

## **Warning: Stalling on Content Creation Can Hurt Your Business**

There is no one size fits all strategy when it comes to content marketing.

But there are many effective methods which help to achieve its goals: to get more leads and paying customers.

According to the Harvard Business Review Analytics Services report "[The New Conversation: Taking Social Media from Talk to Action](#)," the 2,100 companies who participated in the survey **acknowledge and are convinced** of the positive growth social media channels can bring to their business.

### **Online content and sharing is now considered as an indispensable business tool.**

But the report also revealed nearly **two thirds** of those businesses are not using social media to its fullest or worse are stuck in the planning stages of content production and using social media.

### **They delay from taking action or don't take any action at all.**

When asked why, they gave the following reasons:

- they feel overwhelmed with the number of content to be produced
- they fear their content will not be fresh and stellar enough
- they fear they will run out of content ideas
- they don't want to commit to creating content, which admittedly takes time
- when they decide to get a writer, they can't find a qualified one
- on the other hand, if they don't get a writer, where can they source quality content
- they're unsure of how to measure the success of their content marketing strategy
- they lack the technical knowledge to produce the content
- they may also lack the technical knowledge to implement the processes
- which strategies to choose and how in the world can they manage all of those
- or they simply don't want to learn new technology

### **This action of not taking action brings in negative consequences and missed business opportunities.**

Technorati's 2013 Digital Influence Report revealed that most consumers now turn to blogs to make buying decisions. The survey results also showed that social shares were influential as well to consumer's purchasing choices. Technorati concluded:

Blogs were found to be the third-most influential digital resource (31%) when making overall purchases, only behind retail sites (56%) and brand sites (34%). In fact, blogs were found to be the fifth-most trustworthy source overall for information on the internet. YouTube, Facebook and Google+ are the most popular social properties for consumers.

These results clearly show the great influence online content have on consumers today.

And the truth is **there are countless resources available** which could make content creation easier, faster, and more manageable.

**If you are a business owner and you stall on creating content you risk being on the losing end.**

Without starting then consistently producing and marketing content you're passing up the chance to connect and engage with your target customers.

Without this connection, customers may not immediately see that your brand can be trusted or better, is the answer to their problems.

Without this influence, potential customers will not buy from you and you end up losing revenue.

**Customers continuously look for brands and businesses they can trust.**

So it's not too late for you or any other business to start an online presence.

It's not too late to start creating content which will solve your customer's concerns.

Yes, these online contents can be as simple as web pages, blog posts, instructional videos or podcasts to as complicated as ebooks, case studies, interviews, white papers and online courses. But all these present a chance for you to **reach out and brand yourself** as a reliable company - **one who understands and can be trusted.**

Now will you just sit, wallow, and wonder or will you take action today and create content for your customers?