

# Content Creation



## What is Content Creation?

Content is what keeps us all informed. It helps to guide our decisions, especially when it comes to where we shop and what products and services we purchase. Content helps you attract customers, keep them informed, and supports efforts to promote your brand and increase your trustworthiness in a competitive market.

The process of content creation is based on generating ideas, creating written or visual content, and then distributing it to your target audience through the many channels available (website, blog, social media, etc.).

## What are the benefits of Content Creation?

It's like when a tree falls in the woods and no one is around to hear it, does it make a sound – if you don't create content, will people know you exist? Content creation informs your audience, attracts people to your website and social media channels, and helps improve customer engagement as part of retention efforts.

**Increased traffic:** Capture your audience with great content online, and you're guaranteed to increase your audience retention. By doing this you can ensure a strong foundation for positive brand impressions.

**Customer engagement:** Your customers will appreciate the interaction with you and view it as an expanded form of customer service. Innovative content like product demos, how-to videos, and a plethora of other content opportunities will enrich the customer experience and keep them coming back for more.

**Social media presence:** Having a unique and engaging approach to social media as a business can set you apart from your competition.

**Establish trust:** A strong relationship with your customers will improve your brand reputation. People appreciate interacting with the businesses they support, and by doing so, you can create value and brand trust that is long term.

## How do I create and plan content?

Developing a content plan will help support your efforts to achieve your business goals. You should define what goals are for the content you want to create, know your audience, and do a thorough review of previously created content to determine if it needs a refresh.

Here is a detailed resource to help you develop a strategy for content development, and how to plan it for maximum benefit to your business.

### HOW TO DEVELOP A CONTENT STRATEGY: A START-TO-FINISH GUIDE

## Helpful Tips & Tricks

**The more content, the better:** Consistently sharing content ensures you keep your audience captivated. In a day and age where everyone is vying to occupy people's time online, it's important you maintain a consistent approach.

**Content is cheap:** Content creation doesn't need to break the bank. There are a variety of ways to create content that doesn't require a significant monetary investment, i.e. social media. If you do it well, you can see a better return on your investment than you may have expected.

**Create a persona for your business:** Some of the most successful brands have online personas that have a defined personality they are trying to convey. Content is more than just words or visuals – it's about tone and connecting with consumers. You'll be memorable, and support efforts to build a loyal customer base.

## Additional Resources

[The Ultimate Guide to Content Creation](#)  
(Hubspot)

[Top 25 Benefits of Content Marketing and How Content Marketing Can Transform Your Business](#)  
(Lyfe Marketing)

[Five Benefits of Content Creation and Why You Need to Start Now](#)  
(Flightmedia)