

How to Get Inside Someone's Mind and Stay There



The business owner's guide to content
marketing and confident copywriting.

JACKY FITT

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For Thomas, Phoebe and Esmée

“There are people who make things happen.

There are people who watch things happen.

There are people who wonder what happened!

Which are you?

To be successful *you* need to be a person who *makes* things happen.”

Jim Lovell, Apollo astronaut

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About the author

What is this book going to do for you?

This book is a starter guide to content marketing, focusing on how to create and effectively manage the content you generate and the fundamentals of good copywriting to help you deliver it confidently.

What is content marketing? Content marketing is the creation and delivery of relevant and valuable information by businesses to help them stand out, influence and engage more customers - all with the aim of increasing profit.



Is it new? No, it's not. Smart businesses have been using ways to get to know and keep hold of good customers by giving them information, advice and support for years and it works. With the arrival of the Internet and fast digital printing the delivery of content is changing but people's desire for useful content has not.

How does it differ from direct marketing? Content marketing differs simply in approach; where direct marketing is the 'direct' approach, for example ads and mail-outs sent directly to recipients requesting action, content marketing concentrates on engagement first: making valuable information available to people that are looking for it, can benefit by it and will change their habits as a result – often producing more long-term, loyal customers.

Rather than banging on the doors of our customers and demanding notice, content marketing is about growing your profit through being found, befriended and invited in.



“The real fact of the matter is that nobody reads ads. People read what interests them. Sometimes it's an ad.”

Howard Gossage



Why now? Today, we have more ways of getting our information to our customers than ever before. The Internet and social media mean that people are actively looking for what you offer, so what are you doing about it?

What's next? We'll look initially at who you are and how you define yourself as a business: what you offer, what makes you different and your key messages. These elements are all part of your brand. And it makes no difference whether you are a sole trader or a global corporation; your brand is the key to how people will remember and engage with you – all of which is fundamental to your content marketing strategy.

We'll then look at how to identify and find the customers that will be looking for you and how you can deliver content to them using different media and good copywriting techniques. Giving your customers what they want is paramount and you need to do this confidently to attract and engage them.

Whether you are starting out, growing or a well-established business, this book will help you:

- **engage more effectively with the people that matter most – your customers**
 - **get the most from the words you use to talk about your business**
 - **be recognised as more professional**
 - **raise your profile**
- and most importantly*
- **boost your profit**

You see an advert for a local restaurant in the paper and you're tempted. That same day a good friend tells you about another restaurant: "... the food was great and the service even better. They've got an offer on this month you'll find it on their Facebook page or website – they even share recipes and their chef's top cooking tips!"



Which restaurant are you going to book?

*“The most valuable real estate in the world is the corner of
someone’s mind.”*

Chapter I

What's in a brand?

Brand: *n & v – n. 1a particular make of goods. B an identifying trademark, label, etc. 2 a special or characteristic kind (brand of humour) 3 an identifying mark burned on livestock with a hot iron...*

Concise Oxford Dictionary



Today, the word ‘brand’ in business describes so much more than the dictionary definition above. Yes, it is the name for a trademark or label but in business a brand describes the whole ‘package’, not just the badge, it’s about what you stand for.

Successful brands make themselves attractive to people who want to engage and buy from them because they respond to the brand’s primary function. This function or purpose is why the business exists; it helps shape its values and it doesn’t change.

In 1925 Henry Ford placed an advertisement for his cars, which summarised his vision of: “opening the highways to all mankind”. These words were revisited by President and CEO Alan Mulallay in 2012, as, through the better use of resources, sustainability, clever design and a positive contribution to the world, Ford still holds to that vision today and it continues to shape what they do.

People today care about the brands they buy. They want to know about their vision, history and values so that they can feel they are making the

best buying decisions for themselves, their businesses and, more and more today, the planet.

Knowing what your brand stands for means you'll be confident in communicating it to others as a true reflection of your business.



Your brand matters.

The brand of a business is not simply its logo, through its function or purpose it is also...

- **the quality of the product or service**
- **the feel of the packaging the product arrives in**
- **the attention to detail of the sales person**
- **the speed in which your query or complaint is answered**
- **the language and tone of voice you use to attract your attention**
- **the care and support offered after you have made your purchase**
- **the professionalism of your website and business literature**
- **the work in the community of the business**
- **the way you and your employees behave**
- **you**



“Simply put, a brand is a promise. By identifying and authenticating a product or service, it delivers a pledge of satisfaction and quality.”

Walter Landor¹

And by using this promise you can build an audience, extend the reach of your engagement through effective content marketing and grow your profits.

Walter Landor again: “Products are made in the factory, but brands are created in the mind.”

“Interesting content is a top three reason people follow brands on social media.”

Content+



Today, brands have to work harder to engage their customers over and above the direct sell and traditional shop front approach. It's important to move with the times to compete with the more nimbly minded operations that spot the emerging trends for greater engagement with customers on a range of different platforms and media. That's what content marketing is all about.

“Content is an important piece in all of our marketing efforts... extending our messaging through content is a great way for us to continue to convert our customers from simply seeing a message to considering our brand.”

**Walter Frye, Director of Entertainment Marketing
& Sponsorships, American Express**



Creating shareable content is also making brands think more creatively about what their customers actually want to hear, as a route to creating greater loyalty, trust and, ultimately, greater sales.

“Content is critical for us because it’s the currency that drives our relevance and therefore consumer consideration for our brand. And content for us lives first and foremost in the offline world through our hotel guest experience. This is how we ensure that what we do and say is authentic. Then we extend it to online to continue the dialogue with existing guests and their network (our prospects).”

**Dan Vinh, VP Global Marketing,
Renaissance Hotels at Marriott International**



In 2012 Virgin Mobile launched Virgin Mobile Live, a social newsroom that features new music, apps, and web memes and shares its content across a range of communities including Twitter, Instagram, Facebook and BuzzFeed.

“It’s also about deepening the level of engagement we have with our fans in the social communities they hang out in.”

Ron Faris, Head of Brand Marketing at Virgin Mobile



Big brands, big bucks you may think YET the principles that apply to big brands, their brand behaviour and content marketing strategies are exactly the same for smaller businesses and will create greater engagement and growth as a result.

“You can’t be everything to everyone but you can be something to someone.”

**Andrew Davis, author of
*Brandscaping: Unleashing the Power of Partnerships***



No matter how small your budget, start thinking like the brand you want to be and let's begin...