



CONTENT MARKETING

Effective marketing is the balance of trust and attention. – Phil Treadwell

Content marketing involves the creation and sharing of online material such as videos, blogs, and social media posts that **does not explicitly promote a brand, but is intended to stimulate interest** in its products or services. A huge fallacy surrounding content marketing is that it has to be used to create leads, when in actuality it's to create attention. Remember our #mmtod: *"Marketing gets someone's attention, sales makes them a customer."* This isn't "content sales" it's content marketing.

You have to ask yourself 4 important questions?

Who is the intended audience? (age, industry, interests, etc.)

What kind of content will they engage with? (audio, video, written, pics, graphics, etc.)

What is it that I want from them? (like, comment, click, call, email, etc.)

What platform is best for this? (social media, email campaign, etc.)

Answering these questions honestly & correctly is important because they are the foundation principles for creating & using the right kind of content on the right platform. Not doing this causes people to tune out your posts, your content, and your message, and you end up in the "white noise" like an old fuzzy TV that no one pays attention to.

Creating Content

Documenting your life, your business, and your activities (through audio, video, and writing) on a daily/weekly basis is the best way to start storing up material that can later be repurposed into the content that you're going to share/post. The term "Pillar Content" means taking one big piece of content and spinning it off into many different uses. For example, my podcast recordings can be used to create different types of content on different social media platforms. I can use the audio as a podcast, the video on YouTube, quotes on Twitter, pics and graphics on Instagram, and links to the final versions on Facebook.

The biggest mistake that people make with content marketing is not using the right content in the right places, or trying to use the same piece of content everywhere. Go back and answer the original questions to see if what you are wanting to post is the most effective & efficient use of your effort. Example: an Instagram post of your open house flyer with details loan comparisons is NOT the right use of the platform or the flyer.

RECOMMENDED READING: *"Jab, Jab, Jab, Right Hook"* by Gary Vaynerchuk

For more, go to: www.philtreadwell.com