

10 Solid Content Marketing Ideas to Jump-Start Your Small Business in 2023



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About Jimmy Newson

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Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



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In Today's Session, You Will:

- Why now is the time for your small business to invest in content marketing
- How to use content marketing to meet your potential customer where they are at
- How to use a tool like Ahrefs to do most of the heavy lifting for you
- What you can start doing today to build content marketing success



What is Content Marketing?

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What is Content Marketing?

- A multifaceted approach, meaning it can come in many different forms. It includes blog posts, social media posts, podcasts, videos, webinars, infographics, and more.
- Should be tailored to the specific needs of each individual business. It is important to take into consideration the interests of your target audience and what kind of content would be most relevant to them.



Why is Content Marketing Important?

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Why is Content Marketing Important?

- Provides valuable information to customers, showcase your business's expertise, and increase brand awareness
- Builds trust with potential customers, increase website traffic, and drive conversions by creating useful, engaging content
- Ability to reach a wide range of people



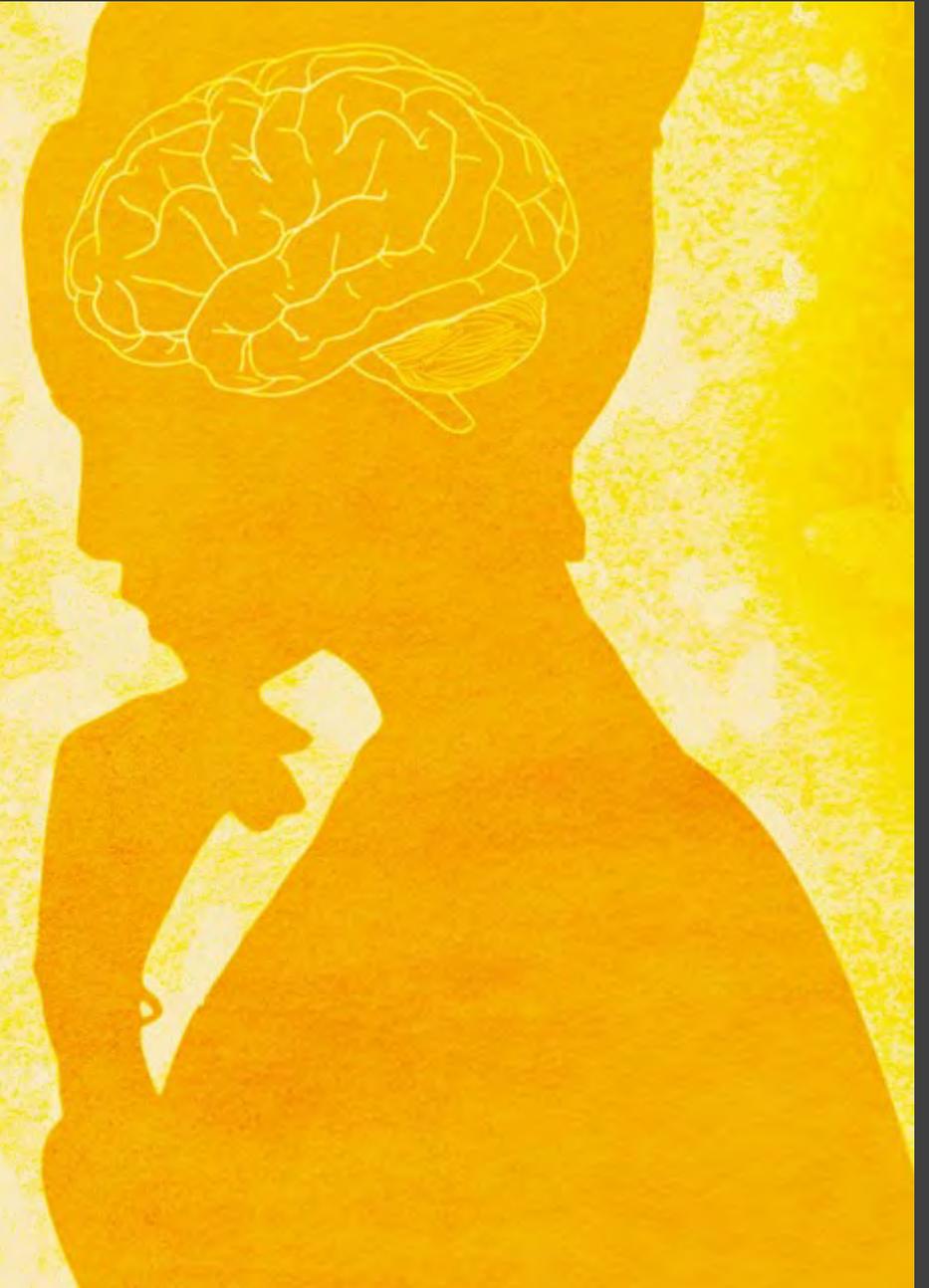
Who is Content Marketing For?

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Why is Content Marketing Important?

Content marketing effectively allows businesses of all sizes to connect with potential customers. Whether you're a small business owner or an established enterprise, content marketing can help you promote your products and services, build relationships with customers, and increase sales.

10 Content Marketing Ideas

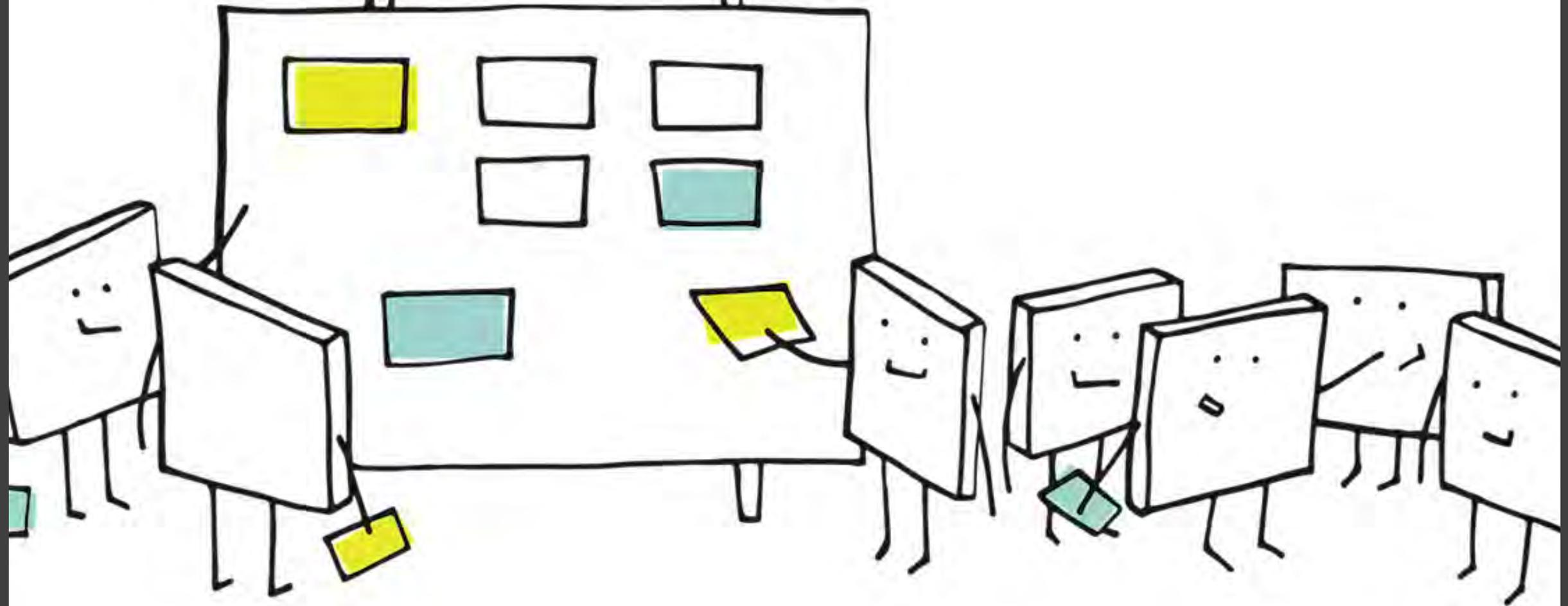




1. Run a Brainstorming Session

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SESSIONS



1. Brainstorming

- **Rewrite existing content:** As your business grows, it's important to ensure your website is up-to-date with the latest content. Consider taking an older article or blog post and rewriting it with fresh information and perspectives.
- **Research Reddit and Quora:** Research popular topics on Reddit and Quora related to your industry and create a post around it.
- **Utilize Artificial Intelligence:** AI can provide you with valuable data to create content around. Use AI tools to analyze market trends or statistics pages related to your industry and help you create new and engaging content.
- **Partner with influencers:** Connect with influencers in your industry to guest blog or promote your content.
- **Create a comparison page:** Provide potential customers with an easy comparison of similar products or services offered by you and your competitors.

1. Brainstorming

- **Interview industry experts:** Interview experts in your industry and create a post about their insights and advice.
- **Focus on seasonal events:** Create content around major holidays or other seasonal events in your industry to attract new customers.
- **Create a glossary:** Compile a glossary of key terms related to your industry to help visitors understand complex topics.
- **Utilize Google Trends:** Use this tool to find trending topics related to your industry and use them as the basis of content.
- **Leverage video content:** Video content is becoming increasingly popular, so consider creating videos related to your business or industry to reach a larger audience



2. Use an Editorial Calendar

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2023

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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FEBRUARY

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MARCH

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AUGUST

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2. Editorial Calendar

Traditional

- New Years
- Memorial Day
- Mother's Day
- Father's Day
- Independence Day
- Halloween
- Thanksgiving
- Christmas Day
- Labor Day
- Veterans Day

Industry

- National Fitness Month
- Small Business Saturday
- Hot Tea Month
- National Train Your Dog Month
- Cancer Prevention Month
- Dark Chocolate Month
- Margarita Day
- March Madness



3. Leverage Social Media

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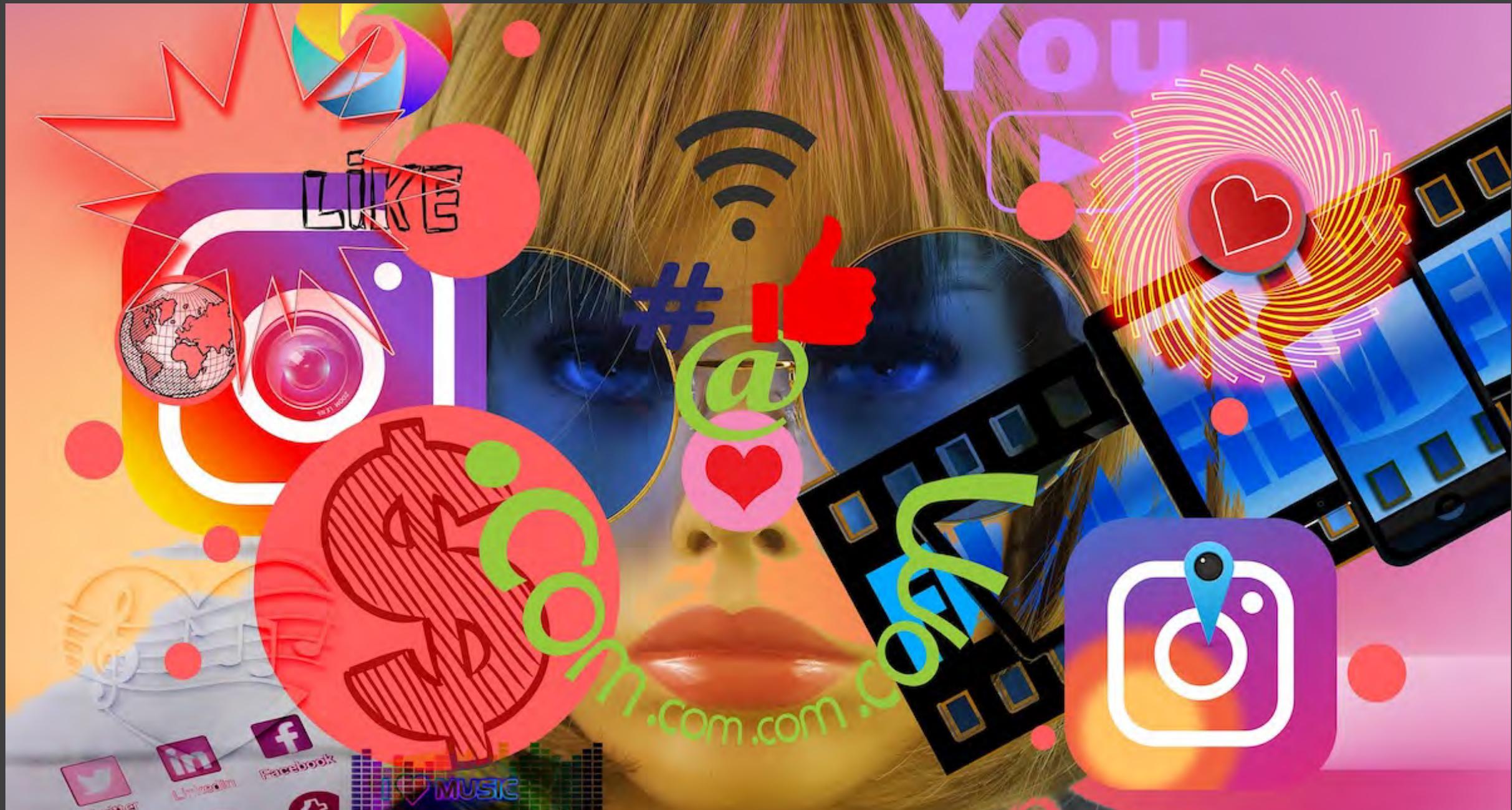
3. Leverage Social Media

- Ensure that your social media profiles are up-to-date
- Include relevant information about your business.
- Share your latest content assets.
- Partnering with influencers and reach a larger audience.
- Consider collaborating on guest blogs
- Creating videos
- Check Google Trends to drive engagement on your posts and stand out in the news feed.
- Include a link to your statistics page or glossary



4. Collaborate with Others

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4. Collaborate with Other Businesses

1. **Participate in co-marketing opportunities:** Utilize shared customer networks and collaborate on promotional campaigns to reach more potential customers.
2. **Share knowledge and resources:** Exchange expertise and advice with other businesses to help one another increase their customer base.
3. **Establish strategic partnerships:** Join forces with complementary businesses to create mutually beneficial marketing campaigns, referral programs, and loyalty programs.
4. **Cross-promote on social media:** Utilize each other's platforms to drive awareness and engagement from both company's respective followings.
5. **Co-sponsor events or conferences:** Get your message out by collaborating with complementary companies at large industry events or conferences.
6. **Network at trade shows:** Meet up with complementary companies at tradeshow or industry events to discuss joint ventures or partnership ideas.
7. **Develop content syndication strategies:** Develop creative strategies for syndicating content between your business and partner organizations to promote products or services.
8. **Form alliances:** Look for common goals or mutual interests between businesses and form strategic alliances that can benefit all parties involved

4. Collaborate with Influencers

Step-by-Step

1. Identify and target influencers who match your business's values, interests, and goals.
2. Create an effective partnership plan that works for both parties involved.
3. Provide influencers with incentives such as discounts or exclusive access to products/services in exchange for promotional posts.
4. Encourage the influencer to use your product/service and show their followers how they're enjoying it.
5. Ask the influencer to feature user-generated content (UGC) from customers in order to create trust and a more personal connection between you and potential customers.
6. Keep track of analytics related to each post made by the influencer so you can adjust your strategy as needed going forward.
7. Regularly engage with comments on posts and messages sent by users, as this will make them feel valued and may result in higher customer satisfaction rates.
8. Reward top-performing influencers with additional promotional opportunities, recognition, or monetary rewards.



5. Host a Webinar or Podcast

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5. Host A Webinar or Podcast

Consider the goals you would like to accomplish.

- Educate your audience on a certain topic
- Generate new leads
- Compare products or services
- Offer an in-depth look at a complex topic

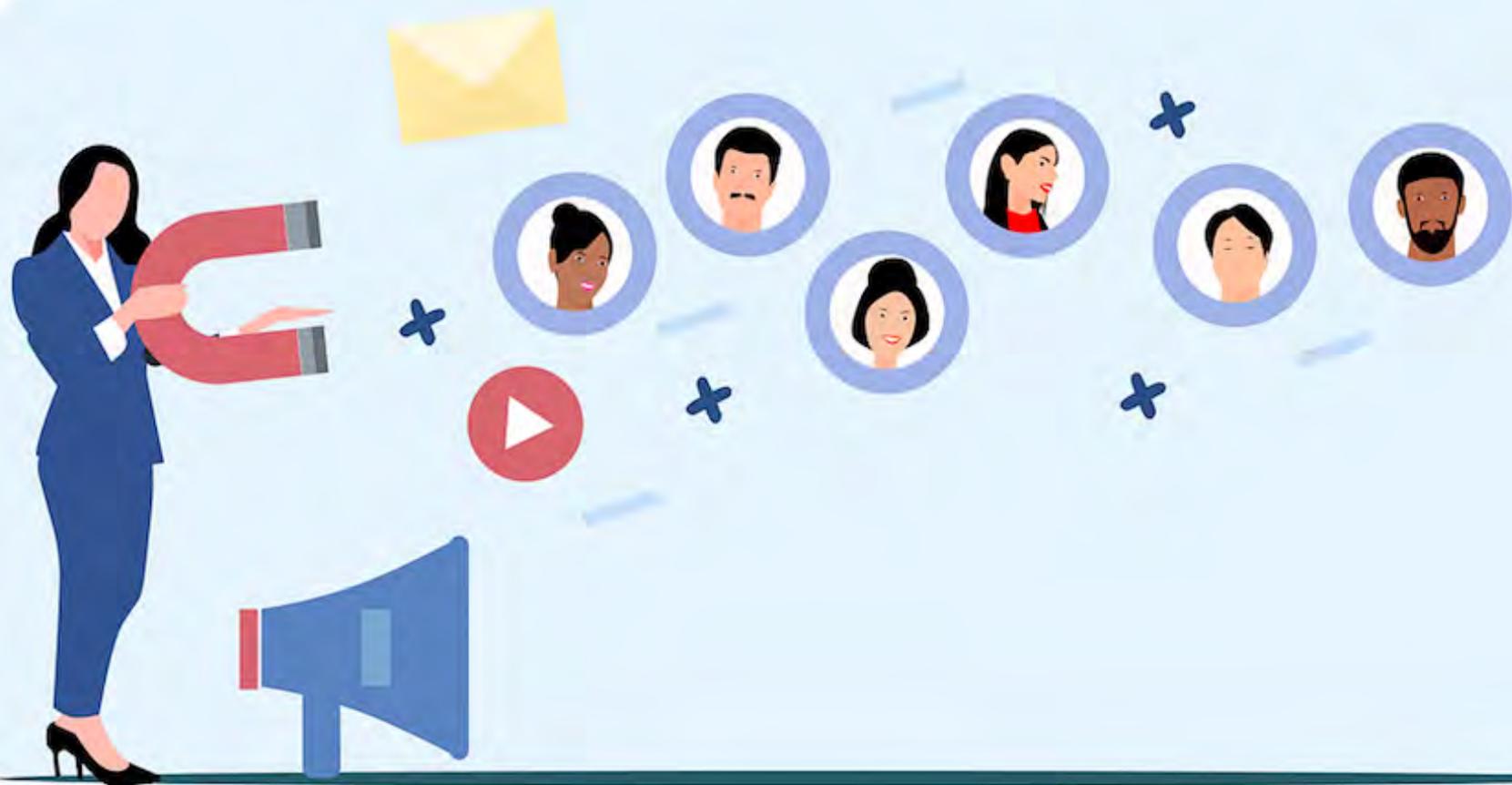
Once you have determined the goal for your webinar or podcast, you can begin creating the content.

- Researching topics and trends
- Using tools such as Ahrefs, Anyword and Buzzsumo
- Promotional blog or video
- Partner with influencers to promote your webinar or podcast.



6. Create a Lead Magnet

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6. Create a Lead Magnet – Top of Funnel

TYPE OF LEAD MAGNETS

- Cheatsheet
- Checklist
- Toolkit
- Resource Guides
- Free Report
- State of The Industry
- Guides
- Video Training
- Survey
- Email Course Infographic
- Video Version
- Audio Version
- Quizzes
- Giveaways
- Calculator
- Mind Map
- Process Flow Diagram

6. Create a Lead Magnet – Middle of Funnel

TYPE OF LEAD MAGNETS

- Software Download
- Case Studies
- Account Registration
- Free Shipping
- Webinar
- Free Tickets To Event
- SMS Notification
- Early Bird
- Certification Program
- Free Sample
- Free Version

6. Create a Lead Magnet – Bottom of Funnel

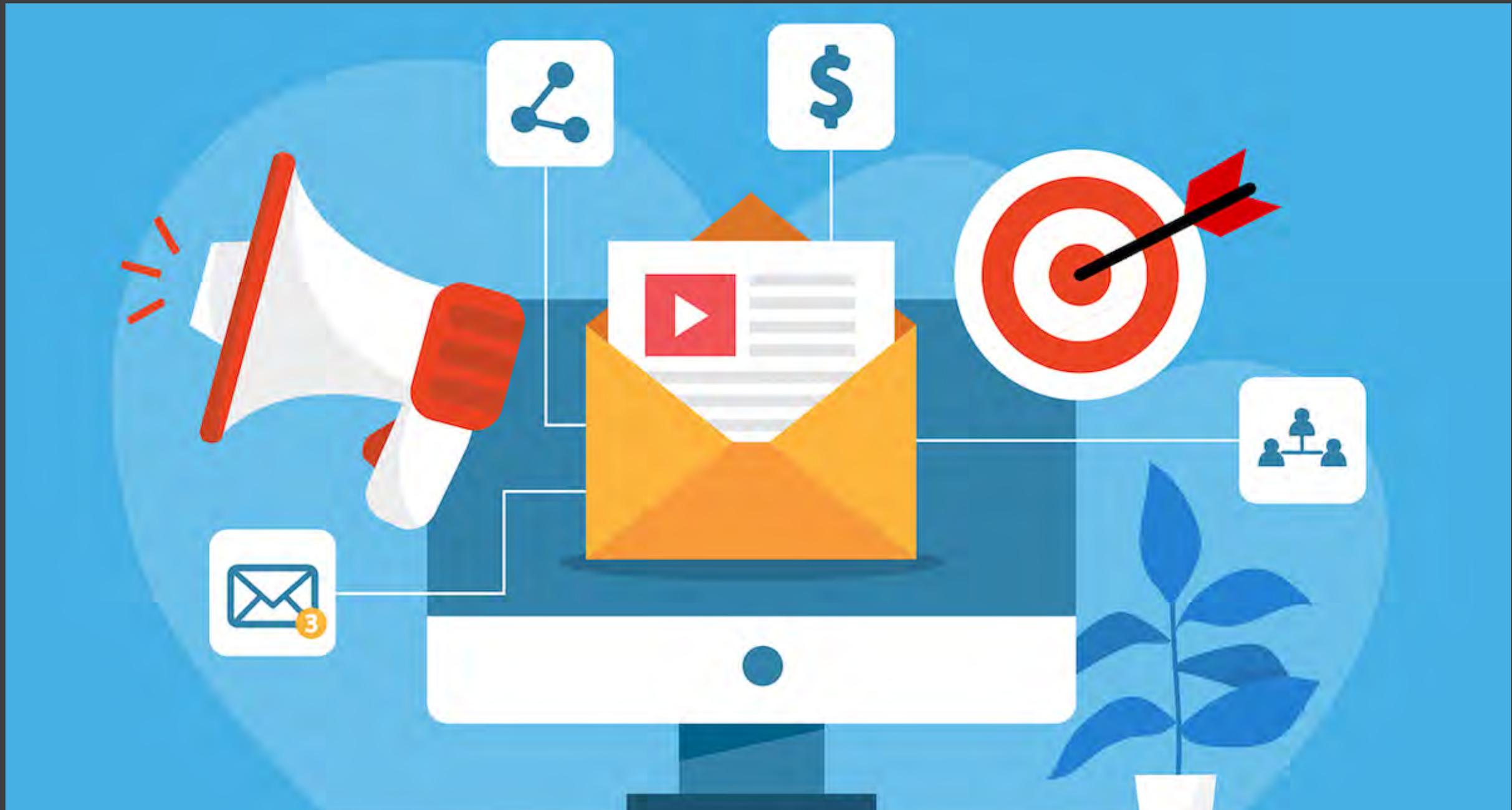
TYPE OF LEAD MAGNETS

- Discount Coupons
- Free Consultation
- Comparison Charts
- Software Demo
- Price Points
- Free Trial
- Free Quote
- Loyalty Programs
- Needs Analysis Call
- Sales Call
- Test Drive



7. Leverage Email Marketing

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7. Email Marketing for Content Promotions

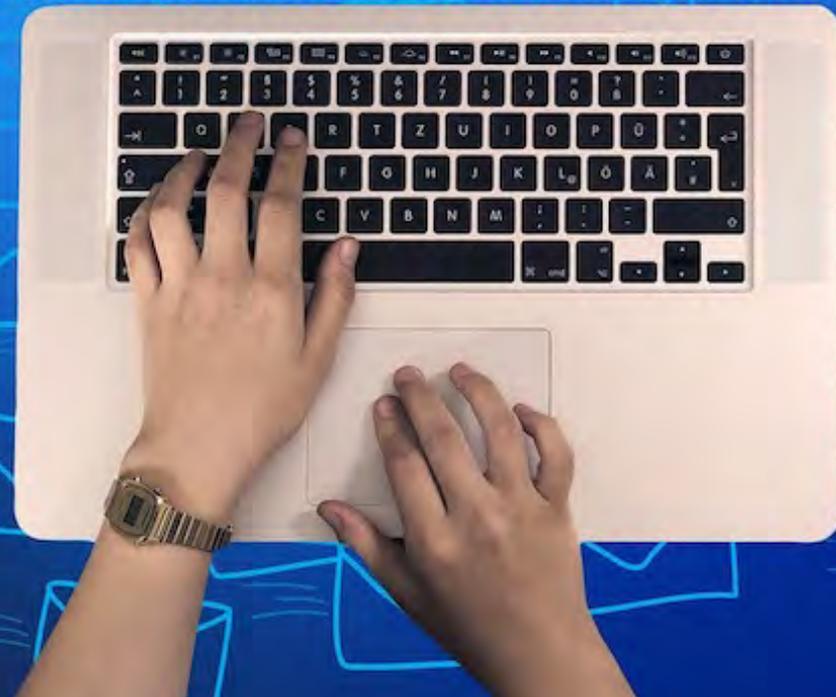
- Create an automated welcome sequence that introduces new subscribers to your brand and content.
- Provide them with an easy way to get to know more about you and keep them engaged.
- Email campaigns when you publish new content like blog posts, whitepapers, case studies, or other forms of content.
- Include a call-to-action in the email that encourages readers to take the desired action.



8. Repurpose Existing Content

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content content content content



8. Repurpose Existing Content into Different Formats

Examples of Repurposing

- Transform long-form articles into short video clips
- creating interactive tools or infographics
- turning your blog posts into podcasts

PRACTICE the 80/20 rule



9. Run a Contest or Giveaway

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9. Run A Contest or Giveaway

Your Process:

- Offer a reward for people who share your content or refer their friends.
- Use a tool like Google Trends to identify popular topics that you can use as the basis of your contest.
- Have an attractive prize that will motivate people to enter your contest.

Great ideas:

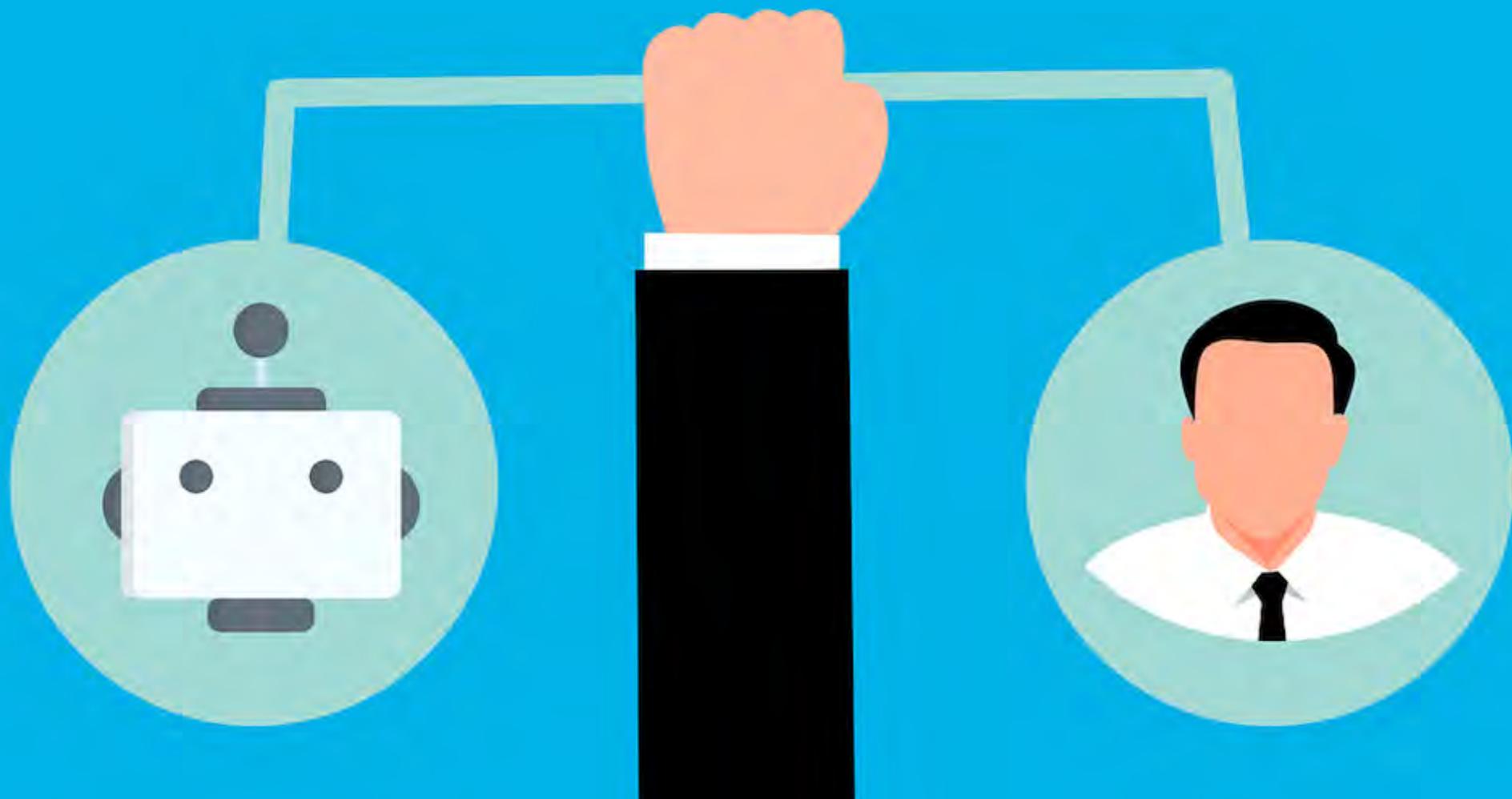
- Discounts or free products and services
- Gift cards
- Tickets to special events.

You can also partner with influencers in your industry to help promote the contest.



10. Leverage AI and Machine Learning

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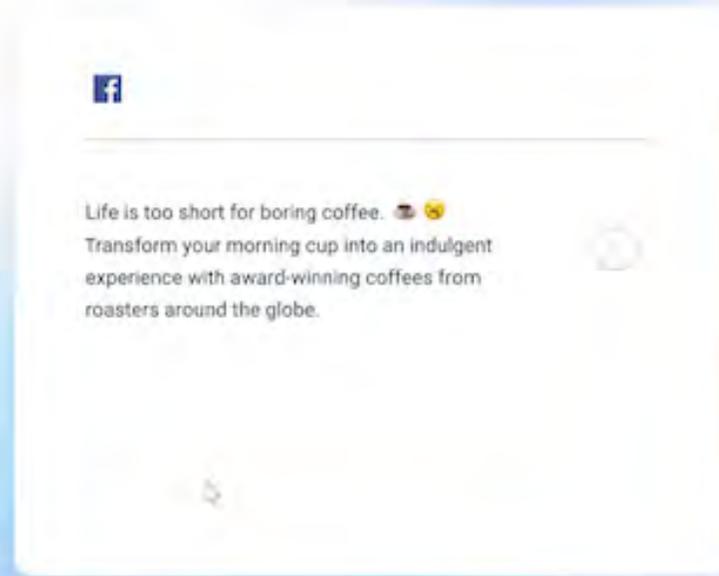
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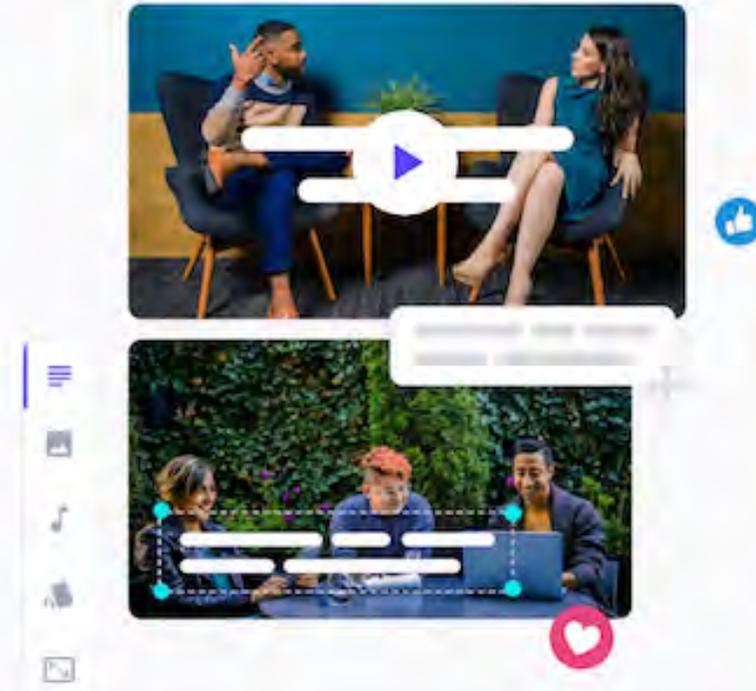
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Hi Jen,

I hope you're well. Can we catch up today? I'd appreciate your input on my presentation for tomorrow's meeting. I'd especially love it if you could

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Nice job!

You made that look easy.



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Blog Resources

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10 Content Marketing Ideas to Kick-Start Your Small Business in 2023

by Jimmy Newson | Dec 21, 2022 | Marketing | 0 comments



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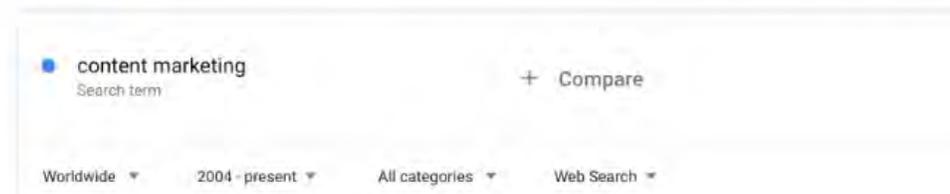
CONTENT MARKETING

13 Content Marketing Ideas for Small Businesses

Si Quan Ong ▾ March 27, 2022

Content marketing is hot today.

Look at the meteoric rise in interest over the past 20 years, according to [Google Trends](#):



Si Quan Ong

Marketing @ Ahrefs. Current learning project: Korean. I also summarise books on my [personal blog](#).





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HOMENEWORK:

1. Audit Your Current Content
2. Brainstorm New Ideas
3. Pick 1 to 3 Content Types
4. Create or Revise Existing Content
5. Monitor and Repeat





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