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CONTENT CREATION: JUST ANOTHER BUZZ PHRASE? OR SHOULD I START CREATING SOME?



With more and more audiences turning to alternative sources of online information, are you in position to reach them with the appropriate content they are searching for?

Enter Content Creation. What is it anyway? Content creation is the process of generating topic ideas that appeal to your target audiences; creating written, audio or visual content such as technical papers, blogs, videos, training modules, webinars, podcasts and other formats. These different types of content all contribute to one thing, informing your target audiences (customers, potential customers, principals, potential new ones, distributors and contractors) about your company, products, services, areas of expertise and most importantly, your value as a partner and why they should continue to engage with you.

Sounds logical, but what do you do with it once you create it and what should you expect? Every piece of content you develop can be utilized in multiple ways.

Any content you create can be:

1. posted on your website
2. emailed to your customers
3. emailed to your distributors
4. published in an online newsletter or print magazine
5. distributed regionally to your geographic territory through a 3rd party database
6. posted on your YouTube channel (if you don't have one, start one)
7. included as a link in future eblasts to your contacts creating additional action items for them to engage... just to name a few.

Creating useful and meaningful content for your audiences will increase your website visits, form submissions, phone calls and increase the number of touch points you have with each of them so they remember you.

Yes, these can take time to develop and create, however, if you don't have the inhouse resources or time to develop and promote your own content, [Strategic X Marketing](http://www.strategicxagency.com) is here to help you.