

Episode of Local Business Insider

Host: In the world of online marketing, content is king. Strategically creating the right content for your customers, giving them the confidence to place their trust in you as the expert, is a key component in attracting more customers online and positioning yourself as a market leader.

Today, we have a prominent expert in content marketing ready to explore this strategy with you.

Stephanie Miller: In the past, when people had a problem they needed help with, they'd pick up the phone book and check the Yellow Pages. It provided business owners with a perfect prospect—a customer, ready to spend money who had a problem they could solve.

The purchase driven consumer!

Today, people go to Google and ask, "How do I fix it?"

Google responds with a list of effective, targeted answers to our questions, also known as Search Engine Results, which can include:

- Blogs, Articles, Whitepapers
- Audios, Videos, Social Media
- eBooks and Customer Reviews, just to name a few

What Google is always looking for is the information to *answer people's questions*.

If a business owners' answers to how they fix problems with their specialized knowledge and custom solutions aren't readily available on the results page, that's a problem.

Unless people are face to face with the person who can fix their problem, there's no way for them to access the information that's inside their hearts and minds. Without access to it, purchase driven consumers go to Google and look for someone who *did* make it easy to find.

The business owner ends up as not only invisible, but also irrelevant...online.

Here is a strategy business owners can use to fix that problem: Become the generous educator and advocate for the success of your target market. Take the time to publish stories online that explain how you solved their problems using your specialized knowledge and customized solutions.

You would then become a true Subject Matter Expert and a Content Marketer.

The nice thing is, it's not *you* saying, "Hey, I'm an expert!" Others will say it. Including Google, where purchase driven consumers will be shown your content when they ask a question to help solve their problem.

Get interviewed. The most successful businesses are featured in interviews or spotlights, giving them valuable third-party endorsement from credible and trustworthy media sources.

Repurpose your interview. Once you've been interviewed, it's easy to repurpose it as online content that Google can find. A press release, blog post, video, photo essay and social media posts are a few examples of how to reuse your valuable content.

At PRO-FOUND, we focus on spotlighting professionals and their businesses in interviews that allow them to shine as educators and advocates in their marketplace. We help build great reputations to increase a business owner's influence and credibility, which opens doors to more leads, sales and profits.

To schedule an interview, go to Profound Process dot com, or call 207-619-2299.

Host: Pretty impressive, isn't it? When it comes to online marketing, the future is bright and gets brighter each day if your business takes advantage and leverages these types of opportunities. You'll be amazed how strategies like this not only increase revenues but gets you more customers, fast.

Are you ready to increase your business? Today's expert can be reached at the number on your screen. Bye for now!

