

# دورة التسويق الرقمي مادة اليوم الثالث Marketing



## Content Marketing

By Mohamed Zakaria



## Course contents



1. What is a content?
2. content Marketing
3. Content Strategy
4. Tips for writing content.
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7. Content Formats
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# “Content is the King”

المحتوى هو الملك!

back in 1996, Bill Gates explains the role of content in the modern world, and how the internet is changing the way we create, publish, distribute, and consume content.

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## What is a Content ?

the content is one of the ways to reach online users, to interact, attract, and sell. It started with websites presenting their business with a couple of web pages.

□ المحتوى هو واحدة من الطرق المستخدمة للوصول للعملاء بغرض زيادة التفاعل وجذب العملاء لشراء المنتجات والخدمات المقدمة من الشركة.

Content is the information, the idea or the experience you publish online. It is anything that you produce and publish for the purpose of offering it to your audience. The format of the content is most commonly text, but it can also be visual, audio, or video.

□ المحتوى هو المعلومات والأفكار والتجارب، أو أي شيء يتم مشاركته ونشره بشكل أونلاين بغرض توصيل قيمة للعملاء.



## Content Strategy

- The Problem it's Going to Solve for that Audience?
- Whom You're Creating Content For?
- What Makes You Unique?
- The Content Formats You'll Focus On?
- The Channels Where It'll Be Published?
- How You'll Manage Creation and Publication



## What you need ??

- Determine your target group
- Think about their possible questions, problems, dilemmas, etc.
- Be able to predict what kind of information can help in these situations
- Publish content that is relevant to your target group
- Use the language( Tone of Voice) your target group can identify with it.

## What you need ??

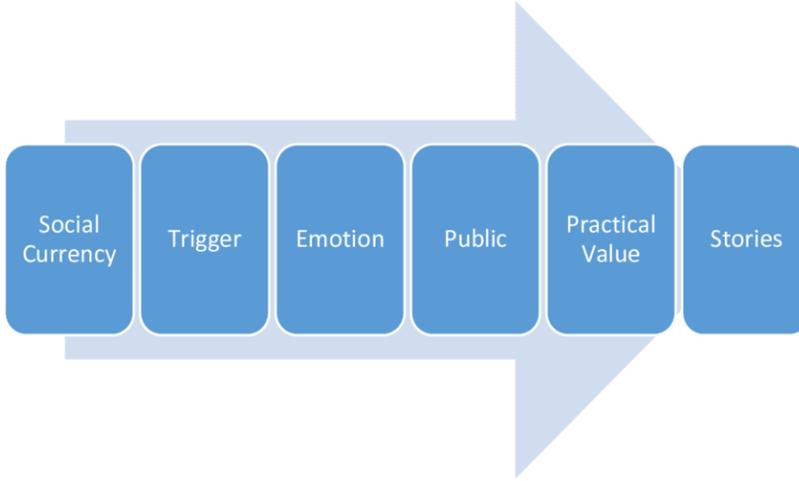
- ❑ News jacking      فن الاستفادة من الأخبار العاجلة للفت الأنظار إلى مؤسستك وقضيتك
- ❑ Trends              الأخبار الشائعة والاتجاهات العامة
- ❑ Features            المميزات الخاصة بالمنتج
- ❑ Benefits            الفوائد التي تعود علي العميل
- ❑ Convert Features To Benefits      كيف نحول الميزة إلي فائدة؟
- ❑ Buyer Persona      شخصية العميل
- ❑ Call To Action.(CTA)      ماذا تريد من القارئ أن يفعل عندما يقرأ المنشور؟



## Tips for writing content

Bring the attention of your audience

## STEPS



- العملة الاجتماعية
- المحفزات
- العاطفة
- بُني لينمو
- ذو قيمة
- قصصي

## Think about the goals

- |   |                            |
|---|----------------------------|
| <input type="checkbox"/> Increase sales.                  | زيادة المبيعات             |
| <input type="checkbox"/> Generate more leads.             | جذب عملاء جدد              |
| <input type="checkbox"/> Get more social media followers. | زيادة عدد المتابعين        |
| <input type="checkbox"/> Improve the reputation.          | تحسين السمعة               |
| <input type="checkbox"/> Work on branding.                | العمل علي العلامة التجارية |
| <input type="checkbox"/> Get more visits.                 | زيارات للويب سايت          |



# Content Formats

- Article
- Videos
- Image
- Infographic
- E-Book
- Game

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## HOW DO YOU GENERATE IDEAS FOR CONTENT CREATION?

- By yourself
- With a group

## KEEP IN MIND WHEN GENERATING CONTENT IDEAS ON YOUR OWN

- What are your buyer personas' reading habits?
- What are your competitors doing?
- What are people talking about on Quora?
- What can you learn from your search engine optimization efforts?

Put yourself in the  
shoes of your  
prospects.



# LOOK AT YOUR COMPETITORS' CONTENT MARKETING EFFORTS.



Quora

Home

Answer

Spaces

Notifications <sup>1</sup>

Search Quora



Add Question or Link

Feed

- Marketing on Facebook
- Marketing on Twitter
- Social Media Strategy
- Startup Marketing
- Small Business Marketing
- Silicon Valley Startups
- Business Technology
- Marketing Strategy
- Novel Writing
- Essay Writing Help
- Mobile Technology

**Introducing Spaces**

Discover collections and communities that match your interests.  
Read more on the Quora blog.

[Discover Spaces](#)

Mohamed Zakarya

**What is your question or link?**

Answer · Photography

**Which are some of the photos that bring a smile to your face?**

Sindhu Satish, Social Media Specialist  
Answered 23m ago

It's the first time after my wedding that several members of my entire extended family got together to meet in Toronto last week. After all, it was my brother in law's



Improve Your Feed

- ✓ Visit your feed
- ✓ Follow 5 more spaces
- ✓ Follow 20 more topics
- ✓ Upvote 5 more good answers
- ✓ Ask your first question
- ✓ Add 3 credentials
- ✓ Answer a question



Google search console provides actual keywords people are typing in.



## Brainstorm the ideas



A brainstorm can be an incredibly productive way to generate fresh and creative content ideas.

- set a clear agenda.
- Create an atmosphere where people feel comfortable
- Use sticky notes, whiteboards.
- Remember that the main goal is to generate new, unexpected ideas.

## Content Calendar

Week / Day	Day1	Day2	Day3	Day4	Day5	Day6	Day7
Week1	Post 1						
Week2							
Week3							
Week4							Post 28

## What's Next ??

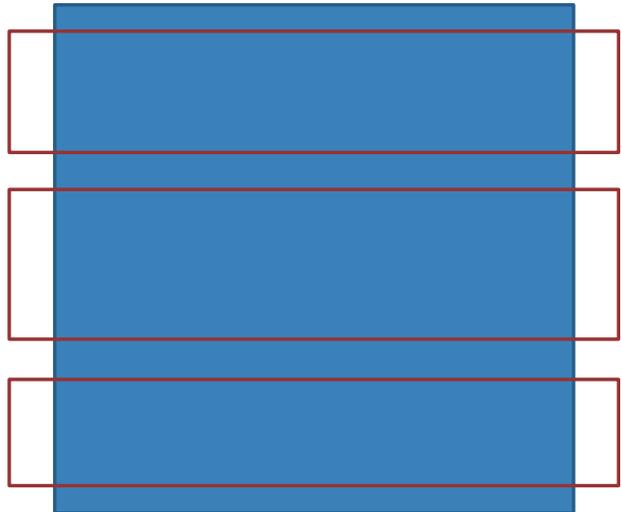
- Writing
- Designing
- Editing and proofreading
- Publishing



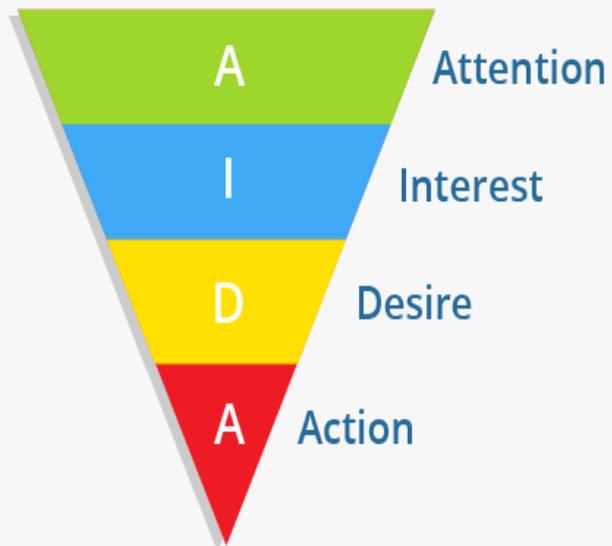
How To write content

## Content Structure

- ❑ Intro
- ❑ Body
- ❑ Outro (CTA)



### AIDA Model



## Buyer Journey Content



## Any Questions ?



Thanks

نَعْرِضُ بِعَوْنِ اللَّهِ

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