Dr. Mohamed Ali

- **Background:** Former Pharmacist.

- **Expertise:** Content marketing specialist with 10+ years of experience in healthcare and various industries.

- Conducts expert **training** sessions in content marketing and related fields

Agenda

- **Part 1: Understanding Content Marketing**

- **Part 2: Challenges in the AI Era**
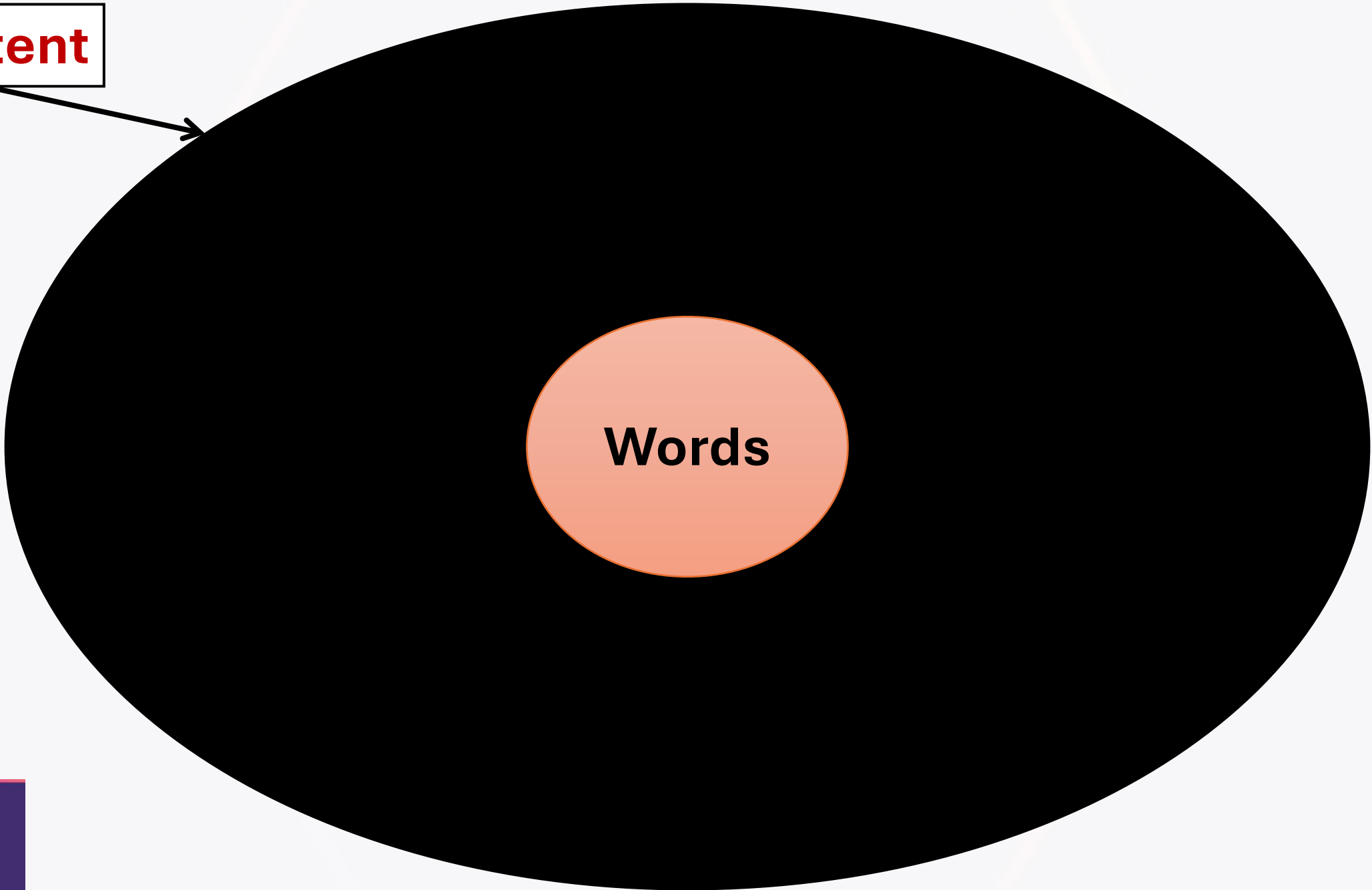
- **Part 3: How to Best Use AI in Content Marketing**

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Content

Words

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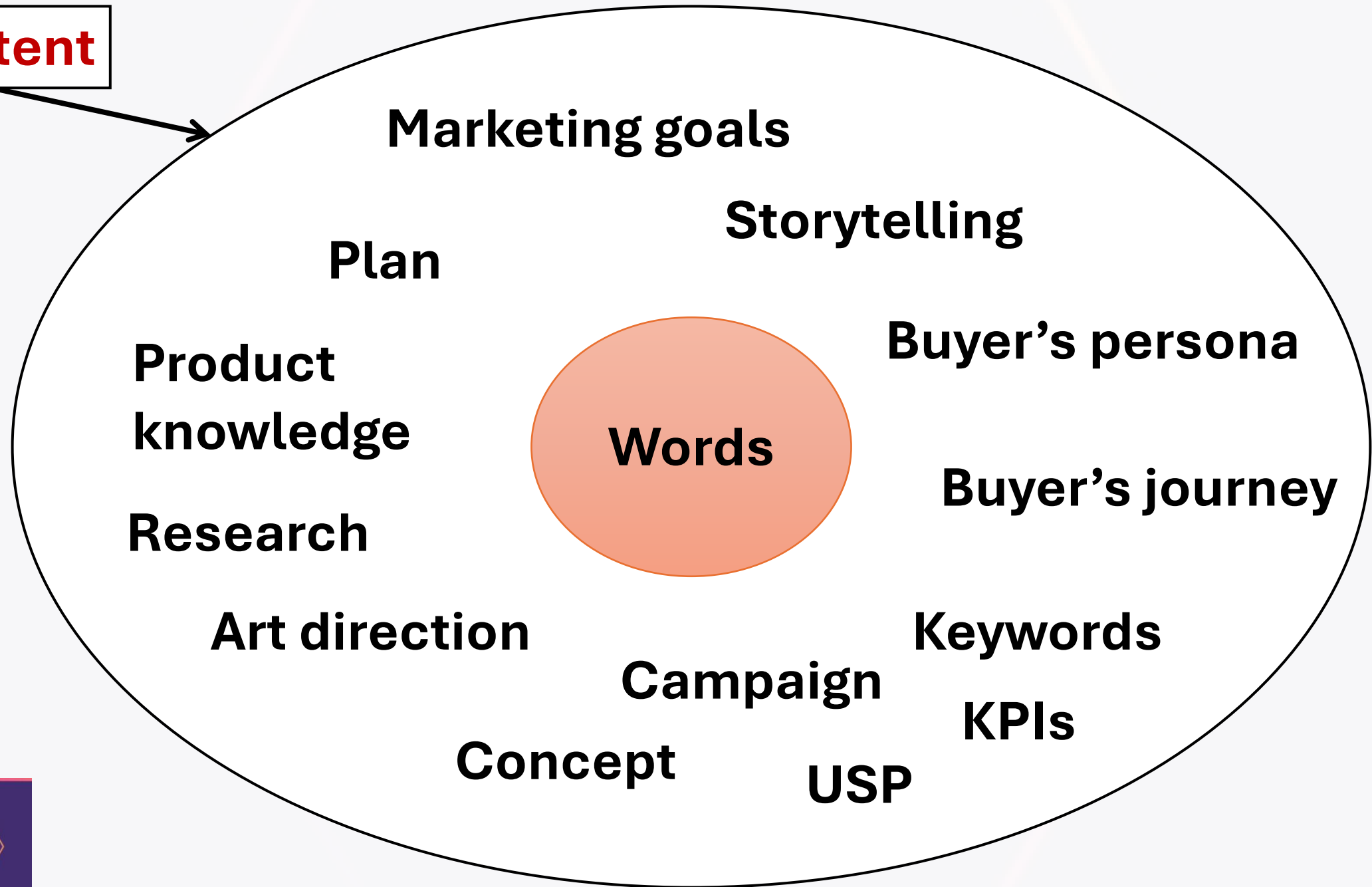
Part 1: Understanding Content Marketing

- **What?**
- **Why?**
- **Where?**
- **How?**
- **& More.**

What is Content Marketing?

- **Definition:**

  - Creating and sharing **valuable**, **relevant** content to:

Attract ➡ **Engage** ➡ **Convert**
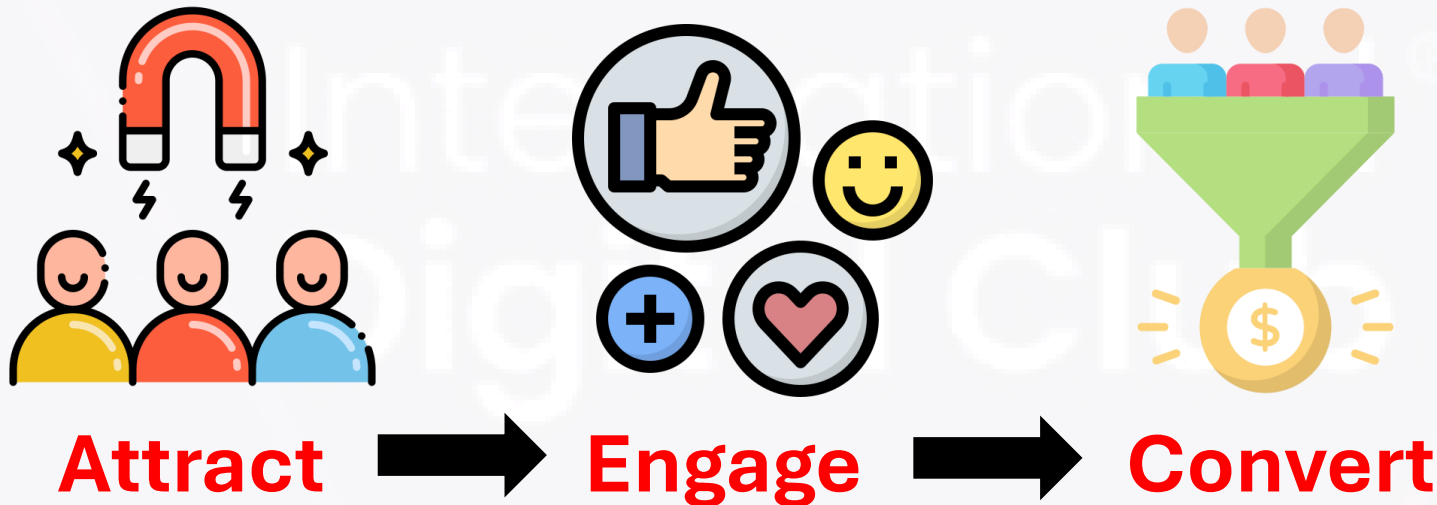
Target audience.

Why Content Marketing?

- **Purpose: [3A]**

  - Build Brand **Awareness**

  - Establish **Authority**   **Marketing Objectives**

  - Drive **Action**

Where?

🔍 **Search Engines**

💬 **Social Media**

📧 **Email Marketing**

🖥️ **Websites**

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SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
Facebook	• 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
YouTube	• 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
Instagram	• 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs

How to start Content Marketing?

- **Step 1: Define Your Goals**
e.g., brand awareness, lead generation, customer retention

- **Step 2: Understand Your Audience**
Buyer Persona/Buyer's Journey

- **Step 3: Understand Your Market**

- **Step 4: Develop a Content Strategy + Framework**
Outline your content types, themes, distribution channels, and editorial calendar.

- **Step 5: Content Writing & Editing**

- **Step 6: Measure and Optimize**
Continuously track performance metrics (e.g., traffic, engagement, conversions).

Content Process

Goals

Audience
- Buyer Persona
- Buyer's Journey

Market
- Market Research
- Competitor Content Audit
- Market Gaps

Strategy/ Framework
- Educational
- Storytelling
- SEO
- Distribution

Writing Editing
- Formulas

Measuring Optimization
- KPIs

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BUYER PERSONA

Starter Questions

PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education

GOALS & CHALLENGES:

- What are their personal/career goals?
- How do they prioritize those goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?

WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

NEGATIVE INFO:

- Are there customers you don't want?
  - Too difficult?
  - Too expensive to support?
  - Not enough budget?
  - Wrong industry?

amywright.me

Example

David Lubars

"I don't care if I have to work long hours because I love creating innovative campaigns for my clients."

"Sometimes I wish the communication process with clients would be easier."

Age, Gender	31 years old, male
Job	Creative Producer
Education	Bachelor's degree in advertising and PR
Location	Los Angeles (CA)
Family situation	Single
Archetype	Uncomplicated Advertising professional

GOALS
- Wants to be promoted
- Is very eager to win awards for its advertising campaigns
- Wants to build great relationships with all customers
- Wants to be in control
- Looking for more effective ways to work

CHALLENGES, FEARS, PROBLEMS
- Feels pressured by his workload
- Is stressed by the many e-mails from customers
- He finds it difficult to coordinate communication between employees and customers

VALUES
- In search of new ideas
- Freethinker
- Loves the art scene
- Practical oriented and uncomplicated
- Loves the security of a stable income

BUYING DECISION PROCESS
- Always busy, works long hours
- Prefers to gather his information online
- Believes in product recommendations from bloggers
- Hates to be bothered by sales pitches

SOLUTIONS (optional)

Filestage optimizes content review and and approval processes with colleagues, customers and external partners. The web application helps David avoid long email threads and enbales him to collect and manage all feedback in one centralized place.

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FILESTAGE

The Buyer's Journey
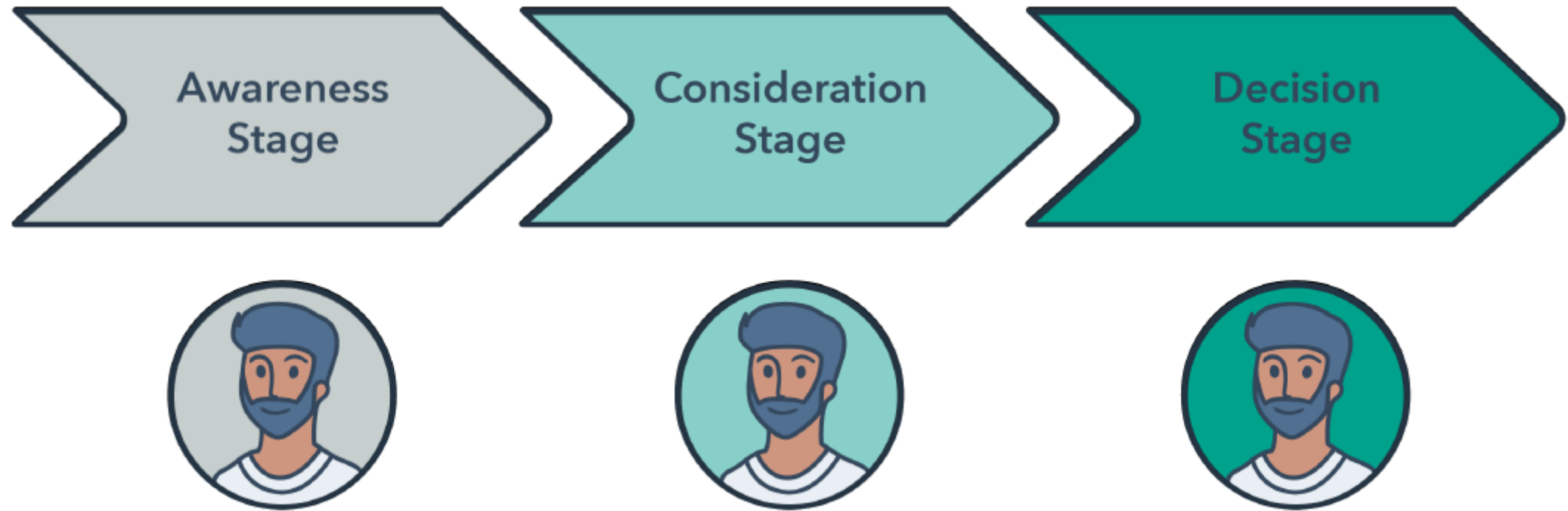
Content Marketing Funnel

Content at the top of the funnel facilitates AWARENESS

TOFU
- Blog posts
- Social media updates
- Infographics
- Photographs
- E-books
- Web pages
- Audio podcast
- Video podcast
- Print magazine/ newsletter
- Primary research

Content in the middle of the funnel facilitates EVALUATION

MOFU
- Educational resources
- Quiz/surveys
- Discounts/offers
- Emails
- Useful resources
- Downloads
- Webinar/ events

Content at the bottom of the funnel facilitates CONVERSION

BOFU
- Demo
- Customer stories
- Comparison/spec sheet
- Webinar/events

Understand Your Market

- **Market Research**

Industry trends, Customer feedback, Competitor analysis

- **Competitor Content Audit**

Content Types & Formats, Keywords, Engagement Metrics

- **Identify Market Gaps**

Unaddressed Needs, Differentiation

Key Content Marketing Strategies

1. **Educational Content**

2. **Storytelling**

3. **SEO Optimization**

4. **Multi-Channel/Omnichannel Distribution**

1. Educational Content

Educational Marketing Content Formats

- Blog Posts
- Videos
- Podcasts
- Email Newsletters
- Free Courses
- Webinars
- Case Studies
- Infographics
- Checklists

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2. Storytelling

"People don't buy what you do, they buy **WHY** you do it"

Simon Sinek

The Golden Circle
WHY
HOW
WHAT
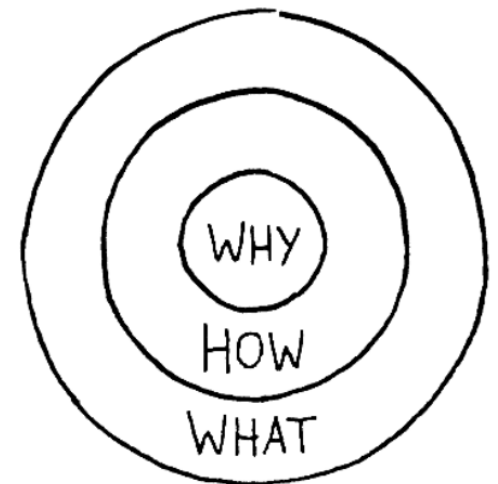
Essential elements of storytelling

- **Characters (1st, 2nd, 3rd Person)**

- **Conflict**

- **Resolution**

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3. SEO

S SEARCH · **E** ENGINE · **O** OPTIMIZATION

Connecting searchers to your site through Google best practices.

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How SEO Works

- You create quality, targeted content
- Google surfaces it somewhere in results
- People discover and engage with it
- Google ranks it higher
- Content gets more traffic, more backlinks
- More people discover and engage with it
- Your domain authority increases. It gets easier for new content to rank.

WordStream By LOCALiQ

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3. SEO

SEO RANKING FACTORS

- Keywords
- Content
- Backlinks
- Mobile Responsive
- Site Speed
- Site Security
- Local Factors
- User Signals
- Domain Signals
- Social Signals

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4. Multichannel Vs. Omnichannel

MULTICHANNEL MARKETING

Store   Mobile   Newspaper   Web   Radio

OMNICHANNEL MARKETING

NEWS

Rockstar
MARKETING

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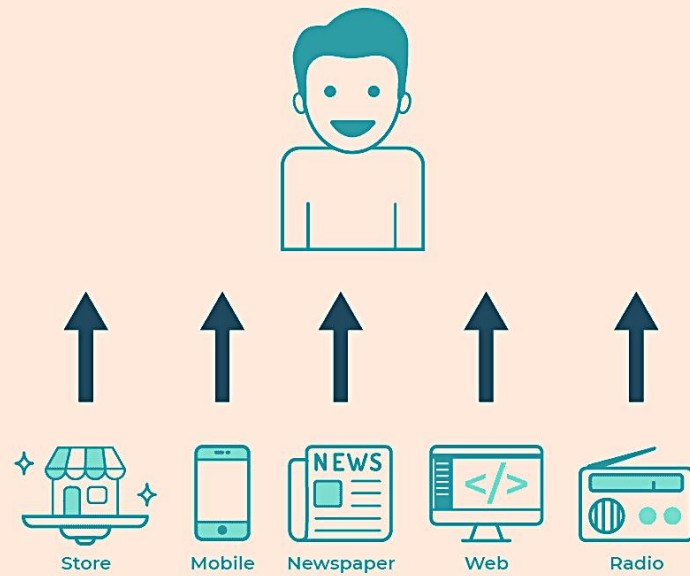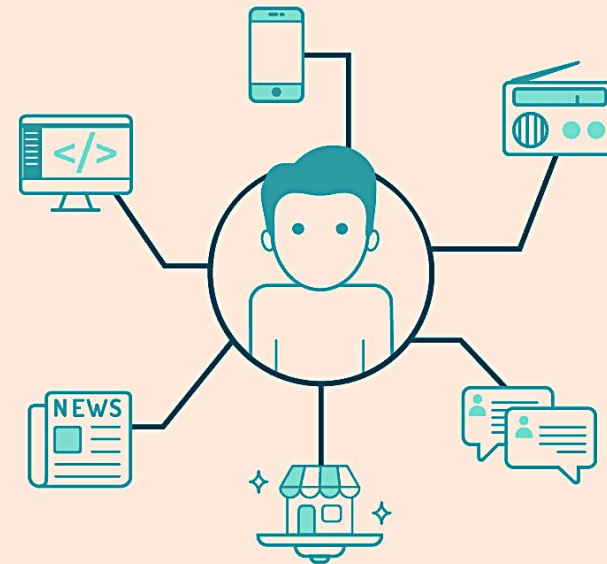
Content Creation Framework

1. Conceptualizing content
2. Planning a timeline
3. Creating a workflow
4. Reviewing and editing content
5. Organizing and posting content

Content Writing

Use Formulas

- **HVC** [Hook, Value, CTA]

- **PAS** [Problem, Agitate, Solve]

- **AIDA** [Attention, Interest, Desire, Action]

AIDA MODEL

Attention	**What is it?**
Interest	**I like it.**
Desire	**I want it.**
Action	**I'm getting it.**

Your mom called and she says she wants pizza 🍕💐 — ATTENTION

ATTENTION

The subject kind of looks like an inappropriate joke at first. Turns out it's an email that asks you to take care of your mom. How striking but sweet!

SLICE

— MAKE — M♥M'S DAY

On Sunday, prove you're Mom's favorite kid by ordering her favorite meal — pizza. Schedule an order ahead, and you'll spend less time making a mess in the kitchen and more time with your mom. Sounds like what everyone wants for Mother's Day, right?

INTEREST

The copy makes it specific how to prove that you love your mom.

Schedule Pizza for Sunday

Desire

Less time making a mess - more time with your mom.

Extra Mile Meal Guide

For moms who love to travel:
an authentic Margherita pizza with a Caprese salad or prosciutto-heavy antipasti.

For the mom who never treats herself:
go all out with mozzarella sticks, garlic knots, and either tiramisu or zeppoles.

For the mom who's kind of a hippie:
a white pie featuring veggies like arugula, spinach, or kale.

ACTION

A very straightforward and direct CTA. It even specifies the date of the occasion. Sunday!

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Measuring Success in Content Marketing

- **KPIs to Track:**

  - Engagement rates (likes, shares, comments)

  - Conversion rates (leads, sales)

  - ROI (return on investment)

Key Jobs and Titles in Content Marketing

- Content Strategist

- Content Writer/Copywriter

- Content Editor

- Social Media Manager

- SEO Specialist

- Content Marketing Manager

Essential Skills & Knowledge for Content Marketing

- **Content Creation**
- **Analytical Thinking**
- **Strategic Planning**
- **Digital Marketing Tools**

How to start your career in Content Marketing

- Build Foundational Knowledge

- Develop a Portfolio

- Network & Learn from Experts

- Apply for Entry-Level Roles

- Stay Updated

Part 2: Content Marketing Challenges in the AI Era

Introduction to AI in Marketing

- **AI Overview:**
  - AI's role in automating content creation, personalization, and data analysis.

- **Impact on the Industry:**
  - Faster content production, but with potential drawbacks.

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Challenges in the AI Era

- **Data Privacy and Security:**

  - Ensuring customer data is protected in AI-driven marketing.

- **Maintaining Authenticity:**

  - Risk of AI-generated content feeling impersonal or generic.

- **Content Saturation:**

  - Over-reliance on AI can lead to repetitive content that doesn't stand out.

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Ethical Considerations in AI Marketing

- **Bias in AI:**

  - AI algorithms may perpetuate biases in content creation.

- **Transparency:**

  - The importance of being clear about AI's role in content creation.

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Part 3: How to Best Use AI in Content Marketing

Use AI in:

1. Research

2. Idea Generation

3. Outlining

4. Drafting

5. Editing

Don't use AI in:

1. **Writing your copy from start to finish**

Leveraging AI for Effective Content Marketing

- **Personalization:**

  - Use AI to tailor content to individual preferences and behaviors.

- **Efficiency:**

  - Automate repetitive tasks like content scheduling and distribution.

- **Data Analysis:**

  - Utilize AI to analyze large datasets for actionable insights.

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Best Practices for AI Integration

- **Human Oversight:**

  - Ensure AI-generated content is reviewed by experts for accuracy and tone.

- **Transparency:**

  - Be transparent about AI's role in content creation to build trust.

- **Continuous Learning:**

  - Regularly update AI tools to reflect current trends and audience needs.

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Thank You

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