

Content matters... but WHY? Why does it matter?

There is a lot of content that floods the internet daily. Targeting specific audiences and engaging them to buy into your products and services takes time, effort, and patience.

No matter your industry or market, creating new, frequent, and insightful content is necessary for your business to thrive. Many businesses do not allocate the time and resources towards content creation, and by not doing so, they often fall short of their marketing goals. For businesses who know content matters, they create significant and exciting content. Those businesses have discovered the benefits are astronomical.

Since spring of 2020, television use declined, even though many of us were at home due to COVID-19. During the same time frame, internet usage inclined. Why?

People are beginning to understand why content matters and why it is important for their business model. Content can provide a wealth of new value for your business, and while creating content may not be viewed as a sales technique, it ties in very smoothly with marketing campaigns.



Here are six (6) reasons why content creation should be a fundamental part of your business model:

1. **Build your EXPERT TITLE**

You must earn the title of expert, nobody is going to hand it to you, especially with so many “experts” in the game. Content creation that puts your work on display can help define you as an expert in your field. New clients also want to hear what existing clients say about you. **In order to become your voice, they need to hear yours.**

2. **Build TRUST**

Creating content in your chosen field, you project yourself as an expert in that field, especially if the content is helpful or insightful. Customers will feel inclined to trust you, based on the knowledge you have shared.

3. **Build your LIBRARY**

Content remains long after you do. When you post a blog or article, it adds to your library of content. This content helps brand your business and becomes a large part of your library. Brand establishment takes time. To elevate your brand, content postings can help get your name out there and get your business recognized in the industry.

4. **Build your SEARCH ENGINE OPTIMIZATION (SEO)**

Content creation is a key element of SEO. Using content with the right keywords in the right places is a good way to promote web optimization for your landing page or website. My webmaster is consistently changing my keywords to better appeal to my audience. He knows the value of SEO. The more you use the right keywords, the more clients are likely to find you.

5. **Build your MARKET SHARE**

The more content you create, the larger your market share. Great content can help you increase sales and revenue and attract clients. Content can increase your brand and grab the interest of prospective customers you would not otherwise have been able to reach.

6. **Build INBOUND LEAD SOURCING**

Inbound lead sourcing is solely dependent on content creation, a new outlet. Leads gained from your content are more likely to “close” because you drew them in with content, which shows interest. Customers like data, but that data must be useful to your new client. They are more likely to follow you and go to your web page if they see information that is appealing.

Need help with your content?

Schedule your consultation today at <https://www.fluiditywriting.com/consultation>.