



CONTENT STRATEGY



Changing shopping behaviours



COVID-19 caused ripples



Rapid changes in the social media world



You're not the only one

All companies are striving to stay afloat amongst the chaos



Technological advancements and algorithm changes



The need to expand to younger customers



Low customer attention span in a highly competitive market

***Not
everyone
is pulling
through***

Traditional marketing doesn't seem to work as well anymore, but being online hasn't seem to bring in any profit...

Unjustifiable content efforts

Low reach and engagement

Expensive ad spend and low ROI



**You are focused on
increasing sales**



**The team is drained and
budget is limited**



What if I told you there is one thing that
can fix it all?

✓ Attract sales

✓ Reduce time spent

✓ Reduce cost

I'm just as numbers sensitive as you are, and what I'm about to share with you is not some hacks and tricks or something based off of a subjective idea

Content marketing costs **62% less** than traditional marketing but it generates about 3 times as many leads

Conversion rates are **6x higher** for content marketing adopters (2.9%) than non-adopters (0.5%)

70% of people would rather learn something from an article or blog post rather than from a traditional advertisement

And it's not just world benchmarks, my clients attain these numbers with me:

- Averaging at **50% increase** in organic reach after first month of implementation
- Averaging at **50% decrease** in cost per lead after implementation
- Lead to closing at an average of **2.5%**

In our current era,
just being present is not enough.

You need to be relevant.

By producing target audience-specific, brand proposition-centric, and
platform-appropriate content



Relevant content helps you to be different

Brand's current state

Brand and product-focused

No matter how pretty your visuals or well-crafted your copies are, your content is disrupting your target audiences, instead of attracting them. Your content is mainly made up of promotional messages serving BOFU goals.

Brand's potential state

TA pain points, value-adding, and propositions

Content that truly attracts and add value. Not only do these content help drive leads into and down your funnel, it also helps build strong brand awareness and brand loyalty, allowing you to take full advantage of retention.

A close-up photograph of a person's hands holding a white smartphone. The person is wearing a dark blue shirt. The background is blurred, showing other people in a crowd. A teal horizontal band is overlaid across the middle of the image, containing white text.

This means better and stronger brand awareness

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Relevant content helps you save time

Employees now

Unable to generate valuable insights

Creating content just for the sake of it

No clue what content really works

No clue what the content can achieve

Endless testing with no clear guidelines to indicate what is worthwhile and what is not

Employees with a content strategy

Knows exactly what content to create

Understands what content is for

Able to spot content patterns

Able to measure content success

A clear framework to categorise all content with respective objective and execution



This means better use of man power



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Relevant content helps you achieve
sustainable results

Without a content strategy

Unable to justify content efforts

Content performance does not support why the company continues to use time, effort, and head count to create content. None of the content is generating any key learnings for continuous improvement

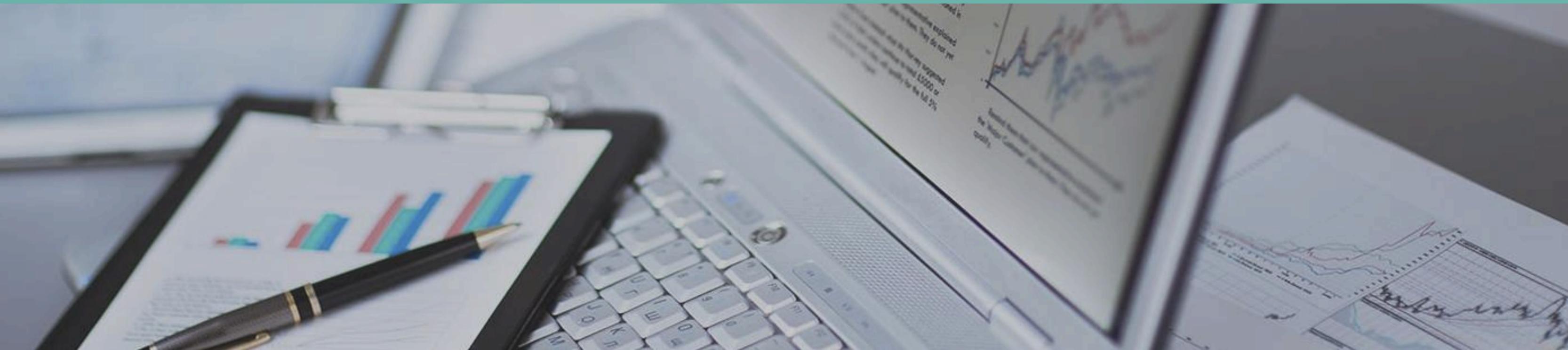
With a content strategy

A clear framework to follow, execute, and perfect

Content is achieving performance that shows steady growth, positively affecting different parts of the company, resulting in higher TA awareness, better brand recognition and stronger customer loyalty. Employees' time is used effectively



This means higher ROI



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Relevant content helps you save money

Without a content strategy

High ad spend, no return

Budget can only increase reach.
Unless the content is truly attractive and relevant to your target audiences would they convert

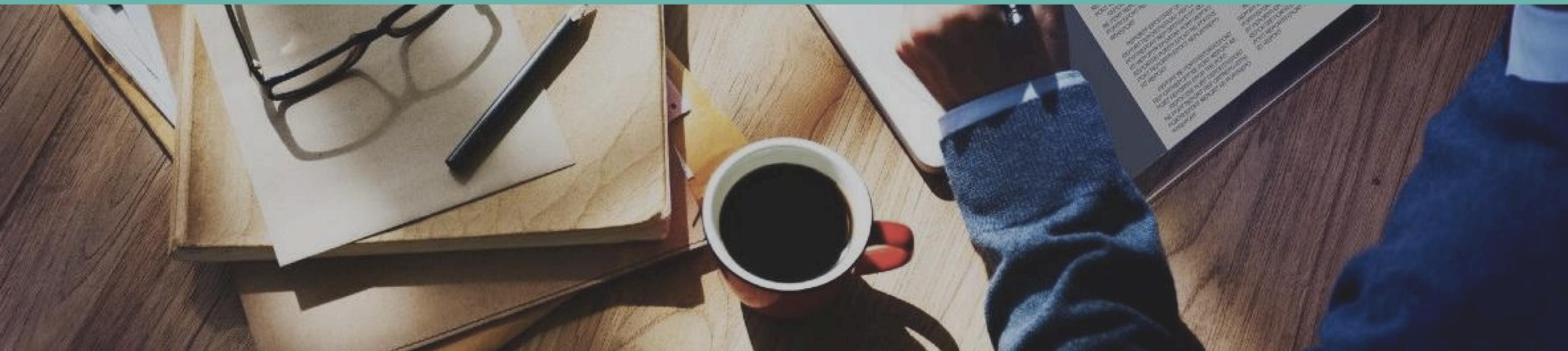
With a content strategy

Low CPA, continuous return

Content's effect doesn't cease to exist after the ad budget is used up. As long as it is truly attractive and relevant, it can effectively attract your target audience, increasing conversion while pushing down cost



This means more profit



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Last but not least, relevant content helps
you maintain and grow strong connections

Without a content strategy

Lengthy outreach

You have to prove your company during outreach, which likely requires lengthy communication, persuasion, presentations, and more.

With a content strategy

People are attracted to you

Apart from attracting your TA, relevant content also attracts B2B relationships. Businesses want you to promote their brand because you are creating better content than them. Your content becomes the window display of your brand strength.

A photograph showing two hands shaking over a document, symbolizing an agreement or deal. A teal banner is overlaid across the center of the image, containing the text "This means shortened processes" in white, italicized font. The background is a light, neutral color, and the hands are positioned in the foreground, with the document visible behind them.

This means shortened processes



So, how can you start creating relevant content?



Say good bye to

- Weak brand awareness
- High cost
- Low return on investment
- Poor use of man power
- Inconsistent performances
- Exhausting community-building processes

LET'S TALK!

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