

A woman in a dark sleeveless top is in a kitchen, preparing food. In the foreground, a smartphone is mounted on a black gimbal, recording her. The phone's screen shows a live video feed of the woman in the kitchen. A white speech bubble with the word 'Yellow!' is overlaid on the image.

Yellow!

The ultimate guide to content marketing for small businesses.

eBook

yellow

Introduction.

Australians devote over **half of their waking hours** to interacting with digital media content. For small businesses, this time spent on screens of all types is both a challenge and an opportunity. Creating different forms of content to market your business not only taps into your customers' habits, it helps grow your business.

In this guide to content marketing we'll explore effective ways to reach and grow your audience, boost lead generation, retain existing customers and establish yourself as an industry thought leader.

You'll learn how you can leverage content marketing approaches and tactics for your business, no matter how big or small.



Contents.

SECTION 1

Content marketing by the numbers.	04
--	-----------

SECTION 2

What is content marketing?	05
-----------------------------------	-----------

SECTION 3

Why create content?	06
----------------------------	-----------

SECTION 4

Before you begin.	07
--------------------------	-----------

SECTION 5

Types of content marketing formats.	09
--	-----------

SECTION 6

Wrapping up.	15
---------------------	-----------

Content marketing by the numbers.

Industry information.

\$900B USD

The global content marketing industry is estimated to be worth over USD 400 billion, growing close to USD 900 billion by 2028 (Global News Wire)

46%

46% of businesses plan to increase their content creation spend in 2023 (Content Marketing Institute)

81%

81% of marketers perceive content as a core business strategy (CMI)

23%

Revenue can increase by up to 23% through the consistent presentation of a brand across all platforms (Forbes)

Consumer data.

62% less

Content marketing costs 62% less than traditional marketing, but on average generates three times as many leads (Demand Metric)

61%

61% of people are more likely to buy from companies that deliver unique content (Small Biz Genius)

70%

70% of consumers feel closer to a company as a result of content marketing (Demand Metric)

What is content marketing?

Does your business have a social media account?

Do you post on your business website? Then you're engaged in content marketing. Formally, content marketing is the relevant and consistent creation of different types of media - from videos and social media posts to blog articles and podcasts - that is aimed at sparking interest in a product or service. Content marketing is not all about explicitly promoting your brand or business; instead, it's a tactic that attracts the interest of relevant audiences without hard-selling a product or service and encourages a customer action.

While advertising is largely designed to interrupt a consumer's everyday life - breaking up their social feeds or popping up half way down the page of online articles - content marketing is different. It puts people back in the decision-making seat as to what they consume online and prioritises their experience above all.

Content marketing generally begins with a consumer action, for example, a Google search on 'how to bake a sponge cake'. This query might then be answered with a blog article, YouTube video or infographic on how to do just that. It is likely that this content was produced by a business that has a relevant subject matter to baking - i.e., a bakeware company. Where relevant, the blog, video description or infographic could feature internal links to the business' product pages. This encourages users to navigate to the business' website, learn more about the products they sell and potentially contributes to a growth in leads.

This form of marketing can also be inspired by social media trends, online discussion or a demand for useful information on a specific area of expertise. For example, you might use [TikTok's Creative Center](#) to identify current trends within your industry and leverage this insight to create a video to share on TikTok.



Why create content?

Over 95% of marketers say that content marketing is a tactic that forms an important part of their marketing strategy. Here are the three top reasons why:



Trust and expertise: You can earn the trust of your customers by creating insightful content that is based on your expert knowledge



Connection: Content is a form of communication that you can use with your customers when you are not directly servicing them. It helps to build a relationship that goes beyond your product



Growth: Content can help you attract new audiences, gain new customers, retain existing customers and drive leads.



Before you begin.

Your content strategy is your roadmap for producing and sharing content.

Follow these helpful steps to develop an effective strategy that sets you up for success.

1. Set goals.

Goal setting is important in ensuring that **your content strategy aligns with your overarching business objectives** and is therefore relevant to your brand.

Your goals could be:

- To increase revenue
- Drive brand awareness
- Boost conversions
- Strengthen brand loyalty
- Improve engagement
- Establish trust
- Attract new customers
- Retain existing customers

Setting your goals will often determine what kinds of content marketing you decide to pursue.

For example, if you want to improve engagement and establish trust with your audience, then you could think of ways to position yourself as a thought leader within your industry.

You might research commonly searched video queries using [Ahrefs YouTube Keyword](#) tool, then produce an educational talk-to-camera video for YouTube - acting as an informed source of reference.

2. Understand who your audience is.

If you want people to feel like they connect with your brand, your content must be targeted and, for this reason, you need to understand who your audience is.

If you run social media campaigns, you can use [Facebook Audience Insights](#) to identify the key characteristics of your audience. Alternatively, if you have a website with [Google Analytics](#) set up, you can analyse this data to find out more about who your audience is.

Here you might research characteristics like:

- Age
- Location

- Income
- Occupation
- Gender
- Education level
- Property status (renter or homeowner)
- Marital status

The type of information you need to know about your audience is dependent on what kind of business you are running. For example, if you are a house painter you would likely only need to understand your audience's age and location. However, if you run an adult tutoring service, you might benefit from knowing more audience characteristics, such as their occupation, education level and income.

3. Build content pillars.

To ensure there is structure to your content strategy, it's a good idea to organise the content you intend to produce into categories known as content pillars. If you're running a hairdressing business, for example, these could include:

- How-to tutorials
- Customer testimonials
- Style trends

4. Choose what type of content you will produce.

Deciding what type of content you produce is directly related to what your audience might respond well to. Some questions you might ask are:

- What are your audience's needs and challenges? How can you help?
- What will your product or service do for your audience?
- Where does your audience spend their time online?
- What can you offer your audience besides your product or service?

To identify customer needs or challenges, you can utilise free tools such as [AnswerThePublic](#) and [Ubersuggest](#). These provide you with popular Google search phrases and frequently asked questions within a particular subject area. For example, if you run a plumbing business, you would enter high performing keywords - such as 'plumbing', 'water leak' or 'water pipe' - into these tools and be met with a range of content ideas related to your business. Need more inspiration? Have a look at our guide to [content ideas for every industry](#).

Once you've identified a string of topics that your audience would be interested in, it's time to think about what format you will use for your content.

Types of content marketing formats.

There are five main types of content marketing formats that you might include as part of your strategy. **People typically consume three to five pieces of content before engaging with a brand, so diversifying your content will go a long way in getting the best return for your marketing efforts.**

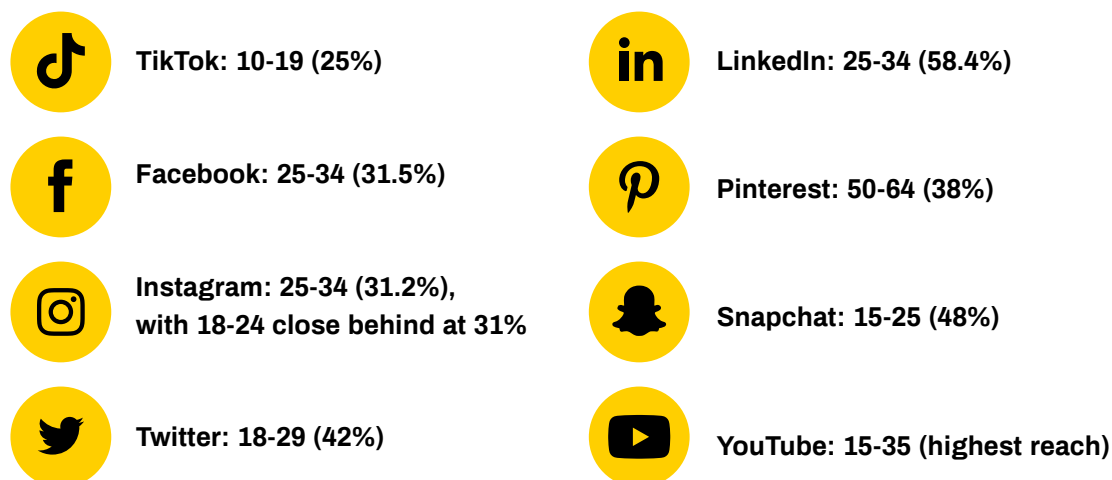
1. Social media content marketing.

The key to successful content marketing is to be consistently posting wherever people are spending their time. With **21.5 million Australians using social media platforms**, this is the ideal place to begin your content marketing efforts.

Social media content marketing spans an array of different formats, including imagery, infographics, videos, stories and live videos. Each format and concept is geared towards a different but specific outcome. For example, if your content marketing goal is to grow your audience, your strategy might involve the production of infographics, as they are **the most shared type of content on social media**.

Choose the right social platforms.









Selecting the right social platforms for your business is crucial in targeting the relevant audience. For example, TikTok, YouTube and Snapchat are ideal for businesses with a younger demographic; Instagram, Facebook and Twitter for 20-40 year olds; and Pinterest and Facebook for an older audience. According to Statista data, the largest user group for each social media platform in terms of age is:



For more information on choosing the right social media platform for your business, check out our [helpful guide](#).

Tailoring to the platform.

Your social posts should reflect the purpose, voice and audience of the social platform you are posting on. So, what content format works well on each platform?

-  **TikTok:** Short-form video, tutorials, audio-based trends, live streams, reviews, Q&As
-  **Facebook:** Short-form video (Facebook Reels & Stories), blog articles, people-first content
-  **Instagram:** Short-form video (Instagram Reels & Stories), high-resolution photos, infographics, quotes, live streams, testimonials, Q&As
-  **Twitter:** News, blog articles, short-form video (Twitter Fleets)
-  **LinkedIn:** Professional content, business-focused news, case studies, short-form video (LinkedIn Stories)
-  **Pinterest:** Infographics, how-to guides, GIFs, short-form video (Pinterest Stories)
-  **Snapchat:** Short-form video (Snapchat Spotlight & Stories)
-  **YouTube:** Short-form video (YouTube Shorts & Stories), long-form video, vlogs, reviews, Q&As

You can adapt your content ideas to be used across multiple platforms. For example, if you run an interior design business you might like to create a text post explaining the business benefit to a customer testimonial you received and post it to LinkedIn. This could then be repackaged as a video of the same happy customer showing your work off in their home and posted to Facebook.



2. Blog article content marketing.

Adding a blog to your website creates the space for you to become an **authoritative voice** within your area of expertise, communicating to your audience on topical trends and providing relevant information about your product or service.

Blog articles build trust through their ability to act as an evergreen source of reference for your customers. Over time, a blog can translate to **67% more leads** to your business.

Most website content management systems have a built-in feature that can add a blog to your site by turning it on in the settings. Structurally, a blog should have three components:

Posts: The written text that forms your blog articles. For example, if you run a florist you might choose to write a how-to guide on 'how to make a summer flower arrangement'.

Tags: Words or phrases that explain your posts and improve the find-ability for users i.e., 'flower arrangement', 'florist', and 'bouquet'.

Categories: These are often the same as the content pillars you set out in your content strategy. Categories help to organise the content produced on your website. These might include: 'floral trends', 'how-to guides' and 'customer testimonials'.

Choosing your blog topics.

Utilising free SEO tools such as [AnswerThePublic](#) and [Ubersuggest](#) can help you to identify common customer problems searched by users on Google. Talking about your product or service as a solution to a customer problem is a tactic you can use via your blog to market your business.

This is one way that blogs can contribute to your SEO strategy. SEO, or Search Engine Optimisation, involves tactics such as adding commonly searched phrases to your website with the goal to rank higher on Google. An increased visibility on Google means that more traffic will be driven to your website, contributing to more leads for your business. Learn more about how [SEO and content work together](#).

Tips for successful blog content.

Now you have your SEO keywords, it's time to think about what factors make an article enjoyable to read. Blog content should be:

- **Well-written:** Use free tools such as [Grammarly](#) or [Ginger](#) to make sure your spelling and grammar is correct. Also limit the use of complex language and technical terminology so your content can be understood by everyone.
- **Highly researched:** Support your claims with case studies, statistics and examples to prove what you're saying is legitimate. You can generally find relevant resources online by searching topic + statistics + year in the search bar. The more up-to-date the research, the better.
- **Image-rich:** Engage your readers and reinforce your written messaging with imagery. Use free stock images from [Pexels](#) or [Unsplash](#), or create your own visual content using tools like [Canva](#).
- **Apply formatting:** People like to skim content, so it's a good idea to format your written copy with headings, subheadings, bullet-points, quote indents or bold and italic fonts to make your important information stand out.



3. Podcast content marketing.

Podcasts are a great way to promote your expertise in an easily-consumable format.

Australia is now the foremost podcast-listening country in the world, outranking even the US in 2022. This makes it an ideal format for communicating with your audience.

Podcast approaches.

There are lots of different ways to discuss the topics in your industry. Choosing a mixture of podcast styles will help to keep your audience engaged for future episodes. Some ideas include:

- Telling stories of personal experience
- Interviews with relevant experts in the field
- Q&As with your audience
- Deep dives on subtopics within your industry
- Behind-the-scenes insights of an industry
- Relevant book or film reviews
- How-to advice
- Industry news

For example, if you run a naturopath clinic you could put out a podcast to engage health enthusiasts. Your first episode might be a personal podcast on why you set up your business, the second could focus on how-to tips for a healthy gut and your third could be a Q&A addressing common queries that listeners have sent in.

Producing and promoting your podcast.

Although you can record your podcast content on your smartphone or computer, it's recommended to use a separate microphone for clearer audio. These can be priced anywhere from \$40 to \$5,000 depending on your budget.

Once you have recorded your podcast content, you can use free tools like [GarageBand](#) and [Audacity](#) to edit the audio.

In order to make your podcasts accessible to your audience, you will need to create something called an RSS feed. RSS stands for Really Simple Syndication and is an online file that contains all necessary information about every piece of content a website has published. If you already have a website, it's likely there will be built-in functionality to enable this feature on your site. If you don't have a website but do want to create a podcast, you can create an RSS feed through podcast-hosting sites like [Anchor](#).

Now you have everything you need to list your podcast episodes on podcast directories. Podcast directories help to grow your reach of listeners and uploading your content to multiple directories will only help to gain exposure for your brand.



The top places to set up your podcast include:

- Apple Podcasts
- Spotify
- Google Podcasts
- Stitcher
- TuneIn

4. Infographic content marketing.

Visual content is said to improve the retention of knowledge by 400%, making it a popular content marketing tool. In fact, **84% of content creators** consider infographics to be an effective content type.

So, what is an infographic?

An infographic is a visual representation of information or data that features images, minimal text and graphics, such as charts or graphs.

The purpose of an infographic is to simplify complex information and make it easy to understand. The clear, concise and often fun nature of infographics is what has led them to become **the most shared type of content on social media**.

Check out Yellow Pages' **SEO Content Checklist** for an example on how an infographic can condense long-form information into a format that is digestible for readers.

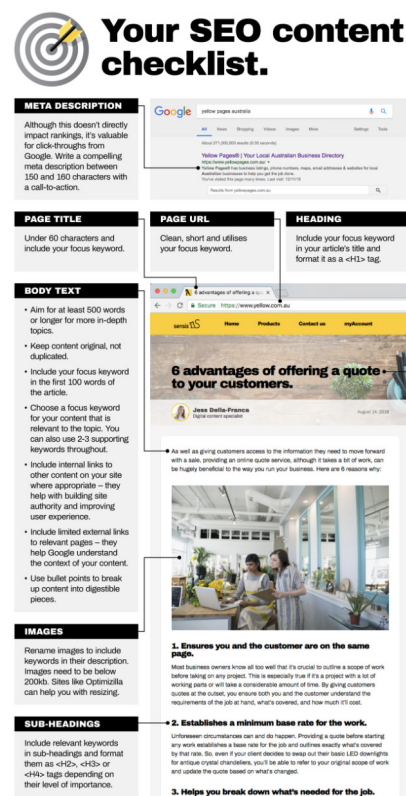
Making an infographic.

Identifying a process or topic within your industry is the first step to creating an infographic. For example, if you run a bakery you could produce an infographic on tips for baking a croissant. Or, if you own a construction business, you could map out the steps to getting a quote for a building project.

The purpose of what you aim to achieve with your infographic will likely impact the way in which you visualise the information. Some of these include:

- **Informative:** Lead visuals with data points in bold, large fonts
- **Comparative:** Utilise bar charts, pie graphs and other comparative visualisations
- **Change:** Feature line charts, timelines and heat maps
- **Organisation:** Present information in lists, tables, flow charts and mind maps

To build your infographic, you can use free tools like **Piktochart**, **Canva** or **Snappa**. Use colours that are in keeping with your brand guidelines and add your business logo so that customers know that this great piece of content came from you.



5. Video content marketing.

With 91% of businesses using video as a marketing tool in 2022, the use of video content is at an all time high.

The video format allows you to present information in a way that can engage your audience more effectively than text or graphics.

Not only is video marketing great for engaging new and existing audiences, but it can also boost conversions and improve return on investment. In fact, 89% of people say watching a video has convinced them to buy a product or service.

The versatile nature of video is what makes it a stand-out choice for businesses globally. You can repackage video to use across various channels, such as social media, to make the most of your production efforts. For example, you can create a long-form version to upload to YouTube and embed on your website, then repackage and share the short-form version on social media platforms like Instagram and TikTok.

Video styles.

What style of video will you build? Here are some ideas for inspiration:

- GIFs
- Animated video
- Text overlay video
- Vlogs (video blogs)
- Interviews
- Live video
- Screenshare videos
- Documentaries

The style of video you choose will likely depend on what your topic is and what is the best way to convey the information to your audience.

If you own a hairdressing business, you might choose a text overlay video to demonstrate how to perform a specific hairstyle. Written commentary can help users who prefer to watch video with the sound off. Alternatively, if you own an accountancy company, you might choose an animated video to display the things needed to prepare for tax time.

You don't have to be a professional video editor to produce great content. There are thousands of free tools and apps that can help you produce professional-looking video to market your business. Try Animaker for creating animated video, Pixteller for GIFs and iMovie (Mac) or Windows Movie Maker (PC) for all other styles of video editing.



Wrapping up.



Quality content is key to building an engaged audience, increasing leads and reaching new customers. Remember, the key to success is all in the planning, so ensure you spend time outlining your goals and objectives before you begin the process of content creation.

If you need help with your marketing strategy, Yellow Pages' digital marketing experts are on-hand to support small businesses across Australia. [Get in touch](#) to let us know what we can help you with or [browse our products](#) to see what we have on offer.