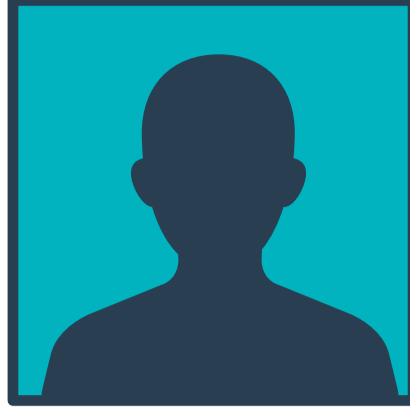


HOW TO CREATE CONTENT THAT CREATES CUSTOMERS

You've probably heard content is king, but is your content generating the new customers your business needs?



HERE ARE 7 TIPS TO CREATE CONTENT THAT CREATES CUSTOMERS.

CREATE CONTENT FOR BRAND AWARENESS AND FOR SALES

80% of businesses are using content marketing but only 38% use it to drive sales.

Write content that nudges users to buy with you.



ANSWER "PRE-BUYING" QUESTIONS WITH CONTENT

Nearly 100% of consumers do research in search engines before making a purchase. Think about what questions they ask and make sure your content answers it.

NEARLY 100% OF CONSUMERS DO RESEARCH IN SEARCH



CREATE MORE "EVERGREEN" CONTENT AND RESOURCES

60% of businesses say producing engaging content is a top challenge, don't waste precious resources creating content that will be irrelevant in 6 weeks.



Promote brand awareness content and "RETARGET" those readers with your conversion-focused content.



CREATE CONTENT PEOPLE CAN DOWNLOAD AND OWN

Perceived value of content matters when it comes to building trust. 1 in 2 people feel downloadable resources are more valuable than content on a webpage.

ESTABLISH A "KNOWLEDGE GAP" PEOPLE WANT TO FILL

Your content should provide value while still leaving a "CLIFFHANGER" that makes people want to come back for more.

INCLUDE A STRONG, SMART

CALL TO ACTION

Don't rely on your audience to work and find your product. Give them a clear call to action so they can take the next step.

INFOGRAPHIC POWERED BY

