

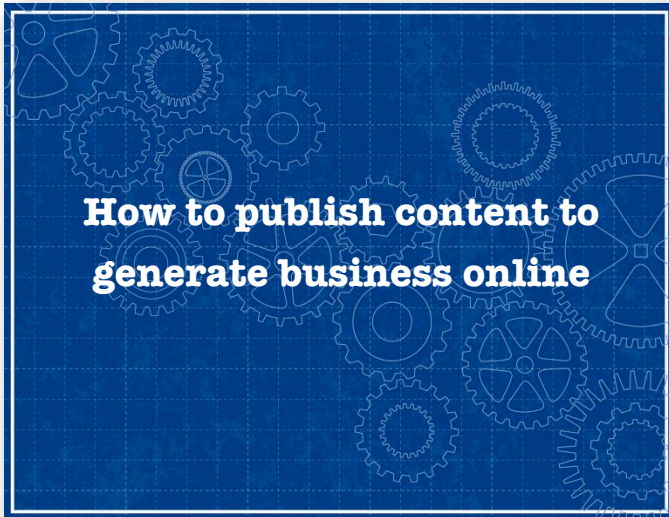


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GoldSand Digital Content Writing Strategy; Build company profile online, grab attention and generate new enquiries

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trainers the chance to engage with their target market, but they can drive up leads and generate fresh business.

What has changed moving into 2012?

Put simply, any online marketing strategy will rely on high quality content. Once it was acceptable to post unedited blogs or quick-snap articles online and use them as suitable vehicles to drive traffic to your website. Times have changed, and today the internet is a far more crowded place, so training companies should not only be generating content and then marketing that content, they should be creating high quality engaging content which is far more to a publisher's standard.

Read GoldSand Digital's column from TrainingZone.co.uk which takes you through the key reasons for adopting a digital strategy, and what exactly training companies can expect to reap from this marketing technique...

What is a content writing strategy?

Today, when marketing experts talk about a 'content writing strategy' they are effectively referring to the extent to which companies create articles, blogs or detailed reports that relate to their chosen field of expertise, which in this case is HR and training. The strategy part really means how often this content is created, where it is published, and how often it is being carried out.

Why is so important for training companies?

Generating content and showcasing expertise has always been important, it's an effective way for businesses to show potential clients that they're the experts in competitive markets. Qualifying expertise for training providers, whether they train in leadership, sales or customer service is crucial, because each business has a unique message to get across to their target audience. Articles posted in the right place not only give

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How to get training on track with an engaging content strategy

In a competitive market, training professionals need to ensure they are constantly growing profile and showcasing their expertise. As the appetite for digital content increases on a daily basis, trainers without an online presence could be missing a trick...

My daily commute to work begins with a battle. Seats and leaning posts are scarce it's dog eat dog from the moment the train doors slide open, and if you want exclusive space you need to merge a ruthless attitude towards fellow passengers with precise timing and positioning. I always end up standing.

Not all bad though, despite the funky smell and lack of space, standing up for the 20-minute journey allows me ample opportunity to 'people watch', one of my favourite hobbies.

From my vantage point I'm able to spot developing trends in activity among commuters, with no pattern

quite as obvious than the migration online. Because, apart from the 10% catching flies, the vast majority are tucking into some sort of online news and article 'feed' during their commute, getting their daily dose of information from their smartphone or tablet. So what does my sharp observation en route to London Euston mean for the training and development industry? Well, it proves the point that today the public is demanding to be communicated current and up to date information 'on the go', and while some industries have caught onto this trend, from what I can see, much of the training sector is falling behind.

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Without some kind of strategy in place to engage with target market online, trainers are missing a huge trick. That's not to suggest that everyone is constantly searching for advice on training, they're not, but they are engaging with

something or someone online, so why not with you?

Selling training programmes into large companies is not a quick-win, it takes time to develop strong relationships and to encourage training budget decision-makers to engage with the key concepts of your development programmes. Just as important, however, is how the profile of you, the trainer, and the more of a thought leader and 'celebrity' you can become, the better.

There is no better way to showcase the benefits of a training and development programme than by discussing it and offering potential delegates a sneak preview of the kind of impact your training can offer, so having an online content strategy should become something of a no-brainer.

So how can you get started?

Once you've made your mind up to start engaging with target audience on the internet and effectively growing your online profile, it makes sense to set some realistic targets – say two blog articles (around 500 words) per week. There aren't too many other industries where being able to showcase expertise is quite as valuable, so you should think about the

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message you're looking to get out, and then look for ways to weave it into the articles. So, for instance, if leadership development is one area of particular expertise for your training company, keep an eye out for any opportunity you have to jump on an already topical leadership issue. An analysis of the England football captain just before a major tournament is a great example of how to

market your own expertise within a topic that already has a significant following.

Once the content has been written, it needs to be posted and shared in the digital world – and this is the clever part that could get your content channelled into the right areas. Identify key websites where your target market 'hangs out' (TrainingZone.co.uk is the obvious starting point), and look for ways to get the article posted. Never ignore the might of social channels like Twitter and Facebook to get the message spread far and wide and read as many times as possible – in effect, it's free PR.

Get content clever

Be clever, everything online can be monitored at ease, so keep a close watch on the type of articles that get you plenty of traffic back to your site, or substantial read-rates, and then look to develop the popular ideas and topics, while cutting loose those that generate little or no interest. In a way, the content strategy will actually offer you a pretty unique insight into the hot

topics within the market you're trying to operate in – so make sure you collate the feedback accordingly.

Where the content and topics covered are strong, there is no way to lose when it comes to content creation, and this kind of marketing approach lends itself so well to the training world. Just by spending an hour a week writing up articles and commenting on topical issues from a training and development point of view, you'll be able to grow profile in the right places, generate quality traffic back to your website, and quickly start to market the key features of your training offering.

Next time you're forced to stand on a packed train, take a look around. I guarantee the vast majority of travellers will be logged in, plugged in and tapping away. The question is, who are they plugged in to?



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THREE of the key reasons why training companies might not adopt a content strategy for their business:

1. **Time:** In a hectic working environment time is always incredibly valuable, and while there is the will to generate new business interest and leads, often time doesn't allow it. Writing great content to market and grow profile isn't a full time job, but it does require attention that many training companies can easily put off for another day.
2. **Content quality:** Writing effectively requires much more than knowledge of a particular topic, it demands discipline. While many training providers will be expert at speaking and demonstrating concepts and ideas face-to-face, article writing may be more challenging.
3. **Publishing:** Another key barrier to adopting a content strategy is knowing where and how to get the articles online and to start making them work for your business. The internet is full of websites that allow content to be posted, but how do you know they will actually be seen by the right people. If they're not, what's the point?

GoldSand Digital's in-house writers have experience writing the HR and training industry, and ghost-write for HR supplying businesses. If you would like to hear how our approach gets training companies past the barriers mentioned above, and drives quality traffic to our client's websites, get in touch by using the following details:

Call: 020 7269 9885

Email: Info@GoldSandDigital.com

Twitter: @GoldSandDigital

Facebook: <http://www.facebook.com/GoldSandDigital>



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GoldSand Digital's Content Creation Package

In today's digital world, editorial work is no longer confined to newsrooms, and companies that want to build their profile and drive quality traffic to their site should be creating appropriate content that demonstrates expertise and showcases creative thinking.

The challenge is not just in the writing, it is finding the time to generate ideas and generate content that ties in with current trends and organisational goals – this is where GoldSand Digital can help.

Our team of writers are constantly producing articles and blogs for corporate websites, and although we can write to brief, we are often tasked with coming up with innovative ideas as well.

Benefits

- **Google loves new content** – This is an ideal way to start loading regular and informative articles onto your website to boost rankings and website strength
- **Online PR** – Grow your profile and showcase your knowledge by taking a current topic and giving your own angle. It will give you something else to talk to clients (and potential clients) with as well.
- **On-page SEO** – We can include your keywords (GoldSand Digital can help you identify these) in the article and blog content too, which will bolster your digital marketing strategy by helping your website to get 'ranked' (page 1 on Google) for certain phrases.

Examples of Article and Blog Writing

- Accessplanit: <http://bit.ly/u0ojYY>
- The Living Leader: <http://bit.ly/sJ5voj>
- Muika Leadership: <http://bit.ly/pFLxoT>



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About GoldSand Digital

Specialising in creating personal, engaging and effective digital marketing campaigns to grow profile and generate leads for the HR and automotive industry, GoldSand Digital harnesses the power of SEO, copywriting, social media and razor sharp design to create dominant and results-driven marketing strategies for its clients.

Armed with a deep understanding of the HR and Automotive industry and via the utilisation of constantly evolving digital tools, the GoldSand Digital experts reach your business objectives by combining cutting edge ideas with a passionate desire to be creatively different.

We work hard to integrate our team with yours. This means we create business relationships that go beyond supplier - client to partnerships where we constantly evolve our services to meet your changing business needs.

What our clients say:

"I have found that since GoldSand Digital has developed and delivered our strategy, we have been able to keep the energy alive and re-energise with existing clients, while striking up strong relationships and growing profile with others.

The team at GoldSand Digital is constantly coming up with new ideas in terms of content, design and approach... and it's working. We've won new clients from the campaigns that they have run, sold out our leadership development programmes and are finally making effective use of our database."

Emma Littmoden, Partner at The Living Leader

"Working with a digital agency that not only specialise in our industry, but also took the time to understand our business and brand was truly refreshing.

The creativity that the team at GoldSand Digital brought to blog writing, SEO strategy, email marketing, social media management, whitepaper reports and article writing, stands them apart from other marketing businesses.

A very professional and reliable business to work with, and the results in terms of leads and web traffic show that their approach works."

Dave Evans, Commercial Director at accessplanit