



James Schramko here. Welcome back to SuperFastBusiness.com. Today's topic, the power of content. How to make your content work better.

So for quite a few years, I've been practicing and teaching a synergistic content marketing campaign called [OwnTheRacecourse](#). That combines SEO, social media, video, email, and of course the important concept of ownership, and all the other elements that contribute to overall content marketing. I encourage you to maximize the audience of your content in order to get more traffic, more shares, more links, more profits, more opt-ins.

There was a report from iMedia Connection that echoes this. They said that as technology evolves and the Web landscape changes, businesses need to get onboard with the newest strategies and techniques to delivering content to succeed. So here's how to do it and why you need to do it.

Building your concept

Start with a great concept by thinking about who your audience are. Who are they? What engages them? What ideas excite them? What do they like? Have some goals for your concept. Are you going to improve user experience? Are you increasing conversions for new visitors, for repeat visitors, for people who purchased in the past? Are you getting brand exposure so that you can increase your conversions and edge out a competitor?

Making the concept work

Second part of this is making sure the concept works across multiple disciplines and multiple platforms. You'll save time, effort and money that should include a landing page so that you can accumulate links and contribute to your SEO efforts.

Businesses with 40 landing pages get seven times more leads. So get rid of this notion that you can only have one landing page. You can have as many landing page as you want. Each landing page can be specifically targeted to a specific customer. And those with over 40 landing pages get 12 times more leads.

Here at SuperFastBusiness.com, you'll see that there are many many landing pages. There's pages for [OwnTheRacecourse](#), there's pages for [Wealthification](#), there's pages for the [live event](#), there's pages for [websites](#), [traffic](#), and [coaching](#). There's also individual podcasts on a specific topic, and they turn into a landing page of their own.

Use video because people remember 10% of what they hear, 20% of what they read and 80% of what they see and do, as long as you're talking about the emotional aspect. And what's more emotional than a video?

Wistia is a great video host if you're using videos. That's what we use.

Focus on one message per piece of content. Too much information distracts viewers. Cut the fat. Write your story and then take out all the extraneous stuff. You'll probably notice a trend on SuperFastBusiness podcast that they're usually short, that they're information packed, and they're not full of fluff.

Walk before you run. Use talking points. Know that some of these facts are quite important and should affect the way you do content marketing: By 2017, online videos will make up about 70% of consumer traffic, blog posts with videos get three times as many inbound links, 63% of B2B marketers rate videos as effective.

Other crucial points to consider

When it comes to social media, you need to provide content that is interesting and "meaty." Think about these stats: social media sites and blogs reach 8 out of 10 web users, it's overtaken pornography as the number 1 activity on the Internet, 189 million

Facebook users are mobile only; so make sure your content is easy to use on a mobile device; 87% of B2B marketers use social media to distribute content, 78% of professionals use content on LinkedIn to get industry news, 73% use it to get new ideas in the industry, and 60% of major companies have gained customers through Twitter.

Here are some other crucial areas for your content: Email. Interesting email content will improve email engagement metrics, 65% of recipients prefer emails made up mostly of images, 35% prefer text-heavy ones. So be sure to include an image in your email.

Pinnable content or high quality infographics make pages more attractive and easier to share on Pinterest. You'll notice we have an infographic under the topic "Power Of Content." That accompanies this podcast. I do that because it's pinnable, it's shareable, it's high value. Content with compelling images get 94% more views than those without.

Bloggers and influencers are definitely worth reaching out to. If you can get a feature on a popular blog, that's worth traffic for you. If it's a relevant market, that means sales. And seed campaigns. You can actually start traffic with paid campaigns.

Customizing your content

Now here's how you customize your content: 90% of consumers think custom content is useful, 82% of consumers look at companies more positively after reading custom content, 78% of CMOs consider custom content to be the future of marketing, 61% of customers are more likely to buy from companies that deliver custom content, and 50% of consumer time online is spent on custom content. So I hope it's clear. You need to customize your content. Make something that's never been on the Internet before.

Documenting your content strategies

Document your content strategies: 60% of B2B marketers find that documented content strategy is very effective in planning, distributing and analyzing. Markets get more competitive, marketers get sharper each year, and consumers become more discerning by the click so you need to step up your game where your content is concerned. And get content experts to help you out on your website or your blog. Make sure you get a team.

If you [need some help with some content](#), our team can help you with that too. If you'd like me to help you with your business, I do that at SuperFastBusiness.com/membership. I'm happy to coach you in your online business.

For this podcast, I want to do a shoutout to Search Engine Watch, HubSpot, iMedia Connection, Demand Metric, business2community.com, hp.com, Wistia.com, Marketing.linkedin.com blog, TopRank blog, HubSpot, Fast Company, Search Engine

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