

[bvresources.com/content](http://bvresources.com/content)



**Grow your  
practice with unique  
content that showcases  
your expertise.**

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**BVR**  
What It's Worth

# I want to grow my practice, but where do I begin?



## Content marketing saves the day...

You know the value of staying in touch with your clients and prospects, but where do you start and how do you find the time to create unique content to engage your audience and add value to their professional lives?

Content marketing, the creation and sharing of online materials such as blog posts, videos, and social media posts, has been gaining popularity in recent years. Why? Because consumers are now more than ever attracted to friendly brands that focus on relationship building.

### So how do you get started?

Let BVR help. Our **Content License subscription** provides unlimited access to a wealth of articles that you can use to launch and maintain an effective marketing program for your business.

## Benefits of a content marketing program

1. Content marketing generates 3x as many leads as outbound marketing and costs 62% less
2. Almost half of 18-49 year old people get their news and information online
3. Small businesses that blog get 126% more lead growth than small businesses that do not blog
4. Websites with content such as blogs have 434% more search engine indexed pages than those that don't

(Source: [contentmarketinginstitute.com](http://contentmarketinginstitute.com); [hootsuite.com](http://hootsuite.com))



## How can I use content to attract more clients?

### Blogging—Worth writing home about

According to the blogging platform Wordpress, in 2017 over 409 million people viewed more than 22.2 billion blog pages each month? And, active company blogs generated 67% more leads than websites without blogs!

Needless to say, one of the most beneficial aspects of blogging is the ability to drive traffic to your website. With unique content you can easily post to your blog periodically and start reaping the benefits of more web traffic and leads.

**Content marketing generates 3x as many leads and costs 62% less!**

### Time to get social...

If you're not taking advantage of social media for your business, you're missing out on a fast, inexpensive, and effective way to reach almost half the world's population.

Social media creates brand awareness, humanizes your business, and establishes your brand as a thought leader for information on topics related to your niche. By keeping your social media posts informative, with relevant and engaging content, your customers will always keep you top of mind.

### Other ways to incorporate content marketing...

- Create an articles page on your website to drive traffic
- Send an email newsletter to your clients
- Send regular email communciations with interesting articles to keep your clients informed of the latest news



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