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should be doing it, but what exactly is content marketing? In a nutshell, it's a marketing paradigm that opts for providing something of value as a method of showing audiences why they might want to choose your services rather than telling them to do so. The benefits to your accounting firm are well worth taking the plunge. Content marketing helps you:

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Everyone's talking about it and most accounting firm owners have a sense they should be doing it, but what exactly is content marketing? In a nutshell, it's a marketing paradigm that opts for **providing something of value** as a method of

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to discuss a topic of interest to the listening audience is content marketing. Buying radio air time to advertise your firm isn't.

Before you get started you'll need to define your process and goals so you know where you're going. Come up with clear parameters that hone in on your:

- Objective and purpose
- Integration with other marketing
- Audience
- Focus
- Creation Process
- Promotion
- Management
- Measurement
- Definition of success

## Why it's so popular

**Content marketing** is based on offering audiences something of value; they choose to participate because they're getting something out of the deal. Content marketing takes advantage of your unique position in your markets to generate valuable insight and advice on the issues your clients and prospects care about most. Try these tips for maximum effect:

- **Communicate your differentiators.** They create and define your unique market position.
- Value is in the eye of the reader, so think about the issues and challenges that weigh on your audience.
- Remember, you're the expert here. What do you know that your audience doesn't?

- Divide the work by encouraging managers and other staff to contribute (with a

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- o News alerts and Twitter searches
  - o Interesting blogs you read
  - o [Case studies](#)
  - o Industry publications
  - o Competitors you respect
  - o Partners, staff and referral sources
  - o Your clients! They're the very best source for ideas. Answer the questions you hear repeatedly and you'll be offering exactly what they want.
- Let your audience know about your content in as many ways as possible:
    - o [Your website](#)
    - o Page optimization
    - o Social media
    - o E-newsletters
    - o Links in your signature
    - o Guest posts on other blogs

## It's here to stay

Content marketing may be trendy but it's not a flash in the pan. By now [93% of B2B marketers reported using the strategy](#). It's safe to say that content marketing is here

to stay, so you might as well explore your options and let the strategy start to work

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