

## 5 Ways to Use Content Marketing to Increase Niche Leads

Kevin Costner's line in *Field of Dreams*, "If you build it they will come." may make some business owners feel they can simply create a new service line or drop a new product and the sales and money will follow.



In this article from [Entrepreneur](#), "Why the Motto 'If You Build It, They Will Come' is BS, they author shares how this can be disastrous thinking for business owners, particularly startups.

My theory, however, is that if you build it, but don't tell anyone, then it doesn't exist.

How many times have you launched a product or service only to realize growth is not forthcoming?

Here are five ways to use content marketing to help increase those odds and to draw in your niche market.

1. Create original content that focuses on client's pain points, answers questions, or share industry insight in a new way. You first know those things by speaking with clients, asking them questions, and listening to their stories.
2. Share content in all your online efforts, such as emails to clients, email signature lines, social media, and video.
3. Develop a comprehensive strategy to align the effort with growth, including tagging marketing efforts to identify where leads come from; assigning lead partners with responsibilities for sharing that content with the niche audience and following up on leads; and leveraging in-person meetings, conferences, and events to talk about the content's importance in the industry.
4. Determine if the content can be focused on a sub-niche within your niche audience, for example, if your firm focuses on payroll services, is there a sub-niche of non-profits, constructions, manufacturing, or other industries that lead to additional creative focused on their special needs?

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5. Include a call to action that makes sense for the audience, such as, “Do you want to learn more about XYZ Topic? Join us on [insert date] for this 30-minute webinar.” Provide an online landing page that collects visitors’ first and last name, email address, company, phone, and ask them, “If they had one burning question about this topic, what would it be?” Then answer that question in the webinar, and create a supplemental piece of content with your answers.

Bonus Tip: Write the content in a conversational tone and design it in an easy-to-read format.

Following this five-step process not only helps you to organize your thoughts around the content, but also provides an avenue to increase leads, while growing the firm’s thought-leadership reputation.

What’s your next piece of content going to focus on?

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