

6 Keys to Digital Marketing Success in 2018 Part 2: Content

Milestone, Inc. milestoneinternet.com

ALIGN CONTENT MARKETING WITH YOUR CUSTOMER JOURNEY

In case you missed Part 1 of this series [click here](#). And if you'd like to learn more about how Milestone handle's content creation, visit our website [here](#).

In 2017, digital marketing saw a shift in content strategy toward a more personalized and intent-based approach to user experience. For an online business to win market share in 2018, each phase of the customer journey will require a well-planned and integrated content strategy – from consumer planning and “discovery” stages to booking and post-purchase. Your business goals, strategies, social channels, and all digital assets should be aligned with a content strategy built around search trends and engaging customers in meaningful, personal, and dynamic ways:

ALIGN CONTENT WITH USER SENTIMENT

Leverage customer sentiment about your business and your competitors to create engaging, user-focused content. Monitor review sites like Trip Advisor to identify the online conversation and see what customers love about you, their concerns, and what they like about your competition.

Show reviews that mention

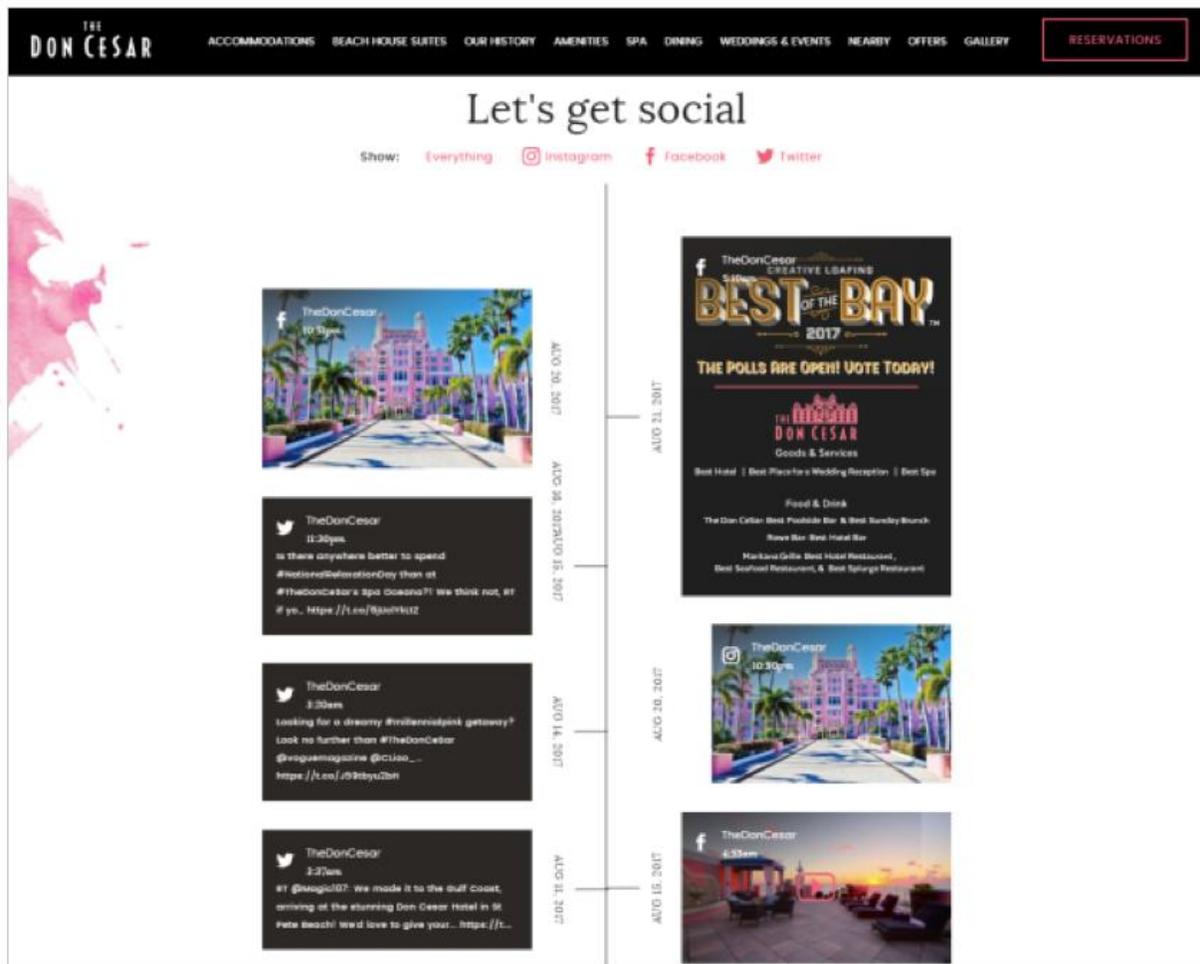
All Reviews	santa rosa	wine country	yogurt	breakfast room
bodega bay	nice hotel	sonoma county	housekeeping staff	
flat screen	northern california	room was large	short drive	

TRIP ADVISOR REVIEW CLOUD - REVIEWS CATEGORIZATION BASED ON USER SENTIMENT

Leverage this sentiment data in your content strategies through personalized content based on online chatter, what customers are emotionally invested in, and by providing solutions to questions you gleaned from your online reviews. Review sites like Trip Advisor often bucket reviews based on user sentiments. This can be an easy way to start building /enhancing your content strategy.

ALIGN DIGITAL ASSETS WITH CONTENT

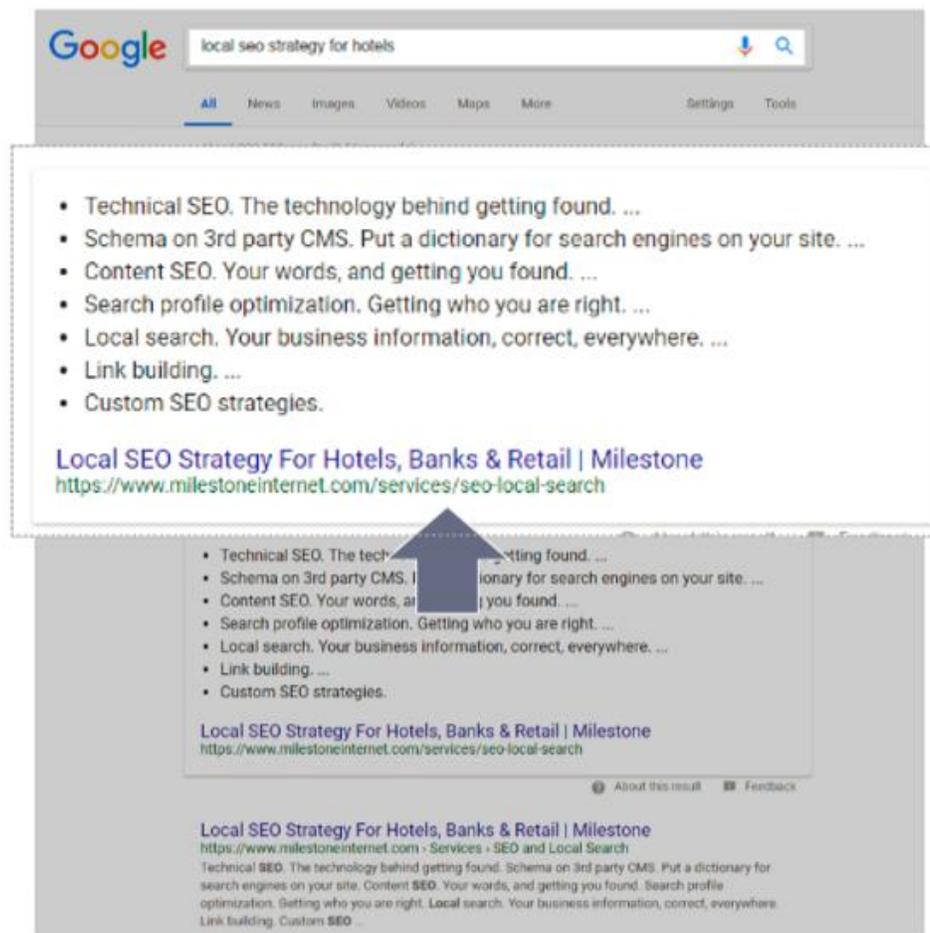
Create digital assets that fit the needs of customers. FAQs, event calendars, destination guides, blogs and videos help create informational content and help in improving ranking, engagement, and boost the relevancy of your website.



BUILD CONVERSATIONAL CONTENT TO GET TO "POSITION 0"

With the continued rise of voice search and with mobile-first indexing in place, Google will increasingly rely on artificial intelligence and machine learning to pull information from websites right into the SERPs in the form of featured answers. Search engines now prioritize content based on a searcher's intent rather than a string of keywords. So, optimizing your sites for semantic search means creating content based on the intent of the user's query.

FEATURED SNIPPET WILL BE ALL ABOUT CREATING USER CENTRIC CONTENT
Since 70% of all queries are informational, we know that customers are searching for useful, personalized, and immediate information. Therefore, you must tailor your content to fit this user mindset and behavior, and provide answers to questions your customers tend to ask. Informational and topical content leads to featured snippets and provides the best SERP results for what, why, and how queries. Ensure that your content has relevant schemas to allow search engines to understand the context of the content on the page and leverage it as the best answer for user queries.



Featured Snippet

ADD DYNAMIC, SHORT LIVED, CROWDSOURCED CONTENT TO YOUR CONTENT STRATEGY

Social media is no longer a text business. With around 3.2 billion photos being shared every single day on platforms like Facebook, Instagram and Snapchat, the new medium is visual and engaging content.

In 2018, live and dynamic content will be key – especially on social channels. Engagement is higher on social feeds and lounges, video, Instagram stories, and Snap Chats. A growing number of brands and businesses are using social media to tell a more authentic story and to connect with Millennial consumers on a more personal level to build trust. A study by Yoipto found that 77% of people are more convinced by user-generated photos of a product rather than professional photos.

Crowdsource your own content by asking loyal customers for pictures of them using your product. The key is to let your customers do the posting. People love the attention, and you save on professional photography, so it's a win-win for all.

PERSONALIZE AND LOCALIZE YOUR CONTENT STRATEGY

Location-based personalization and customization of content will continue as a must-have strategy in 2018 to ensure your message is highly relevant to your audience. Use well-defined customer re-engagement strategies like the use of CRM data or location targeting to personalize the website experience and email marketing will be key. In 2018 it will also be important to leverage new techniques for personalized content delivery, like notifications, by converting your website to Progressive Web App (PWA) technology.

DATA-DRIVEN CONTENT MARKETING

Now that you have created a user-centric content strategy based on intent, informational and voice search, and personalization, It is critical to clearly define performance KPIs and measure impact. There are several KPIs to help measure the effectiveness of content marketing, including traffic from new versus returning visitors, click-through, reach and views, time spent on site and bounce rate. Outline and define your site goals and KPIs for performance, engagement and measure the impact of your content marketing.

Digital content should be about quality, not quantity. In 2018, plan out your content calendar based on your target audience, business goals, and the latest trends in user search behavior. Personalized content, rich information makes your content more authentic and compelling, as well as provide the search engines with meaningful and relevant content for higher positioning.

To learn about the other 5 keys, contact Craig Carboniere at craig.c@milestoneinternet.com (Director, Southern California) and download Milestone's eBook below:

DOWNLOAD