

# Why content matters, and how it can drive business success

 By [Tom Manners](#)

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Great content is no longer simply important to brand success; it's absolutely essential.

Without it, no company can survive. In the race to improve bottom lines, earn conversions or encourage foot traffic, reliable and useful information can mean the difference between success and failure. It's what urges the consumer to place their trust in a brand. It's what keeps customers engaged.

## Emphasis on content creation

Demand for fresh content has increased with the advent of corporate social engagement, online efforts and an increasingly digital media base. As clients, journalists and competitors begin to place more emphasis on the importance of unique brand collateral, so brands are allocating larger budgets to content creation.

Don't take my word for it. According to eMarketer spending on content marketing, [video marketing](#), and [social media content](#) creation will increase by 15.1% in 2013 to total \$118.4 billion. Although local statistics to this effect are not available, our experience thus far suggests that this strategy has resonated within South African boardrooms.

## Why, you ask?

Well thought out and authored content is trustworthy. It is memorable. In a world awash with advertising white noise, the nuggets that break through are unique, personal and engaging.

According to the Roper Public Affairs, 80 percent of business decision makers prefer to receive company information in a series of articles versus an advertisement. Seventy percent say content marketing makes them feel closer to the sponsoring company, while 60 percent say that company content helps them make better product decisions.

With that in mind, perhaps the time has come to really consider whom you empower to create content on behalf of your brand.

## The importance of content

Does your organisation have a team of dedicated experts driving content strategy and output that delivers tangible results,

or is the office intern responsible for writing blog posts, social media content, commissioning design elements such as infographics or unique video content that tells a story?

It's no longer a nicety to have or an afterthought. Content is critical. Content is key.

The sooner decision makers, marketers and communications executives realise this, the sooner they can begin to focus on driving brand equity, advocacy and ultimately sales by embracing this exciting new paradigm.

The content train has arrived - are you on board?

## ABOUT TOM MANNERS

Tom Manners is Managing Director of Clockwork Media.

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