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5 WAYS TO TARGET YOUR CONTENT BETTER



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INTRODUCTION

Creating meaningful, authentic, lasting connections is one of the main objectives of digital marketing, where the focus is on offering high quality content in a relevant context to create a rich, personalised experience for your target audience. And, in terms of search engine rankings, good quality content has always performed well because it achieves Google's main aim – returning information which answers the queries of the user, in way that's relevant, useful and provides a great user experience (UX).

Here's the science bit...

As we covered in our [eBook](#) not so long ago, there's a real science behind content marketing. Or at least, there should be. Rather than a case of plucking ideas out of the air, throwing your ideas into WordPress, pressing 'publish' and waiting with your fingers crossed to see what sticks, take a more strategic approach. Innovation and creativity certainly have their place but if you want to achieve real success you need to make sure your content is properly targeted.

Here are our top 5 ways to create content that meets specific needs and intent (with links to further resources that you might find useful)...

1. BE CLEAR ABOUT WHAT YOU WANT TO ACHIEVE

Here's an exercise familiar to every marketer: clarify your objectives. Define what success looks like in concrete terms and be as specific as possible. Vague objectives will lead to mediocre results. This will help to focus your content ideas to ensure relevancy.

- What messages do you want to communicate and image do you want to convey?
- What behaviour do you want to drive? What action do you want customers to take?
- How will the content support your wider marketing strategy and commercial goals?
- How will you measure success?

Your content marketing objectives need to be aligned with your business' overall commercial goals and support your wider marketing strategy. Common objectives include increasing traffic to your website; driving conversions (sales, sign-ups etc); and creating brand awareness.



2. KNOW YOUR AUDIENCE

You want to deliver content that resonates, cuts through the crap, makes the impact and drives up your conversion rate. This simply isn't possible (at least with any consistency) if you're relying on assumptions about your target audience and their online behaviour. Every piece of information you can gather is gold dust that will help you to:

- Identify customers' values, goals, challenges and interests
- Create engaging content that meets their needs
- Deliver it in the optimum format, place and time

 <p>Chad: Busy Professional</p> <p>Demographics</p> <ul style="list-style-type: none"> • Age: 35 – 55 • Will spend \$ on Quality food/drink • Daily coffee = important • Enjoys Social Media • Needs to be up to date • No time for lengthy articles <p>Goals</p> <ul style="list-style-type: none"> • Wants Quality, upscale coffee • Coffee to share a office • Must be delivered <p>Market Size</p> <ul style="list-style-type: none"> • 335,000 - 369,000 <p>Quote</p> <p><i>"I use to like going to coffee shops but now I work so much I just don't have the time. What I want is good coffee right here where I work. I don't have time to go out to get it."</i></p>	 <p>Sally: Busy Mom</p> <p>Demographics</p> <ul style="list-style-type: none"> • Age: 30 – 55 • Time strapped: career & family • Spends very little time on herself • Coffee = an indulgence • Internet proficient • Enjoys & shares on Social Media <p>Goals</p> <ul style="list-style-type: none"> • Drinks high quality craft coffee • Wants coffee delivered • Learn about coffee: share on Social <p>Market Size</p> <ul style="list-style-type: none"> • 5.6 Million <p>Quote</p> <p><i>"Oh, I love coffee. I love REALLY good coffee. I just don't have the time anymore to sit at a coffee shop and enjoy it. Life is really busy, but I would still love to have a great cup to enjoy in the morning and weekends."</i></p>	 <p>Heston: Coffee Guru</p> <p>Demographics</p> <ul style="list-style-type: none"> • Age: 20 – 35 • Enjoys the <u>art</u> of drinking coffee • Knowing his coffee is as important • Enjoys researching each roast • Very active blogger / social media <p>Goals</p> <ul style="list-style-type: none"> • Drinks & reviews the BEST coffees • Know details about EVERY bean • Variety and novelty is important <p>Market Size</p> <ul style="list-style-type: none"> • 1,800 → influences ~200,000 <p>Quote</p> <p><i>"I live to drink the best quality coffee I can find. It's a thrill to find a rare blend and roast that is aromatic, tantalizes the tastebuds, and perks the mind and body. I want to know the story behind every cup I drink, too."</i></p>
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Source: Strategy D

Creating buyer personas, which give a snapshot of your target customers' purchasing patterns, interests, motivations, and challenges, is an excellent starting point for you to dig a little deeper into your audience and identify the right topics, formats and distribution methods for your content.

- How and when they use the internet
- The search terms they use
- The way they interact with your content
- Their social media activity

Download the ebook [Understanding Your Digital Advice](#) to explore this topic in more detail.

3. KEYWORD RESEARCH

While keyword-stuffing was long ago consigned to the ghosts of SEO past, [keyword research](#) is still a vital to inform your content strategy. How can you create relevant content for your audience without an insight into what they're searching for?

Volume is important, but the focus should be on quality as well as quantity: not 'how many?'; but 'how many of the right kind?'. This reiterates the importance of the previous point, as effective keyword research requires an understanding of searchers' intent.

According to Search Engine Land:



The user intent of a keyword is the goal of the user typing the search query, and it typically falls into three categories: Do something, know something, or go somewhere. In fact, there's often more than one intent per query

Think about what people search for at different stages of the buying cycle. At the start of their searches, potential customers are likely to search for problem-based keywords, eg: 'How to dry out a smartphone'.

Further into the buying cycle, they tend to type in solution-based keywords, eg 'waterproof smartphone cases', while branded keywords tend to be used at the decision stage: 'Samsung Smartphone preserver case review'.

Get into the [mindset of a customer](#), who is more likely to use natural, casual language than industry jargon or the terms you use to refer to your business. Once you have assembled lists of key terms and questions, use [Google AdWords Keyword Planner Tool](#) and [Google Trends](#) to quantify search volume and which of these should be the focus of your efforts. Ideally you're looking for the golden ratio of low competition and high volume.

Consider the value of long tail keywords (phrases of 3 or more words) that have less volume, but may bring more targeted visitors to your site:

Broad Keywords	VS	Long-tail Keywords	
	General to your business High search volume Lots of competition	Specific to your business Low search volume Little competition	
	These are difficult to rank & get traffic for. The visitors from these keywords are less likely to become leads.	These are easy to rank & get traffic for. The visitors from these keywords are more likely to become leads.	

Source: HubSpot

4. TARGET KEYWORDS TO OPTIMISE YOUR PAGES

Having identified the most relevant keywords for your content, you need to use them strategically to help you rank when target audience are searching, so that your audience can find you.

As well as ensuring that your keywords (or [variants of them](#)) appear naturally in your copy, use them in:

- page titles;
- H1 headers;
- image alt tags;
- meta descriptions.

This last point – the meta description – is perhaps the most important. This can be a make-or-break deciding factor in a user's decision about whether your content is relevant to their search query and worth checking out. Imagine you're creating an advertisement when creating your meta title and meta description, after all, you want to tempt searchers to click on your listing in the search results. They should include the keywords you're targeting for that page, but in an appropriate descriptive and interesting manner.

5. TRACK PROGRESS AND TWEAK YOUR APPROACH AS NECESSARY

People can often forget that a content strategy is a process that needs ongoing refinement and not simply an activity.

Landing page stats in Google Analytics allows you to learn a lot about the progress of your strategy, including:

- how your content is developing your traffic (New Users/New Sessions).
- how well your 'similar content' lists or CTAs are working (by analysing bounce rate).
- how well your content is performing against specific goals (Goal Conversions/Goal Conversion Rate).
- how your content is performing across various platforms (Attribution Modelling).
- whether you're successfully reaching your target market (Demographics tracking allows you to see a breakdown of visitors to your site by gender and age group and interest categories).

For more info, see the blog [Analytics and content marketing – what to look for and where.](#)

What are your visitors searching for when they're on your site?

Set up Site Search to track what visitors are typing into the search box on your website. This data gives you important insights into what your customers want, in their own words, so that you can tailor your approach to better meet their needs. For example, you may need to fine-tune your internal search function if a high proportion of people are leaving your site following their search rather than clicking on any of the results presented. [Find out how to set it up.](#)

GET IN TOUCH WITH US TODAY

ABOUT US

Click Consult is a multi-award winning search agency and winner of the FSB's Digital and Social Media Business Award 2016. Working with SMEs, we turn social media and content marketing into measurable returns on a brand's budget.

Our [website](#) features a comprehensive [resource](#) page, full of useful eBooks and actionable insights. We also write a [blog](#), where you can find an abundance of search marketing tips.

If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

Find out how Click Consult can help you with all of your search marketing needs, call:

0845 205 0292



WHAT OUR CLIENTS SAY

"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership."

LloydsPharmacy Online Doctor

"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"

Adjustamatic Beds

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