

## Content Marketing Tips

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- ❖ How HerBusiness Operate
  - They're an online community that provides training and mentoring and resources for women who are growing their own business. They tend to focus mostly on marketing.
  - They help systemized, leverage their businesses, build their teams all across business, get more customers and get more engagement and provide how they'll be creating content when they really don't know where to start.
- ❖ How HerBusiness Started with Content Marketing?
  - Started their first a newsletter in 1997 where a lot of people still didn't have email addresses
  - Launched their website about that time
  - Over the years they've always adopted the new way
  - Had a blog very early on 2008
  - They've done webinars, podcasts, live streams, tele classes, ebooks downloads, checklist, all at the same time.
- ❖ Tips on Creating Content Marketing
  - Identify your target audience
  - Finding what place to take
  - No to content without conversion
  - Think about the end goal of your content
  - Repurpose your content
  - Create a content like storytelling
- ❖ What content to produce for small businesses?
  - Look at what you are solving everyday
  - Determine the questions you get all the time from your customers
- ❖ How to apply content promotion into business?
  - You need to have a track strategy. You need to have a way to get people on your website.
  - Drive them from your own page on Facebook or through your e-mail newsletter or emails you're sending because you give them your website URL. Or it could be like out on your podcast.
- ❖ Successful form of content promotion
  - Video
  - Facebook Live
- ❖ Biggest Mistakes that people make
  - Spreading content too thin
  - Not Repurposing
  - No Consistency
  - No Call to Actions
- ❖ How to identify what content is working and what is not?
  - So with something like blog or website just look at Google Analytics so you went through posts you've had.