

An aerial photograph of a dense urban skyline, likely Tokyo, taken during the 'golden hour' of sunset. The sky is a mix of soft orange, pink, and pale blue. The city is filled with numerous skyscrapers and buildings of varying heights. In the center of the image, the distinctive red lattice structure of the Tokyo Tower stands out prominently. A semi-transparent dark grey rectangular box is overlaid on the right side of the image, containing the title text in white.

Content Marketing Strategy – How to Make Money Online From Home

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Let's start out with a definition of content marketing and why it is so important to have a content marketing strategy in the online technology sphere.



Traditionally, the key aim of the marketing concept for a product is to SELL the product to the customer. We go about this by advertising THE product and maybe comparing it against a rival, advertising the purpose of the product, taste, colour, feel etc.

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The main feel of traditional marketing is that we are *pushing* a product onto the customer.

But with content marketing the aim is to implant the IDEA of the product into the brain of the customer, draw the customer to the product subtly with informative and useful content, making them develop an understanding of the product and why they really need it.

Content Marketing is Targeted.



Content is any medium that can be used to attract and engage an audience – be it a written article, video, pictures, anything that can entertain and persuade a targeted group. It is communication with customers that seeks to engage them rather than interrupting them and making them stop and look.

Content marketing is becoming the major trending method of marketing with organisations indicating that in 2015, social media, blogs, e-newsletters and website content were the top spots for targeted content placement (ref. Content Marketing Institute – North America).

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How do you measure effectiveness of content marketing?

If content marketing is used to engage readers, then it would go without saying that effective content marketing will increase your reader engagement.

This should have the flow on effect of increasing your traffic to your website, increased activity and time spent on an article or website, which should increase sales and clicks on links, plus increase leads through opt ins and email capture links.

You can tangibly measure these statistics through your analytics pages and at the end of the day, in your bank account.

7 Great Tips for Affiliate Marketers.

So how does all this relate to the average Joe engaged in an affiliate marketing business? Well, content writing is the *sole* of your businesses. It therefore needs to have your undivided attention and some strategies or goals in place – like a content policy.

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1. Have a Content Policy.

Ok, that all sounds a bit dramatic and over the top, but effectively you probably have one anyway but you just don't know it.



When you write content, or produce a video, webinar, e-newsletter, mail-out etc you would have in your mind already some basics to do with keywords, the pictures that you use, the style you write, checking spelling and punctuation etc.

If you have this in mind – write it down and refer to it from time to time, and even change it from time to time as your style evolves or the trends change.

The idea of a policy is to keep you consistent and ultimately make your site look and sound professional and engaging.

2. Know your Audience.

Well that sounds pretty simple. But reality is, how many times have you sat down and pumped out an article without even considering who you are writing it for?

Who is your audience? Are they male, female, both? What a age group – how broad or how specific?

Your niche may already be specific but you can still vary your content to target niches within your niche.

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Remember content marketing is about engaging a *targeted* audience in order to maximise exposure and increase traffic volume and sales.

3. Know your Product (Niche)

Again this one sounds pretty straight forward. You need to know what you are talking about, because if you don't it stands out like dog's balls.



One of the key aims for your website is to become an authority on your subject and to be recognised as an authority by the main search engines.

This is achieved through promoting engagement with your readers (customers) so they will want to read your entire article and hopefully check out a couple more and maybe even come back to you site and bookmark it as a reference.

You would assume that if you have created a website niche that you are going to know all about it. Well, it doesn't always work that way. Sometimes there are elements of your niche that you might want to or need to cover in content but you are not completely sure about it.

Thank goodness for the internet – can you research the topic and gain and understanding, maybe even use references from other sites if that helps.

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4. Make Content Applicable For Your Site.



Make sure, your content is related to your niche. This includes your affiliate links (to a certain extent) – try not to promote products or services that have absolutely nothing to do with your site.

Eg. You might not sell too much gardening equipment on a ‘new baby care’ site. Plus, people will get confused with the mismatches and will probably click off anyway.

If you are writing an article, try to keep it on topic and don’t waffle. The aim of good content is to assist your reader, help them with a common problem, solve an issue, give them a fix to something that they didn’t know was a problem etc .

If you focus your content on teaching and advising, this will help encourage engagement and return visits.

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5. Don't Spam Your Audience.



People, these days, are totally desensitised to spammy content and will ignore them. Nobody wants their intelligence insulted by content that is full of spammy sales pitches. These tend not to get any hits anyway as customers will gloss over them.

Spammy content is content that is full of external links to merchandise. Another annoying habit is overdoing links and pop ups to capture pages.

Remember that you need to be clever and subtler in your marketing to engage your reader (do you see the theme going on here?).

The goal of content is to generate traffic volume and sales. You want draw your readers in and get them to trust you. Spam will do the opposite.

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If you are online marketing, you need to be creating content and promote it. You will miss out on valuable exposure and creating that engagement with your customers. You'll be wasting potential leads!

7. Training – Knowledge base.



Content is such an important aspect of the business of affiliate marketing. If you are new to the industry or want to get involved by setting up you own online marketing business and need to learn the best ways to approach content marketing, then I would like to introduce you to the [Wealthy Affiliate University](#).

These guys offer the best online training curriculum for website owner builders and affiliate marketers and cover all aspects of online marketing, including how to do content marketing. You can access this through my website <http://affiliategoto.com>

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5 Steps - Create a Fabulous Website



A business these days without a website is potentially missing out on customers, and it is not that hard to learn how to create a business website that looks professional and will not break the bank.

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5 Basic Steps

1. **Know your target market** for your website.
2. Choose a design that suits your business
3. Collect some good business related photos
4. Start collecting some relevant content ideas
5. Monetize your site – ROI and setting it up for earning income

This article will walk you through the basic steps without any ‘geek speak’, just plain easy to follow language.

Knowing your target market.

Internet marketing can be the most targeted marketing source available to merchants and you are leaving the door open to your competition if you ignore this opportunity.

Hopefully you have a business plan that you can refer to as well. It helps to review and analyse this sort of information anyway, but you need to be able to pin point this for your website so you can target your content and design.

If you are just starting out and / or are building a website business, as an example, then look hard at the niche (your specific target market) that you want to aim at.

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Knowing your specific market will enable you to focus on the direction of your website and help to draw the correct people to your site and rank well on search engines.

Choose a design that suits your business



WordPress is one of the major website design tools and pretty much the simplest and most powerful blogging / content management programs on the internet. They have a huge selection of templates to pick from, especially if you are happy to pay a small fee, and plenty of free templates to use as well.

As your site will also need to be hosted on a [hosting service](#), look for somewhere that will provide an 'all in one' service for you. This would be a site that offers WordPress website templates, hosting, training, mentoring and support all in the one program.

My #1 recommended website resource for this.

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In choosing a design template, you will be able to select a design that will fit in with the look and feel that you want for your business. Generally, a business has a few basic marketing principles that they use regularly, such as type font, colours that are used in office letter heads, logos etc.

Website templates should offer all this for you – the flexibility to personalise your site as you need and want.

Collect some good business relevant photos

Think about the images that you want to use for your website. The better the quality the more professional the site will look. It doesn't mean that you need to go and hire a professional photographer (that is an option, of course), as you can find some good 'stock' photos on the internet – some free, some you need to pay for. Try <https://pixabay.com>



If you have a logo design already that is great. Make sure you have that handy as well in different sizes and resolutions.

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You don't want large, high res photos on your website as this will significantly slow your site performance. Surveys have indicated that if a site doesn't open properly in under 3.5 seconds then most people click off. Ouch!

Alternatively take some happy snaps of your own and make them look nice and natural and 'organic'. If you are a small, local business you don't want your photos to look too formal and stilted. Natural, relaxed and entertaining photos help to ease your readers into your site.

There are also sites on the internet where you can produce a pretty good looking but basic logo for free they come up with a quick google search (try www.logogarden.com).

Alternatively, you can contract a freelance designer on sites like 'Fiverr' who will do it for around \$5 (you do get what you pay for, remember that) or www.vistaprint.com.au (good value logos – online design yourself or get them to do it)

Start Collecting Some Relevant Content Ideas

The best websites are the ones that people can go to and obtain useful information, help or advice, and product reviews. Part of designing aspect of your website is adding content to menus as well as writing some articles about your business or product / service reviews that are there to help and engage your readers.

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There are a couple of great tools that can really help you to select good search keywords that will help your content to rate high.

My [# 1 recommendation](#) for this is Jaxxy Keyword tool. You can also use google adword search and try typing relevant search questions into search engines to see what is trending.

Find out more information about [writing content here](#).

Monetise your site – ROI and setting it up for earning income



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However not all businesses are able to sell their product or services online... it may just not be practical. But it doesn't mean that they cannot still market alternative products and services using affiliate marketing links to other similar merchants.

It doesn't mean that you need to advertise the competition. It is an opportunity to market and earn money from similar, non competitive merchants.

Affiliate marketing is a tool being used by thousands of companies to help them reach new and different markets, in addition to their conventional forms of marketing and advertising.

For a website owner, you can earn additional money by referring people to these companies via affiliate links on your website.

This income can become significant if the website is marketed well and reaches a large audience.

The 'All in One' Package

The affiliategoto.com website can provide all the information on the steps outlined above. You are helped through simple, thought provoking and learning orientated articles and tools.



Wealthy Affiliate

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Wealthy Affiliate is the 'All in One' package that you can use to set up your business website.

Providing initial free start up packages, you will receive training on setting up your website, designing it and learn how to write content through structured tutorials, videos and live chat support. You can also buy a domain name then and get included hosting and learn how to set up your site to start generating a residual income.

If you would like further details on this program please feel free to [contact me](#) directly or [link with us here](#).

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Start an online business today !

When you start a business online, you want to know you have the backing of the industries best hosting, training and support platform. Wealthy Affiliate will provide all the foundations for a stable and successful longterm online business. Learn how to make money online from home.

[Learn more](#)