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THE EXPANDNEXT SERIES

# understanding content strategy for small business in India

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# Content



WHAT is content

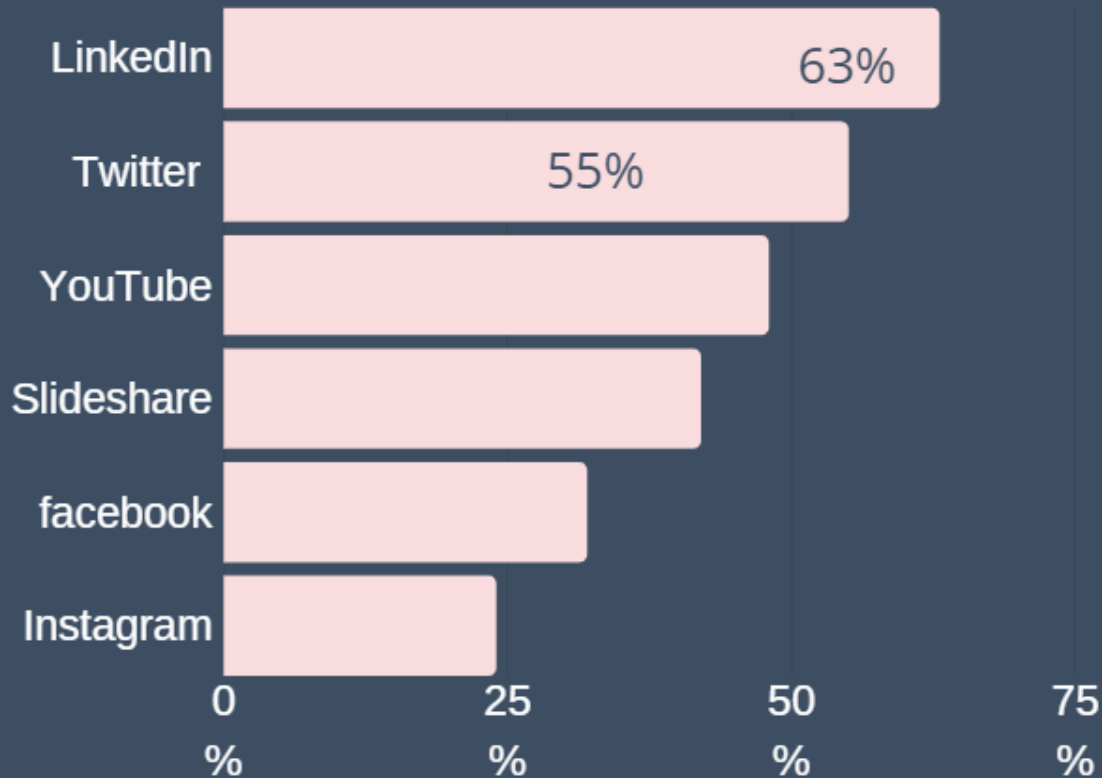
In business, content is information in form of text, pictures, video and audio. In future we will be seeing virtual reality content as well.

Text - blog, micro blog, web content, marketing handouts, case study, newsletter, etc

Pictures - photographs, brand images, product images, etc

Video - any form of video related to business - speech, conference, meet up, events, etc

Audio - podcast, etc



■ Effectiveness ratings for B2B social media platforms  
source: Content Marketing Institute

LinkedIn is one of the major social media platforms where businesses identify their prospective customers in India and worldwide.

Twitter is yet to be seen as the go-to-social-media platform in India. At individual level / executive level twitter is making fair inroads.

Retail and franchise business marketers must up there game on these platforms to lead in the local markets

Small business enterprise are still very laid back and do not have a clear content strategy for brands and products.

# Content Strategy for small business

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B2B and B2C business need to have a dedicated content strategy.

The content funnel -  
3 stages:

1. the base - understanding the brand value and core strength before creating digital contents
2. Second stage is to understand the target audience who will value the content brand creates
3. Understanding of the social media channels where the content can perform effectively. The content channel selection stage

# 80%

OF THE SMALL BUSINESS  
BRAND OWNERS HAVE EITHER  
NO CLUE OR THINK OTHERWISE  
OF THE CONCEPT CALLED  
"CONTENT AS AN ASSET"

# CONTENT AS AN ASSET

- Right investment on content over a period of time will fetch high dividend in terms of ---



BRAND VISIBILITY

BRAND REPUTATION

BRAND ENGAGEMENT

# HOW TO ACHIEVE THE CONTENT STRATEGIC GOALS IN YOUR ORGANISATION?

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create a content CULTURE

# The content culture

good content is created by the employee, for the employee and of the people —

everything is documented

***incentivisation - process and program to award content creators***



# How to keep the boat floating

KEEP CONTENT  
CREATION  
PART OF  
GOALS



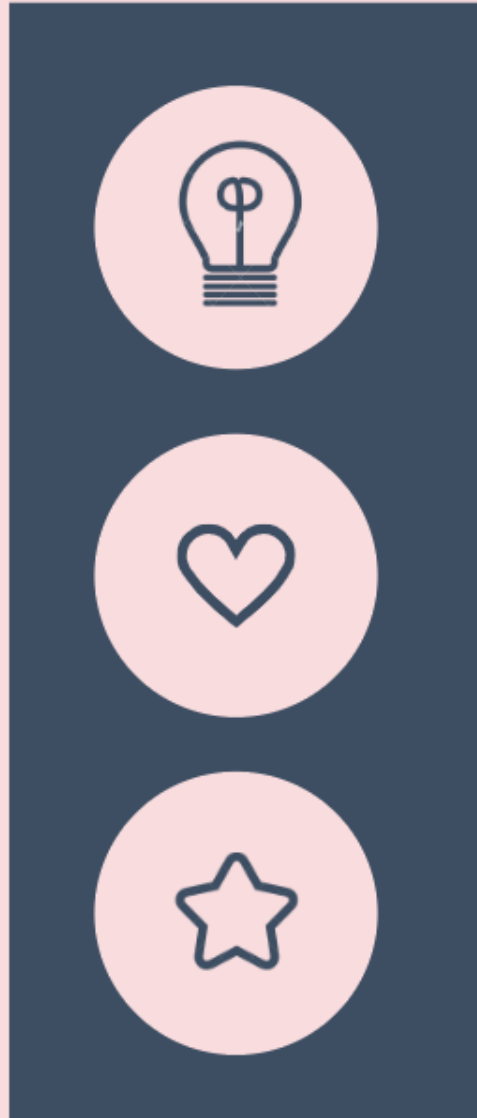
ENCOURAGE  
DOCUMENTATION AT  
ALL LEVELS IN AN  
ORGANISATION

COMPESATE THE RIGHT  
CONTENT AT RIGHT TIME.  
ENCOURAGE IS THE WORD

CONTENT IS INVESTMENT

GIVE 100% TO CONTENT

BE AUTHENTIC



**therefore**