Content: Creating rather than buying

By Athar Naser

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People are attracted to content marketing for a number of reasons. One of the biggest reasons is that digital distribution channels such as social networks, blogs and even their own sites have made it possible for brands to become content creators themselves rather than needing to sponsor traditional media channels.

Business no longer has to rely on media publishers or content creators as the gateway or the gatekeeper to an audience. Content can now be created, not bought.

This means that you, as a business owner, have to be in the business of creating and sharing useful and relevant articles, blog posts, images, videos, infographics, white papers - and whatever other content your consumer might find valuable - over your web real estate.

Understand your target market

Before you can create this content, you need to understand your target market, which takes some research, time and effort. But once you do, you're empowered to create bespoke content that's tailored not only to your consumer's needs, but to your brand's needs and requirements in terms of content, too.

To be successful within content marketing, as a brand you must in essence think and act like a publisher in the way that Redbull, Unilever, Coca Cola, P&G, American Express and many others have done. You can bring in new staff or leverage off your existing staff for ideas and content.

Many companies in fact already have a wealth of content locked up in old vaults and drives - think about case studies you did last year, consultations that went well, successful business pitches etc - once you start digging you'll be amazed at how much value you can 'unlock' from within existing assets.

ABOUT ATHAR NASER

I specialise in content marketing and native advertising - two areas that I have been involved in strategically and on a ground level for many years. My media career has spanned a variety of senior roles that have lead me to start my own content agency with my personal vision - one of high quality service, products and innovation. My clients now benefit from and are part of this vision.

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