

PR & Content Marketing Strategy 101: Create A Foundation for Your Business Communications

Contact: Executive Editor, Strategy Lead Laura K. Cowan
734.834.2401 | laura@cronicle.press | www.cronicle.press

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What Is A Content Strategy?

A **content strategy** is a plan for **how your business will communicate useful information** that prospective customers are looking for. This may be based on the same value prop as your sales pitch, but your content strategy is not a pitch for your product or service but for **information** you provide.

How Is A Content Strategy Used? Anywhere You're Producing Content

PR & Media outreach: information and news targeted to your intended customers & colleagues

Blog content or media guest posts: industry and company news, trends, and concerns in your industry

Podcast: conversations with players in your industry space

White papers & reports: published information about work your company has pioneered



Content Marketing & PR Are Not A Sales Pitch

The logical thing many startup founders and small business owners do when creating a communications strategy is to pitch the value proposition of their business directly to customers and try to get media to boost their signal. The value should be obvious if you have a great business idea, right? But sales and content operate on different value propositions. Content strategy is based on the value of information.

Here's the question to ask yourself: Why should potential customers listen to me?

A Startup Sales Pitch

A sales pitch is a direct pitch for the value your product or service can bring a prospective customer. You might focus on competitive advantage, traction, and interest from early customers.

PR & Content Strategy Pitch

Content strategy is about figuring out how your company can communicate with your potential customers and prove you are a helpful community member so people find you as a solutions provider. Remember content strategy isn't just about what information people need, but proving you're the one they should trust to find that information.



Key Points For Developing a Content Strategy

Targeting

Research what information people search for when looking for a solution for the problem your company solves and who they are. Figure out where they're looking and then be there when they show up. Not just with a sales pitch. **With helpful information.**

Timing

When will a prospective client be looking for your company's solutions? When they're first signing up for new business software? When they're looking to grow their company? Be where they are looking when they are needing those solutions. Also think about the timing of your clients and their needs. Time press releases and blog posts for when they are relevant.

Tone

When you show up, you need to communicate in a way this particular audience understands. Does your industry speak in jargon or do customers hate it? Pay attention to how the industry communicates and who is successful at it to adjust the tone of your messaging.



How To Create A Content Strategy

What kind of content should you create? Content strategy is different for every company, because every company is solving a different problem in a different way for different customers. Here are some considerations to think about when developing a content strategy:

- Brand: tone of voice, brand image, logo, colors
- Target Audience: likes and dislikes, preferred mode of communication
- Location: regional or online preferred communication channels -- be where your audience is
- Credibility: what types of content can set you apart from competition in the value you bring?
- Teamwork: find partners who are working toward the same goal from different angles

Once you have some idea of whom you're trying to reach, where to find them, how they like to be communicated with, and why you are the credible source of the information they're looking for on a subject, you then create the solution to their problem. Good content strategy combines PR, content marketing, and other forms of business communications to create a holistic program of how your company communicates with customers. It can take some trial and error, but start early and keep at it.



Content Marketing Examples

4. Job opportunities

The Midwest is a great place to work remotely, and there are a growing number of local or Midwest-based [remote jobs](#) too, including at top startups. The culture of jobs and recruiting in the Midwest is changing as quickly as the availability of remote jobs.

With the rise of [successful startups across the Midwest](#), Midwest cities are growing into vibrant tech hubs. There's been a lot of job growth in the tech sector. While there may not be as many startups in the Midwest as the Bay Area, that gives talent an opportunity to shine and kick start their careers.



[Root Insurance](#), based in Columbus and hiring remotely

Read the full article on *Purpose Jobs*:

<https://www.purpose.jobs/blog/remote-workers-live-in-the-midwest>

Remote workers are choosing to live in the Midwest. Here's why.

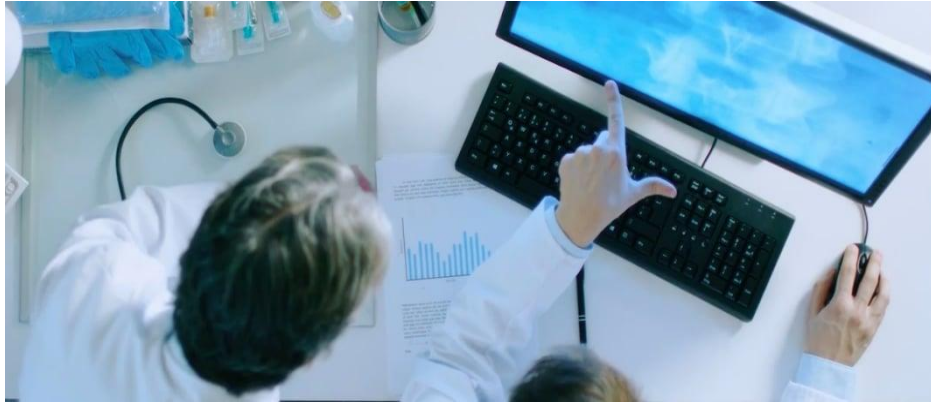
During the pandemic, many people who moved back with family moved to the Midwest, and if you did that's not bad news for your career. Out of the [best 15 U.S. cities](#) for launching your career, LinkedIn lists the top 9 as being in the Midwest. Forbes has listed Midwest city Columbus among its [top cities for remote workers](#), based on its low cost of living being 14% below the national average, 370 parks and many museums, walkable neighborhoods, and the fact that Livability ranks Columbus the #1 most "remote-ready" city in the U.S. Nerdwallet also names a few Midwest gems on their list of [best cities for remote working](#)— Cincinnati (#2), Pittsburgh (#3), Minneapolis (#5), St. Louis (#6), Cleveland (#7) all ranked in the top 10 based for their affordability, fast Wi-Fi speeds, access to coworking spaces and public libraries.

A New Anti-Inflammatory Treatment Could Aid Sickest COVID Patients

During lockdown, Asalyxa Bio's chief scientific officer Lola Eniola-Adefeso was one of the only people still working in Ann Arbor, where most work and scientific research was shut down to protect against the spread of COVID-19. Eniola-Adefeso was still working because she was one of a few scientists working on a treatment that could benefit the sickest COVID-19 patients, the ones who suffer from Acute Respiratory Distress Syndrome and cytokine storm. Eniola-Adefeso's employer, new Ann Arbor biotech startup Asalyxa Bio, recently announced seed funding for its neutrophil targeting drug delivery technology to advance to first in-human trials next year. The tech can be used to target certain cells to treat Acute Respiratory Distress Syndrome, including the variety found in COVID-19 patients....

Read the full article on *Cronicle Press*:

<https://cronicle.press/2020/10/15/a-new-anti-inflammatory-treatment-could-aid-sickest-covid-patients/>

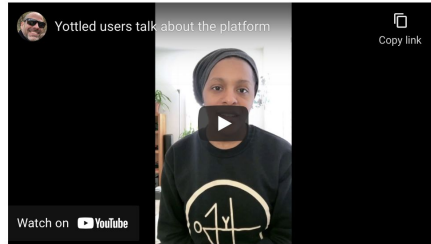


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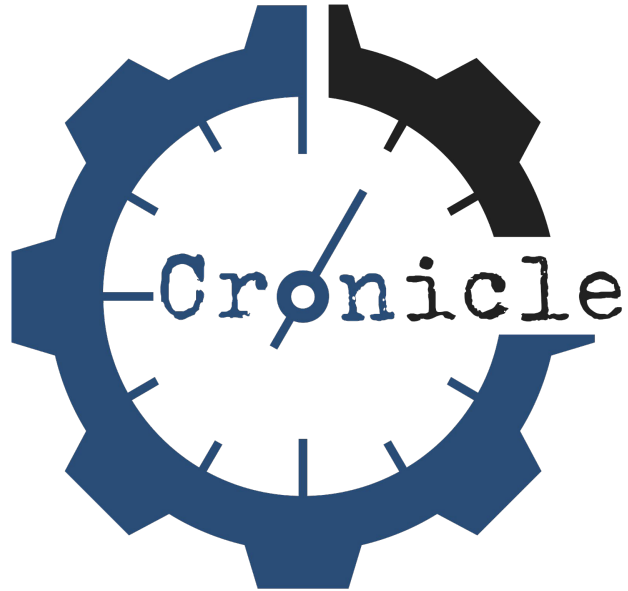
<https://yottled.com/case-studies/>

Yottled Case Studies:

AaDya Security

AaDya Security is a cybersecurity startup out of Detroit that democratizes security services for small business. Marketing director Melissa Smith says the company just started using Yottled for online sales seminars, and to conduct market research.

Yottled allowed AaDya to add extra features to their seminars and webinars that would be more than Zoom offers but not as cumbersome as Eventbrite. Yottled also integrates with Hubspot, so it has potential for startups that want to do more than host live events.



Please contact the editor Laura K. Cowan with any questions, and to let us know how we can support your effort to communicate with your customers in Midwest tech.

Contact Editor/Content Lead:
Laura K. Cowan

P: 734.834.2401

E: laura@cronicle.press

W: www.cronicle.press