

4

Undeniable
Reasons You
Need Content
That Connects



The times have changed and prospects are no longer driving from store to store looking for information to help them make purchasing decisions. They want to find information about your business quickly and efficiently. This means your business needs to create content such as blogs, whitepapers and videos that help prospects connect their pain (problem) to your solution without sounding salesy or pushy.

In order to connect with your prospects, the information and guidance you give them needs to be personal and feel as though you are speaking directly to them.

Below are the four undeniable reasons you need to create content that connects with your target audience.

1) Speaking To Your Target Audience Means You Are Not Wasting Your Breath Or Time.

a. Making content without purpose or strategy is a waste of energy. The customers you want to talk to are not consuming content unless it is designed and built with their pains in mind.

b. You need to decide who your target audience is and build content that helps them. If your audience is more into technical gadgets, and new age technology, it would behoove you to create videos and interactive content that would not only hold their attention, but make them feel as though you understand their pains.

2) People Can Smell A Sales Pitch A Mile Away

a. Content that communicates value is not ignored; however, content that is focused on “how awesome your business is” will surely lose the focus of your prospect. Customers want to know how you can help them solve their problem.

b. This is not about hunting down your clients; this is about having them come to you. You do this through educating and answering questions they have about their problem, resulting in longer business relationships. Prospects’ questions are now being asked online and not via the phone. Are you able to answer them 24/7? If you have content, you can.

c. Customers are already skeptical about companies to begin with. The traditional means of advertising is forceful and misleading. People have learned through trial and error that magazines, billboards, TV commercials, cold calls and direct mailers are an annoyance and we as a society have conditioned ourselves to ignore those ads. What good is an advertisement if no one is looking or listening?

3) Customers Are Searching For Information Online About You Right Now

a. Customers no longer want to pick up the phone, they want to vet before they buy. They are going to search online for ways to solve their pain and if you have content that connects their pain to your solution they are much more likely to give your business a chance than the guy who is claiming to be the “best in the business.”

b. Social media vetting - Do they look professional? What are their customers saying? Content such as reviews, testimonials, case studies and free webinars are all tools prospects use to help them weed out the “used car salesman” they hate so much. If your website is filled with educational content, content that connects, then they are able to learn more about your products/services without actually having to pick up the phone or walk into your store.

c. The days of strolling store to store are over. You want to know if they have the product or service you are looking for before ever stepping foot in an office or picking up the phone to call. Now not ALL leads will do this, but we are at the shifting point of consumer behavior that demands action and not ads that “pop!”

4) Quality Content Is Shared Content

a. Social media is becoming a larger portion of Google's ranking algorithm, which means it's based loosely on a rating system. Compare social media to the NFL. An easy extra point is worth 1 point (Like), a slightly harder field goal is worth 3 points (comment) and a game-changing touchdown is worth 6 points (share). As the famous John Madden would say, "Usually the team that scores the most points wins the game." The content with the most social signal points wins the Google ranking battle every time.

b. A piece of good content will most certainly have likes and comments, but when it is shared, Google considers this to be a type of endorsement. Not endorsing whether the person agrees or disagrees with the content, but rather it was so important that it required them to take further action by sharing it with others.

c. Google wants their ranking systems to work in favor of content that connects the consumer with what they are looking for. Google is letting the people decide what is good and bad.

d. Now of course Google realizes people are tricky and puts a few... ok several thousands of lines of code (could be millions, who knows) to make sure the average consumer is not tricked into going onto sites that don't offer what they are looking for.

e. In the end, focused, quality content is guaranteed to have a longer social media shelf life than a photo-shopped advertisement or a catchy radio spot.

It's time to start thinking differently. It's time to start tossing aside all the marketing ideas you thought would work. It's time to push the envelope and reach for the sun!