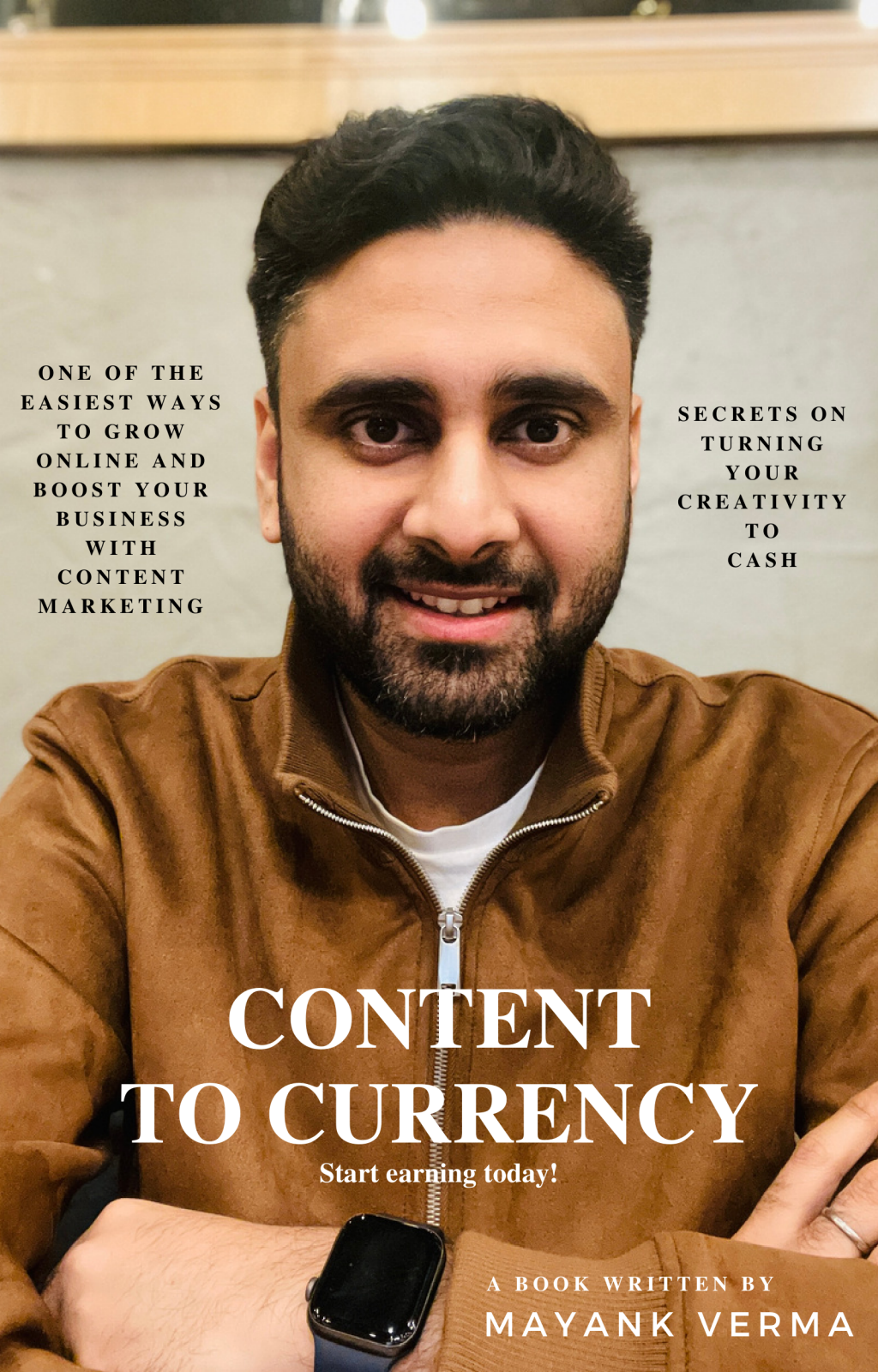




ONE OF THE
EASIEST WAYS
TO GROW
ONLINE AND
BOOST YOUR
BUSINESS
WITH
CONTENT
MARKETING

SECRETS ON
TURNING
YOUR
CREATIVITY
TO
CASH

CONTENT TO CURRENCY

Start earning today!

A BOOK WRITTEN BY
MAYANK VERMA

WHAT'S INSIDE?



In this comprehensive guide, I walk you through the intricacies of earning money online through your content, providing invaluable insights and actionable strategies. Discover the art of crafting compelling content that captivates your audience and converts readers into revenue.

Whether you're a seasoned content creator or just starting, 'Content Cashflow' is your go-to guide for navigating the dynamic world of online earning. Get ready to transform your creativity into cash and embark on a journey towards financial freedom in the digital age

Your future is a click away—earn it, own it, and let the online adventure begin!.

A stylized, handwritten signature in black ink, which appears to read 'Mayank'.

MAYANK VERMA

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Is No one reading your Blog post?



So you've decided to start a blog. Whether it's to spread a personal message, get readers to click on affiliate links, or make money from advertisers, blogging can be a rewarded digital sport.

But if you're like many bloggers, you've come to the frustrating realization that no one is reading your posts, and here is **5 reasons** why:

- 1 You're not writing about something people find helpful.** There are already a million blog posts out there on "different things to do in xxy place," so—for example—if you're writing a travel blog, you have to get more "niche" with it and provide some value. For example, "best places to find spicy food in Denver" is a much more specific post that carries some value for the readers who are putting that inquiry into Google.
- 2 You're not opening doors.** A big part of funnelling readers to your blog is about building a network of back-links, which are essentially hyperlinks to your site on other people's blogs or websites. A good way to do this is just to network and do guest posts for people on their blogs, with the stipulation that you can put some links to your site on there.



3 You're not building relationships. You need to have a contact button or form on your website, and harvest some emails. Alternatively, by blogging consistently and alerting social media connections of your new posts, you can draw some steady streams of traffic to your site. The overall idea is to get recurring readers. Not only will they increase your readership with their own eyes, but over time, if they like your content they'll share it with others.

4 Your site doesn't look good. If people hop on to your blog and find that it looks like the screen from Pac Man, they probably will bounce off the page in less than a minute—unless of course, your blog post is dedicated to Pac Man aficionados...then that would be cool. Your website needs to look professional, and the architecture needs to be clean and well designed (for mobile users as well).

5 You think you are Shakespeare. Don't try to get too literary with your posting, unless of course you're catering to a high-brow audience. Use shorter sentences, small paragraphs, and lots of pictures to punctuate your words, otherwise people will find your blog too exhausting to read. While SEO experts tout the benefits of long-form posts (over 2,000 words) you still have to balance that out with reader experience—and most readers can't tolerate more than half that word count.

Is your Social Media Strategy NOT working?

Social media is supposed to be the definitive content marketing channel solution, right? But many business owners are discovering it's easier said than done. Here are a few reasons your social media strategy is not working.



You're not advertising.

Yes, social media is free, whereas traditional advertising can cost lots of money. But even so, you have to realize that social media engagement with organic posting is inherently weak—people are overly bombarded by the items in their feed. With social media ads, you can target specific users and secure a noticeable spot in the feed, yielding more click-through action.



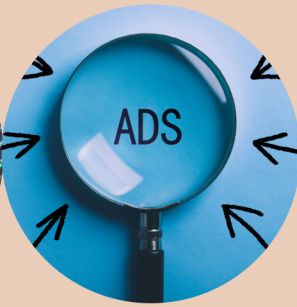
You're hacking too much.

Despite the seductive words of internet gurus and content marketing professionals, there is no get-rich-quick solution to social media content marketing. Building a solid presence takes time, patience, and quality material. You can try all the backend hacks you want, but the social media venues have watchdogs to monitor that activity. If they deem it shady, it will reduce the health score of your profile, making it harder for you to market.



You're not interacting.

It's called social media for a reason! Even monolithic mega-giants like Disney and Coca-Cola have social teams that interact with users making comments on their pages and forums. If you're going to build brand loyalty on a social media platform, you have to interact with your followers by commenting on their posts and pictures, and responding to their comments and likes.



4 You're not using data.

There are plenty of programs out there that can help you mine user data, which can help you better refine your target audience. This type of software can help you understand who interacts with your brand, and what demographics are potentially most interested in what you have to offer. Without leveraging that info, you're kind of just shooting in the dark.

5 You're not making good content.

From pictures to textual posts, what grabs attention on social media is good content. Learn about what will get eyes to stop and click on a link, and if you can't figure it out, employ someone who can.

6 You're doing all the work.

You heard it right...the best social media marketing comes about when other people market your product or service. Your brand ambassadors can collectively reach out to a wider audience who is already in love with their posts and appreciates their unique style. Moreover, someone else touting your product or service gives it a seal of approval you just can't fake on your own.

Making a Content Strategy to Boost your Business

You may have heard that content is king in this digitally connected age. Here are 6 simple steps to get the ball rolling with some excellent content marketing in your business.



Define your goals.

You can't go anywhere without a goal. Set concrete goals for your marketing attempt, such as fortifying your connection with a particular audience or branching out to new ones.

With all the analytic tools available today, you can easily be able to monitor your progress as you move along.



Define your audience.

Who are you marketing your product or service to? If you don't have a clear vision about this, you'll be wasting your time and money trying to market to everyone—which is sort of like throwing pasta on the wall and hoping it sticks.

Instead, build a vision of your ideal crowd. Perhaps even make a storyboard about the "typical" person in this group to fill out your marketing attempts with genuine copy.



Define your style.

What exactly is your brand all about, and what's the accompanying style that best matches with your message?

If you bounce all over the place with your words and your appearance, you're going to make your audience confused and lose potential customers. Solidify the details about your appearance—everything from colour schemes to fonts to content topics.



Learn from the past.

Chances are, if you've been in business for a few years already, that you have some extant content out there already.

Take a look at what did well, and what bombed, and try to figure out why. Build on your success, and stay away from failure as you move forward.



Assemble the team.

If you're a one-man band, that's great, but once a business reaches a certain point, you'll need multiple people on the team.

One person could be blogging and incorporating SEO keywords, while another is interacting with the fan base on social media, and yet another is crafting and implementing Google ads.



Make a plan.

Set up checkpoints, goals, and deadlines. Use analytic software to track clicks and see what parts of the strategy are working. A plan is crucial for getting to your goals.

Make Social Media posts to get more engagement

Social Media is a great tool for content marketing, but there are some rules to the game. Check out these **10 suggestions** for effective posting that gets engagement.

1 Use a great visuals

The visual content is what will stop people from scrolling through the endless parade of their feed and checking out your post. If you don't have an image directly related to your business, use some stock imagery from a free site like Pixabay or Unsplash.

2 Write good copy

While the picture gets them to stop, the words get them to click. Use good grammar, flawless spelling, and appropriate punctuation with adequate spacing.

3 Don't be self centered

Don't promote your business and products directly every time. Post about topics in your industry, or repost items from other people to build your credibility and engagement with a wider audience.

4 Use hashtags

For the majority of social media sites, your post might as well be invisible if you're not using hashtags. Hashtags tell people what category your post falls into, and draws in more engagement from people checking out what's new in that topic.

5

Be brief

Don't make your posts too long, because readers will get weary and move on. Use synonyms for longer words and keep your sentences short. Remember that your audience is very distracted.

6

Post at key times

This varies by social media type, but your post will get in front of a large audience. You can do a quick Google search to see what days and times are best for the social media platforms you're using.

7

Involve the readers

Put engaging questions into your post that will elicit discussion and response. If people are building on the thread below you words, you know your post has been a success.

8

Be persistent

In today's socially connected world, it's not overkill to post, post, and post again. People may need to see something at least a dozen times before even clicking on it, so don't be afraid to keep trying, and don't give up.

9

Pros and cons of auto-posting

You may think that auto-posting saves you time and energy, but an organic effort fueled by the inspiration of the moment might yield better results.

10

Remember the audience

Different social media platforms are geared towards different users, so while you might be fine throwing up pictures of your weekend on Instagram, that tactic could backfire on LinkedIn.

Use Content Marketing Strategy as a Side Hustle

One of the best ways you can leverage the financial power of content marketing is not actually in the act of crafting content to market something you offer.

Rather, it's all about content marketing a good or service offered by other people and then sitting back while readers click on affiliate links and Google Ads.

That said, here are a few of the most lucrative topics to write about—and how much associated Google ads will pay you per user click.

Insurance: \$57 CPC. Insurance is the statistically the most lucrative. Car insurance, homeowner's insurance, business insurance... everybody needs insurance for something.

Gas & Electricity: \$54 CPC. This topic is strangely also a gold mine. You could write reviews of different suppliers, and helpful articles on how to save on your bills.

Mortgages: \$47 CPC. A home is the largest purchase most people will ever make, so banks and lenders are willing to spend some big bucks to beat out the competition.

Attorneys: \$47. There are plenty of ambulance-chasers out there today, and lawyers are coming out of the woodwork left and right. Capitalize on the legal craze by writing articles about topics like hiring a lawyer, small claims court, etc.

Loans: \$44 CPC. Whether it's to pay off credit cards, to buy a car, or go to school, lots of people need loans. Write articles about this topic and perhaps direct people toward their options.

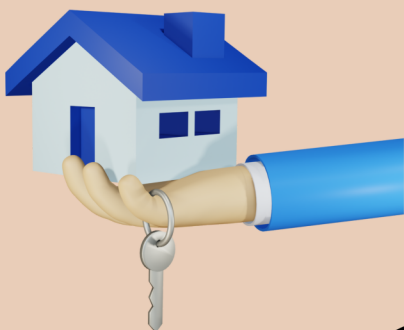
Donations: \$42 CPC. From starving kids in Africa to a local recreation centre, there are plenty of causes that need fundraising, and fundraisers shell out the bucks to advertise. Write articles about this topic, such as the power of giving.

Conference Call: \$42 CPC. This is something that all businesses need, and if you know anything about business expenditures, you know that companies toss money around more frequently than private individuals. Review different systems and write articles about phone etiquette.

Degree: \$40 CPC. Everybody (and their grandmother) is going back to school these days, and usually online. Capitalize on education and write some degree-related blogs.

Credit: \$38 CPC. Americans (and increasingly everyone else) love spending with plastic. Write reviews of the best cards, or articles on how to build credit.

Final word: The content marketing you're doing for these businesses doesn't have to be free. After you've built some traction on your site, you may as well start selling your content to the businesses you're writing about...it will prove to be an additional source of revenue, and if their Google ads are any indicator, they're willing to spend.



Gratitude for your commitment

Dear Esteemed Readers,

I am overwhelmed with gratitude for the precious gift of your time and attention you devoted to delving into the pages of my book. Your choice to explore the insights and strategies within the book is truly humbling.

Creating this work was a labor of passion, and your commitment to understanding the principles of content marketing warms my heart. I aimed to provide valuable knowledge, practical tips, and a roadmap to success in the dynamic world of content marketing.

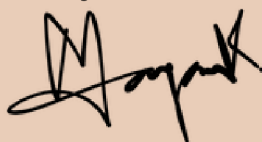
Your engagement in this journey signifies a shared dedication to learning and growth, and for that, I extend my deepest thanks. It's an honor to have you as part of this community of knowledge seekers and aspiring entrepreneurs.

As you navigate the realms of content marketing and wealth creation, remember that your time investment is the most valuable currency, and I appreciate you choosing to spend it on these pages. I hope the strategies unveiled prove instrumental in your endeavors, sparking creativity, and unlocking new possibilities.

Once again, thank you for being an integral part of this literary voyage. Your support is the driving force behind every word written.

With heartfelt appreciation,

Mayank Verma

A stylized, handwritten signature in black ink, appearing to read 'Mayank Verma'.