



Content Marketing that Sells: 4 Content Strategies for the Telecom Agent

High-quality content marketing is one of the best ways for Telecom Agents to promote their company, products and services with minimal cost today. When done correctly, you can utilize unique content strategies as part of an overall internet marketing strategy to increase brand awareness, new customer relationships, lead generation, customer retention and referrals.

This unique content should represent your organization as a thought leader in the telecom industry, challenging industry standards and setting the stage for interaction between your organization and your readers. You can use this content to distribute among your website, blog, and social media networks in order to build relationships around your brand and drive leads.

There are four content strategies that can assist in your overall internet marketing strategy. They include:

- **White Papers and Webinars:** White papers and webinars are excellent ways to engage prospects. Here you can provide answers to common questions they might have and can position your company as the leader in your industry.
- **Case Studies:** Case studies are an opportunity for you to take the research and information from the white papers and webinars and pair them with actual real-life examples. Here you can illustrate how you identified a problem, solved it and how successful the results were.
- **Podcasts and Videos:** Podcasts and videos are a unique avenue to discuss current industry trends and market challenges. With little effort you can create a dynamic podcast or video that can reach a larger audience anytime from anywhere, while improving brand recognition and customer retention.
- **Newsletters:** E-newsletters are an effective way to get in front of your customers and prospects on a regular basis. One of the biggest benefits of e-newsletters is that they are interactive. You can embed links and drive viewers back to your website or other content outlets. With e-newsletters you can also test their effectiveness by tracking open and click through rates as well as increased subscribers.