

The Six Simple Secrets to Creating Crazy-Great Content



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you've no doubt heard, content marketing is the New Black of the advertising world. The answer to all your lead acquisition prayers and gateway to your customer engagement dreams.

And the best part is, all you need are truckloads of compelling content blockbusters that will persuade even half-interested prospects to fall insanely in love with your brand for life. There's just one teensy, tiny little problem.

You have no idea how to create anything like that.

Well, don't feel bad, because you're not alone. Producing crazy-great content is danged hard. It's one thing to slap a bunch of blog posts up onto your site. But quite another to create brand stories that truly resonate with your target audience. Developing extraordinary content can be, well, extraordinarily difficult.

But it's not impossible. Having developed hundreds of pieces of content for 130-plus companies worldwide, I've seen countless examples of what works and what doesn't. To the point of where I can confidently share (drum roll, please) **"The Six Simple Secrets to Creating Crazy-Great Content."** And if you just click through to the next page – you can learn them for yourself...



Thirsty for more genius? Right this way...

Creating Crazy-Great Content - Secret #1

Taunt Your Readers With a Provocative Title

That's right, I said taunt them. Hit them with a title that's so hot, so juicy and so completely irresistible that it will cause them to conclude that their lives will be void of all meaning unless they click through to your content – and click through to it now.

Now, I really don't enjoy provoking them so (well, maybe a little). But I have no choice. For we live in a world with a billion distractions. And if you don't snag someone's attention within three nano-seconds, then they will disappear into the infinite ether of the Internet, ne'er to return. Which is, as we professionals say, not good.

Look. Your company was created to improve your customers' lives immeasurably. Your content is designed to help your prospects realize that. But if you can't grab their attention from the get-go, then you might as well publish your eBooks in Sanskrit. So go ahead and taunt them. They'll be glad you did.



Creating Crazy-Great Content - Secret #2

Make Your Content Completely, Totally and 100% Focused on Your Customers' World

The single-most important question in marketing is “What’s in it for me?” from your prospect’s point of view. Because when it comes to your products, this is only thing about which they giveth a rat’s behind.

Hence, every piece of content must be all about them. Their hopes and their dreams, their kids and their kitties. Without ever pushing your products on them too directly. Which makes perfect sense, if you think about it.

Because in the end, EVERYTHING your company does SHOULD be all about making your customers crazy happy. So take the time to understand what they truly love and value about your firm. For therein lies the key to great content. And if you use that as the foundation for your creative, then you, my friend, will be well on the path to the content marketing winners you need.



Creating Crazy-Great Content - Secret #3

Embed SEO-Relevant Keywords

Yes, actual human beings are searching for your products. But they are being aided and abetted by an army of bots looking for the keywords included in those searches. And you want to make those little bots' jobs as easy as possible. So lay out the breadcrumbs that will lead them right to your door.

Now, while it's true that comprehensive search engine optimization is a long-term and complex process, it all starts with the right keywords. To determine yours, analyze the searches your prospects are likely to perform. This will reveal the phrases you'll want to sprinkle throughout your content.

And I do mean "sprinkle." Stuffing posts with the same keywords over and over can actually hurt your rankings. But if you help search bots find your content, then they'll gladly help your prospects find you.



Creating Crazy-Great Content - Secret #4

Repurpose. Repurpose. And when you're done: repurpose again.

Wait, did I mention repurpose? Okay, just checking. But when it comes to your content, you'll want to use all parts of the proverbial Buffalo – and use them everywhere you can.

In other words, that paradigm-shifting white paper you just crafted is now a marketing collateral goldmine. One that should be sliced, diced and then repackaged into bite-sized little nuggets of content goodness. These could be blog posts, social blurbs, eBooks, videos, infographics, slide shares and more.

And the clients who adore your brand will eat it up. Think about a product you truly love. If you're like me, then you just can't get enough. You want learn everything about it. And your customers will, too.



Creating Crazy-Great Content - Secret #5

Utilize Evergreen Topics

Oh, sure - trendy content may attract more attention at first. But timeless content enables you to leverage proven winners to extend the shelf life of your creative.

Evergreen content can also increase the efficiency of your content development team. Repackaging top performers takes less effort -- and involves less risk -- than producing all-new content. Ergo, if your responses to a particular topic consistently threaten to bring down Salesforce's entire backend, then it only makes sense to re-deploy that bad boy again and again.

Because creating great content is hard. Really hard. You can do almost everything right, follow every tip and believe you've got your finger on your audience's pulse. And still be disappointed with your results.

Which reminds me of my final tip...



Creating Crazy-Great Content - Secret #6

For God's Sake, Analyze Your Results!

I've seen it more times than I can count. Good, super-smart clients. Who spend tons of time creating amazing content. That they then set up to monitor through sophisticated systems built to track every click. Giving themselves terabytes of incredibly insightful data about their campaigns.

Whiiiiich they barely glance at twice after the first email goes out.

But scrutinizing your results is one of the most critical steps of content marketing. Your promotion may have face-planted. But if you dig into the data, you might find that your open rate was amazing and your email prompted tons of click-throughs. But then your landing page dropped the ball.

But if you never analyze your data, you won't understand what you should fix. So do it.



Creating Crazy-Great Content: The Final Summary

So there you have it, the [Six Simple Secrets to Creating Crazy-Great Content](#). Developing truly effective content is never easy. But as long as you:

1. Taunt Your Readers With a Provocative Title
2. Make Your Content 100% Focused on Your Customers' World
3. Embed SEO-Relevant Keywords
4. Repurpose. Repurpose. And Then Repurpose Again.
5. Utilize Evergreen Topics
6. And For God's Sake, Analyze Your Results!

Then you will be well on your way to producing the type of content and brand stories that will compel your customers to stay with you forever. Which is, in the end, [the ultimate secret to business success](#).



About Lyng & Associates

Incredibly experienced, reasonably priced - and amazingly fast - Lyng and Associates specializes in creating highly effective [Full-Stack Content Marketing Programs](#). Our work has helped our clients record sales levels, secure venture capital funding, achieve their desired exit strategies – and even come back from the dead (it's true!).

To learn more about what we can do for your business, just visit our [web site](#), request a free consultation - or contact us today at +1.323.253.7290, or bryan@lyngandassociates.com.

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