

5 Reasons You Need Killer Content to Skyrocket Inbound Marketing Results

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Bringing Home the Bacon With Content Marketing

We get it. Bringing in revenue from sales generated from content marketing can seem like the ever elusive unicorn that escapes you ever night in your dreams. Oh, is that just me? Well, whatever escapes you, I understand, content marketing can be the same.

The good news?

Some nuances will either make or break your content marketing efforts. Learn these, and you'll be well on your way to skyrocketing your inbound marketing results. Now let's go on to talk about five reasons you need killer content.

Spppttt... Before we move on – for those of you that don't know what inbound marketing IS – Inbound Marketing: A technique for drawing customers to products or services through content marketing, search engine optimization, social media, and branding.

Ok... back into it...

#1 – Positions You At the Top of the Heap

It's a noisy world with thousands of people trying to get the attention of your customers and your potential customers. When you put out high quality not only do you get back in front of these customers but when you solve their problems, you position yourself as an expert. When your potential customers see you as an expert, they are more likely to do business with you over your competition.

#2 – Provides Long-Term Benefits

Building high-quality content on your blog provides long-term benefits since your content will be on your site forever. People could come to visit your site years from when you started it and find the content you posted when you were getting started out on your new venture. The more content you have available online, the more opportunities you have for people to find your company.

Refreshing past content could keep your blog content up to date even if the original creation of the content was written and posted years ago to increase the long-term benefit of your blog content even further.

#3 – Attract New Attention

Thankfully with content marketing, you don't have to hire someone to stand by the road waving for people to come in and check out your products. When you have amazing content, you have the opportunity to bring new visitors to your website because they want to read your content. People love sharing helpful and interesting content, so you want to make sure that your content falls into that category.

#4 – Can Influence Conversion

Your content can help walk people through the sales cycle. They may not be ready to buy when they first come to your website, but when you educate them through blog posts and other content, you will help them understand the benefits of your product or service. Your content can be geared to directly deal with common objections, or it can be generally informative content.

Crafting content that helps people decide to buy is always a smart decision. If you aren't sure about how to do this, we can help! Creating blog content is only one part of your content marketing strategy. Social media posts for promotion is vital to your strategy. We know how to help you with this as well, so don't sweat it.

#5 – Builds Your Company's Relationship & Trust with the Customer

When you are consistent with creating high-quality content that helps potential clients with their problems, you continue to build a positive relationship with this person or company. Building trust with your potential clients is extremely important and being able to build trust through consistency doesn't cost anything extra when you add additional people to your sales funnel.

Final Thoughts

Whether you are new to inbound marketing and bringing people to your website through content marketing or if you have developed an editorial calendar, created a process for content creation and have your social media humming, we understand that this process can be time and resource intensive. When you're overwhelmed and ready to throw your content marketing plan out the window, we've got your bacon – uh, I mean, your back!

Here at Content Bacon, we can help you through the entire content marketing process and keep your blog content flowing like your morning coffee. Delicious!

- No more stress
- No more maxing out your budget on in-house content creation
- More positive results

Click [here](#) to contact us today to find out how we can help you bring in the bacon with inbound marketing.