

# HOW TO PRODUCE CONTENT ON LITTLE TO NO BUDGET



YOUR  
PRESENTER

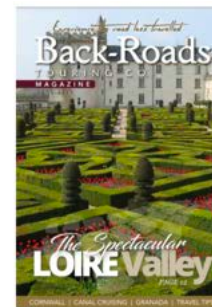
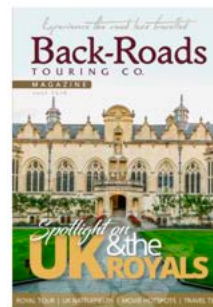
## Jason Dutton-Smith

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- Content Marketer & Strategist
- Multi award-winning publisher & travel writer
- All About Content Marketing
- Chief tea maker at home



# CUSTOM PUBLISHING



BRANDS I'VE  
WORKED  
WITH



# CONTENT ON LITTLE TO NO BUDGET

## TODAY'S PRESENTATION

9 reasons you need content

How to produce content with little to no budget

Q&A

# **AT THE HEART OF SUCCESSFUL MARKETING CAMPAIGNS**

# CONTENT PLAYS A CENTRAL ROLE

**IT'S THE MESSAGE THAT  
*CONNECTS YOU*  
WITH YOUR AUDIENCE**



**HELPS YOU STAND OUT  
FROM THE CROWD**

**YET FEW BUSINESSES DEVOTE  
TIME  
MONEY  
RESOURCE**

**SO, WHY DO WE NEED IT?**

# 9 REASONS YOU NEED CONTENT



FAQs  
videos  
digital magazines WHITE PAPERS  
BLOGGING microsites  
User Generated Content eBooks  
Case Studies Website Copy  
Social Media  
Testimonials PODCAST

# 9 REASONS YOU NEED CONTENT

## 1. COST EFFECTIVE

Save up 62% in costs (vs traditional marketing).

Evergreen content has long-term gains.

Draw brand interaction (even if not looking for you).

Keeps readers on your site longer, increasing chance of conversion.

# 9 REASONS YOU NEED CONTENT

## 2. AUTHORITY & TRUST

Useful, relevant, engaging content builds trust.

Position you as an industry leader.

Targets your audience (but NOT a poorly disguised sales pitch)

95% of consumers say brand content builds trust.

# 9 REASONS YOU NEED CONTENT

## 3. INFORMED AUDIENCE

Over 20 online searches before interaction/purchase.

Part of *their* buying journey.

Keeps your brand top of mind.

Gives them a reason to remember you.



# 9 REASONS YOU NEED CONTENT

## 4. SEO EXPOSURE

Better the content, better the rankings.

Answer their question (before they know what to ask).

Keyword stuffing = penalty.

# 9 REASONS YOU NEED CONTENT

## 5. INCREASE SITE TRAFFIC

High-quality content gets rewarded.

Encourages shares, likes.

Long-term benefit delivered over long period of time.

# 9 REASONS YOU NEED CONTENT

## 6. GENERATE LEADS

Nurture warm leads into buyers with high-quality content.

Differentiate yourself from competitors.

If in all stages of the buyer's journey, then more chance of building loyalty, trust and conversions.

# 9 REASONS YOU NEED CONTENT

## 7. INCREASE DIRECT SALES

Use content to draw away from third-party sites into yours.

Cut the middleman and boost direct sales.

Bring them into your direct ecosystem (and CRM).

Decrease costs.

# 9 REASONS YOU NEED CONTENT

## 8. VERSATILITY

Repurpose (Gremlin) your content.

Use one piece of content to try other content types.

Experiment with what resonates with your audience.

Drive your social media calendar and other channels.

# 9 REASONS YOU NEED CONTENT

## 9. PEOPLE BUY *INTO YOU*, BEFORE THEY BUY *FROM YOU*

Be the trusted brand.

Build authority and relationships.

Consumers demand information before purchase – get them to buy into you, before they buy from you.



# HOW TO PAINT A ROOM





# HOW TO PRODUCE CONTENT WITH LITTLE TO NO BUDGET





# WORK COLLEAGUES

- They know the biz best
- Greatest knowledge asset
- Understand pain points
- Speak with everyone – reception to CEO



# WORK COLLEAGUES

- Set up a [Google questionnaire form](#)
- Ask the tough questions
- Deal with facts (not vanity)
- Make anonymous
- Use results for content strategy



# CUSTOMERS

- Your BIGGEST asset of all
- The good, the bad, the ugly
- Consider a [focus group](#)
- Online [survey](#) (free)
- Not a vanity exercise



# SYNDICATED CONTENT

- Previously published content
- Easily sourced
- Cost effective (usually free or low-cost)
- Flexible when needed



# INVITE CONTRIBUTORS

- Find like-minded people
- Ask to guest contribute
- Brings a new audience
- Third-party endorsement



# WHITE PAPER

- Gated content
- Solution to a problem
- Show brand expertise & authority
- Three primary questions:
  - *the issue*
  - *how it was solved*
  - *the outcome*



# GREMLIN YOUR CONTENT

- Turn one piece of content into many
- Attract more eyeballs in the reader's channel of choice
- Refine your strategy and efforts
- Save time and money





# FEED THE CONTENT BEAST

- Feed the beast – be rewarded
- Remove pain points
- Answer their questions (before they know what to ask)
- The beast is always hungry

1948 JANUARY 1948

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# CONTENT WITHOUT AGENDA

- *Less promotional, more* informative
- Talk with them, not at them
- Ask yourself...
  - does this focus on the customer?
  - does it answer their questions?

# KEY TAKEAWAYS



**GOOD CONTENT  
ANTICIPATES NEEDS**

**GREAT CONTENT SEPARATES  
YOU FROM THE NOISE**

**BE CREATIVE  
BUILD TRUST  
BE THE AUTHORITY**

**FORM AN ALLIANCE  
WITH LIKE-MINDED PEOPLE**

**PEOPLE BUY *INTO YOU*,  
BEFORE THEY BUY *FROM YOU***



**“YOU DIDN’T FAIL...  
YOU TESTED”**

**Jason Dutton-Smith**

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WITH  
THANKS