

MC-UPDATE

Practical content marketing
advice - every month

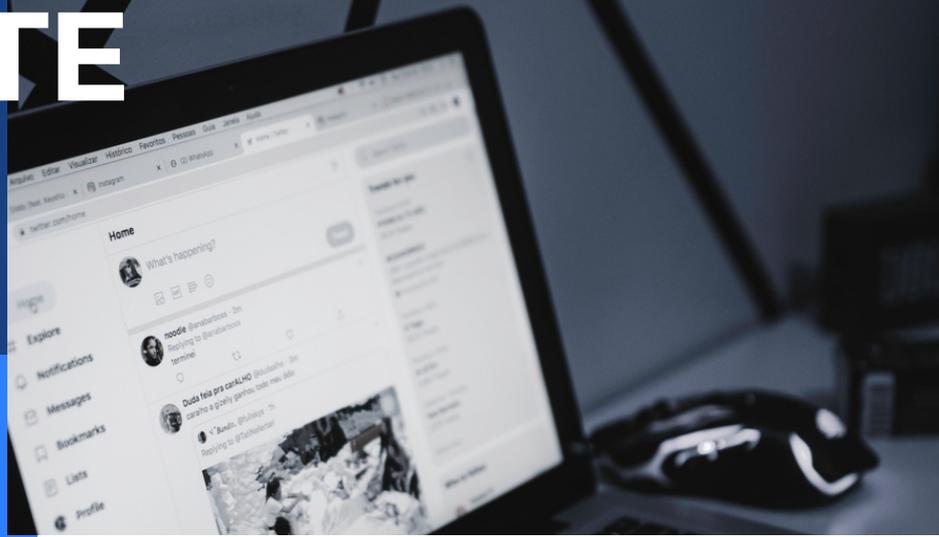


Photo by Isabella Mendes from Pexels

NEWS YOU CAN USE (AND SHARE)

Help keep your company front-of-mind with your customers with added-value news

Are you sharing news about your sector on your website or social media?

Why not take this a step further and increase your company's value to your customers?

Here are a few ideas to try. For example, you could explain to your customers how this news could affect them. Or explain how it could be a new opportunity.

You could look at the issue from a different or unusual angle that they might not have considered.

Practical help and advice from your expert employees is another way you can add value to the news you're sharing.

If you've had a customer with a similar problem, how about creating a mini-case study? You could use a written one, a video, or even a mini-podcast.

Sharing added-value content can help build your reputation as a thought leader in your sector.

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HOW BEING AN 'AGONY AUNT' CAN HELP ESTABLISH YOUR EXPERTISE

This unusual way of helping your customers with their problems is a great, practical way to show your expertise.

Like cartoons, 'Agony Aunt' columns are one of those items we can't resist reading. So, why not turn this to your advantage and showcase your expertise at the same time?

It may sound like a mad idea; however, an 'Agony Aunt' page on your website or as a section in your podcast or newsletter helps build your expertise. It's different, engaging, and fun.

Here are a few ideas. First, have a look at the case studies/success stories you've created. Ask customers if they have a question they would like answered, or ask your sales team about problems or issues that customers mention in conversations.

"We can't resist reading about other people's problems, so why not use this to your advantage?"

Finally, look on your social media feeds for topics that are getting attention. Social media can be a rich source of ideas. After all, real-life problems are always the most interesting ones. So who is going to be your 'Agony Aunt'?

Your 'Agony Aunt' could change each issue depending on what you decide. So it could be someone in your organisation who is an expert on that issue or problem. Or you could create an 'Agony Aunt' persona, using information collected from different sources.

Whatever you decide, this could become a popular part of your marketing.

TOP TIP OF THE MONTH

The power of print

Big brands have kept using print customer magazines and newsletters alongside their digital content because customers keep ones they find helpful. So how can you adapt this idea to your company?

Start with a one or two-page newsletter with practical help, advice, thoughts about current issues, and so on. Tips for using your products are popular, as well as case studies and success stories.

Other ideas you try:

1. Share interesting ideas and statistics from recent research, books, or conferences.
2. Give customers a look behind-the-scenes.
3. Highlight a charity or good cause your company is helping.

Extra Tip - Add a little something different: a cartoon or a funny overheard quote.