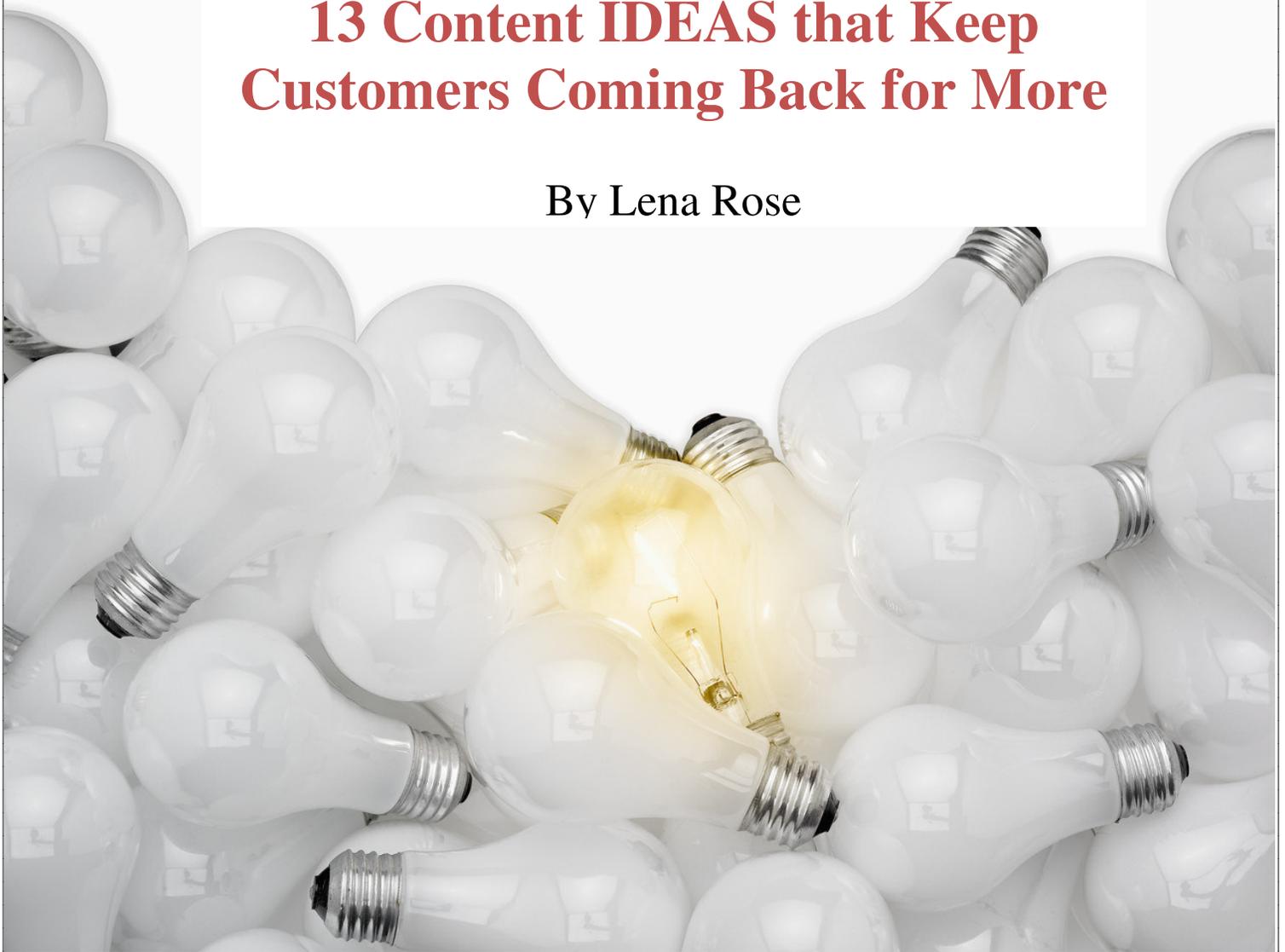


# 13 Content IDEAS that Keep Customers Coming Back for More

By Lena Rose



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# 13 Content Ideas that Keep Customers Coming Back for More



**Your Website** is the gateway to your company's products and services. Ensure that your site visitors return after one visit by doing the following:

1. **Write articles** and place an archive (clickable list of the articles) on your site. Syndicate your articles on various article directories throughout the Internet. Use a by-line so whenever the article is forwarded to someone else the article always link back to your website
2. **Add interactivity:** (i) contests that change often; (ii) an industry forum to engage site visitors; (iii) a "what's new" tab in conjunction with an e-mail to announce new additions to the website; (iv) coupons with an expiration date so visitors must return for more; (v) a calendar of events; (vi) add a "bookmark this page" script to your site so visitors can easily return to your Web page.
3. **Be a resource.** Offer a resource page on your site that is geared toward the needs of your audience. Offer information that your audience will find valuable. Examples include:
  - (i) Lists
  - (ii) Compile industry information in one place
  - (iii) The latest, interesting news about your niche

(iv) Sell your own products

(vi) Offer your own e-newsletter (e-zine) with a subscriber box on your website to automatically capture e-mail addresses.

(v) Anything that will make your target audience's life easier



**Your Blog** is a direct, two-way communication tool to engage your audience. To be effective, it must speak to a specific target audience. Here's how you can entice your target audience to read your blog whenever you post:

4. **Give your own opinion** on the topic you discuss. If it's a trend or news item put your flavor on it. Also, respond to your comments --it shows you are attentive and willing to engage with your customers. By having your own voice on your blog you will attract the type of people who appreciate your opinions, style and wit.
5. **Mix up your content.** The purpose of providing a variety of content is to appeal to audiences with different learning styles. Some people may prefer to watch a video while some would rather just read. Consequently, instead of just offering text, spice up your blog with videos posts or sometimes link to a video on your topic, post an audio podcast and include images.

Providing a mix of content will ensure that you won't bore

your audience.

- 6. Post content often** and consistently. Avoid inconsistency such as posting seven days per week for a month then dropping off to two or three days. Readers will not know what to expect from you. So choose a reasonable schedule that you can stick with.

In addition, post ways for visitors to subscribe to your blog whether by RSS feed or via e-mail link.

Invite visitors to subscribe within your post. Example: *“if you enjoy this post get more like it when you subscribe.”*

A good way to entice visitors to return to your blog is to offer a series of posts on a topic. You could run part I on Monday, part II on Friday and part III and IV the following week.

Don't forget to highlight your best posts and provide links for them so visitors can explore the other posts that they may miss.

As with your website, provide a way for your visitors to bookmark your site or to make it a favorite. Search for a plug-in from your blog provider – WordPress, Blogger, Typepad or if all else fails – search for a html script on the Internet and install it on your blog.

Last but not least, provide quality content. There is so much noise and clutter on the Internet that if your audience can rely on you for content that is useful and relevant they will return to your site again and again.



**Your E-zine** or e-newsletter is a regularly scheduled e-mail communication tool that entices your customers, informs them of your current offerings and reconnects your business with their needs. Here are a few ways that will help your readers reconnect with you:

7. Feature reader Q&A's in each issue that address your readers' challenges.
8. Use case studies of different scenarios that your audience can relate to
9. Review a different book every month that your audience would be interested in



**Your Video, Podcast, Audio** are great ways to introduce more interactivity and engage your audience. Here are three simple ways:

10. Have someone interview you on a subject that your audience would want to know about
11. Interview guests of interest to your audience
12. Touch on topics and refer to your website for greater elaboration
13. Create a video or audio tip each month and post across all venues. Give information that your audience will find valuable.



**Lena Rose** (Claxton) is co-author of the book, "**How to Say It: Marketing with New Media, A Guide to Promoting Your Small Business Using Websites, E-zines, Blogs & Podcasts,**" (Penguin-Prentice Hall). She is also Chief Marketing Officer of the Rose Media Group, a digital marketing communications agency serving small and medium sized businesses in five major areas:

1. Website Design & Content
2. E-Mail Marketing (e-zines)
3. Social Media for Business (Facebook, Twitter, Blogging, YouTube and more)
4. Corporate Online Marketing Strategy (A comprehensive online roadmap for your business – a complete step-by-step approach).
5. H.O.W. (**H**ands-**O**n-**W**orkshops) in our beautiful Mammee Bay villa location:
  - a. Social Media for Business in a Day
  - b. Create Your Own Website Design in a Day
  - c. Develop Your Own E-zine (E-Newsletter) in a Day.
  - d. Web Content in a Day – *learn what to say on your web pages that speaks to your audience*
  - e. Create your first information product (e-book, report, audio) and sell on your site.

Includes a full lunch, snacks and drinks. Contact [admin@rosemediagroupja.com](mailto:admin@rosemediagroupja.com) and type **Hands On Workshops** in the subject line, stating the workshop of interest.

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