

Build a Community to See Your Content Marketing Strategy Pay Off

Content marketing is the practice of creating content that you hope can build some aspect of your business. When you record a video to share on Facebook and YouTube, you probably hope it will help you build your email list, sell products and services or otherwise positively impact your business. Speaking of Facebook and YouTube, they are two of the largest social media networks in the world. They benefit from a sense of community people get when they spend time there.

Those two social media giants are structured so people can consume and share content and engage in conversation with each other. YouTube has channels you can join, and Facebook has groups, and these content sharing communities benefit from the fact that just about everybody wants to be a part of something. Most people want to join a group or community that shares their values and interests.

Social Media Groups are Ready-Built Communities

While you probably don't want to attempt to create the next Facebook, you can create your own community that caters to the needs and desires of your audience, while also helping you build your business.

This could be as simple as creating a Facebook group. It is free to do so, and if you make your group private, you lend a sense of exclusivity that makes members feel important. LinkedIn is more of a professional version of Facebook, and once you have a profile up and running, you can create groups there as well. Twitter chats are another way you can use text, video and audio content to build a sense of community. If you run a brick-and-mortar operation, you can host group meetings at your place of business.

A Simple Blog Can Act as a Community Builder

Do you own and operate a blog? So many times, online marketers create a blog that talks about their products and services, information relative to the market the company is in, includes an opt-in box to build an email list, but has no real identity. It is rather easy to give your current blog a community identity where you can attract people who are perfectly suited to benefit from what you have to offer.

A web redesign and simple blog name change is all it takes to begin building a community of people you would like to do business with. With the sense of community in mind, the Knitting for Beginners blog becomes Knitting Beginners Hangout or Beginner Knitters Coffee Club. A simple name change immediately broadcasts your blog as a place where people new to knitting can spend time in a community of like-minded individuals.

Add a forum or chat room and host a webinar where you teach these knitting beginners all they need to know to improve their skills. Whether you turn to Facebook groups, Twitter chats or your blog to build a club or community, doing so should be a part of your overall content marketing strategy.