





The All-In-One Guide to Digital Content Marketing:
From Planning to Promoting

Lannoo
Campus

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FOREWORD BY GUIDO EVERAERT

I was honoured when Clo asked me to write the introduction to her book. I am both the most and least qualified one to do so. Most qualified because my whole existence in the digital (and the real) world is centred and focused on content and storytelling. Writing, blogging, vlogging, podcasting, I've embraced it all with enthusiasm and the curiosity of a sixteen-year-old.

At the same time, I'm your worst possible example as a content marketer, because I have made and still make all possible mistakes. I haven't got the discipline for content calendars, and I hate personas. I don't do keyword research, and sometimes publish at midnight, just because that's when I've finished writing. Heck, I don't even have a strategy, a reason why I do things. It's just the urge to voice opinions and add value to ongoing discussions, reach out and create 'stuff'.

Clo once called me 'the poet of the digital media'. I always considered that a sweet compliment, coming from 'la grande dame'. Now I am not even sure that it was meant as a compliment.

I honestly think this is the book we've all been waiting for. The reason is simple. Google 'content marketing books', and you get an overwhelming response. There's just this one caveat. We all think, describe, and write about content marketing from our own perspective. The growth hacker, the business owner, the blogger and copywriter or the digital marketer all have their own perspective, their own emphasis on certain aspects of this discipline. This book stands out because of the all-encompassing view on content marketing.

It's no small feat to produce insightful, meaningful and readable books on this subject. Yet Clo has succeeded once again to do so, as she has in her previous books. *Content Marketing like a Pro* will help management at small and large businesses to become and remain meaningful in their content marketing.

The book gives you clear direction on what to do, how to start and how to maintain your content marketing efforts. Because it is, as Clo so rightfully points out, 'a long-term effort' from the start. You might recognise some of the concepts, but the way and the structure in which they are presented allow for a step-by-step approach, suited to the size of your ambitions. Do not underestimate the power of her real-life examples. Not only are they original and within reach of all of us, but they also demonstrate her skills in analytical content marketing.

We all need to realise that a fragmented and haphazard approach towards content might have worked in the past, but the ever-increasing pressure on content creators from the tsunami of mediocre, self-centred content make for a situation where relevance and know-how become increasingly important.

Do not just read this book, but study it, dissect it, use it, and see it as the basis of how you want to build your own strategy. Your reward will come in the long term.

Guido Everaert



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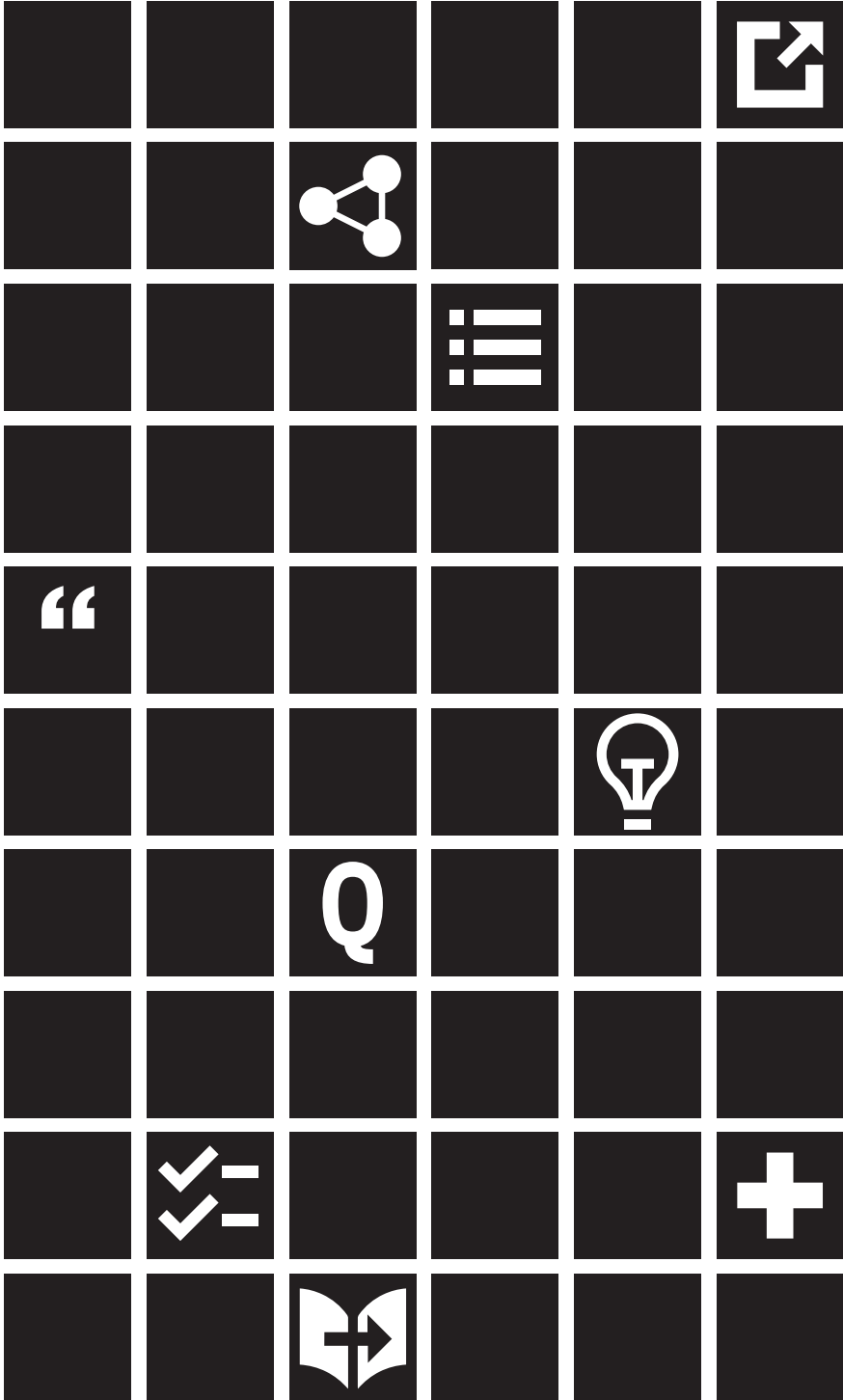
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E



**STRATEGY
AND PLANNING**







INTRODUCTION

WHAT IS DIGITAL CONTENT MARKETING?

Content marketing has been around for centuries, but it was in the digital age that it came into its own. The earliest forms of content marketing can be traced back to the late 19th century when John Deere began publishing *The Furrow* magazine. It provided farmers with information on new farming techniques, equipment, and best practices while promoting John Deere's products and services. The magazine was distributed to farmers free of charge. It was a great way for John Deere to connect with its target audience and establish itself as a trusted authority in the farming industry.

Fast forward to the present day and content marketing has become vital to any business's marketing strategy. It is a way to connect with customers, build trust and credibility, and ultimately drive sales. This handbook will explore the various tactics and techniques you can use to execute a successful content marketing campaign.

Content is the information and experiences that are created and shared with an audience. It can take many forms, including text, images, videos, audio, and interactive elements, and can be delivered through a variety of channels, such as websites, social media, email, and mobile apps.

In the context of content marketing, content refers to the information and experiences that are specifically created and shared with the goal of attracting, engaging, and retaining customers.

This handbook is an introduction to the concept of **content marketing**, which involves using content to achieve business and marketing goals. It will provide guidance on how to create and distribute effective content, as well as how to measure and improve your content marketing efforts.

Digital content marketing is a type of marketing that involves creating and sharing online content to attract, engage, and retain customers. This content can take many forms, including blog posts, articles, videos, social media posts, infographics, etc. The goal of digital content marketing is to provide valuable, relevant, and consistent information to customers, build trust and establish a long-term relationship with them.

Unlike traditional marketing, which often relies on interruptive advertising, digital content marketing focuses on providing valuable information and resources to customers, who can then engage with it on their own terms. This approach is designed to be more authentic and transparent and build customer trust and credibility.

Digital content marketing can effectively reach and engage with customers, especially in today's digital world, where people are constantly connected to the internet and are exposed to a vast amount of information. By creating high-quality, relevant, and engaging content, businesses can attract and retain customers and establish themselves as trusted sources of knowledge and expertise in their industry.

Executing a great content marketing strategy demands creation of engaging content—content that they crave, content that they can't wait to eat up, content that they love sharing with their friends, relatives, and colleagues.

The Stripped-Down Guide to Content ...
John Egan



This handbook is a guide to creating and using **digital content marketing** to attract, engage and retain customers to achieve marketing and business goals. Tools to measure and improve content marketing are included. **Content** refers to text, images, videos, audio, blog posts, articles, social media posts, infographics and interactive elements that are developed for specific audiences and delivered to them in a targeted way via websites, social media, email and mobile phone apps.

Unlike traditional marketing, which often relies on interruptive advertising, digital content marketing focuses on providing high-quality, engaging, and relevant information and resources to customers that they value and can engage with on their own terms. This more authentic and transparent approach establishes businesses as credible sources of knowledge and expertise and builds more durable customer trust and loyalty.

WHY IS DIGITAL CONTENT MARKETING IMPORTANT?

Digital content marketing is essential for several reasons:

- Digital content marketing effectively reaches and engages with **customers in today's digital world**. With the proliferation of the internet and social media, people are constantly connected and exposed to vast amounts of information. By creating high-quality, relevant, and engaging content, businesses can attract the attention of their target audience and stand out from the competition.

- It allows businesses to attract and engage with their target audience **more authentically and transparently**. By providing valuable and relevant information, companies can establish themselves as trusted sources of knowledge and expertise, which can help to build trust and credibility with their customers.
- Digital content marketing can help businesses to retain their customers. By regularly providing valuable and engaging content, companies can keep their customers interested and engaged, which can help foster **long-term customer loyalty**.

Content may rule, but your online content must be the right sort of content: Customer-focused. Compelling. Entertaining. Surprising. Interesting. In other words, you must earn the attention of people.

Content Rules
Ann Handley, C.C. Chapman, and Davi...



HOW DOES DIGITAL CONTENT MARKETING DIFFER FROM OTHER MARKETING TACTICS?

Digital content marketing differs from other marketing tactics in several important ways:

1. Digital content marketing focuses on **providing valuable and relevant information to customers rather than interrupting them with advertising messages**. This approach is designed to be more authentic and transparent and build customer trust and credibility.
2. Digital content marketing is **more adaptable and flexible** than other marketing tactics. Because it is digital, it can be easily updated and changed,