

LEVERAGING CONTENT MARKETING STRATEGY

**for Extensive
Startup Growth in
2023 - Complete
Guide**

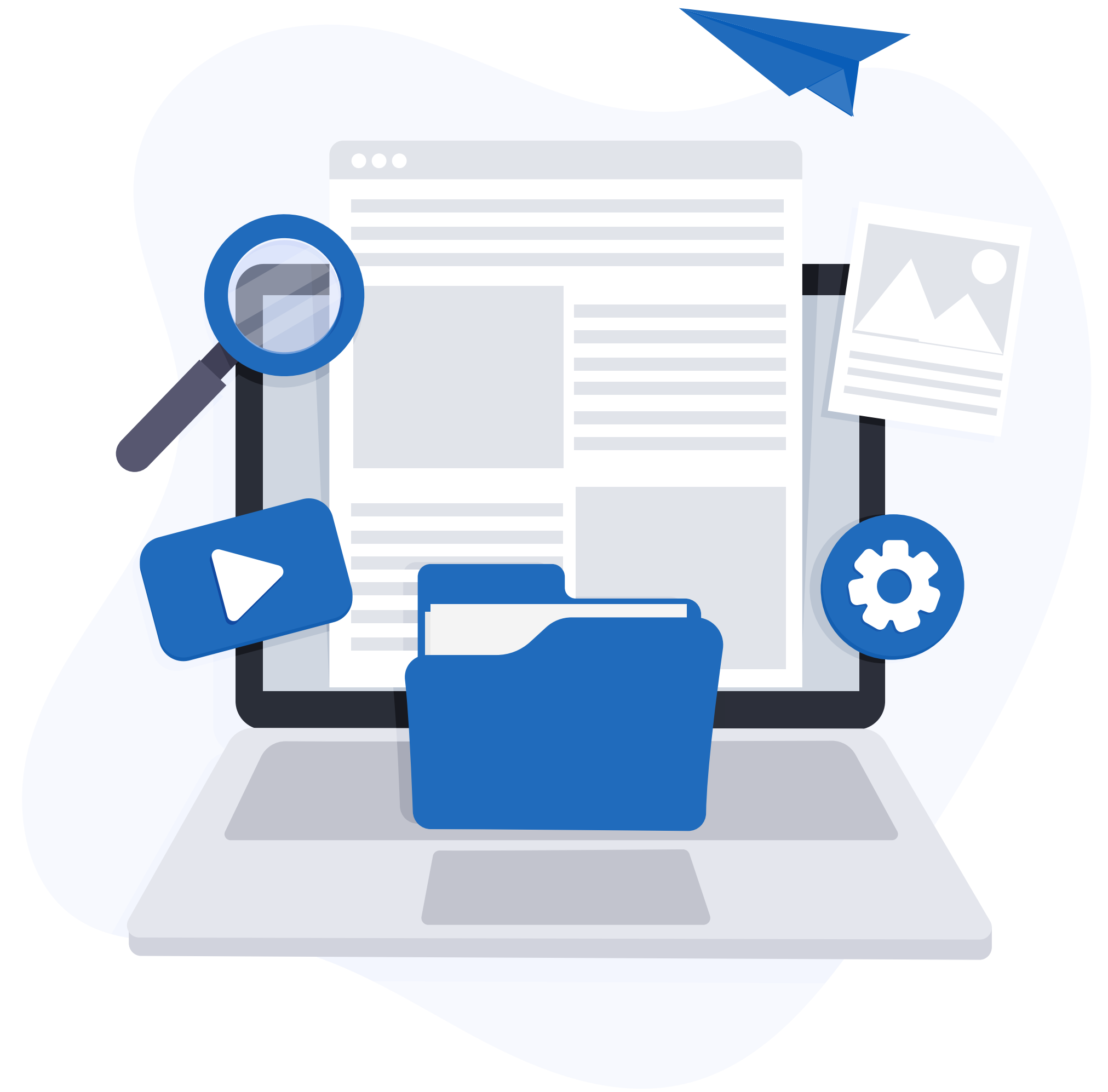


Introduction

Though it gained momentum around 2013 - not long ago - today, there's simply no getting around content marketing. It has become a cornerstone of what it takes to be visible and successful online, and startups who fail to invest in content marketing risk getting left behind.

Even if you are bringing in visitors via paid ads, without some content to guide them along their journey and assist in converting them into customers, it's doubtful you'll be able to build a meaningful business. And yet, so many startups overlook the importance of content marketing or don't know where to start.

This white paper is dedicated to content marketing strategy for startup growth in 2023. We'll cover everything from the platforms you should publish to how to measure success. So whether you're a content marketing novice or a seasoned pro, there's something for you here. Let's dive in!



Target Audience: Who are the Potential Readers



Understanding your target audience and what kind of content will resonate with them is essential, then building a content marketing strategy on this knowledge.

You can define your target audience by various factors such as demographics, location, gender, interests, or income. Consider **all user stories** for your product, and keep the diverse approach, including people with different abilities and backgrounds. Once you've clarified your target audience, create content that appeals to and meets their needs.

Common mistakes made when identifying the target audience for a content marketing strategy include the following:

- Failing to consider who the competition is targeting
- Creating content without first understanding the buyer's journey
- Not clarifying with your TA what kinds of content they crave at each stage of the buyer's journey

By taking the time to understand your target audience and craft content accordingly, you'll be well on your way to driving significant growth for your startup.



Topic Research: What to Write

Ensure that you are writing on topics relevant to your target audience. With so much content published online daily, standing out from the crowd can be challenging unless you present exciting and helpful information to your readers.

Conducting research is the best way to ensure that you write on relevant topics. It involves identifying the key issues and trends your target audience is interested in and creating content around them. There are many different ways to carry out topic research.

One of the simplest ways to research topics is to ask your target audience what they want to read about. You can do this by conducting surveys or polls or asking for input in forums or social media. Another option is to use the Google AdWords Keyword Planner tool to see what terms people are searching for related to your niche.



Once you have identified some potential topics, evaluating them against several criteria is essential.

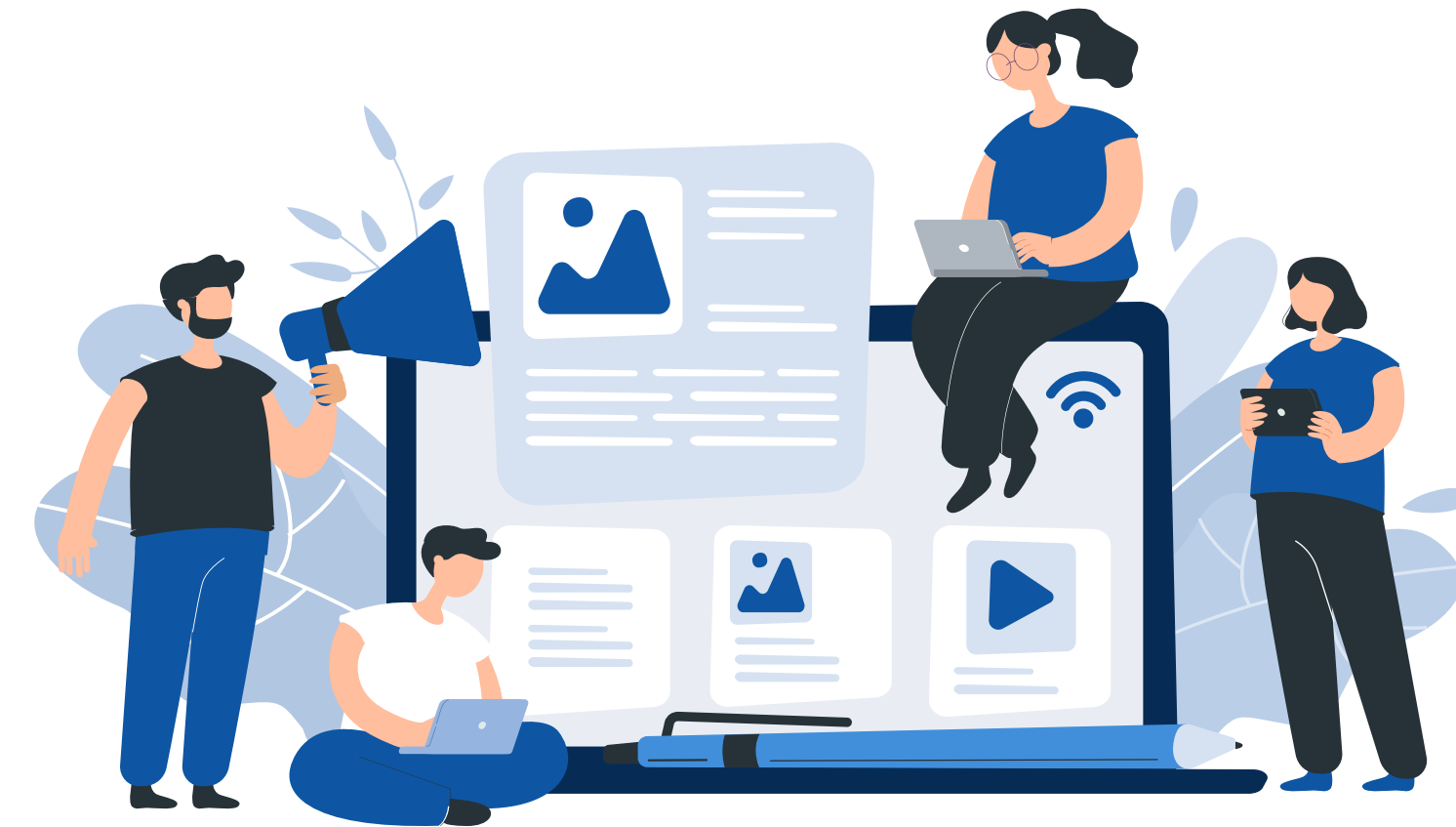
- Whether the topic is something that your target audience would be interested in reading about
- Whether it is something that you could write about interestingly and engagingly
- Ensure the subject is relevant to your business –tie it to your products or services

Now that you have narrowed your list of potential topics, it's time to start creating great content!



Content Generation: Getting to the Execution

Generating content is the formative part of any successful startup content strategy. It can be done in-house by hiring writers, through freelancers, or by using agencies. Each method has its own advantages and disadvantages, so it is important to know what works best for you. Getting this flow organized is usually the task for the content manager, who can mix and match different providers for the best result.



In-house writers

In-house content writers are the most cost-effective way to generate content since they are already familiar with your brand, know your [startup story](#) and can help create content tailored to your needs. However, they may not have the same level of expertise as a freelancer or an agency.

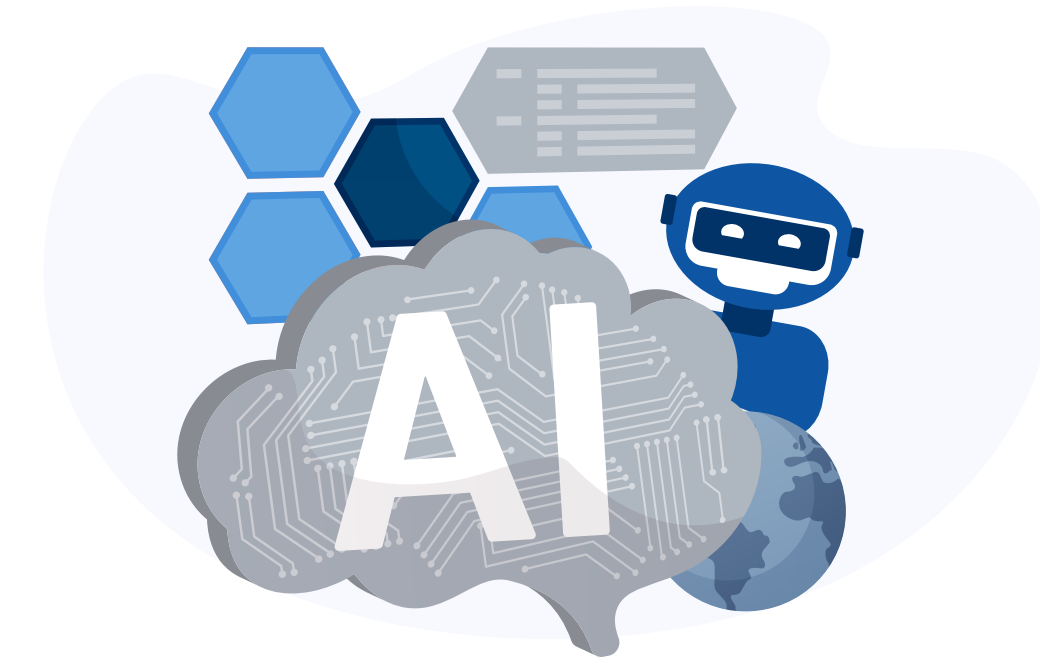
Freelancers

The hired individual writers offer a lot of flexibility and can help create high-quality content quickly and efficiently. They also provide cost savings compared to agencies but may lack the resources needed for complex projects.

Agencies

Content bureaus and productions offer access to experienced professionals who specialize in creating content for specific industries or topics. Although this option is more expensive than hiring in-house writers or freelancers, it can result in higher quality work as well as greater consistency across all content pieces produced.

AI-writers, ChatGPT and Chatbots



As artificial intelligence (AI) becomes more prevalent, so does its impact on content marketing. AI can help to streamline the content marketing process, making it more efficient and less time-consuming.

AI writers

There are so many AI writing services today: Jasper, copy.ai, craftly.ai, writer.com, Rytr and others. They can create evergreen content, which remains relevant and valuable over time, and personalized content, tailored to the specific user's needs

Besides writing, AI can help marketers to automate tedious tasks such as scheduling posts, managing social campaigns, and also identify the most relevant keywords for a particular piece of content and help optimize it for search engine visibility.

ChatGPT

ChatGPT provides useful insights into customer behavior by analyzing conversations between customers and sales representatives. This helps startups to better understand their target audience and create more personalized content for them. Moreover, ChatGPT can respond to frequently asked questions or provide automated support for customers.

As of the time of this white paper creation, ChatGPT's knowledge limit stands at September 2021. So, be mindful that any data that resulted after this time might not have been fed into the system unless it was involved in its updates or customized by its users.

Chatbots

Another way in which AI can help content marketing. Chatbots are programs that simulate human conversation. They can provide customer support or answer queries from users. Chatbots are used today on various platforms, including websites, social media channels, and messaging apps.

SEO: Drive Organic Visibility

SEO (search engine optimisation) is a crucial part of any content marketing strategy as it can help drive organic website visibility.

You can endlessly optimize your website for SEO, but some staples are not to miss

- Ensure that your website is mobile-friendly
- Craft keyword-rich content
- Optimize page titles and meta descriptions
- Keep your website's page load times as fast as possible
- Use social media to promote your content
- Build links back to your website
- Ensure that your website is well-structured



Following these steps will **make it easy for search engines to crawl your site** and successfully index all your content. Additionally, invest in SEO tools to help you identify keywords and track progress.

Having taken care of this, make sure to keep your website up to date with fresh content and use analytics to track your success. Doing this will help you stay ahead of the competition and improve your website's overall visibility.

Content Plan: When and How Often to Publish

Regarding your startup's content marketing strategy, a critical factor is how often you should publish new content. This can vary depending on what type of business you have, what resources you have, and your target audience.

If you have a small team and limited resources, then it might not be realistic to publish new content frequently. In this case, it would be better to focus on quality over quantity and aim to publish a couple of pieces of high-quality content each week. The most accessible form, in this case, is blog posts.

On the other hand, with a larger team and a generous budget, you can publish new content daily. In a perfect world, you'd want to publish at least one piece of new content daily and make it a mix of blog posts, articles, images, and videos.



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Content Types:

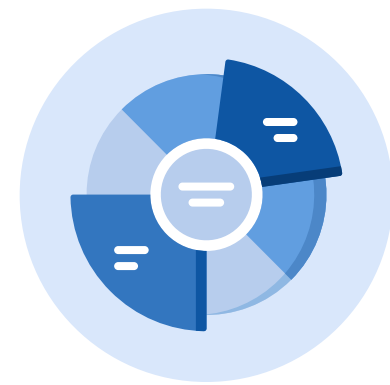
How to Express Your Point Differently Than Just in Plain Text

Different types of content can express your point in different ways. Mixing various content pieces in multiple channels is vital for reaching a wider audience and speaking to your potential customers at the different stages of their journey.



Video

Video is the most effective kind of content. It is a great way to get your point across in an engaging and visually appealing way. You can utilize user-generated videos or produce your videos if you have the resources. You can also create vlogs, or video blogs, which can be a great way to establish a more personal connection with your audience.



Infographics

Infographics are great for communicating information in a visually appealing way. They can explain complex concepts or present data in an "eye candy" format. You can create your infographics or make use of templates available online.



Podcasts

Podcasts help you reach people who prefer to consume content in an audio format. They can be used to share news and views or to interview guests. You can produce your podcasts if you have the equipment and the know-how. If not, you can get featured in the relevant existing podcasts as part of your startup's content marketing strategy.



Social media

Social media is unmissable. Use your networks of choice to share your content and engage with other people's content to build relationships with your audience. You can also use social media to run competitions and giveaways or to offer exclusive deals and discounts.



Guides

Guides are helpful for the top of the funnel content. A step-by-step process deconstruction can be extremely helpful for any industry, especially if you can throw in the tips and tricks based on practical experience, or insider knowledge.



Ebooks and white papers

Ebooks and white papers are perfect to make the most of your expertise. You can give away an ebook with valuable advice that people keep coming back to again and again, or sell a white paper that will help them solve their problem completely.



Reviews and testimonials

User generated content and feedback are among the most efficient content types ROI-wise. When people see other people talking about how great a product is, they feel more confident in buying it themselves!



Webinars and online summits

Webinars are an amazing way to nurture your audience, build up the community, and gather content along the way. If you're thinking about hosting one yourself, check out our [Webinars page](#) – it will give you some idea about how to make it happen!



Case studies

Case studies in a format of storytelling are amazing to showcase your experience from the practical side. You can tell people about what you've done for clients (and can do for them) in a way that's easy for them to digest and understand.



Q&As

Q&As work best for the bottom of the funnel, when people are making their decision and need clear answers to concrete questions. When you're trying to get people interested in what you do, it's important that you answer questions as clearly and succinctly as possible so that they know exactly what they're getting into before they sign up for anything.



Slides

Slides are great when you are looking to capitalize on your day-to-day know-hows and presentations that are too good to just keep them for the inhouse use. With the right design, visuals and content, you can quickly capture your audience's attention, leave a lasting impression, and share complex information in an engaging way.



Tutorials

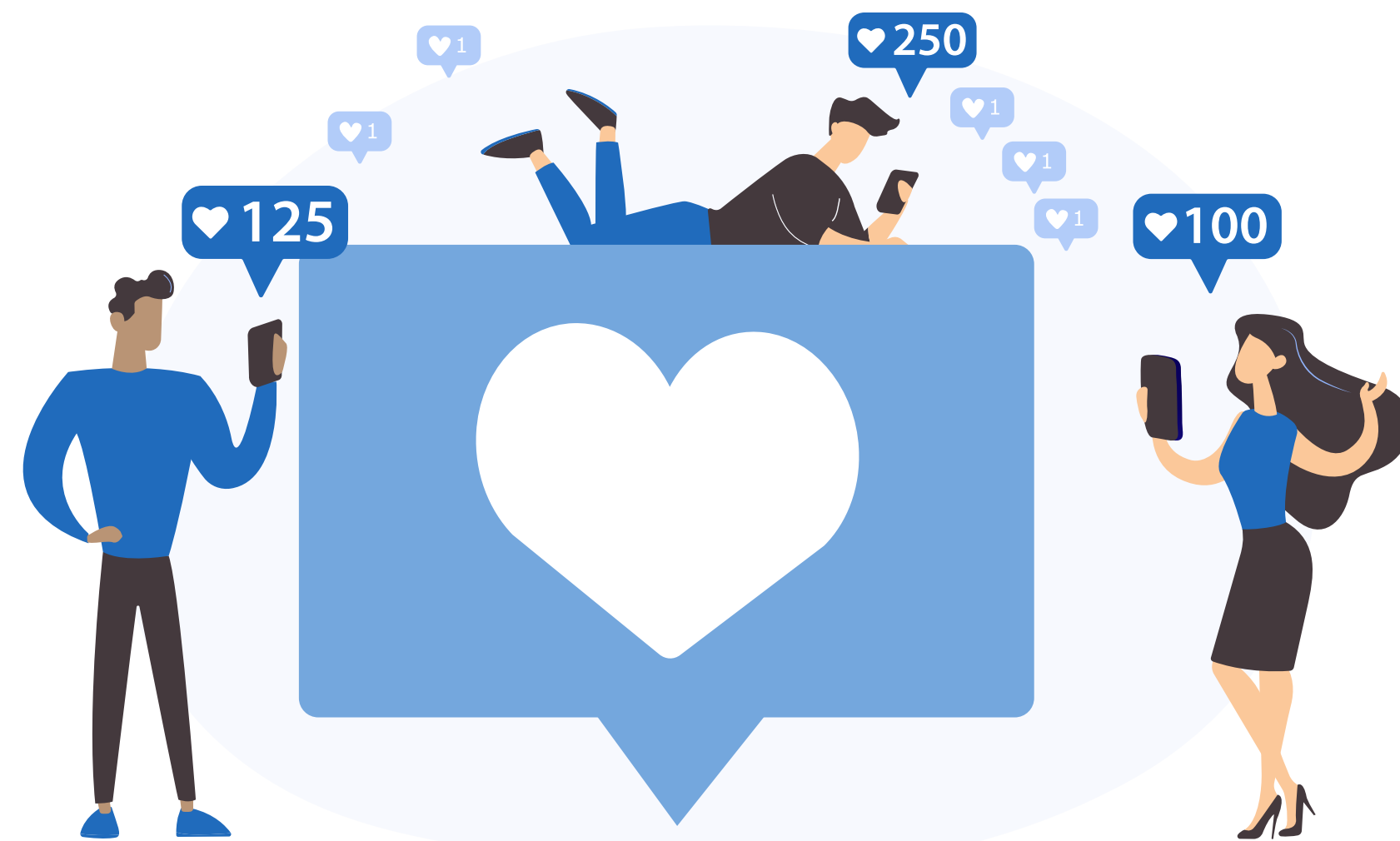
Tutorials can become a great lead magnet for your website. You can tell people how to reach their goals or solve their problems, and simultaneously hint on how your product or solution can be helpful in it.

Platforms to Publish: Not Just Your Website Blog

More than simply having a website with a blog is required to make your content marketing strategy effective. You need to publish your content on various platforms to reach the widest audience and maximize your growth potential.

Popular publishing platforms include

- Social media sites like Facebook, Twitter, and LinkedIn
- Video-sharing sites like YouTube and Vimeo
- SlideShare, which is excellent for hosting presentations and infographics
- Medium for long reads and opinion pieces
- TikTok, for short, engaging videos

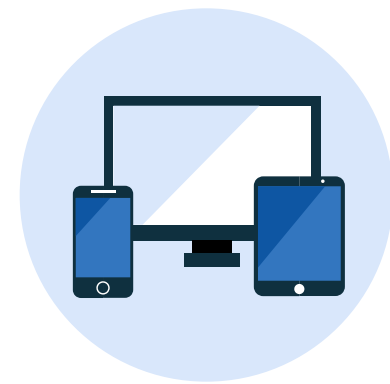


In addition to these well-known platforms, plenty of niche sites can be a perfect fit for certain businesses. For example, if you're in the technology industry, TechCrunch would be your Holy Grail well worth pursuing a PR post placement there.

As you create your marketing mix, **pick the content channels most relevant to your target audience** and include publishing on these platforms in your content strategy.

Content Distribution: Free and Paid

As a startup founder-owner, you'd want to get your content and idea in front of as many people as possible. After all, if no one sees your content, it won't matter how good it is. Here several different ways to distribute your free and paid content come into play.



Owned media

You can use your owned media, such as your website, blog, and social media of the company and its founders, to spread the word about your company



Social media

Platforms like Facebook, Twitter, and Instagram have billions of users, so trying and reaching your target audience through these channels makes sense.



Paid ads

These can specifically target your ideal customer and ensure that your content gets to the people most likely to be interested. While there will be a cost associated with paid ads, the exposure for your startup is worth it.





Email marketing

Email marketing has the best ROI among all marketing channels. It is an effective way to reach customers and convert them. Take the first step by making a pre-launch website and collecting emails from the community.



PR

You can work with relevant publications to write stories about your company and its mission, or you can even try to get interviewed on podcasts and webinars.



Opinion leaders

You can also reach out to opinion leaders and influencers in your industry and ask them to spread the word about your company. You can offer them discounts, exclusive content and collaborations in exchange for their help.



Social communities

There are social communities that you can join to gain exposure for your company. By participating in conversations and sharing valuable content, you can build relationships with people in your target audience and increase brand awareness.

There are many options for distributing your content. Our favorite strategy is to roll out your content first in the free channels, track the performance, and then boost the best-performing pieces with the paid promotion. However, the best approach for your business will depend on several factors, including your budget and target audience.

Experiment with different methods and see what works best for you.

How to Measure Success: Use Analytics

As your business grows, it becomes a must to track the success of your content marketing strategy. Otherwise, you risk putting time and effort into something that isn't giving you a good return on investment.

You'll need to set up Google Analytics or a similar platform to get started with analytics. Once you've set it up, you can track your metrics and see how your content performs. From there, you can adjust your startup content marketing strategy as needed to ensure you get the most out of your efforts.



You can use many different metrics to see if your content marketing is successful.

- **Website traffic**

You can further break down this metric into page views, unique visitors, time on the page, and site

- **Engagement**

You can measure it by comments, social shares, and email subscribers

- **Conversion rate**

You can set up different events to track depending on your goals, from filling Contact form to downloading a video to making a purchase

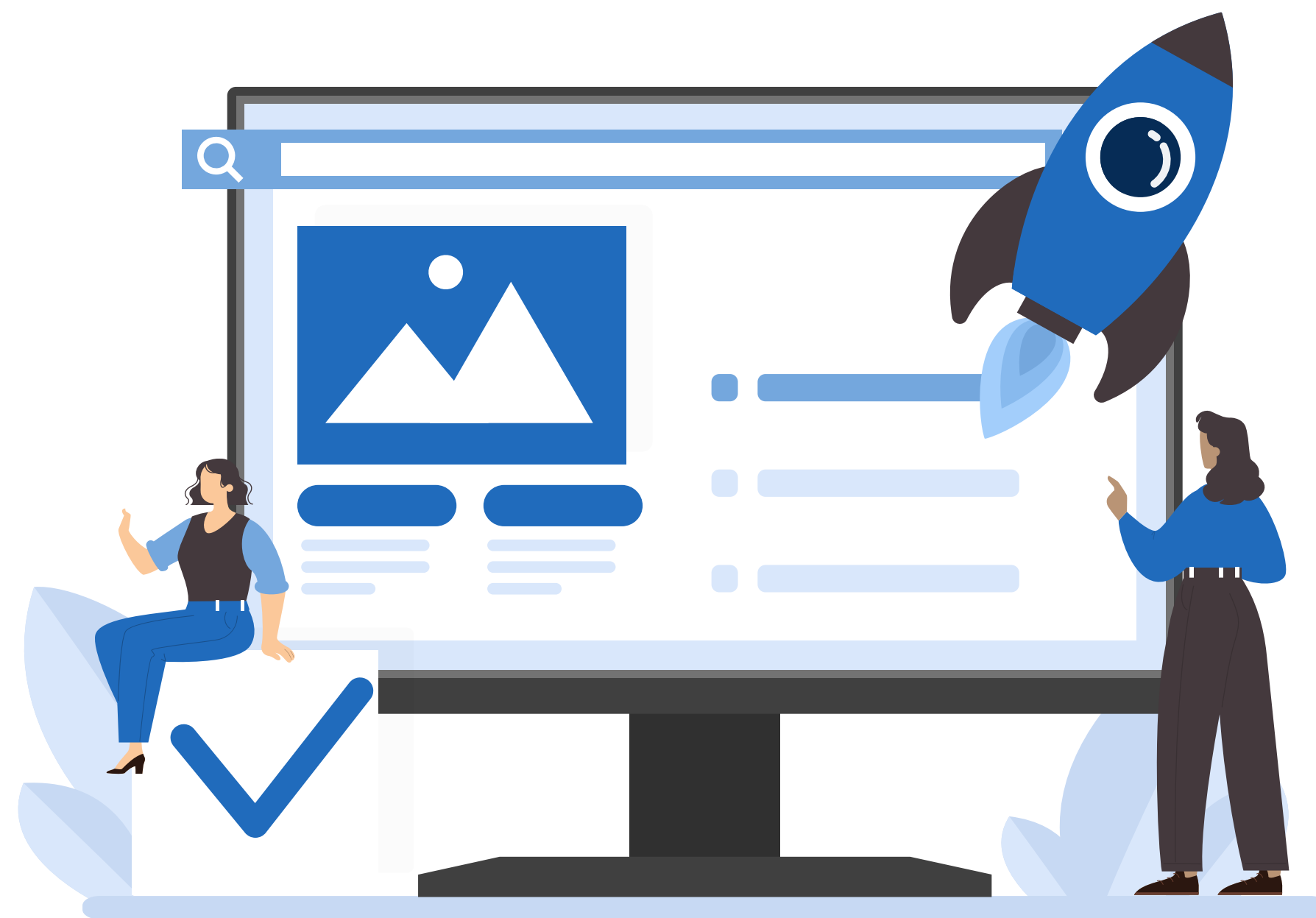
- **Revenue generated**

Our favorite metric shows how much money people have thrown at your startup idea. You need to track this one to define the success of your startup in numbers

By tracking simple metrics like website traffic and engagement, you'll get a good idea of what's working and what isn't.

Takeaway

There's no doubt that content marketing is a powerful tool for driving growth for startups. A [study by Content Marketing Institute](#) shows that in 2022 content marketing became a more important demand generation tool for 84% of B2B marketers. For startups, content marketing strategy is extremely important in achieving their business goals. It doesn't just help startups generate leads; content marketing also helps establish trust with potential customers and build relationships with them.



If you are looking for an expert to help your startup establish a solid foundation, consistently create high-quality content that is relevant to your target audience, stand out from the competition, increase brand visibility and attract more customers, you are lucky. At Glorium Marketing, we do the [content marketing for the startup](#) clients with impressive results. Let's get in touch today and see how we can help your startup soar.