

Creating Compelling Content

Content creation is an essential part of a successful marketing plan and can help build relationships with prospective buyers. Valuable and impactful content can help position the firm and staff as thought leaders, create trust in the market and differentiate a firm from competitors. For firms providing outsourced accounting services for a particular industry, content can be utilized to address industry-specific challenges and provide an opportunity to demonstrate expertise.

There are numerous types of content such as blog posts, articles, case studies, webinars and infographics. No matter the format, the main purpose of content is to educate a target audience at different stages of the customer journey with relevant information and ultimately drive customer action.

Technology has greatly increased the channels available to share content such as social media, websites, videos and more. All forms of content not only help create brand awareness but also contribute to a firm's standing in web search results and improve website traffic.

HOW TO GET STARTED



- Conduct an audit of your current content inventory
- Brainstorm topics and issues that will resonate most with your audience
- Create a content strategy plan
- Identify resources that can create content
- Create, publish and share content

TIPS FOR CREATING CONTENT



- Ensure content is easy to read and comprehend. Exclude any jargon that may confuse a reader
- Content should have a benefit for all parties involved. The consumer should be educated, a contributor should gain exposure and the publisher should receive interest from prospective customers
- Ensure content does not come off as "salesy" by talking only about a firm's services. Instead, content should educate on a particular topic that's relevant to the audience. A company description and contact information can be included at the end

TIPS FOR CREATING CONTENT CONT.

- Content should address and provide a solution for challenges in the industry. What issues do industry professionals face? Engage with customers directly as well as on social media to learn their pain points
- Identify happy customers to participate in case studies, webcasts and blog posts. Sharing their stories can make it more relatable for others and brings authenticity to pieces
- Content does not always have an expiration date. As trends and habits evolve, today's content can be used as tomorrow's references for the future. Content can also be repurposed into other formats, such as converting blog posts into an eBook or white paper

PUTTING CONTENT TO WORK



- Share content on social media and ask colleagues to do the same
- Send content out to your email subscribers
- Pitch your content to industry publications to gain more exposure
- Bring printed content pieces to customer meetings and conferences
- Distribute white papers and infographics freely, but gate more comprehensive pieces like case studies and eBooks behind a form. Try to limit the required fields within a form – the quicker they can get to your content, the more likely they are to view and share it