

YOUR MINI GUIDE TO WINNING CONTENT MARKETING STRATEGY

A Guide To Implement A Successful Content Marketing Strategy

5 KEY CONTENT MARKETING TACTICS



TIMELY CONTENT

Always allow your audience to stay informed of the most updated status of the products or services you provide. Give them the support they need to build brand trust and loyalty.



AUDIENCE-ORIENTED CONTENT

Think from the perspective of your audience and provide content that they are interested in during this pandemic, including the brands' coronavirus initiatives, how you are helping out and supporting the community etc.



MOTIVATIONAL CONTENT

Build a supportive brand image by showing how your products or services can make people feel better and live a better life in a chaotic world. It is reassuring for the audience to hear from the brands they know and trust during these difficult times.



VALUE-ADDED CONTENT

Create unique and original content to bring value into people's lives, such as video content, tutorials or blog posts that are useful and inspiring, and at the same time matched with your brand values.



SEO-CENTRIC CONTENT

93% of online experiences begin with a search engine. Without a well-planned SEO strategy, your content could not reach the right group of audience. Focus on sharing essential information that your audience may want to read and optimize it to gain traction.

WINNING CONTENT MARKETING STRATEGIES FOR 4 KEY INDUSTRIES



INSURANCE

Tool:

- Newsletter
- Webinar

Benefit:

- Brand exposure
- Increase interaction



BANKING

Tool:

- Social Media
- Blog Writing

Benefit:

- Engage audience
- Drive conversions



F&B

Tool:

- Chatbot
- Cognitive Ad

Benefit:

- Generate sales leads
- Obtain consumer data



HOTEL

Tool:

- Responsive design
- SEO

Benefit:

- Drive quality traffic
- Long-term planning

6 MUST-KNOW CONTENT MARKETING STATISTICS FOR 2020



CONTENT MARKETING GETS 3X THE LEADS PER DOLLAR SPENT



BLOGGING IS 13 TIMES MORE EFFECTIVE TO SEE POSITIVE ROI



PEOPLE TODAY HAVE 2X INTERACTIONS WITH BRANDS ON MOBILE THAN ANYWHERE ELSE



SUCCESSFUL MARKETERS DEDICATE 40% OF TOTAL MARKETING BUDGET TOWARDS CONTENT MARKETING



VIDEOS INFLUENCE 64% OF PURCHASES



FACEBOOK HAS THE BEST ROI, FOLLOWED BY INSTAGRAM

WHAT'S NEXT?



CONTENT MARKETING CAN BOOST SALES



INSTAGRAM AND VIDEO MARKETING ARE SOARING



BLOGGING IS STILL VERY MUCH EFFECTIVE



RESPONSIVE DESIGN IS A NECESSITY AS SMARTPHONE ADOPTION ACCELERATES

TAKE YOUR CONTENT MARKETING STRATEGY TO THE NEXT LEVEL WITH US

Do not hesitate to contact us for professional advice. NDN Group is now offering **FREE CONSULTATION** to help thrive your business amid the chaos.

WHY PARTNER WITH NDN?

- We have worked with over 1,600 clients across various industries.
- We are an experienced digital conglomerate with 19 years of solid portfolios.
- We have helped brands achieve 5,500,000 impressions for online ads, 300% increment on website traffic driven from social media platforms and generate over 300% of sales leads.
- We offer unique digital solutions by integrating technology with marketing to help launch businesses to digital success.
- We provide a wide range of services including AI, blockchain, big data analytics, digital advertising, mobile app development, E-commerce, content development and many more.
- We are more than just an agency.