

How to Build a Content Marketing Strategy to Boost Conversions

The effect of a solid marketing strategy can exponentially grow a business and every organization faces the challenge of convincing prospects at the top of the sales funnel to become a fully-fledged customer. Without a plan in place, the chances of attracting new customers are slim, to none. [Ninety-one percent of B2B marketers](#) utilize content marketing to generate leads and it costs [62% less than traditional marketing](#) while producing approximately three times as many leads, on a per dollar basis.

A study, conducted by [Gartner](#), surveyed 300 companies from the United States and the United Kingdom. They concluded that businesses spend around 12% of their annual revenue on marketing, while larger companies spend 13%.

In 2017, [Econsultancy's CRO report](#) revealed that only 22% of businesses were actually satisfied with their conversion rates. The question is: what are the companies doing wrong? Let's take a look at how to build a content marketing strategy that focuses on boosting conversions and lowering bounce rates.

Know Your Audience

Prior to the internet emphatically taking over, the primary channels for communication were TV, print, and radio, meaning that audiences were subjected to unwanted commercial messaging they didn't find useful.

Most organizations have a broad customer base, with a target demographic and [60-70% of B2B marketers](#), admit that they don't fully understand their customers.

The only way to be certain that a content marketing strategy is going to work is to know exactly who you're aiming it at, and that's paramount to its success.

The majority of market research is done by compiling datasets using transactional, buying information, target demographics and geographical data. Boosting conversions requires more than generalizing a target market and doesn't just take into account a person's gender, age, household income, what sector they work in or where they live.

Persona identification is able to [build a full profile of a prospect](#), by taking into account psychographics, consumer attitudes, satisfaction, and behaviors. Buyer personas have become essential in the research phase of a content marketing strategy for lifting conversions and gaining a loyal customer base. According to a [benchmark study](#) by Cintell, 71% of businesses that exceed their revenue and lead projections have buyer personas documented. The study also indicates that organizations that perform better are 2.3 times as likely to research the motivations of their prospects in comparison to organizations that didn't achieve their goals.

Gaining valuable insights improves the transition from marketing to sales teams, giving priority to outreach based on the ability to identify qualified leads and [enhance prospecting by leveraging data](#).

The success of a content marketing strategy can be improved by knowing the subtle differences of target audiences. For example, each generation is composed of different

nuances and creating content for [Millennials](#), requires a large amount of insight, as they are such a diverse generation.

Businesses are starting to recognize the importance of comprehensive analytics to understand their audience more coherently and build data around experiences. [Jason Cobbold, The Managing Director of Redscout London](#), explains how Miller Coors has launched a beer aimed at Millennials. The beer targets Millennials, with its ability to capture the essence of a night out partying.

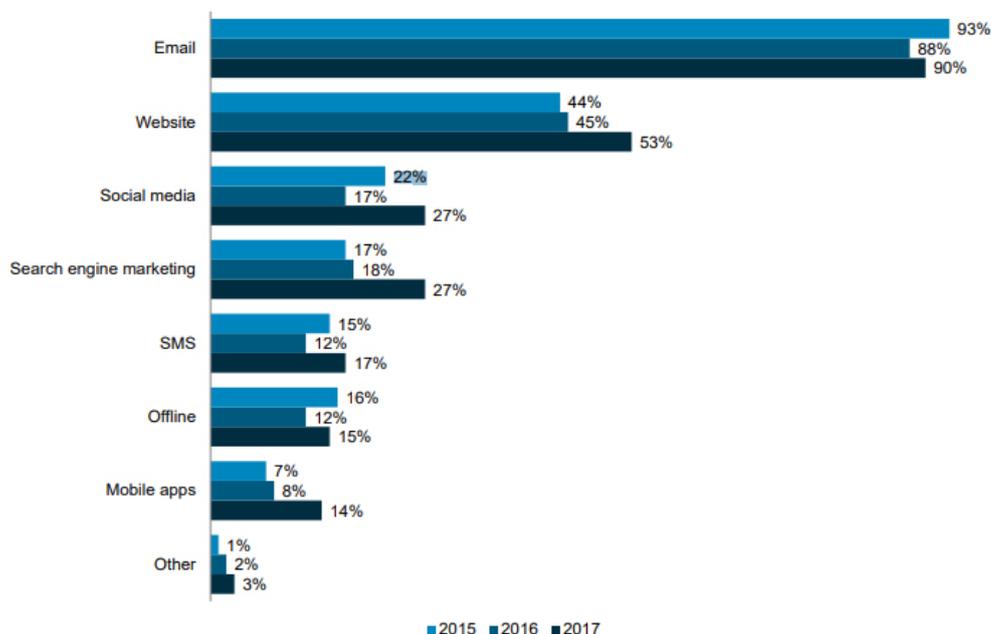
Personalizing Content

There are [1.9 billion websites](#) on the internet as of 2018 and over [2 million blog posts](#) are created every day, so how do you personalize relevant content towards your prospects, amongst millions of other websites?

[Cezary Pietrzak, Growth Marketer](#) states messaging vehicles working in conjunction with incentives and promotions can be used to give prospects that final push to a conversion. This is apparent by companies investing heavily in email lists for content marketing ROI. According to [Econsultancy's 2017, Conversion Rate Optimization Report](#), 90% of companies personalized their content through email and only 52% personalized their content through their website. The same report also indicates that 47% of businesses in 2017, didn't have a strategy in place for personalizing content using collected data.

Company respondents

Figure 36: Through which channels do you personalize?



Respondents 2017: 202
2016: 252 | 2015: 269

Nurturing leads requires content to be created at every stage of the [sales funnel](#) and one of the main objectives of content marketing is to attract new leads and increase lifetime customer value. A successful content marketing campaign utilizes blogging, social media, SEO and email marketing as effective tools in one well-oiled machine, throughout the different stages of the sales funnel.

Content created in the discovery phase to generate leads should be informative and educational. In this part of the buyer's journey, content is mainly used to peak interest and develop brand recognition.

According to [Raluca Badiu, Director of Research, Nielsen Norman Group](#), you get what you give and humans tend to return good deeds. She states that free content is the equivalent of giving away free physical samples and uses the reciprocity principle. Blog posts, videos, and email newsletters are an efficient way to raise awareness and attract potential prospects because they grab attention and offer useful insights.

Websites and blogs are more than pages with information on, they are the face of a brand that consumers will build a relationship with. As prospects move towards the consideration phase of their buying journey, they're aware of the brand and are seeking content that helps them evaluate the company. For a potential customer to trust the brand, establishing trust is vital.

Managing Director of MECLABS, Flint McGlaughlin, [states](#) that "for every offer you make to prospective customers, they weigh the value versus the cost when they decide if they will act on your offer". Providing insightful content, such as case studies, product descriptions, and demo videos, provides value and builds trust with your prospects and nudges them further down the sales funnel.

Conversions

The conversion rate is the biggest indicator that a content marketing strategy is working. This is the part where every business would like to be, to turn a prospect into a conversion. Conversions require convincing the prospect that the business has the solution that they require and they're a trustworthy, authoritative source.

Testimonials and reviews are usually implemented by companies to solidify the agreement between organizations because they show genuine feedback and value of a product or service.

In Conclusion

To build a long-lasting and sustainable brand that converts, an organization has to leverage all available data on their prospects. The ideal content marketing strategy treats customers as individuals, as opposed to a target demographic. By being able to empathize and connect directly to a prospect, marketers are able to provide useful content and initiate an exchange.