

# How to Use Content to Market Your Brand in 2023



SEMETRICAL

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# What will we cover today?

1. Who am I?
2. Introduction to content marketing and how it can benefit your business
3. Trends and challenges for 2023
4. How to leverage content to market your brand
5. Top content types for 2023
6. Content amplification and measuring content success

# Who am I?

- Sophie Mizrachi
- Senior Content Specialist at Semetrical
- Joined the agency in 2019
- Experience working with clients across various industries, including food & drink, health, property, recruitment, travel & software
- Worked on award-winning & nominated campaigns



# **Introduction to content marketing** & how it can benefit your business

# What is content marketing?

An **inbound marketing**  
tactic that involves  
**creating & amplifying**  
content **online.**

# Why is content important?

- ✓ Boost rankings and organic traffic
- ✓ Create an engaged audience
- ✓ Position your brand as an expert
- ✓ Increase brand awareness and trust
- ✓ Address audience pain points
- ✓ Increase leads, conversions and retention rates





# Trends and Challenges for 2023

# Top content trends to watch out for in 2023



**Search engine  
optimisation**



**Informational  
blogs**



**Content  
experience**



**Video content**



**Virtual events**



**Data-driven  
storytelling**

Sources: [Ahrefs](#)

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# Top content marketing challenges

Content creation is a top priority for over **80%** of marketers.



Creating content that generates leads



Creating content that receives online engagement



Reaching the target audience



Creating content that attracts traffic



Finding new ideas for content

Source: **HubSpot**  
**@semetrical**



# **How to leverage content** & overcome these challenges





**78%** of those who  
believe their content  
marketing was very  
successful in 2021 had  
a **documented  
content marketing  
strategy.**



# Content strategy and planning is key

## Where do you start?



**Understand your  
customer**



**Audit your brand  
against competitors**



**Document your  
strategy**



**Create and promote  
content**



# What could this look like?

- Pillar
- Key theme or event
- H1
- Title tag
- Additional asset or quotes
- Target personas
- Buyer stage
- Call-to-action
- Focus questions
- Target keywords
- Due & publish dates
- Amplification channels

	Week 1	Week 2	Week 3	Week 4
Theme	Travel	Hair care	Product spotlight	World environment day
Buyer persona	Parents	OAPs	Young professionals	Students
Buyer's stage	Awareness	Consideration	Decision	Delight
Content type	Checklist	Informational SEO blog	Product comparison	Landing page
Title	Packing essentials checklist for your next family holiday	How to care for graying hair	The best organic dry shampoos for on-the-go	20% off for students for world environment day
Due date	-	-	-	-
Publish date	-	-	-	-

# Top content types for 2023

# SEO Content



- > **78%** of brands employ **keyword research** for content
- > **SEO** generates **1,000% more traffic** than social media

# What results can you expect to see from this?

Over a 3-year period...

**+599%** monthly organic traffic

**+314%** keywords rankings in positions 1-3

**+104%** keywords ranking in positions 1-10

Read the [full case study here.](#)

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virtual office vs coworking space

The key difference between a virtual office and a coworking space is that a coworking space provides a physical workspace and on-site amenities whereas, a virtual office provides your business with a registered business address and remote services without the physical space.

<https://blog.orega.com> › virtual-office-vs-coworking : Traf/mo (us): -/340 - Kw (us): -/191

### A Comparison of Virtual Office and Coworking Spaces - Blog

MOZ DA: 32/100 (+0%) Ref Dom: 200 Ref Links: 750 Spam Score: 1% [Show backlinks](#)

[About featured snippets](#) • [Feedback](#)

can kids drink kombucha

[All](#) [Images](#) [Shopping](#) [Videos](#) [News](#) [More](#) [Tools](#)

About 4,680,000 results (0.54 seconds)

**Kombucha is widely accepted as being safe for children** but we do recommend starting off with small servings and diluting with water, especially for smaller children and toddlers. This will help to neutralise some of the natural acidity without losing the delicious flavour!  
19 May 2020

<https://equinoxkombucha.com> › blog › can-kids-drink-ko... : Traf/mo (us): -/6600 - Kw (us): -/607

### Can kids drink kombucha? Is it safe?

MOZ DA: 34/100 (-6%) Ref Dom: 515 Ref Links: 4.87K Spam Score: 47% [Show backlinks](#)

[About featured snippets](#) • [Feedback](#)

### Benefits of Apprenticeships

- Gain hands-on experience. ...
- Benefit from support systems and learning aids. ...
- Get paid to learn. ...
- Gain industry-recognised qualifications. ...
- Get a feel for the work environment. ...
- Improve your employability. ...
- Enjoy student discounts. ...
- Choose from plenty of programmes.



10 Feb 2022

<https://www.fdmgroup.com> › Blog › Apprenticeship : Traf/mo (us): -/6000 - Kw (us): -/794

### Top 8 Advantages of Apprenticeships - FDM Group

MOZ DA: 51/100 (+0%) Ref Dom: 3.07K Ref Links: 53.13K Spam Score: 3% [Show backlinks](#)

[About featured snippets](#) • [Feedback](#)

# Evergreen Content



- Consumers crave content.
- Content serves user intent, drives a regular flow of traffic to your site and promotes your products and services.
- It helps you build trust with potential customers and authority on Google.

# Is creating evergreen content worth it?

- > **B2C** consumers read **3-5** pieces of content and **B2B** buyers read **11.4** pieces before making a purchase.

Publishing content regularly can generate **55% more website visitors!**

# Topical & Seasonal Content

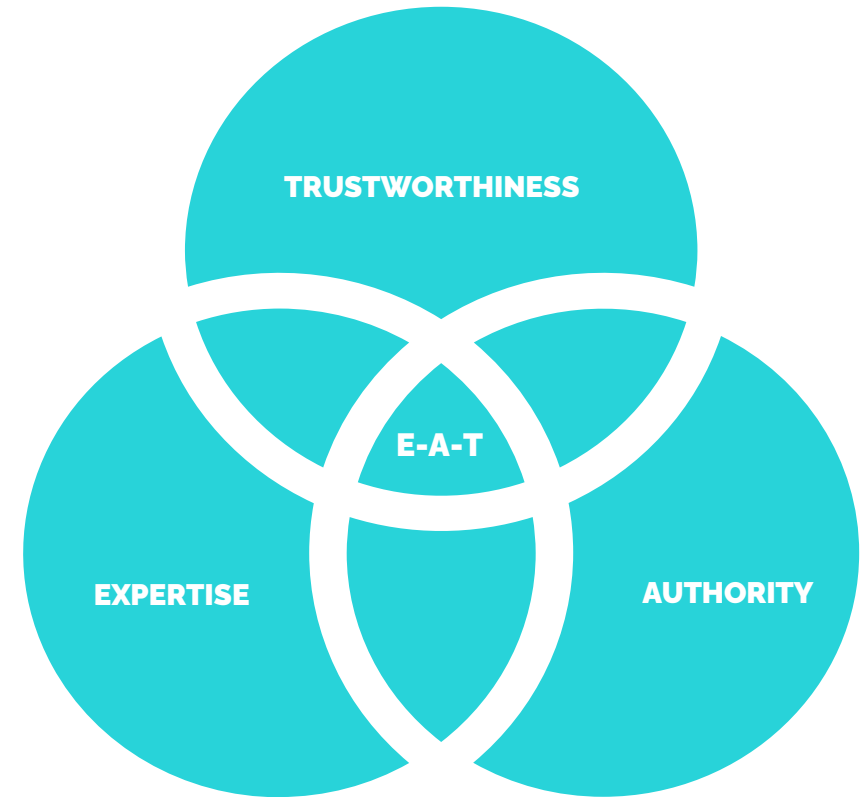



- Write about on trend and timely topics
- Involve your brand in important conversations and earn your share of voice
- Use social media, industry press and online tools to identify trends.



# Thought Leadership

- Build trust and motivate decision-makers, while meeting Google's Search Quality Evaluator Guidelines.





**54%** of **B2B** decision  
makers say they  
purchased a product  
after engaging with  
**thought leadership.**



# **You've created quality content.**

So, what's next?



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# Content amplification

Distribute your content through various channels and extend your brand reach.



**Social media**



**Digital PR**



**Email**





# How to measure content success

- ✓ Traffic
- ✓ Rankings
- ✓ Bounce rate
- ✓ Session duration
- ✓ Click-through rate
- ✓ Backlinks
- ✓ Shares

**Measuring content success is not linear. There are a number of different metrics to consider in addition to leads and sales.**

# Thank you!

Please get in touch if you have any questions!

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