Study Unit 10

Introduction to Content Marketing and Email Marketing

Study Unit Outline

Introduction to Content Marketing and Email Marketing

- What is digital marketing?
- Examples of digital marketing platforms
- Features of the digital world.
- Does digital marketing work?

Study Unit Duration

This Study Session requires a 2 hours of formal study time.

You may spend an additional 2-3 hours for revision

Introduction

This week, we are going to explore the concepts of content marketing, and how business organizations, individuals and brands can leverage its power to remain visible on the WWW. The learners should be able to develop a working content marketing strategy and create winning email marketing campaigns.

Learning Outcomes of Study Unit 1

Upon completion of this study unit, you should be able to:

1.1 Explain the concept of content marketing and state the different types of content.

1.2 Develop a working content marketing strategy.

1.3 Demonstrate how to create email marketing database using email MailChimp.

1.4 Develop a working email marketing strategy.

Terminologies

Email Marketing	Content Marketing
MailChimp	Content Marketing Strategy

10.1 Introduction to Content Marketing

Developing contents is a great way to connect with those who are likely to be interested in your product or service. Content creation is as old as human history. Human civilization has written contents on stones, papyrus, parchments, scrolls, walls, designs on buildings. All these are created to pass information. Some of them might be cryptic i.e., only a selected few can interpret the message.

Our focus in this study session is how to create content so users can interpret your message and connect with you. Your contents can be in the form of text, images, videos, games, music, and any form users can engage with. Creating good content is great, but what good is it if nobody reads them.

So, we are going to explore content creation and content distribution strategies that will help you to bring your contents to those that are interested in them.

10.1.1 What is Content Marketing

According to HubSpot marketing, "Content marketing is the process of planning, creating, distributing, sharing, and publishing content to reach your target audience. It can boost factors like brand awareness, sales, reach, interactions, and loyalty."

10.1.2 The Purpose of Content Marketing

- It helps to educate and inform your audience about your services. E.g., a university can put out more information about their academic programmes on their website so site visitors can be adequately informed about them.
- It is a great way to build relationships with your audience and customers.
- It helps you to showcase your products and services.
- It can help you to convince customers who are likely to buy from you.

10.1.3 Types of Content Marketing

1. **Video content marketing** - creating video contents that help to engage your audience. Videos on YouTube are great examples. Video contents are also called vlogs.

2. **Image/infographics content marketing** - these are images conveying information. In most cases they are simple statistics and numbers that are used to explain and highlight important issues.
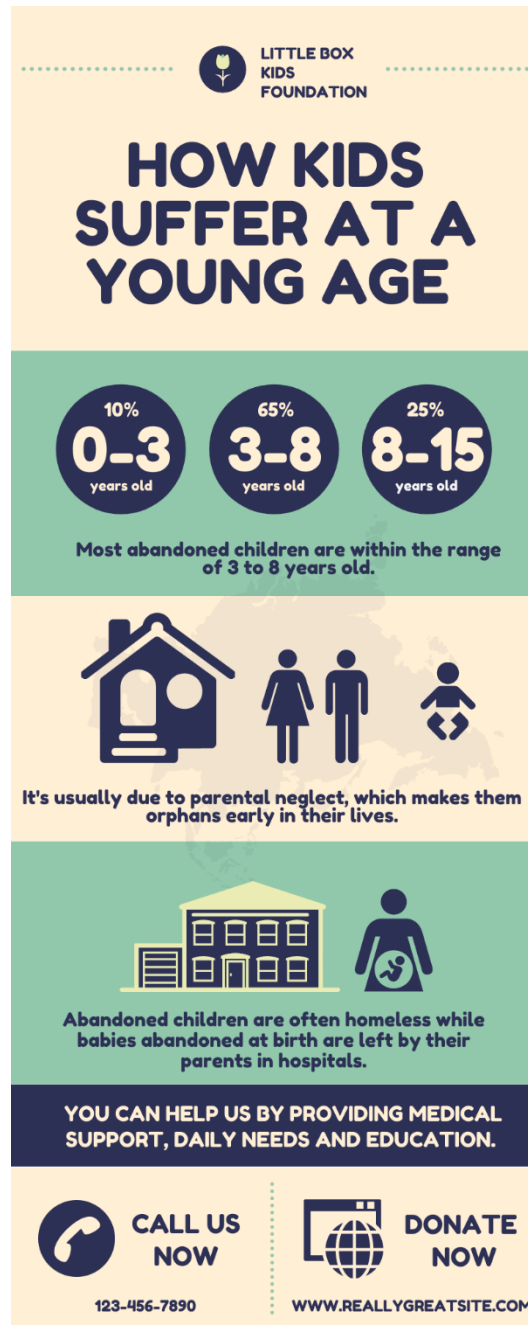
Figure 13: Infographics Content Marketing

3. **Audio/podcast content marketing** - digital audio files users can listen to.

4. **Blog content marketing** - this is when you write around a particular topic e.g., fashion, sports, news, politics etc.

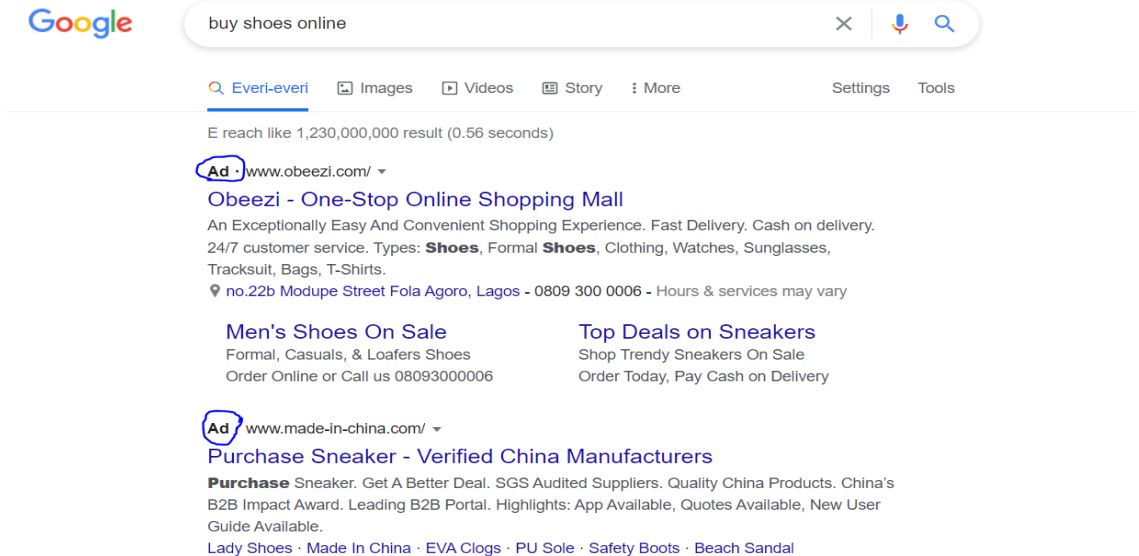*Figure 14: A sample content from a fashion blog - www.sewguide.com*

5. **Social media content marketing** - when you connect with your audience through social media platforms - e.g., Twitter, Facebook, Instagram, Pinterest, LinkedIn, Snapchat etc.

Figure 15: A content shared on Twitter

6. **Paid content marketing** e.g., Google Ads, Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads.

10.2 Developing Your Content Marketing Strategy

Before you write the first word, create that image or video, you must ask yourself this question: what I want to achieve with this content. There are different objectives and goals you can achieve with your content. These include.

10.2.1 Define the Goals You Want to Achieve

- **Brand awareness** - tell people about your business and services.
- **Downloads** – what do you want visitors to download an eBook, article.
- **Lead generation** - encourage visitors to fill a form (name, email, phone number and other necessary information)
- **App installs** - convince visitors to download an app through images or videos.
- **Increase customer engagement** - comments, shares, retweets, likes, mentions by people, create returning customers.
- Increase subscribers on your website.
- More followers on your YouTube channels, Twitter, Facebook and Instagram, LinkedIn

Identify Your Audience

No matter how interesting your content is, some people will still find your content boring. Therefore, audience segmentation is particularly important. We covered audience research

when we explored keyword research in SEO. You must identify the keywords your potential customers use on a daily basis on search engines.

Note: what keywords will be required if you want to start writing on celebrity lifestyle

We will do a little recap on keyword research.

Keyword research helps you to answer these questions.
- *Will people visit my website if I develop content with these keywords?*
- *How can I make those searching for information with these keywords become my customers?*
- *How can I develop content that will engage visitors that came to my website using these keywords?*

Keyword Research Tools

These keyword research tools help you to know the value of a particular keyword in an area e.g., country, city etc. These tools also help to suggest other keywords that are related to you and are frequently used. You can use these tools (e.g., Ahrefs) to know the keywords that your competitors are using to drive traffic to their website.

Functions of keyword research tools
- Show you the search volume of a particular keyword.
- Keyword trend - some keywords are seasonal. This will help you to know when to develop some contents.
- Number of clicks per keyword - some keywords have more clicks than others.
- Traffic potential

Choose the Type of Content to Use

After you have identified your audience and the keywords that are frequently used by them. The next step is to decide the best content type to use. For example, if your audience wants to learn how to make wigs, a video explanation will be better than an article explaining wig

making. If you want to create content on how to troubleshoot a computer problem, an article or video will be good. Some content creators develop both.

Task - which content type will you use if you want to explain how to use photoshop.

1. Video 2. Infographics 3. Audio

Choose a content channel.

After creating your content, the next step is to determine where to share your content. There are various content channels to use namely - social media channels (Facebook, Instagram, Twitter, LinkedIn, Snapchat), blogs, YouTube, Emails, affiliate network (when people make money by helping you to share your content).

Distribute your contents.

After you have chosen your content channels, start distributing immediately. Your audience are waiting.

Monitor the performance.

It is important to track the performance of your contents. There are different metrics (measures used to monitor performance) on different platforms. For example, these are some of the metrics for Facebook, Twitter and websites.

Facebook - comment, impression, clicks, likes, shares.

Twitter - retweets, likes, impressions (the number of people that saw your contents), followers, most quoted tweet.

Website - number of visits, link click, time spent on page, bounce rates, clickthrough rates.

Metrics will be explored on the web analytics session.

Creating a Blog with WordPress

Figure 16: WordPress Logo

WordPress is one of the most widely used platform for creating blogs (Weblog) all around the world. It is free to use, you can customize it according to your taste and purpose. To set up a free WordPress site, you will need a domain name and web hosting.

 A domain name is your website address on the World Wide Web (WWW) e.g., www.fashionblog.com while a web hosting platform is where the files of your website are stored.
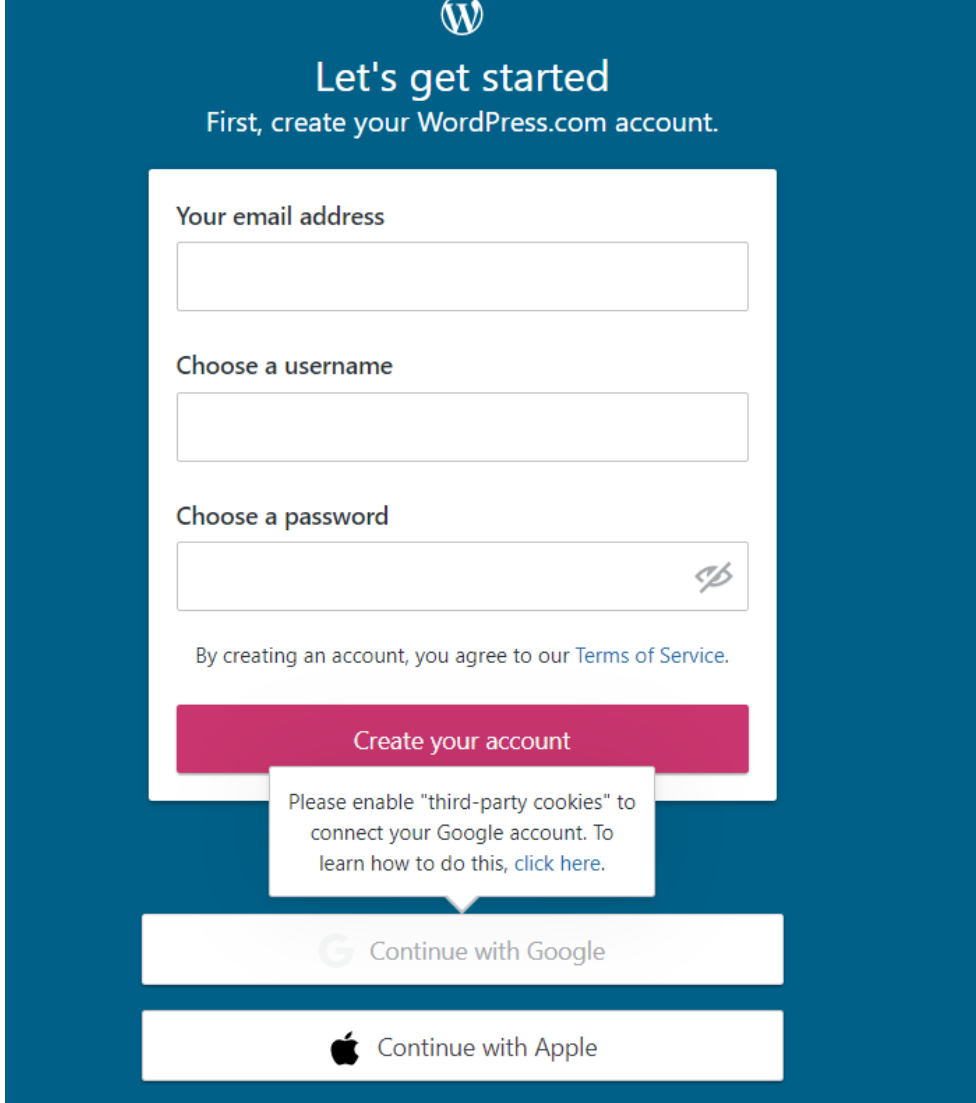
How to create a Free WordPress Site in Few Steps

- Visit www.wordpress.com and click **Start your website**

Figure 17: Welcome to WordPress Website

- Create a WordPress account or login into an existing account.

- Enter your blog name, information about your site, the goal you want to achieve with your blog or site. There is an additional question at the end, '**How comfortable are you creating a website?** The range is between 1 for beginner and 5 for expert.

- Choose an address (domain name) for your blog.

Your new blog is created immediately by WordPress, check the inbox of the mail you used create your WordPress account. Open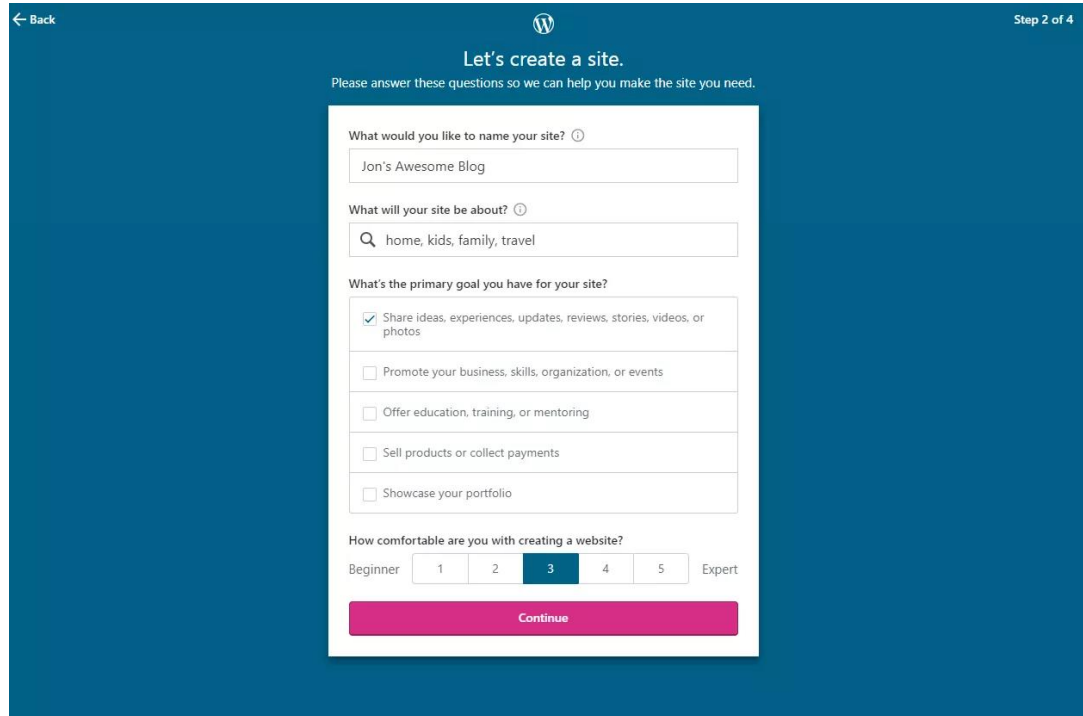 the message and select **Click here to Confirm Now**. You will be greeted with a welcoming email and a few "getting started" steps WordPress recommends.

- After your WordPress blog is setup, start customizing your site
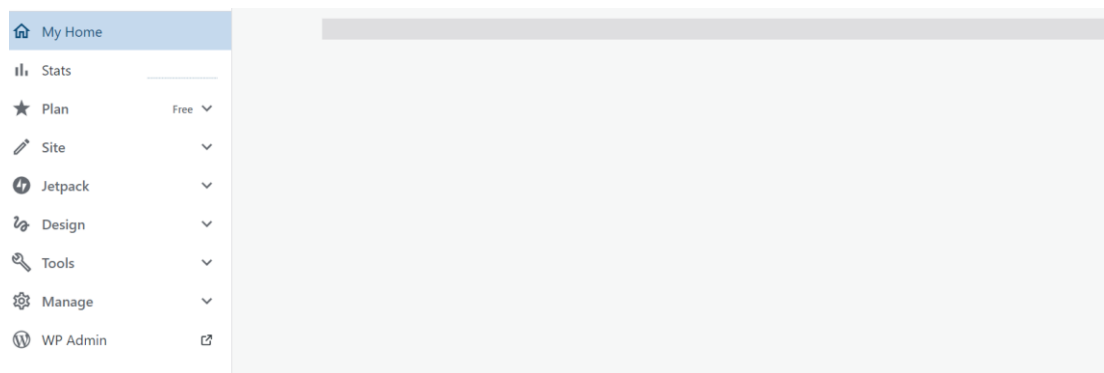
Create a WordPress blog that will focus on any topic of your choice. The domain name can be free or paid. Remember, free WordPress blogs have this format xxxx.wordpress.com

10.3 Introduction to Email Marketing

Figure 18: Email Marketing

Email marketing is one of the ways of building authentic relationships between your customers and you. You achieve this when you provide useful and valuable information that will move them to act. Email marketing is effective because those you send email to choose to be hearing from you. Your job is to make sure they always hear from you.

What is Email Marketing?

Email marketing is simply defined as the process of engaging your customers through emails.

What is your definition of email marketing?

Importance of Email Marketing

- **Build relationships**: Build relationship with your audience personally.

- **Boost brand awareness**: A great opportunity to tell your customers that you are up to. The last information about your services gets to them first.

- **Promote your content**: After posting amazing contents on other platforms, you can use email to direct them to those contents. For example, you share YouTube videos, blog links etc.

- **Generate leads:** Prompt them to provide information to access some of your services.

- **Market your products**: Email is a great platform to introduce your products and services.

- **Nurture leads:** Delight your customers with content that can help them succeed in their goals.

Creating an Email List.

First Name	Last Name	City	Country	Region	Email Domain	Email
moh	abdirashid	mogadishu	Somalia	banaadir	gmail.com	abdirashiidmoh@gmail.com
Ngong	Ajak	juba	South Sudan	central equatoria	gmail.com	ngongbheerngong@gmail.com
Joseph	Akoon	juba	South Sudan	central equatoria	gmail.com	josephwol22@gmail.com
Abdirisak Barre	Barre	mogadishu	Somalia	banaadir	gmail.com	midnimo102@gmail.com
Yusuf	Dahir	mogadishu	Somalia	banaadir	gmail.com	mahaddahiryusuf@gmail.com
Ahmed	Abdifatah	mogadishu	Somalia		gmail.com	abduali02@gmail.com
Abele	Kaman	juba	South Sudan	central equatoria	gmail.com	kamanabele95@gmail.com
Kadar	Qadar	baki	Somalia	awdal	gmail.com	qadar4937@gmail.com
Dahirab	Sharif	mogadishu	Somalia	banaadir	gmail.com	dahirabdirizaksharif100@gma
ruai tap	Gatkuoth	juba	South Sudan	central equatoria	gmail.com	wilsongatkuothtap@gmail.co
Osman	Shariff	mogadishu	Somalia	banaadir	gmail.com	shariffosman144@gmail.com
Sarah James	James	juba	South Sudan	central equatoria	gmail.com	sj096667@gmail.com
Beele	Omer	hargeysa	Somalia	woqooyi galbeed	gmail.com	beele0909@gmail.com
Victoria	Laku	juba	South Sudan	central equatoria	brac.net	victoria.laku@brac.net
Ma	Ibrahim	mogadishu	Somalia	banaadir	gmail.com	maibrahin@gmail.com
Abdi Mohamed Gudle	Gudle	hargeysa	Somalia	woqooyi galbeed	hotmail.com	gudle114@hotmail.com
Mabutu	Joseph	juba	South Sudan	central equatoria	gmail.com	isaacmabutu211@gmail.com
Ahmed	Mohammed Ali	mogadishu	Somalia	banaadir	gmail.com	moha040ali@gmail.com
Basir	Mohamed	baki	Somalia	awdal	gmail.com	mustafeducation@gmail.com
Musa	Mohamed	hargeysa	Somalia	woqooyi galbeed	gmail.com	apdirizakzanyare@gmail.com
James	Bruno	juba	South Sudan	central equatoria	gmail.com	brunoranks05@gmail.com
Ahmed	Zudeysi	garoowe	Somalia	nugaal	gmail.com	ahmedzudeysi70@gmail.com

Figure 19: A sample email list

Creating an email list is an important aspect of email marketing because there is no email marketing without an email list or email database. Building an email list is an authentic way to create an audience, sometimes people tend to purchase email lists from businesses that requires customers to submit their personal information like schools, stores, hotels, event managers, churches etc. In most cases, these emails are invalid. There are two ways to make customers submit the emails.

Lead Magnets

These are offers, promotions, giveaways that prompts potential customers to submit their information. These offers are always free in some cases, on the other hand, customers can submit their information where they are purchasing goods from an online store like Jumia, Amazon. There are magnets because nobody wants to drop their personal information on the internet, so they drop their information in exchange for the free offers.

Free Templates

15 Email Templates for Marketing and Sales

Pre-written email copy for every purpose.
Download your copy now.

Download Now for Free

Figure 20: Lead magnet

Examples of Lead Magnets

1. eBook
2. Infographics
3. A free course
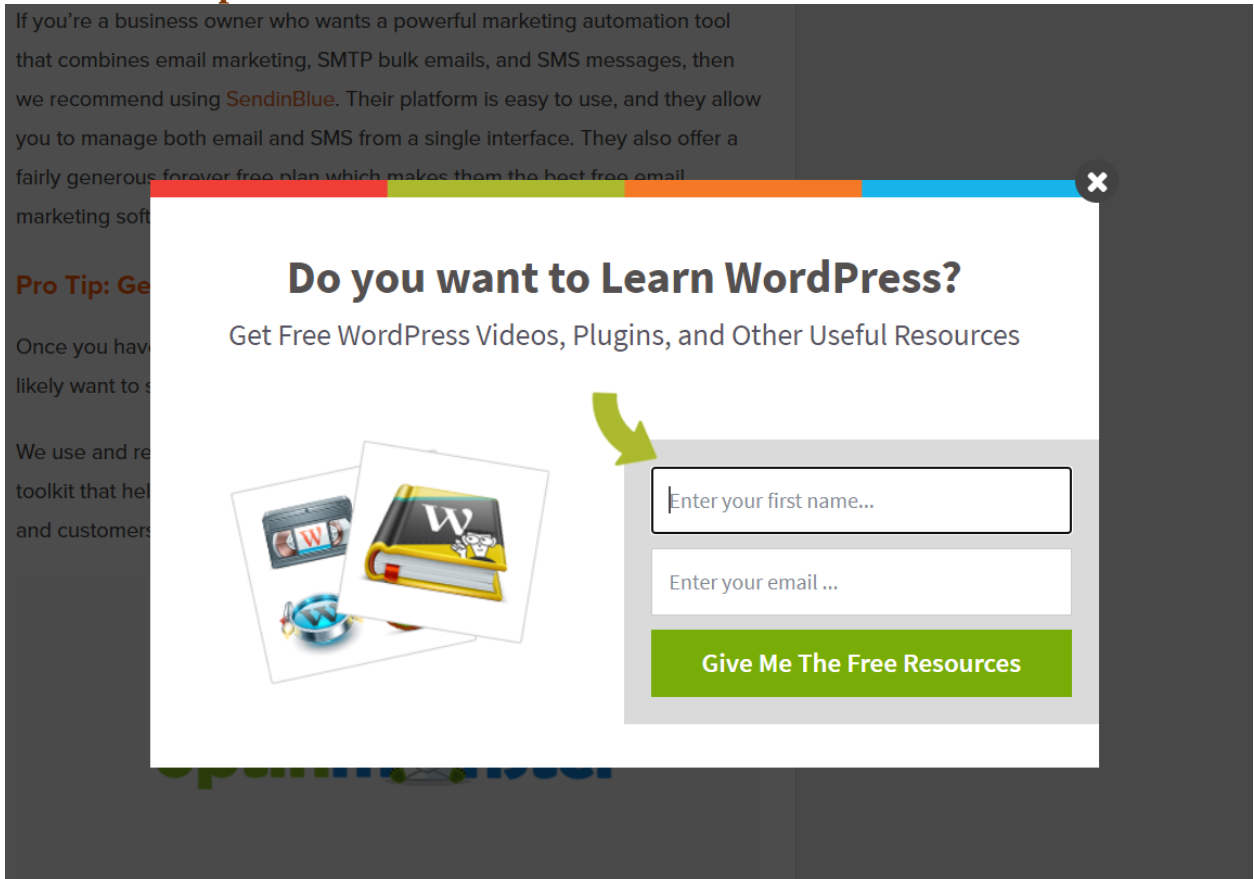4. A free online software tool
5. A research or study

Task - Tell us a resource/book/material you have accessed online that required you to submit your email address.

How to create a lead magnet

1. **Make sure your content is easy to consume** - easy to watch videos, easy to listen to audios, easy to understand eBooks. Make sure they are engaging and informative. Your customers will be willing to drop their emails because they know there is valuable information.

2. **Tailor your content to provide solutions** - everybody is looking for solutions and answers that will solve their problems. For instance, *7 fruits and vegetables that will help you with weight loss* is great if you are a fitness enthusiast/writer/expert. As far as your audience sees the information as a valuable one. They can decide to download your eBooks where you gave more comprehensive steps on how to lose weight.

3. **Create the offer with the future in mind** - develop your contents in such a way that your customers will be looking forward to the next. This is the way to keep an audience. Customer satisfaction is very key.

4. **Use your free contents to direct them to the paid content** - After subscribing to your email list, it is an opportunity to tell your audience the value you offer with your products and services.

Opt-in Forms

If you're a business owner who wants a powerful marketing automation tool that combines email marketing, SMTP bulk emails, and SMS messages, then we recommend using SendinBlue. Their platform is easy to use, and they allow you to manage both email and SMS from a single interface. They also offer a fairly generous forever free plan which makes them the best free email marketing soft

Pro Tip: Ge

Once you hav
likely want to s

We use and re
toolkit that hel
and customers

Do you want to Learn WordPress?

Get Free WordPress Videos, Plugins, and Other Useful Resources

Enter your first name...

Enter your email ...

Give Me The Free Resources

They are used when users decide to drop their information on your website, or when they click a link on social media platforms. In most cases, the opt-in forms appear as pop-ups. The visitors on your website can decide to close the pop-up or drop their information. Opt-in forms can also be a landing page. Whether you are using an opt-in form or a landing page, please make the forms simple. People will abandon you if you try to stress them with long forms that has much information.

A landing page is a page that is designed to convert visitors into customers. They usually have forms that will collect their information.

Crafting Your Email Marketing Strategy

Your strategy will determine how successful your email marketing campaign will be successful or not. It is important to plan what you want to achieve with your mail, identify

who those you are sending it to (Remember, everyone cannot be your audience). If you fail to plan, you are setting yourself up for failure.

Define Your Audience

Remember everybody can never be interested in what you do. Some visitors might be interested in some of your services in some of your products and services, some might be interested in all. Their interests may vary. Diving your audience according to their interests is called Audience Segmentation. For example, if you are offering beauty products, some might be interested in facial beauty, others in dieting. When creating your forms, ask them questions to know that they want.

A university can ask prospective students which programme they are interested in. This will enable them to send personalized messages to these students.

Set Your Goals

What do you want to achieve with these mails you are sending? Answers to these questions will help you to craft your mails to meet these goals.

Develop Great Contents

Nobody likes boring contents whether it is in text form, audio, video, image or any other form. Use great copywriting skill to write persuasive emails that will move them to act.

Sleep better tonight

Dear Walter,

Are you desperate for a good night's sleep? Then soothe yourself to sleep with our new sleep-time sound machine. The patented sound waves were designed by MIT engineers. Each sound wave precisely matches the brain waves your body produces during REM sleep.

Simply plug it in and the machine starts working to give you your best night sleep. Try it FREE for 30 days and enjoy a 20% discount.

Want proof? Read this peer-reviewed study from the National Sleep Institute that verifies the benefits of matching sound and brain waves on sleep.

Figure 21: A persuasive email (Credit-www.business2community.com)

Copywriting is the process of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as make a purchase, click on a link, donate to a cause, or schedule a consultation. (AWAI.COM)

Send to Targeted Audiences

After crafting your great emails, send. Yes, send that mail.

Note - choose the time of the day that is best to send your mails. Sometime of the ... a higher open rate than others. Also choose a day when your customer will be ...ng your mails. Example Saturday, 9AM.

Task - if you are sending tips on where to spend weekends, holidays and getaways. What day of the week and time of the day will be the best?

Monitor Performance

Open rate, bounce rate, unsubscribe, click through rate (CTR), deliverability.

10.3.1 Sending Emails.

Sleep better tonight

Dear Walter,

Are you desperate for a good night's sleep? Then soothe yourself to sleep with our new sleep-time sound machine. The patented sound waves were designed by MIT engineers. Each sound wave precisely matches the brain waves your body produces during REM sleep.

Simply plug it in and the machine starts working to give you your best night sleep. Try it FREE for 30 days and enjoy a 20% discount.

Want proof? Read this peer-reviewed study from the National Sleep Institute that verifies the benefits of matching sound and brain waves on sleep.

Develop a Copy

Develop a copy - your copy is the body of your mail. This is where you capture the attention of your audience.

Attach an Image

Use an image that reflects the value you are delivering or conveys the message you want to send

Create a Call-To-Action

There must be a call-to-action e.g., download now, read this, call now, sign up, click here, apply now, 50% discount buy now.

Use a Clear Subject Line

Use a clear subject line - people look at the subject line before they think of opening a mail e.g., "5 platforms where you can earn money online", "take these 4 drugs and lose weight in 2 weeks".

Tell us a captivating subject line that will help people open an email about moving to your country.

Personalize Your Email

Personalize your email - start with their names. Hello Mohammed, Hello Diallo, Good morning Engr Kudakwashe.

- Examples of email marketing platforms - MailChimp, Aweber, Getresponse, Constant Contact, SendinBlue

10.3.2 Email Marketing Platforms

Email marketing platforms help you to manage your mailing lists, add, delete, and edit your contacts. These platforms give you the opportunity to send customize your emails using in-built templates. You can also create custom templates that will convey your message the way you want it to be.

Figure 22: Email marketing platforms (Credit - www.medium.com)

Examples of Email Marketing Platforms

There are many platforms that can help you to manage your email list. Below are some platforms you can use to start your email marketing campaign.

- MailChimp
- AWeber
- GetResponse
- Constant Contact
- SendinBlue
- Drip
- ConvertKit

How to Create a MailChimp Account

Mailchimp is a web-based email marketing platform that does not require download or installation of any software. It has a free plan that you do not need to pay for, though there are options to upgrade to a paid plan. Mailchimp has all the features you need in an email marketing platform. We will show you how to setup your Mailchimp account.

Figure 23: MailChimp Logo

Sign Up for a Mailchimp Account.

1. Browse to Mailchimp signup page at https://login.mailchimp.com/signup to create an account.

2. Enter your email, username, and password. Your username must be unique, it cannot be reused. Ensure the email address is working. Mailchimp with communicate through this email.

3.   Click **Sign Up** and check the inbox of the email address you entered above for the confirmation mail. *If you did not see the confirmation mail, kindly check your spam folder.*
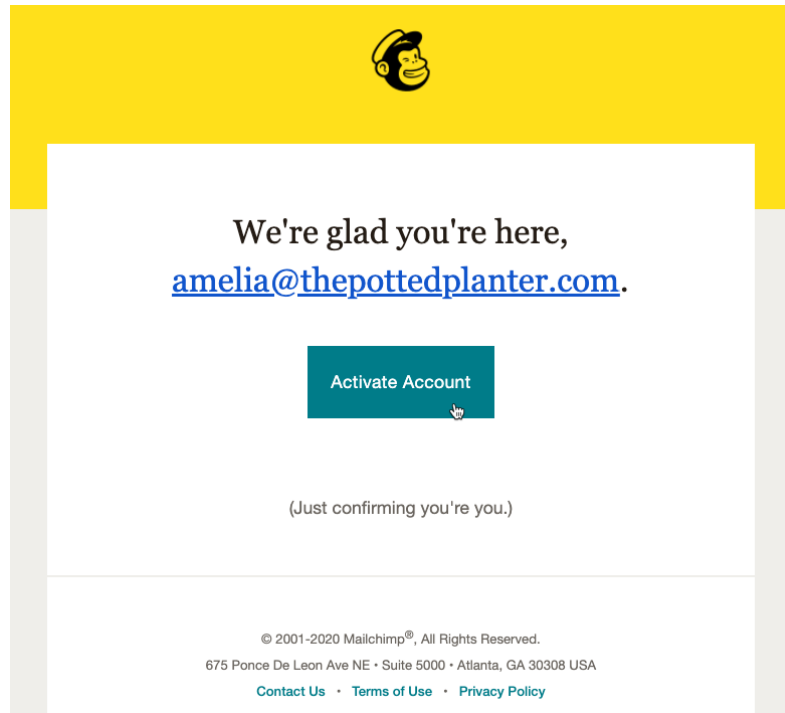
4.   Confirm you are not a robot to get started.
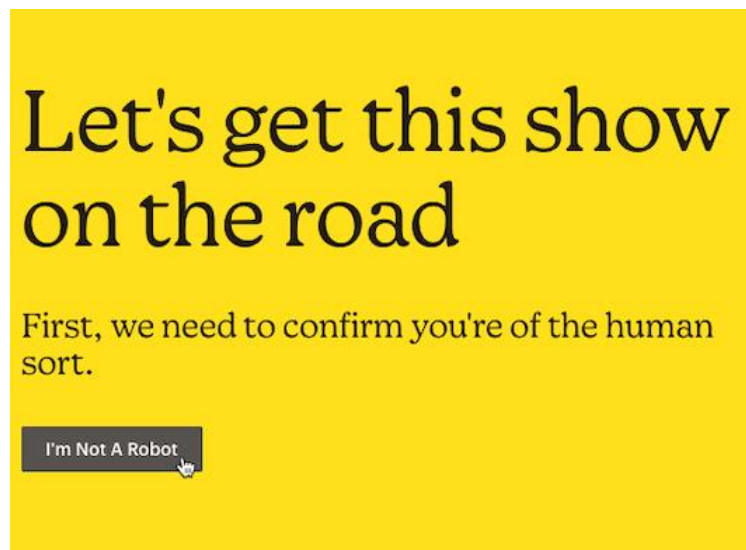
Additional Information Required After Signup

After logging in for the first time, Mailchimp will require certain information from you to update your account. These information include the following -

- **Name**
  The name associated with your account profile. The profile is unique to you and can have access to multiple Mailchimp accounts.

- **Email Address**
  The email address where we'll contact you. Make sure it is an email address you have access to. The reply email address that you use to send emails can be different from this email address.

- **Organization Questions**
  Details about your company. These help us provide relevant content and guidance.

- **Organization Name**
  The name of your company or organization. It will appear on every email with your physical mailing address.

- **Website URL**
  The website URL for your company, organization, or personal website.

- **Physical Address**
  The mailing address where you can receive mail. A physical address is **required by law** on any email you send out. Ideas for a physical address include your personal address, business address, or a P.O. Box.

After you type in the information, follow the prompts to finish the process and log into your new Mailchimp account.

Figure 24: Mailchimp Additional Information