

How to Dominate Your Niche



Creating a Powerful Content Plan

Content is King!

The Lifeblood of Your Business

Have you ever heard the phrase "Content is King?"

Many attribute this sage advice to the visionary Bill Gates, and while Bill may have coined it more than 20 years ago, it is more appropriate than ever today.

Simply put, you **MUST** produce quality content. It's not optional.

If you want to grow your business, you need to know all about the different types and, crucially, know how to produce this content. But where do you begin?



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THE CONTENT PLAN

Everything starts with a plan. You need to draw up a strategy and make sure that you can create and publish content in all its shapes and forms.

You may need to use various marketing channels – from those you own and operate to those managed by a third party.



WHY DO YOU NEED CONTENT?

Conversation

If you want to stand apart from your competition and convince others to buy your product or service, you need to create an ongoing conversation. You must create content that helps your brand stand apart and persuade others that you offer them a viable solution.

Education

You need to educate people about the industry and to show that you are an expert. After all, you'll want them to know that your products or services are relevant and can help them solve their problem.

Information

As you roll out the new content, you will fill up your sales funnel. Certain types of content can help capture new leads, and you will then want to provide them with more relevant information to close a sale.

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How Will a Content Plan Help?

- If you approach this in a haphazard fashion, you will get unpredictable or even sketchy results.
- If you plan your content creation over the year ahead, you'll always know where you are.
- You can scale up your operation as you move forward, make changes if necessary, and find out what is working for you.
- Remember, you're trying to build a long-term relationship with a client, and you will need to invest accordingly.
- The more you focus on content creation and developing your plan, the more you'll benefit.
- Prospects will see you as reliable, enduring and a crucial source of information.

A Steady Hand

In an uncertain world, people are looking for reassurance and reliability. You can help by being their source of information.

Content comes in all shapes and forms. Some will prompt action (like a sale), but much of it will be designed to engage or to create a relationship. You can show that you are a trusted expert in your niche, and this will make it easy for your prospects to buy from you when the time is right.

In the meantime, give them educational, informative or entertaining material and be their trusty resource when looking for answers.

Return on Investment

Before you begin, you need to figure out your ROI. You must understand your key performance indicators so that you know if your content marketing plan is successful.

Measure success here by tracking social shares, click-through rates, conversions and other metrics. This data will help you fine-tune your content plan, so you are always ahead of the game.

The Buyer's Journey

There are many different stages involved in the buyer's journey.

After all, many of the people or companies who will ultimately buy your product are not even aware of your existence right now.

Well-written content can help solve that problem, and once you have their attention, you can guide them further along the buying path.

Traffic will ultimately produce leads and then, eventually, sales.

But What Types of Content Do You Need?



Articles

Use articles for building authority, proving expertise, providing insight or perspective. This is where you provide information that may be either general or specific in nature.

Today, articles should be a minimum of 1,000 words, and longer is better. This length will enable you to get into detail and provide the granular information that your prospects are looking for. The search engines may also reward your site if you publish long-form content like this, and it may help you with your rankings.



Many companies produce articles that they may not necessarily publish on their own website. You could create thought leadership articles that help you gain credibility and build a more extensive prospect base.

Or you could write articles that you link to an advertising campaign. Prospects click through to your landing page and read the long-form articles for further information. Well-written articles will include strategic keywords to help with your search engine optimisation (SEO).



Blog Posts

These are articles designed to live on your website's blog. You may create several different categories to cover your areas of expertise and produce various blog posts accordingly.



For example, create a variety of different "how-to" posts to help your readers. Provide them with the necessary information, and they will, in turn, regard you as a valuable source and a trusted authority. You're one step closer to convincing them to buy from you when the time is right.

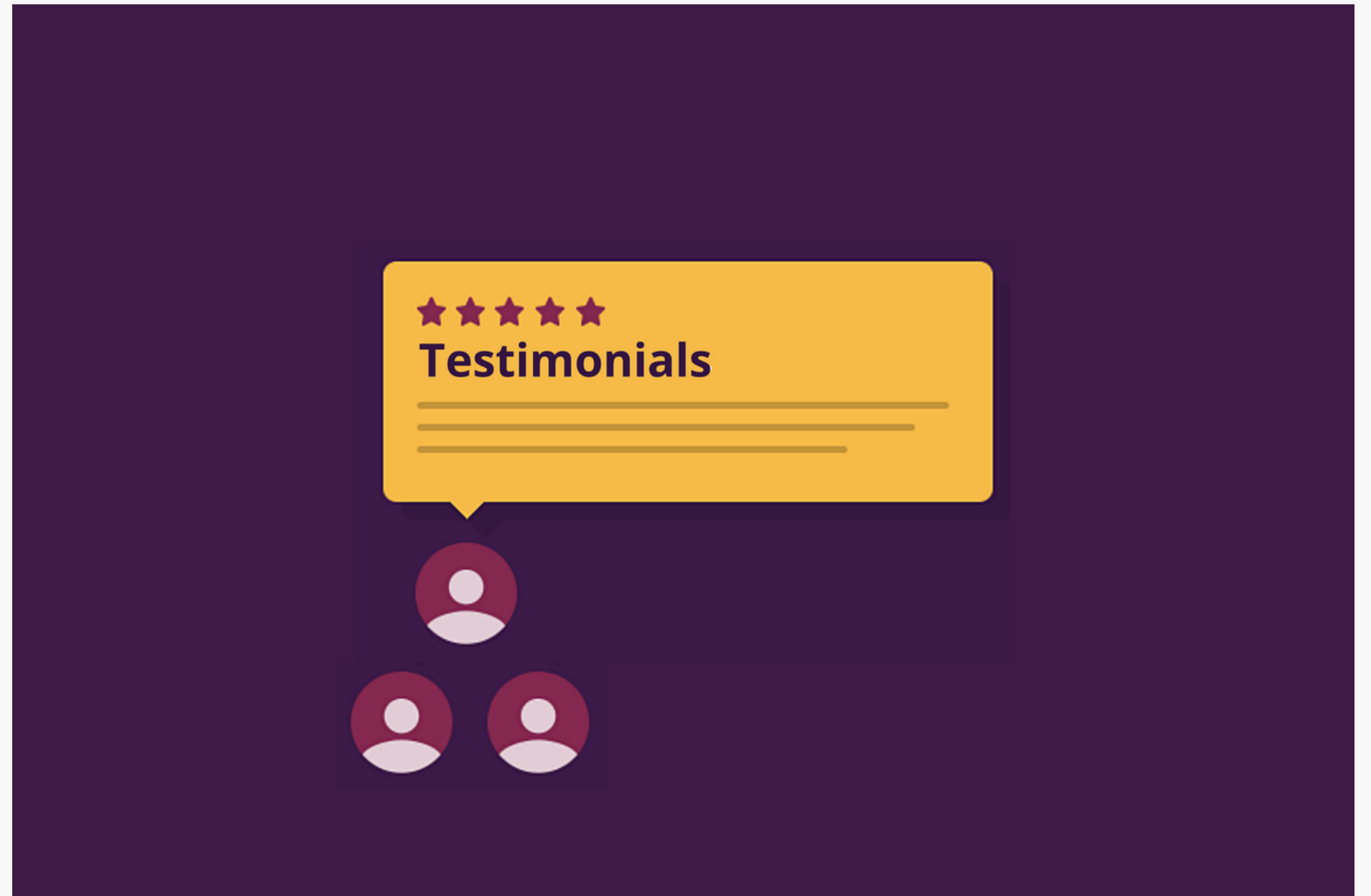
Blog posts give your site a significant boost in search engine rankings, especially if you regularly update. Aim to produce at least one blog post per week and often more.



These days, a blog post should be at least 1,000 words. Ensure that you include at least one photograph or image, and make sure that the post itself is easy to read, with short paragraphs, good structure, bullet points and subheadings. And don't forget to optimise them with relevant keywords.

Case Studies

Also known as a customer story or a success story, a case study is essentially an expanded testimonial.



As you undoubtedly know, testimonials are crucial to any business, but you should go even further and expand the traditional testimonial from one paragraph into a complete story.

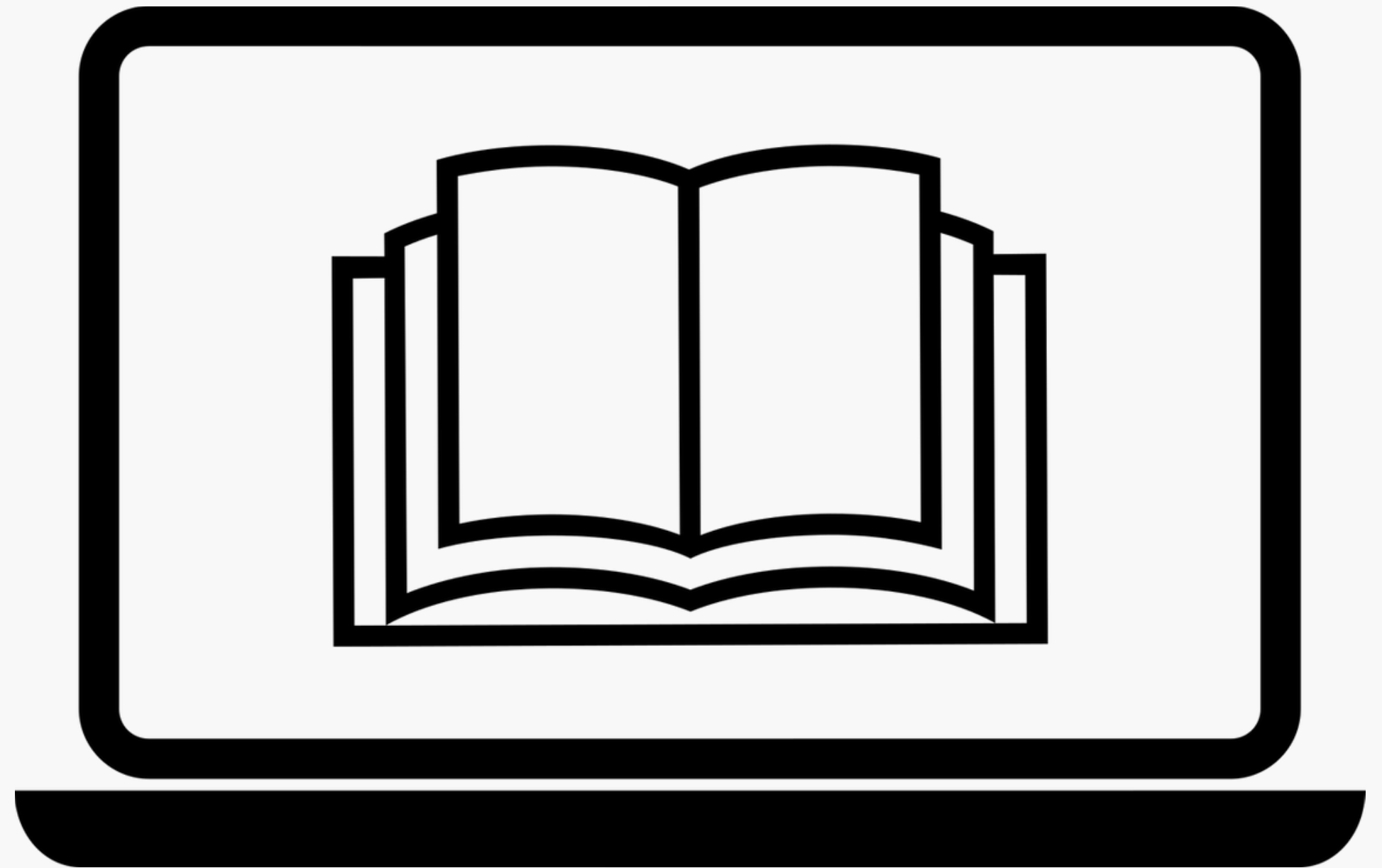
When properly written, this will become one of your most valuable sales tools, where you show how your product or service provides a solution and delivers a result.

Ideally, your customer will permit you to use their image as well as their contact details. Try to produce several different case studies, and they can range from a couple of hundred words to a more long-form version, where there is a powerful story to be told. Use direct quotes wherever possible, and a question-and-answer style approach can also work well.

E-books

In its basic form, an e-book is an extension of a long-form article. It will typically have several chapters and can be easily read on a laptop or mobile device.

You may also want to make it available as a PDF download and make sure that it is correctly formatted so that it is easy to navigate.



If you've got a lot to say on a particular subject, an e-book is perfect. You can make it available as a gift in return for an email address. Prospects will click through to a landing page, where they can download the e-book. Before accessing it, you ask them for their email address as part of an ongoing marketing campaign.

Include images, infographics or photos and make sure that your e-book is well designed. They will typically vary in length from 1,500 words up to 10,000 or more.

*Insider Tip: create several individual articles related to the same master topic. You can use these independently as part of your content plan and tie them together as separate chapters in an e-book.

Email Content

Email is still a highly effective communication method and a great way to ensure that you are top of mind with your prospects and customers.



You can set up an email sequence and ensure that you send them out according to a set schedule. Some companies choose to send a newsletter weekly, biweekly, or monthly, while others will focus on information, promotions, or announcements. Make sure that each email has a value of some kind, however, and you'll need to write them in a particular form for best effect.

You may also want to segment your email marketing campaigns. For example, you'd send a different type of message to a prospect versus a long-term customer. In this case, if content is the king, context must be the queen...

Email length will typically vary between 50 and 200 words. They can be purely textual or formatted using HTML. Pay particular attention to the subject line to get that all-important click-through!

Product or Service Pages

Don't automatically assume that people know everything about your product or service. You'll want to go into technical detail (if appropriate) but focus on the features and benefits.

Make a good case to convince people to buy your product or service and provide some colourful material to help.

If you can, paint a vivid picture in your prospect's mind so they can truly see the benefits and be encouraged to buy.

Product or service pages can be short or long-form, depending on complexity and other factors.

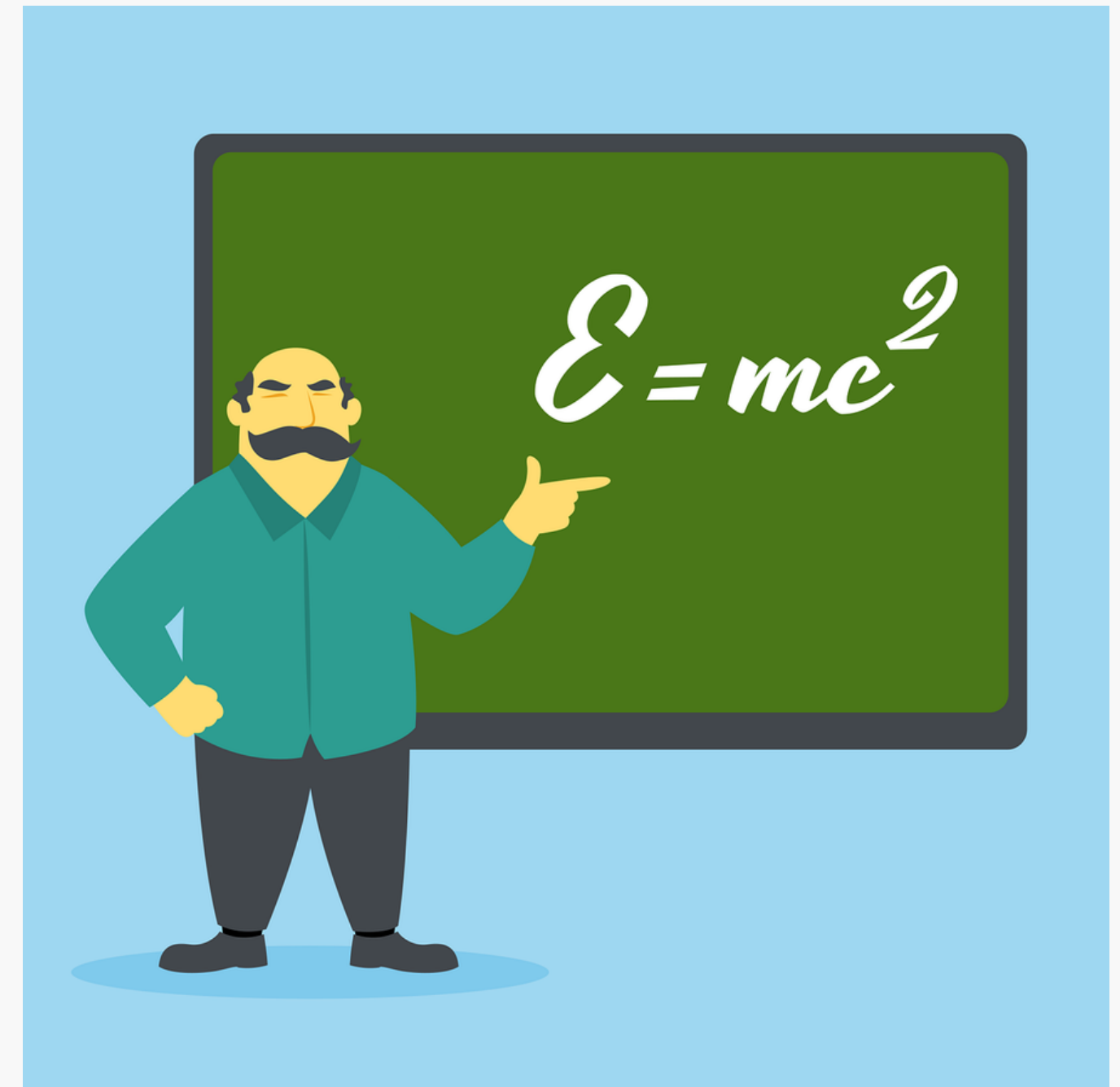
They may be linked to a request for further information, or directly to a shopping cart.



White Papers

If you really want to stand out as that expert and trusted authority in your field, think about publishing a white paper.

This form of content may be similar to an e-book in many respects, but it is typically more in-depth and will often have a lot of original research.



You can definitely capture good quality leads if you offer a "meaty" white paper in return. Ensure that it is of the highest quality and, where possible, make it available for distribution.

If you really know your subject and have produced a white paper worth its salt, others may want to download it and publish it on their site. This will provide you with good quality backlinks, which, in turn, can help with your rankings.

A typical white paper will be anywhere between 1,500 and 7,500 words in length.

Press Releases

If you've got something important to say, say it!

If you have just launched a new product or service, expanded your business, or have an exciting success story to crow about, write a press release.

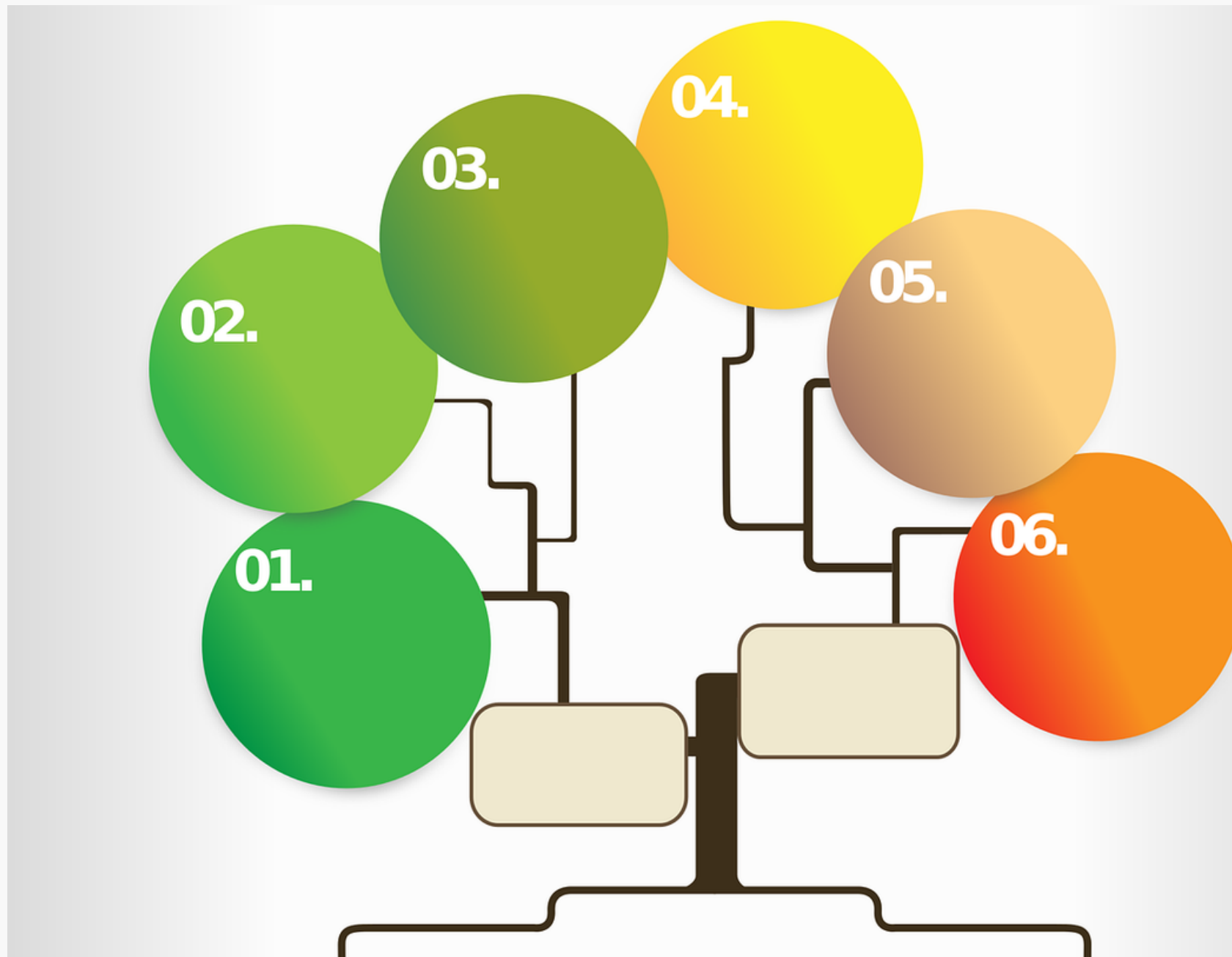


Press releases are even more critical today than ever. Journalists are looking for good stories, and if you send them a well-written and well-researched press release, don't be surprised if they publish it verbatim.

Press releases also give your business credibility and especially if you send press releases regularly. They won't do you any harm when it comes to SEO either.

Once you've written your release according to the required standard and accepted layout, make sure you distribute it well. There are several key players in this industry, and they'll help to disperse your press release based on your sector and geographical reach.

Other Types of Content



Frequently Asked Questions

If you want to please the search engines, craft a page full of Frequently Asked Questions. Of course, this is valuable information for your readers and will not only give you a potential boost in the rankings.

Video Scripts

Videos are becoming increasingly popular. People love to watch as well as read. A well-crafted script is critical.

Presentations

Those presentations need some punch, and this is where well-written content comes in. Present your case strongly – and win the business.



Infographics

If you've got a lot of information to get across, it can often appear stale if it is merely text on a page. Weave it into a powerful infographic to do the trick.

Translation

If you need to reach people through a medium other than English, you need to accurately transcribe it. Look for an agency (like Car Copy) that can translate text into more than 30 different languages.

Transcription

If you need to gather information from someone who is really busy, it may be easier to record it. To make full use of it from a marketing perspective, you need to get the recording transcribed and converted into content.





Advertising Copy

This type of copy may be concise, but it needs to pack a powerful punch. Well-written ads translate into clicks.

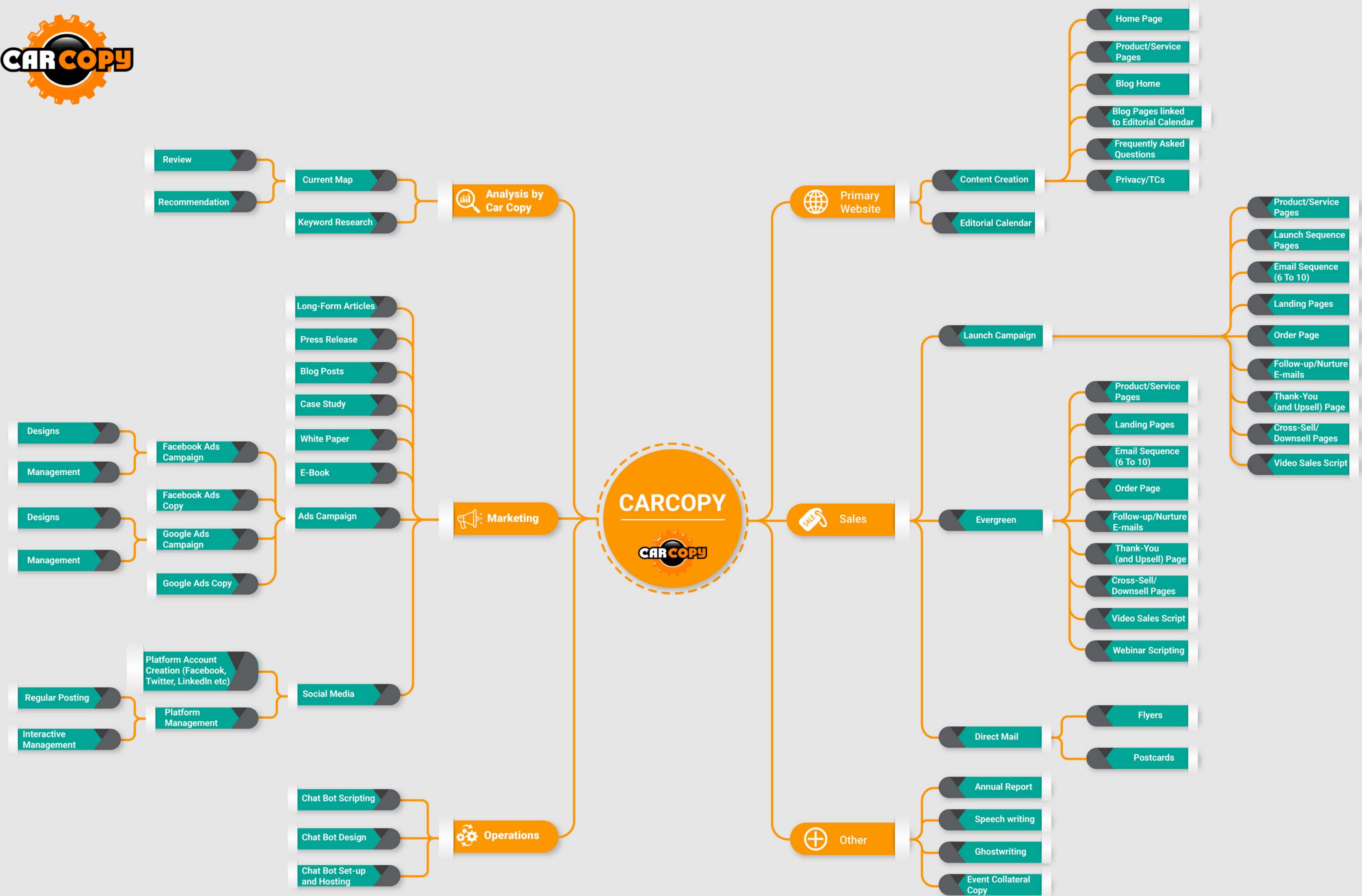
Social Media

Don't just cut-and-paste from other sources. Write your own social media posts to reflect your position on a hot topic or trigger a conversation.

And Others...

FYI, Car Copy can produce up to 60 different forms of content for a variety of different purposes. Have a look at the mind map for some inspiration.





Should You DIY?

Do you have the capability to do this yourself? Many companies do, and if you decide to follow their lead, bear in mind these five tips:

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Optimise

Use keywords by all means but do not overdo it.

01

Purpose

Don't produce copy just for the sake of it.

04

Target

Make sure that you write content for your consumer (and not the search engine!)

02

Refine

Make sure that it is of a consistently high quality.

05

Prioritise

Don't treat content creation as an afterthought.

What to Do Next

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An increasing number of companies decide to outsource all their content needs. You'll want to choose a reliable and experienced partner, and Car Copy will be delighted to help. We will:



Design your content plan from scratch (if necessary).



Take the time to fully understand your business and use this information to tailor your content approach.



Draw up a calendar with individual campaigns, objectives and publishing dates.



Set up and communicate through your dedicated CRM channel.



Review and revise as needed - you are always in control.



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Reaching Out

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If you are a start-up or growing business, Car Copy helps you scale as needed so that your content plan grows with you. We can initiate several review dates and be as flexible as possible with our terms to create the best possible solution for you.

The Team at Car Copy will be delighted to discuss your needs. We'll create your six or 12 month content plan to help you move ahead of your competition and showcase your brand.



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