

Business Communications: All about content

Content strategy is today's marketing. Digital content refers to any type of media an organization uses to engage with visitors, customers, or users of their website and apps—and ultimately their products.



What does good content accomplish?

- Educate & Inform
- Entertain & Engage
- Persuade
- Convert

Let's talk about Content Strategy

A content marketing strategy is an ever-evolving plan that outlines your content marketing goals and target audience.

- It **determines the content needs of your target audience.**
- It **defines their user journey, content formats, and content styling.**
- It **aligns to business objectives**, and it is fully integrated with the wider business.
- It is 'ever-evolving' and **should always be tweaked and modified** to adapt to changes in the market and how people are consuming your content.
- A content marketing strategy is essential for quality content marketing as it **sets out the objectives and scope of your project.** Your strategy will help you to keep everything on track while providing a roadmap for execution of the different aspects in the strategy.

The benefits of a Content Strategy

Why should you use content marketing in your digital strategy? Here are some of the key ways it will help:

- **Grow awareness** of your brand or business.
- **Recruit advocates** of your brand.
- Increase and **improve search engine** rankings, or SEO.
- **Generate new business leads**, nurture sales prospects, and convert customers.
- **Enhance understanding** of your business proposition.

Content marketing is not just about promoting your business or brand. It's about forging a long-term relationship of trust and familiarity with people.

Content Strategy

Types of content (or) Content channels



What is Digital Marketing?

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.

The Digital Marketing Institute (DMI) describes digital marketing this way:

Digital marketing is the use of new media or digital technology to achieve marketing and business goals.

If we wish to be more specific, digital marketing can be defined within the parameters of technologies using digital formats and the internet. This ranges from computers to mobile technology, and even things like digital billboards.

Moreover, digital marketing encompasses online shared experiences such as social media or digital marketing software. These, in turn, help marketers create, distribute, and track their campaign on digital platforms to drive success.



Old World vs. New World





Traditional media versus digital media

Even if traditional and digital marketing can work hand in hand, they are profoundly different in their communication style and effect on consumers.

Based on these differences, marketers need to strategically plan where they will invest and what will be the best ratio between traditional and digital media budget. Each media will talk to a different audience and have a different impact on the audience's perception of a company.

Old World vs. New World



		
Features	Traditional	Digital
The way media is consumed by an audience	Mass Audience	Individual Audience
The level of investment committed to the medium consumed by an audience	Passive Audience	Active Audience
The development of a message to a broader or niche audience	Many	One-to-one
The strategy of acquiring audience attention via push or pull content tactics	Outbound	Inbound



Benefits of Being Digital

Benefits

Social media marketing has many benefits.

- **Builds relationships:** It enables marketers to build and maintain relationships with both new and existing customers around the world who may have been difficult to reach in the past by traditional means.
- **Leverages organic feedback:** The agility of social media allows brands to leverage organic and real-time feedback from customers simply by reading what they are saying about their brand, products, or competitors when they post or comment. This technique is called social listening. It's used to find what works well for your brand, what you can change and adapt and to give you ideas for new products or features your customers would be interested in.



Benefits of Being Digital

Benefits

Social media marketing has many benefits.

- **Offers positive customer experience:** Social media also enables you, as a brand, to offer an instant and positive customer experience to people who reach out to you or discover your brand online. When people associate your brand with a positive customer experience and feel you've responded in a genuine way, they're more likely to positively engage with your brand, buy from you, and possibly even become a brand advocate.



Benefits of Being Digital

Benefits

Social media marketing has many benefits.

- **Builds brand story:** Social media also enables you to build your brand story in the mind of your audience. This can be achieved by telling the story of your brand through videos, ads, case studies, and other forms of media formats on social channels. You can build a strong recognizable brand identity in the minds of consumers by communicating your brand values and message in a consistent authentic way and telling your brand story through the content which you post online.

Traditional Content



Andy Frye, adjunct professor

Components of an old world strategy

“Mass”

Traditional media, or old media, are often defined as the "established or traditional means of mass communication, especially compared with digital

Analog

Traditional marketing media includes direct marketing, outdoor, print, TV, and radio broadcast, and "word of mouth" referrals.

Evolve?

Quite simply, media and marketing tactics that didn't develop with the digital era is most likely to be considered as traditional and part of a traditional media strategy.

Traditional marketing



Components of an old world strategy

Traditional marketing channels

- **Direct marketing:** This involves promoting and selling directly to the end buyer from the manufacturer with no other media owner involved. For instance, it includes letters or flyers, coupons, brochures, and general any other print material delivered to a consumer's mailbox or hand.
- **Print:** This is advertising that uses physically printed media to reach consumers and prospects, such as newspapers, brochures, and magazine ads
- **Outdoor:** Similar to print but on a larger scale, these are billboards (also called 48 sheets or the even larger 96 sheets), bus stops and smaller placements (also called 6 sheets), bus sides, building wraps and installations, and so on.

Traditional marketing



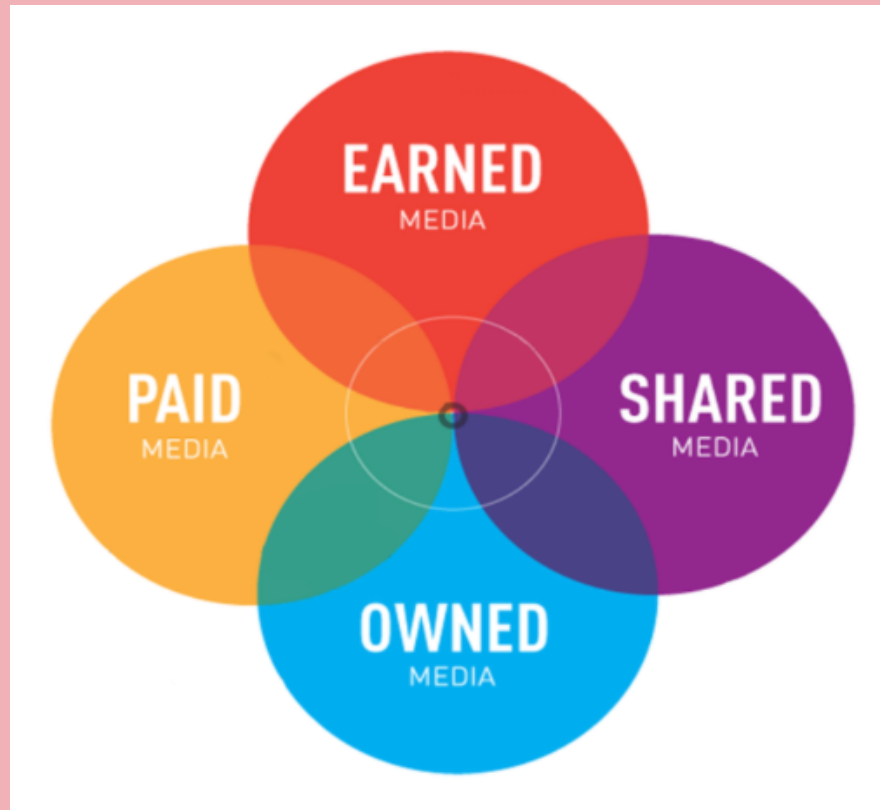
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Components of an old world strategy

Traditional marketing channels

- **Broadcast:** Known as on-air advertising, it is the primary revenue generator for commercial television and radio stations. Examples include film, TV, product placement, program sponsorship, cinema, and radio.
- **Referral:** Referrals often happen spontaneously. This form of marketing involves promoting products or services to new customers through referrals, usually by word of mouth. For instance, it includes fidelity cards with vouchers and discounts for sponsorship.

Digital marketing



Types of media

Digital marketing comprises, among other things, three different media channels: owned, paid, and earned.

- **Owned media** is the media that you create and manage.
- **Paid media** is media or advertising that you have paid for to drive banner and video visibility, or clicks and traffic, to your product, website, or service.
- **Earned media** is free publicity generated by consumers, PR, influencers, and people who speak about and share content related to your brand or product. Earned media is generated either in response to content you've shared, or via voluntary mentions; in many cases, these people will be your brand advocates and will actively promote your brand because they like you!

While it is important to consider each media type independently, you must also consider how they can work together, and harmoniously, to produce an all-encompassing, successful digital marketing campaign. For instance, you should explore how paid media will promote your own content, and, in turn, how your own content will help to influence earned media?

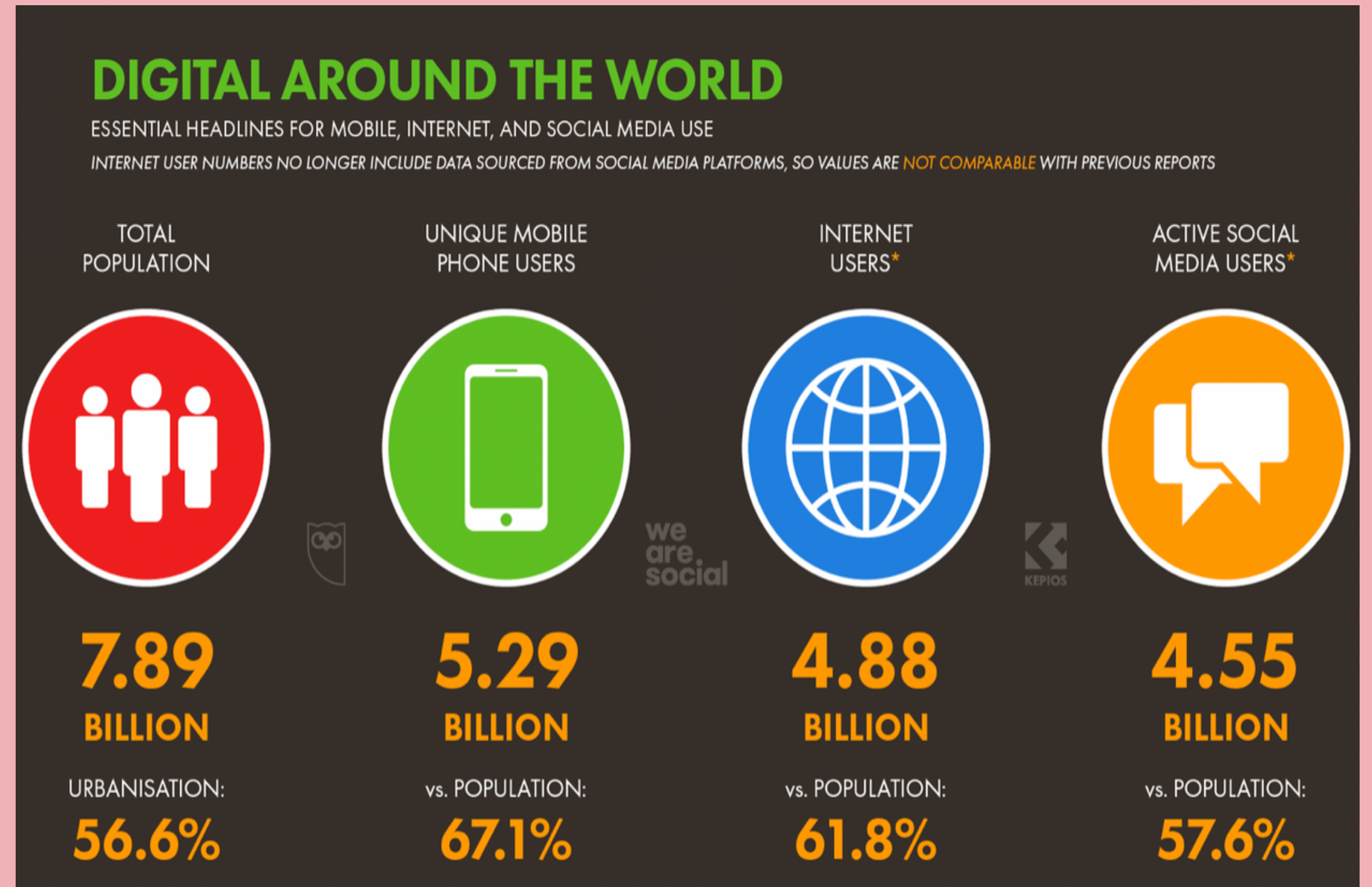
Digital marketing

Let's talk channels
Let's talk platforms
Let's talk content



Digital marketing

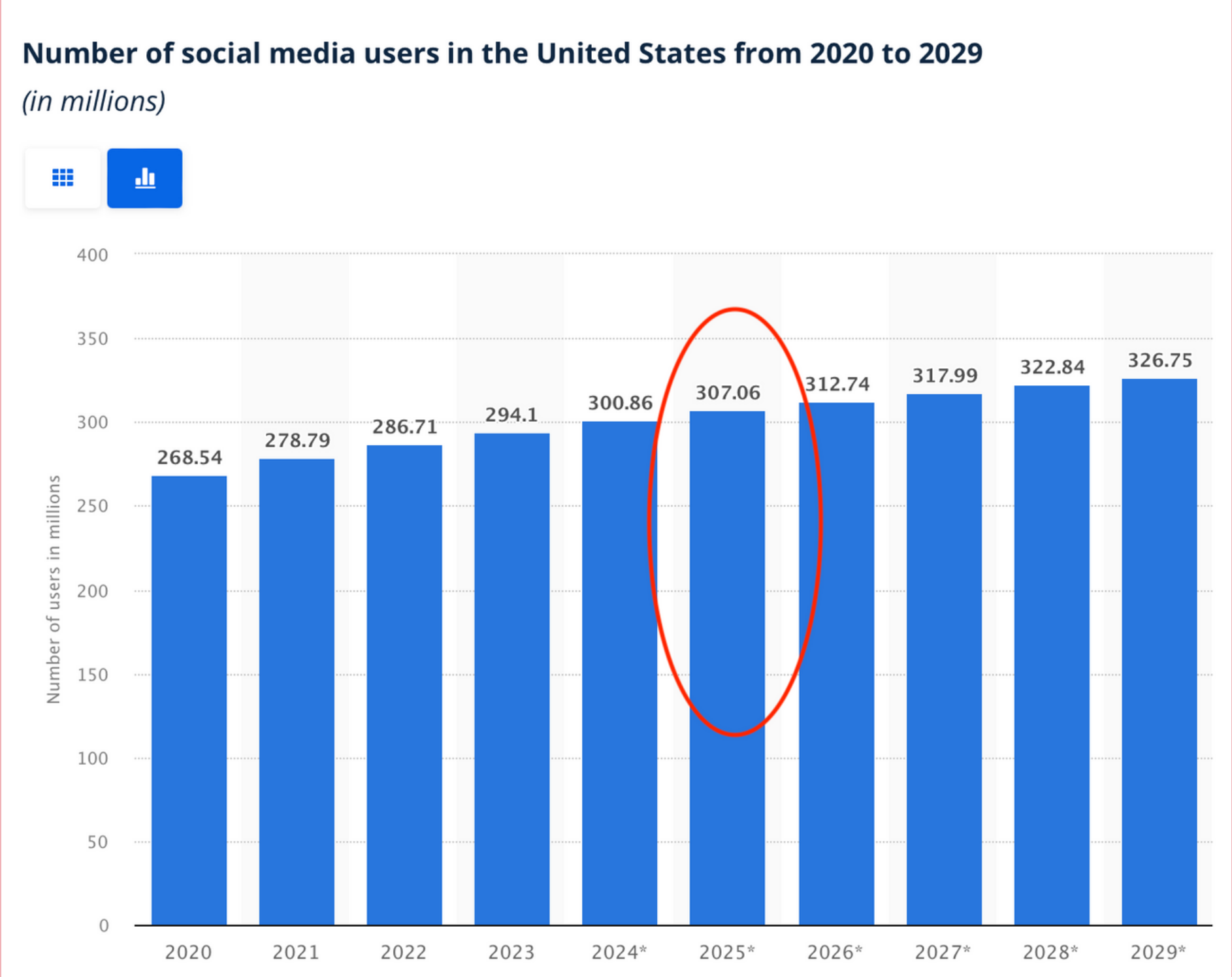
Components of a new world strategy



the digital universe keeps growing - snapshot 5 years ago

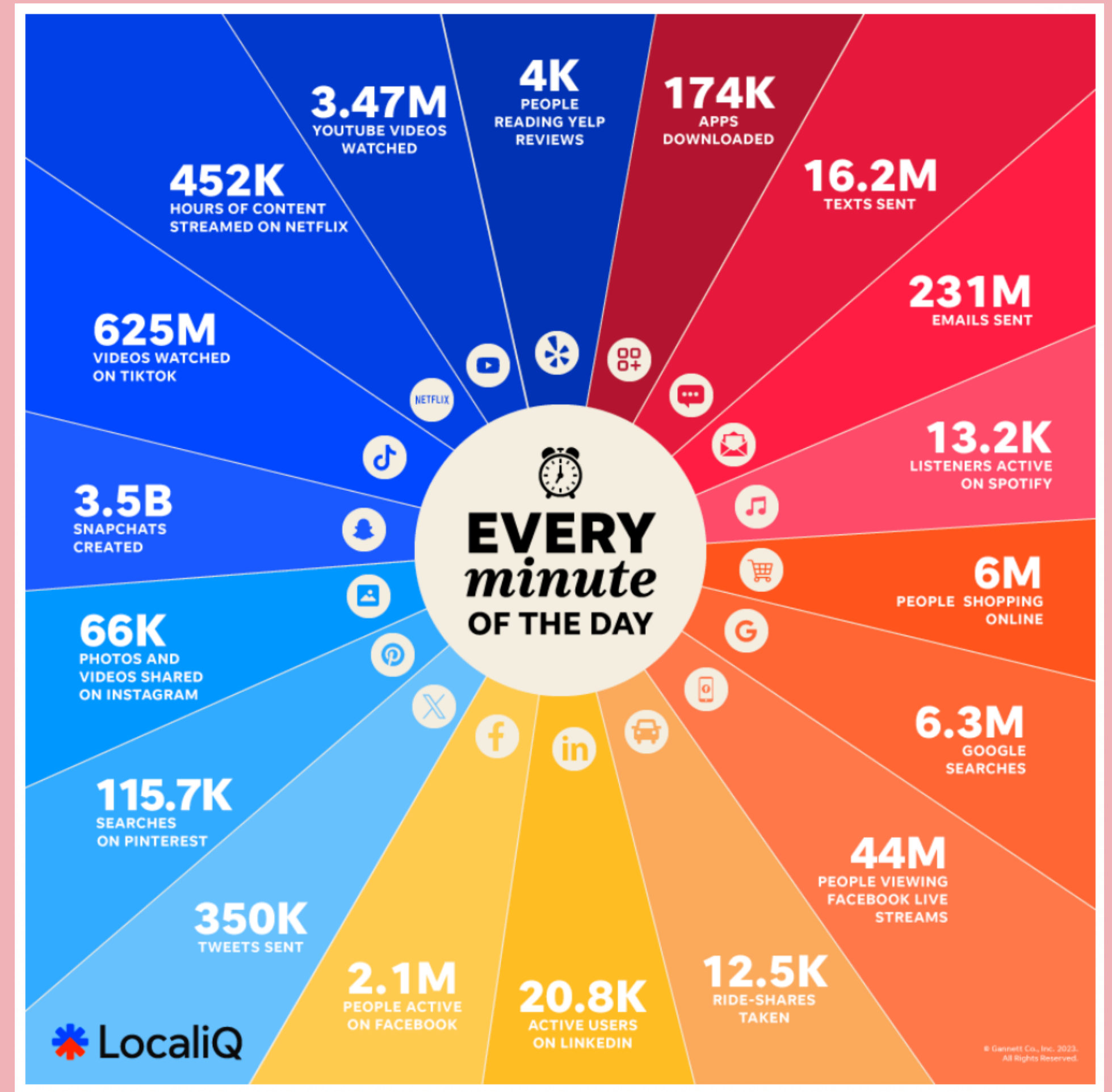
Digital marketing

Components of a new world strategy



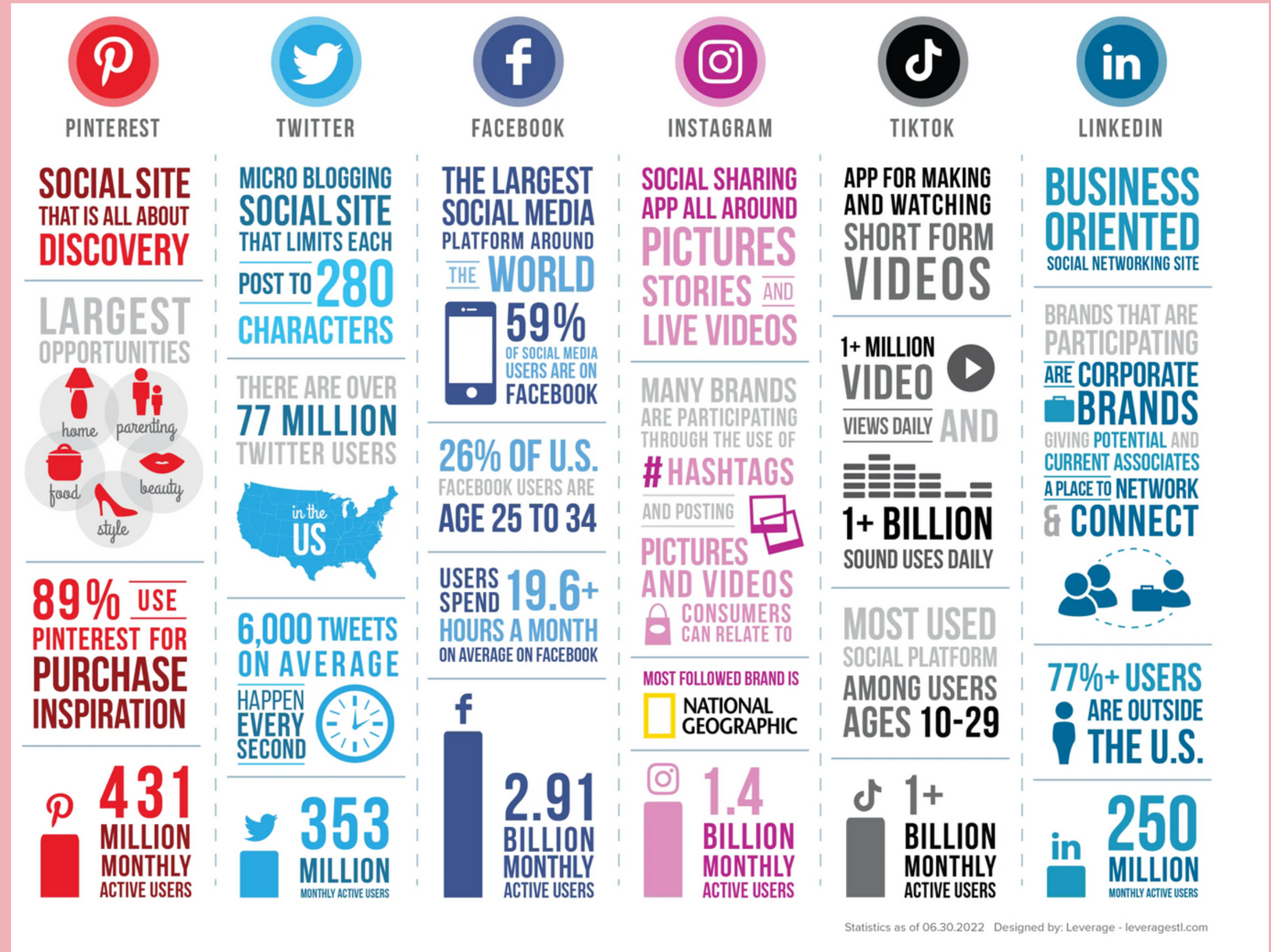
Digital marketing

Components of a
new world strategy



Social Media Platforms

Components of a
new world strategy



Digital marketing

Components of a
new world strategy

Facebook statistics

Facebook is the world's [third most-visited website](#) with almost [3 billion](#) monthly active users. Check out these Facebook [statistics small businesses](#) need to know:

510k



**comments posted
on Facebook
*every minute.***

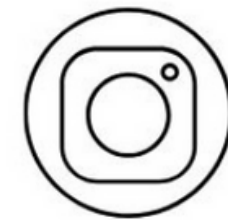
Digital marketing

Components of a new world strategy

Instagram statistics

Instagram is one of the most popular social networks in the world with almost **2.35 billion** users globally. Take a look at these other eye-popping Instagram statistics:

66k



photos and videos are shared on Instagram
each minute.

 LocaliQ

- ➔ **95 million** photos and videos are shared on Instagram each day. That translates to 65,972 each minute!
- ➔ The average US user spends **53 minutes** on Instagram per day. That's 297 hours per year.

Digital marketing

Components of a new world strategy

LinkedIn statistics

Whether you're a [B2B business](#) trying to generate leads, or a small business owner looking to [grow your employer branding](#), LinkedIn is a great channel for building your network. Check out these LinkedIn statistics:



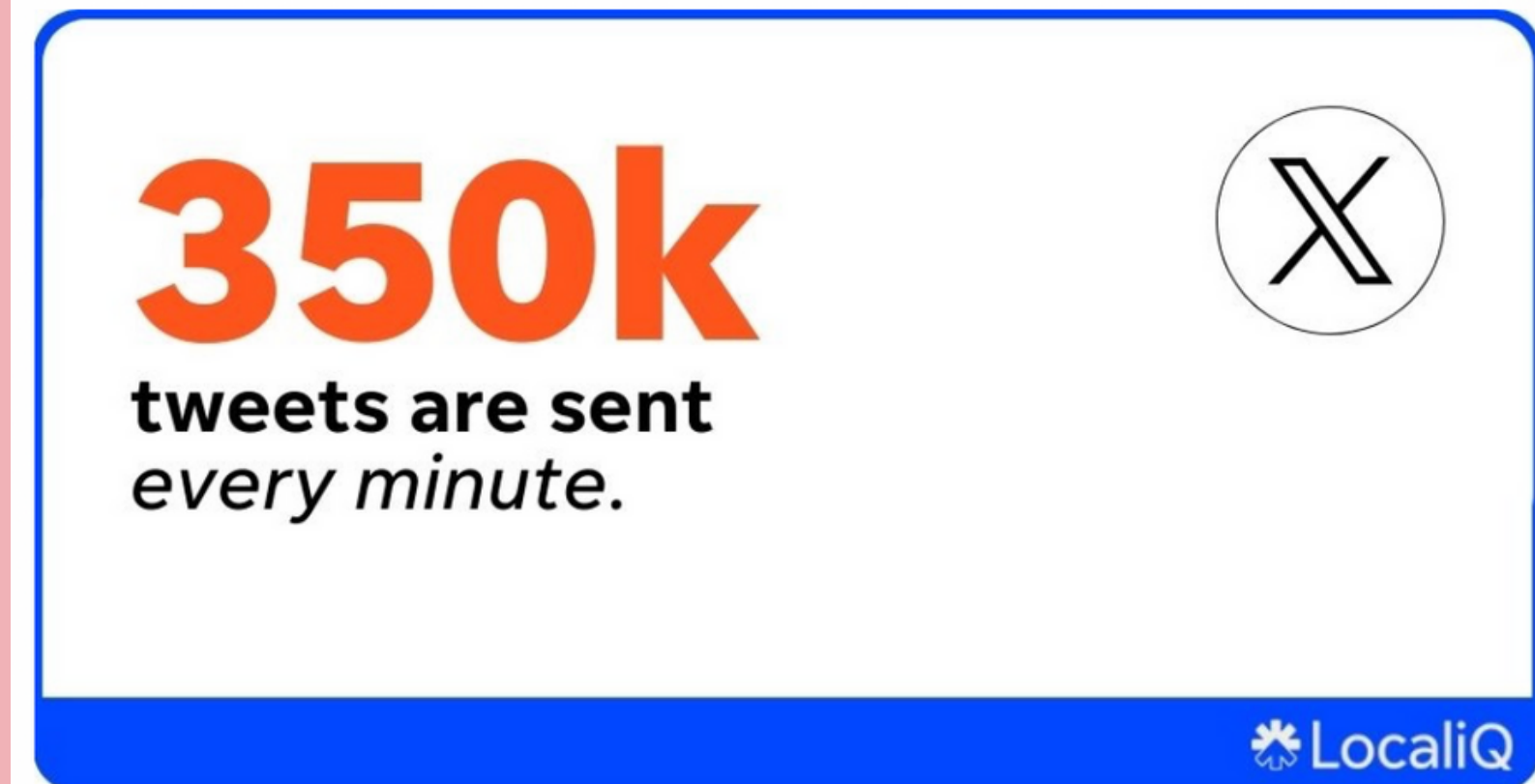
- ➔ LinkedIn has nearly [900 million](#) active users.
- ➔ LinkedIn is the [most trusted](#) social network in the US.

Digital marketing

Components of a new world strategy

X (formerly Twitter) statistics

Are you using Twitter (now known as X) as part of your [social media marketing strategy](#)? Twitter has a wide audience—[368 million](#) users—you have the potential to reach and engage with. Consider these Twitter stats:



➔ 350,000 tweets were sent every minute this year, down from 575,000 the year prior.

Digital marketing

Components of a new world strategy

TikTok statistics

TikTok is the fastest-growing social media platform, with 40% of businesses planning to incorporate TikTok into their social media strategy. Here's why:

625M

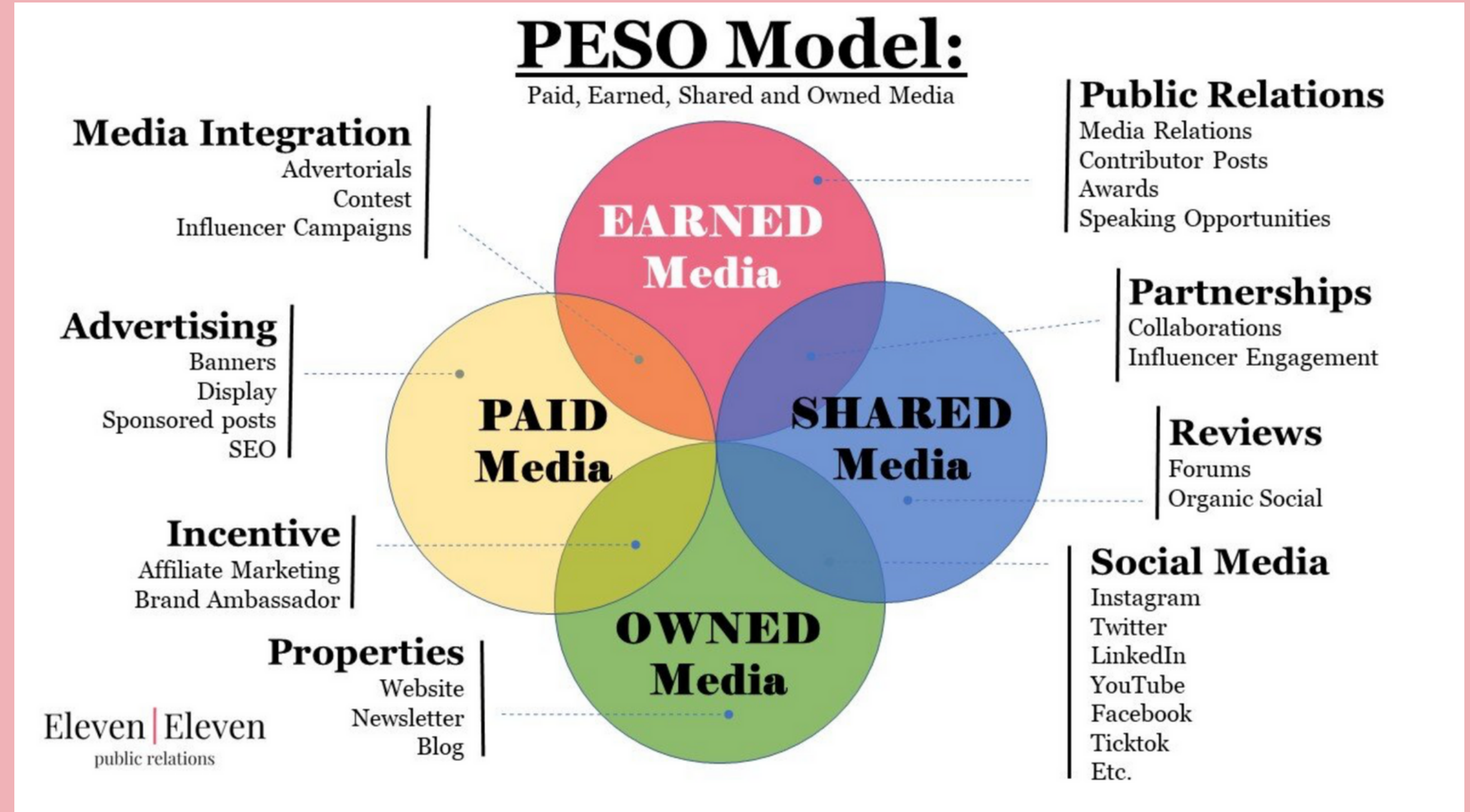
**TikTok videos
are viewed
*every minute.***



- TikTok reached 1 billion active users in just five years (it took Facebook eight!), with 100 million of those users being US-based.
- In 2024, TikTok's user base is projected to grow by 9%.
- 625 million videos are viewed on TikTok every internet minute—that's up from 167 million just two years ago.
- TikTok has the highest engagement rate per post across social media sites.

Digital marketing

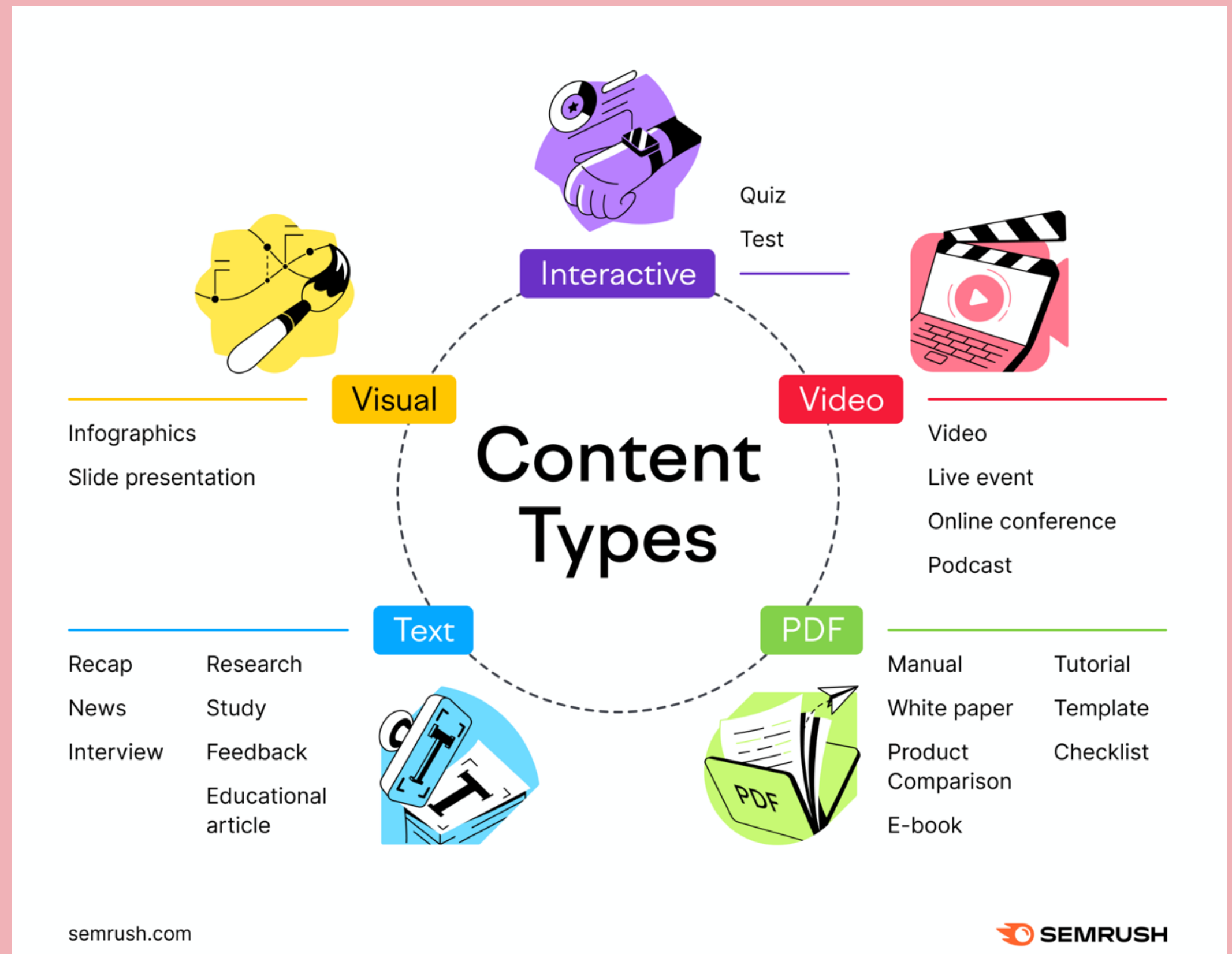
- Paid media
- Earned media
- Shared media
- Owned media



Digital marketing

What kind of digital content is most useful?

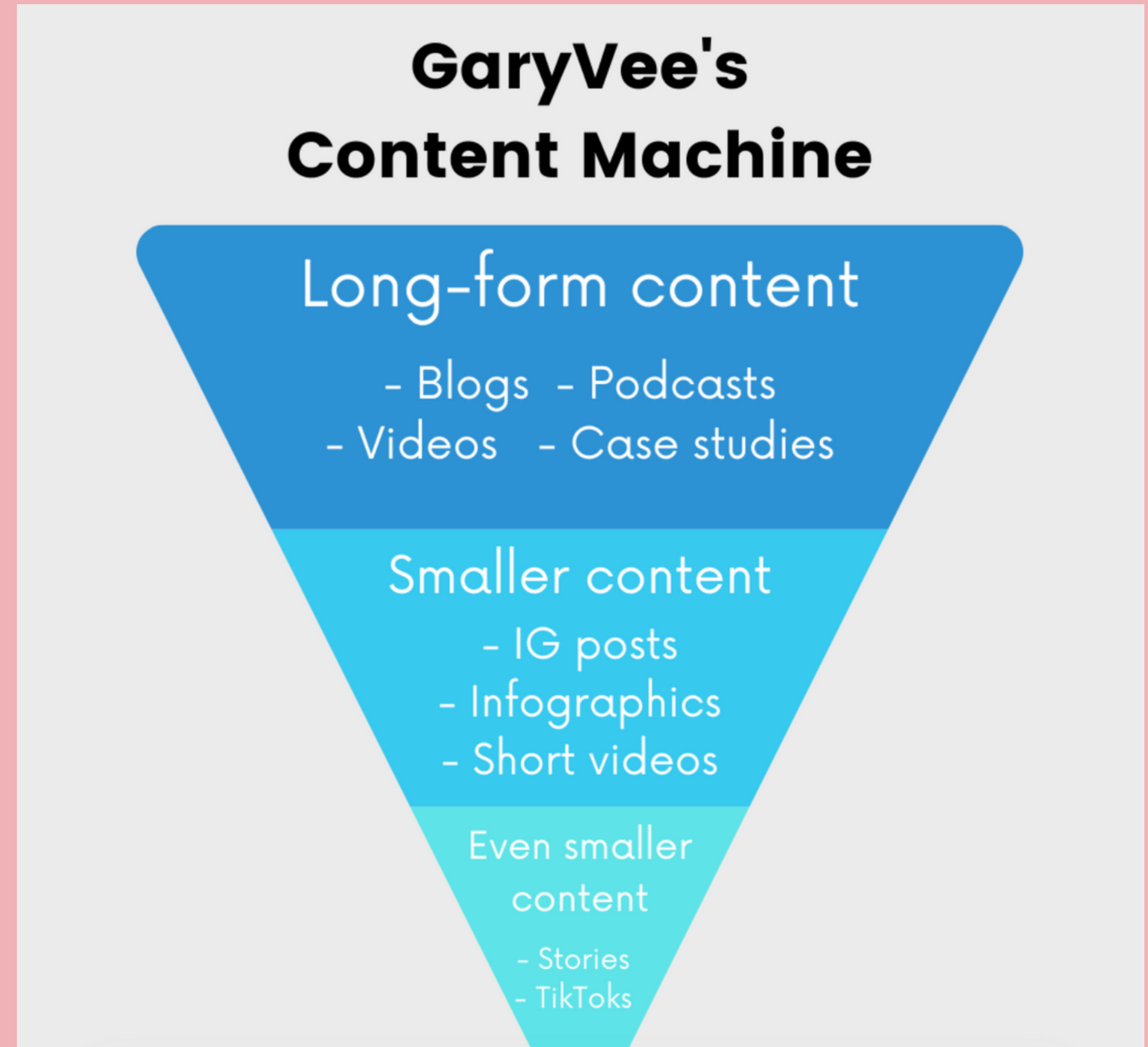
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Digital marketing

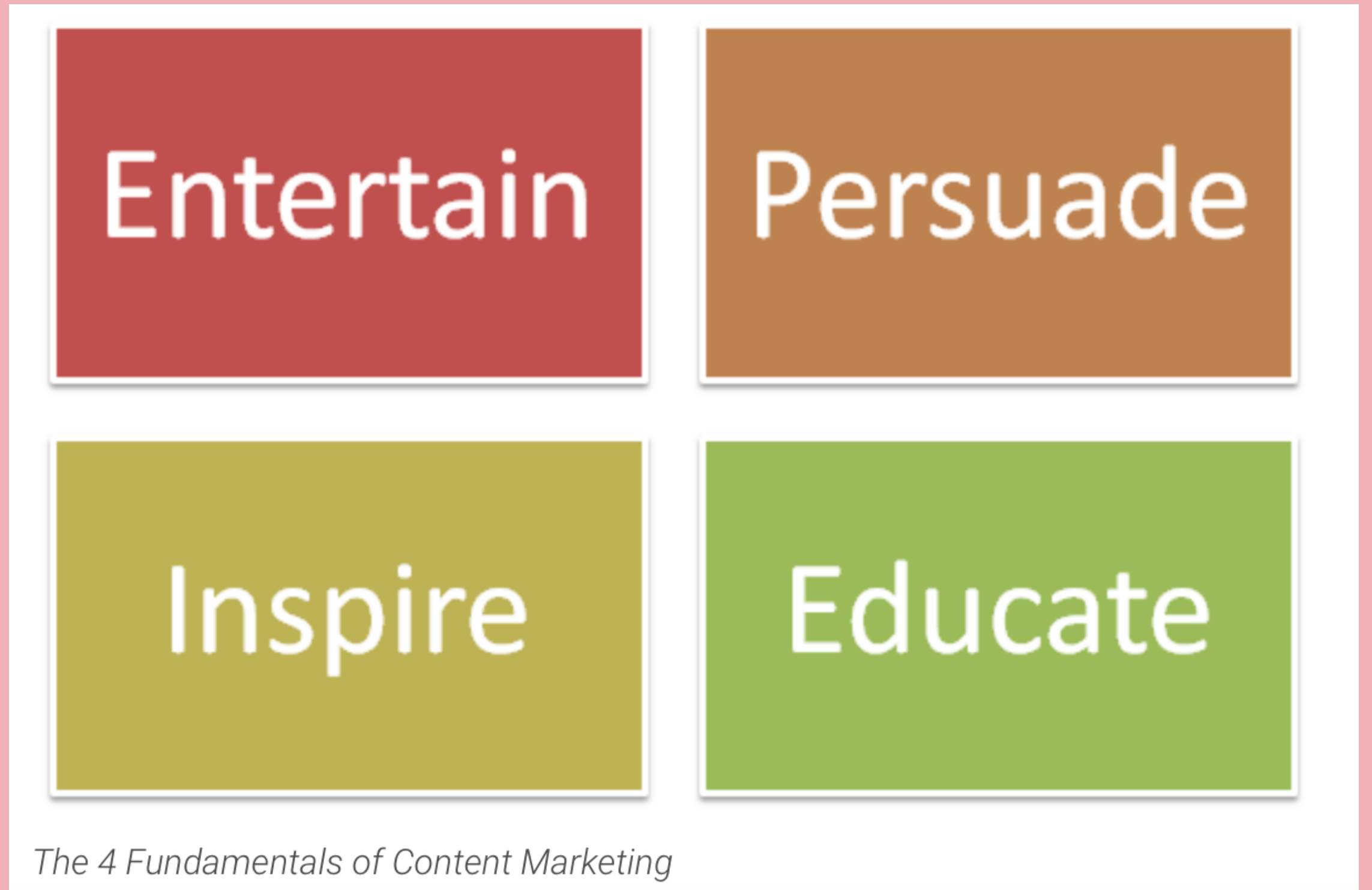
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Digital marketing

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