



Marketing Content Marketing

Fueling recruitment business growth through impactful marketing

“Content marketing is a **strategic** marketing approach focussed on creating and distributing **valuable, relevant, and consistent** content to attract and retain a clearly defined audience”

(Source: Content Marketing Institute)

The Five Myths of Content Marketing

1

Content marketing is just posting on social media: False! It involves articles, emails, interactive content, videos, blog posts, infographics - the list goes on!

2

Linkedin is the only channel that deserves attention: False! Other social platforms, PR & events, online advertising, search engine marketing and SEO are all essential elements of content marketing.

3

Content is easy and anyone can do it: Yes and no... Blogging with a long-term strategy can drive the right, compounded traffic to your site over time; but it takes consideration, practice, consistency and attention.

4

With AI it's easy to churn out content: Yes and no... AI is a fantastic tool but is only effective when used as an enabler rather than a replacement.

5

You don't need a content strategy: False! 78% of marketers who characterise their content marketing as 'successful' have a documented content marketing strategy.

Tips for developing your Content Marketing Strategy



Identify and articulate your customer personas



Think about your customer personas' pain points



Consider your channel strategies to distribute/promote content



Develop your content marketing calendar