

# Maximize Your Marketing

## Six Easy Ways to Make Custom Content Work for You

by Megan Tsai

Most marketers agree: Providing valuable, relevant editorial content to prospects has become one of the most effective ways to attract and retain customers. But the days of simply creating content and posting it on your Web site have come and gone. Marketing budgets are tightening and, in today's Web environment, there are many inexpensive (even free!) ways to gain exposure for your product or service with custom content.

Once you create your quality content—such as a high-level article, special report, white paper, or case study—it's important to leverage the content to gain exposure and publicity. Here are six easy ways to use and distribute your valuable custom content:

1. **Use it as a sales tool.** Different types of custom content can be used throughout the sales cycle. White papers help your company

identify prospects, while customer success stories help seal the deal. And remember: It's not always necessary to hand your prospect the content. Sales representatives can commit key facts, figures, and stories from your content to memory and use that information to move prospects through the sales cycle.

2. **Nurture your e-mail list.** An opt-in e-mail list is a valuable marketing tool and needs to be nurtured. Send your list a short e-mail explaining the value of your new content, and ask recipients to download the content from your Web site. Your customers and prospects will come to appreciate you as a trusted source of information—not just as a business trying to sell them something.
3. **Add subscribers.** Offering high-quality content on your homepage encourages browsers to opt in to your e-mail list (in return, you'll send them

your content). This allows you to form an ongoing relationship with a prospect who might otherwise have been just a one-time Web site visitor.

4. **Gain exposure.** Use content to pitch your industry's influential bloggers, trade journals, and local business publications. Gaining interviews and stories positions you as an expert in your field.
5. **Create spin-off content.** Webinars, audio interviews, and presentations are just a few examples of spin-off content you can create from your articles, case studies, and white papers. Many of these materials can be created inexpensively. For example, the writer who authored a high-level article could also record an interview with the article's thought leader.
6. **Generate blog posts.** Just one article or white paper can be fodder for any number of blog posts. The blog posts can then drive readers to download the full version of the content (while opting in to your e-mail list). If you don't have a company blog, pitch the idea to an influential blogger in your market niche.

Bottom line: Valuable information doesn't do any good when it's buried in a stack in your marketing department or languishing on your Web site. Creating content is only half the battle. Pushing it into the marketplace where your prospects and customers can use and appreciate it is where the content marketing battle is won.

*Megan Tsai is a copywriter and journalist. She writes custom content—including special reports, white papers, and case studies—for companies and advertising agencies across the country. Learn more at [www.RedWagonWriting.com](http://www.RedWagonWriting.com).*

estore | offset printing | variable data | creative design | mailing services | fulfillment

# refreshing

we do what we do **because it needs to be done.**

**palmer**  
PRINTING

800.336.3504 [www.palmerprinting.com](http://www.palmerprinting.com)