

How to create content that will get your business noticed

April 13, 2016 by Nazley Omar



Every business needs to market itself in order to attract customers. Find out how you can write compelling content that will get your business noticed

The most important thing is to know your audience. Executive coach Penny Holburn says knowing about your audience leaves you better able to write copy targeted specifically to their needs and wants.

“It’s important to understand their lifestyle, age, needs, wants, problems and concerns. Research what they read, what they listen to, what publications they read and which social media platforms they use, and then place your copy in the specific media your prospective customers pay attention to. Once you know your potential customers you can write copy that talks about how your business can solve their pain and problems, and meet their needs and wants,” she says.

Holburn suggests the following tips for writing content that will get your business noticed:

Establish profiles on social media sites

You need to know where to reach your target audience before you can speak to it. Research which media, websites and apps they use and then establish accounts on platforms such as Facebook, Instagram, Twitter, Snapchat and Pinterest. Post content regularly, at least once a week, and try to post at the same time every day or week.

Make your content newsworthy

Don't make it look like you are advertising or selling something. Write fresh, interesting and current content as this will result in people organically sharing your content. Try to link your articles to industry news and current events. Produce different types of content such as articles, videos, podcasts and images to attract different audiences.

Make your content easy to share

Upload your content, or links to it, on all your social media platforms and include links to your website. Ensure that your accounts are set up so people can easily share your articles or links with others.

Partner with bloggers and celebrities

Research which bloggers, thought leaders or celebrities have the widest reach in your industry and send them free samples. Request that they mention your product or business on their social media or blogs. Having a well-known, respected person mention your product is sure to create a buzz.

Partner with established brands

Analyse which companies, with a loyal following, offer products or services complementary to those offered by your company and pair up with them for a campaign.

Ask your contacts to spread the word

Ask your friends, family or colleagues to read the copy to see how they perceive it and whether or not it gets the message across. Then ask them to share it with their friends on Facebook and Twitter. The more people that share your content, the better.

Keep your message credible

Don't make wild claims. If you can back up claims with research, results or testimonies this will increase your credibility.

Keep the message short

Write no more than 500 words and make sure there is lots of white space as people tend to steer away from text-heavy copy. Eliminate anything that is redundant, and keep it on point.

Include details

If you are promoting something, give customers all the information they need, such as where and when your product or service will be available. Be sure to include your business address, phone number and website.

Have a very good headline

Ensure that it is catchy, topical, newsworthy and to the point. The headline must make the reader want to read further.