

The image features the Brandpoint logo in the top left corner, with the word 'Brandpoint' in a blue sans-serif font and a registered trademark symbol. The background is a vibrant, abstract composition of overlapping, wavy bands in various colors including red, orange, yellow, green, blue, and purple. The bottom half of the image has a solid blue background with white text.

Brandpoint[®]

Content that Connects

7 Ways to Connect your Brand
with your Audience

Creating Content that Connects

Brandpoint has been producing and distributing great content for more than 15 years now, for everyone from small businesses to Fortune 500 companies, and boutique PR firms to the world's biggest and best agencies. Along that long and successful road, we've learned a thing or two about connecting brands with consumers. Chances are, that's the ultimate goal of your public relations efforts: engaging an audience and creating a memorable bond between your brand and your customers. And if you do things right along the way, you can even grow that fan base. Here are seven of the best approaches we know for doing just that. Put them to good use ... and build brand connections, engagement and loyalty that last.

1

Video: Give it Life

Visuals are entertaining, engaging, easy to digest, and highly shareable. You only have about 3 seconds to grab an Internet user's attention. Video brings your story to life, allows your business to reach a broader audience, and increases your marketing impact. If your video is short and to the point, with clear takeaways, it will be a great addition to your overall promotional strategy.

Each day, more than 100 million Americans watch online videos, an increase of 43 percent since 2010. And, by 2014, online video could account for 50 percent of all Internet traffic (TechCrunch). Those are some powerful stats that show the impact videos can have in connecting a brand with its audience. How do you get your video in front of people's eyes? YouTube and other social media outlets are great ways to get your videos noticed and watched.

2

Infographics: Sum It Up

An infographic gathers major, memorable points into an eye-catching visual that gives the reader a quick chance to grab your intended takeaways. After all, 90% of the information that comes to the brain is visual (Web Marketing Group). Infographics drive user engagement and allow the creator to condense a lot of information into a small and effective space. Infographics are sweeping the web, and rightfully so. They resonate well with readers in almost any area of interest. From healthcare to the automotive industry, infographics take your main data points and show them in a fun, visual representation.

Readers will be able to grasp your key messages and walk away with some meaningful information. And, since infographics are so popular in the social media realm, people want to share them on blogs or other social platforms, which makes for great additional exposure. Social media and other distribution through newspapers, magazines and other bloggers are effective ways to get eyes on your infographics.

3

Quality: Write It Right

The best way to create quality content that will resonate with your audience: Get to know their pain points and address them. Readers are interested in how your product or service will be a solution for them. Figure out who your audience is (you may have several “target personas”) and write to them in a style that fits your brand. If you are a travel company, a casual, conversational style will fit your message. A more business-like approach is required for a financial services firm.

Whatever your brand’s online personality is, this is your chance to establish yourself as a valuable source of information that is communicated in a way that your audience can understand. Whatever style is right for your brand, remember that good grammar, proper punctuation and engaging prose appeal universally. Poor quality writing will turn off consumers no matter how good your product or service.

4

Blog: Anchor Your Social Media

Get started on a blog. Now. If you already have a blog, increase your frequency. Once you write 52 or more blog posts, blog traffic generation increases by up to 77% (Traffic Generation Café). Strategize on what types of content you’ll want to include, make a schedule, follow it, and feed that blog two or three times a week. Consistency is beneficial here, too. By providing new blogs multiple times each week (weekly at the very least), you will give your audience plenty of reasons to return, and even more importantly, share what you’re saying.

Blogs are great fuel for social media platforms like Facebook, Twitter, Google+ and LinkedIn. Plus, a blog grows your website’s indexed page count so it gets great attention from the search engines. On average, companies that blog receive 434% more indexed pages (Hubspot). Blogging establishes expertise, builds brand awareness, strengthens consumer trust, educates on what you need to share, and builds relationships. Once readers see your blog as a great place for information, they’ll keep coming back and using it as a resource.

5

Distribute: Get It Seen

Creating catchy infographics, filming informative short videos or writing articles that speak to your audience takes time, and time is money. So you need to pay off that investment with robust distribution. Sometimes that's the scary part: Not knowing your return on readership, or what influence you created. Distribution is essential. Your brand needs to be seen by eyes that matter.

There are many ways to distribute. Research and select the options that actually show ROI and can [guarantee placements](#); it makes this part of the process a whole lot easier. Consistent distribution of articles, press releases or social media and other content will expand the reach of your message and build brand identity.

6

Question: Ask the Hard Stuff

Sometimes the hardest part about creating content that matters is figuring out just what to cover. The easiest way to start creating great content that connects is to look at the questions and concerns your customers are talking about right now. In other words, don't tell them what you think they need to know, tell them what they want to know. Then build messages that speak to what your audience needs and wants.

How do you unearth these questions? Track what customer service is getting. What email inquiries are coming in? What are consumers saying on Facebook, Twitter and other social media? Social media tools like Radian 6, and other data-gathering tools, like Google Analytics, will show what people are searching for to give you an idea of what they're asking and saying.

7

Backup: Provide the Proof

Your word is good, but not good enough. Internet users are savvy consumers; they will know when you're talking off the top of your head – and they will call you on it. Always back up what you are saying with statistics and data from trusted secondary sources beyond you. Reference what experts and other trusted commentators are saying. A quote or interview from an authoritative figure in the industry can be a powerful seal of approval. People love actual facts and data. It's granular and trustworthy. Cite studies and other research that your brand and independent sources generates.

Giving your audience facts, figures and expert testimony not only provides them with usable, actionable information, it illustrates that you care enough about their needs to do your homework.

Start Connecting Today

There you have it: seven ways to get your message out and really connect your brand with the consumers that make it tick. Put these content approaches to work to grow awareness, expand engagement, develop loyalty ... and ultimately drive sales.

[Click here](#) to contact Brandpoint and learn more about our content creation and distribution services.

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