

10 Types of Content to Grow Your Brand

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"Content is two things, message and channel. It's what you say, and how you deliver it." — Josh Steimle

Using multiple content formats helps you reach a broader audience as you cater to the different learning styles. Here are ten types of effective content formats to improve your brand's marketing in 2021.

1. Quizzes

One of the reasons quizzes are popular is because we like learning about ourselves. They're a fun and interactive way for your audience to engage with your content. You can get quality leads by offering access to the answers as a gated opt-in.

2. Podcasts

Currently one of the most effective marketing strategies, audio podcasts have become so popular even Amazon music now has them on Alexa. You can start your own show by simply repurposing your written content and videos. Make it a one-time occurrence, a season, or an ongoing series. Not quite ready to launch an official podcast? Repurpose your popular long text blog posts into audio blogs to embed on your website.

Pro Tip: A fast and very cost-effective way to reach a broader, targeted audience is to guest on podcasts or interview industry experts and influencers. But there's a smart way to get interviewed. I see potential guests making fatal mistakes when pitching to be interviewed on my show(s).

Do you want to guest on shows that reach your target audience? Ask me how.

Because I started podcasting and interviewing thought leaders on my personal development show back in 2014, I've learned a few insider strategies. Although that show is on hiatus, in addition to podcast production services I offer single bespoke consultations. Feel free to contact me about the right way to pitch shows so hosts don't ignore you, what NOT to do as a guest, and the best way to get those quality leads beyond the interview.

3. Checklists

Although they fall under the written content category, I love checklists because they give a simplified overview of what needs to be done. Your audience can implement quickly and get results, making them more inclined to want more of

your offers because they've gotten a tangible feel of how you solve their problems. Checklists are also easy to create and can be as simple as a 1-page white paper, an actionable PDF with graphics and links, or an engaging HTML5 Flipbook.

4. Challenges

With the challenges I mean the virtual educative ones that show your audience how to solve a specific problem or achieve a result over a set time using specific steps. They're popular because you give people daily actionable information while motivating them until the goal is reached. Challenges are a secret but effective way to demonstrate your expertise, build trust, add new subscribers quickly, launch an offer, and convert clients.

5. Infographics

As our attention spans become shorter online, we tend to scroll by long-winded posts. Infographics are a great way to make it easy for your audience to consume your content in a few seconds. They can quickly scan your visual, get immediate value and thus want to learn more about you and your offers.

6. Case studies

Do a case study that shows how your offer solves your audience's problems. Social proof is an effective way to boost conversions. Seeing a demonstration of how your product, program, or service helped someone could just be the deciding factor that can move your audience along their buyers' journey.

7. Presentations

Take some important points from your content and simply repurpose them into a visually attractive branded template. You can upload the entire presentation to sites like SlideShare, create an Instagram multimedia slideshow, or post as single graphics.

8. Short-form Videos

With more people online since the pandemic, video is an excellent way for brands to stand out above the digital noise. Repurpose your popular content into short videos that cater to people who prefer watching over reading.

9. User-generated Content

Because we trust other consumer's opinions more than brands, content created and shared by your audience is one of the most effective marketing strategies online. A perfect example is Amazon reviews. I don't know about you, but I always look up reviews before deciding to buy something. Invite people to

share what they love about your goods or services. UGC can be testimonials, social media shares, video reviews, Influencer posts, or wearing branded merch.

10. Livestreams or Webinars

Zoom has made video popular because of the pandemic. Both short and long-form videos establish authority and build trust faster than the written word. While Livestreaming is a great way to engage and interact with consumers, consider webinars which are an effective way to educate your audience on a specific topic. Yours can be live classes, evergreen recorded videos or a hybrid.

These formats not only educate and add value to your audience, but also make your campaigns stand out among your competitors. Repurpose them into opt-in incentives and content upgrades for people to join your subscriber list. Or offer them as exclusive content for your existing buyers or email subscribers.

Experiment and split test to see what best serves your target audience. Then use the data to get better results.

Ready to implement and save time?

Consider working with me to optimize your content marketing strategy.

<https://www.nagadigital.com/consulting/>



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