



## **How to Use Content Marketing to Increase Qualified Leads**

**Growth Everywhere**

Eric Siu: In this video, we're going to show you how to use content marketing to increase your qualified leads. My name's Eric Siu, and I'm here to help you grow your business. First and foremost, content marketing, that's the idea of writing blog posts, creating different content out there. It could be videos as well. You're basically using content to make people aware of you, but the question is how do you get more qualified leads that way?

First and foremost, when you do content marketing, you can't just write blog posts. You got to think about specific strategies and tactics that can help you maximize what you're doing. The first thing I'll say is you want to use the hub and spoke model. That's how you can bring in more traffic first, and then you're able to bring in that traffic, and then you can start to take people down the funnel.

When I search for the word conversion rate optimization, this is the first result I get, because it's a hub and spoke model. This post, done here by Qualaroo, it's a guide on conversion rate optimization, and they have different chapters here. They have, what, 12 different chapters in here, and when you have different chapters in here, they're all interlinking to each other. From an SEO perspective, that's really good. Search engines really like that.

When you're thinking about content marketing, how can you have a hub, and then you have a spoke with these different pieces of content tying into that one piece? If you have a piece on marketing automation, you might have different introduction. You might have sections on different tools you might want to be using, different copywriting, different styles you want to be using, and different elements of sales that you want to put into your content marketing or even your automation sequence. Right? But it starts with the hub and spoke model first, because that brings in traffic.

Now, the second thing is you want to make sure that you add a content upgrade. As we look at my screen over here, you can see, a content upgrade is basically when you ... Say I'm writing something on content marketing. I want to have a downloadable eBook or resource on content marketing that people can download. That's going to increase the conversion rate of bringing people to my email list. You can see here, there's a couple of examples right here. There's some landing page examples, customer avatar templates. They increase your email, sign up rate and emails, bringing a high degree of return on investment.

Third this is you want to build a marketing automation sequence. If you look at my screen over here, this is using a tool called Autopilot. Marketing automation sequences, basically lets say if someone comes into your list and they get enriched. You use a tool like Clearbit. You enrich the lead. You can see they work for a really big company. They're in your ideal client profile. Well, maybe you put them into different marketing automation sequence, and you talk to those people differently.

You continue to send them content, and you get them to set a call with you, but the idea is you're continuing to nurture a relationship, because a lot of times the people,

especially you watching this, people aren't ready to buy immediately. Sometimes there's a longer sale cycle. Let's say you're selling to the mid-market, to enterprise. They're not going to buy that quickly. You want to make sure that you're able to nurture them. You want to make sure that you're continually able to deliver value to them.

Those are just three things you need to do to make sure that you can use your content marketing to increase your qualified leads. If you enjoyed videos like this, we actually have a playlist on how to sell without being sleazy, so just click the link, and we'll see you in the next video.