



How & why content creation can drive your business forward

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What is content creation?

Not familiar with content creation? Let's find out more...

Content creation is a process of creating engaging material for a brand's target audience. The content is aiming to put the brand at the forefront of the user's mind, offering useful and engaging information to create relationships with their audience. Content creation can be in the form of blog articles, ebooks, social media updates, photo, video, illustration, audio, email marketing, and other related content.

Often businesses employ content creators to generate ideas, create the related content and produce the content to your audience on your brand's behalf with the intention to engage new and existing users.

Content is what makes people take action.



Why is content creation important in your business



1. It's at the forefront of your users daily lives

Content in this digital age can be found anywhere and at anytime. In this digital age there are 3.725 billion active social media users with an average daily time on social media being 2 hour 36 minutes, not to mention other online activities.

So why not use this daily activity to showcase and enhance your brand?

Content creation allows users to easily share your brand to others, be it the engaging content or free life advice you are offering. Through each share or conversation, your brand becomes more known to a variety of people, engaging new users and containing existing ones, resulting in a large network of people.

You are creating a visual brand which users can engage with easily at any time they wish.



2. Builds customer relationships

Brand Content helps to build relationships, create trust and gain credibility with your audience. With everything you create, your audience will decide if it is true based on their knowledge and how they relate to it, through this, you will gain their trust.

By gaining their trust you also start to gain credibility through likes, comments and ratings. Being a credible brand will mean your audience and potential users will turn to you for help, at this point, you will become a valuable resource to them.

See, Relate, Use.



Content allows you to portray the 'why' behind your brand and what you do. It helps you to build a digital presence and allows you to show how your brand is different from other brands.

Through digital content, it allows you to connect to a much larger audience than face to face or local advertising.

The advantages of using a digital platform means you can view insights into this content and understand how users are engaging with it, allowing you to see the points in which your content is excelling.

You can harness this information by posting content at a certain time, or by posting the content your users enjoy. It shows your achievements and mistakes with the content and allows you to improve on this to drive your brand forward.

3. Establishes and strengthens the brand

Content connects you to your target audience.

How does it enhance your business?

It is a great way to create conversation about your products or services, getting your brand name out to the public. Word of mouth is not only free advertising, but it goes a long way with brand trustworthiness.

Unsure how to go forward with content creation in your business?

Don't have the skills or time to create content for your brand, NZ Digital can help. We are specialists in the digital field and can help you with your digital marketing needs. We offer a range of digital marketing needs, such as Digital strategy, Content Creation, Paid promotion, Email Marketing, Social media marketing and Data & Analytics.

We do digital, so for any of your digital needs, we are your expert. Let's have a chat!

Content creation isn't simple. That's why we can help.

Did You Know?

97% of marketers are using social media to reach their audiences.

Source: [hubspot.com/marketing-statistics](https://www.hubspot.com/marketing-statistics)

About the authour

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Digital Designer

Rebecca studied a Bachelor of Communication Design majoring in User Experience, User Interface Design. New to the industry, she is excited to share her ideas and put her knowledge to the test.

Outside of work, Rebecca enjoys sport, sewing, hiking and taking photographs of the world around her.



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We can help you achieve your digital marketing goals

Targeting the right kind of people that delivers the right kind of results is what Digital Marketing is all about.

We work with you to create and implement complete tailored digital strategy, from research, concept, and planning, through to content creation, campaign set up and reporting.



Business Manager

Digital marketing services we offer

- » Digital Marketing Strategy
- » Campaign Management
- » Content Creation (Blogs)
- » Email Marketing
- » Automation
- » Google AdWords
- » Google Merchant Ads
- » Search Engine Optimisation
- » Reporting & Analysis

Hello, Let's Talk

The marketing landscape is constantly evolving, and so we are too. Despite this, we've never lost sight of where our strength & passion lie. We're digital experts, we've stuck with what we do best.



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Build. Sell. Engage.

No matter the campaign, our team takes a data-driven and ROI-focused approach to helping you grow your business.

Visit our website: nzdigital.co.nz

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