



1

# DEFINITION!

## WHAT IS CONTENT MARKETING?

With Content Marketing you meet your target group's information requirements with content: blog articles, newsletters, Facebook posts, etc. This content leads to your product or service and allows you to start a conversation with your customer. It is all about paying attention to the consumer and being found and seen as a company. With this attention, you can guide potential customers to your website or business, increase customer loyalty and improve your image.

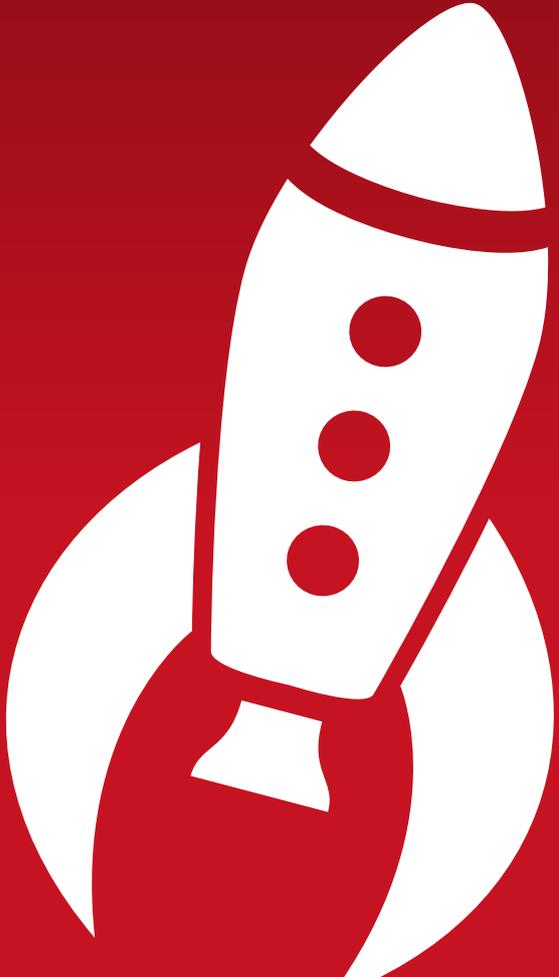




2

# DESIRED COMMUNICATION

With Content Marketing, the message is not pushed, as it is with traditional advertising. As happens for instance with a commercial that interrupts a film. Readers look for well made, relevant content and, once they have found it, take their time over it.



3

# MISSION!

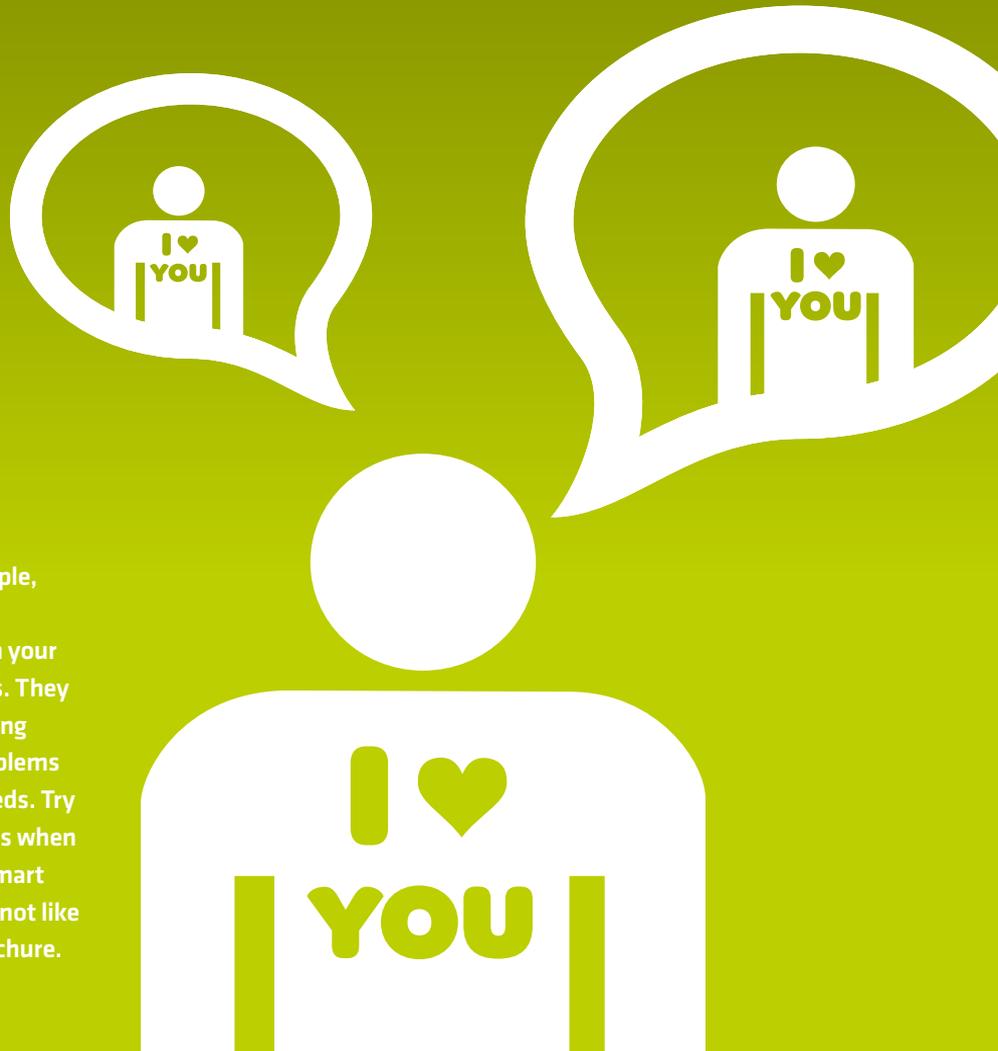
It is a good idea to think regularly about the objectives of your Content Market project. It helps if you set these objectives down on paper in a sort of mission statement:

- Is your content intended mainly to inform?
- Do you want more customer loyalty or more visitors to your website?  
Or both?
- Do you want to improve or adjust your image?
- Do you want to communicate your unique specialization?

4

# IT'S NOT ABOUT YOU

Assume that in principle, your readers are not interested in you or in your products and services. They are interested in finding solutions to their problems or satisfying their needs. Try to think in these terms when producing content. Smart Content Marketing is not like a snappy product brochure.





5

# GIVE AND YOU WILL RECEIVE

This is one of the basic assumptions of Content Marketing.

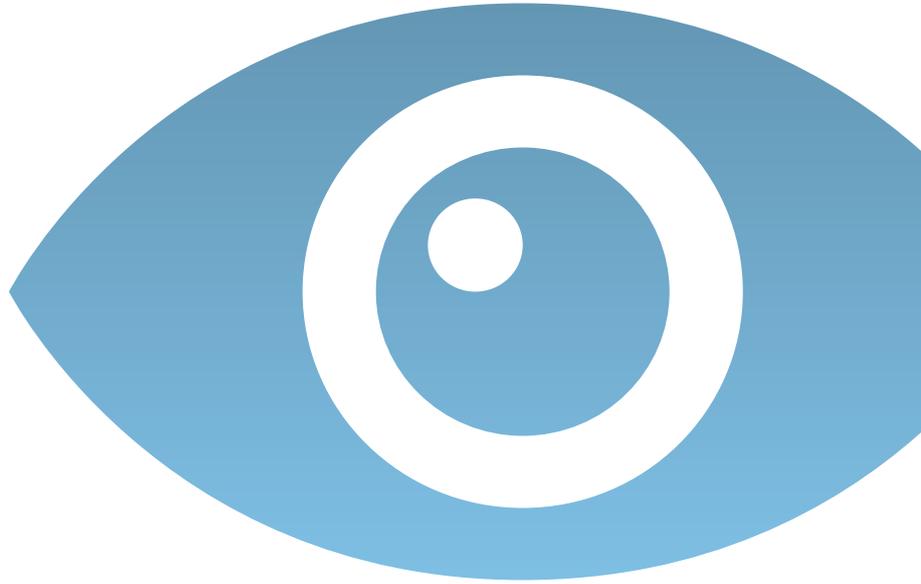
You give your target group unique and relevant content.

You receive attention, time and commitment.

6

# CREATE TRUST

Your content must inspire trust. Radiate it to your prospects and customers. You can do so by working with customer stories, interviews, etc. Let your real-life expertise and your customers be seen.





7

# THINK IN TERMS OF 'RELEVANCE' AND 'COMMITMENT'



Be aware that in our fast changing world, only messages that are truly relevant or really hit home will make the difference. Ask yourself the following questions:

- Is this communication really relevant for my target group?
- What is the added value for the recipient?
- Does this communication have value in itself?
- Is it a message that will touch and move my target group?
- Does this communication make my target group feel good?
- Will this information make my target group smarter and better?



8

## WIIFM?

Think about it: in the minds of your target group, there is always the question 'What's in it for me?' Why should I read this? Make sure you keep this question in mind when making content: what can the target group learn from it, what is important to them personally, what affects their way of working, their future, their desires, their fears, etc.

9

# MAKE AND USE YOUR ANTENNAE

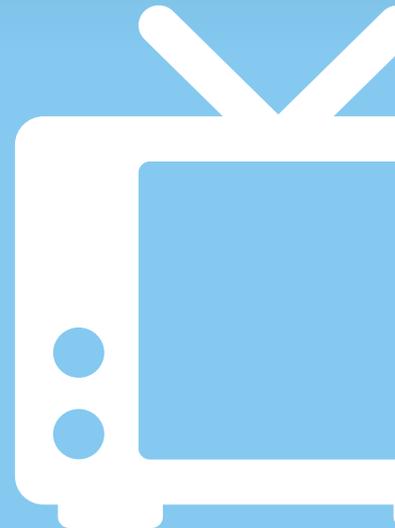
Create a wide-ranging network of people who belong to your target group. For example, ask your loyal customers if they are willing to help you as an 'antenna'. For instance, once a month, send an e-mail asking what has happened in their world in the past month, what they have been doing, what is going on, etc.

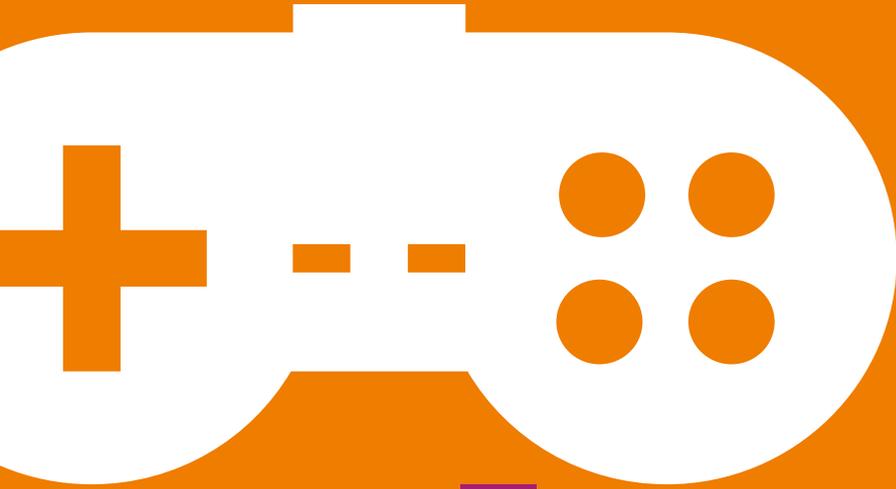


10

# THINK CROSS MEDIA

We live in a world where customers use various communication channels. So it is sensible to deploy various media side by side: your website, your Facebook page, a newsletter, etc. This greatly increases the chance that your 'story' will be heard and understood.





11

# DIGITAL GENERATION GAP

Older digital users choose different channels from younger ones. Bear that in mind. Older people work mainly with websites and e-mail, younger ones with social media and mobile applications.



12

# CONTENT CALENDAR

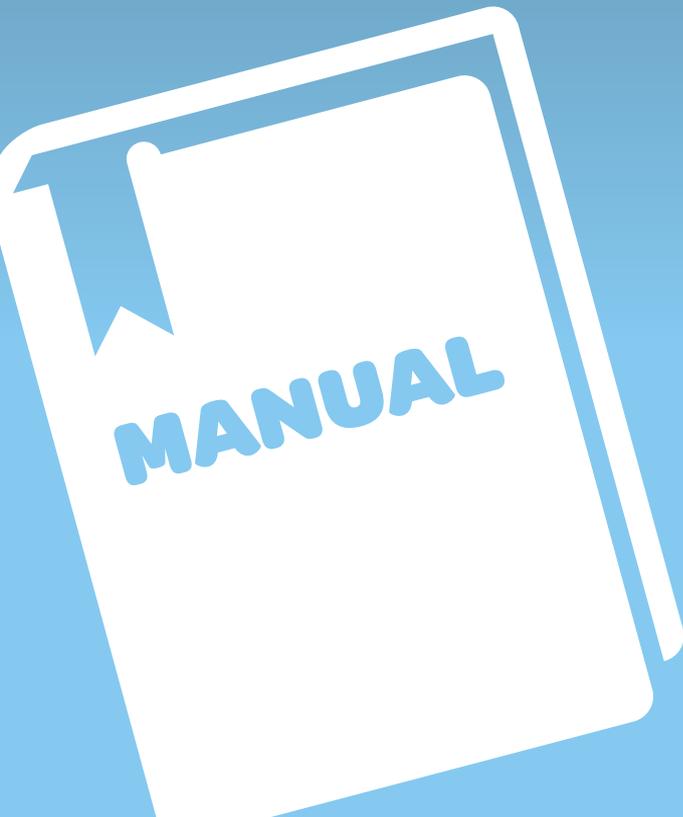
Make a content calendar in which you set out in advance what content you will be publishing when and in which channel. This way, you can make and monitor a good content mix.



13

# FREQUENCY AND REGULARITY

Frequency is more important than volume. Make sure you provide content for your target group at regular intervals.



14

# EDITORIAL GUIDE

Use an editorial guide as a checklist for writing and assessing your content. The following questions are central in an editorial guide:

- Why is this subject important for the target group?
- What should they do and/or know after reading or watching it?
- Why should this be put on Facebook / on the website / in ... now?
- What examples can we use?
- Who can we interview?
- What approach do we want to take?
- etc.

15

# WHAT IS YOUR TYPE?

Ask yourself this question: which content form best fits my story? It's different for every entrepreneur. For a bicycle manufacturer, a video on how to change a chain is not a bad idea. Do you sell insurance? Then you might prefer a Q&A article on this difficult subject matter. On the next page we list effective content types:



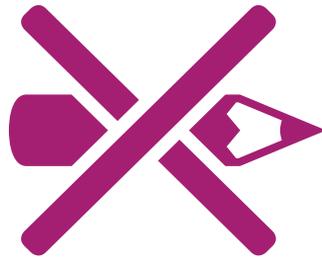
1. Lists: three reasons to, top five, etc.
2. How Tos
3. Q&As
4. Customer stories
5. Interviews with employees, experts, etc.
6. News about your business
7. Checklists
8. Infographics
9. Photos with captions
10. GIFs
11. Selfies
12. Newsletters
13. Workshops
14. Short surveys
15. Quizzes
16. Videos
17. Live streaming
18. Recipes
19. Podcasts
20. Folders
21. Presentations
22. Live chats
23. White papers
24. Case studies
25. E-books
26. Games
27. Polls
28. Guides
29. Illustrations
30. Webinars
31. Magazines
32. Apps
33. Brochures
34. Direct mailings
35. etc.

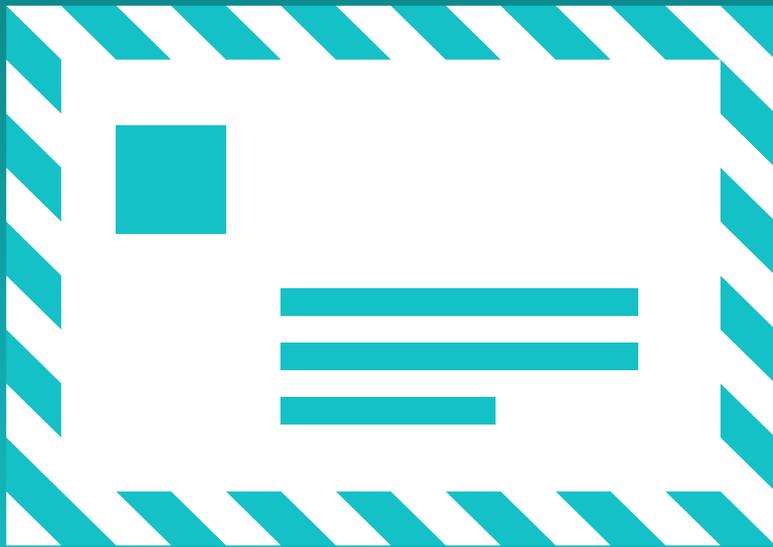


16

# WRITE CONSISTENTLY

If you write a certain word or job title in a particular way, be consistent. Even if your texts, articles or reports are written by different people.





17

# PERSONALIZE

Do not gear the content alone to your target group, but also the sender and the recipient. Personalize from a personal sender. And if possible, address the reader by name.



18

## BE REAL

In digital content, always make a connection to the real world. Make sure you can be found: give your address, telephone number, website and e-mail address everywhere.

19

# INTERACTION?

Is there room for comments on your content? Do you want to encourage them? What do you do with negative reactions? Look into them and inform the people who react.



20

# KISS: SHORT AND SIMPLE

A digital audience in particular does not take the time to read quietly. They scan a text vertically. So KISS: Keep it short and simple.



# A PICTURE SAYS...

Content is about words and pictures and a combination of the two. Do not forget the pictures. Readers look at pictures first, and then at titles and after that, text. Choose pictures that attract attention and give them enough space. The technical quality (sharpness, lighting, etc.) is important too.





22

# PEOPLE WATCHING

People like people watching. There is nothing as interesting as the people behind the story. Who is this and what is he doing? Make sure people are often shown in your content, in both words and pictures.

23

# WHO'S THAT?

Readers always want to know who the people in the photos are. Always! Do I know that man? What is that woman doing? Is that a competitor? Always provide good captions that indicate who is in the photo and what is happening.



24

# MIX IT!

Check that the people in your content more or less reflect your target group. Is the age mix right? The composition of the family? The male-female ratio? Do not worry about being too precise, but keep an eye on it.



REPETITION WORKS

REPETITION WORKS

REPETITION WORKS

REPETITION WORKS

REPETITION WORKS

25

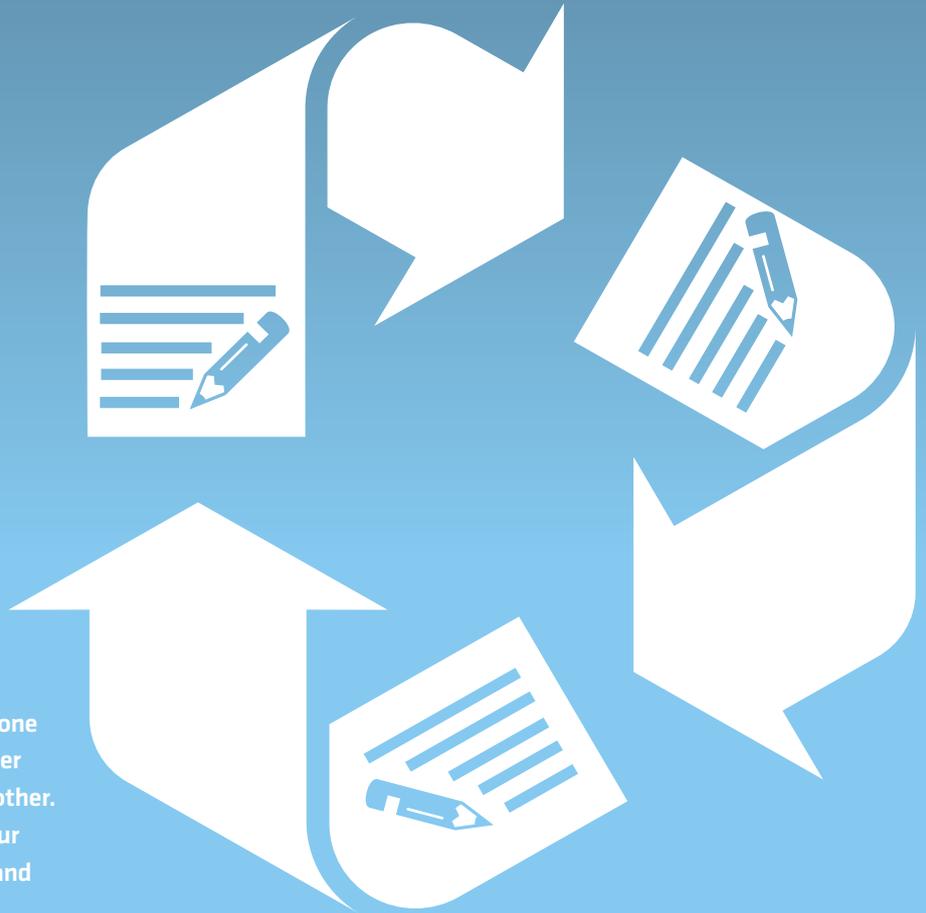
# REPETITION WORKS

One of the key elements for effective communication: repeat, repeat, repeat. Repeating a message regularly, re-telling a story or explaining a project over and over again works. But make sure the story always stays interesting to read by adopting different approaches, letting other people speak, adding new elements, etc.

26

# RE-PUBLISH

Re-use content that you make for one channel as much as possible in other channels and refer from one to another. That way, your content reaches your target group via various channels and you reinforce your story.





27

# STOPPING POWER

When you send out a message post or a newsletter, be aware that it needs to stand out. Make sure it is visually striking and attractively written so that it will be chosen from among the interminable series of posts on social media or messages in inboxes.

28

# OPENING POWER

As well as stopping power, your messages on social media, your newsletter or your website must also have sufficient opening power. Why would I, as a reader, open this piece and read it? How do the picture and the title entice me to open the newsletter or click on 'Read more'? How does your website score?





29

## BE INSPIRED

Better cleverly poached than poorly invented. Examine other content projects carefully on a regular basis. Check the most popular websites in your field. Look to see what is happening abroad. Go in search of relevant comparable cases.



30

# STAY YOURSELF

Be authentic. Tell your story as YOUR story. Readers like stories, as long as they are real and well told.

*Creative  
Content marketing  
Strategies*



**Imperiastraat 16 - B-1930 Zaventem**  
**info@propaganda.be - t. +32 2 725 29 10**  
**www.propaganda.be**



**Bd. du Roi Albert II 27**  
**B-1030 Brussels, Belgium**  
**www.proximus.be**