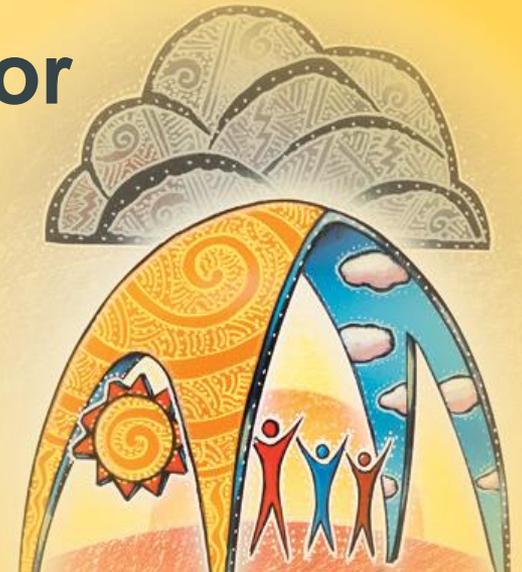




DIFFERENT WORKS

RLI PROFESSIONAL SERVICES GROUP LEARNING EVENT PSGLE 127

Content Marketing: How to Reach Your Audience for Maximum Impact



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Course Description

Content marketing is not just a buzz phrase. It's the way successful businesses today are **keeping clients and attracting new ones**. Does your business have a content marketing strategy? If you can't definitively answer this question quickly, then this webinar is for you! Learn more about producing a variety of **content that is consistently engaging and valuable to your customers**.



Learning Objectives

Participants will learn more about how to:

Identify a target audience

Develop quality content

Distribute content through popular
mediums



Identifying Your Target Audience

Who?

Who are your current customers?

What?

What do your customers buy?

When?

Can you deliver at a key stage of their journey?

Where?

Where do customers look to find your services?

Why?

Why do they buy your services?



What is Content Marketing?

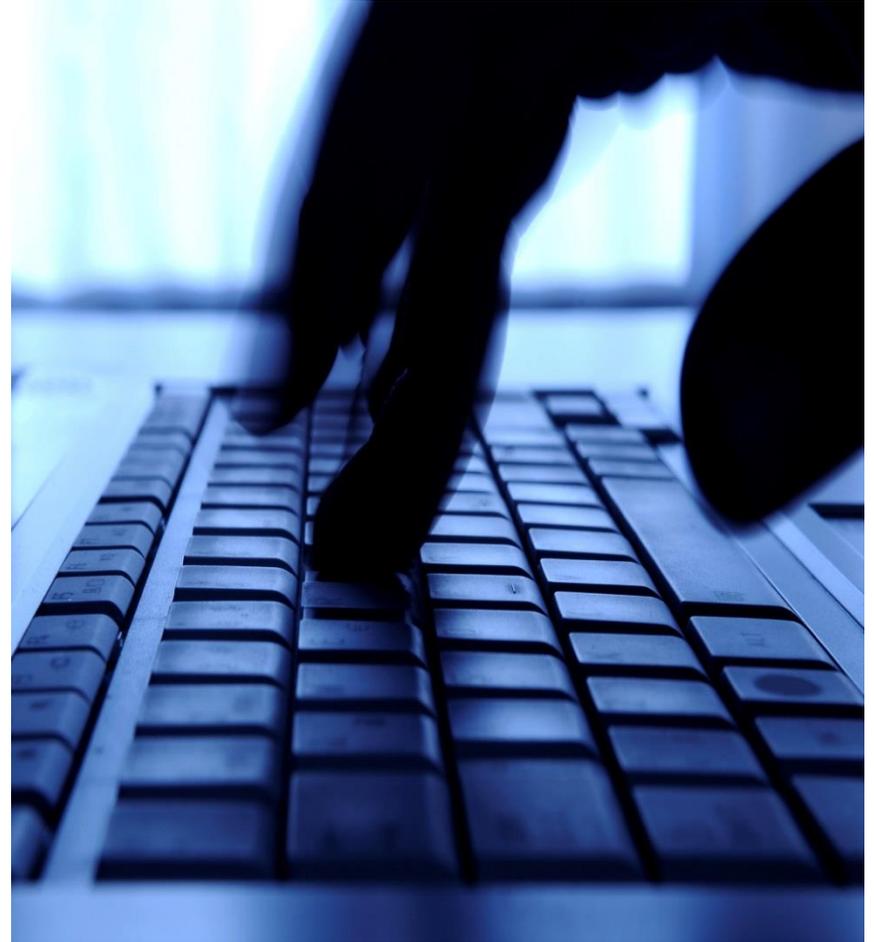
*Content marketing is a strategic marketing approach focused on creating and **distributing valuable, relevant, and consistent content** to attract and retain a clearly-defined audience — and, ultimately, to **drive profitable customer action**.*

<http://contentmarketinginstitute.com/what-is-content-marketing/>



Developing Quality Content

- Originality
- Quality
- Length
- Containing keywords
- Frequency



Developing Quality Content

SOCIAL CONTENT

Nurture relationships

Build brand recognition

Increase followers

Boost customer engagement

Enhance customer loyalty

Create thought leadership

Drive website traffic

Search engine optimization

Generate leads



Developing Quality Content

Articles on Your Website

Blogs

Case Studies

eNewsletters

Infographics

Photos

Videos

Webcasts

White Papers



Blog Post Types

Lists

- Top 10 Travel Destinations for 2015
- 5 Holiday Recipe Must Haves

How To's

- Knowledge sharing
- Provides solutions

Checklists

- Serves as a reference guide
- Can drive audience to your content

Guest Blog Post

- Provides a fresh perspective
- Exposes your firm to new audiences

Newsworthy Posts

- Connects your audience to industry trends
- Identifies you as an expert

Personal Stories

- Allows your customers to see your human side
- Content should be educational/valuable



Blogging

- Choose blogging platform
- Build your source list
- Identify content writers
- Create content schedule
- Focus on the customer's point of view
- Read and reply to comments

Sample Blog

WHAT IS THE DIFFERENCE BETWEEN CASH AND ACCRUAL ACCOUNTING?

by David G.

August 13, 2015

When comparing cash accounting vs. accrual accounting, the primary difference between them is simply timing or, more specifically, “when” revenue and expenses are recorded. Small businesses and people managing their personal finances often use the cash method. This method accounts for “revenue” only when money is received, and for “expenses” only when money is paid ...

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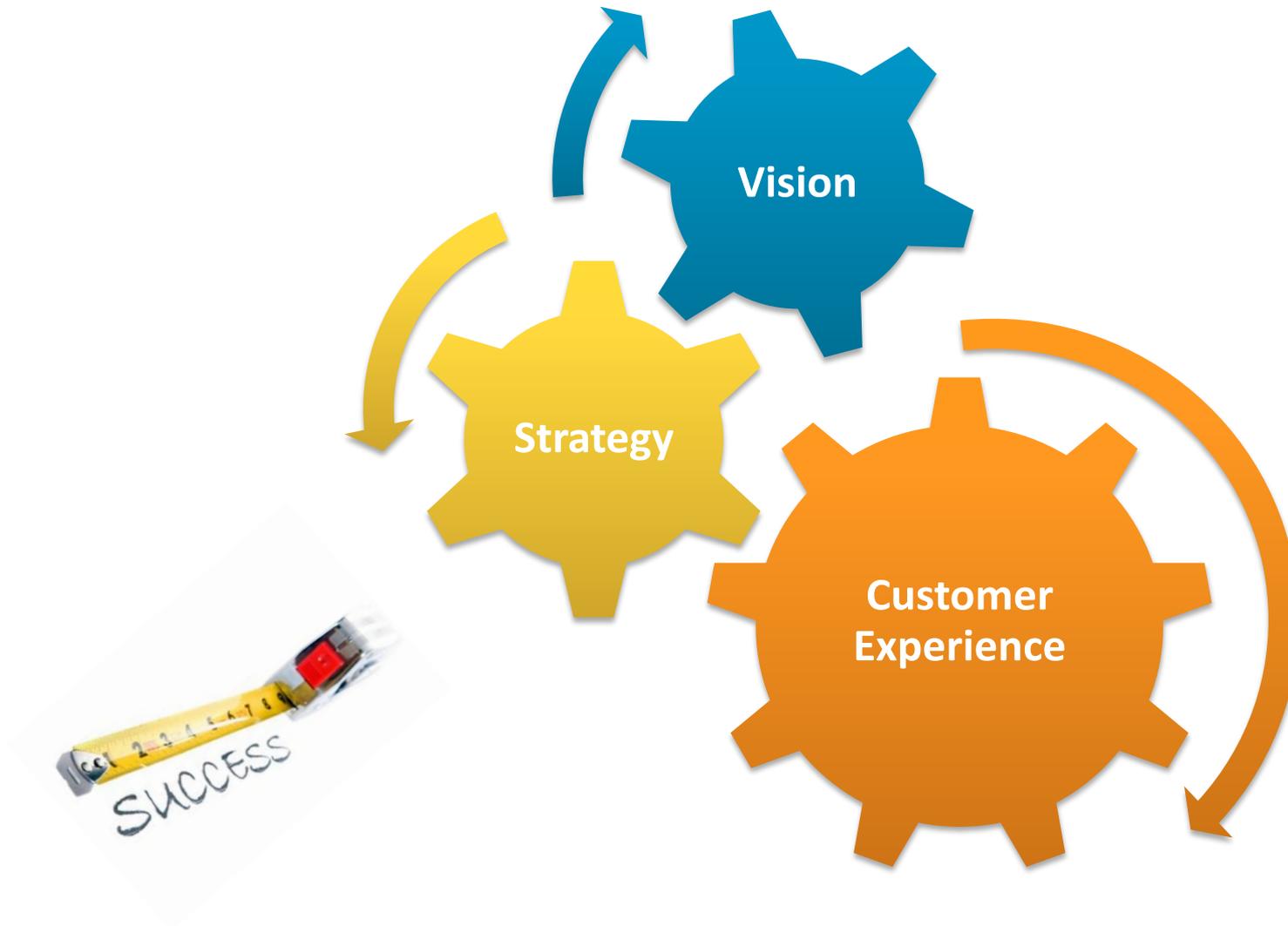
e-Newsletters



- Choose newsletter platform
- Define content strategy
- Keep it short and to the point
- Establish frequency
- Comply with CAN-SPAM



The End Game



The End Game

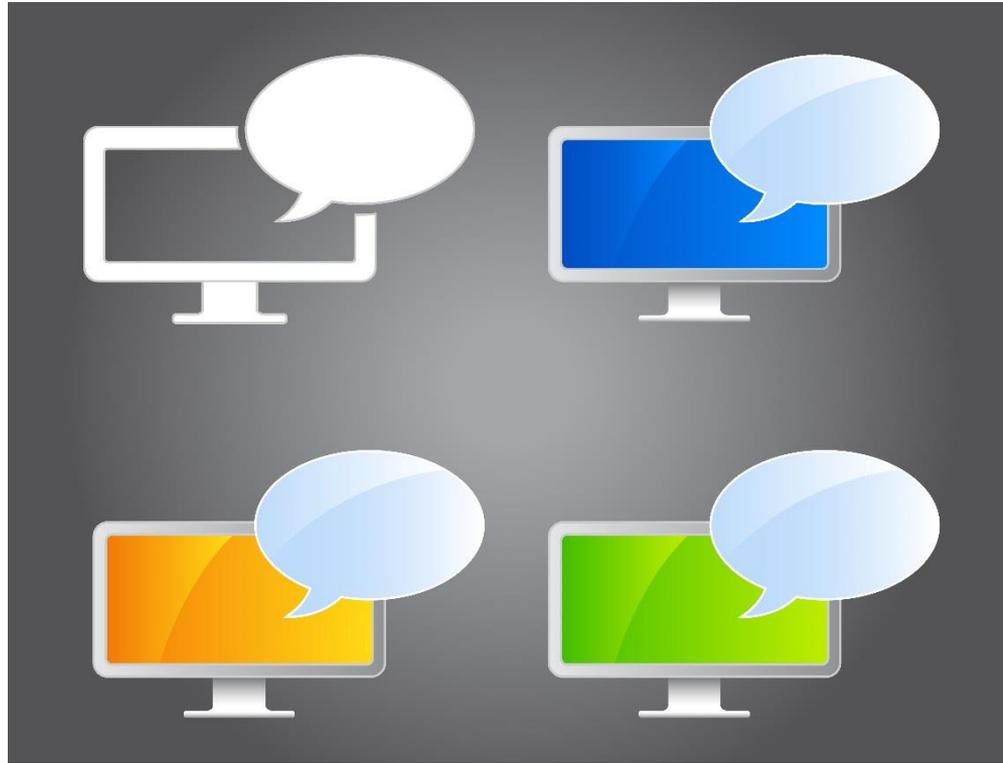


Social Media Platforms

LinkedIn

Instagram

Pinterest



Twitter

facebook

Google+



“Multiply” Your Presence

Blogs

Newsletters

Videos

Pictures



Final Thoughts



Resources

- Content Marketing Institute
www.contentmarketinginstitute.com
- PSGLE 114: How to Optimize Your Online Marketing Strategy:
Turning Clicks Into Clients



Thank you for your time!

QUESTIONS??

**This concludes the Professional Services Group
Learning Event**

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