



Content Is ~~NOT~~ King: The New Approach To Content Marketing ✦

We Are NP Digital

Search and Performance Marketing Services
for B2B & B2C Companies of All Sizes

+60

Clients

Enterprise & SMBs

+750

Employees

Around the world

19

Countries

North America, Europe, Latin America,
Asia Pacific, Middle East & Africa

LinkedIn

CNN

WesternUnion WU

Champion

DIRECTV

ACCOR

hp

SoFi



Awards & Recognition

Inc. 500
AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES

AOY
SEARCH &
PERFORMANCE
MARKETING AGENCY
OF THE YEAR - 2021

**Inc. Best
Workplaces**
2022

ADWEEK
#6 OVERALL FASTEST-GROWING

**The Drum
Awards
Search**
Winner 2021

**OMMA
AWARDS**



Best

Enterprise SEO

Initiative



**2023
WINNER**

Content is King

—
Bill Gates 1996





Neil Patel

2024

Bloggging Is STILL Worth The Effort

Websites with a blog generate... 



75.29%

more organic search traffic



11.41%

more repeat visitors



48.43%

more backlinks



194.58%

more organic social traffic



292.79%

more brand queries



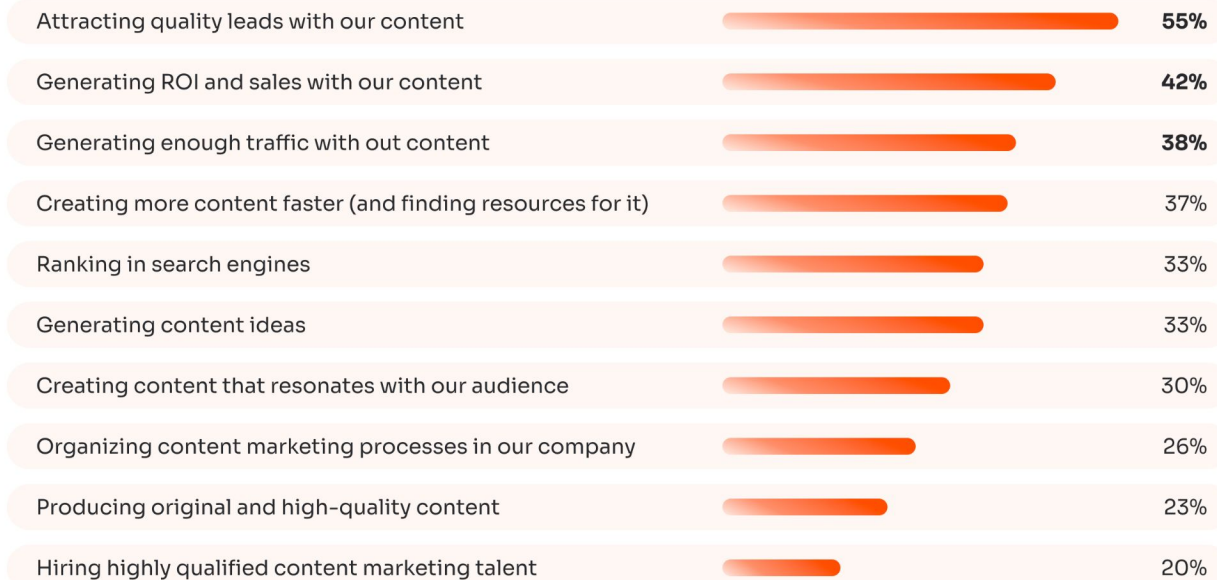
8.16%

higher conversion rate

Source: NP Digital

Top Content Marketing Challenges

IN 2023
(B2B)



Source: Semrush, 2023

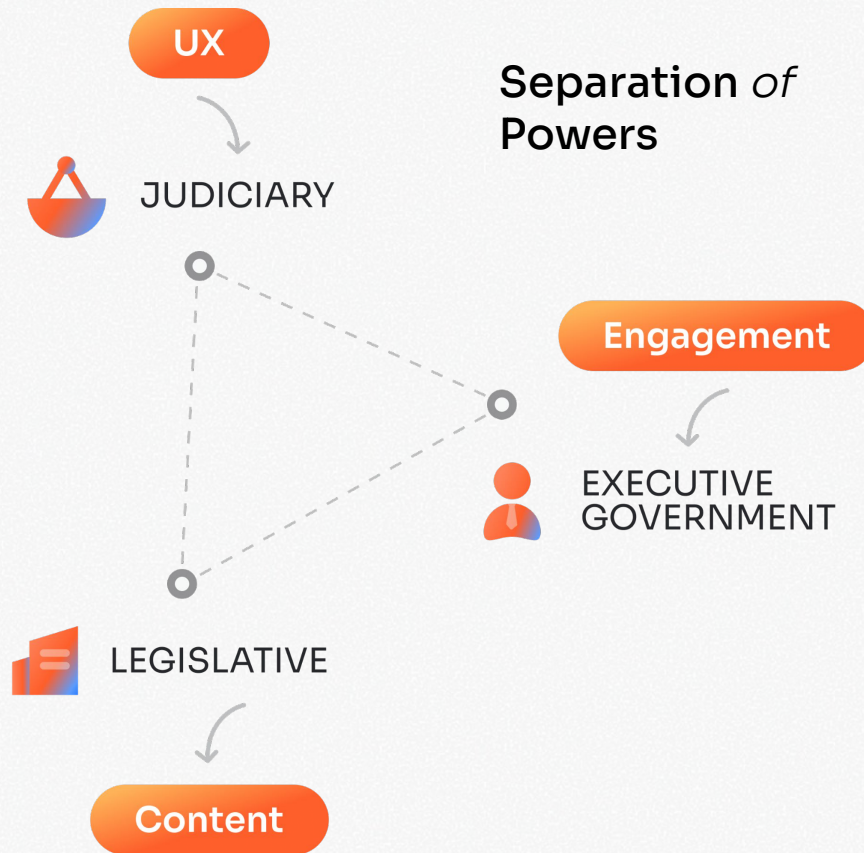
Why Are You Struggling?

In the world of
content marketing,
more is **NOT** more.



The New Approach

Image adapted from Law Times Journal



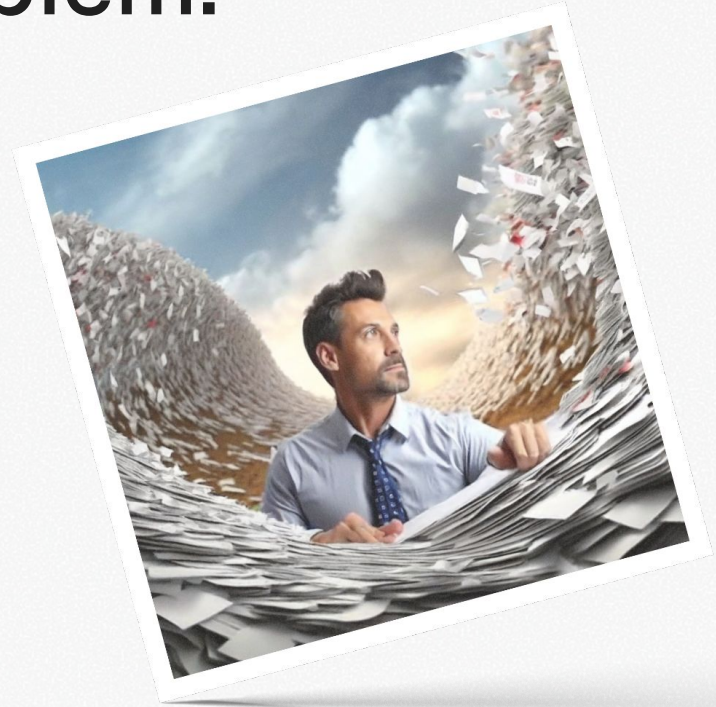
THE PROBLEM WITH

Content-Centric Marketing

The Root Of The Problem: Content Overload

4.6 billion

The amount of content that
is produced each day



Users Are Expecting **BETTER** Content...



In blog posts



On social media

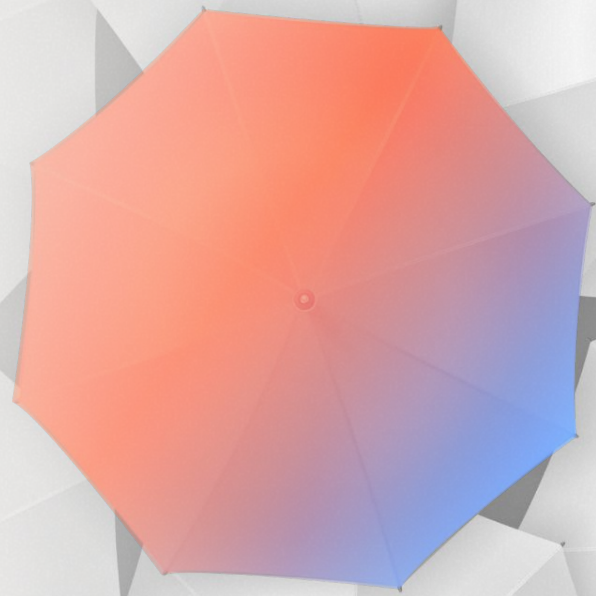


In Videos

Standing Out Is Only Part Of The Equation

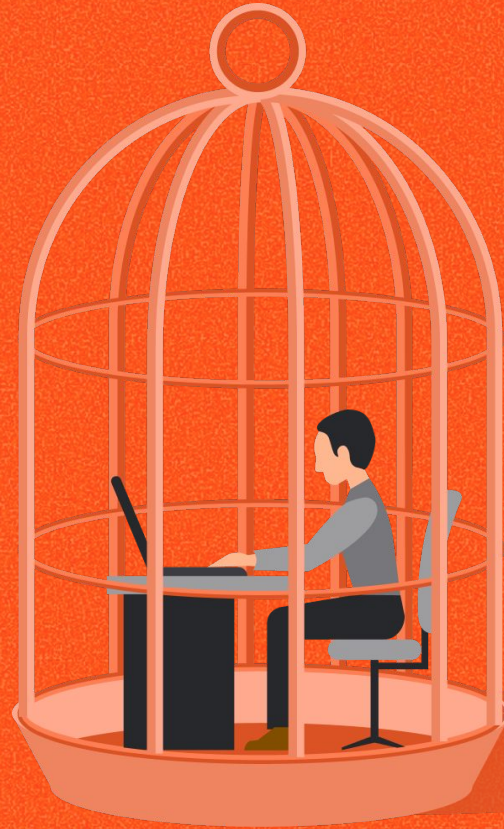
Your content needs to:

01. Get found
02. Grab attention
03. Hook the reader
04. Keep them engaged
05. Guide them toward action



COMMON

Content Marketing Traps



01. Content Metrics Trap



Clicks & Views Don't Equal Engagement

- ◆ Clicks and views might not translate into conversions.
- ◆ Content needs to meet people's expectations or they bounce.



Vanity Metrics Can Distract

- ◆ Metrics like follower count or shares can create a false sense of success.
- ◆ These metrics are easy to manipulate and don't necessarily reflect the quality of your content.



Metrics Lack Context

- ◆ A single metric out of context can be misleading.
- ◆ Example: a high bounce rate might be due to a landing page issue, not the quality of the content itself.

Metrics Can Be Misleading...

Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months (Most Successful vs. All vs. Least Successful



	Most Successful	All Respondents	Least Successful
Generate sales/revenue	57%	42%	22%
Create brand awareness	88%	80%	63%
Build credibility/trust	88%	75%	47%
Educate audience(s)	80%	70%	48%
Build loyalty with existing clients/customers	78%	60%	34%
Generate demand/leads	72%	60%	36%
Nurture subscribers/audience/leads	64%	49%	23%
Drive attendance to one or more in-person or virtual events	60%	47%	24%
Support the launch of a new product	47%	42%	31%
Build a subscribed audience	50%	37%	14%
None of the above	0%	2%	12%

Base: Content marketers. Aided list; multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

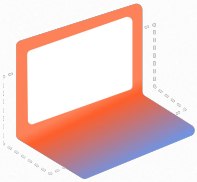
Source: Content Marketing Institute

... And Create A Focus On Quantity Over Quality



Chasing the algorithm:

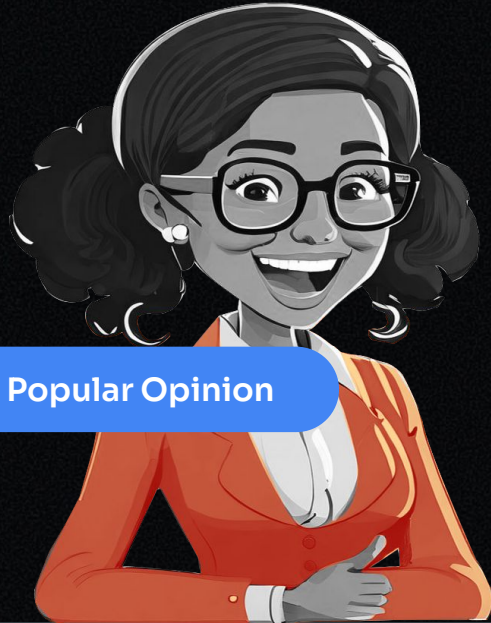
- ◇ Content that's optimized for search engines, but not for your actual audience. This results in generic, uninspired content that doesn't resonate with anyone.



Content churn:

- ◇ Churning out content quickly, rather than taking the time to create high-quality, in-depth pieces that provide real value to your audience.

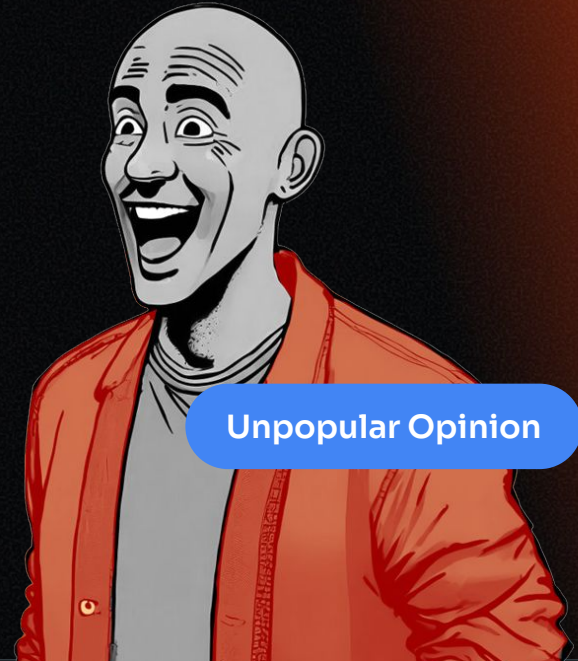
02. Keyword Gap Trap



Popular Opinion

Filling in keyword gaps will help you rank better.

Don't waste your time focusing on keyword gaps!



Unpopular Opinion

Not All **Keywords** Are Created Equal

Pros of Keyword Gap Approach

- ◇ Identify keywords you're ranking for without targeted content
- ◇ Identify keywords that your competitors rank for, but you don't
- ◇ Identify keywords both you and your competitors are missing out on

Cons of Keyword Gap Approach

- ◇ Many keyword gaps exist for a reason
- ◇ Ask yourself: are they profitable?



Image credit: Pixabay

03. Keyword Volume Trap

Keyword Overview : translation

+ ADD TO LIST

GENERATE CONTENT WITH AI

SEARCH VOLUME ?

30,400,000 HIGH

SEO DIFFICULTY ?

80 ↻
Last Updated: 1 Month

PAID DIFFICULTY ?

1 EASY

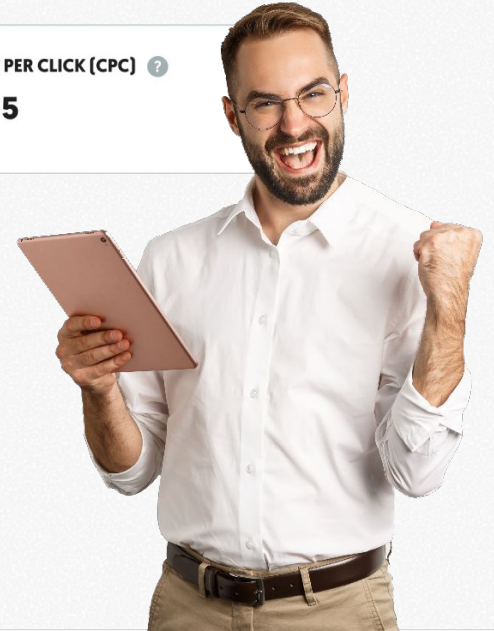
COST PER CLICK (CPC) ?

\$1.15

But...

Will it **convert?**

Is it **profitable?**

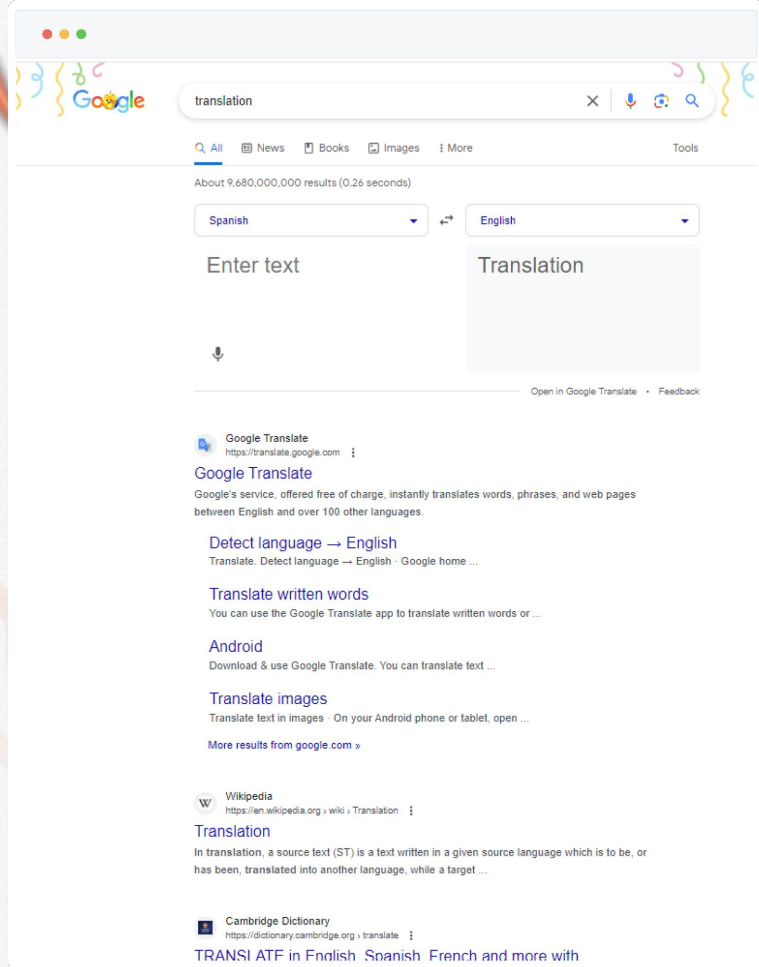


Keyword **Volume** Isn't Everything

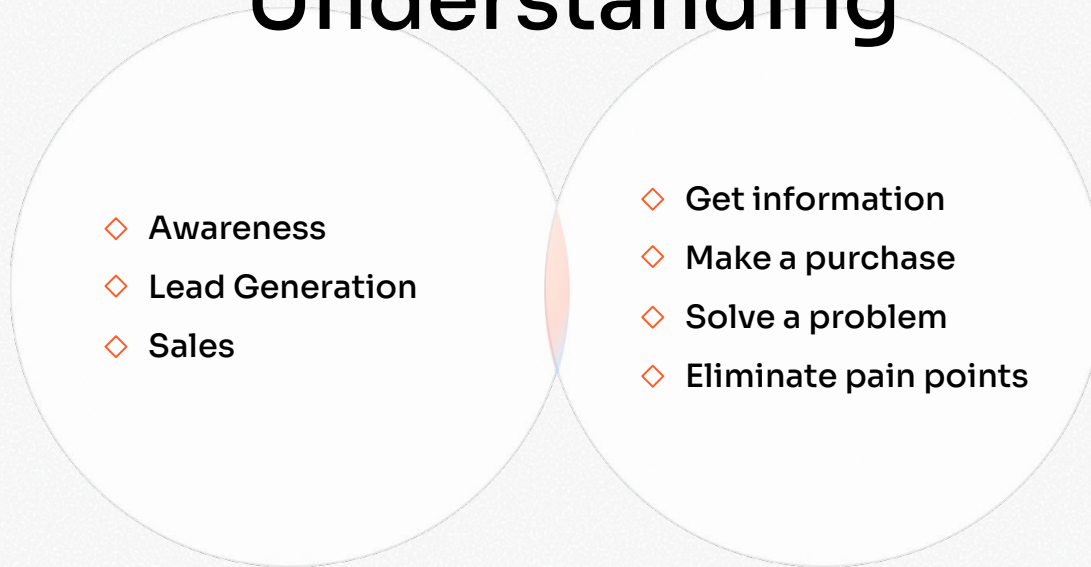
What are people googling "**translation**" really looking for?

- ◆ Translation services?
- ◆ A free online translation tool?
- ◆ A translator for specific languages?
- ◆ Information on becoming a translator?

If you're a human translator, optimizing your content for "translation" won't help you get more customers despite the high SV.



Focus on Audience Understanding



- ◇ Awareness
- ◇ Lead Generation
- ◇ Sales

- ◇ Get information
- ◇ Make a purchase
- ◇ Solve a problem
- ◇ Eliminate pain points

Your **Goals**

Your **Audience's Goals**

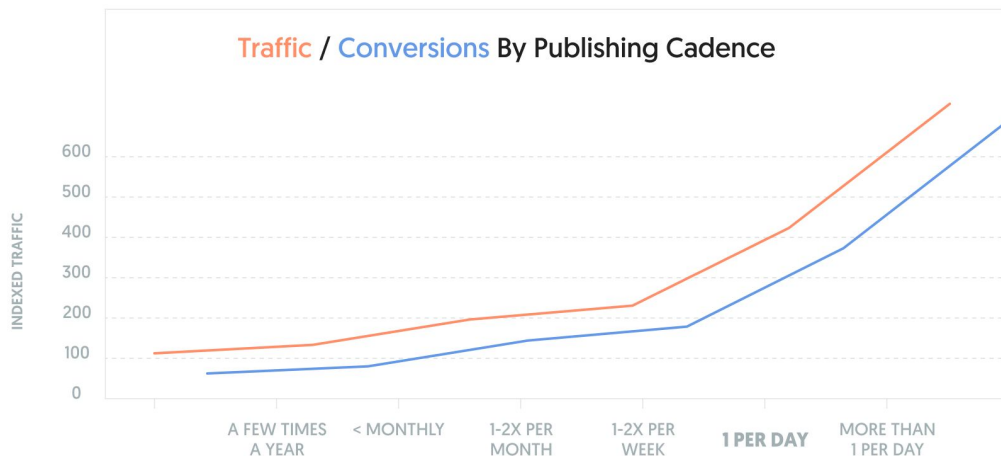
It depends...

04. Frequency Trap

How often should you publish new content?



Weekly to Daily Content Drives Results



Source: Marketing Insider Group, 2023

Regular Publishing Increases Traffic & Leads

However...

In 2024, Your Content Has To Be ~~Good~~ Amazing!

- ◆ Start with data
- ◆ Find relevant topics
- ◆ If it's not great, DON'T hit "Publish"
 - ◇ Is it valuable?
 - ◇ Is it unique?
 - ◇ Is it engaging?
 - ◇ Is it easy to read?
 - ◇ Does it have a strong CTA?

NEILPATEL

Impact of Monthly Blog Posts on Inbound Traffic by Company Size

201+ Employees 26-200 Employees
11-25 Employees 1-10 Employees



Source: Marketing Insider Group



It's better to publish
great content less
frequently than to churn
out mediocre content
consistently.

05. "One Trick" Trap

Content marketers tend to read into Google's guidelines and hone in on quick-fix strategies rather than see the big picture.

What Google means:
Focus on **TRUST**

“

Does the Content Present information in a way that **makes you want to trust it**, such a clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it. Such as through links to an author page or a site's About page?

”



Source: Google Search Liaison on Mastodon

Beware of Misinterpretations

What Content Marketers & SEOs

hear:

Do **THIS** to make your content rank!

- ◆ If you have an author bio page, you rank better!
- ◆ If you said something was written or reviewed by an expert, you rank better!
- ◆ If you have an About page, you rank better!

Source: Google Search Liaison on Mastodon



06. Distribution

Trap

Getting other websites to link to your **content is important...** as long as you focus on genuine relationships.



Red Flags For Google



Buying or selling links: Any financial or goods/services exchange for links is a no-go.

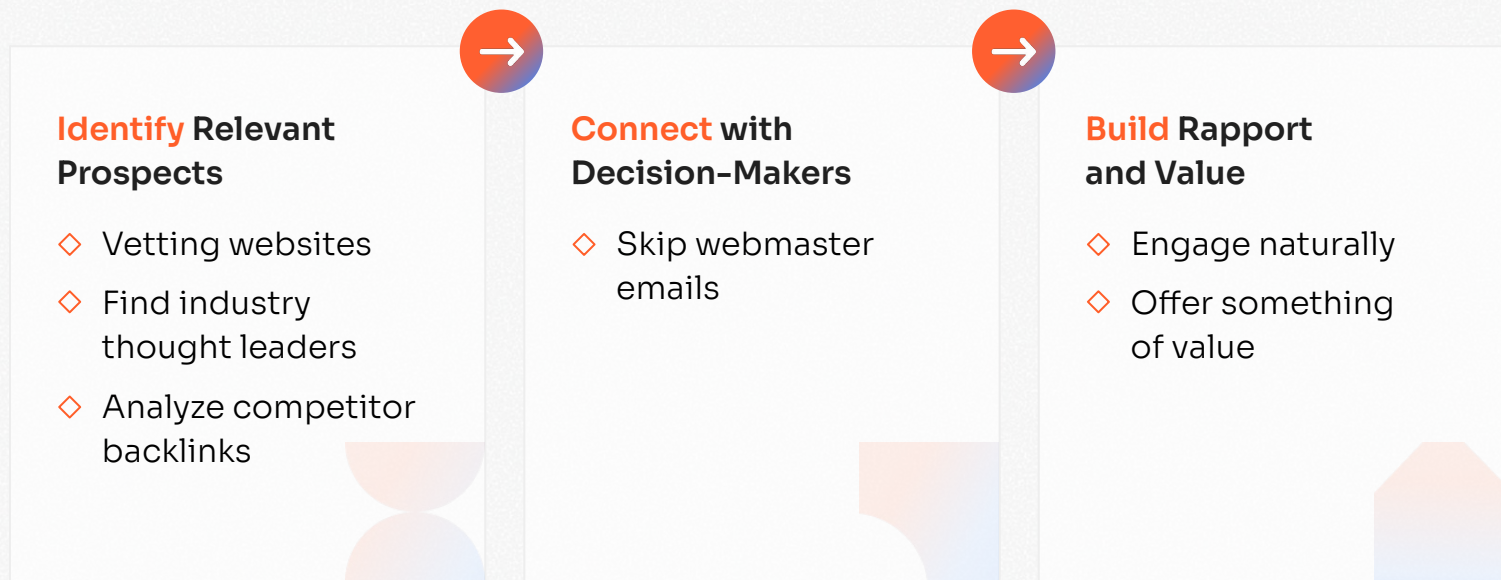
Link exchanges solely for cross-linking: Building links just to swap with others, without considering relevance or value, is suspicious.

Automating link building: Software or services used to mass-create links raise red flags.

Forced linking: Requiring links in contracts or agreements is seen as manipulative.

Opaque link practices: Hidden, low-quality, or keyword-stuffed links within widgets or across multiple sites are likely to be penalized.

Relationship-Based **Link** Building





07. AI

Trap
Relying on AI to produce your content is a recipe for mediocrity.

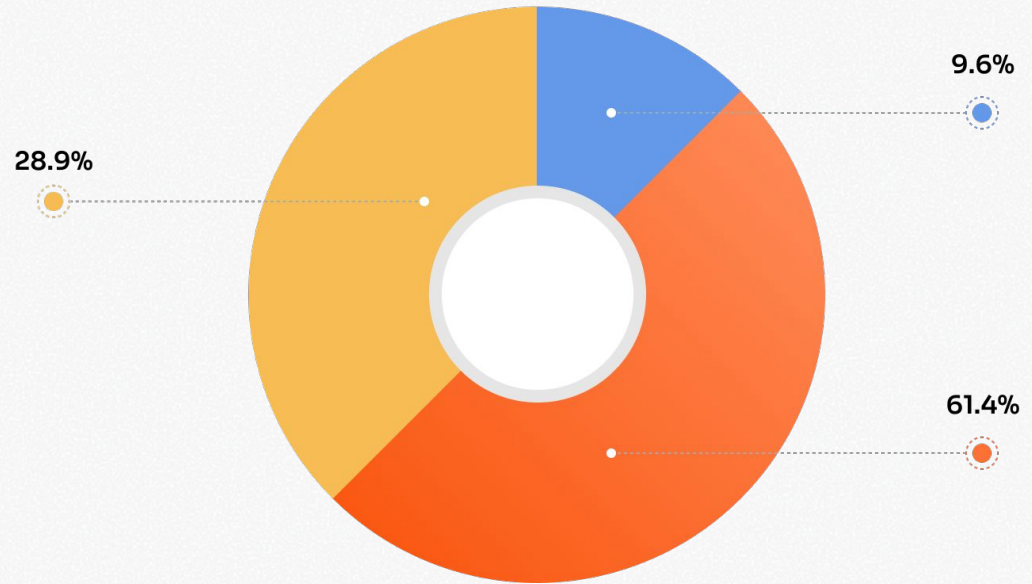
Do People Prefer Reading Articles By Humans or AI?

Reading Preference

Content created by AI

Content created by Humans

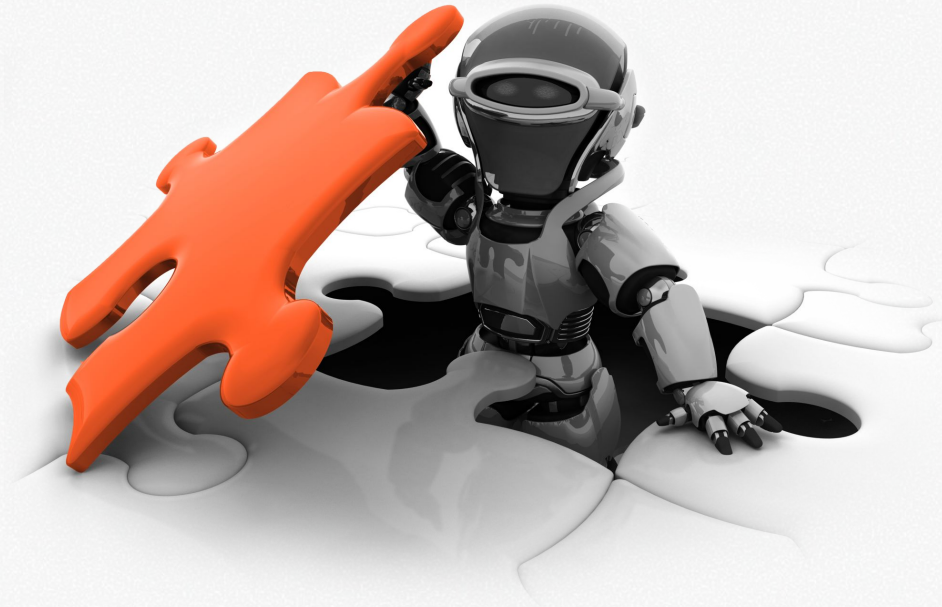
Don't Care



Source: NP Digital - We analyzed 1,000 articles with the help of 83 respondents.

The Pitfalls Of Generative AI Tools

- ◆ Generic bla bla
- ◆ Lacks human expertise and experience factors
- ◆ Hallucinations
- ◆ Based on existing content – NOT new
- ◆ Risk of duplicate content
- ◆ Everyone is doing it – NOT unique
- ◆ Users demand authenticity, which requires real-life experience



DISSECTING THE

New Approach

A Shift In Focus



Content
Creation at
Scale

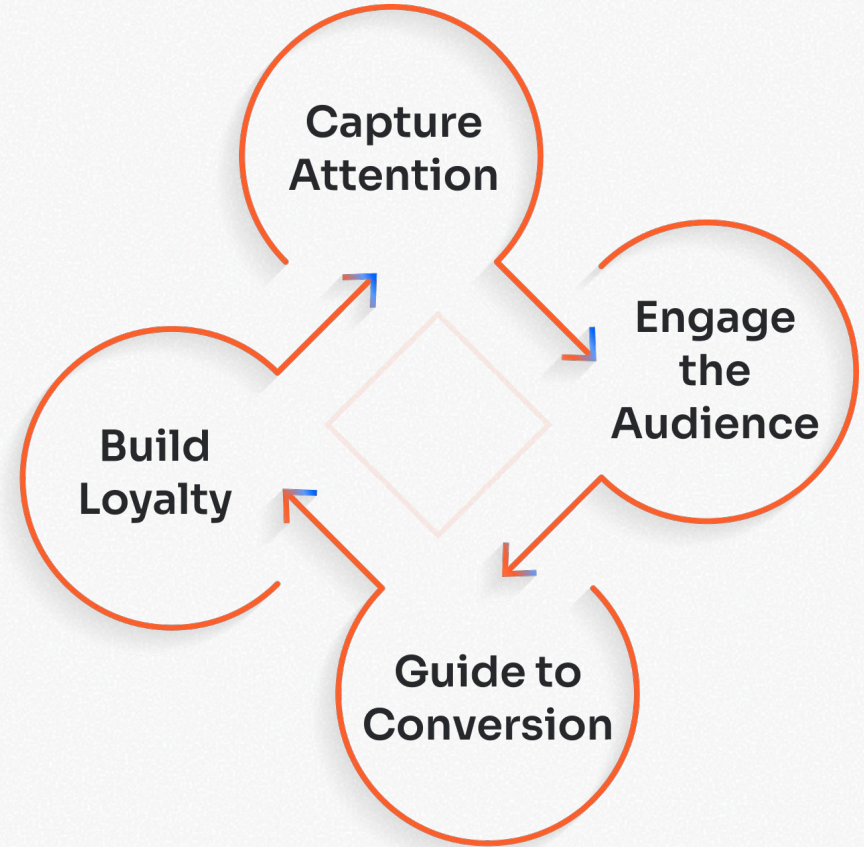


Audience
Engagement
& Experience



Key Elements Of The New Approach

01. Strategic Audience Targeting
 02. Generative Engine
 03. Optimization
 04. Value-Driven
 05. Storytelling
 06. Data-Informed
 07. Decisions
- Interactive Content
- Experiences
06. Omnichannel
- Integration
07. Building
- Communities



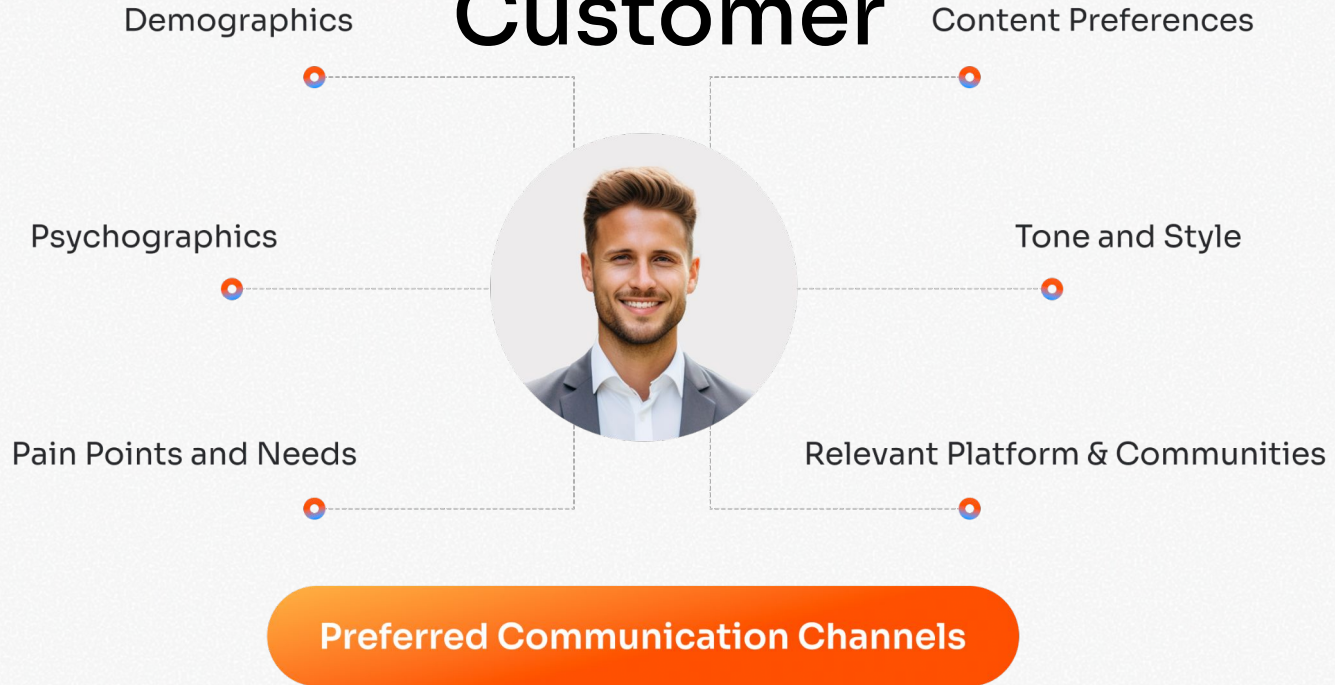
Strategic Audience Targeting

The background of the slide is a warm, orange-toned image. It features several chess pieces, including pawns and a king, positioned on a chessboard. A prominent feature is a circular path of arrows, likely representing a strategic or cyclical process, overlaid on the board. The overall aesthetic is professional and strategic.

By deeply understanding your ideal customer, their needs, and preferred communication channels, you can zero in on content that strikes a chord.

01.

KYC: Know Your Customer





Creating Personalized Content Journeys

- ◆ Tailor email content based on user behavior, interests, and purchase history
 - ◇ Offer relevant advice, resources, and product recommendations
- ◆ Use AI-powered chatbots on your website or social media
 - ◇ Offer personalized support, answer questions, and guide users to relevant content based on their needs
- ◆ Utilize website personalization tools
 - ◇ Display content recommendations and collections tailored to individual user preferences and browsing history
- ◆ Deliver specific pieces of content or experiences based on specific user actions
 - ◇ E.g., downloading an ebook or signing up for a webinar

Generative Engine Optimization (GEO)

Help your audience discover your content by optimizing it for AI-powered search experiences like Google's SGE.

02.

Effects of GEO on Website Ranking in AI Search

A joint study by Princeton University, Georgia Tech, Allen Institute for AI, and IIT Delhi tested 9 ways to optimize for AI search experiences.

With GEO techniques, they were able to achieve:

115%

visibility boost for smaller, lower-ranking websites, allowing them to **outrank larger corporate sites**

Up to **40%**

general increase in visibility

What's The Secret?

METHODS TESTED

- 01 **Authoritative writing style:** Being more persuasive in authoritative claims
- 02 **Keyword optimization:** Adding more keywords from the search query
- 03 **Cite Sources:** Including citations from reliable sources
- 04 **Quotation Addition:** Incorporating credible quotes
- 05 **Easy-to-Understand:** Making the content simpler to understand
- 06 **Fluency Optimization:** Making the content more articulate
- 07 **Unique Words:** Adding words that are less widely used, rare and unique but without changing the meaning of the content
- 08 **Technical Terms:** Adding both unique and technical terms wherever it makes sense to do so without changing the meaning of the content
- 09 **Statistics Addition:** Adding relevant statistics

Best Performers

Relative improvements of **30-40%** compared to the baselines

The Fluency Optimization and Easy-to-Understand methods improved visibility by **15-30%**

Source: Search Engine Journal

Value-Driven Storytelling



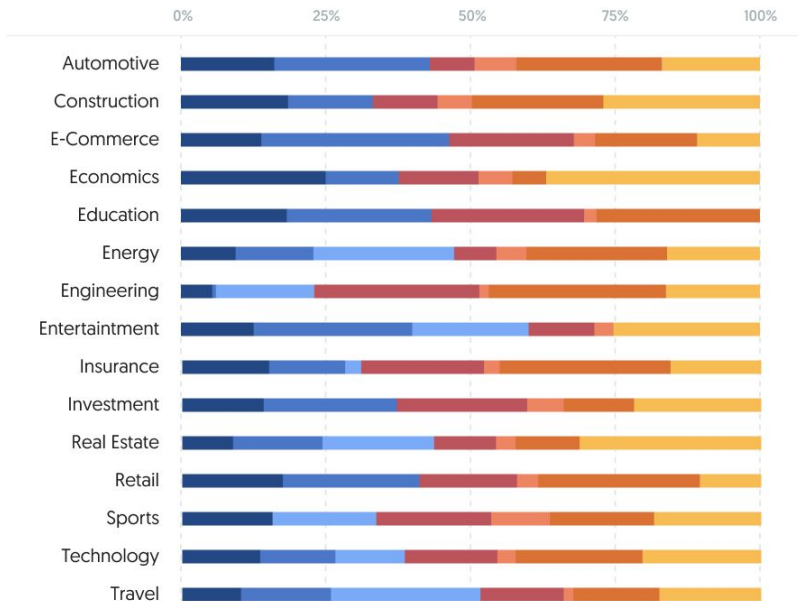
Create content that resonates with your audience and solves their problems, not just promotes your brand.

03.

The Distribution of Content Types for Each Industry



Source: Ubersuggest



What Content Do People **Want** to Read?

We analyzed 10,000 pieces of content and discovered the most popular formats for different industries.

Value Doesn't Require **Volume**

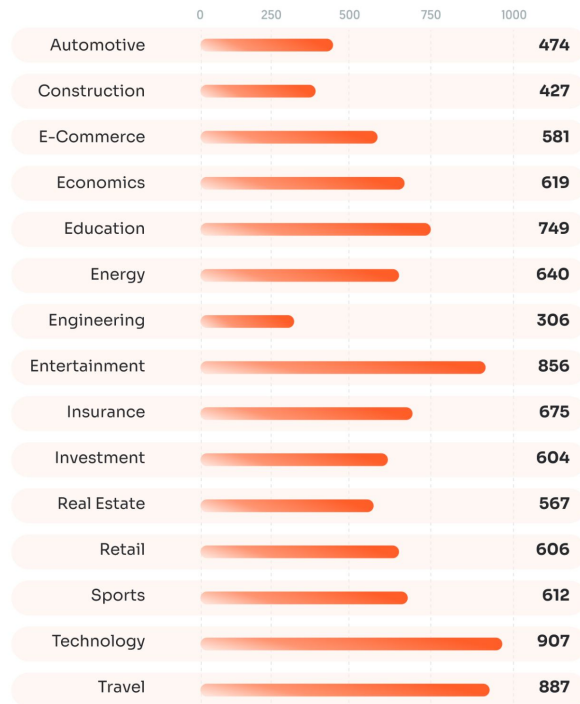
"Tiktokification" is influencing content length on the web.

Average Word Count For All Content Analyzed In Each Country.



Source: Ubersuggest

Average Word Count



Creating Value with E-E-A-T

Expertise

- ◇ Ensure content is accurate and current, citing reputable sources and studies.
- ◇ Highlight the author's credentials, experience, and achievements.
- ◇ Provide in-depth analysis and thought leadership on industry topics.
- ◇ Utilize user-generated content from knowledgeable users.

Experience

- ◇ Incorporate the writer's first-hand experience with the topic.
- ◇ Have subject matter experts write or review content.
- ◇ Use quotes and insights from product specialists or experts.
- ◇ Collaborate with industry experts for interviews or co-authored posts.

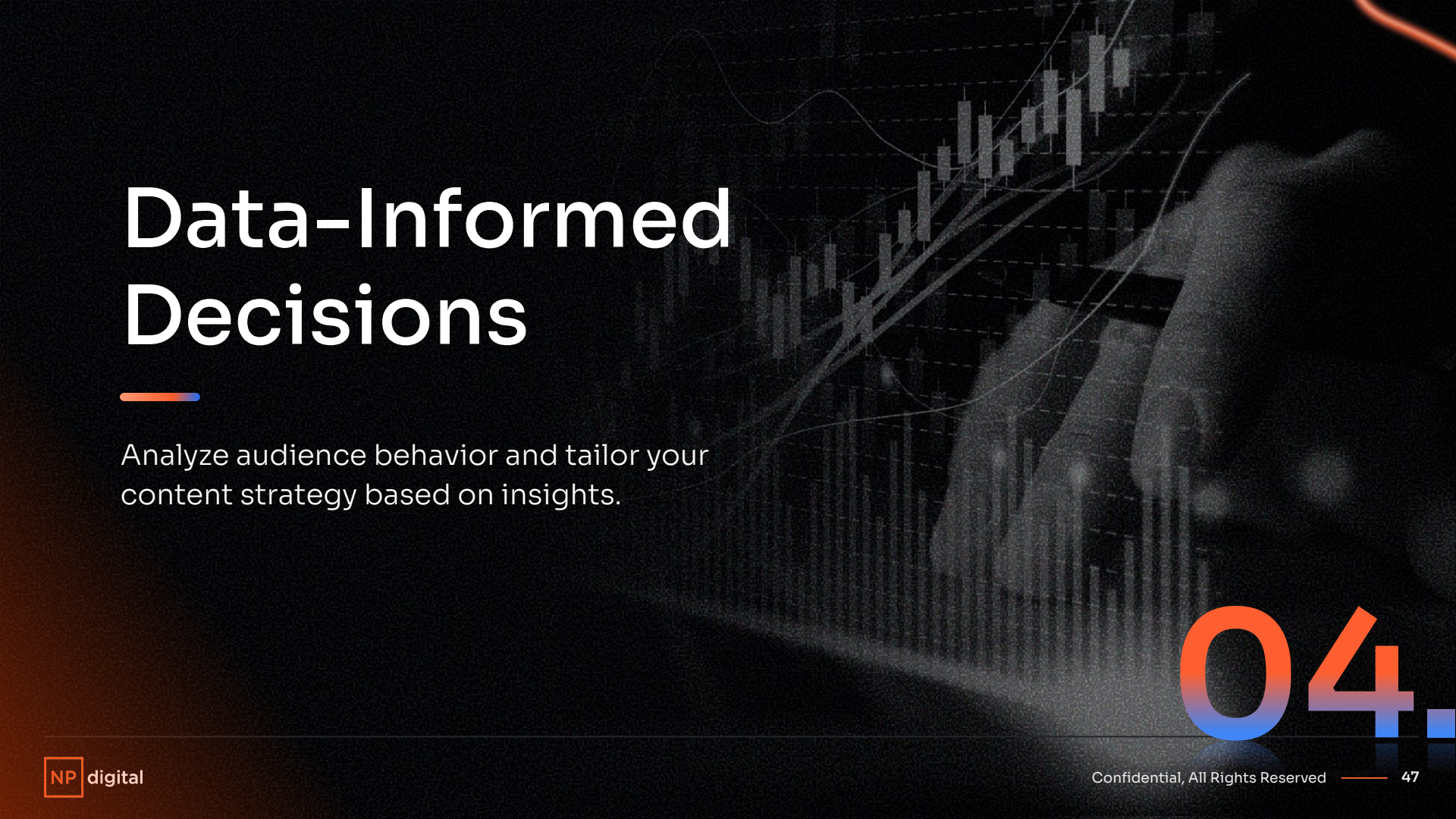
Authoritativeness

- ◇ Build a robust digital PR campaign, including backlinks.
- ◇ Network and collaborate with other experts and influencers.
- ◇ Gain endorsements and positive reviews from real-life product users.

Trustworthiness

- ◇ Maintain transparency and honesty in content.
- ◇ Offer a secure, user-friendly website experience on all devices, focusing on accessibility.
- ◇ Keep a consistent brand voice across all content formats.
- ◇ Regularly evaluate and update content for accuracy and relevance.

Data-Informed Decisions



—

Analyze audience behavior and tailor your content strategy based on insights.

04.

Using **Data & Insights** To Refine Your Strategy

- ◆ **Analyze social media** conversations and have real interactions with your audience
- ◆ **Track audience** engagement metrics to see what content resonates most
- ◆ **Analyze website** traffic to find high-performing content and understand user paths
- ◆ **Understand** the reasons behind search queries
- ◆ **Conduct surveys** and interviews to gather direct feedback





Pro Tip

Put the best cheese in your best mouse trap:

Use your highest traffic pages to drive traffic to your best converting pages.

Interactive Content Experiences



Create memorable experiences, solidify your brand as a valuable resource, and foster long-term loyalty by actively engaging your audience.

05.

Going Beyond **Passive** Consumption

- ◆ **Host live events and QA sessions** on platforms your audience frequents to answer questions, showcase expertise, and foster real-time interaction.
- ◆ **Encourage community participation** by holding contests where users create content based on your brand or product (e.g., recipe contests, photo challenges).
- ◆ **Integrate quizzes and polls in your content** to capture user preferences, provide personalized recommendations, and gather valuable data for future strategies.
- ◆ **Use virtual tours and demos** to give your audience an immersive experience of your product, service, or behind-the-scenes operations.
- ◆ **Explore new technologies** such as augmented reality (AR) filters, virtual reality (VR) experiences, or AI-powered chatbots to create engaging content experiences.

Omnichannel Integration

Focus on delivering content through all the channels your audience frequents to amplify your reach.

06.

Meet Your Audience Wherever They Roam

Leave no Platform Untouched

- ◇ Take advantage of all channels: website, social media, podcasts, email, forums, etc.
- ◇ Adapt content formats to fit each platform: videos, bite-sized social posts, long-form articles, engaging email sequences.
- ◇ Tailor voice and style to match the platform's audience and tone.

Leverage Synergy of Channels

- ◇ Use your website as the content hub, driving traffic from other channels.
- ◇ Use social media for teasers, snippets, and community building.
- ◇ Utilize email for in-depth content, nurturing leads, and building relationships.
- ◇ Explore guest blogging and collaborations to reach new audiences on relevant platforms.

Reap the Omnichannel Reward

- ◇ Increased reach and engagement
- ◇ Stronger brand presence and recognition
- ◇ Improved lead generation and conversion rates
- ◇ A loyal and engaged community built around your brand

Building Communities

Fostering interaction and conversations around your brand adds life, passion, and engagement.



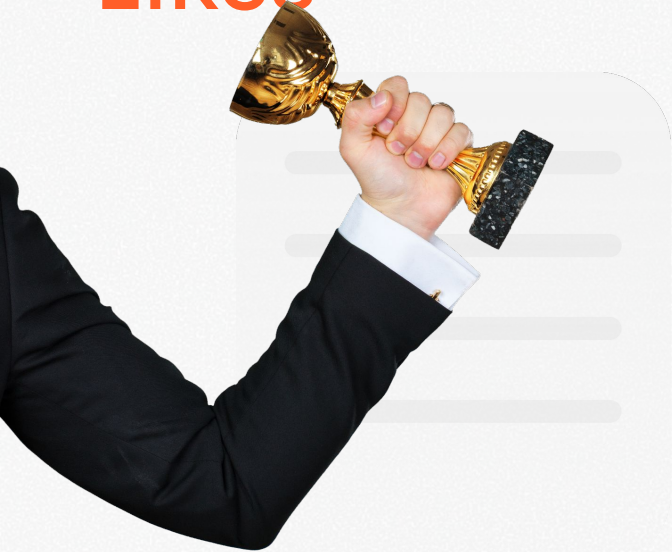
07.

Turning Content Into Connections

- ◆ **The Amplifier Effect:** Engaged communities organically promote your brand through word-of-mouth, referrals, and social proof.
- ◆ **A Living Brand Story:** Communities provide valuable insights into your audience's needs, aspirations, and pain points.
- ◆ **Loyalty through Shared Values:** Communities foster a sense of belonging and shared identity, turning customers into loyal brand advocates.



Going Beyond Likes

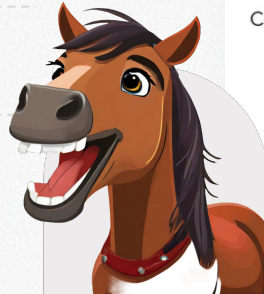


- ◆ **Spark the Conversation:** Create forums, social groups, or live events to encourage interaction and sharing.
- ◆ **Reward Participation:** Recognize and appreciate contributions through shoutouts, badges, or exclusive content.
- ◆ **Listen and Learn:** Actively engage with your community, addressing their concerns and incorporating their feedback.
- ◆ **Create Content with a Pulse:** Design content that invites discussion, questions, and collaborative creation.
- ◆ **Engage in Content Partnerships:** Partner with influencers or brand advocates to create content together, tapping into their reach and audience engagement.

Tools & Resources Supporting The New Approach to Content Marketing

Take Guidance Straight From The Horse's Mouth

- ◆ Does your content share firsthand experience or expertise?
- ◆ Does your site have a purpose and clear topic?
- ◆ Is your content informative?
- ◆ Will readers be satisfied by the experience?



Home > Search Central > Documentation Was this helpful?

Creating helpful, reliable, people-first content

[Send feedback](#)

Google's [automated ranking systems](#) are designed to present helpful, reliable information that's primarily created to benefit people, not to gain search engine rankings, in the top Search results. This page is designed to help creators evaluate if they're producing such content.

Self-assess your content

Evaluating your own content against these questions can help you gauge if the content you're making is helpful and reliable. Beyond asking yourself these questions, consider having others you trust but who are unaffiliated with your site provide an honest assessment.

Also consider an audit of the drops you may have experienced. What pages were most impacted and for what types of searches? Look closely at these to understand how they're assessed against some of the questions outlined here.

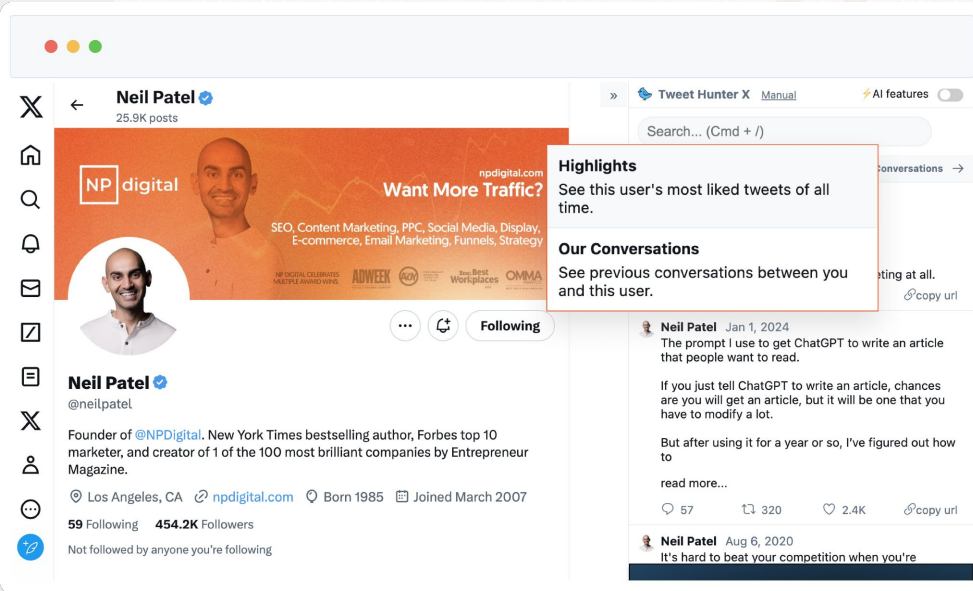
Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?

Inspiration From Other People's Content

Tools like Hypefury and Tweet Hunter X can help you find top-performing social media posts in seconds.

- ◆ Tweet Hunter is only available for X
- ◆ Hypefury can scour X, Instagram, LinkedIn, and Facebook



Streamlining Omnichannel Integration

- ◆ **Content management systems** with cross-channel publishing capabilities
 - ◇ Sitecore, WordPress
- ◆ **Scheduling tools** to streamline content distribution across platforms
 - ◇ Hootsuite, CoSchedule
- ◆ **Analytics platforms** to track performance and optimize your strategy
 - ◇ Google Analytics, Kissmetrics



Ensuring **Cohesive Branding** Across Content Formats and Channels

LEVERAGE AI AS YOUR BRAND CONSISTENCY CHAMPION:

- ◆ Copy/paste existing content and ask AI to analyze the tone and style of the copy.
- ◆ Ask AI to compare new content to these style guidelines.



ChatGPT

Based on the provided writing samples, here's a style guide that captures the tone and style of the content:

General Tone and Style

- 1. Conversational and Engaging:** The writing is direct, conversational, and engaging, aiming to establish a personal connection with the reader.
- 2. Enthusiastic and Motivational:** The tone is consistently enthusiastic, with a motivational edge, encouraging readers to take action.
- 3. Informative and Insightful:** The content is rich with information, insights, and practical tips, demonstrating expertise in the field.
- 4. Friendly and Approachable:** The style maintains a friendly and approachable demeanor, making complex topics more accessible.

Language and Vocabulary

- 1. Simple and Clear:** Use simple, clear language avoiding jargon or overly technical terms.
- 2. Action-Oriented Verbs:** Employ action-oriented verbs to encourage reader engagement and participation.
- 3. First-Person Plurals:** Use "we" and "our" to create a sense of community and inclusion.



PUTTING THE

New Approach

Into Practice

Test New Content With Your Community

Find out if a topic resonates with your audience by posting content on X.

Neil Patel @neilpatel · 12/7/23 · 📍

ChatGPT VS Bard: Which one writes content more like humans?

We showed 498 articles to people.

Half of the articles were written by ChatGPT and the other half by Bard.

We had both platforms create the same content. And we showed people both versions.

We didn't modify any of... [Show more](#)

Category	ChatGPT	Bard
Written By AI	131	126
Written By Humans	118	123

14 15 82 12.2K

Neil Patel @neilpatel · 2d

The SEO Winter is Coming...

Big changes are blowing in with Google's latest search ranking algorithm.

Here's how to weather the storm:

📌 **SEO Shift Alert:** Expect significant volatility and movement in search rankings in the following weeks.

🔧 **Preparation Tips...** [Show more](#)

SERP volatility for the last 30 days
All categories High range: 6.8%
Forecast changes for nonuman trend

Legend: Low (Blue), Normal (Green), High (Orange), Very High (Red)

13 338 535 40.4K

Neil Patel @neilpatel · 6d

Top 5 digital marketing trends for 2024

Trend #1: Companies will create podcasts over blogs

Ideally, you should have both, but podcasting it a blue ocean.

There are 1 billion blogs. And there are 7.8 billion people in the world.

That's 1 blog for every 7.8 people.

On the... [Show more](#)

Trend	Score
Podcasts	100
AI	95
Video	90
SEO	85
Social Media	80

37 143 463 80.2K

Expand Your Reach With Short-Form Videos

Turn high-performing social media posts into TikTok videos, YouTube Shorts, LinkedIn Reels, etc.

RESULTS

46.7%

more LinkedIn
views

31.4%

more YouTube views

29.5%

more Instagram views

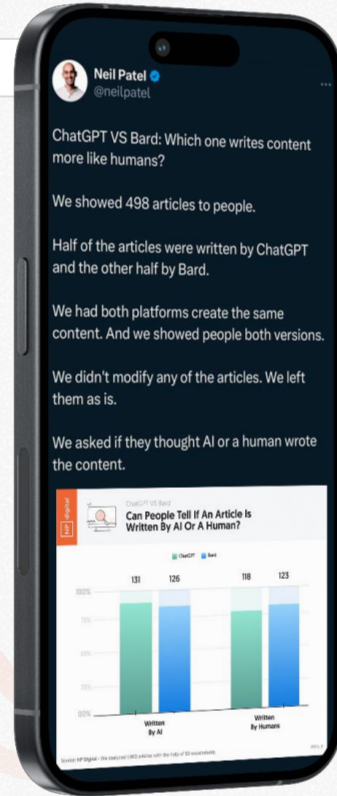


02.

Create Long-Form Content Based On Insights

Turn your most successful content into long-form blog posts, white papers, webinars, etc.

X Post



Neil's Blog

ChatGPT Versus Bard: Which Produces More Duplicate Content

Blog / ChatGPT Versus Bard: Which Produces More Duplicate Content



AI is the craze and talk of the town.

Marketers have been using it to create content at scale.

So, we wanted to see how good ChatGPT and Bard were at creating unique content.

03.

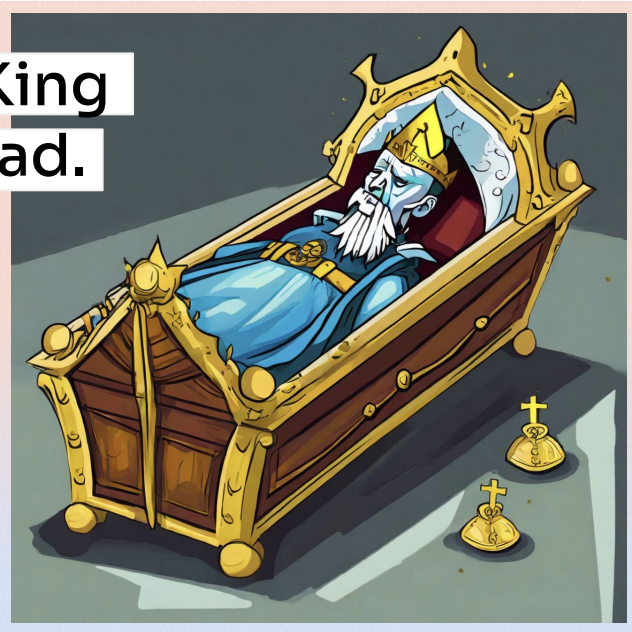
Turn Top Content Into Lead Magnets

Use successful blog posts, webinars, reports, etc. to create gated content that will entice people to provide their email addresses in exchange for a download.



Key Takeaways

The King
is Dead.



Long Live the
Democracy!

Are You Content With Your Content?

My team uses a data-driven approach to craft highly-engaging content experiences across the customer journey.

Book a call with an **NP**
Digital Specialist today!



Scan the **QR code**
now to book a call.

Thank You

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