

8 Creative Content Marketing Strategies and Ideas to Try



1 Be sure that it is relevant to your brand or incorporates your products

→ Teach your audience how to use your products. Whether this is a product demo video or a blog post, when readers take away something of value from your content, you're earning their trust as a resource.

2 Creating High-Value Content Is Key With Gated Content

→ Gated content can only be accessed if a user relinquishes their personal information (email address or phone number), which can then be leveraged for email and SMS marketing techniques to send these users promotions, newsletters, and more.



3 Behind the Scenes Access

- GIVE YOUR CUSTOMERS A LOOK INTO YOUR BRAND!
- EARN THEIR TRUST WITH BEHIND-THE-SCENES ACCESS
- BE AUTHENTIC
- SHOWCASE YOUR RELATIONSHIP WITH INFLUENCERS



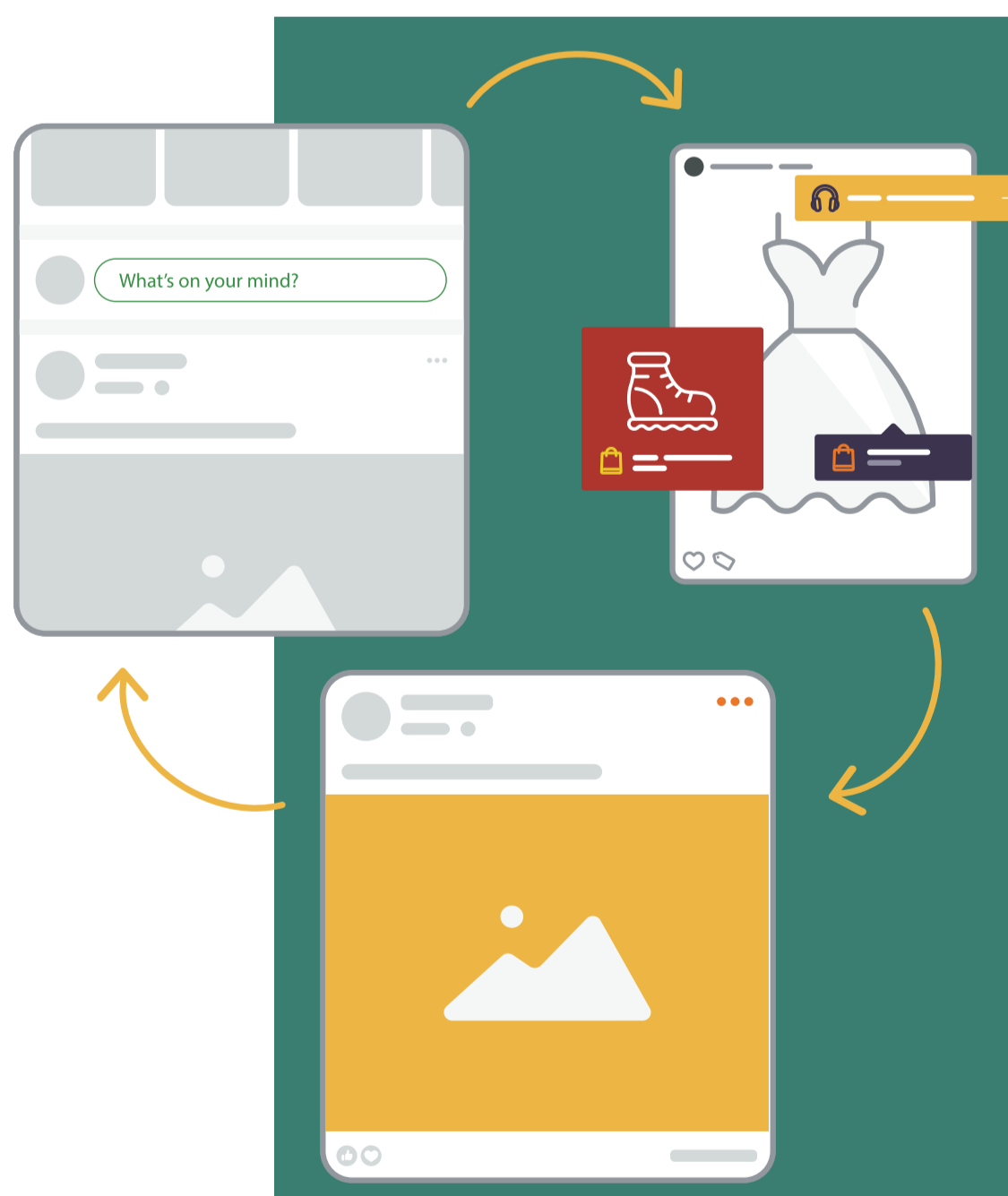
4 BRING A NEW VOICE TO YOUR BRAND

Speaking of influencers, collaborating with these mini celebrities is a great way to give your brand a face and voice.

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5 Share Product Reviews, Testimonials, and Positive Customer Experiences

One of the best ways to earn the trust of potential customers and win conversions is to show them how happy your brand has made other consumers.



6 Repurpose Your Content

→ If you can work with (and re-work) the content you already have, you'll maximize profitability, saving yourself time and money in the long run. Most of the time, content won't reach its full potential when it is first published. With a few tweaks and optimizations, content can be repurposed or reused across different channels or platforms.

7 Importance of Infographics

- BOOSTS USER INTEREST AND ENGAGEMENT
- SEAMLESS WAY TO COMMUNICATE INFORMATION
- INTRODUCE AUDIENCES TO NEW CONCEPTS AND IDEAS VISUALLY

8 PODCASTS

Podcasts are a really personable way to reach audiences. They're also a convenient way to access information and content for those on-the-go customers.