

Content Marketing to Support **Membership Growth and Engagement**

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Who are you?
Who are your
members?

What is Content?

Content Creation is...

- the process of **generating topic ideas that appeal to your buyer persona**, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format.
- It is the ultimate inbound marketing practice. When you create content, you're providing **free and useful information** to your audience, attracting potential customers to your website, and retaining existing customers **through quality engagement**.

What is Content Marketing?

*Content marketing brings in 3x
as many leads as traditional
marketing and costs 62% less.*

*Businesses that use content
marketing **get 126%** more leads
than those that don't.*

61% of online purchases are the direct result of a customer reading a blog.

Companies that publish **16+** blog posts per month get **3.5x more traffic** than those that post four or fewer posts per month.

Content Marketing leads to Business Growth

**How well do you know
your target audience,
i.e. your members?**

How do you define
“Member Engagement”?

What is the **ONE thing
you want your members
to remember your
organization?**

Brand-based Content Marketing

**Corporate
Culture**

Relevance

Value

**Brand
Content
Marketing**

**Visual
Style and
Tone of voice**

Measurement


HOW?

1. Prioritize Internet & Social Media in your Content Strategy




A top-down view of four hands holding smartphones over a wooden table. The phones display branding-related content, including a pie chart and the word 'BRANDING'. In the background, there are notebooks with handwritten notes and a pen. The scene is dimly lit, with a warm, brownish tint.

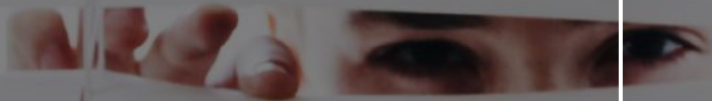
2. Create Online Partnerships

A close-up, high-contrast photograph of a human eye. The eye is looking directly at the viewer, with long, dark eyelashes framing the iris. The background is dark and blurred, creating a moody, intimate atmosphere. The text "3. Visual Storytelling" is overlaid on the right side of the image, with a vertical line to its left.


3. Visual Storytelling

A close-up, slightly angled view of a smartphone screen. The screen displays a blue header with a white speech bubble icon and a white grid icon. Below the header, a white notification banner reads "1 New Message". The background of the slide is a dark, semi-transparent overlay of the smartphone screen.

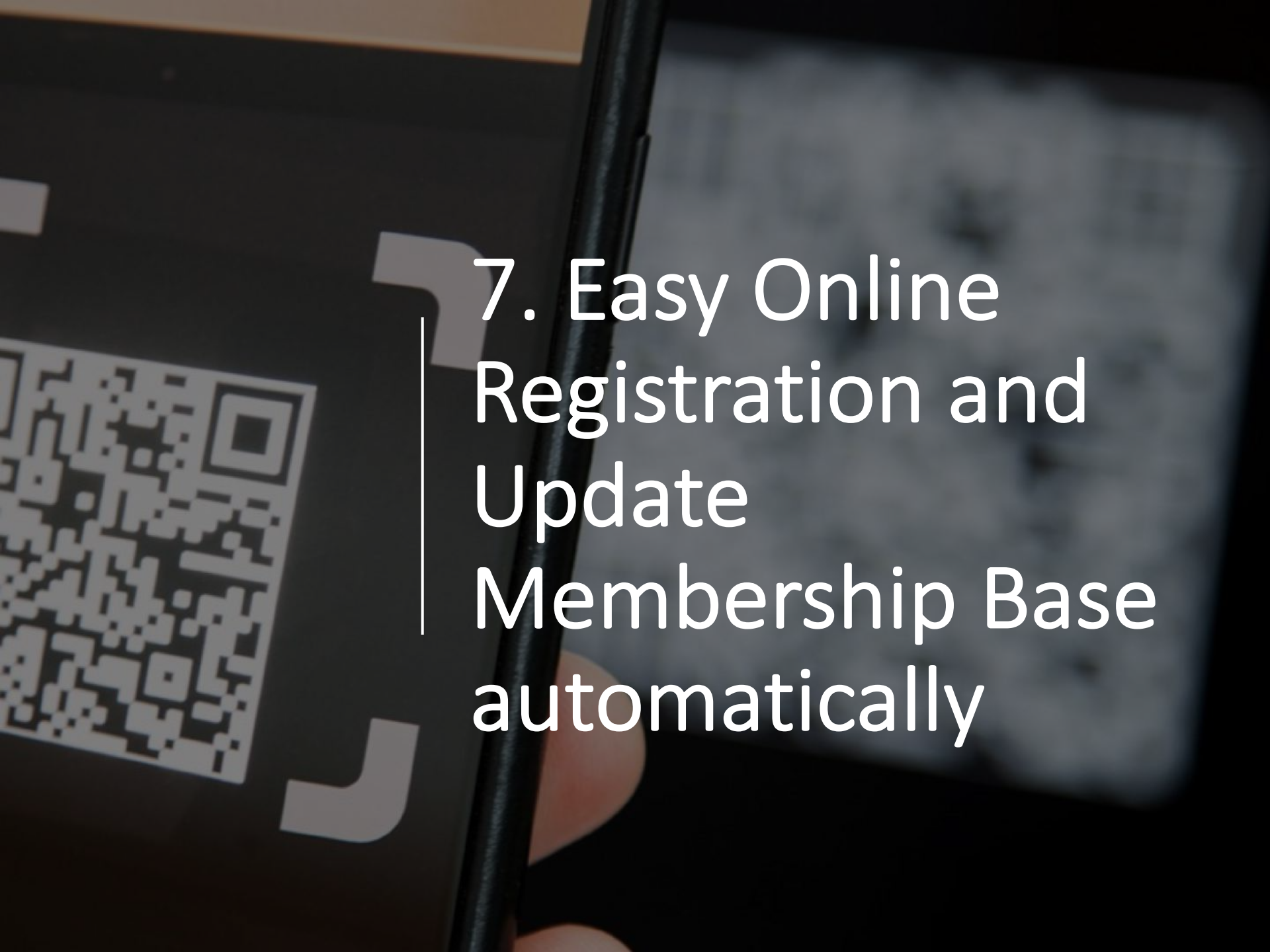
4. Optimize Email Campaigns – members & non-members

A photograph of a person's eyes and hand peeking through white horizontal blinds, positioned on the left side of the slide.

5. Provide 'Teaser' Content



6. Encourage Referrals and Recommendations

A hand is holding a black smartphone. The screen of the phone displays a QR code on the left side. Overlaid on the right side of the screen is white text. The background is dark and out of focus.

7. Easy Online
Registration and
Update
Membership Base
automatically

A group of people in formal attire are socializing at a party. In the foreground, a man in a dark suit and light-colored tie holds a glass of white wine. Next to him, a woman in a black dress holds a martini glass with a green drink. To her right, another woman is partially visible, smiling and holding a glass. The background features a patterned wall and other guests. The text "8. Never Forget In-person Relationship Building" is overlaid in white, with a vertical line to the left of the words "In-person", "Relationship", and "Building".

8. Never Forget In-person Relationship Building



7 CONTENT MARKETING TRENDS THAT BRANDS CANNOT MISS

 **Frame & Fame**
BRAND YOU TO SUCCESS



Link: <https://qrgo.page.link/A9TUe>

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Leading Personal Branding Strategist in Asia |
Gallup-certified Executive Coach | Speaker |...



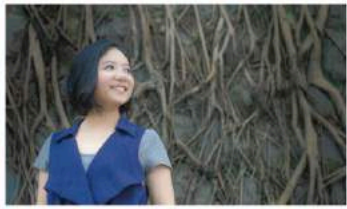
Your Questions



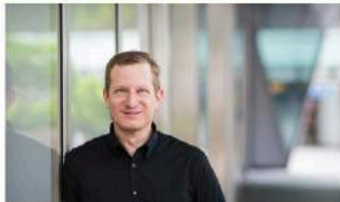
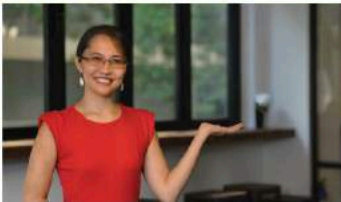
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Keep in Touch!





STAND OUT FROM THE CROWD WITH YOUR AUTHENTICITY



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