

FIRST EDITION

CONTENT MARKETING GUIDE

ONE GUIDE ENOUGH TO TEACH EVERYTHING ABOUT IT





About Author

Hello friends,

I am Rajni Yadav, a content marketer by passion and engineer by profession. This book is written by me and in this, you will get everything. Simply, this book is an answer to all your doubts.

I have started this business of

Content

Marketing in September but at that time I didn't have much knowledge that

how I start. Then I learn from people and through this way, I got to proceed in this way. And today I can say

proudly

that - it is the first and best decision of

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Context

A woman with dark hair and glasses is sitting at a desk, writing in a notebook. She is wearing a white sweater. The background is a soft, out-of-focus indoor setting. A blue double-headed arrow is positioned above the word 'Context'.

- ➔ What is content marketing?
- ➔ Why content marketing?
- ➔ How can we start content marketing?
- ➔ What are the types of content?
- ➔ Types of content marketing
- ➔ Benefits of content marketing
- ➔ How much content marketers earn?

TheRajniYadav

- Know your audience -

Now, you know about your goal but don't know which type of people you have to execute your business. Then it's a waste of time. You can't judge yourself if you haven't the right audience to judge you for your work. Whenever you start with something then it will happen that there will be lots of audiences but not every audience will be good. They can't understand what you are offering and for whom. People with different niche are not for us. Only if you have the same niche as your target audience then will be able to meet your needs. Go for it, search them now

- Create a content calendar -

Now you have a goal, target audience but what are the contents should be for them. Plan it. Because planning is the most important part before execution. The more you plan, the more things will become better. And it will give you another new idea which can grow your business. There is a quote that - " *æŋ ʌ/•[} Ā ā@āā |æ āāā ā^ā āāā ʌ/•[} Ā ā@ āāā |æ āāā* " So prepare your content calendar now and implement everything with a unique piece of content.

- Create content -

Now you have a goal, target audience, calendar for content. It's time to execute all the things on a page or carousel. If you have content then people will eagerly look output at how things gonna happen. And they will be only interested in you if you have a unique and creative way to make things done. No matter it's a way of writing or doing at social media platform but extraordinary tools for creating content to the table and make this happen. Don't feel nervous because it happens with everyone, the first time you may fail to do it but next time will be yours. The only thing you have to do is - to start.

- Distribute and market -

It may possible that - you will get enough content but if you haven't several people to recognize it. Then your hard work gets ruin so quickly. Because it is impossible to reach more people.

What you will do then?

Distribute it and start marketing. The more you distribute your content, the more eyeball it will get. Similarly, if someone likes your content then you can start marketing. And it will enhance the power of your content and you can boost up your brand of content marketing. Start marketing now!!

- **Measure results**

That's the key part of the whole process. If you are not analyzing anything about your business. Then it is not possible to judge how much you growing with your business. And it's very important to know that - where you bring improvements, and where you have to get more progress.

When you get to know these things then everything becomes easy.

Try to maintain your statistics during working. It will help to grow your business much faster.

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There are infinite benefits of content marketing -

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Google loves content. It always waits for such kind of great content which drives more traffic on Google. This will help to organize the content according to rank and people can easily find qualitative content at one click.

- **QÁ'iã^•Á [|^Áæ^• -**

The best content has the power to attract people and convert visitors into clients.

That's why we give more priority to add keywords to our content. Good quality content always resonates with the minds of people. And provide all the necessary information about - what a customer needs?

- **Content Marketing lets you control the conversation -**

If any content explains everything to tole Then there is no need to do more and more discussion with clients for anything. They get understand by the content which you have given regarding products. It will minimize the wastage of time and let you for sales.

- **Content Marketing amplifies your brand awareness -**

Content Marketing helps a lot to give all details about the purpose, vision, mission, and goal of any brand.

Content helps to keep things in one corner of a page. With this, people don't need to worry about more research on any topic of the brand.

It helps to enhance the attention towards the brand.

- It's way less annoying than traditional marketing -

If we see things at earlier times then we get to know that - how marketing it was?

We went door to door for selling our products because at that time there is no space for social media and all.

But, after coming into the 20th century, things are going way better. Brands getting viral nowadays and everyone indulges in such things. That's why these skills of content marketing also changing the scenario of marketing. Only you need a mobile, content, laptop that's enough to make your brands viral.

- Grow your social media following -

Content Marketing helps a lot to grow. When you have e unique, qualitative services sample easily wanna attract a brand platform. In this way, you can grow your social media platforms too. Through this way, you will get more visibility to your product pages, websites, and another area grow, the more your brand will come over in front of people. And that is a good thing for your brand recognition.

- Makes life way easier for customer service/ sales team -

When you will write any profitable content which brings the good side of your brand in front of people. Then the other work becomes far easier for the customer service provider team and sales team. They don't have to put things much in the hands of customers. Because you have already given all the answers to their queries in their content.

We can easily understand through these features that - marketing is not possible without great content. Every brand hires an experienced content writer to come in front of people without many efforts. Because they know the value of content marketing before marketing.

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There are many types of content which you can create for your brand -

- Blogging
- Long-form content
- Case studies
- White papers
- Ebooks
- Infographics
- Template and checklist
- Video

These are such kinds of content that you can adapt according to your interest, and passion.

Content marketing is a marketing strategy that uses valuable, relevant, and consistent content to attract and retain a clearly defined audience. It is a long-term strategy that focuses on building trust and authority with your target audience. Content marketing can take many forms, including blog posts, videos, podcasts, infographics, and social media posts. The key to successful content marketing is to create content that is useful and engaging to your audience, and to promote it effectively.

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There are various types of content marketing and depends upon your interest you can choose any of these -

- Blog content marketing
- Infographic content marketing
- Podcast Content marketing
- Video content marketing
- Social media content marketing

Because if you want to explain to someone about content marketing then there is a simple answer - it includes things like ^a' &ca } d'ca } ^'ca [[\ • ca ^ [• ca &ca

The podcast is a new upcoming trend in the future. So try to build your skills way better. Grab any skills and get experience in by indulging yourself in such kind of activities.

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An entry-level with experience of less than one year can expect to earn an average total consumption (includes tips, bonus, and overtime pay) of INR 412,908 based on 7 salaries.

An early content career content marketer with 1-4 years of experience earns an average total compensation of INR 475,000 based on 42 salaries.

A mid-career content marketer with 5-9 years of experience earns an average total compensation of INR 757, 500 based on 12 salaries.

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[Kristin Twiford](#), Libris by PhotoShelter



In 2020, content marketing will continue to become more personal. Content marketers will act even more

like journalists, shifting the focus to real people, infusing their content with authenticity, and using formats like video to make the audience feel as close to the story as possible.

In 2020, #contentmarketing will continue to become more personal, says @KristinTwiford via @cmicontent. #CMWorld

CLICK TO TWEET

There is no doubt that - this skill gonna be great for young minds. If you are interested to write content, blog, infographics, video, etc. Then this career is surely for you.

But if you ask about my views then - analyze yourself first and find out your best skills which can make you far different from others. Try to make yourself unique from others.

As per Garyvee, he also focuses so much on personal branding instead of a 9-5 job.

So it's the best chance to adopt such skills and build the mansion of your brand.

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*"Never stop learning because life
never stops teaching"*

You should also not leave the habit of learning.



