



## Smart Tips To Power Up Your Content Marketing

### Content hacking in 3 parts:

#### 1. Great content

To get results, content must be high-quality, unique. It must impart wisdom, wisdom being the sum total of experience over an extended period of time, a viewpoint or an insight that nobody else is talking about. What you want is viewpoints, experience. You want to sum them up as lessons. You need to get a connection happening from person to person.

#### 2. Direct people somewhere

Content must be combined with a funnel. It might lead to a free ebook, an inquiry, a sales page. There must be at least one funnel.

#### 3. Amplification

You must amplify your content somehow. If you simply wait for results to come from your content, you may wait forever. Amplification may be in the form of SEO, paid media, Adwords, Facebook, what have you. What matters is that you proactively distribute your content.

### Levaraging content

From one quality piece of content, you can extract material for numerous emails, videos, social posts, etc. The question is, how do you keep the subject from wearing thin? Won't consumers tire of hearing the same content over and over?

#### There are three answers to this:

**1. There is very little chance that consumers will see every single piece of content you put out.** Good open rates for emails are 20 to 30 percent, meaning 70 to 80 percent of your list are not reading them. The organic reach of Facebook is about 1 percent, so if you have 1000 fans, only 10 are likely to see your post.

**2. If you really want to avoid content wearing thin, you can delay posting.** If for example a piece of content goes onto Facebook one day, you can post it on LinkedIn 30 days later.

**3. Come up with a cross section of great content.** If there is one key subject that you know your audience wants to hear about, come up with numerous different ways to talk about it. Use lots of stories, especially, to hold your audience's interest.

### The power of stories

You'd be hard-pressed to find a better means of marketing communication than stories. Stories appeal to people's emotions - they kick off the right brain response, bypassing the editor in us, the part that doesn't believe. They are anecdotal proof, which is a great way of starting off content. They are also a non-pushy, elegant way of selling, of persuading people towards your viewpoint.



There are four story-driven frameworks you can employ in your content:

**1. First person case study**

This is telling your own story, your own experience, in first person.

**2. Client case study**

In this framework, you present the before and after success story of a client.

**3. Third party case study**

Here you do research on people who are not clients, and tell their story of benefiting from your product, service, etc. It is basically borrowed proof.

**4. Branded tip sheet**

This framework, which may be the most powerful, borrows celebrity proof. Some sample headlines are Tony Robbins's Best Advice to Sales People, or Elon Musk's Secrets to Sales Success.

**Go viral or aim for evergreen?**

Virality gets you an immediate spike in views and reactions, and this can be achieved by riding on events or trends of the moment. Much more valuable, however, is evergreen content that is so amazing and robust that it could be amplified for months on end, remain relevant and powerful, and keep generating leads and sales.

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