

# Content marketing contributes substantially to the bottom line

 By [Tseko Shibambu](#)

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The advent of the Internet has brought with it opportunities and new marketing techniques. Sales people offer prospects face-to-face and verbal communication which depends on their innate ability to be successful. Content marketing provides online information that the public needs in order to make the right decisions. It is a way of engaging the public in a cost-effective manner.

The following are but some of instances where content marketing could be beneficial:

- Manufacturing and consumer goods companies are always introducing innovative and need-satisfying products and solutions whose benefits need to be conveyed to the public. Due to factors such as global warming and healthy eating lifestyles, the need to continuously communicate with the knowledge-hungry public should not be underestimated.
- Grudge purchases and technically-oriented products and services, i.e. insurance products, both short-term and life, banking, legal and investment solutions and asset management are deemed by most people as inconvenient, with most associating them with doubtful and legalised pyramid scheming and rip-offs. They don't consider them as methodological and scientific probability projections and underwriting of misfortunes and unsavoury events. By providing content that seeks to shed light on these solutions, organisations stand to win the trust of the sceptical members of the public.
- Freight and cargo services companies and airlines offer critical services that keep the country going but also contribute more to global warming than ordinary organisations. Providing information about how they implement green strategies and solutions can help differentiate them from the competition.
- Government departments and not-for-profit organisations (NPOs) offer services that the public want to be kept abreast of, especially the philanthropic and deprived members of society. For NPOs, some benefactors prefer to know how their donations and gifts are spent and hence giving feedback is essential in keeping them and attracting new ones.
- Retailers play a critical role of feeding, clothing and healing the public and communicating their services and important issues such as periodical discounts, operating hours, store locations, corporate social investment initiatives, etc. helps as a differentiation tactic.

## How can you ensure you benefit from content marketing?

- Include content marketing strategies in your strategic marketing plans
- Make everyone in the organisation an ambassador who provides updates as and when they are needed.
- Continuously update your website because up to date content engages and informs
- Ensure your website is optimised and thus contains vital information to assist search engines. Crawlers and other programs that prowl the web depend on important keywords that are contained in websites.
- Avoid industry jargon such as that used by traditional insurers and attorneys because the public does not want to know that a condition in the policy document applies *mutatis mutandis*.
- KISS (Keep It Simple Sugar)
- Be aware of cultural connotations and deal carefully with sensitive information.
- Include blogging facilities if possible.
- Have a dedicated content person available to ensure the above points are realised.

## ABOUT TSEKO SHIBAMBU

Tseko Shibambu is CEO of One Contact Mass Market Services (Pty) Ltd, chairman of Mahube Investments, and director of Bambu Advertising. He holds MBA and BSc degrees. Tseko

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