



# 5 WAYS YOUR SMALL BUSINESS CAN CREATE ENGAGING CONTENT

## 1

### CREATE CONTENT THAT YOUR TARGETED AUDIENCE WANTS TO CONSUME

A new study found that nearly half of all U.S. consumers (49%) were incorrectly targeted with irrelevant content within the last six months. Approximately 42% of them immediately unsubscribed from the brand, and 24% of them chose to block the brand on social media.<sup>1</sup> The more relevant your content is to your audience, the more likely they are actually to engage with it and share it with others.

## 2

### DIVERSIFY YOUR CONTENT

With nearly 92% of marketers and businesses reporting that content is a valuable business asset,<sup>2</sup> investing in multiple content types is essential. This helps you build a large and loyal audience while also reducing your time creating content. By diversifying the types of content you create, you can provide your audience with various options for where to find your information.

## 3

### INVEST IN REGULAR KEYWORD RESEARCH

Did you know that Google alone receives approximately 40,000 search queries every second?<sup>3</sup> With so much competition for consumers' attention, businesses must invest in keyword research. This will help you identify the most valuable keywords to target with your content, which will help you gain more visibility and increase the quantity and quality of leads you attract.

## 4

### NEVER DOUBT THE POWER OF REPURPOSING YOUR BEST CONTENT

With 70% of marketers actively investing in content marketing,<sup>4</sup> a key strategy involved is reviving existing content pieces through repurposing. Repurposing your best content will allow you to take content that has already been proven successful and increase the number of people who can access it.

## 5

### ALWAYS MONITOR YOUR CONTENT METRICS

The metrics you'll want to focus on will entirely depend on what platforms you are using to share your content. For example, approximately 70 million small businesses have an active page on Facebook,<sup>5</sup> meaning they would want to focus their attention on the analytics provided by that platform to understand their audience's engagement habits better.

## CREATE MORE ENGAGING CONTENT WITH MORE TIPS FROM THE BBB®

There are many ways a small business can expand its reach and increase the quantity and quality of leads it can attract. Blogging, social media marketing, and even search engine optimization are all valuable marketing strategies that can be used to build a larger audience.

Looking for more ways to help create engaging content that nets you real results?  
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