

BUILDING TRUST WITH CONTENT

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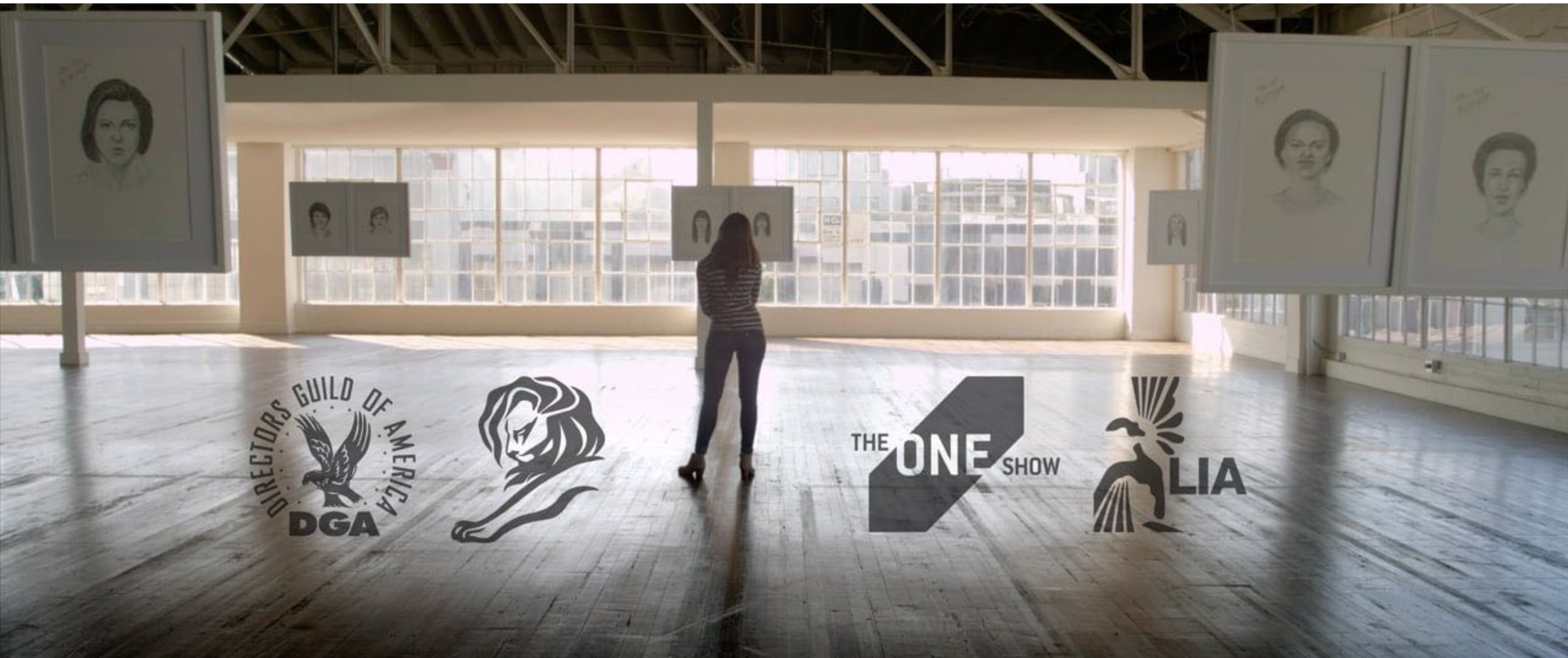
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WHAT IS **CONTENT** MARKETING?

Content marketing is the process of creating and sharing **useful online content** like blog posts, guides, and videos to attract and engage customers.

WHAT IT IS

Audience driven, rather than product focused

Authentic, immersive, topical and storytelling

WHAT IT ISN'T

An opportunity to showcase your products

“Salesy”, blatant promotion

WHY USE CONTENT MARKETING?

A SUPPLEMENTAL APPROACH

It differs from other marketing methods in that it doesn't interrupt or annoy your audience with sales pitches

BUILD COMMUNITY

Provide them with valuable information that showcases their interests, and encourages them to engage

IMPROVE AUTHORITY

It enables you to build trust with your audience, and position yourself as an expert in your field



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GETTING STARTED



1 Define your Goals : Tell a Story, Inform, or Entertain

2 Identify your Audience

3 Strategize Content Types

These should feel natural to your audience + goals

Ex: blog posts, newsletters, videos, infographics, recipes, guides, photography, etc.

4 Explore Different Channels

Ex: social media, email marketing, YouTube, etc.

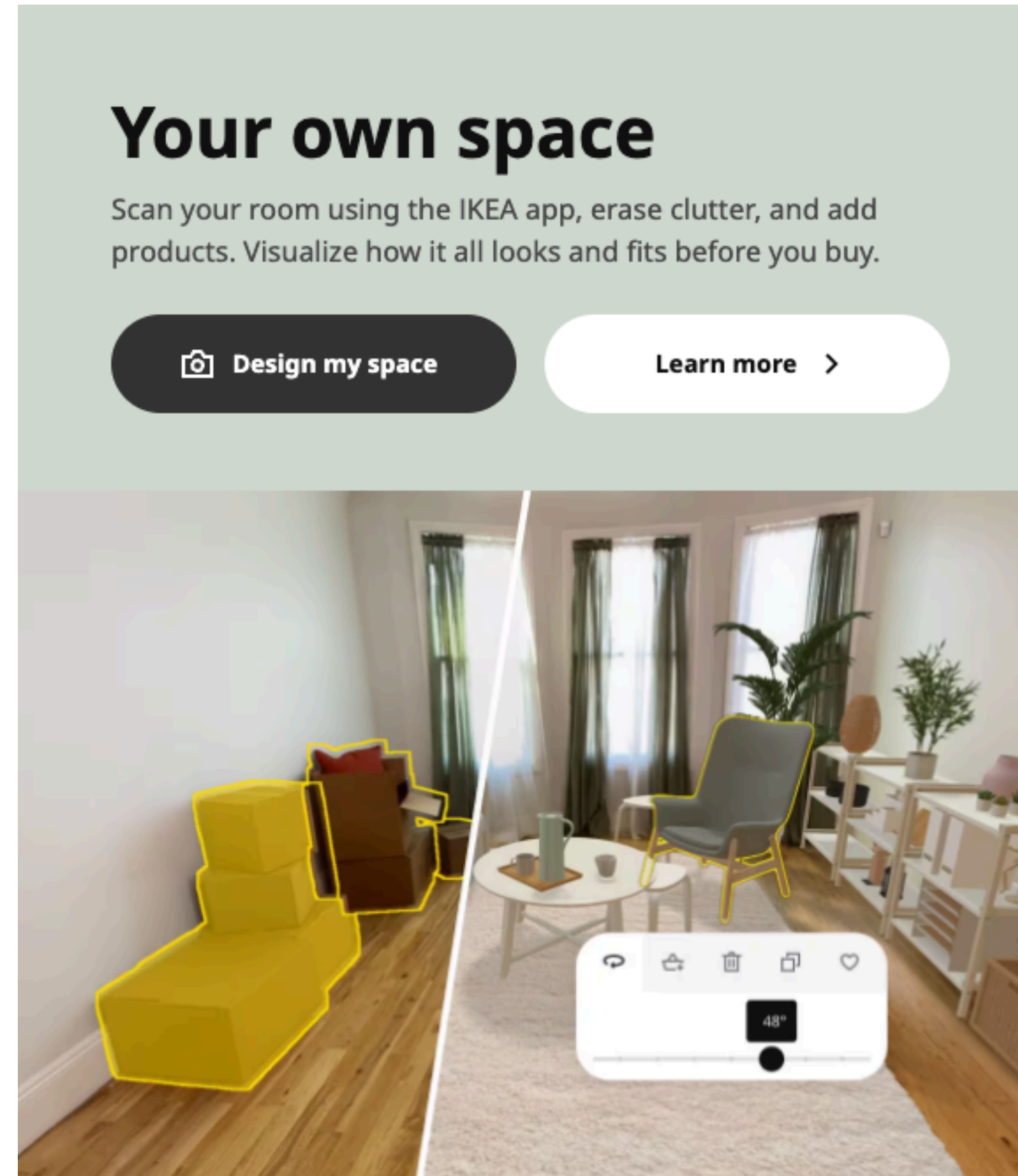
AWARENESS

Redbull's World Record Ski Jump



CONSIDERATION

IKEA's Interior Design Tool



DECISION

REI's How-To Blog

How to Choose a Backpack

★★★★★ 1711 Reviews









Planning to buy a [new pack for backpacking](#)? There are three main areas where you'll need to make choices.

- **Backpack capacity:** The size of the pack you'll need is tied to the length of your trip and how much weight and bulk you want to carry.



HIGH-QUALITY CHECKLIST

- NATURAL**  Does it resonate with your audience's interests and feel true to your brand voice?
- QUALITY**  Is it well-designed, curated, and appealing?
- ENGAGING**  Does it encourage your audience to interact, share, or provide feedback?
- STRATEGIC**  Are you considering the role this content plays within the marketing funnel?
- VALUE**  Is it telling a story, informing, or entertaining?
- EXCITING**  Are you excited about the content you're producing?



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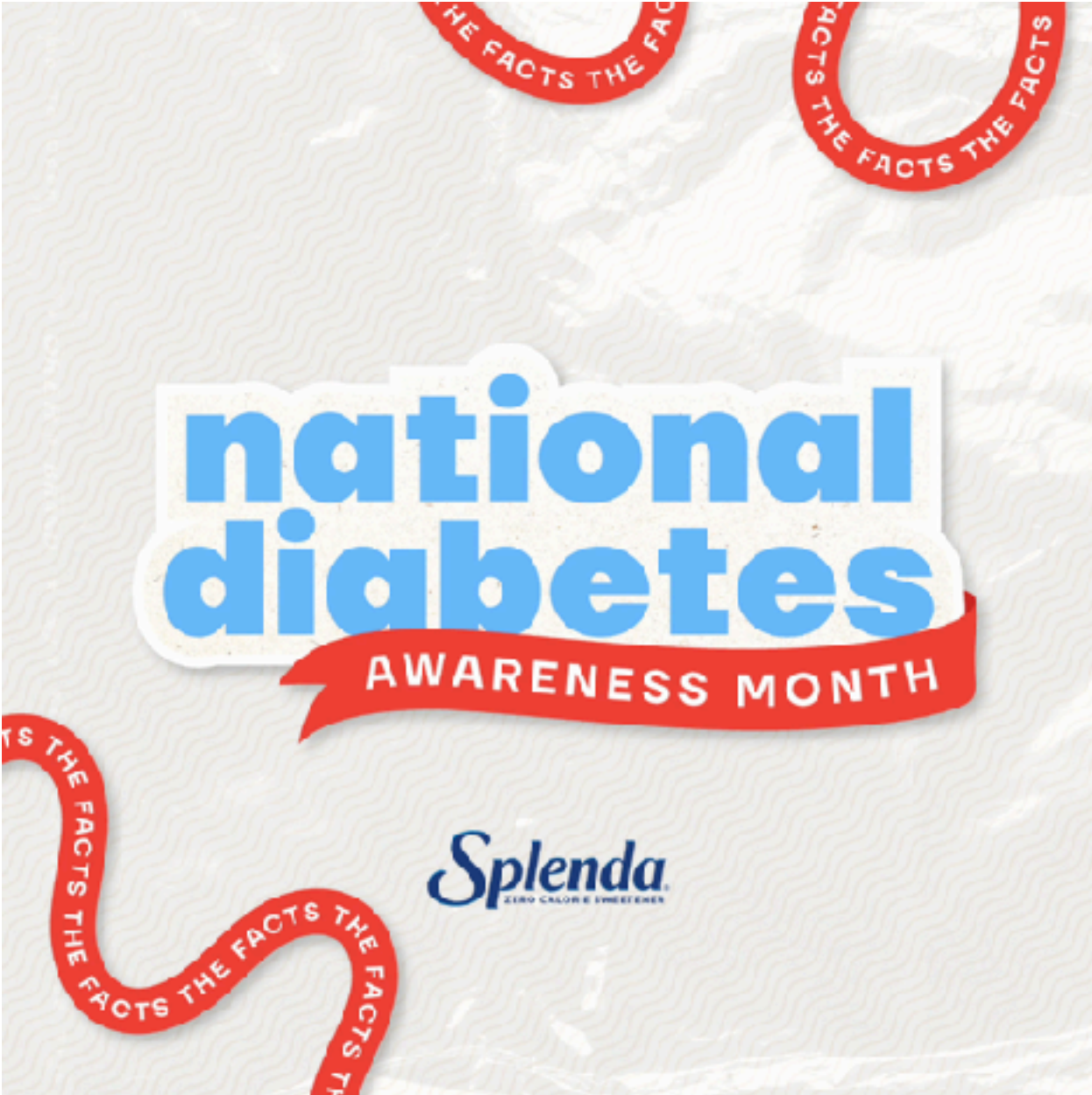
CASE STUDY: **SPLENDA**

CHANNEL: SOCIAL MEDIA

AWARENESS



CONSIDERATION



DECISION





ACCELERATE YOUR GROWTH

VISIT OUR EVENT SITE TO VIEW THE RECORDING AND NOTES OF THIS PRESENTATION

maxconnectdigital.com/marketing/iis-recap



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