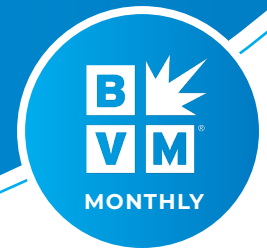


PRINT AND DIGITAL ADVERTISING: HOW TO STRENGTHEN CLIENT RELATIONSHIPS WITH CONTENT MARKETING



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As a business owner, you certainly understand the importance of building meaningful relationships with your clients. Creating a strong foundation based on loyalty is one of the keys to retaining your best customers for years to come. One of the best ways to strengthen your client relationships, as well as increase your new customer base, is through the power of content marketing and sponsorships. Let's take a look at the benefits:

ESTABLISH YOUR CREDIBILITY.

One of the best ways to establish your local brand is to consistently advertise your business alongside informative content that matches your industry. For example, if you're a landscaper who wants to become the go-to source for yard cleanup and snow removal in the community, you should market your business alongside relevant articles and tips that pertain to the services you offer. This adds credibility to your business and shows readers how knowledgeable you are compared to the competition.



ATTRACT THE RIGHT AUDIENCE.

Successful advertising campaigns are all about being top-of-mind with the right audience, which is exactly what content marketing allows you to do. Impressions are a great way to track how many people are seeing your ad, but content marketing offers you the opportunity to reach a specified audience who may be looking for a certain type of product or service. For instance, if your goal is to reach homeowners in need of roof repairs, you're likely to reach them more effectively with an article that focuses on the dangers of having a damaged roof on your home. This strategy helps businesses connect with the exact type of audience they want to reach rather than spending meaningful dollars on a less interested audience.

STORYTELLING BUILDS TRUST.

Did you know that 92% of consumers trust recommendations from family and friends?¹ Social proof has been shown to be one of the most important factors in a customer's decision making process. Get creative with your sponsored content and show your audience why you're the best option. Provide compelling, genuine testimonials from your customers to build trust and increase your social proof. As you continue to tell your brand's story through content marketing, consumers will associate your brand with the content you're sponsoring, and ultimately they'll patronize your business over the rest.



TESTIMONIALS

"Thank you so so so much for asking us to be on the cover for this month! It has been the highlight of the year for us and such a joy to receive it in the mail with the boys. I think I'll remember that for a very long time."

- Reader

"Your work is amazing and I love being able to read about different families and individuals in the community to really see all the good in the world!"

- Reader

1. <https://marketingstrategyx.com/social-proof-infographic/>