

# The most common error in your online content strategy



By [Dries Badenhorst](#)

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Craig Davis said: "We need to stop interrupting what people are interested in and be what people are interested in." I would add in: "where they want to receive information about their interests"...

According to [Track Maven](#), marketing has changed more in the past two years than it did in the last 50. But with the technologies changing and developing at an incredible rate, what works?



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In an American study, performed by the Content Marketing Institute, MarketingProfs and Brightcove some interesting findings were concluded, key among these was the deduction that online content marketing works.

In fact, some feel so strongly about it that they predict Content Marketing will lose "Content" from its name and simply be referred to as "Marketing" in the future.

According to this study, B2B content marketing is mostly implemented via social media - 87% (no surprises there); companies' own websites - 81%; e-newsletters - 80%; blogs - 76%; and finally, articles on other websites - 68%.

## Revealed: Your biggest marketing mistake...

Although there is nothing particularly wrong with these numbers and thus with these strategies, one must take the following into account:

All the channels except articles on other websites indicate that companies communicate mostly to their own existing database of clients. It is as if marketers communicate in an echo chamber.

This is the biggest mistake that marketers make when implementing their online content strategy. The success of a good social media presence is undisputed. The same applies to your website and your e-newsletters. I would, however, argue that posting articles on other websites is a more effective strategy than repeating your message to your own audience, over and over and over again.

The online wheel is turning in the wrong direction and priority emphasis is placed on the "known" and "popular" platforms. It is of more value to turn the wheel around and communicate with a wider audience via an "out of your network" medium. Draw them via this communication to your social media platform and engage with them. Do this via polls, competitions and any other interactive ideas your creative departments come up with.

## Look to the numbers for proof

To illustrate my point, I am going to choose two random companies. The first is a legal practice that has been in existence for more than 150 years. It is one of the biggest law firms in Cape Town: Bisset Boehmke McBlain Attorneys.

With [247 page likes on Facebook](#), how effective can their social marketing reach be? Their page contains wonderful content but there is not one 'like' on any of this. It makes you wonder whether the investment in time and money for this content creation really justified. The success of your online content strategy can mostly be measured by your page rank on Google. This company does not feature at all.

Then we have Mediclinic Southern Africa, with [24,347 page likes on their Facebook page](#) at the time of writing. They also feature fantastic content that's been generated on the page, but they've had just 76 visits (from more than 24,000 fans) and I could not find a like to any of the articles by the time that I stopped scrolling down. If you consider this is a Top 20 Company in South Africa, according to *The Sunday Times Top 100 Companies*, then I would argue that their online content strategy is not optimally implemented.

So, what is my point?

My point is that marketers should create online content strategies where they are able to increase their digital footprint. They need to stop speaking to the same people over and over again. They need to make use of established websites that have a target audience they are trying to reach. Yes, it might cost a small price to do so, but it is well worth it.

And then, they need to measure their return on investment. Only 25% of marketers can tell you what their return on investment has been with regards to their online content expenditure.

Do you need further proof?

## Here's how to get it right...

Search for "Brand Alive" on Google. You will see that besides their own two websites, Bizcommunity.com is the third company listed. Why?

1. Because Brand Alive has made a small investment in opening a press office on Bizcommunity.com to distribute their news to their audience of more than 330,000 readers. Their presence on Bizcommunity.com ranks above both their Facebook and LinkedIn Profiles.
2. Most people have read news about Brand Alive on Bizcommunity.com.

Try searching for [Alliance Media](#) or any other of the more than 400 [press office holders](#) on Bizcommunity.com. You will see the same trend.

## ABOUT DRIES BADENHORST

Keller Williams Realty, Inc. is an international real estate franchise company with real estate agents across the United States, Canada, Indonesia, Vietnam and South Africa. On its 30th anniversary, Keller Williams Realty celebrated becoming the no. 1 Real Estate Company by agent count in the United States.

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