



5 Key Elements of Great Content Marketing

Producing content on a whim and expecting to reap the rewards is unrealistic. However, if you devote your energy to creating content that has several key elements, you'll be preparing yourself for success.

1. Recent and Relevant

The first requirement of great content is that it's relevant and recent. Don't try to write about things you're not familiar with. Everything should relate in some way or another back to your industry and brand. If there are new trends popping up in your industry, you should also be adding in your opinion to show your audience that you're up-to-date.

2. Addresses the Audience and Buyer Personas

If you understand the people who will be reading, watching or otherwise interacting with your content, you'll be able to empathize with them. Having empathy for your audience and showing them that you understand their pain points and are capable of addressing them is crucial.

3. Isn't a Hard Sell

Leave the traditional concept of "selling" to your sales team. Content should educate, demonstrate and entice, not scare prospective buyers away through aggressive, overt sales tactics.

4. Includes a Call to Action

Although your content shouldn't be screaming at someone to buy, it should get the point across that their problem or pain point can be solved by your company through your product or service. Great content has a call to action (CTA) which provokes a response from your prospect. This can range from something as simple as viewing more information to actually calling or filling out a form and converting.

5. Easy to Find

No matter how great your content is, if your audience can't find it, it's pretty useless. Appropriate SEO techniques are key to guaranteeing your content will be found and consumed by its intended audience. Energy Circle ensures all your content can be easily found via search engines, that it is discoverable on your site, and that it can be easily digested for your audience.



Energy Circle builds tools and services to grow companies and organizations dedicated to providing comfortable, efficient, healthy buildings. It's our job to stay on the cutting edge of the digital marketing. It's your job to make better buildings. **We're here to help you move that needle.**

We help companies, organizations and institutions within this vertical excel at marketing through our unique and industry-specific products, tools and services. Based in New England, we're proud to support over 350 of the most successful national, regional and state businesses and organizations dedicated to home performance, HVAC, solar, low-energy builders and architects across 49 states. We measure our ultimate success in the \$787 million+ in energy retrofit work that our client base has accomplished since Energy Circle's 2009 launch.

Our Solution

We've built our innovative [website platform](#) as a digital marketing tool to help companies dramatically grow their businesses. We offer comprehensive marketing services that encompass the most effective tactics with the highest ROI for clients, and we're constantly developing more. Energy Circle's project and account managers excel and communication and will work collaboratively with you on each step of the process to ensure your solution is practical, scalable and permanent. Our platform and services enable contractors to easily manage their marketing efforts, maintain a dynamic online presence, capture quality leads and take advantage of online marketing opportunities in their multifarious forms.

ZERO-OBLIGATION MARKETING EVALUATION

Give us a call today.
Find out what's working,
what's not, and what to
do about it. **IT'S FREE.**

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