

## **Customer Engagement through News Content Marketing**

### **Evolving your Marketing through dynamic Content Marketing**

Marketers are constantly looking to evolve marketing strategies to gain even greater levels of engagement with prospects and customers. The pressure on marketing to deliver results for customer retention, new business generation or brand building requires a perpetual push for even greater understanding of the needs and behaviours of customers and prospects. Once a marketing activity is underway, it is then that consistency becomes the key to success.

Nowhere is this relentless commitment more relevant than in online marketing. The internet offers thousands of potential opportunities to engage with new and existing customers or business partners every day, however the issue for marketing is how to ensure you maximise your use of the internet as a communications channel, without becoming a slave to it.

This whitepaper aims to look at how content really impacts business and how it can be leveraged to ensure every potential opportunity on your website is being exploited to engage with more customers, in more ways than ever before.

### **Introducing News Content Marketing**

Online, content is everything. Yes, your website needs to work well. Yes, it needs to have a clear route to information and it needs to be accessible, but without fresh content, your site visitors have no reason to return to you. This is not news to anyone, but the reality is that constantly creating fresh content can be an unforgiving task that consumes eons of time but doesn't appear to deliver much in return.

Equally it's easy to think that having fresh content on your website is a simply a case of staying up to date, maybe throwing a few press releases in the 'news' section or making a bi-monthly contribution to your blog. So how do you find a balance between spending time creating content and simply updating your website?

As new content revitalises Search Engine Marketing and boosts brand profiles, it extends its positive impact across the marketing mix to deliver £££'s of value from new business opportunities. And what better way to achieve this than to use the resources of trained writers to create news that is customised for your business and relevant to your industry.

News Content Marketing eliminates the immediate issue of in-house content creation. Using a newsfeed service to deliver tailored news articles direct to your website, you can ensure your website always has something fresh for all your visitors, from customer to partners and technological visits from the Search Engines.

News Content Marketing isn't simply about populating your website with customised industry news, instead it concentrates on the creation of new opportunities for customer engagement through the application of content across your website, on and offline marketing channels.

### **News Boosts Search Engine Marketing**

News Content Marketing creates important links between your business and your customers based on trust. Through the provision of fresh, industry relevant news feeds direct to your website, News Content Marketing not only enriches your site, it serves to boost to your existing Search Engine strategy.

News helps establish your website as an authority in your area of operation and in doing so, generates trust within prospects, customer and even with the search engines, until your website is established as an invaluable source in the search for more reliable information.

This informational resource can also be one that not only pushes out communications but also successfully pulls consumers back in through content syndication and the creation of backlinks. Most keenly, all news related activity combines to have a positive

impact on your search engine ranking, driving your website to greater levels of visibility online and helping greater volumes of consumer find your business.

#### News Benefits to SEM

- Boost search engine rankings – taking your SEO to the next level
- Establish greater authority with major Search Engines through the relevancy of your website
- Engender trust and strengthen your profile for even greater engagement with customers
- Attract more backlinks that pull more visitors to your website
- Create opportunities for content syndication with scraper sites
- Leverage social media tools such as Twitter, Facebook and YouTube.

#### News Elevates Brand

Although this has been touched on in the above section, it is worth understanding the real value that news content delivers to your website and your brand.

News Content Marketing serves as an additional tool to elevate your brand in the eyes of all the key influencers of your business. Taking you from passive participant in your industry, compelling, fresh news can provide the launch pad to transition your business into the role of publisher.

From customers to prospects, industry commentators and media, news provides the ideal platform to develop your role as an unofficial spokesperson within your industry.

#### News Benefits to Brand

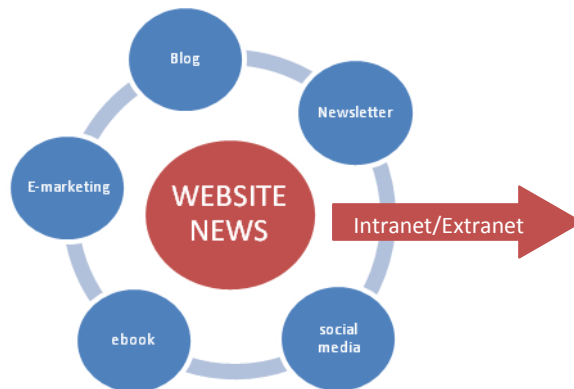
- Establish 'trust' with consumers and industry
- Create stickiness
- Adopt modern 'publisher' role with compelling content
- Launch pad for industry commentary
- Valued resources of reliable information

## News Integrates Marketing Strategy

The introduction of news to your website benefits all areas of marketing. When news is written specifically for your business, you can use the individually tailored feeds anywhere and as many times as you like.

Marketers with a focus on creating integrated activities can use the original news articles to cross pollinate other activities, to enrich newsletters, blogs, social media, email marketing and more.

News Content Marketing also has a value within your business. Repurpose the feed into your intranet to bring all the benefits of news to your internal customers, or post to supplier extranets for enrichment within your channel.



## News Benefits to Marketing

- Cross pollinate news to enrich all aspects of marketing
- Repurpose news content to enrich other channels, internal and 3<sup>rd</sup> party
- News advances online strategic marketing to next level

## News Engenders Customer Insight for Customer Engagement

As social media marketing matures, News Content Marketing can be used to create greater opportunities for customer insight through the integration of news with your social media.

News can be pushed out through your social media such as Twitter, Facebook, YouTube, etc to maintain fresh postings, but also to instigate dialogues between your influencer groups and help gain publicity and earned media.

When integrated to work in collaboration with your Social Media Monitoring tools, the use of News in social media can promote user generated content, stimulate dialogues between consumers with the aim of identifying even greater levels of insight into your consumer communities.

- News feed into social media
- Integrate into 'Earned Media' strategy
- Leverage consumer interaction for customer insight

### **Vertical Leap News Content Marketing**

Vertical Leap News Content provides fresh, relevant news articles direct to your website.

Written by a team of experienced in-house journalists, all articles are written specifically to enhance the content on your website, keeping it fresh for the Search Engines, your customers and providing you with additional content to leverage throughout your on and offline marketing communications.

Vertical Leap News Content Marketing packages include 30, 50 or 100 customised news articles that are delivered by XML feed or email direct to your website or inbox. Because the news is written for you, you are free to use the news anywhere it can benefit your marketing.

Contact Vertical Leap now to find out more about our News Content Marketing service and how you can realise the benefits of news across your marketing.

[www.vertical-leap.co.uk/news-service](http://www.vertical-leap.co.uk/news-service)

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