Contently

Brand awareness

Read on to learn from the experts in content strategy how you can drive awareness with your target audience.

Experiment with formats and channels

Brand awareness content is key to attract the right audience and educate them on your brand. Blog articles, guides, webinars, and videos that are attention-grabbing and prove the value of your brand are all optimal formats for reaching your audience at the beginning of the funnel. Rather than focusing on products or services, top of the funnel content is all about your buyers' interest and needs.

When you experiment with formats, make sure you're keeping your marketing channels in mind. Blog articles and video, for example, are usually good fits for Facebook and Twitter because of their shareability and quick read or watch times. Guides and webinars, on the other hand, are better suited for LinkedIn's audience of knowledge-hungry professionals.

Invest in multimedia

Demand for video is rapidly growing. In a 2018 survey Hubspot found that 54% of consumers wanted to see more video content from a brand or business they support[1]. Multimedia is an incredibly effective format across social platforms, as it makes complex topics easy to digest and engages your audience in a visually appealing way, with social video generating 12x more shares than text and images combined[2].

While YouTube is still the king of video, don't forget about Facebook. The social network has made considerable investments in promoting the format to its unparalleled two billion monthly users, and you should take advantage of its reach. Keep in mind that 85% of videos on social are viewed with the volume off, however, so graphics and text overlay are essential[3]. To increase traffic back to your site, include a call to action.

[1] Source: Hubspot   [2] Source: Wordstream   [3] Source: Hubspot

Contact your Program Manager or Account Manager for more information on Contently's Strategy Services.

Pro-tip: Break your video up into a teaser or trailer to share on social, then add a link encouraging users to view the full video on your website.

Use SEO to your advantage

Meta descriptions are HTML attributes that provide concise summaries of webpages. Although these tags are not taken into account when it comes to search engine rankings, they're a prime opportunity to grab your reader's attention. It's best practice to limit these summaries to 150 characters, so you should craft succinct titles and optimize for clicks.

Keyword research

A strong SEO keyword strategy has many benefits, and when done well, can yield an audience who is actively looking for answers that your brand can solve. Before writing an article, it's best practice to perform keyword research. **Google Keyword Tool** is a great (free!) tool that generates a list of keyword suggestions based on what users are searching in Google. Simply click on "Search for a new keyword" and enter the main topics that you're looking to cover.

Title tags & meta descriptions

Title tags are HTML title elements that are displayed on SERPs (search engine result pages) and on browser tabs. Google will only display around 70 characters in search engine results on desktop and around 55-60 on mobile. Make sure that you're paying attention to keyword placement; try to place keywords towards the start of your title tags instead of at the end, as research indicates keywords closer to the beginning may have more impact on search rankings[4].

Google Webmasters
COPYSCAPE

Content duplication

Content duplication is one of the worst offenders when it comes to SEO rankings. When duplicate content exists, search engines aren't able to distinguish which piece to rank, cannibalizing your SEO efforts. Perform a website audit using a free tool such as **CopyScape** or **Google Webmaster Tools** to diagnose and fix any duplicate content living on your content hub.

Title tag

Contently Content Strategy Services
https://contently.com/solution/content-strategy/ ▼
The **Contently** Method combines our years of **content strategy** expertise with proprietary technology that helps your **content** improve over time. We guide your **marketing** efforts with a long-term plan tailored to your key goals, based on an analysis of the topics, formats, and channels where you're most likely to succeed.

Meta description

[4] Source: Moz

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