



# Content Marketing Strategy

How to Maximise Your Digital  
Content to Grow Your Business

## Part 4

Compile Your Content &  
Mobilise Your Channels





# Introduction

When advertising your business, traditional marketing can only get you so far. To really get your audience's attention – to capture their interest and their trust – nothing works as well as content marketing; and that's something that needs intelligent strategy and planning to work well.

In this five-part white paper series, we'll discuss the process of planning, developing, and executing the content marketing strategy for your business; breaking it up into smaller, easier-to-consume mini white papers.

This is Part Four: Compile Your Content & Mobilise Your Channels

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## Maximise Your Content Marketing Strategy with Everlytic

Everlytic's digital communication platform gives you all the tools you need to create, launch, and track content campaigns across web and mobile. Use it to communicate personally, reliably, and automatically at scale.



# The Content Marketing Lifecycle

A content marketing strategy isn't created once. The most agile and effective strategies are constantly refined in line with customer interests, campaign results, and the market. In total, a standard content marketing cycle should consist of seven important steps that you repeat to some degree for every new campaign:







This white paper addresses steps four and five of this cycle: Know Your Content and Know Your Channels.



## Step 4

# Know Your Channels

The next step in developing your content strategy is to understand the sharing channels available to you, choose the ones that work best for your business and your audience, and find out how they can best be used. Scroll through the next few pages for a more detailed look at some of the most common channels, like:

-  Email
-  SMS
-  Voice broadcasting
-  Web push notifications
-  Social media
-  Public relations

By understanding the channels you use to distribute your content, you learn which ones work best for your audience and your goals. This can also help you to leverage the benefits of the different channels to implement impactful cross-channel campaigns.



## Step 4 Know Your Channels

# Email

Email is still the **most favoured marketing channel** across all age groups. **Mailbird** says that as many as **269 billion emails are sent every day**. And with **a global average ROI for email marketing of about 4000%** (thanks largely to email's low costs), it's profitable too.

Some of the best types of email content for driving engagement and traffic to your website are:

- ✓ **Welcome emails**
- ✓ **Promotional emails**
- ✓ **Blogs, guides, and original research**
- ✓ **Coupons and loyalty rewards**
- ✓ **Case studies and testimonials**
- ✓ **Interactive content** like surveys, quizzes, and polls

Email marketing is a great engagement tool for people who are already interested in your brand – this makes it ideal for lead nurturing, onboarding, and ongoing communications with your clients.

It's less effective for time-sensitive messages, like coupons, short-term specials, or notifications that need to be read urgently, like delivery notifications.

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Email marketing is a competitive space to be in. What is it about your emails that causes a reader not to open them? **This is what we've found.**



## Step 4 Know Your Channels

# SMS

SMS is an under-recognised marketing channel that can yield significant results when used correctly – especially in South Africa.

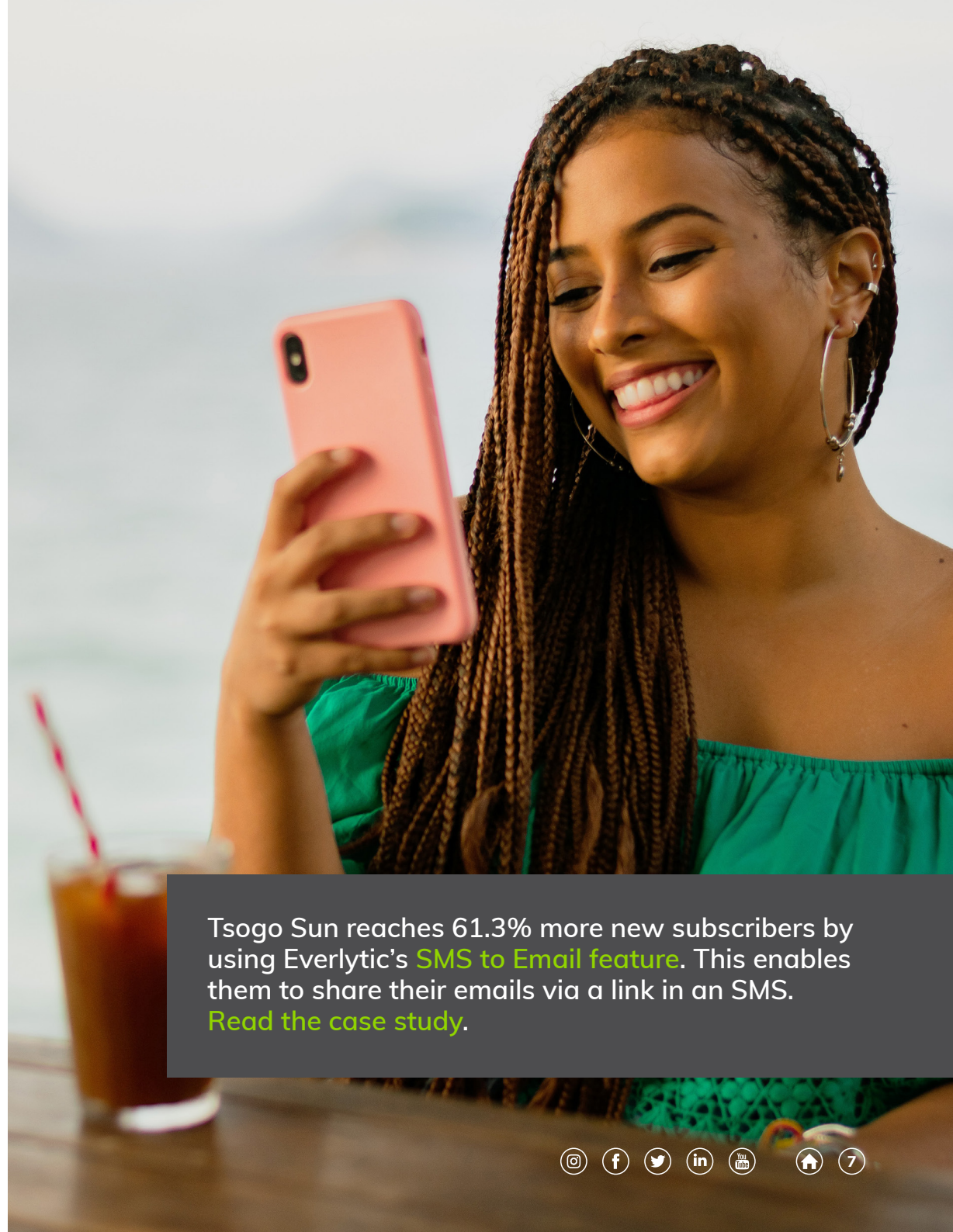
Why? Because it's cost effective, it has great geographic reach thanks to there being no need for data (important notifications are less likely to get missed), and it can be easily integrated into your broader content strategy. SMS also has the highest ad recall **compared to other channels**.

Some of **the best ways to use SMS** include:

- ✓ Product launches / sales
- ✓ Payment / booking confirmations
- ✓ Transactional notifications
- ✓ Shipping updates
- ✓ Loyalty programme updates
- ✓ Staff notifications / reminders
- ✓ Appointment reminders
- ✓ Payment reminders

As much as 85% of SMS popups are read within five minutes of being received. Because of this, SMS works best for short, time-sensitive messaging – the opposite of email.

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Tsogo Sun reaches 61.3% more new subscribers by using Everlytic's **SMS to Email feature**. This enables them to share their emails via a link in an SMS. [Read the case study.](#)

## Step 4 Know Your Channels

# Voice Broadcasting

Voice broadcasting (also known as robocalling) is a form of mass communication where you send a recorded audio file to a list of subscribers as a phone call; much like sending an SMS blast to your database, but with sound.

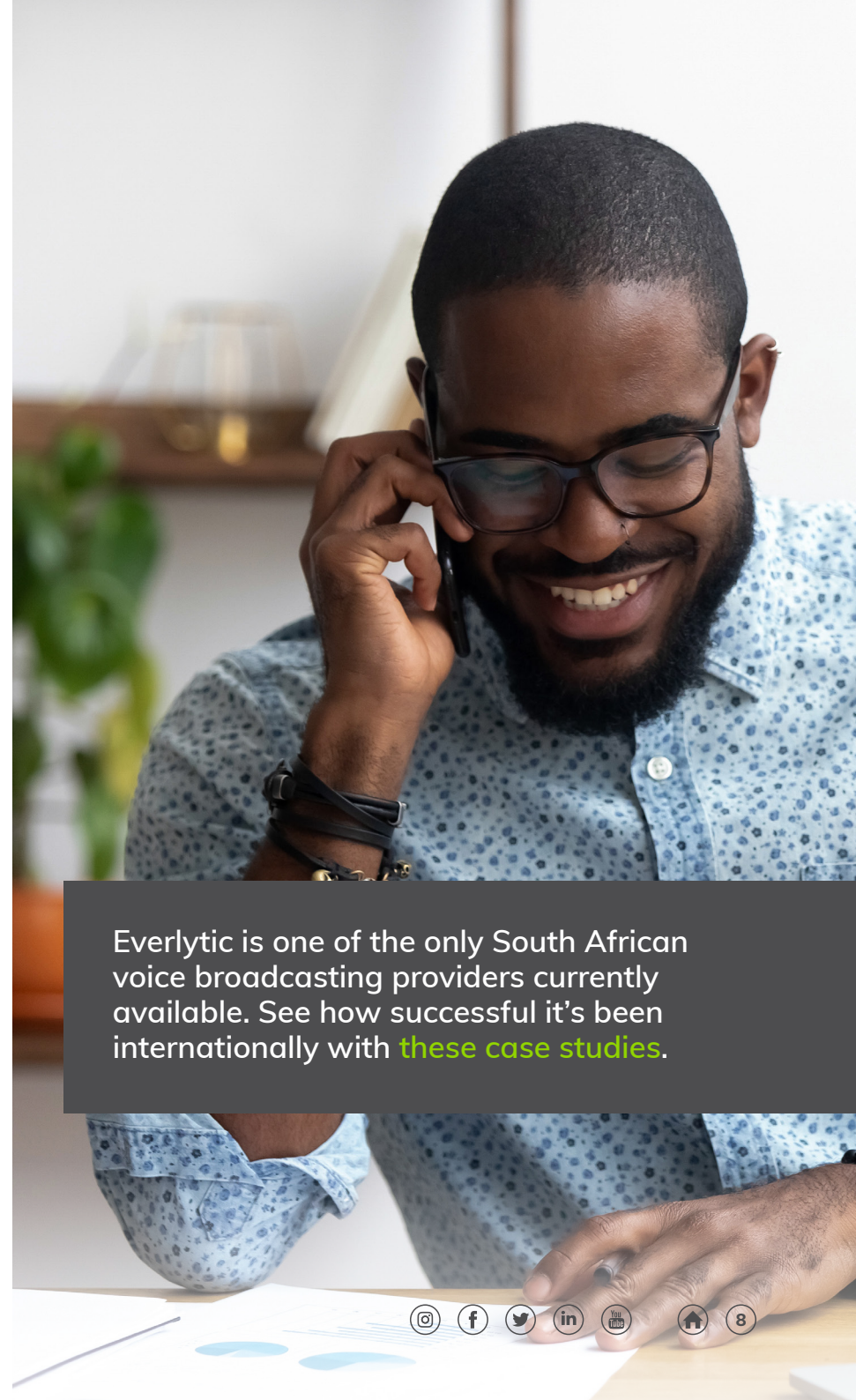
Not only is voice broadcasting cheaper than a standard phone call, it's also quick to launch, and it allows you to call your entire database concurrently, rather than one at a time. Text-to-speech technology enables you to personalise your messages with customer data too. And with the power of sound, you can easily communicate humour, emphasis, and attitude.

Voice broadcasting's use cases are extensive too. Some powerful applications include:

- ✓ Appointment reminders
- ✓ Delivery reminders (e.g.: your package will be delivered at 8am)
- ✓ Emergency broadcasts
- ✓ Fraud alerts
- ✓ Staff alerts
- ✓ Travel notifications (e.g.: flight delays)
- ✓ Product launches
- ✓ System downtime alerts
- ✓ Payment reminders
- ✓ Event reminders

Look beyond your preconceived ideas of automated voice calls. When implemented appropriately, they can differentiate your brand in an otherwise text-heavy marketplace.

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Everlytic is one of the only South African voice broadcasting providers currently available. See how successful it's been internationally with [these case studies](#).

## Step 4 Know Your Channels

# Web Push Notifications

Web push notifications are clickable messages that are sent from a business' website to their subscribers' internet browsers. You've probably seen them too. The opt-in requests often pop up when visiting a website, saying that the site wants to send you notifications.

According to [Neil Patel](#), web push notifications work similarly to mobile app push notifications (the ones that end up in your cell phone notifications tray), only they're sent from websites, not mobile apps, and they can be accessed on all devices.

Like SMS and voice broadcasting, push notifications work well for time-sensitive messaging and for connecting readers to longer-form content. Use it for new blog posts, press releases, news pieces, and other interesting information published on your site.



Visit [the Everlytic website](#) to opt in for our website notifications. And watch this space – web push notifications are due to be launched as an Everlytic feature soon too.

## Step 4 Know Your Channels

# Social Media

Marketing on social media is essential for building trust, maintaining your company's presence, and increasing brand awareness. Further, each social media channel draws such vastly different audiences that **Social Media Today** recommends creating different personas for each of your social platforms.

To guide you, get to know the typical audiences on each of the main platforms. We'll cover some of the top social channels over the next few pages, including research and stats from **Sprout Social**, **Entrepreneur**, and **Arthur Goldstuck**.



## Step 4 Know Your Channels

# Social Media (cont.)



Facebook is the leading social media platform with 2.27 billion monthly global active users and 68% of all adult social media users on it. Locally, the number of Facebook users in Joburg is substantially larger than other cities and while the youth are still strong Facebook users, the highest penetration is in the 31 to 40 age bracket.

Best **content types for Facebook**:

- ✓ Videos (pre-recorded or live)
- ✓ Posts with inspirational images
- ✓ Quotes, fun facts, and memes
- ✓ Quizzes
- ✓ Question and answer posts
- ✓ Blog posts & curated content
- ✓ Free resources

Video ads on Facebook can help guide your audience through the sales funnel. **Read this article for more.**

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## Step 4 Know Your Channels

# Social Media (cont.)

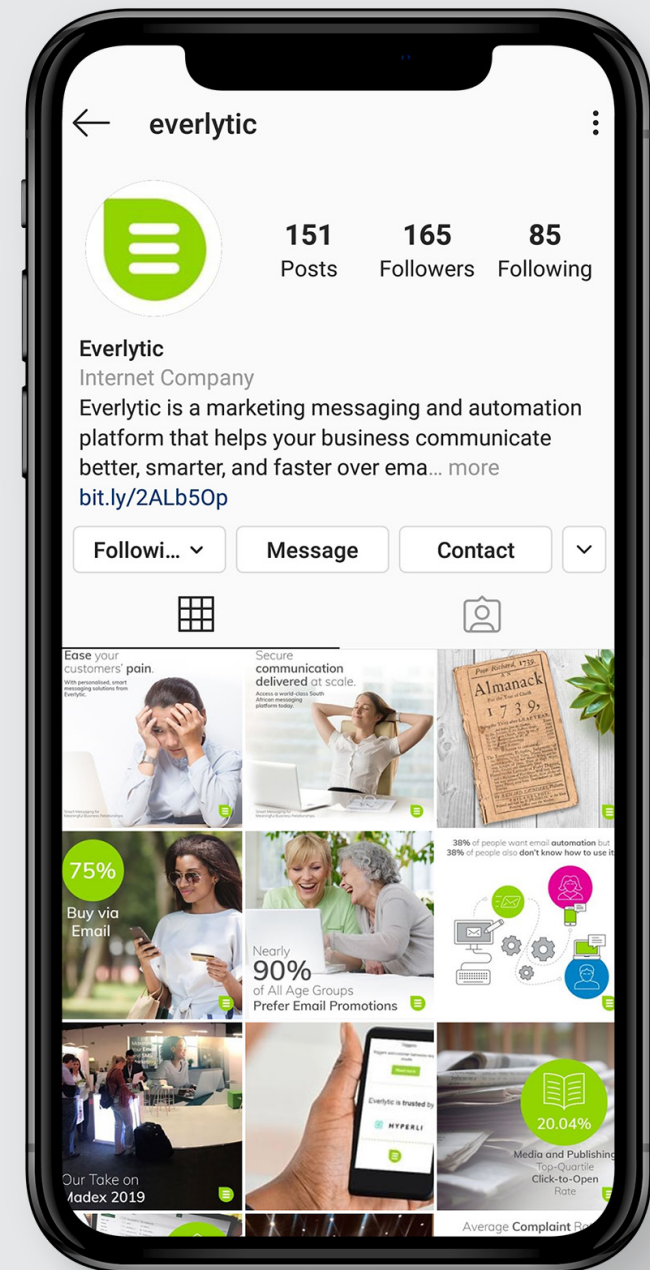


Instagram is very popular, with as much as 1 billion monthly active users worldwide. Its local popularity has also grown substantially in the last few years (73% in 2018 alone). The audience, however, is much younger than Facebook, with the bulk of the global audience under the age of 29.

Best **content types for Instagram**:

- ✓ Behind-the-scenes photos
- ✓ Tutorials
- ✓ 'Ask me anything' posts
- ✓ Thought leadership videos
- ✓ Video interviews
- ✓ Trending content
- ✓ User-generated content
- ✓ Before-and-after pics
- ✓ Influencers using your products
- ✓ Quotes
- ✓ Stories

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## Step 4 Know Your Channels

# Social Media (cont.)

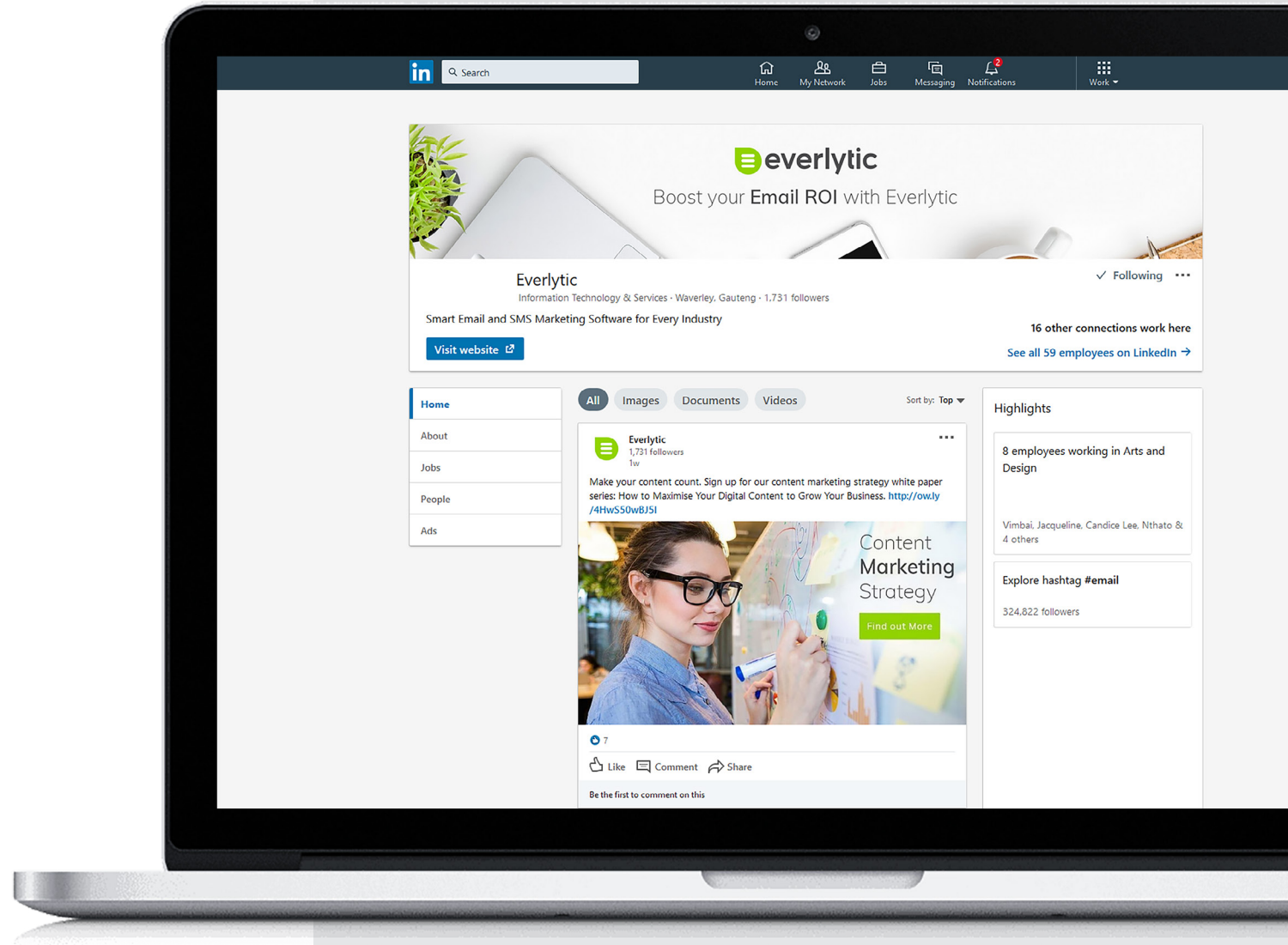


LinkedIn is less popular with only 590 million registered users, but it's niche focus has made it the leading B2B social media marketing platform – even locally. **Research by Arthur Goldstuck** shows solid growth in the South African market over the last few years, especially from staff at small and medium enterprises.

Best **content types for LinkedIn**:

- ✓ Videos, including series and case studies
- ✓ Images with stats
- ✓ Product launches
- ✓ Company wins
- ✓ Highlighting company leaders
- ✓ Event registrations
- ✓ Curated content
- ✓ Thought leadership articles
- ✓ Original research
- ✓ Jobs & career info

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## Step 4 Know Your Channels

# Social Media (cont.)



Twitter is another staple in the social media space and, globally, it's preferred by urban and suburban people in their 20s. Local growth has been strong over the last few years too, especially with social movements like #feesmustfall, #metoo, and #noexcuse. Use it to start and join important and topical conversations in your industry.

Best **content types for Twitter**:

- ✓ Polls
- ✓ GIFs
- ✓ Short videos
- ✓ Supporting visuals
- ✓ News
- ✓ Blog posts & curated content

If it isn't already, social media should be an integral part of your content marketing strategy. Check out **Buffer's Guide to creating a social media marketing strategy** for in-depth tips.

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## Step 4 Know Your Channels

# Public Relations

According to **Forbes**, public relations (PR) is “a strategic communication process that builds mutually beneficial relationships between organisations and their publics.” It’s a way of using free (and sometimes paid) media, news, and magazine platforms to share and generate news about your company as a contributor to bigger-picture topics and goals.

In contrast to advertising, however, PR is often considered ‘earned’ media, because it focuses on adding value rather than selling a product or service. By joining or starting a conversation around a topic of interest, you position yourself as a thought leader, contributor to the market, and a voice worth listening to.

PR content can include:

- ✓ Press releases
- ✓ Opinion pieces
- ✓ Thought leadership
- ✓ Interesting articles
- ✓ Research pieces

Public relations and social media are great channels for drawing people to your brand, as they connect with your target audience in a non-confrontational way on channels where they’re already spending time. When done well, this builds trust, drawing them to you.

[View our Guide to Inbound Marketing](#)

## Step 5

# Know Your Content

Once you've got a handle on your audience and the channels you'll use to connect with them, it's time to start thinking about the type of content you want to generate.



### Blog Posts

**Simple Marketing Now** says regular blogging can add compounding SEO value to your site, draw people to your business, and educate them about your industry, expertise, and the services / products you offer. By including research pieces, infographics, and content that's relevant and valuable to your audience, it can help position you as a leader in your space.

Read more about building a blogging strategy



### Email Newsletters

As much as 94% of South African email users check their email multiple times a day. So, as a business, it makes sense to use email to connect with them. Email newsletters **are especially valuable** as they can build relationships, develop your position as an expert, and help market to your most engaged audience: your subscribers.

Read more about email marketing on our blog



### Research Pieces

Research pieces are bigger, meatier pieces of content (like this white paper series) designed to educate your audience. This amplifies your position as an expert, offering rich insight that readers can't otherwise get from things like blogs and newsletters. By becoming a trusted advisor to your audience, you build loyalty and advocacy for your brand.

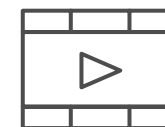
Check out Everlytic's other white papers



### Podcasts

Podcasting is like Netflix for radio. You subscribe to channels you like and listen to the episodes you want to hear at a time that suits you. According to **Smart Insights**, it can be valuable in some businesses and industries as a tool to attract new audiences, build loyalty and trust, and drive sales.

Get tips on creating a podcast strategy



### Video

According to **Dreamgrow**, videos boost trust, engagement, social shares, SEO, sales, and they have great ROI (they even boost welcome email click-through rates by up to 96%). Plus, with videos being so easily consumed and accessible on mobile, it helps you connect with a much wider audience on the go.

Read about developing a video marketing strategy

# What Makes You Different?

It's one thing planning a content marketing strategy, and it's another planning one that's effective. According to **Joe Pulizzi**, the one thing that'll kill your efforts is boring content. In other words: you must do something different to show your readers why they should choose your business over your competitors.

To consistently create meaningful content, **Usability.gov** says that each piece of content should:



### Reflect your company goals and user needs

Refer to your content marketing mission statement regularly to stay in line with what you want to achieve and why.



### Understand how your users think and speak

Your client personas will help you decide what kind of language to use and how youthful / serious / academic / irreverent you should be in your content.



### Share content that's useful to the audience

Nobody likes parting with their money unless they believe it serves them. So instead of just trying to sell your products or services, or sharing content just for the sake of sharing content, you should focus on adding real, tangible value to your clients by giving them insight that will benefit their lives – stuff that you, as an expert in your field, are qualified to tell them.



### Be consistent in your style and messaging

Develop a style for your brand, so followers become familiar with your tone and the type of content they'll get from you.



### Stay up-to-date and factually accurate

Update your content with new information when it becomes available. This will increase the chances of other websites and professionals using you as a credible source of information.



### Be accessible and easy to find online

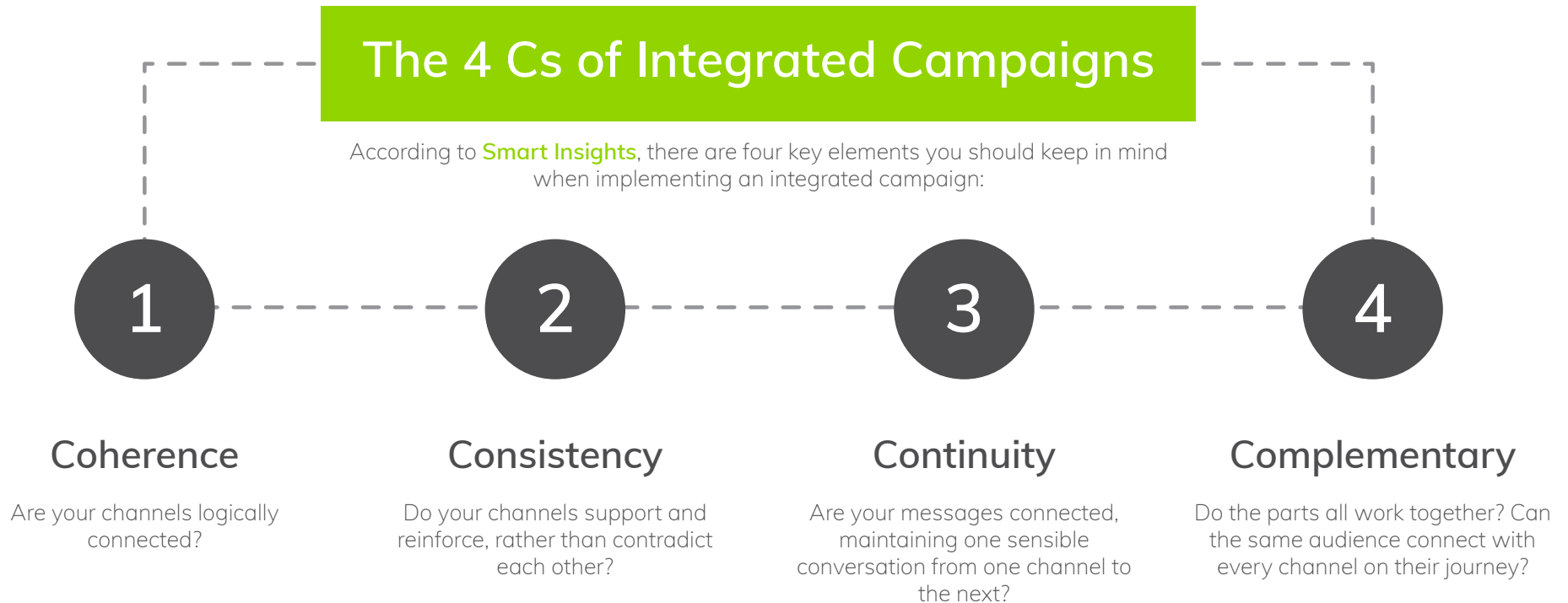
This relates to your position online, in search engines, and navigationally on your website. The easier it is for people to find your content, the more likely they are to consume it.



Work in a typically boring, complex, or undifferentiated industry? Read **CMI's tips on how to make your content stand out.**

# Integrated Campaigns

Many businesses fall into the trap of only using one marketing channel or using each of their existing channels in silos. But this is less effective than an integrated campaign that takes prospects on a journey across multiple channels.

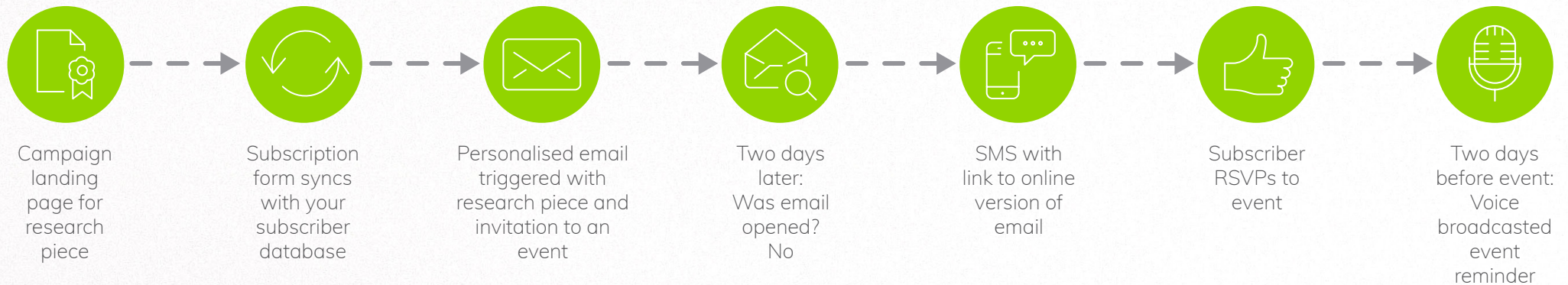


Keep these elements in mind when piecing your content together. Smoothness and sensibility between channels is essential to the effectiveness of an integrated campaign.

Look at these **great examples of integrated campaigns**.

# Run Integrated Content Campaigns Using Everlytic

With many of your digital marketing channels in one place, Everlytic can help you build and manage integrated content marketing campaigns across multiple channels.



With our automation, personalisation, and reporting functions, you can trigger customised, relevant messages to go out at exactly the right time in response to customer behaviour.

Onboarding, lead nurturing, content campaigning...

You name it.

**Everlytic's got you covered.**

**Book a meeting** today so we can show you more.

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[sales@everlytic.com](mailto:sales@everlytic.com)



"Everlytic to me in one word would be empowering. Everlytic has really empowered my team to be better marketers, provide better service and communications to our clients, and better content to our customers. The support team at Everlytic is really amazing and this is the reason why I've had such a long relationship with them."

- Leigh de Jamaer,  
Property24

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