

How to Write Killer Content for Marketing Your Business

They say “Content is King”. But I think content is no longer king – great, killer content is.

You may be an expert in your niche with a capacity to write an entire thesis on your subject, but if there is no audience for your theses, it’s practically all efforts gone down the sink. Writing killer content is about what the readers want, not what we’re capable of writing. Good content is *relative*.

In the monkey-see, monkey-do sort of marketing that prevails in the marketing world, how do you ensure your audience loves you and *returns* the love by sharing your nuggets of content? How do you ensure you’re giving them what they want?

1. Laser-Focussed Content: Be everything to your audience – write for them and put the focus on the most important word in a marketer’s dictionary “YOU”.

There may be times when you’d want to hit DELETE before PUBLISH because the post is over-simplified according to your wits – or you may think “What will my colleagues say?” Well you are not writing for your colleagues but for your *audience*. Find out what they want, what their hiccups are and how to hook them with killer content.

There are many good marketing agencies that can help you with delivering on-target content. Most have content experts inhouse with a finger on the pulse of latest trends.

2. Plan Your Content with a Calendar: Always keep an updated editorial calendar for your posts. It’s easy to get distressed and enter panic-mode if there is a blank screen with the blinking cursor staring back at you. Find juicy content topics by ample research beforetime by studying your audience needs.

If you find all that planning eats away too much of your time, engage a god marketing agency that understands your needs.

3. Include Facts: Get some fab facts to pump the content up. Include infographics, statistics, latest research figures and expert advice. Give them the facts.

4. Show Up Regularly: Once you've got your killer content good to go, make it a habit to show up at your blog regularly. Generally, it's suggested you post something new every week – or if that's too much of a task, at least once a month.

Whatever your business, follow the tips and create killer content for your audience.