

# CONTENT MARKETING - CONTENT CREATION

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Marketing gurus and pundits have often repeated the line that it's the company that tells a better story wins and not the company which is bigger in size. This truism is even more relevant today with the growth of new forms of online media, which have empowered consumers like never before.

However, the question still remains largely unanswered. How do you tell a better story? Do you create a 10x10 feet poster, listing out the features of your product, and stick it on every billboard in town or do you create a swanky television advertisement? Which is the option that will give you more business and more revenue? Well, to be honest, building a good story and creating great content requires much more than that. It requires you to answer the 3Ws: **who, what, and why.**

To create a great story around your business, you need to clearly answer the following:

## Why are You Creating the Content?

Defining your content goals is the first step.

- Why do you want to create a specific type of content?
- What is it that you want to accomplish?
- Does the content strategy match your overall business goals?

These are important questions that need to be answered.

## Who are Your Customers?

It goes without saying that identifying your customers is the most important step of content marketing. You can refer to Part 2 of this tutorial to learn how to identify your customers. The bottom line is to list out the problems and preferences of your audience and figure out what kinds of content will they like best. Also, you need to answer the important question - **what is the unique thing that you have to offer to you customers?**

## What do You Want Your Content to Achieve?

You must ask yourself - how will my content help my customers? Will it help them to arrange a travel, buy a house, or train for an examination? You need to clearly define and understand how your content will affect the lives of your customers?