

Busted: The Seven Most Common Misconceptions About Content



The Seven Most Common Misconceptions About Content

Misconception One:

You have to publish content every day to be visible, to keep your audience engaged, and to sell to and obtain new clients.

The Truth

Quality over quantity every time! At most email your list twice per week – unless you have a product launch in progress.

Post on social media platforms when you have something to say, not for the sake of posting. Yes, platforms like you to post every day for their algorithms but your audience won't thank you for posting any old rubbish! I'm not saying don't publish every day, just make sure its quality content.

Fact

Content is 5x more likely to be seen in an email than on Facebook.



Misconception Two:

You need to blog at least once a week.

The Truth

At the time of writing this, Google would like you to publish approx. 2000 words of fresh content to your website every month. This is to give its 'bots' new content to crawl over and analyse. But produce this content in whatever way you wish. Blogging is just one option. If you prefer, record a video and create a transcript from it (submit it to Rev.com at \$1 per minute charge for the transcription). Make sure your content relevant for your audience and produce it in a way that suits you.

Misconception Three:

I should detail every feature of my business on my website. People want the detail immediately, like the fact I have insurance, kitemarks, etc.

The Truth

Nothing could be further from the truth. This is a really common mistake business owners make. People want to know your product or service will solve their problem.

At the time of finding your website they won't really care how you do it, only that you can..

Let them choose YOU and then provide them with the detail, if and when they want it. It can be provided on background pages that they can click through to, should they choose.

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Misconception Four:

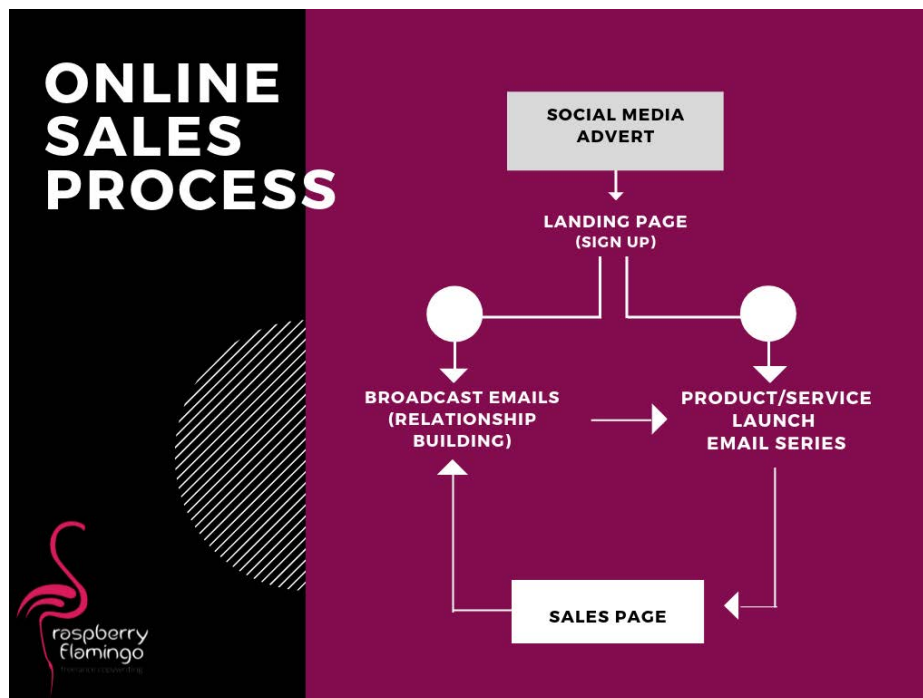
There's no difference between a landing page and a sales page/letter.

The Truth

A landing page is a web page you direct your target audience to for a reason – usually to get them to sign up to your mailing list in exchange for your free lead magnet, an eBook, webinar or free challenge.

A sales page/letter is a specifically written piece of direct response copy which is designed to SELL.

It details the reader's pain/problem/issue. It reminds them just how rubbish that makes them feel. It then goes on to say that the product or service they're reading about will solve that problem, giving social proof along the way.



Misconception Five:

Social Media followers are all I need to grow my business audience. I don't need an email list.

The Truth

Social media algorithms mean that only a tiny percentage of your followers and likers actually get to see what you post.

At the time of writing this, it's said to be 5% of your Facebook page likers who will see your post, that's just 10 if you have 200 likers, and only 50 if you have 1000!

Groups have better interaction as member can control whether they just see highlights or every single post, but there are just so, so many of them. Some are very worthwhile, but others are just noise. If you're going to create a group, you have to make it interactive and somewhere members want to be every day because they are getting value from it.

By growing an email list of your target audience, you can connect directly with them – and if your content is good, they'll open that email and read. You own your email list. You don't own anything on social media platforms. You can control your email schedule and know who its going to and get reports back on who's opened it, who's deleted it, and who's clicked links. With social media you have no idea who's seen what, unless they actually interact with it.

So, by far the best tactic is to have a mix if possible, but certainly collect your audiences' email addresses and consider building your relationship that way.

Facts

58% of people check their email first thing in a morning.

Emails generate 174% more sales conversions than social media.

3.57% of people click links in an email. It's just 0.7% on Facebook.

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Misconception Six:

I should fill every email I sent to my list full of links to my sales page(s).

The Truth

No! Just don't do it.

In broadcast emails (relationship building), if you really want to include a link to a sales page, pop it in the footer or as a PS.

Even when launching a new product or service, be very careful how often you use a link and where you place it. There's a formula. And, most importantly, you need to have been in regular 'relationship building' contact with your list for at least six weeks before you launch a product/service to them.

Selling all the time will simply result in people hitting unsubscribe. Im not saying you won't acheive any sales, but you certainly won't achieve the level of sales you could if you build your relationship and gain that "know, like and trust".

Misconception Seven:

I should post exactly the same thing on every platform I have.

The Truth

Whilst I appreciate each platform you're on may have a small percentage of your audience who are different to that on the next, many people will follow you on each one. If you are posting exactly the same content, at the same time, on each platform, its going to get rather boring. True 'fans' won't mind too much, they'll understand you're promoting your business, but it will turn some people off.

For SEO purposes too, posting slightly different versions will be beneficial.

Try to vary your content on each platform. You could just reword it slightly and present it in a slightly different way. Or, if you schedule your content, what about rotating it so that it goes onto different platforms at different times throughout the month.

However, if you're making an announcement then, of course, send it out on every platform at the same time - it would be unfair to your audience not to!



We hope you have enjoyed this eBook and it has provided you with a few hints and tips on creating and publishing your content. It was created by Claire Taylor of Raspberry Flamingo Copywritng & Content Marketing. Claire is a Direct Response Copywriter and Content Marketing Specialist. She can be reached by [email](#), on [Facebook](#) or [Linkedin](#).