Why Digital – content for content creators

Inbound Marketing involves building an audience, engaging its members, and converting them into customers. Its popularity has soared in recent years due to its lead generation power and ability to cut marketing costs. Why Digital plans and executes marketing activity for its clients, generating content that drives proven return on investment.

Of course to generate content that potential customers will find relevant and engaging is no simple matter. I'm often tasked with producing impactful and interesting blog articles for Why Digital's procurement, software development and technology clients. But when Stephen asked me to create content for Why Digital itself – well it felt a bit like Dave Grohl asking me to play drums for him...

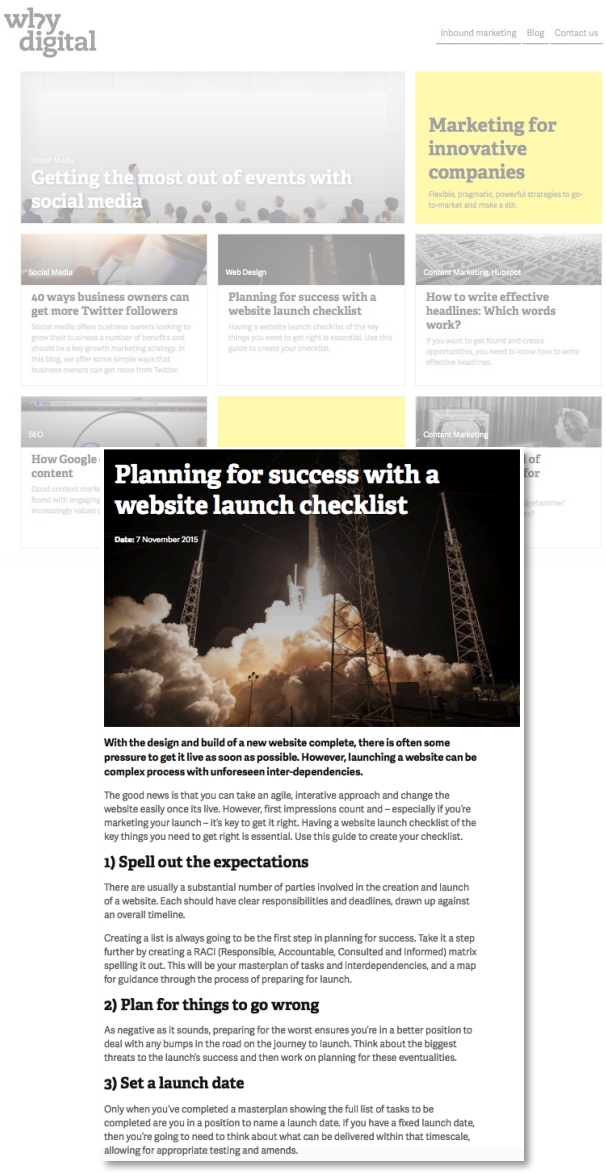
I recognised that these articles would have a different audience to those I'd written for Nextenders, Web Technology Group and Adaptavist – WD's clients. Instead we'd be speaking to prospective customers who needed an introduction and explanation – not just to an audience familiar with the concept and benefits of inbound marketing. Of course blog articles such as these are also one of WD's key client outputs – so it was more important than ever to ensure tone was appropriate and ideas clearly defined.

Eye-catching headlines and sub-headings are key tools in ensuring articles are digestible. These – along with a powerful call-to-action to conclude each piece – were employed to break up passages of text and to ensure links to further reading and contact details were clear.

Articles explaining the process of launching websites, promoting events via social media, and ensuring content never dries up, were key pieces in communicating Why Digital's offer.

Keeping it simple

Although my work with Why Digital is based upon our mutual appreciation of how insightful content generates business, it was crucial to go back to basics in explaining WD's offer. Providing justification for marketing spend is a difficult task, so focus was on revisiting core principles and common benefits.



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