**About the client:**

DEAR Systems is today one of the leading Saas brands in cloud inventory management.

Their system is an all-in-one supply chain management system, helping businesses (both retailers & manufacturers), effectively manage their sales channels, supply chain, and scale operations cost-efficiently.

In fact, their system has now become top-rated worldwide by major companies such as Quickbooks, Shopify, Capterra, Software Advice, Xero, and others.

However, this wasn't always the case.

**The challenge:**

When we first started working together (in 2017), DearSystems didn't even have a content strategy, no case studies, and no notable presence online.

DEAR Systems wanted to grow, and they wanted to do so graciously.

They wanted to communicate the key benefits of their solution in an efficient manner, all whilst growing their audiences, building authority, and reaching Google's first page results.

The goal was to do this in an organized and systematic/semi-automatic manner.

And this is where we came in.
We were hired to organize their content strategy, identify their brand tone, create & redact blogs, e-mail funnels, work on their case studies, optimize their landing pages for SEO, and create social media posts - *that's a lot.*

**We'll share with you valuable tips on how we did this to help DearSystems reach 1st-page rankings on Google.** We'll even show what kind of rankings & traffic DEAR Systems is getting today thanks to our collaboration.

***But if you're interested in similar services/results as to those we help achieve every time, feel free to contact us below. :)***

GET A FREE QUOTE

**The solution:**
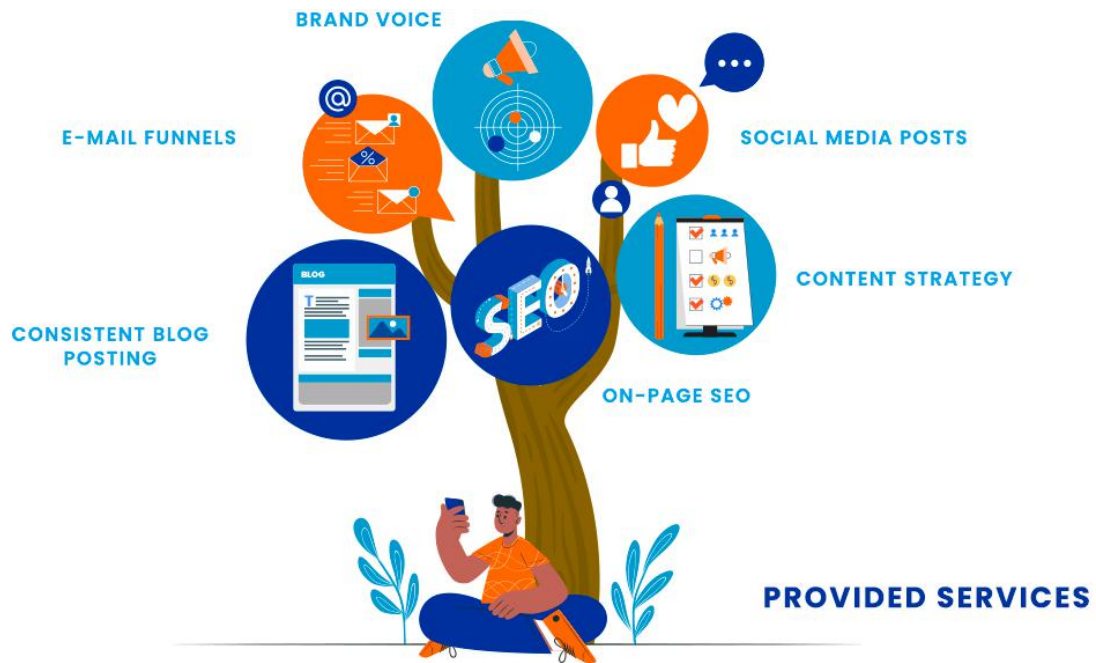


**On content strategy:**



Many businesses say that they "have" a content strategy, but when it comes to seeing it, it's mostly a few ideas here and there, a goal (maybe), some "hacks", and (maybe) a timeline/deadline to execute the tasks.

The reality is, however, that many marketers - and even CMOs - tend to underestimate the importance of a carefully planned and well-documented content strategy to help guide each content producer.

So here are a **few tips/essential components** that you'll need for a **successful content strategy** - *which eventually leads to a successful execution*:

- **Brand guidelines:** This is even more important if you have multiple employees or teams speaking on your behalf. This will help you stay with your brand tone and communicate with your target audiences eloquently.

- **Marketing objectives:** or KPIs, will help you keep each member in check with their responsibilities, as well as to measure and direct your efforts as you go along with your business' journey.

- **Customer persona(s):** This will help you better identify what types of content you'll need to produce, on which channels, as well as your offers and landing pages. This one is often skipped by many, but is super important to your foundations, and demands deep & careful research.

- **Data & market research**: In our case, this would mean things like keyword difficulties, search volumes, as well as the research behind each customer persona, this research can (and should) also be done via social media, forums, and others.

- **Customer journey map:** By identifying this one for each customer persona, you'll have better knowledge and better chances of converting people from strangers to highly loyal customers.

- **Content-market fit:** Think about it, in almost any industry, there are already plenty of competitors pushing tons of content out there. So ask yourself:
  - What can my content add to the conversation?
  - How would that content tie back to my brand, products, and value proposition for customers?
  - What content will customers care about?

  Once you've answered these, tie them back to each of your content domains, topics, and different media channels.

- **Assess your resources & capabilities:** Anybody can emulate a great content strategy - *well, not everybody.* But even then, a truly great content strategy is one that fits YOUR available resources; budget, efforts & available time. So make sure to be calculative on this one. Do you have the time & energy to do this on your own? Can you do this in-house or would you trust an experienced agency - just like Dear Systems did with us - on this?

- **Your process:** By this, we mean the actual tasks and deadlines at hand. It's important to have timelines for each task, but it's also important not to make your content too rigid. Every good content program requires an iterative process that lets your team focus on

the essential: authenticity/creativity, and translating it into efficient content. This is how you can produce a systematic and on-schedule content machine.

- **Analytics:** This will allow you to better understand your market's responses to your content. Which will guide you to better and better content as you go on with your work. Content marketing (and marketing in general), is an iterative process, and the better you track/analyze your work & results, the better it'll enhance with time. So make sure to:
    - Install tracking codes on your website (Google Analytics' is necessary)
    - Track the links that you share outside of your website
    - Track your backlinks with an appropriate tool
    - Track your social media posts with the suitable/respective tools for each of your channels.
    - Analyze your performances weekly.

**On brand voice:**
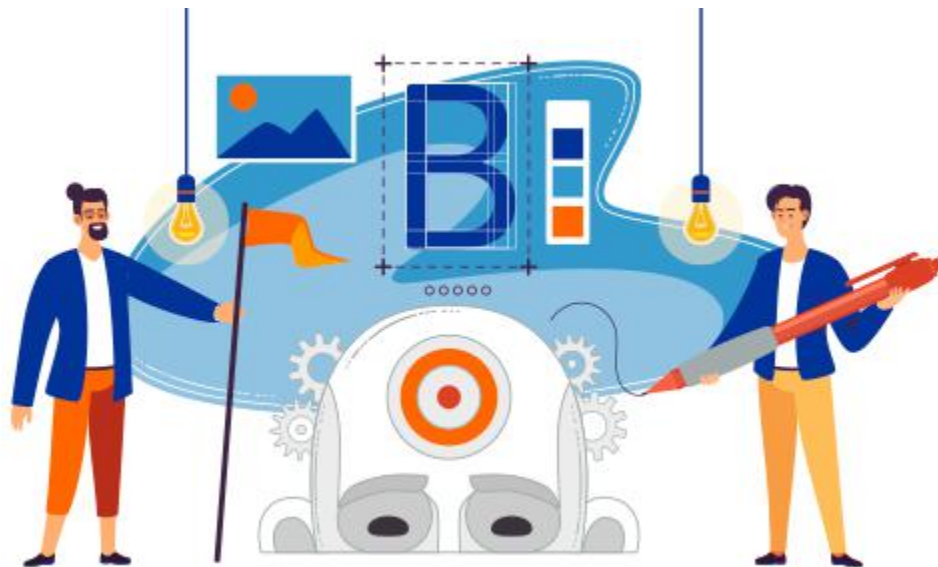


At WriterArmy, we make sure that our team always writes consistently with our clients' brand voice.

This ensures that their audiences will resonate with them, every single time.

*But what if I don't have a brand voice already in place, how can I build/identify my own?*
Don't worry, we've thought of you - and here's how  :)

- **Gather (or create) a representative sample of your content:** think videos, web pages, social media posts, blog posts, even comments, and lead magnets. This would help you stay in touch with your ideal style of content.

- **Create your DO words:** These are words that your brand stands for and that your audience would deeply resonate with or be attracted to. Once they hear them, they'd act like a buying trigger. For instance, in Dear Systems' case, these would be words like:
    - Cost-efficiency
    - Fewer logins
    - All-in-one
    - Scaling
    - Time-efficiency
    - Effective management
    - Growth features
    - Streamline
    - Smooth operations
    - Integration
    - Systemize

- **Create your DON'T words:** Similar to the previous one, this will also help your future customers identify themselves using your solution(s). Using this, you'll effectively create a "camp" or "tribe" that people (your ideal customers) would love to be part of. As humans, we love to feel that we're part of a group. For instance:
    - *"We're anti-numerous platforms usage for your supply chain management. Why would you chop your focus & data on so many tools while you can do everything under one platform?"*
    - Multiple logins
    - Expensive
    - Stagnation
    - Featureless
    - Bumby
    - Choppy
    - Unintelligent
    - Complexity
    - Disconnect
    - Disperse

    *The two selections above will provide you with a ready-to-use vocabulary for you and your team whenever you want to create something new.*

- **Create your brand voice chart:** Just like humans, brands can speak with different tones depending on their messaging. For instance, you wouldn't speak with the same tone if you're asking a question as to when you're saying something smart, nor will you speak with the same tone if you're proposing a solution or solving a problem. Hence, as a business, each type of messaging/voice tone should contain a few guidelines. For instance, DO use respected research sources when sounding smart, DON'T chime in without a new POV. And what would sounding smart be like? For instance, this is when you brag about your company's capabilities.

*This will help you (or whoever is responsible for producing content), stay on top of your brand's voice - hence conveying a presentable brand image, while deeply resonating with your prospects.*

**On social media posts:**



The subconscious reasons may differ from platform to platform, but in general, people are on their social media to have "fun" and "take a break" from their long days.

However, a good way to look at/create different types of content is under these 3 general categories:

- **Educate:** This is where you provide good value to your customers. You get to build trust and appreciation for your brand.

- **Entertain:** This is in general the content that performs best on most social media platforms, it could be storytelling, motivation, or even memes related to your industry. Because it performs best, this serves as an essential tool to reach & grow a larger audience, all while getting them familiar with you and having them associate a good feeling with your brand's name.

- **Execute:** This is where you attract/convert your target audience from prospect to customer. These could be offers, calls to action, lead magnets, etc.

*If you look at these closely, each of the types can tie back to different parts of the customer journey you've (hopefully) already drawn.*

**On blog posts:**



We write blog posts because they can get you on Google's first page results for your key prospects - whether they're on their first step of the customer journey or the last.

So when it comes to blogging, there are 3 main keys you should look for:

- **Your keywords:** It's important to be strategic about these, for instance, you can't go after some highly competitive/high volume keywords right away, against well-established competitors when you're just starting out. We believe that deep keyword research is one of the most important steps in SEO. You may want to go after long-tail & mid-tail keywords, and with enough research, you may even find some untapped keywords that could provide you with direct access to prospects in some interesting stages of their buying journey, without much "SEO effort".

- **Consistency:** This is important as well, Google likes to favor sites with consistent blogs because, well, it's a sign of consistent/serious business. Not to brag, but when working with WriterArmy you can expect to have a consistent blogging rhythm, and be on time - just as we did with Dear Systems throughout the years.

- **Building backlinks**: If done right, building backlinks can provide you with huge access to many targeted audiences. There's another school of thought that believes that blogging alone - consistently - and qualitatively can help you build backlinks naturally i.e other websites will start linking to you as a consequence of your quality content. We believe in both. In this case, we didn't get work on Dear Systems' backlinks, but the blogging alone seemed to have naturally attracted many backlinks, which boosted their.

*If you're not familiar with the term; backlinks are simply links from other websites to one of your own website's pages, they serve as a strong signal of your brand's popularity & authority, hence boosting your rankings.*
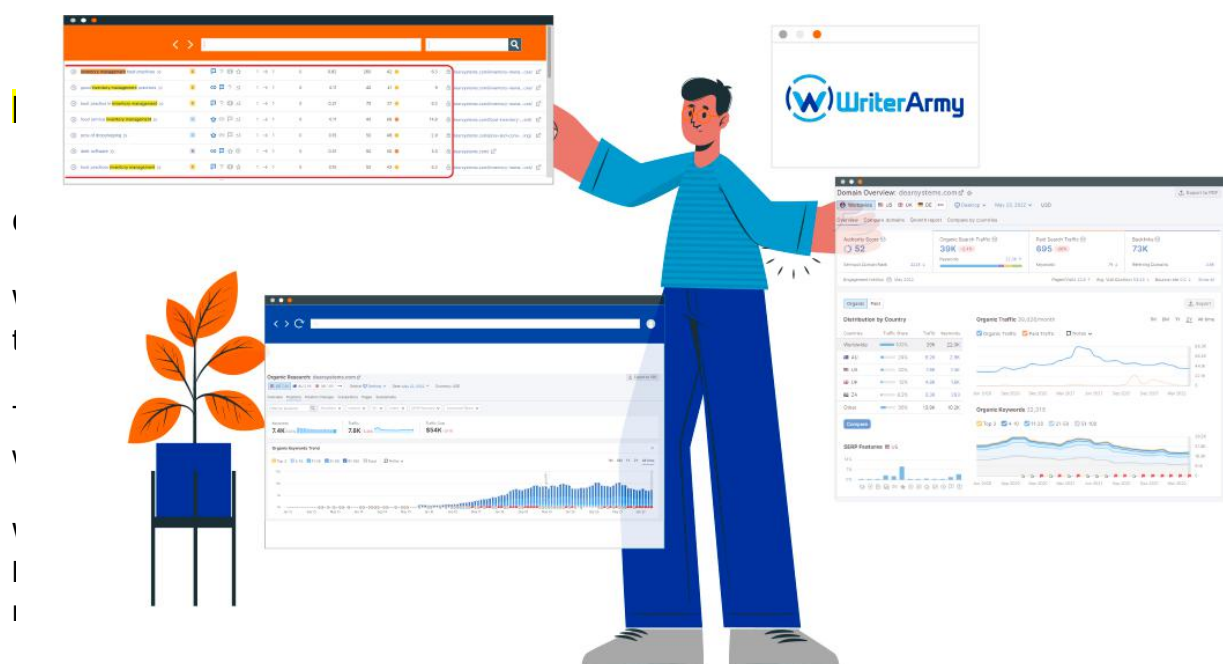
*So…*
*Would you like to see how all of this work impacted DEAR Systems' business?*

**Check out Dear System's rankings:**

[Images of most performing blog posts & rankings of DearSystems from SEMrush].

We started working with Dear Systems around 5 years ago, and to this day, many of their blog posts are still performing, boosting all of their other website's pages to rank even more.



We love to help businesses elegantly build their authority online.

***So if you too are interested in one - or many - of our expert services, you can contact us for a free quote.***

- ***To your success***