7. Do the eye tests. A) Stand 6-feet back from your landing page. What sticks out the most? It should be your CTA. B) Do the sideways head-tilt squint test. Sit at your desk, tilt your head sideways and squint your eyes. What pops out at you the most? Again, it should be your CTA!
8. Setup variants and A/B test copy. Don't have too many variations between two competing landing pages. Use small changes and see what is working, or what's not.
9. Run ads and promotions to those landing pages. (See ideas for this in the Content Promotion section.)

Conversions is a huge topic in its own right but hopefully this gives you some idea of how to get your site set up to convert.

Getting Your Blog Ready - The **Technical** Side

Before making your blog public, have enough content to fill your blog homepage pre-written. Backdate them and have them already displayed on your blog. This will set expectations for readers. They'll get a feel for the type of content you'll be writing and the value of it. Nothing's worse than a brand new WordPress blog with a sole "Coming Soon" post.

A great tip to help get your posts some early social proof - such as comments, shares etc. - is to pace yourself with the amount of content you're posting early on. Having less content, generally, helps your sharing numbers and comments fill up because they keep the attention longer than posting at popcorn-speeds right away. Focus on getting solid social proof to help attract high quality guest post opportunities in the future.

Guest posting opportunities help you with your goal of getting your content to as many ideal customers as possible. It's most likely that these people already hang out on other blogs, so why not reach them there? Over time as you build your list, you will get natural traction on your own posts and won't have to rely as heavily on off-site content. The relationships you build at this time, however, can truly help you attract more customers long term.

Be sure your blog is integrated with your main website. In the beginning, your current customers and users should be able to find the blog without much searching. They'll help you gain early traction. Likewise, you want any new visitors to your blog to know about your main website. Be sure the design matches, the copy matches, etc. Don't underestimate the power of familiarity when it comes to conversions.

If you can, publish content twice a week (Mondays and Thursdays between 9-10 a.m. EST are proven optimal times, according to [Dan Zarrella](#)). If you cannot, don't worry. Consistency and quality are more of a contributing factor than frequency. Even [Michael Hyatt](#) can attest, blogging consistency is more important than frequency. People are seeking higher quality content less often. So, whatever you do, don't post sporadically. Try not to disappear for a month and then post twice a week for two weeks to make up for it. You will have likely already lost the attention of your following at this point. But remember, great quality content, WILL GET traffic, and with a consistent publishing schedule, it will keep people coming back and sharing more.

If you're just starting your blog, it's best to spend 70% of your time publishing on relevant high traffic third party publications, and 30% of your time on your own. Over time flip the ratio back the other way as you build your audience.

Since it is difficult to always be creating great content, especially if you are alone in the early days, consider enlisting some contributors. Guest authors at this point (and any point, really) will help with ongoing quality content production.

Content Promotion

Once your content is live on your blog, this is just the tip of the iceberg. Content marketing is [20% creation and 80% promotion](#), explains Derek Halpern. I hate to break it to you, but there is a lot of great content out there that will never, ever be read. Why? Because someone spent hours creating it, but didn't put double (or more accurately, quadruple) that energy into promoting it. Adopting a "write it and they will come" philosophy can be deadly. You know what they say, If a tree falls in a forest ...

You must put yourself out there and actively promote your content if you want to attract readers. In the beginning, as previously mentioned, social media and social bookmarking sites can be huge traffic generators for you. Without a big following, it's tough to get started. The secret is creating engaging, share worthy content and building relationships in the process.



Start by making a list of the 25 most influential people in your space. So, for startup marketing as an example, we might list people like [Andrew Chen](#), [Ryan Holiday](#), [Neil Patel](#), [Hiten Shah](#), [Sean Ellis](#), etc. Find their email addresses and their Twitter handles. Follow them on Twitter and share their content when you think it's amazing.

Setup a private Twitter list for them and then sync it with a [HootSuite](#) stream to better manage this process. Finally, reach out to them via email. Tell them why you love their blog, tell them what your blog is all about and ask if they would accept a guest post from you. Keep it short, simple and 100% authentic.

The bad news? You'll get a lot of rejections and radio silence. The good news? One or two of those influencers will likely say yes. You're in! If you write great content, you'll get to leverage the influencer's network (they'll promote a post on their own blog, of course) and you'll get your name in front of thousands of potential

customers or clients. And the next time you reach out to influencers? Well, you'll have a sample guest post to prove your value.

Alternatively, you can stick to simply mentioning influencers in your own posts. Look for organic opportunities to reference the people on that list. When you do, you can reach out to them to let them know that they were mentioned. In our experience, 75% of the time, these influencers are open to share a post they're included in. The other 25% of the time? Well, at least you've just made a connection with an influencer.

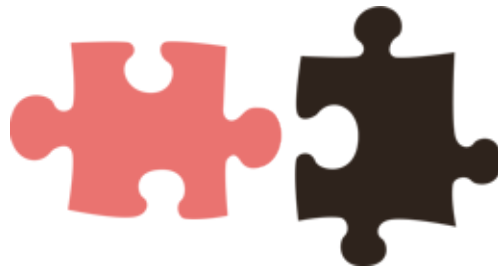
Tip: Fish where the fish are! Focus on one or two great channels and do a really good job there, before deciding to also promote elsewhere.

When promoting your content on social media and social bookmarking sites, it's important to fish where the fish are. If you run a large financial planning company, you'll have a tough time gaining traction on Tumblr and [Quibb](#). Know where your audience is (e.g. teens and young adults are on Tumblr, Pinterest is a haven for women and mothers, etc.) and then use those channels to promote your content. Don't waste time on channels just for the sake of it. You only want to go where you'll actually see ROI.

Let's start with the basics of using social media to promote your content. First, you'll want to have social sharing options in every piece of content you produce. If you wrote an eBook with tips from experts, for example, make sure you have [Click to Tweet](#) links for each of the tips. The tweets that are generated should "via @mention" you. In addition, you'll want to have Facebook, Twitter and LinkedIn social sharing buttons on various pages, encouraging readers to share that they've downloaded the eBook and are loving it. Make sure, like the Click to Tweet links, that there is sample copy generated when the buttons are clicked.

If you're working with something more generic, like a blog post, you'll want to make sure you have social sharing buttons at the top and bottom of the post. Why? Most people will share a post before they even read it just because of the title. If a reader does make it to the bottom of the post, however, you want to make sure he doesn't have to scroll all the way back up to share it with friends. Alternatively you could use something like [Digg Digg](#) that scrolls as the visitor scrolls.

You want to leverage your own social networks too! One of the biggest mistakes people make is that they share a piece of content once on social media and then call it quits. A very small portion of your following is likely to see that one share. Repetition is key! Just make sure you break it up and share content from others as well. You don't want to appear spammy.



Next up is social bookmarking. Social bookmarking can be tricky. Sure, those sites will refer a lot of traffic, but it's incredibly easy to get banned and build a negative reputation for your content. First of all, you have to battle the algorithms, which are behind the ranking of different pieces of content. Second, you have to battle the communities, which are always on the lookout for self-promoters.

Your best option is to really take an interest in the social bookmarking sites. If you don't like it enough to stick around and use it in your spare time (much like you'd use Twitter or Facebook), skip it. Otherwise, it'll be incredibly easy for people (and algorithms) to pick you, a self-promoter, out of the crowd. Take the time to login daily and check out other people's content. Comment, upvote, reply, follow friends and categories, etc.

Let's use Reddit, a very popular social bookmarking site, as an example. If I were to submit a new blog post to /r/Business, I'd want to make sure I was subscribed to the subreddit /r/Business. I'd submit my link and then take a few minutes to browse

the other content that's trending. I'd upvote here and there, leave a comment or two, etc.

Then, I'd head to email and reach out to anyone I think might be interested in my post. I'd ask them to check it out on Reddit and upvote it*. Be sure you ask them to click the link before upvoting. This tells the algorithm that they read and genuinely liked the content. The more activity my link receives within the first hour or so, the more "trending" power it's going to get from the algorithm. ***Caution**: Reddit hates spammers! Don't be pushy or needy in this community. Make sure to contribute, comment, and like other's content more than your own.

As long as your **approach to content promotion is authentic** and well-balanced with an interest in promoting other people's content, you shouldn't have an issue gaining traction. Just be sure you don't embrace the idea that you can write it and forget about it. A lot of effort goes into making sure great content gets the attention it deserves.

Our friend Scott Stratten of Unmarketing says it best, don't be a jerk! Social Media is a place to have a conversation, not a place to broadcast. And don't be pretentious. Fan and follower count does matter, in a way, but only to jerks.

Conclusion

Creating content that converts is all about being clear who your business serves and what problems they have. Then working back from that to create useful content that gets people into the funnel of becoming a customer.

In order to scale, you'll need to respond to your data. Are the content marketing posts seeing more traffic, but fewer conversions? Are the list-style posts performing better when they begin with an odd number or even numbers? Look for high-level trends so that you can make smarter creation and promotion decisions going forward.

The good news is it gets a lot easier the longer you do it. As you build your following it becomes much easier to create content that spreads to more people. As you have more authority it becomes easier to get guest posting gigs. As your name gets out there, more and more people will want to create content for you. It's hard at first, but play the long game. It will be worth it.

The apparent hype around content marketing in today's highly digital world has some people brushing it off as a trend. Something buzzy that will eventually putter out to make way for the next big thing. But the truth is, education-based marketing has been around for longer than you or us. People have always had problems and they've looked to people they trust to solve those problems. That is not a trend and it won't change.

Will they trust you to solve their problems? Or someone else?

About Us

onboardly

Onboardly works with funded startups and innovative companies who have a product that their customers love. We initiate and expedite a company's customer acquisition process through PR, Content Marketing and Social Media, establishing longevity via deep relationships and growing communities. We build trust for our clients and their customers.

Connect with them Renée and the team on Twitter [@onboardly](#), via their blog at [Onboardly.com/blog/](#) or at renee@onboardly.com.

wp curve

[WP Curve](#) provides 24 / 7 unlimited WordPress support, advice and small jobs for \$69 / month. Connect with Dan and his crew on Twitter [@WPCurve](#) or via email at Dan@wpcurve.com.