

Content Marketing

Your target audience wants the confidence they are dealing with an expert. Useful content, based on expert opinion and original research, can give them that confidence.

The key to producing great content is to ensure it's useful for your target audience. As a result, I start by conducting research to understand the issues keeping executives awake at night.

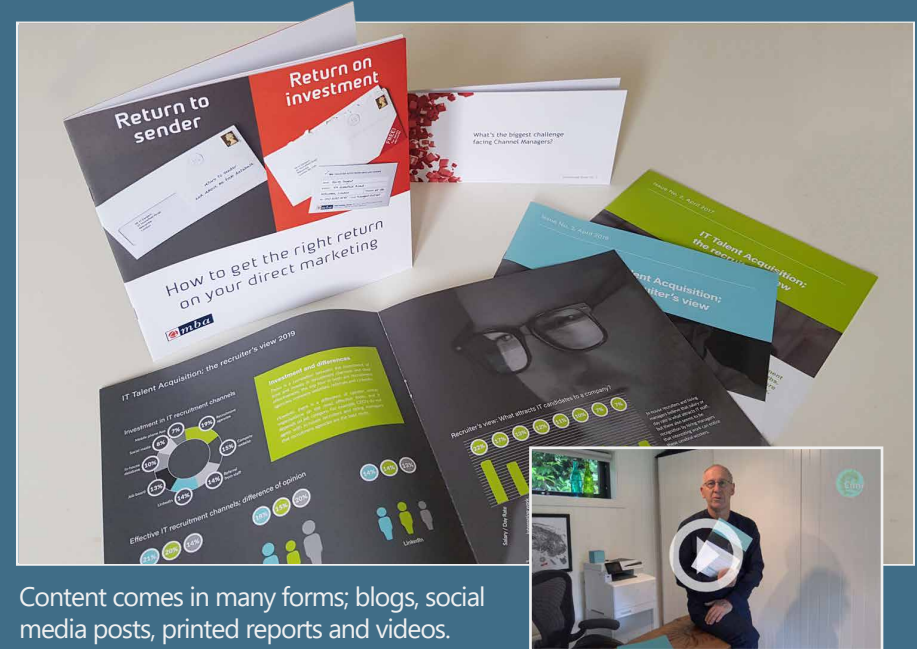
Remember, it's not about what you want to write, it's about what they want to read.

Often, I supplement expert opinion with original survey results. The surveys add authority and impartial evidence to blog articles, social media posts and videos. But they can also form the basis for more in-depth reports.

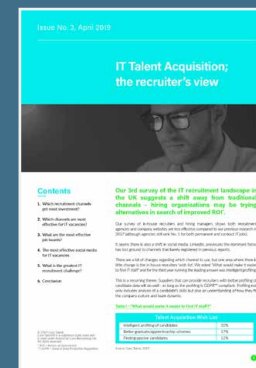
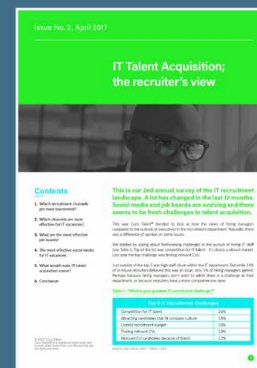
In my experience, reports are a great way to generate sales leads from C-level executives (see examples opposite). These senior executives are tasked with strategic thinking, so a report on current figures for their market sector will always be of interest.

Many people prefer to consume information via video. But 'content' videos do not need to be expensive productions. A simple 'talking head' video can be very effective, as long as it contains useful information (click the example opposite).

Please get in touch if you would like to view further examples of content I've recently produced.



Content comes in many forms; blogs, social media posts, printed reports and videos.



Annual surveys and reports provide information on market trends that executives appreciate. Repeated every year as a 'downloadable' PDF, they can generate high quality sales leads.