

THINK MARKETING NEWSLETTER

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Google's New Search Engine

Lately, there's been a lot of talk about Hummingbird, Google's new search algorithm. It is already changing the way marketers perform search engine optimization (SEO).

Google chose the name *Hummingbird* because, like the bird, its new search algorithm is very quick and precise in its searches. Hummingbird pays more attention to the meaning of the page rather than the presence of specific words in order to determine and assign search rank. What does this mean, exactly? It means that Google works on providing results that are more conversationally based versus simply matching the words in an article to the search inquiry. This becomes increasingly important for those using voice search on their mobile phones.

So what does Google Hummingbird mean for your SEO strategy? It's likely that SEO will continue to be an important part of your marketing strategy. However, instead of focusing on keywords, you'll need to focus on the full intent and meaning of your content. This is important because a major change in the new algorithm is how it interprets visitors' searches: the whole meaning of the sentence or query versus simple word matching.

Since search engines are continuing their push to provide more accurate results by looking at content rather than key word count, good, rich content with depth to it will be essential to maintaining high visibility in search results. This is where content marketing comes into play. High quality, properly written content will help your pages be ranked higher and viewed more.



To learn more about Google Hummingbird and how Think Marketing can help your search engine strategy, please visit us at www.thinkmktg.com.

Another Successful Year for Think Marketing

Think Marketing does it again! After an exciting and successful year of doing what we do best, we were recognized with eight MarCom awards including:

TWO PLATINUM AWARDS

- Website Home Page Design
- Website Redesign

FOUR GOLD AWARDS

- Website Design
- PowerPoint Redesign
- Flyer Creation
- Marketing/Branding Refresh

And, we also received awards and accolades for our PowerPoint presentations. Thank you for entrusting us with your content and brands! Our success is certainly due to you and we look forward to continuing great work together.



Content Marketing: The Core of Online Marketing

If you keep up with the latest trends in online marketing, it should come as no surprise that content marketing has become an essential and effective means of strengthening customer relationships and building new business.

Through content marketing, businesses create and share free content with the goal of providing customers and prospects with information that they'll find valuable. It's more about education than direct selling, and it allows your customers to better understand your business through topics that they will find interesting. The simplest, most popular means of content marketing is through social media, but businesses can also develop and share more depth of content through such items as white papers and research studies. Creating and sharing free, valuable content helps businesses connect to their customers and position themselves as thought leaders. This makes it more likely that customers will remember and select that business when they want to find a vendor or partner for their particular service.

The objectives of content marketing can vary from business to business, but, according to a recent study (see chart below), 200 marketing professionals said that the most popular objective is to better engage with customers and prospective clients.

Primary Objectives of Content Marketing Programs



Figure 1. Source: Content Marketing Gets Social, Unisphere Research and Skyword, 2013

Another important benefit of content marketing is how it works with search engines. Content has always driven search engine results pages (SERPs), but, as you'll read later, with Hummingbird, Google's new search algorithm, **depth of content** has become an increasingly important driver of rankings.

So how can you develop a strong content marketing program for **your** business? To help, we've put together these five easy steps:

1. Define Your Audience:

In order to generate effective content you need to know your audience and their interests.

2. Create a Content Calendar:

Determine the dates of any major announcements you want to share and then write about topics related to those dates.

3. Speak from Your Customer's Point of View:

Don't spend much time talking about your product, focus instead on how it will benefit your customers, and on the issues that your customers face as they relate to your industry.

4. Use Language Your Audience Uses:

When writing about any part of your business, try to keep language as simple as possible. This will help keep your readers engaged and will prevent the confusion and frustration caused by unfamiliar words. Ideally, you're providing enough depth and accuracy on the topic to keep them interested and to show that you're an expert, but remember, too much can overwhelm the reader.

5. Integrate across Media and Vehicles:

There's an abundance of media and vehicles that can be used to share content in order to reach more of your audience. This can include social media, infographics, white papers and case studies.



63% of companies surveyed said posting content on social media has increased marketing effectiveness



Companies with blogs get **97%** more inbound links



55% of blogs on company sites result in **55%** more visitors



70% of customers prefer getting to know a company via articles rather than advertising

To gain access to our expanded download on **Building Your Content Marketing Strategy**, visit www.thinkmktg.com/contentmarketing.