

How to create compelling content to attract clients



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my toolkit

Today's agenda

1. Why create content?
2. Camille's top content tips
3. Reaching your prospective clients
4. The power of outsourcing
5. Q&A

Why create content?




- Engagement
- Expertise & trust
- Brand recognition

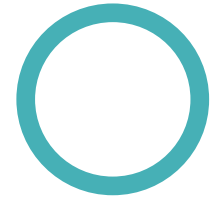
- **Prospecting**
- **Lead generation**

- **New clients!**





**“Consistent, high-quality,
and engaging content
impacts audience decision-
making more than any other
technique.”**



- HubSpot

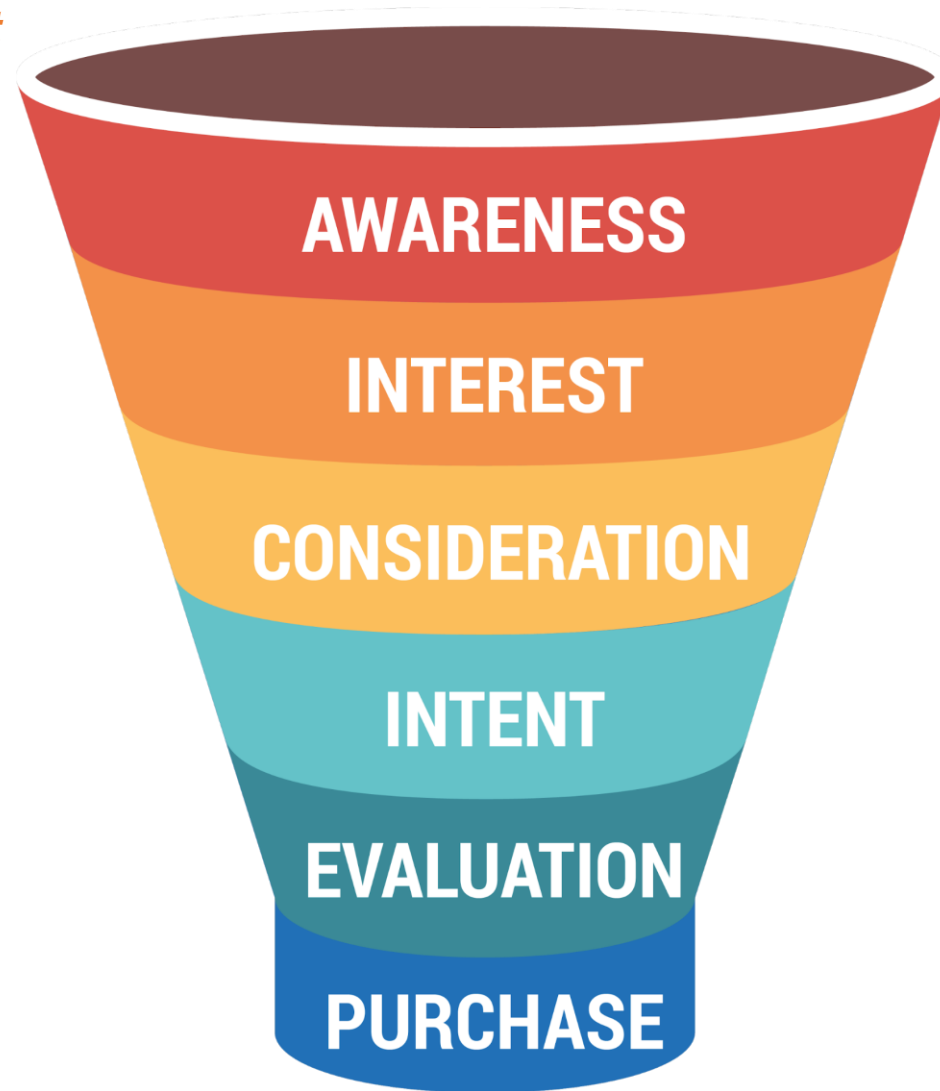




Unaware prospect

Informational content

Sales content



Client

<https://www.business2community.com/>





Social media



Blog posts



Guides



Videos



Sales copy

So many types!



Testimonials



Presentations



Podcasts



Newsletters



Webinars



Poll time!

Q: What types of content do you produce/want to produce?

Camille's top content tips



Write for your audience

- Speak their language (explain terms if needed)
- Appeal to and build on their experiences
- Prioritise their needs – how can you help them?
- What's your purpose: Inform? Entertain? Persuade?

Topic tips...

- **Narrow your focus** (unless you're doing a mega guide!)
- **Find your angle** – how unique is your piece?
- **What are your competitors writing?** How can you stand out?



Hook them with your headlines

Copyblogger: 80% of your visitors will read your headline – only 20% will finish the article

- Numbers and data
- Hyphens/colons
- Direct address to the reader
- “How to”
- “tips”, “reasons”, “strategies”, “ideas”



3 performance management techniques to boost your small business



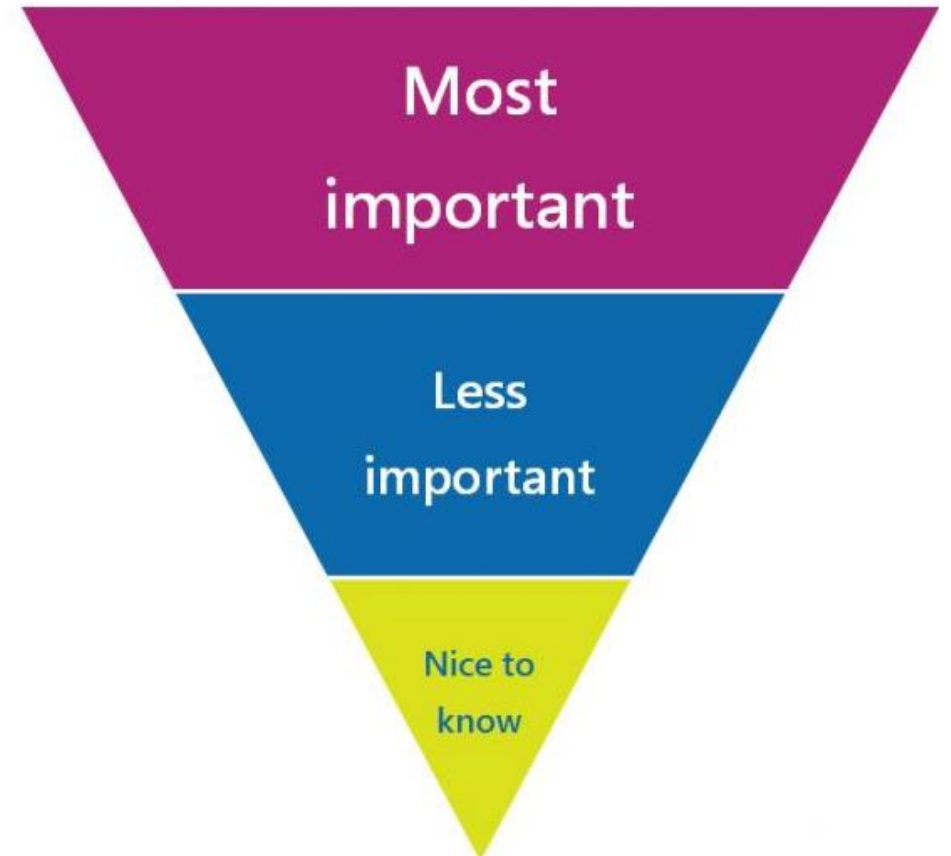
Capability dismissals: how to implement them fairly

Make it readable

- **Formatting:** headings, lists, design and visuals
- **Images and multimedia**
- **Readability scores** (free tools online)
- **Inverted pyramid:** most important information first

Convert, convert, convert!

- Depending on where they are in the ‘funnel’
- Examples: sign up to the blog, register for this webinar, get in touch, read more about this service



https://helpcenter.veeam.com/docs/styleguide/tw/inverted_pyramid.html

Bank holiday working rules: guide for employers

Published on April 7, 2021 by Toby Pochron

📁 Employment law · Holidays

Bank holiday working rules can be a bit of a minefield for employers to navigate through, as there are numerous variants which change the outcome of how you handle bank holidays in your workforce. This post starts with the basics for employers to consider and also covers problem areas for employers, especially with consideration for the COVID-19 pandemic.

Bank holiday rules



Although "bank" and "public" holidays have slightly different holiday working rules, this post will consider both under the te

Image breaks up text

Subheading (H3)

Managing bank holidays with software

HR software makes it much easier to manage staff holidays and other forms of leave and absence across the organisation. Myhrtoolkit provides businesses with:

- > An informative staff holiday planner
- > Self-service holiday requests
- > Manager approval settings
- > Holiday pay calculations that stay up to date

List



Manage employee bank holidays and other aspects of HR online with a dedicated software system



Call to Action (CTA)

TEST RESULTS:

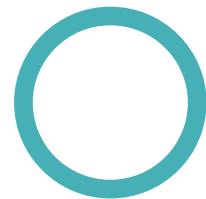
Your page (<https://www.myhrtoolkit.com/blog/bank-holiday-working-rules>) has an average **grade level of about 9**. It should be easily understood by 14 to 15 year olds.



TWEET YOUR RESULTS!

<https://www.webfx.com/tools/read-able/check.php>

Reaching your prospective clients





Reaching your prospective clients

- **Repurpose your content**
 - Webinar to blog post?
 - Guide to podcast?
 - Make sure it's unique (not duplicate content)
- **SEO and keyword research**
- **Social media sharing**

The power of outsourcing



Poll time!

Q: Do you outsource any of your content activities?



The power of outsourcing

- What can external contributors bring to the table?
 - SEO/marketing skills
 - Their audience/reach
 - Related expertise
- How to outsource...
 - Decide your budget
 - Where to look: freelancer websites, LinkedIn, job boards
 - Provide a content brief





Questions?



my@toolkit

Next webinar:

How to maximise your
LinkedIn platform



Hannah Wheeler
Social Media and Digital
Marketing Executive