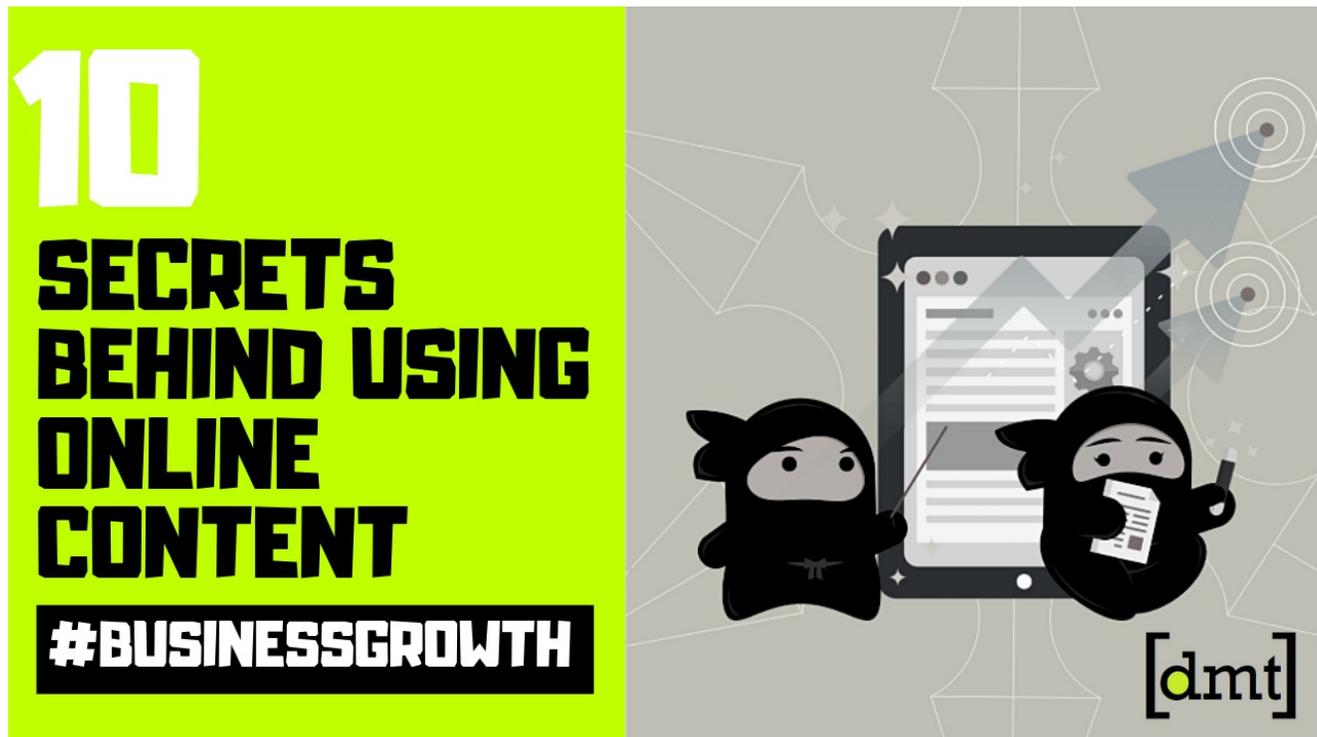


10 Secrets behind Using Online Content to Increase Business?

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Creating content is an integral part of any business, even if it's not an online business. 😎

Unfortunately, not all business owners know how to effectively generate or use online content.



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In this article, we share 10 secrets that can help you drive growth for your venture.

1. **Tell a story**

Storytelling is one of the most captivating forms of communication since it allows information receivers to better remember the key elements of a story. By telling stories to your target audience, you not only generate engaging content but also create an emotional bond with your audience and transform you from being a business to being a person.

2. **Always focus on your customer**

Your stories should be written with your customers in mind. Think about what might be interesting to them and how these interests could be caught by you. These might not necessarily be business-related topics. For instance, you can sometimes talk about the challenges of the economy, taxes, movies, or anything that can attract consumer interest.

Recommended read: [3 Creative Digital Marketing Ideas to Boost Your Business](#)

3. **Use the right platform**

While there are numerous social media platforms out there, you should select only the most popular ones to gain access to your target audience. Facebook has more than 2 billion active monthly users, making it ideal for businesses that are willing to build relationships

and to grow.

4. **Engage a community**

While the role of content is important, it is not enough to merely share posts with users and walk away. You should also build a community and engage with it using various techniques and approaches, including commenting on posts, sharing user-generated content, answering questions, and starting and participating in conversations.

5. **Use images and videos**

Using multimedia has been proven to attract consumer attention much more effectively than ordinary text. So make sure to share images, videos, and other types of visual content with your audience to keep it interested and engaged.

6. **Make a content creation plan**

Content management is an important part of your marketing strategy. Create a content calendar to make sure your content resonates with your audience and it is posted on the schedule. Remember that your content should always be relevant and high quality.

7. **Automate your posts**

Use software to automatically publish your posts and schedule them up to two months in advance. Although not all automation tools are free from charge, they can help to increase your productivity and performance.

8. **Don't promote**

This secret may sound a little strange but believe us – using social media platforms to promote your goods and services is not the best idea. Instead, use them as a tool for communication and engagement, which are most likely to transform into higher sales volumes.

Recommended read: [How To Grow Your Small Business – Email Marketing Automation Tips](#)

9. **Maintain a constant presence**

Social media users are bombarded with an enormous amount of content on a daily basis. So

if you disappear from their radar, they will forget about you very quickly. With the right automation tools and by spending at least 20 minutes per day to monitor your social media channels, you can cultivate a reliable online presence.

10. Monitor your progress

One of the key benefits of social media marketing is that you can measure the effectiveness of your content strategy and adjust it to your current business objectives. By using a variety of tools, such as Google Analytics, Facebook Analytics, and Sprout Social, you can ensure your business is on the right track.

Social media provides business owners with ample opportunities for generating content and assessing its effectiveness. By fostering loyal and lasting relationships with consumers through content generation, it is possible to drive growth for your business. 😊

