



Content Marketing 101

**FOR MULTI-LOCATION
WIRELESS RETAILERS**

**HOW TO UP YOUR
MARKETING STRATEGY**

TRACPOINT®

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INTRO TO CONTENT MARKETING

CONTENT MARKETING 101



HOW WIRELESS RETAILERS SHOULD UTILIZE CONTENT MARKETING

Every wireless retailer markets their products and services. But, are you utilizing content marketing? What does this even mean? Basically, content marketing means getting your best content out there that your customer's really care about to hopefully engage them with your brand.

The basic principle of content marketing is that your audience is EVERYTHING. You want to understand their values and how you can help educate them on what your company stands for. This helps create a relationship with your audience which then creates a bond of trust—which is essential to your company's growth.

So, what are some ways to distribute content to your visitors, leads, customers, and promoters? Blogs, emails, web pages, social media, print collateral, and more!

You can even use the same content across multiple platforms if you know how to position it correctly. But, what about the process? There are nine main steps in creating an effective content marketing process for your company.

STEP 1: The power of storytelling

Every wireless retailer has a story. What's yours? Spread the word so customers know what you stand for and what message you support. Many customers resonate with a brand based on this aspect alone.

STEP 2: Generate content ideas

Let's face it, you can't utilize content marketing without content. Develop a process for creating content ideas. The most successful content marketers have these types of processes, as they keep them organized, and help get those creative juices flowing.

HOW WIRELESS RETAILERS SHOULD UTILIZE CONTENT MARKETING

STEP 3: Make a plan

This may seem obvious, but all content creation needs to be planned out from its inception, to its actual posting. Not only will this keep you more organized and accountable, but it will ease the process of creating content as well.

STEP 4: Build a content creation framework

This means having a specific structure that you use to create content every time. Before any content goes live, you want to set your timeline, and review and edit. It all goes back to planning.

STEP 5: Become an effective writer

The first impression a customer gets of your business comes through your writing. Make sure it's a good one! If you can't communicate properly, you face the risk of losing prospects and even current customers. Learn about the ways your customers like to be communicated to best and put those into practice.

STEP 6: Repurpose, reuse, recycle!

There's nothing better than being able to reuse a piece of content that had success in the past. So, when you're struggling for a new piece of content, go digging through your old stuff and pluck out your best work. This allows you to post content at a quicker pace and utilize multiple platforms.

STEP 7: Don't just post, promote!

A good rule of thumb is to spend 40% of your time creating your content and 60% promoting it. What's the point of creating content if no one knows it's out there? Promoting is an essential part of content marketing.

STEP 8: Analyze and measure

You'll want to track your engagement to measure the success of your content. This will allow you to evaluate if you are reaching your customers, and if you aren't, how to adjust.

STEP 9: Have a growth-marketing mentality

Be creative! Set yourself apart from your competition in any way you can. The more unique the better.

THE POWER OF STORYTELLING



THE POWER OF STORYTELLING

Storytelling. It's not a foreign concept to many of us. We've been reading and telling stories since we can remember. But, what about business storytelling? What's the benefit? Why does your business even need a story?

So, first off, why does your brand need a story?

People want to feel a connection. If they can connect with you emotionally, their desire to engage with you will increase dramatically. A story gives you a reason to communicate and relate to your customers. Tell them what you value! Your goal is to resonate with people, especially those who could use your help. An important thing to remember is a story is not just your company's history—it's about WHY you do what you do. Tap into their emotional side. This is what people will remember and resonate with most.

A good story has to stand out. Think about what sets your company apart and highlight these unique qualities. When beginning your storytelling process, always refer back to the golden circle. This magical tool is an inside-out way of thinking:

- Start with WHY you do what you do
- Move to HOW this helps your audience
- End with WHAT it is you offer

The key ingredients to a good story are:

- Characters
- Conflict
- Resolution

CHARACTERS

Every story needs at least one character, and many times, this will be your customer or prospect. To create an effective story, you have to value and understand your audience's wants and needs. Use your buyer personas (semi-fictional representation of your ideal buyer) to understand their goals and challenges. Think about the ways you can help them.

THE POWER OF STORYTELLING

You also need to determine your point of view and be consistent with it throughout your entire story. Are you talking about yourself? Are you talking to someone? Are you talking about someone? Decide whether first, second, or third person fits your story best.

CONFLICT

HubSpot defines the conflict as the lesson in how the character transforms through a challenge. Without this aspect, you aren't telling a story—instead, it's a pitch, statement, tagline, etc. This type of messaging won't help your engagement or make your brand memorable in the minds of consumers.

Conflict should be the driving force throughout your story. It should fit your prospect or customer's problems, needs, and specific buyer's journey stage. Make sure you understand potential problems your customers may have and how you can help fix them. Utilize these types of conflicts in the stories you tell.

RESOLUTION

Don't leave your customers hanging! Your resolution should bring your story to an end in a way that doesn't leave your customer's questioning. In addition, it's important to create a call to action so there is more for the customer or prospect to explore.

So, with every story you create, remember five key things:

1. Use content to create emotional appeal
2. Communicate WHY you do what you do before addressing how it benefits the audience and what solutions you may provide
3. Have at least one character, a conflict, and a resolution
4. Be consistent and authentic
5. Keep the story clear and concise

With these tips, your company will be able to draw in customers solely based off of your ability to connect with them on an emotional level. Creating this authentic relationship will help customers trust you and the products/services you provide.

GENERATING CONTENT IDEAS



TIPS ON GENERATING CONTENT IDEAS

You're crazy busy. You feel like you're waiting for that perfect idea to pop into your head, but your mind is drawing a blank. You don't have time for this! So, what do you do?

Generating content ideas doesn't have to be like pulling teeth. All you need is a process. This allows you to come up with ideas that may not be obvious. You should know the best way to generate content ideas because...

1. Your days are busy—it's helpful to have some level of predictability
2. Uncover ideas that you may not have come up with on your own—use colleagues, friends, even the competition!
3. You will run out of good ideas—it's inevitable. Give yourself a way to keep the creative juices flowing.
4. Keep up with increased demand—never feel content-stressed again.

So, what does this process include?

-Gathering raw material—read, consume, and watch content from as many different places as you can. And not just marketing content! From snapchat stories to the New York Times, take it all in and keep a log of content that resonates with you.

-Digesting the material—look for relationships, connections, and combinations.

-Unconscious processing—let your mind organize itself.

-Eureka moment—the best ideas come when we least expect them. Make sure to jot these down when they come.

TIPS ON GENERATING CONTENT IDEAS

You can do this on your own or with a group. Test out both to see which works best for you.

On your own

-Understand your buyer persona's reading habits. In addition, using tools like Buzzsumo can help you know which type of content has the best social media performance.

-Look at what your competitors are doing. If they have a similar target market, it's likely their type of content that has been successful will work for you as well.

-Research what people are asking on Quora. This will allow you to see common challenges and questions people have.

-Learn from your SEO efforts. Look at what keywords people are using to search you and your industry.

With a group

-Brainstorm! Have someone direct a brainstorming session with a clear agenda to ensure you don't veer off track.

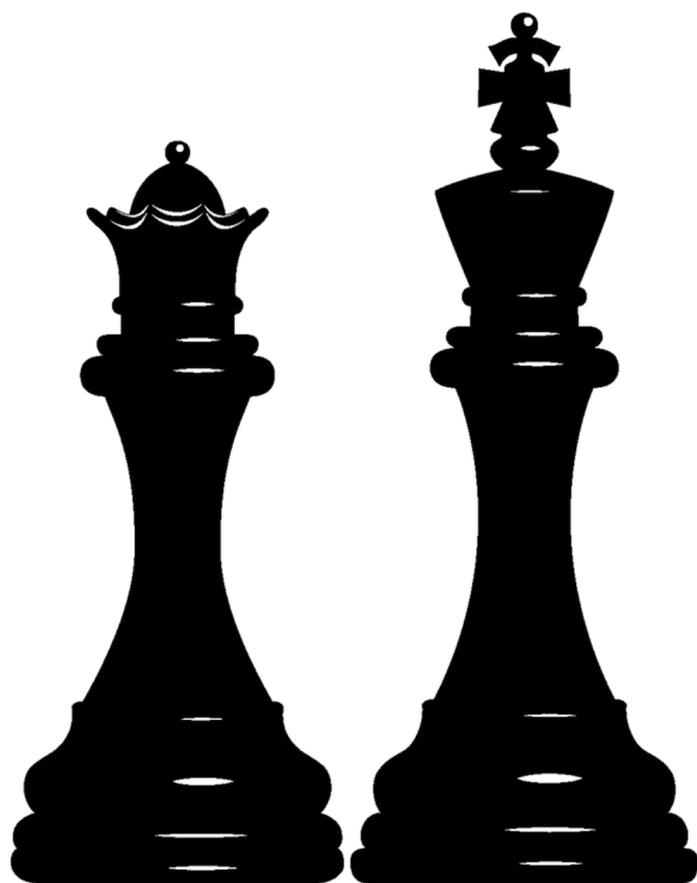
-Create an inviting atmosphere where people feel comfortable sharing their ideas. One way to do this is using ice-breakers like a basic word association game. For example, someone can say "football" then someone else says "Sundays" and then it snowballs from there. You might be amazed with the connections people can make.

-Utilize the "braindump". This is when you sit down for a short, uninterrupted, period of time and write down all of the ideas that come to mind. The purpose of this is so you can make connections and maybe have some thoughts you never would have thought of using before.

-Use visual aids, especially sticky notes. This will help you group ideas together by topic and easily track themes.

Remember that your main goal, no matter your tactic, is to generate new, unexpected ideas.

CREATING A LONG-TERM CONTENT STRATEGY



BEST PRACTICES FOR CREATING A LONG-TERM CONTENT STRATEGY

Every marketer knows planning is essential to success. But, what about long-term plans? Is it necessary to have a long-term content strategy? The answer is YES!

So, why is long-term content planning important?

Great question! Having a long-term content strategy gives you a sense of direction. It allows you to map out your content which not only allows you to see the full picture, but also keeps you organized. It ensures you stay consistent, and gives you the best chance at achieving ROI from your content efforts. Remember, consumers want to know your story—and the best way to tell it is through your content!

There are three main steps in creating a long-term content plan:

1. Set marketing goals
2. Audit or assess your organization's initiatives and assets
3. Identify the buyer's journey for your buyer personas

Set marketing goals

How will setting goals help you? They give you long-term outcomes to work towards, as well as short-term motivation. Remember to make sure these goals are SMART goals, which means they are:

Specific

Measurable

Attainable

Relevant

Timely

For example, one goal could be to get 10 new customers to join your wireless network by the end of the month.

Audit or assess your organization's initiatives and assets

Next, you want to perform two types of audits: content and event-based.

BEST PRACTICES FOR CREATING A LONG-TERM CONTENT STRATEGY

Content audit:

Here, you want to identify all of the marketing assets that you have at your disposal. Make sure you identify gaps or opportunities that could further your strategy as well. Another good tactic is to use resources you already have. Re-use some content that was previously successful!

Organize your content audit based on these categories:

- Content title
- Buyer's journey stage
- Marketing funnel stage
- Format or type of content
- Which buyer persona it's targeting
- Any additional notes that provide value or context

Also, look in places old content might be stored that you haven't checked before, like a marketing folder.

Event-based audit:

For this type of audit, you want to note any upcoming projects, events, or priorities that may need content creation. Organize your event-based audit by:

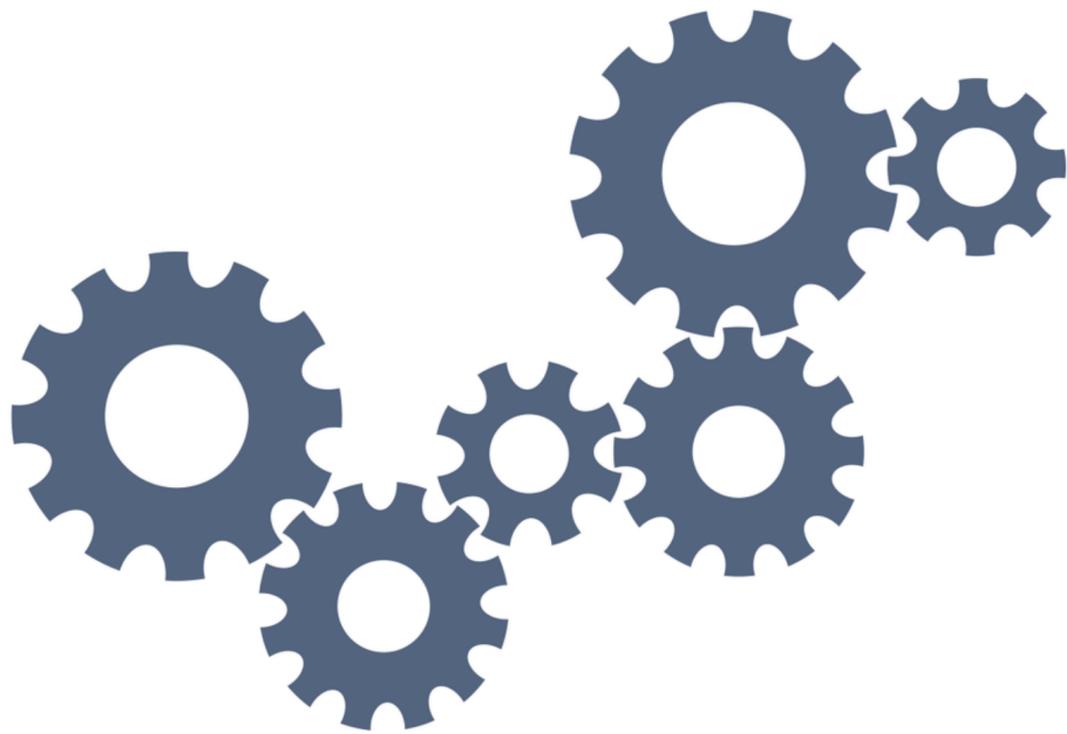
- Upcoming priorities by month
- Initiative overview
- Theme
- Prospective blog post topics based on your buyer personas
- Inbound marketing campaign that ties your efforts together

The goal is to tie every piece of content together so it is smooth-flowing.

Identify the buyer's journey for your buyer personas

Lastly, you want to make sure you are keeping your buyer persona's in mind and meeting each step of the buyer's journey so the odds of engagement are high. Meet them where they are! Show them that you care and want to help them through each step of the process.

BUILDING A CONTENT CREATION FRAMEWORK



THE IMPORTANCE OF BUILDING A CONTENT CREATION FRAMEWORK

If you're a content marketer, you wear a lot of hats. How do you manage all you need to get done in your short amount of time? This is where having a content creation framework comes in. Content creation means creating relevant and valuable content like blogs, e-books, and social posts for your audience.

Why is this so important?

A content creation framework will help you organize each step of the content creation process. It should be:

-Repeatable, organized, and agile

The goal is that it aids you in your process. Make sure it can be used time after time and organized enough that it breaks down your goals into smaller, easier chunks. Lastly, you want to make sure it is flexible, so if and when needs change, the framework can as well.

There are seven steps in building a content creation framework:

1. Conceptualize your content
2. Plan and set timelines
3. Create a workflow for content creation
4. Review content
5. Publish and promote
6. Organize it internally
7. Analyze the results

CONCEPTUALIZE YOUR CONTENT

Make sure your content ideas are aligning with industry trends. To do this, check out other wireless retailer's blogs or other online resources like blog topic generators.

PLAN AND SET TIMELINES

Timelines are essential to keeping you on track. Make sure it doesn't stretch beyond three months so you're staying laser-focused. You also want to have at least 2-3 content offers you want to create within this time frame. This will help organize your weekly content activities, like blogs, social posts, etc.

THE IMPORTANCE OF BUILDING A CONTENT CREATION FRAMEWORK

CREATE A WORKFLOW FOR CONTENT CREATION

It's best to identify who is going to be completing which tasks and what outside influencers will be contributing. Break down the work in specifics so everyone is on the same page. For example:

- Outline completed
- First draft completed
- Editing completed
- Design and formatting completed
- Published

This ensures the completion of the exact stages of content creation.

REVIEW CONTENT

When reviewing your content, make sure to double check that it has been edited. You want to...

Get authorization to publicly release your content

Get an SEO specialist to format and update website content

Work with your technical team to make website updates

When editing, you want to...

Set clear expectations to ensure that the reviewer knows what they're looking for

Allow for multiple rounds of edits (between two and four)

Make suggestions by tracking progress

Determine your editing timeline

Use a document to track changes and clearly identify roles in the reviewal process

This will guarantee that you're on track at each point in the editing process.

PUBLISH AND PROMOTE

How do you want to drive people to your content? Identify this and put your plan into action. Your promotion strategy must always reflect your business needs, so keep this in mind as well

THE IMPORTANCE OF BUILDING A CONTENT CREATION FRAMEWORK

ORGANIZE IT INTERNALLY

Set up a way to easily find previously-used content in the future. You can do this by creating a nomenclature system. This could include, for example, the content format, the buyer's journey stage, the campaign, and the year. It could look something like this:

e-book — awareness — wirelessaccessories — 2016
ANALYZE THE RESULTS

As always, you should measure the results of your framework to see what insights you can learn and make adjustments as needed.

FINALLY, THE RESOURCES

You'll need two resources for a content creation framework. These include your team, as well as tools.

The team's primary responsibilities include:

- Content management strategy
- Writing
- Editing
- Designing
- Coordinating responsibilities

The tools you may need include:

- Content management system (CMS) to create, edit, and publish your content
- Analytics (Google analytics or HubSpot are good go-to's)
- Planning and internal communication for shared documents and collaborative editing (example: Google drive)

Easy enough, right? Take it step by step and you'll be on your way to creating a reliable framework that will aid you in your entire content creation routine.

THE IMPORTANCE OF STORE REVIEWS



EVERYTHING A WIRELESS RETAILER SHOULD KNOW ABOUT STORE REVIEWS

Are you struggling to get good reviews? Don't know how to deal with poor reviews? Can't seem to increase your Facebook followers? We're here to save the day. Working with thousands of wireless retail stores has given us some insight into how to increase reviews, how to respond to them, as well as tips on how to grow your following.

The importance of reviews, and their impact on your business

What do reviews do for your company?:

Creates a strong brand reputation

Affects your local SEO—the more reviews and engagement you have with your customers, the more likely you are to show up at the top of the local search. Consumers now flock to social media review sites, with more than 90% of consumers saying they will check reviews before any purchasing decision.

Gives you a good reputation which helps with your local staffing and recruiting to validate that your business is a great place to work!

And lets not forget...an increase in sales! The bottom line is that people shop and spend more with trusted retailers.

It's all about the social platform

Which is the most popular? While there are various sites that customers can leave reviews on, the top three are Google, Yelp, and Facebook—in that order. Google surpasses all sites by a long shot, with 93% of customer's reviews being posted here. Yelp and Facebook have a mere 4% and 3% of these reviews. So if there is one takeaway, drive your customers to leave reviews on your Google pages, as this is where other potential customers will most likely look first.

EVERYTHING A WIRELESS RETAILER SHOULD KNOW ABOUT STORE REVIEWS

So, how many reviews should you have?

On average our best performing wireless retailers have an average of 150 reviews per location. The more reviews you have, typically the higher score, so the more the better! Here are some numbers captured from working with thousands of locations:

- The average Wireless Retailer has **less than 40 Google reviews per location** and an average **4.0 star rating**.
- Locations with less than 40 reviews most often have review scores in the 3's.
- While top performing locations have a **minimum of 150 reviews** per location with an average **4.6 rating**.
- And our very best performing retailer has a whopping **400 reviews per store** average with a total average review score of **4.8!** You can imagine what the impact is when a customer views one of their pages and sees that kind of activity. So the correlation here is if you can focus on driving more reviews, your overall brand reputation and review score will go up significantly along with your local SEO. Here are two ways to help drive activity:
 - Be more interactive and engage your sales staff to encourage a happy customer to leave a review. Also, make sure you're responding to all your reviews. Handle the negative ones, and thank the people who took the time to leave you a great review! This will give consumers more of an incentive to interact with your company as they see you are reciprocating.
 - Use our Reviews Generator Platform—we offer a service that helps increase your positive reviews while decreasing the negative ones. Our customers using this service have seen an **average increase of positive reviews by over 300%, while reducing negative reviews by 70%!**

How do you respond to reviews?

Engaging with and addressing your customer's problems is essential! And not only their problems, but their praise as well. If your customer took the time to give you positive feedback, you want to be sure to thank them.

EVERYTHING A WIRELESS RETAILER SHOULD KNOW ABOUT STORE REVIEWS

Here are some tips on how to respond to reviews:

- First, be sure to respond to ALL reviews!
- Be sincere and personalize your response—you want to convey that you really care about the customer's complaint and want to help in any way you can.
- Offer solutions—ask if they would like to be contacted to discuss the problem further. This will show them that you are serious about righting the situation.
- Keep it short and sweet—you don't want to overwhelm them with a long response. Get to the point as quickly as possible.

And, what about followers on Facebook?

Our largest wireless retailers have an average of 316 Facebook followers per location. Obviously, you want to get as many followers as possible and engage with those customers as well. How do you do this?

- Be visual-focused—having captivating images on your pages will likely attract more attention and engagement.
- Promote your local store pages on your website, other social sites, your email marketing, and with Boosted posts around the buying radius of your stores.
- Post often—no one wants to follow a page that barely posts content. However, make sure you aren't posting on the same platform more than once a day. Don't be overkill! Find a balance.
- Use contests—this is a great way for engagement! Be creative and keep it fun so people will be interested in participating.
- Create local Content—engage your local staff to promote local events, grand openings, new employees, smart phone training classes and more!
- Encourage every customer that visits your location to check in and follow your page. This is by far the best way to drive massive page growth, with many retailers adding 100-200 followers per month per store.
- Just like reviews, be sure to respond to all your facebook customer messages, comments, and questions!

Now you're a reviews pro. If you take everything you've learned here and apply it to your strategy, you'll likely see results—and fast.

HOW TO REPURPOSE CONTENT



TIPS AND TRICKS TO REPURPOSING CONTENT

Is coming up with new content ideas a hassle? Tired of the constant brainstorming? We're here to make your job a whole lot easier.

First, why is repurposing content important?

Content is the base of your content marketing plan. It attracts new visitors, strengthens your online reputation, and builds trust for your brand. As every content marketer knows, creating quality content can be difficult and time-consuming. That's where repurposing can come in. So, what are some other benefits of repurposing content besides freeing up some of your time?

- It gives you another opportunity to rank within a search engine's results.
- Allows you to reach a new audience—people consume content on different platforms.
- Supports the consistency of your message—A prospect needs to see or hear your marketing message at least 7 times before they take action and buy from you! (HubSpot.com)
- Helps you create content more consistently—50% of B2B marketers have trouble creating content consistently. (HubSpot.com)

Extending the value of your content

There are two ways in which you can reuse your content: republishing and recycling.

Republishing

This allows you to post your content on other websites besides your own. Some things to think about when republishing include:

- Using a canonical tag, which is an HTML element that tells search engines the article is republished content, to prevent duplicated content.
- Using a link at the beginning or end of the post that connects to your website.
- Having the source "NoIndex" their copy of the article which avoids duplicate content issues.

TIPS AND TRICKS TO REPURPOSING CONTENT

Best practices for republishing:

- Make sure you are reposting on reputable sites. Websites with higher domain authority will give you a leg up in search engine rankings.
- Only republish your best performing content.
- Update the headline of each republished piece of content.
- Wait at least two weeks before republishing.
- Include internal links throughout your posts so consumers can learn more about your company.
- Make sure your content fits the platform you are posting it to. Include a CTA when possible.

Recycling

Use the ACE method:

- A**adjust your content to the specific site/platform it is being posted to. Don't be afraid to add, remove, or re-word things.
- C**ombine related or unrelated content to provide new value and meaning.
- E**xpand on something you've already done to dig deeper, if possible.

Think of your content strategy like a tree. The roots are the supporting short-form content, like blogs, and social messages. The trunk is the initial long-form content offer, like an e-book. The crown is the repurposed long-form content. A good thing to remember is, **don't create content just to create content!** You want it to be valuable to your consumer and help them through any stage of their buyer's journey.

How to recycle content into a long-term offer

- Identify your content format and topic. (ex: video tips for iPhone users)
- Make a list of supporting subtopics. (ex: how to clean your charging port, tips to salvage your phone from water damage, and how to take better pictures)
- Choose the strongest supporting subtopics.
- Download or create a template for a guide.
- Recycle blog content and arrange them into chapters.
- Create the rest of the content that is needed to complete your "new" content.
- Update your CTA's.

HOW TO PROMOTE CONTENT

PROMOTION

HOW TO EFFECTIVELY PROMOTE CONTENT

Promoting your content is just as, if not even more, important than creating your content. What's the point of creating something if people don't know about it?

First, what is content promotion and why is it important?

HubSpot defines it as the distribution of content across a variety of media channels. The goal is to reach new audiences and maximize engagement opportunities. A good rule of thumb is to create less, and promote more. You want to get your message to the people who need it most! If done successfully, it can:

- Drive website traffic
- Improve audience engagement
- Aid buyers with purchase decisions

How to become a pro:

First, you should know the difference between organic and paid promotion.

Organic promotion is meant to increase the visibility of your content without spending money. Some organic channels to use include: SEO, email marketing, social media, live promotions (like events or webinars), influencer networks, or word of mouth. It is in your best interest to maintain posting organic content consistently.

Paid promotion is when you pay to reach a highly-specified audience. Paid promotional channels to use include search engine ads and social media ads. The best way to start out with paid promotion is doing a trial run with a small budget to see what works best for your company and your desired results. By using paid promotion you can:

- Increase the reach of your content
 - Attract new audience members and prospects
 - Help leads make better decisions about your business
- And, remember, if you are paying to promote content, make sure it's worth it! Only boost your best content.

HOW TO EFFECTIVELY PROMOTE CONTENT

Best practices:

Here are some tips on how to get started with your promotion.

Create a content promotion calendar—this will help you keep track of each type of communication

Use segmentation—target the right people who will be a good fit to your company, always keeping your buyer persona in mind

Customize messaging for each channel

Set the tone—think about the feeling you want your message to send

Communicate the value—define 2-3 benefits someone would gain from your content and include them

Match the distribution channel—personalize each message no matter the platform, and explore new ways of delivering your messaging

Experiment—try out the type of message, distribution channel, time of day, day of the week, and paid vs organic promotion to see which yield the best results for you

Optimize:

-Reach—share your content on social, include a link in your email signature, and always tell people about your content

-Engagement—consider how users will engage with your content and make adjustments based on the platform

-Conversion—include downloads, demos, links, and CTA's

Analyze your results—evaluate which platforms, times, and types of messaging work best for you and identify next steps.

MEASURING AND ANALYZING CONTENT



A GUIDE ON MEASURING AND ANALYZING YOUR CONTENT

If you're a content marketer, you know that your results are one of the most important things to consider when analyzing and/or altering your content strategy. Measuring and analyzing your content can help your company grow in brand awareness, customers, and more.

The importance of measuring and analyzing your content

What do you need to do to draw in new customers and keep old ones coming back? The answers are in the analytics of your previously-created content. Here's three reasons to evaluate your company's content performance:

1. To find out if your marketing efforts are driving sales
2. To discover insights and determine next steps
3. To document and report on progress to use in the future

Make sure you set SMART goals (Specific, Measurable, Achievable, Results-focused, and Time-bound). Are you advancing towards these goals in a timely manner? Are you behind or ahead of your goals? Do you need to adjust your content plan due to this? Ask yourself what insights you've gained so you can better prepare for future content efforts.

How to collect and interpret your data

There are six areas that should be at the center of your attention:

1. Brand awareness
2. Engagement
3. Lead generation
4. Customer conversion and sales
5. Customer loyalty and retention
6. Website performance

Brand Awareness

This can put your company at the top of the search engine ranks as well as the top of potential customer's minds. Decide which metrics and channels are important to your company specifically and be consistent with them. Stick to your SMART goals and track things that make sense for you specifically, for example, social media followers, reviews online, or mentions in the press.

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A GUIDE ON MEASURING AND ANALYZING YOUR CONTENT

What to do with your data after collecting it:

- Look at your results—did you meet your goals?
- Note any trends in content theme, format, promotion channels, and persona
- Group your content into categories and draw conclusions
- Identify your audience
- Have a conversation with stakeholders before you run a campaign—get a set of metrics for each stakeholder and build a dashboard that tracks each metric
- Have frequent meeting with your marketing team to review your campaign's performance and make any necessary alterations

With keeping your content in conjunction with your buyer personas, the positive results you yield should only grow and continue as you move along your content marketing strategy over time.

Again, always remember that your goal is to create valuable content for your audience. Analyzing your results will help you meet their wants and needs better each time.

GROWTH MARKETING



HOW TO DEVELOP A GROWTH MARKETING MENTALITY

Every company's goal is to continue its customer growth over time. But how do you do it?

First, what is growth marketing?

HubSpot defines this as an integrated approach to growing your business and optimizing your content marketing efforts through constant testing across marketing channels. New communication platforms are arising constantly, which gives you the opportunity to advertise in a variety of different places to get the maximum reach.

Next, how do you develop this mindset?

There are three steps to this process:

1. Know your marketing funnel
2. Have a framework to properly operate and improve your marketing funnel
3. Get buy-in on instilling a growth mindset with the rest of the organization

Know your marketing funnel

There are three stages to every marketing funnel: awareness, consideration, and conversion/decision.

Begin putting metrics into these stages. Some you may want to consider include:

- Traffic
- Qualified leads
- Qualified leads to SQL's (sales qualified leads)
- Conversion rate
- Cost to acquire a customer
- Repeat customer rate
- Month-over-month growth
- Year-over-year growth

After quantifying your metrics, you'll want to address any weaknesses within your funnel. Some examples of weaknesses include not getting enough traffic to make a conversion, or you are getting traffic, but they still aren't converting. Lastly, you want to note your funnel's strengths and continue with these practices.

HOW TO DEVELOP A GROWTH MARKETING MENTALITY

Have a framework - Use the bullseye framework!

- The center ring: this is your top three performing channels
- The middle ring: although these aren't as successful, they have the most potential to gain traction for your business
- The outer ring: these are your least successful channels, but are worthy of noting for the future

A good practice is to run tests for each specific communication channel. Each test should reveal:

- The cost to acquire a customer through this channel
- The customers available through this channel
- The customers in this channel that your company wants to have

Get buy-in on instilling a growth mindset with the rest of the organization

Good departments to include in this initiative are:

- The customer service, support and success team—they can get real feedback from customers about their problems and improvements the company can make
- The sales team—they talk to prospects regularly and have an understanding of why people choose to become customers or opt out
- The products and services team—they can use the feedback from the customer service, support, and success team to put what customers want more of into action

Growth marketing tips at a glance

- Facebook ads are great for targeting prospects as you can create custom audiences
- Podcast advertising can tell you where to advertise based on demographics, interests, etc.
- Secondary SEO—mentions on sites that rank well will help you get recognized and possibly gain traffic as well
- Use blogs in on-boarding emails and trials to educate new customers
- Add urgency which will lead to a higher chance of people taking action
- Talk to your customers directly and learn about their problems and how you can fix them

BECOMING AN EFFECTIVE WRITER



HOW TO BECOME AN EFFECTIVE WRITER

Does writing give you nightmares? Don't think you have that creative gene? We're here to prove you wrong.

Why does effective writing matter?

Writing is likely one of your main forms of communication with your customers and prospects, and helps shape an image of your brand in the minds of these consumers. Therefore, you want to make sure your writing is:

- Relevant and useful to your audience
- Helpful to the reader
- Cutting through the noise—make sure you don't sound stiff, boring, or uninspired!
- Educational and full of personality

You want to make sure your audience is your number one priority. Because, hey, they're the reason you're writing this content, aren't they? That being said, it's a good idea to use your audience's language so they are more likely to engage and understand the message you are trying to get across. This will breed trust for your company and may lead them to depend on you as a reliable source of information.

So, how can you attract and engage people with effective writing?

1. Start with an attention-grabbing headline—80% of people will read your headline but only 20% will read your entire piece of content! Make sure it is specific, and make it clear how it will benefit them. Come up with at least 10 different headlines and run them by a coworker for an extra set of eyes.

HOW TO BECOME AN EFFECTIVE WRITER

2. Choose a format—You'll want to choose the correct format for the type of content you're creating. For example, you could use: how-to, list, centered around a question, interesting data, quick tip, or "you should know this".

3. Pick the tone that matches your readers—This will help them resonate with your content more.

4. Help your audience do something or better understand a topic—Make sure what you're writing about is useful! The first step in this is understanding who your ideal reader is so you know how they learn new information, what their goals are, etc.

5. Add to the conversation—Don't just reiterate what other people have talked about! Make sure you're adding new and valuable information. To start, take some time to research what already exists on the topic.

6. Write for the way people search—Research the words people actually use to search you and your industry and use those words in your content.

7. Develop a structure—Readers should know what to expect. Be consistent with the structure of your content.

8. Present one core idea—Identify the main objective and, again, how the reader will benefit.

9. Support your brand messaging—Any piece of writing you create should reinforce who your brand is and why your audience should want to know you better.

10. Have a relevant CTA—Tell them what to do next! This encourages them to engage with you even further.

Edit for errors and poor grammar—This one seems obvious, but is extremely important! One small error could taint a consumer's image of your brand, so be as thorough in your editing process as possible.

HOW TO BECOME AN EFFECTIVE WRITER

How can you improve your writing?

Remember, first drafts are sloppy and that's okay! Send to a coworker or two to make edits. During the editing process, you want to cut out any unnecessary or irrelevant information you find. When checking for grammar and style mistakes, use these tips:

- Use contractions—this makes you sound more conversational.
- Write with simple language—making it understandable makes you seem more intelligent and capable.
- Use the active voice
- Be clear and concise
- Use short sentences and paragraphs—break it up so it's easier to read.
- Cut “fluff” from your writing—words like “actually”, “really” etc. create weak sentences.
- Adhere to a style guide
- Avoid jargon/acronyms—not everyone will understand what you're talking about. Make everything as clear as possible.
- Don't be snarky—be friendly and straightforward!
- Use spell-check—always double-check for any spelling mistakes.

So, there you have it. And you thought this would be hard! These tips will transform your worst writing nightmares into dreams.

BLOG POSTS



CREATING A POWERFUL BLOG POST

Looking to get more traffic to your site? More brand awareness? More customers? Writing blogs is a great way to help you in each of these areas.

Why does blogging help grow your business?

A blog is a form of communication where your company can post and promote new content relating to your business, and more importantly, your industry. Blogs help you attract, convert, close, and delight customers. Providing answers to questions customers may have will make them want to read your content, which turns them into visitors to your site. Use your blog to promote offers and next steps. This will help you stand out against competitors and build trust which is a main goal for potential or existing customers.

How do you create an effective blog post?

- Pick a topic and title.
- Format and optimize the post.
- Promote offers on your blog to increase lead generation.
- Add social sharing buttons to your post.

Pick a topic and title

Educational content is the best content! Try to answer the questions or issues that people are having. You also want to make sure you are writing about your industry and not yourself. This will give customers a better impression of your company if you don't come off too pushy and boast about your brand.

Before writing a blog, you obviously need a topic. It's a good idea to brainstorm a list of topics right off the bat, but in the end, make sure you pick one to focus on. Ask yourself these questions when considering:

- What are the most frequently asked Q's?
- What do your buyer personas need help with?
- What do you wish people knew about your industry?
- What are industry bloggers, social media and your competitors talking about?

CREATING A POWERFUL BLOG POST

You'll also want to do keyword research to see what your buyer personas are searching for. As far as titles go, you can start with a working title to narrow down your topic. Include a long-tail keyword in the title, which HubSpot defines as a primary keyword that is expanded upon with additional context. Make it as short as possible, as Google only shows the first 50-60 characters of the title in search results. Lastly, make the value of the post clear! What is the reader getting out of reading your post?

Format and Optimize the Post

Formatting your post is almost more important than your actual content! You want to make it as visually appealing to your reader as possible so they want to continue reading. To do this, you want to...

- Utilize as much white space as you can to give readers' eyes a break, and allow them to focus on the content.
- Use section headers, and bullet points or numbered lists to highlight key points.
- Bold important information to help readers quickly grasp key takeaways
- Use images to break up your text—put one at the top of every post to entice readers further.
- Optimize the post around the long-tail keyword. Include it everywhere possible like the title, URL, headers, body, etc.
- Include internal and external links throughout the post

Promote offers on your blog to increase lead generation

Promoting offers on your blog may help grow your customer base even further. Advertise your current offers and sprinkle CTA's strategically throughout your blog. Always have one at the end, and you can even include a passive CTA with hyperlinked text.

Add social sharing buttons to your post

Adding social sharing buttons gives readers easy access to share your post if they found it helpful. Remember that consistency and frequency is encouraged, and each new blog is a new opportunity to gain new visitors.

Creating blogs that contribute to your buyer persona's needs is a great step to help your business and customer base grow.

UTILIZING FACEBOOK





WHY WIRELESS RETAILERS SHOULD UTILIZE FACEBOOK

It's 2018—you know the drill. It's all about social. It's no longer a thing of the past, it's a MUST HAVE. We'll dive into the various reasons of why and how Facebook will help your wireless store.

1. Who isn't on Facebook?

If there's one thing you can count on, it's that all smart companies are on social—specifically, and first and foremost, Facebook. This fact alone is a main reason why your company should make sure you have a Facebook presence, as your competitors are most likely already on the platform.

2. Engage with consumers

Consumers flock to social media to follow their favorite brands. This is a way that you and consumers can create a dialogue and form a relationship. It is extremely important to humanize your brand and let them know that you care about their wants and needs and want to know how you can help in any way.

3. Recommendations/reviews

Facebook is one of the main platforms that customers leave reviews on. However, the platform recently changed to only allowing “recommending” or “not recommending” the company instead of rating the company on a five point scale. Regardless, this is a way for customers to express their opinions about your products/service on a public forum. Reviews are essential to the growth of your company, as people are much more likely to buy from you if they see that people have had a good experience with you previously. By not having a Facebook page, this eliminates this growth opportunity.

4. Local Content

Not only do you want to have a corporate Facebook page, but pages for your various store locations as well. This is where local content comes in, and can really expand your customer base. Consumers want to see specific promotions, events, etc. that their local store is offering, not just corporate content. They want to know what's in it for them, and know they can get it right down the street. So, post that volunteer day you had with your coworkers, or the grand opening party you're having for your store location. It'll pay off!



WHY WIRELESS RETAILERS SHOULD UTILIZE FACEBOOK

5. Stay relevant

To remain at the top of the minds of consumers, you should post frequently on Facebook. While they are scrolling through their feed, your brand's post will come up which, even if it doesn't warrant an action, will keep you relevant and at least keep them informed about what your brand is up to.

As you can see, Facebook is a must for your business. Using it frequently and growing your following will surely bring positive results. So, get to creating those pages!