

5 Ways Content Can Immediately Improve Sales

Have you ever watched someone try to catch a chicken?

TV, movie, or in life, you've likely seen the extreme frustration of the unfortunate soul told to go get "dinner." The chase is typically gut-busting.

You watch this poor sucker, sweating, cursing, going around and around in circles. The bird – highly motivated to beat the axe – usually wins, but not until our hapless victim slips in the mud completely humiliated and dejected. If only he had tried some cracked corn – a chicken's favorite snack.

Marketers can be a lot like our hapless victim. Prospective clients, a lot like chickens.

The marketer is trying every which way to capture the interest of the prospect, missing every time because their content isn't of interest to their prospects. Prospects run in the opposite direction to avoid the pain of treading through meandering, pointless content. They go elsewhere, looking for the cracked corn. The marketer is left feeling like Sylvester Stallone's "Rocky" ... a "Kentucky Fried Idiot."

High-Quality Content Is the Key

First, let's be clear what we are talking about. *Inbound Marketing* is a technique used to draw customers to products or services through *content marketing, SEO, social media, and branding*.

These four methods of inbound marketing may seem very different – and they are – but they do have something in common that is critical to their success – focused, high-quality content.

All content needs to be well-written, engaging, and useful to your prospects and customers. It also must be highly focused on giving them what they need, when they need it, and where they are likely to look for it.

How to create this kind of content is the special skill of a copywriter and a topic for another post. Right now, I want to provide you with five reasons why you should invest your resources in **high-quality content (HQC)** for your inbound marketing strategy.

Reason #1: HQC Positions You at the Top

It's a noisy, crowded world. There are hundreds, maybe thousands, of others competing to get the attention of your prospects. To corner, catch, and keep your market you need to rise above the noise.

HQC will draw prospects in and sustain repeat customers. In this instance, HQC will identify the pain points keeping them up at night and provide them with a solution. Proven solutions backed by credible results will position you as an expert.

When you can solve a problem with a solution that appeals to your audience's logical *and* emotional needs (people buy for emotional reasons; they justify the purchase with logic), they are more likely to do business with *you* and not your competition.

Reason #2: HQC Provides Long-Term Benefits

Anything posted online will remain there forever and this time, that's good news. An HQC blog will give you long-term benefits. Prospects looking for your product or service can visit your site years after you first post it and find the information they need. The more content you have available online, the more opportunities you have for people to find you.

It's also a good idea to periodically refresh posted content. You want to keep your position at the top, so up-to-date information is necessary.

Reason #3: HQC Attracts New Attention

When you have HQC, it is likely that it will be shared. People love sharing helpful and interesting content and when they do, a second wave of prospects will check you out. An experienced copywriter can ensure your content falls into this category.

Reason #4: HQC Can Keep the Sales Cycle Moving

Not everyone is ready to buy when they first visit a website. Prospects need time to think it over, to make comparisons, to decide how they feel about it. Typically, especially in a B2B market, the time between initial interest and the sale can be long... weeks, months, even years. HQC can be used to walk prospects through this long sales cycle.

If you're not making an immediate sale, use the opportunity to educate your prospects. Help them understand not only the features, but also and especially, the benefits of your product or service. HQC can refute common objections, position your product or service as superior to your competitors', and provide useful (and free) special reports.



Reason #5: HQC Builds Relationships and Trust

Whatever the business, having the trust of your audience is essential to its success. Again, this is where a professional copywriter can help you out. Copywriters are experts in persuasive techniques and building trust is something they routinely do.

Trust is built when you offer consistent HQC that addresses your prospects' and customers' *real* needs, is *useful* to them, and *respects* their intelligence. Less-than-good sales reps:

- Will try to sell what they want you to have, rather than what your prospects need.
- Won't take the time to figure out the cause of their problem and how what they have can fix it.
- Try to sell an audience on features without every knowing whether they consider them benefits.

Put HQC To Work for You Today

Regardless of where you are in developing your inbound marketing strategy, it is a good idea to create a process for developing HQC. Even if it means backing up a bit. Identify the resources you will need – the time, the money, and the people.

Be sure that part of this process is to create an editorial calendar. Know what you will post, when you will post it, and back into your start date being sure to allow for research, review, and drafts. Creating a process will ensure that you continuously generate new content, and the more you post, the higher in online search rankings you will appear.

If you need help developing HQC for your company, visit [gkcopywriter](http://gkcopywriter.com) to set up a time when we can discuss how my experience and expertise can improve the results of your inbound marketing.