

Secret sauce for content marketing

What constitutes a winning marketing formula? The reality is that many brands are now becoming publishers in their own right. With a shift towards an expansion of publishers, the role of content marketing is key to driving a successful social media effect and creating traffic for your site. It can be an overwhelming experience when starting up from scratch unaware of all the necessities needed.

Two vital ingredients needed for successful marketing campaigns are creativity and imagination. As publishers, you become involved in the changing face of the digital industry making your e-commerce sites ever more important. A user's e-commerce journey should not only be targeting a quick sale but allowing the customer to be submerged in the brand's world. Brands such as Burberry understood this at an early stage and use this effectively to increase their sales.

ASOS as one of the largest and most successfully owned media operations remains relevant to their customers but also act as a foundation for global expansion. ASOS are experts in sustaining great content, i.e. owned media, not advertising. Through great content, they are able to produce and mail over 400,000 print magazines to their customer's homes as well as access to their digital counterparts on all devices; this is key in portraying the brand as an essential part of the customer's lives.

So let's deconstruct ASOS's winning formula. Content marketing is made up of the golden rule of 4 Ps; Place, Product, Price and Promotion. Choice of medium is as crucial as the content itself, radio ads for a fashion brand makes no sense, as the visual outlet is not present. The product you are selling must fulfil the needs of the customer and with the price brackets, which correlate, to a target market. To finish it off, promotion is of the utmost importance. It is always essential to remain in close contact to your audience and provide them with content that is quirky, creative and above all unique. With this drastic innovative shift in brands becoming publishers, it is important to understand whether their content is right. Content is everything and by doing so, platforms such as TAGMAG can help publishers like you connect with fashion retailers almost immediately. To be as successful as you would like to be, you must be able to connect to the lives and passions of your target audience.