



Content Marketing Strategy

How to Maximise Your Digital
Content to Grow Your Business

Part 1

The Content Marketing Lifecycle



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 One: The Content Marketing Lifecycle

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Enhance Your Content Marketing Strategy with Everlytic

Everlytic is a digital messaging platform that helps your business communicate personally, reliably, and automatically using bulk email, SMS, and voice broadcasting – at scale.

Use it to integrate content from multiple channels into one intelligent campaign. This helps you to simplify the execution of your content marketing strategy and optimise the overall customer experience.



Defining Content Marketing

According to [Content Marketing Institute](#):

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

But that's just part of a much more complex definition. So, let's go deeper by exploring **what content marketing isn't**.

Many companies have a limited perception of how content fits into their broader marketing strategy. For instance, many believe that content marketing is:

✗ About the content itself

This results in companies creating content for the sake of getting attention from customers. It doesn't tie into any larger company purpose and its impact is short-lived.

✗ A more effective way to sell

According to an article from [the Content Marketing Institute](#), content marketing isn't necessarily any faster, cheaper or more effective at converting leads into customers than traditional marketing. Rather, its value is in the quality of the customers, not the quantity.

Visit us at www.everlytic.co.za or [click here](#) to schedule a meeting.



“[Content marketing's] power lies in its ability to produce a better customer, a more loyal customer, or a customer more willing to share his or her story with others – which compounds the value he or she provides to the business.”

- Robert Rose, Founder and Chief Strategy Officer, The Content Advisory

Adjust your perception of the role that content plays in marketing. The best content strategies realise that content isn't just a box to tick – it's the legacy and psychology of your brand.

Why a Content Marketing Strategy?

Content marketing strategy goes beyond content marketing. According to **the Content Marketing Institute**, content strategy delves deeper into the creation, publication, and governance of useful, usable content. It seeks to manage content as a strategic asset across the entirety of the organisation.

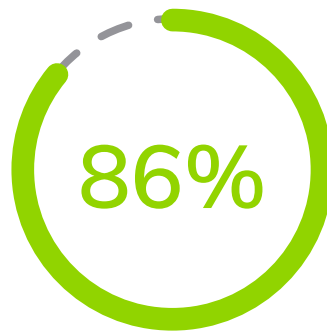
*"Your content is your **most valuable** business asset."*

- Scott Abel, Founder and CEO, **The Content Wrangler**



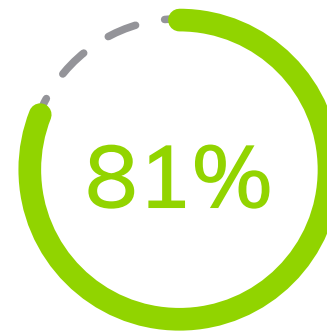
of the most successful marketers have some kind of strategy backing up their content.

(Express Writers)

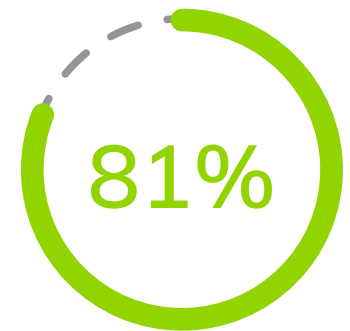


of highly effective organisations have someone in charge of content strategy.

(Neil Patel)



align teams around common missions / goals



easier to determine which types of content to develop



The two biggest benefits of a documented content marketing strategy

(Content Marketing Institute)

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:



Look out for the next four parts of this white paper series where we'll explore the steps of this lifecycle in depth.

Get Everlytic for Your Content Marketing Lifecycle

Get in touch today, so we can **schedule a meeting** and show you more.

Everlytic's features support you at multiple stages of your content marketing strategy.



Email Marketing

Create eye-catching email campaigns that engage your audience.

[Read more](#)



Database Management

Simplify your database management with smart subscriber-list management tools.

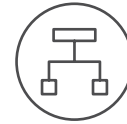
[Read more](#)



SMS Marketing

Create personalised and engaging SMS campaigns.

[Read more](#)



Marketing Automation

Nurture leads and on-board stakeholders with workflows and automatic-response emails.

[Read more](#)



Voice Broadcasting

Send a recorded message to your subscribers as a direct phone call.

[Read more](#)



Landing Pages

Customise attractive landing pages that match your brand and speak to your audience's distinct interests.

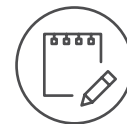
[Read more](#)



Transactional Messages

Deliver high volumes of personalised, system-generated emails and SMSs.

[Read more](#)



Subscription Forms

Grow your database and collect user information effectively. With our drag-and-drop form builder, it's easy.

[Read more](#)



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"Everlytic takes all the stress out of managing our many newsletters and mailing lists. It's a truly world class product with a great support team. It has saved us a lot of money, time and anxiety over the years. In fact, I hardly think about Everlytic most weeks – it just does the job for us, quickly, quietly, and well. That, for me, is an ideal service."

- Alistair Fairweather,
Mail & Guardian

Mail & Guardian

