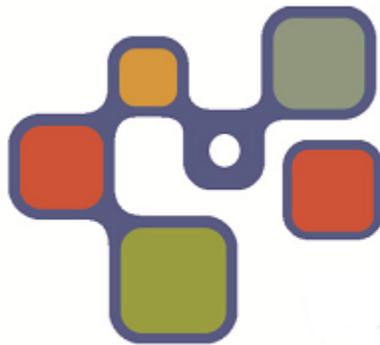# Content Marketing: A Valuable Tool for Improving Online Business

The Internet is, without a doubt, the most far-reaching and efficient method of modern communications. As such, it makes little sense to operate a business in the 21st century without taking advantage of an online platform. Yet there's more to utilising the Internet for business than setting up a basic webpage and hoping for the best.

Unfortunately, that is exactly what far too many business owners do. They assume the mere existence of a website will drive traffic and increase sales with very little effort other than a few occasional website updates. Many of them find themselves frustrated because their business is doing no better even after an extended amount of time invested in a website.

Understanding the Problem

Many business owners fail to understand why their websites are not productive because they fail to understand the sheer size and scope of the Web. Let's break it down to make it easier to understand. According to website monitoring company Royal Pingdom, the World Wide Web in 2012:

- consisted of 634 million websites
- added approximately 51 million new websites
- generated 144 billion e-mails every day
- generated 246 million domain name registrations
- welcomed 2.4 billion users around the world.

As you can see, the greatest benefit of the Internet (size) is also the biggest enemy of website owners who do not know how to deal with it. How is a company going to differentiate itself from the competition when its website is one of more than 630 million?

It is easy to get lost in a veritable sea of online data only to be swallowed up by more experienced website owners who learn how to effectively use online marketing. Allowing this to happen to your business could lead to some other, unintended consequences as well.

Collateral Damage

When a company sets up a website, it is also opening a door to marketing possibilities that are not available through other channels. Nevertheless, failing to use a website properly can lead to more problems than just wasting marketing resources on the Internet. It can also:

- **Damage Company Reputation** – Today's consumers trust online sources for everything from hard news to product and service recommendations. If a website does not promote a positive company image, it promotes a negative one by default. That negative image can be quickly spread across the world of consumers.

- **Waste Marketing Budgets** – To market effectively online requires a financial commitment. It's not necessarily a huge financial commitment, but it is a commitment nonetheless. Failing to make a website as productive as possible wastes limited financial and time resources.

- **Dampen Enthusiasm** – More than one company has been started by enthusiastic entrepreneurs

expecting to see great things happen right out of the gate. When those entrepreneurs are relying heavily on a poorly managed website, the lack of sales easily dampens enthusiasm in the early stages of building the business. Far too many quit far too quickly, as a result.

Depending on whose statistics you trust, the number of failures among Internet-based businesses can be as high as 97%. Serial entrepreneur and [Forbes contributor Eric Wagner](#) says the number of failures is eight in ten. You don't want to be one of those companies.

> *"According to Bloomberg, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. A whopping 80% crash and burn."*

Eric T Wagner
Forbes Contributor

Effective Online Marketing

At the end of the day, it comes down to taking full advantage of what the Internet has to offer in order to promote the company's products and services. It comes down to marketing a business online in a way that attracts new customers, keeps current customers engaged, and provides a continuing dialogue between company and consumer.

Content marketing is the primary vehicle for achieving those goals within today's Internet paradigm. Simply put, content marketing takes the cold and impersonal information of the online environment and attaches personality to it. In this way, a target audience is fully engaged.

> *"Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action."*

Joe Pulizzi
[Content Marketing Institute](#)

Content marketing concentrates on understanding the target audience in order to formulate specific content that will grab their attention, keep them engaged, and convert them from casual visitors to those who avail themselves of the products or services offered.

The different types of content used will depend on a website's topic and the target audience being sought. More often than not, content is offered in either text or video format. These two formats are easily the most popular across the Internet.

Where text content is concerned, writing is everything. When companies present poor writing, they are also presenting a poor public image along with it. The opposite is also true. High quality writing goes a long way toward separating a company from the competition. Text-based content can be presented in the form of:

- blog posts
- informational articles

- white papers
- 'how to' guides
- press releases
- promotional material.

For maximum results, good content developers match text-based content with graphics and videos. Understanding that today's web users are highly visual, the graphics and videos are intended to get the attention and present the topic at hand. Text develops the topic for those who have a mind to continue learning about it. The combination of all three presents a very powerful tool for online marketing.

Another useful tool that goes hand-in-hand with creating useful content is social media. Social media dominates online communications among consumers and, therefore, should be a priority of any online marketing campaign. Taking advantage of social media to promote and develop content gives a business the widest possible audience with the advantage of word-of-mouth marketing.

Content Marketing from Carman

It should be clear that in order to compete with the millions of other website owners out there, any company with an online presence must do what is necessary to market effectively. Carman Online Content Publishing exists for that very reason.

Our content marketing solutions are rooted in the long-held belief that content is king. In fact, our company was established on that very philosophy. We know the effectiveness of high quality content in promoting a business, reaching an audience, and setting one website apart from the others; we also know the other side.

Carman's content marketing objectives put the client at the centre of all we do. We do our best to get to know each client's business so that we can best develop content appropriate to what they are trying to accomplish. That said, we could provide everything from blog posts to press releases to informational articles.

We invite you to take a good look at what we can offer by following the appropriate links to samples of our work. Once you see the quality of work our talented content developers produce, feel free to ask as many questions as you like. We want to make sure you are fully comfortable and confident with the service Carman provides before you agree to partner with us. When you are ready to begin that partnership, feel free to contact us.