

Content Marketing in 2022 The Definitive Guide



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Abstract

Content Marketing is not only used to attract interested people towards your brand's proposals, but it is also the best way to transmit your business's identity and values while enabling you to secure a spot in these people's daily lives through the use of Social Networks.

Let's learn a little more about this concept.

I. Introduction

Traditional marketing is becoming less and less effective by the minute; as a forward-thinking marketer, you know there has to be a better way.

Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues.

Specifically, there are four key reasons – and benefits – for enterprises to use content marketing:

- Increased sales
- Cost savings
- Better customers who have more loyalty
- Content as a profit center

Content is the present – and future – of marketing

Go back and read the content marketing definition one more time, but this time remove the relevant and valuable. That's the difference between content marketing and the other informational garbage you get from companies trying to sell you "stuff." Companies send us information all the time – it's just that most of the time it's not very relevant or valuable (can you say spam?). That's what makes content marketing so intriguing in today's environment of thousands of marketing messages per person per day.

Marketing is impossible without great content

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing:

- Social media marketing: Content marketing strategy comes before your social media strategy.
- SEO: Search engines reward businesses that publish quality, consistent content.
- PR: Successful PR strategies should address issues readers care about, not their business.
- PPC: For PPC to work, you need great content behind it.
- Inbound marketing: Content is key to driving inbound traffic and leads.
- Content strategy: Content strategy is part of most content marketing strategies.

To be effective at content marketing, it is essential to have a documented content marketing strategy. This guide will help you to understand all about content marketing in a better way.

II. How to Create Great Content

Content marketing is a great way to get people talking about your products, your services, and your company. Content marketing is also a great way to engage your customers and maybe even create a community. (Plus, you can always use the resulting SEO boost.)



But if you're new to content marketing, where should you start?

A content marketing strategy is a roadmap that not only tells you what you're going to create, but how you're going to create it, distribute it, and ultimately use it to attract, retain, and convert readers and viewers into customers.

Each part of your content marketing has its own unique nuances and details that you won't want to miss. So, let's look at each part of the process and for an even deeper dive on how I personally do content marketing for companies like LinkedIn, Google, Zendesk, Quickbooks, Adobe and more, check out my guide to creating a content marketing strategy.

1. Define Your Content Marketing Goal

Before you look at what you're going to create, you need to answer why you're making it.

All content marketing starts with a goal. How are you going to measure the success of your campaign? Is it with traffic? New subscribers? App downloads? Conversions? Social shares and engagement? Video views? Podcast downloads? Sales?

Best-selling author, prolific marketer and entrepreneur Seth Godin explains the importance of understanding your why early on.

"You have the freedom to make these choices at the beginning when they're free, fast and easy. Not later on when you've made commitments to other people and yourself."

It's easy to get caught up in all the tactics of content marketing, but without a unifying strategy--a strong why, no matter what you create, it will fall flat.

2. Research and Understand Your Audience

Once you have a clear connection to why you're making content, the next step in building out your content marketing is to understand exactly who is going to see, hear, or watch the content you create.

Effective content is not produced in a vacuum from a list of topics you personally want to write or talk about, it's made out in the open with the involvement, feedback, and direction of your audience. The best content marketing strategy is designed to answer the most pressing questions your target audience has--to educate and transform them.

3. Set Up Your Blog (If You Don't Have One Already)

It's time to move from the tactical to the technical part of your content marketing.

If you haven't set up a blog or found a place to host the content you're going to create, now is the time. The good news? You've got options.

Luckily, there are tons of great (and easy) options for setting up your own website that go from ready-to-use platforms to fully customizable templates.

But before we start, we need to answer an age-old question for content producers. Do you want to build your own platform, or use someone else's?

4. Update Your Current Content (If You've Already Been Publishing)

There's never a bad time to re-evaluate your content marketing and shift gears if something isn't working.

If you've already been writing or producing other types of content for a little while, now is a great time to bring your published content into the style of your new content marketing approach.

To do this, you need to know exactly what kind of content 'types' you're going to produce.

5. Start Building an Email List and Know How You're Going to Use It

Whatever content you're creating, you want to put it in front of the right people.

But before we get into distribution, leveraging social media and all of that, we need to talk about the most important piece of your content distribution puzzle: Email.

Email lets you communicate directly to your subscribers and gets you into their inboxes-- where so many of us spend countless hours each week. Starting early with list-building is a great way to amplify the content you're creating.

6. Brainstorm Ideas and Do Keyword Research

Alright, at this point we know our why we're creating content and who our audience is.

We have a blog setup and our email service provider is ready to go. Now, it's finally time to talk about the actual content you're going to create and how it aligns with your content marketing goals.

You probably have a ton of ideas for posts you can write or videos you can film at this point. However, that initial excitement can wear off quickly when other things get in the way.

For your content marketing to be successful, you need to make sure you stay strategic in what you're creating and avoid falling into the trap of simply reacting.

7. Decide Which Format of Content You Want to Produce

Blog posts, videos, podcasts, infographics--they all have their place in your content strategy and it's up to you how you use them. What's non-negotiable, however, is that they tell a story.



As Seth Godin says, "Marketing is the act of telling a story to people who want to hear it. And making that story so vivid and true that the people who hear it want to tell other people."

8. Outline Which Tactics You're Going to Experiment With

Now that you've got your content together, how are you going to promote or distribute it? You have to be productive with your marketing efforts, because if no one sees, listens, or reads the content you've put so much time into creating, was it even worth writing it in the first place?

Find your "competition-free content."

With so much competition in the content and social media spaces, CoSchedule's Garrett Moon says it's important to find your 'blue ocean' opportunities--places where you're not fighting with existing markets and can do your best work.

9. Use Social Media to Promote Your Content

It's pretty much impossible these days to separate your content marketing strategy from your social media strategy.

As Gary Vaynerchuk, founder and CEO of VaynerMedia says: "I love social media because it sells shit."

Social media has become an integral part of getting your content in front of the right people. But you need to do more than just post to Facebook and Twitter once or twice. Gary's strategy is called jab, jab, jab, right hook and is some of the best overall sales advice I've ever received.

10. Use Paid Ads to Get Extra Eyes on Your Content

These days, a lot of social media platforms are moving to a 'pay to play' model. Meaning, even if you have a huge following and great engagement, you've got to pony up some ad dollars to get your content seen by everyone.

When you're just starting out and building a new content strategy it's probably a little scary to invest in paid ads. More than \$72 billion was spent on social ads in 2016 alone, with that number expected to rise to \$113 billion by 2020.

Remember, your content marketing will only be effective--if you have a plan.

Let's get to it! And remember if you're ready to get started with your content marketing strategy today, then pick up my free content marketing editorial calendar template.

III. Types of Content Marketing You Should Know About

Content marketing has become one of the most vital tools for brand building and gaining visibility over the Internet. With cyberspace cramming up, it has become challenging to grab the attention of the target market. However, this newfound way of marketing has helped businesses woo potential buyers and keep their communication relevant in the clutter. It primarily involves creating content consistently that is considered useful by the customers and is delivered through digital platforms.

With the pandemic moving most of the business operations and promotions online, it has become all the more necessary to pay attention to this marketing strategy. SEO experts in Gold Coast utilise various types of content marketing to achieve business objectives and build a strong customer base. Here is a list of ten types of content marketing that can help marketers generate leads, gain traction, and get conversions.

1. Creating Videos

Sharing and watching videos has surpassed all other types of digital content in the past year. YouTube, Facebook, Instagram, Twitter, and other such social media platforms are filled with

video content that gets millions of views from across the world. Customers find it easy to watch a tutorial or product demonstration rather than scrolling through long articles explaining the same.



Also, visuals have a lasting impact and make a mark in the memory of the viewer. It enables better comprehension and gets a higher search engine ranking as Google has started including YouTube videos on the search results page. The pandemic has increased the consumption of online videos and the trend will continue. Videos have the capability of persuading the target audience to make a purchase. It is the best tool for creating awareness.

2. Blogging

Generating website traffic is the most crucial aspect of marketing in the current scenario when the target audience is spending most of its time online. Blogging helps in getting customers to the company website. It helps in creating a credible image of the brand and establishing it as an industry leader through the creation of valuable and informative content. It is a vital tool for promotions and announcements about the product and services of the business.

Blogs are needed to boost organic traffic to the website through the use of keywords. Search engines give a higher ranking to sites that have fresh and updated blogs on relevant topics with useful information. It helps in building lasting relationships with customers as they keep coming back for the rich content.

3. Infographics

Visuals are helpful in grabbing attention instantly. They are also needed to explain complex data or information in a simple format that is easy to comprehend. Many marketers utilise infographics when they have to present intricate details that can be summarised into pictorial bullet points or a number list, which offers a quick read and is understood in a better manner.

Graphical information stays in the memory for a long period and is similar to preparing diagrams for explaining scientific theories. These are easy to share and capture the attention of the viewers immediately.

4. Testimonials and Reviews

With more and more customers choosing to buy products and services online, the significance of testimonials and customer reviews has multiplied exponentially. Studies suggest that more than 90% customers read online reviews.

Thus, marketers should encourage their loyal clients to write testimonials and product reviews that help in creating useful content for potential buyers. Also, it is the most cost-effective way of producing content that will be readily consumed by the audience.

5. Influencer Marketing

Leveraging influencers for boosting brand awareness is catching up in a big way. It allows businesses to gain popularity instantly by asking social media influencers to become their brand advocates. It helps the brand to become a trusted name in the industry as it gets endorsed by a thought leader who has the capability of swaying the behaviour of the customers.

Thus, content produced by influencers goes a long way in establishing a wider reach and an innovative content strategy that resonates with the buyers. Consequently, the web traffic is enhanced, and so are the SERPs.

6. Case Studies

Case studies are helpful for understanding the journey of the existing customers, which inspires others to take the same path. It can also be utilised to showcase the industry expertise and success of products and projects helmed by the brand in the past.

Case studies allow customers to get an insight into the business and its working mechanism. It helps them to look into a real-life example, which makes it more authentic. Customers understand the value that can be added to their lives through association with the brand.

7. Social Media Posts

Social media presence for businesses has become a quintessential part of marketing efforts. The economical way of promoting the brand and engaging with customers is a sure-fire formula for higher visibility. Platforms like Facebook, Twitter, Instagram, Pinterest, and LinkedIn have helped small businesses to find new leads and convert them quickly.

Creating posts about the product, industry, current topics, and any other useful information related to the industry can help in influencing the buying decision of the target audience. Social media marketing helps in creating highly targeted messages that are both informational and entertaining. With 80% of the population using social media in Australia, utilising these platforms for promotions is a wise decision.

8. Guides and Tutorials

Companies selling products that need to provide details of using the items properly or demonstrating its features can take advantage of the how-to-use guides. Many IT companies utilise this type of content marketing to cater to the needs of their audience.

There are a variety of training materials, tutorial videos, PPTs, articles, etc., that help marketers to improve the knowledge base of the customers and educate them about a topic or product.

9. Memes

It may sound surprising but using memes is the perfect way to go viral and create a buzz. They get shared at lightning speed and can get you visibility much faster than a social media post or infographic. They are funny and engaging, which makes them shareworthy because your target audience can relate to the content.

It could be something trivial or something more complex, but it must be able to become a part of popular culture. Thus, you must ask your copywriters to use this type of content marketing once in a while to stay relevant in the eyes of the buyers.

10. Interviews With Experts

Positioning your brand as an expert in the industry is an excellent way of building your reputation. Thus, you can bring veterans and industry experts into the picture through your network. Utilise their knowledge base to create informative content for your customers.

You can host an online interview and go live on Instagram or Facebook or upload a pre-recorded video on YouTube. The valuable information extracted through the wisdom of experienced people in the same domain or a related field can enlighten your audience and establish your position as an industry leader.

IV. Ways to Use Google Trends for SEO & Content Marketing

Google Trends is the only keyword research tool that offers insights based on actual Google search data.

These seven tips on how to use Google Trends will show you how to extract real keyword trends that are accurate and will be useful for creating keyword strategies for promoting websites.



Discover new ways to use Google Trends to unlock hidden insights and keyword volume data.

1. Get More Accurate Data by Comparing Keywords

Google Trends shows a relative visualization of traffic on a scale of zero to one hundred.

You can't really know if the trend is reporting hundreds of keyword searches or thousands because the graph is on a relative scale.

This is especially helpful if you know the amount of traffic from another keyword phrase.

2. Compare Keywords by Time for Audience Insights

There are two general ways to look at the keyword data: stretched across over longer periods of time and shorter time periods.

3. Related Topics and Queries

Google Trends has two great features, one called Related Topics and the other Related Queries.

4. Short Term Trends Can Bring Massive Traffic

Viewing keyword trends in the short view, such as the 90 day or even 30 day view can reveal valuable insights for capitalizing on rapidly changing search trends.

5. Keywords by Category

Google Trends has the capability to narrow down your keywords according to categories in order to give more accurate data.

The Categories tab is important because it refines your keyword research to the correct context.

6. Leverage Keyword Data by Geography

Google Trends keyword information by geographic location can be used for determining what areas are the best to outreach to for site promotion or for tailoring the content to specific regions.

For example, if certain kinds of products are popular in Washington D.C. and Texas, it makes sense to aim promotional activity and localized content to those areas.

7. Uncover Search Intent With Categories

Google Trends gives you the ability to further refine the keyword data by segmenting it by Search Type, which is an incredibly useful way to research the popularity of various kinds of search intents.

Search Types give you insights into searchers when they are intensely focused on a specific kind of intent.

Refining your research allows you to remove the “noise” that might be polluting your keyword research and go straight to the signal – the data that is most meaningful.

V. Top Content Marketing Trends To Stay On Top Of In 2022

In 2022, the world of content will continue to expand and evolve along with brands' marketing strategies. Depending on your goals, there are emerging and continuing trends in content marketing that can be leveraged to help shape your approach and refine your tactics. Below, members of Forbes Agency Council share 16 content marketing trends they

see having the biggest impact this year, along with ways for brands to leverage their power to reach target audiences.



1. A/B Testing Of Website Content

So often, A/B testing is left to paid advertising landing pages and not utilized for organic search traffic on high-value SEO pages, such as pillar content pages and blogs. In 2022, try running an A/B test on your website's most popular blog post and see if it helps increase conversion rate.

2. Podcasting

Audio is a key trend in 2022, particularly podcasts! consumers listened to nearly 15 billion hours of podcasts in 2021, up 25% from 2020. This is a nascent platform and an incredible opportunity for marketers.

3. Marketing In The Metaverse

An estimated 85 million people used augmented reality or virtual reality in 2021. Usage has been growing steadily and has more than doubled since 2017, as technology advances have made VR and AR more enticing. If marketing in the metaverse isn't already part of your content strategy for 2022, it needs to be. Understanding how to market in it is critical to engaging younger consumers.

4. Video Marketing

If a picture says a thousand words about your product or service, then how many does a video say? Videos are a great medium to showcase company culture and in-depth benefits of what you provide, and they're an easy way to get people excited. Also, moving ads can be more effective in social media marketing than still images.

5. The Launch Of Shoppable Links

One of the most important trends of 2022 is the launch of shoppable links that are created to ensure customers can go where they need to without having to leave the area where they first saw the information. This is one of the key features of marketing in 2022 that will change the marketplace.

6. Building Human Connections Through Experiences

Video, compliance with the Disabilities Act, voice-search optimization and a personalized content experience are all content marketing trends in 2022. Content marketing is about the experience a business provides to its lead in order to create a series of follow-up campaign touches that lead to reengagement, retention and referrals. Connection—true human connection—is key, and those four areas will be areas to watch in 2022.

7. Leveraging Data-Backed Insights From External Sources

The difference between good and great will be a brand's ability to leverage data-backed insights from external sources to inform content production. Content marketers have used internal data-backed insight for years, but that's only half the picture. The other half is uncovered by using external audience, market and competitive insights to empower content marketers to create more impactful content.

8. Brands Turning Individual Content Creators Into Ambassadors

We will see another spike in content creation by individuals, using podcasts, blogs, vlogs and social media to put out entertaining or educational content. Brands that acknowledge the power of that content and incorporate it into their strategies will be leading in 2022. This allows them to identify trends instead of working with commonly used keywords and turn content creators into brand ambassadors.

9. Focusing On Content's Usability And Conversion Prowess

Brands need to take every Google algorithm update and success indicator focusing on user experience to heart when it comes to their content marketing as well. Every piece of content is either going to help users convert or drive them into the arms of your competition. Businesses need to stop focusing on the volume of their content and focus on usability and conversion prowess.

10. Leveraging UGC And UDC

I expect to see brands lean into leveraging user-generated content and user-directed content. The world has lain dormant over the past two years, and consumers are eager to get out and be active again. The result is endless amounts of usable content. Brands and agencies need to create strategies to best gather and use UGC and UDC content for their creative marketing purposes.

11. Using 3D Imaging and AR For E-Commerce

This entirely depends on what industry you are in or the audience segment you are after, which will determine the channel and the content that is appropriate for the channel. Is it B2B or B2C? For B2B, video has been hot for a while, but using 3D imaging and AR for e-commerce is coming into its own, giving customers more visibility into products and how they may fit in their own spaces.

12. Generating Content With AI Tools

Artificial intelligence content tools, such as Jarvis, will have positive and negative impacts on the world of content. The positive side is that average content marketers will be able to put out larger quantities of content with less effort. The negative side is that the internet could be flooded with AI-generated content to the point where authentic content, while better, will be harder to find on search engines.

13. Fueling Brand Growth With Mutually Beneficial Partnerships

From television and film to music videos and social influencers' content, the understanding of the power of organic, authentic, mutually beneficial partnerships to fuel brand growth has increased. Brands will be leveraging other people's content even more in 2022.

14. Leveraging Social Media Video Platforms

The top content marketing trend for 2022 is social media videos, as seen on TikTok and Instagram Reels. Leveraging these platforms' trends—such as challenges, hashtag videos, lip-syncing videos and more—has the potential to be the most impactful content strategy for brands.

15. Leading With Empathy And Value-Driven Content

Value-driven content will become the norm in 2022. Compared to before the pandemic, customers now expect brands to speak authentically and with empathy. This includes addressing sustainability, social responsibility, inclusivity and diversity. But leading with empathy also extends to more mundane but crucial communications, such as relaying shipping times and product shortages.

16. An Increasing Focus On The Hybrid Agency Model

In 2022, there's going to be a focus on the hybrid agency model. This is a way of doing business in which agencies can delegate a part of their fulfillment work to a partner who actually understands it better and can provide much better service in less time. It's extremely effective, as it allows agencies to still focus on their core responsibilities while filling in their weak spots.

Conclusion

Valuable content is a prerequisite for making your presence felt online and pleasing the major search engines. Consequently, SEO experts suggest taking advantage of all types of content marketing in order to get a higher ranking.

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