

# The Advanced Guide to Custom Content Marketing

**NEILPATEL**

neilpatel.com

What is Custom Content?

Custom Content — pioneered by folks like Pohly & Pohly over 50 years ago with the airline magazine — was typically the creation of content meant to build an affinity with your existing audience. This content would reinforce the brand, communicate the value of the product and create new opportunities. Custom Content is the creation of ‘branded content’ for a customer. And, for the most part, custom content is created for the client to communicate with their own existing customers.

## Content Marketing vs. Custom Content

- Both content marketing and custom content are customer relationship processes that require unique and well-crafted content.
- Whichever approach you take, you need to invest either your time or money into content creation.
- Content marketing is usually “outward facing.” In other words, it’s about creating and publishing useful content that will attract new prospects and customers for your business.
- On the other hand, custom content is focused not on attracting a new audience, but rather on engaging the existing ones.
- Let’s examine the core benefits of adding custom content to your marketing:

**i). It bridges the gap:** Most customers give up when they search Google for answers related to a particular product they use and find no relevant search results.

- But when you tailor your custom content to answer popular questions within your niche, you’ve successfully bridged the gap.
- That helpful combination of environment and circumstances will encourage your existing customers to stay.
- Many brands have a Frequently Asked Questions (FAQs) page on their sites, which helps existing and interested customers understand how the product works.
- Other companies refer to the same kind of page as the “knowledge base.” From the label alone, you can tell that customers will find more information about the product.
- If you already have customers or a loyal audience with questions you’d like to provide better answers to, you have to scour Quora for those questions.
- When you find one, create a video out of it, a blog post, an in-depth article such as this one, an infographic, etc. The opportunities are almost endless.

**ii). It provides much needed help to existing customers:** The success of every online business depends on how well you help customers when they need it.

- When you create resourceful guides, you position yourself as an authoritative source. And you set your business apart from the crowd.
- Sometimes, all you need to do to earn the respect of your existing customers is to become a thought leader.
- In other words, go beyond creating content – and start giving useful answers that takes your people from point A to point B.

**iii). It nurtures a loyal audience:** Truly, content marketing is your secret weapon for attracting a new audience.

- But it's not enough to attract them. You've also got to nurture and retain them.
- So how do you retain the customers that you acquired through content marketing?
- The answer is obvious: Create useful content that's tailored to them. Answer their questions and provide a post-purchase customer service. That's what custom content is all about.
- Custom content that shows the user/customer how to achieve better results with the site, software, product, or tool that they already use will most assuredly engage them. And if they're engaged, they'll stick around.

**iv). Custom content leads to improved visibility for brands:** The goal of using either content marketing or custom content, or a combination of both, is to attract and satisfy the customer.

- Satisfaction will make customers purchase again, refer others to your site, and use your product to solve their problems instead of switching to your competitor.
- Your brand is your identity online. In this information age, prospects and customers may not know who's behind a great product, but the brand will always be known.
- If you can successfully improve your personal brand online, you'll increase traffic, sales, and revenue.
- So how can you make custom content marketing work for your business? Follow these three steps:

## 1. Understand your customer's persona.

- To gain a deep knowledge about your audience persona, you need to dig for insights into what your customers think about when doing business with you.

- What do they expect to gain by sticking to your brand? Don't take this information for granted, because they're the substance (or essence) of their loyalty.
- When developing a standard buyer persona that will help you deliver your custom content more effectively, you should include the customer's background, demographics, goals, challenges, common objections, and biggest fears.
- No matter what your niche is, start by mapping out your customer's persona.
- It's easy to get your customer's demographics if they've purchased your product or service.
- It's even easier when they're in your discussion group or membership site.

## 2. Research and target customer-centered keywords.

- You don't want to miss out on organic search users. You can generate more leads and sales when you optimize for the right keywords.
- Before you create custom content for your users or known audience, you need to research and pick the most relevant keywords. Generic keywords just won't get the job done.

## 3. Produce irresistible content in the most desired format.

- If you want custom content to work for your business and engage your customers, then you've got to make it irresistible.
- So creating content of any format should be inspired by your users and customers.
- But no matter what type of content they need, ensure that you use the AIDA formula to make the content persuasive.
- There are customers who prefer videos over written content. Others would go all out to view and share your infographic.
- When you're confused as to what content format to produce, ask the question.
- You could send a survey questionnaire to your email subscribers. A simple single-question survey with four options will do.
- What content format do you enjoy?
  - Blog posts and articles?
  - Videos?
  - Infographics and images?
  - Ebooks?
- Always focus on and work primarily with the content format that your audience prefers.

- **A word of caution:** If you prefer written content (e.g., blog posts, articles), but you found out when you surveyed your customers that most of them want visual content, then you need to adapt and find a way to incorporate more visuals. It's your responsibility.