

COMMUNITY QUESTION

HOW DO YOU USE CONTENT MARKETING IN YOUR BUSINESS?

Entrepreneurs share tips for promotion through education



Amanda MacIntyre, founder and holistic health coach at Rebel Health Coach (rebelhealthcoach.com), says she uses content marketing to educate and inspire her clients. "I love sharing innovative content that will either save them time, money or headaches down the road." PHOTO SUPPLIED BY: AMANDA MACINTYRE

"Content marketing is not only effective in letting people know about our business, but also in clearly communicating our company values and culture. We provide content that is relevant to our customers, giving them information that is useful, timely and specific to Calgary, our marketplace. We design the content to be consistent with our brand, which further strengthens it ... Focus on providing quality, insightful content to engage customers — it's worth the energy!"

Alana Kitchen, founder of Who To Call, whotocall.ca

"The key to good business is great relationships, and to create great relationships, you need to connect with your audience. We use content marketing to connect with our audience through inspiration, education and motivation."

Brenda Mahoney, owner of Vin Gogh Paint & Sip Studio, vingogh.ca

"Content marketing helps potential clients get a taste of your expertise. I write articles on my blog and share them through social media, I deliver free email series with money and momentum tips, and I offer free tools on my website to help people understand how I can assist them. This grows the know-like-trust factor, which in today's online space is so important ... Remember that wherever you go, you are marketing."

Paula Onysko, owner and business strategist at Paula Onysko Coaching & Consulting, paulaonysko.com

"Whether it's blogging or branded graphics for our social media sites, content marketing has proven to be a huge driving force for our online engagement. Unique content keeps our audience coming back for more, and Google loves it too; it's a great way to increase SEO."

Amber Craig, CEO of Bamboo Creative Inc., bamboocreativeinc.com

"Whether it's articles, infographics, quizzes or press releases, content marketing is really the fundamental tool in your marketing toolbox. It's content marketing that proves you're the expert in your field, it's what is used to spread the word about that expertise, and it's the tone with which you represent your business, offline or online."

Kamea Zelisko, owner of MKT Communications, mktcommunications.ca

"Content marketing is a key part of our business. Wean Green implemented a 'Wean team' a few years ago that consists of different writers from various backgrounds and expertise. We have a schedule for our guest bloggers, and they submit their posts in bulk so we can schedule them weeks in advance. The writers bring with them a different knowledge, voice and audience than we currently have."

Melissa Gunning, CEO of Wean Green, weangreen.com

"A big part of my business is talking about social media and content marketing, so I tend to use content marketing articles as my content. The key is to figure out what your clients are talking about and what interests them, and then develop content around those subjects, making sure it's engaging and will spark conversation."

Jackie Appleby, owner of Diligent Assistant, jackieappleby.ca

"Content marketing is my business; I work with small to medium-sized businesses to create great video content for their sites and YouTube channels. The challenge is to remember to create great video content that helps to grow my own business and tells my own story. I rely on my blog and my video content to generate interest and start conversations with potential and existing clients."

Dana Goldstein, chief producer at ChicFlicks Video, chicflicks.ca

"Being a small business owner, I am more focused on content marketing as my budget doesn't allow for big-business advertising. I use content marketing through Facebook, Instagram, Twitter and other social media outlets to give my customers a look into the products that I create, and gain their trust in order to get their business. If someone trusts me and what I do, it's more likely that they will buy from me and refer me to their friends and family."

Valery Klassen, owner and designer of Sun 7 Designs, sun7designs.com

"Commercial audiences in general are very sensitive to being marketed to. All businesses need to pay more attention to the type of content they are creating, and most importantly, they have to map out the different archetypes that comprise their current and expanded audience ... The No.1 rule is to create content that you are excited about."

Michael Tighe, president of Solid Site Inc., asolidsite.com

"We are a social media agency, so the message we convey through social media for our company, as well as for the clients we manage, involves three key components: Educate, entertain, and provide a call to action."

Shawn Alain, president of Viral In Nature, viralinnature.com

"Relevant information is key in marketing, and that's exactly what content marketing forces businesses to do. The days of sending out generic information hoping to catch someone's attention are gone and have proven to be as waste of time and money. Understanding content marketing forces small businesses to define their target customer so they know what makes that customer tick. When you know that, all your marketing messages are relevant to the target."

Lynda Kavanagh, owner of WOW Communications & Training, wowcommunications.ca

"Content marketing has been a nearly exclusive method of building my reputation, growing clients and establishing my brand over the past eight years. Content for me comes in the form of the written word hosted on my blog or social media platforms with the intent of sparking ideas, creating conversations and inviting questions. The time invested in consistently sharing content on a company website and on social media builds reputation, trust and engagement. Engagement creates SEO and it makes readers feel like they have a relationship with you."

Kim Page Gluckie, owner and marketing strategist at Truth & Tonic, truthandtonic.com

UPCOMING

JAN. 19: ACCELERATEAB KEYNOTE SERIES

A talk from Geoff Lyons of CoolIT and Shawn Abbott of iNova Capital

- Where: Assembly Coworking Space (119 14th St. NW)
- When: 4:30 p.m. to 6 p.m.
- Admission: Free. To register, search "AccelerateAB Keynote Series" in Eventbrite

JAN. 31: THE HTML500

An opportunity to learn basic HTML and CSS, and meet entrepreneurial Calgarians

- Where: Red and White Club (1833 Crowchild Tr. NW)
- When: 9 a.m. to 6 p.m.
- Admission: Free. Register at thehtml500.com/cities/calgary

APR. 16: LEADERSHIP SERIES - ICONS OF ALBERTA

A full-day event dedicated to building the leadership capacity of female business owners

- Where: Hotel Arts (119 12th Ave. SW)
- When: 8:30 a.m. to 4:15 p.m.
- Admission: \$200 to \$300. Register at aweinspiringentrepreneurs.com

Have an event that Capital Ideas should know about? Contact us at hello@capitalideascalgary.com.

CAPITAL QUESTION

What's the best marketing advice you've received?



ATB Business™

Getting the word out about your business is key, but sometimes it's hard to know the best way of doing so. And since January is Branding and Marketing Month in ATB's Insight and Inspiration Guide, Wellington Holbrook, executive vice-president of ATB Business, would like to hear from you.

What's the best marketing advice you've received?

You can answer the question in two ways:

Open today's Capital Ideas email if you're a member or visit capitalideascalgary.com.

We'll publish the best answers, along with your business name and website address, on Jan. 15. For more great information, pick up ATB's Insight and Inspiration Guide at our live Capital Ideas event on Jan. 28 (details at capitalideas2.eventbrite.com).

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These answers were in response to a question posed by Janise Bachler, owner and image consultant at The Closet Diva (theclosetdiva.ca). Got a burning business-related question of your own? Visit capitalideascalgary.com/ask to submit your questions, and we'll ask our expert community to weigh in.