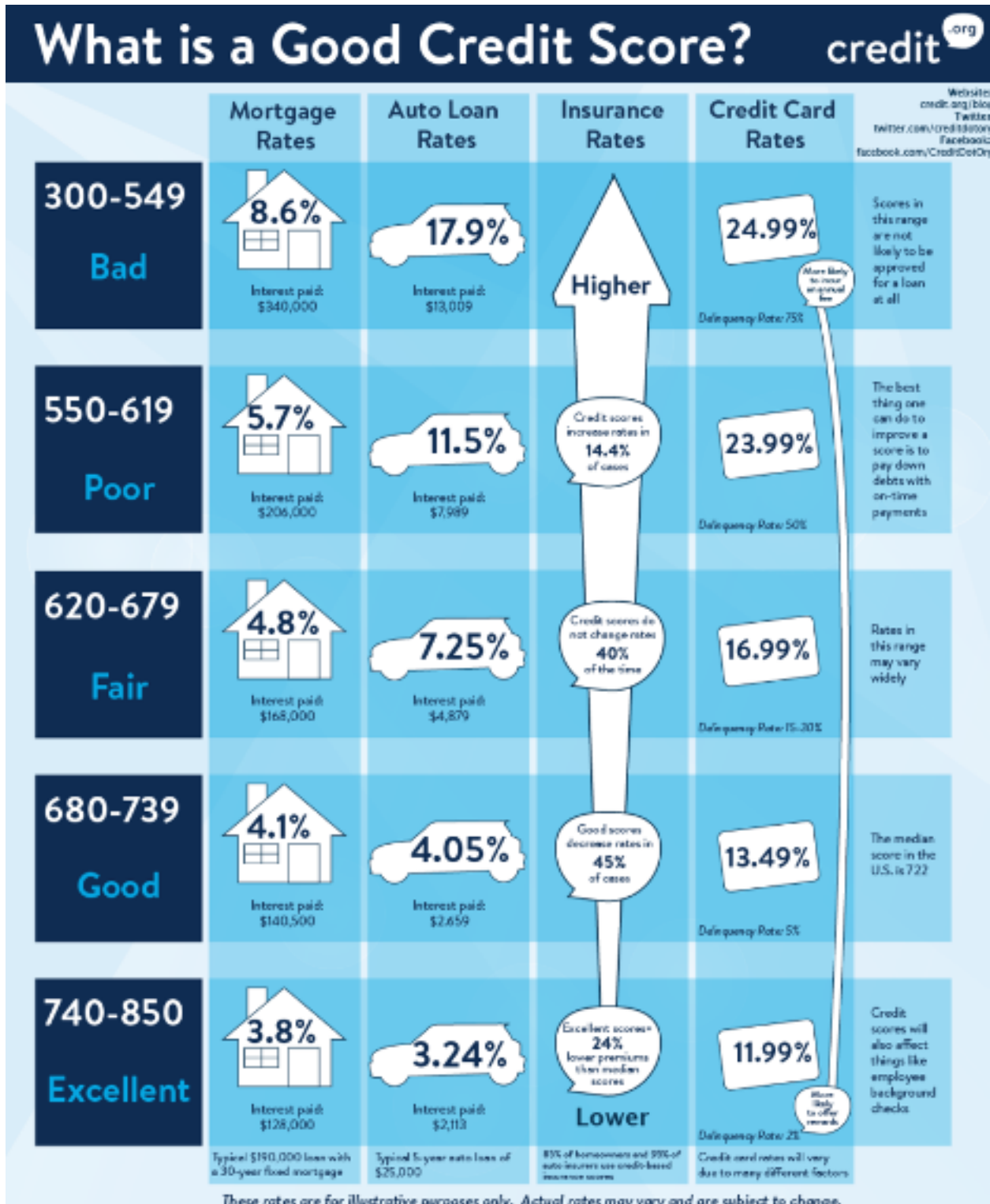


# VARCI MEDIA CONTENT WRITING SAMPLES

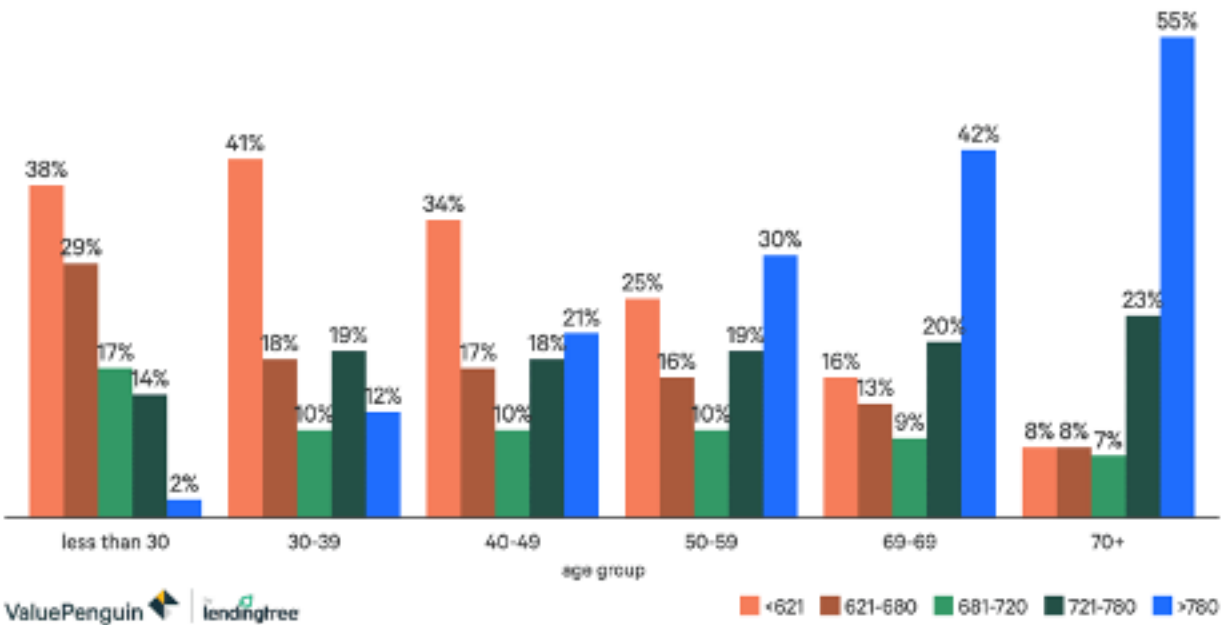
# CDC FEDERAL CREDIT UNION

## An Insider's Look to Working with Credit Rescue Companies

If you have poor credit, you certainly aren't alone. The [infographic](#) below shows what companies consider to be a good credit score. Unfortunately, many Americans today find that theirs fails to match up to a rating of good or excellent.



Credit score distribution by age



The [chart](#) above shows that poor credit scores are especially common in those under the age of 50. Yet, if your credit score is poor, you may have a difficult time keeping up with your expenses, and qualify for credit cards, or loans.

It's no wonder why so many people turn to credit rescue companies to improve their credit.

### What Is A Credit Rescue Company?

Credit rescue or credit repair companies review your credit report for a fee. They then address negative items with credit bureaus for you. While it may sound like an easy option, it may not be the best choice. In fact, it's surprisingly easy to do this independently.

This is why you should weigh the costs of paying a company versus doing it yourself.

### How Does a Credit Rescue Company Work?

A credit rescue company begins by asking for your credit report from the three main consumer credit bureaus. They then review those reports for any errors, such as those [outlined](#) below.



They also look for derogatory's. These include charge-offs, bankruptcies, and tax liens.

If there are any errors, a plan is developed. The company negotiates with your creditors and arranges for your creditors to remove those items from the report.

The credit rescue company might also suggest you apply for new accounts. This will help you to add more positive information to those reports. However, if you've struggled with credit before, opening new accounts might not be a good idea.

## The Cost of Using a Credit Rescue Company

How much you pay a credit rescue company depends on which one you choose. However, all must follow certain rules.

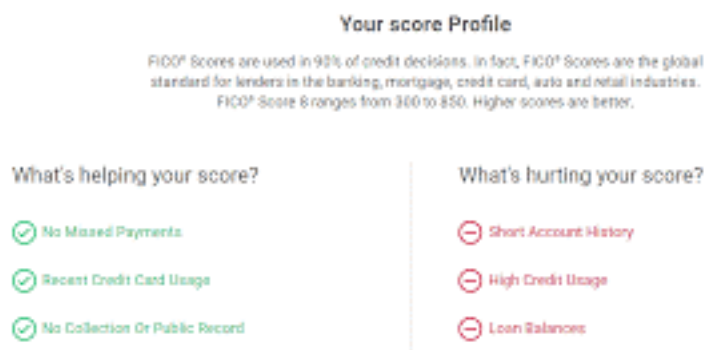
Some charge a one-off fee. Others charge for every derogatory mark they remove from your reports. And there are others that charge monthly fees. Some may also require you to pay a fee to access the credit reports or setup fees.

You should, therefore, think about the amount of work your credit reports will need. If you only have a few negative items, it may make more sense to do the job yourself. Simply apply the cost of the fees you would have paid, toward paying down your debts instead.

## Potential Issues with Credit Rescue Companies

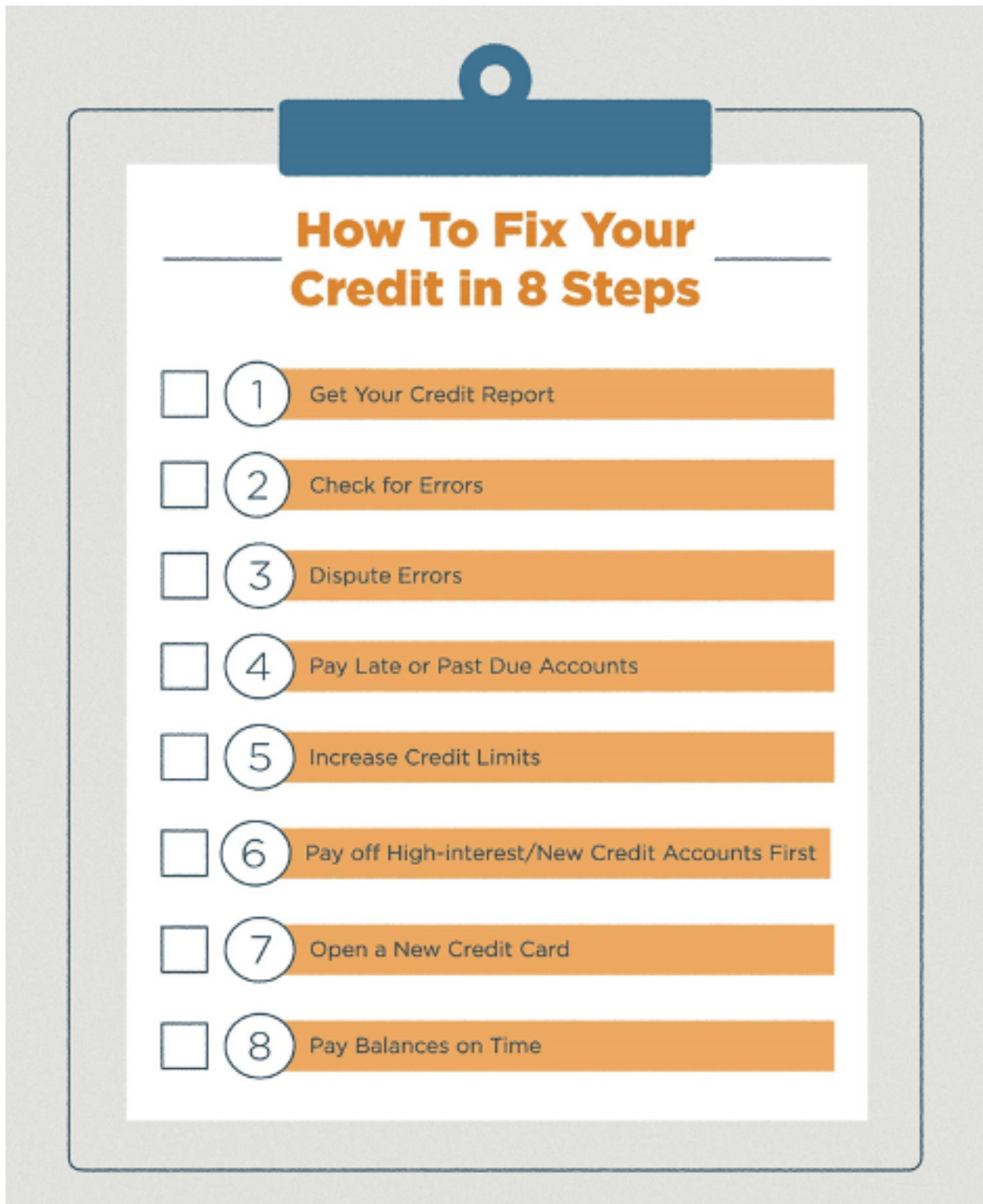
If you choose to use a credit rescue company, you need to be cautious. Not all companies are trustworthy and reputable. Even those that are may not offer suitable services for your situation. You can also save money by disputing incorrect information on your credit report yourself.

## How Can You Repair Your Credit Yourself?



The above [chart](#) shows the things that could be helping or hurting your credit score. There are several things you can do to improve your credit independently. These include:

- Reviewing your credit reports to spot errors
- Disputing any incorrect information yourself
- Taking steps toward building up your long-term credit



The above infographic shows some of the steps you can take to fix a poor credit score:

**Pay your bills on time** – Payment history represents the biggest impact on your credit score. Set up autopay on re-curring bills, such as car payments or loans. Change the due dates of payments with creditors to dates that you can spread out across the month. If you're struggling, be up-front with your creditors and ask about alternative payment options.

**Pay down your debts** – Don't use more than 30 percent of your cards' credit limits and prioritize paying down those balances. If necessary, take out a balance transfer credit card.

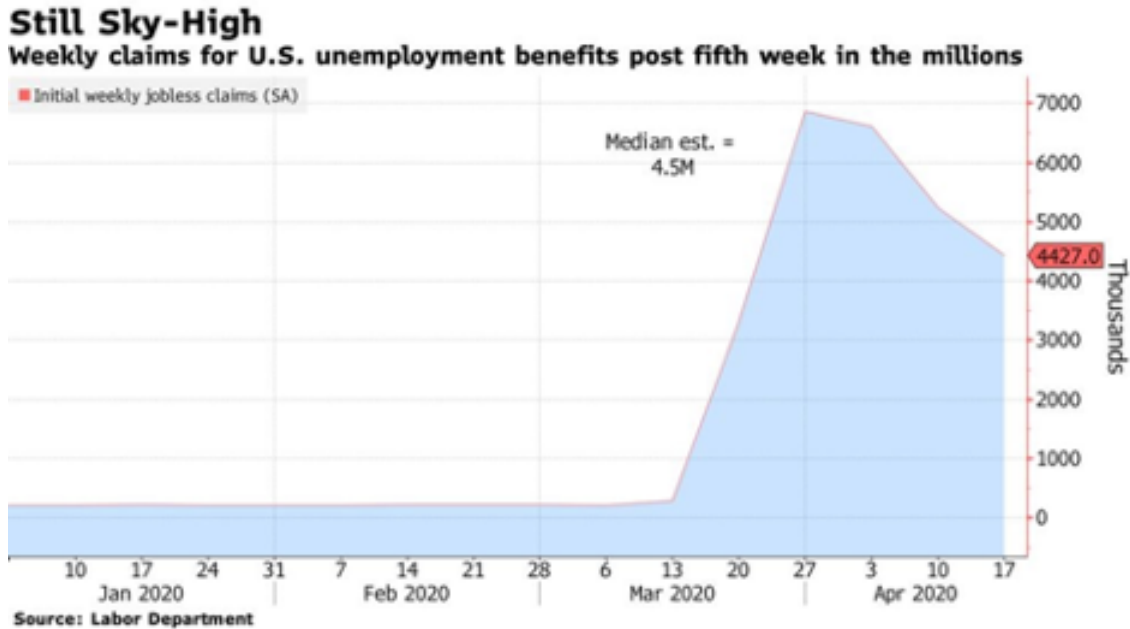
**Avoid any new hard inquiries** – Don't apply for any new credit sources. If you try to borrow money from several sources, you may look like a bigger credit risk.

## **Work On Your Own Behalf**

Although it can be time-consuming, it's often better to improve your credit score than to hire a company. After all, you can save money in the long-run.

## Out of Work and Out of Cash?

For anyone out of work, financial concerns are paramount. The [chart](#) below shows the high level of jobless claims in the first quarter of 2020. With an unemployment rate of around 20 percent, it isn't hard to see why so many people are struggling. Trying to find enough cash to pay for essentials is a challenge. It's no wonder, a substantial proportion of the population is looking for a solution to their money worries.



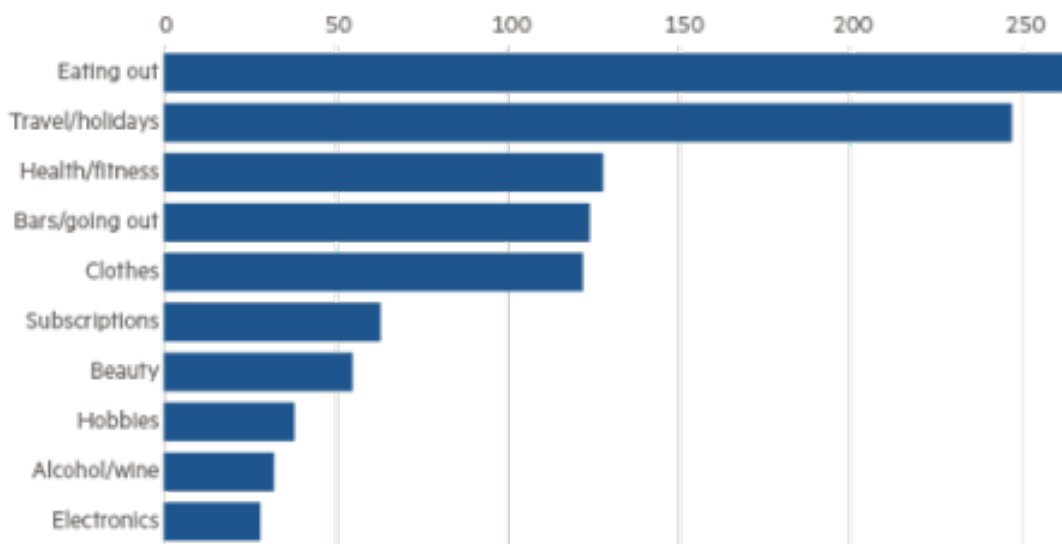
So, what are your options if you're out of a job and out of cash? Here, we offer you some expert advice about steps to take.



## Eliminating Unnecessary Expenses

### Millennial respondents spend disposable income on restaurants and travel

Response to 'What are the top three non-essentials that you spend your money on?'  
(number of respondents)



Source: FT survey of 457 millennial readers  
© FT

When you lack money because of unemployment, looking at how you spend your money is key. The chart above shows some of the nonessentials you may be spending money on.

Take stock of your situation. Draw up a list of everything you're currently spending money on. Identify which of those things are necessities and which are "wants." Then eliminate all the things you don't need.

## Prioritizing Remaining Expenses

If you don't have any savings, prioritizing your essentials when you're out of a job couldn't be more important. Housing and food should be top priorities. Then tackle your bills. Many organizations are happy to be flexible if they know you're struggling.

## Making Minimum Payments

If you're able to afford to make the minimum payments on your card balances, do it. Without making those payments, you'll owe more interest and fees. Not only that, but you may negatively affect your credit score.

If you're unable to make any payments, call your credit card company. Review your options with them. There may be solutions available to you that you can take advantage of.

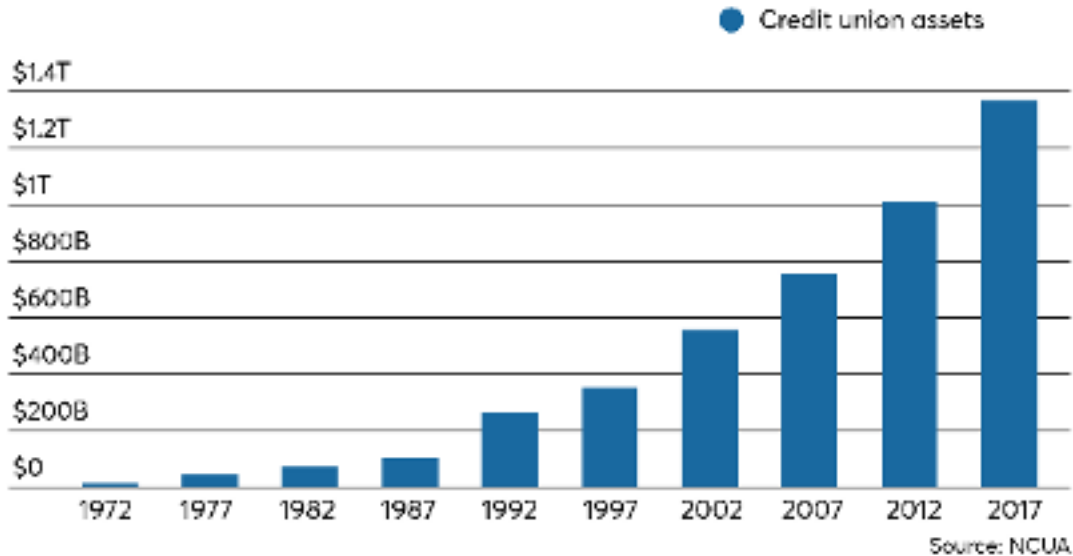
## Finding An Affordable Loan



## Finding An Affordable Loan

### Regulatory boost

The creation of the NCUA in 1970 led to new powers for credit unions, ushering in an era of unprecedented growth. Assets topped \$100 billion in the mid-1980s, crossed \$500 billion in the early 2000s and hit \$1 trillion in 2012



Credit unions have become more prevalent and popular than ever before in the United States over the last four decades. The above chart shows just how far credit unions have come since 1972. Yet, many people are still unaware that they can use this source of credit.

Credit unions are different from banks because they're member-owned cooperative institutions. Meanwhile, banks are for-profit, commercial enterprises. You aren't a customer of a credit union. You're a member. This means you're able to usually obtain higher rates on savings and borrow money more cheaply.

### Refinancing Your Home

If you refinance your existing mortgage, this may be an effective way to save on costs. Whether you want to reduce your monthly payments or pay off your debt more quickly, refinancing can help.

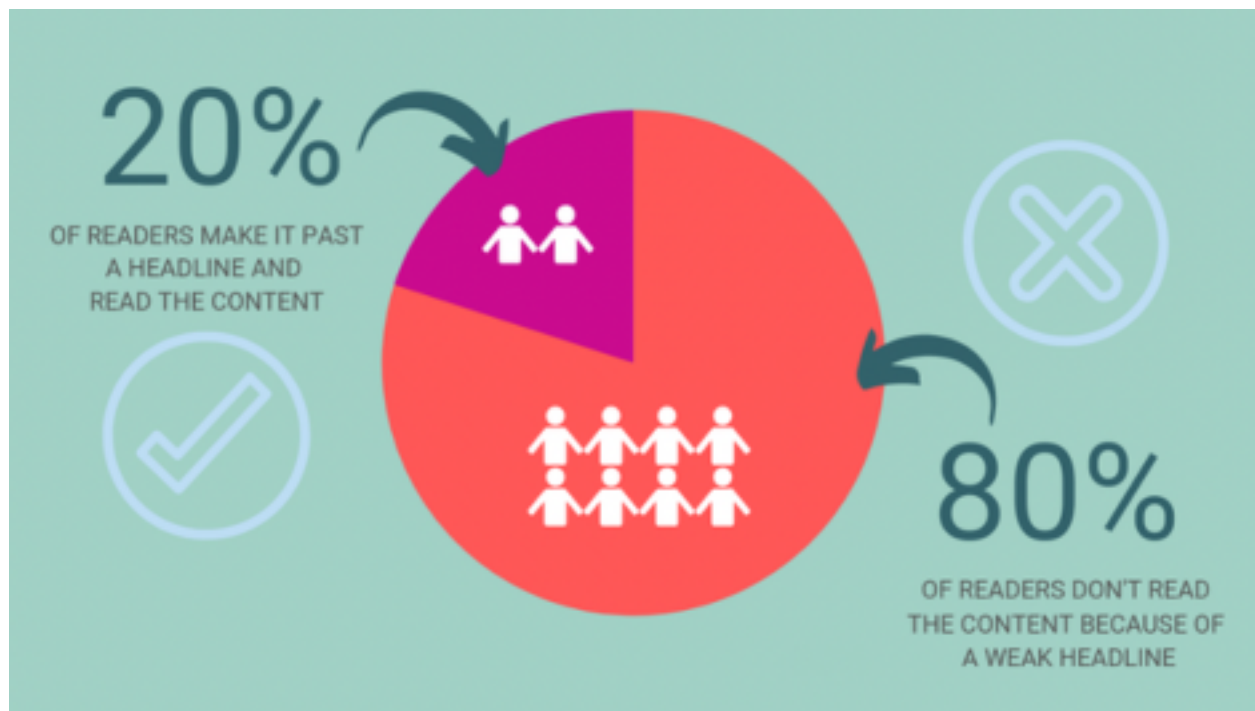
### Coping In A Financial Crisis

Losing your job can be a worrying time, especially when you have debts and bills to pay. However, it's always possible to get through a financial crisis. Your local credit union can help you. Contact CDC Federal Credit Union now to learn more about how we can assist you.

## 7 Headline Tips From the Pros

More financial institutions are writing blogs and social media posts than ever before. However, simply creating content isn't necessarily the key to your organization's success.

Your credit union may be creating amazing content. However, that doesn't mean a thing if there's no one clicking through and reading it. Strong headlines are the best way to attract people and encourage them to continue reading. This applies whether you're creating tweets or blog posts.



Eighty percent of people read headlines. Yet, only 20 percent of them will continue reading the remainder of the article or message. This means your headline could make the difference between the content being read or completely overlooked.

### The Role of The Headline

So, what is the purpose of a headline? Why is it so important?

Essentially, a headline's job is to make the initial contact with the potential reader. It's there to entice the reader to commit to reading the article. Once you have achieved this, it has done its work.

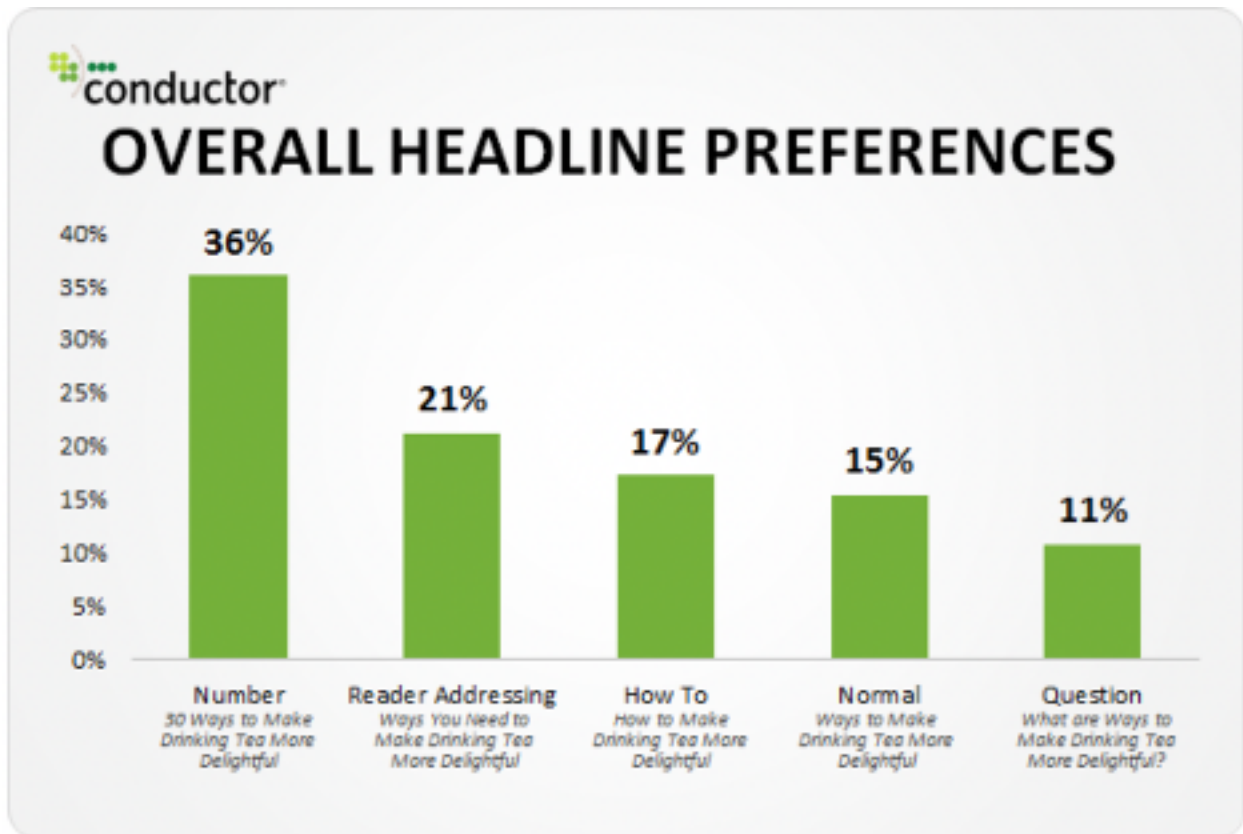
For blog posts, this means your headline has to persuade the reader to move onto the post's first sentence. Once he or she has, the content needs to be good enough to guarantee the reader stays engaged.

When you look at it like this, it's easy to see why writing good headlines is so vital. Evidence shows you can increase traffic by up to 500 percent just by changing the headline.

So, how is it possible to avoid creating dull headlines that lead to readers overlooking the whole article?

## 1. Using Numbers

It's impossible to overlook the importance of using numbers in your headlines. People share headlines with numbers more often than any other type.

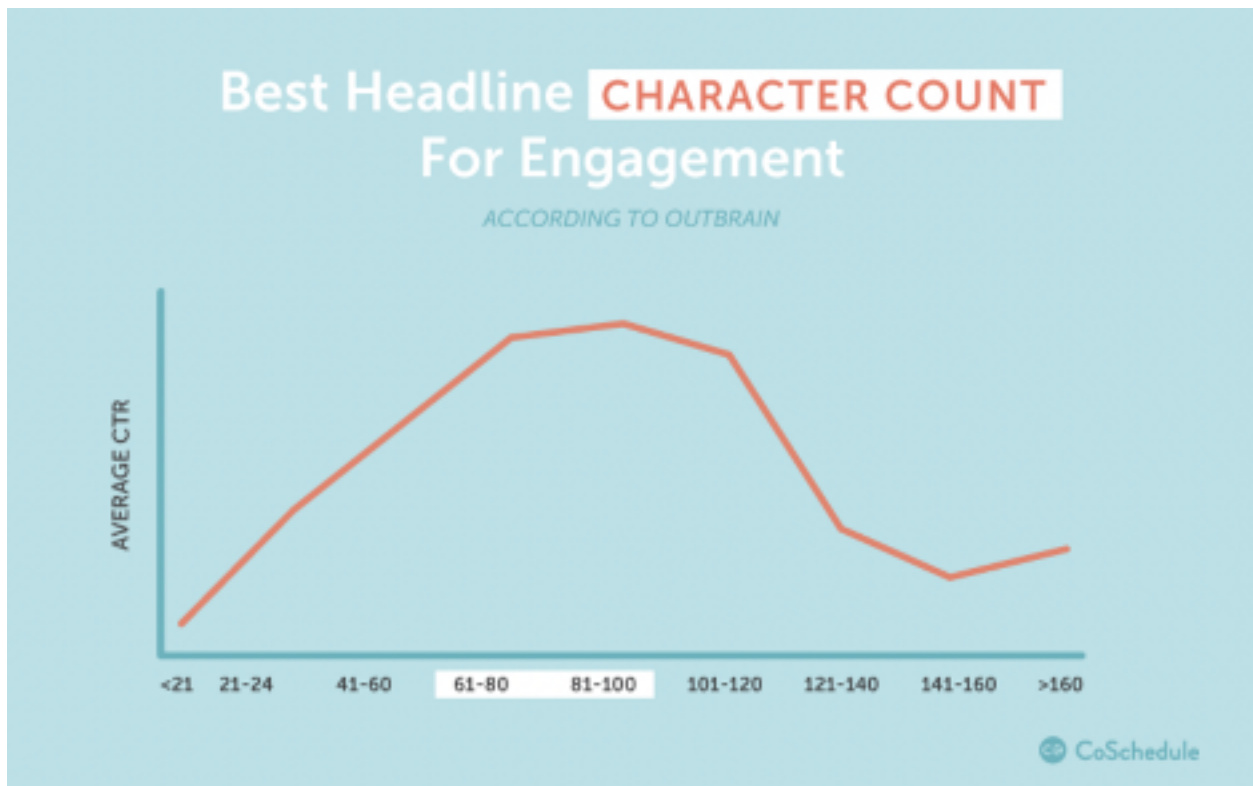


Why do number headlines work? They compel the reader to continue through the whole list. Take a look at the title of this article. You clicked on it so you could find out all seven tips!

## 2. Being Specific and Concise

More specific headlines perform better than vague ones. Telling readers how they can save on their loan repayments is one thing. Telling them how they can slash their repayment costs by 20 percent is a lot more compelling.

Headlines that are clear with minimal room for misunderstandings reduce the chance of readers giving up. Letting them know what to expect from the post guarantees they stay interested.



While we're talking about being specific, it's also important to be concise. The chart above shows that headlines with between 61 and 100 characters perform best. Harness the power of the short, punchy headline.

### 3. Using Amplifier Words to Their Best Advantage

Descriptive language pays dividends when you're writing headlines. Using amplifier words will boost your message's impact.

There are three main uses of amplifiers – to show precision, express certainty, and increase intensity. All are valuable when persuading readers to continue past your headline.

## 4. Asking Questions



The chart above shows that a question in a headline leads to more social shares. This is because questions allow the reader to resonate instantly with your subject matter.

Questions with obvious answers spark the reader's emotions. When you incorporate a rhetorical question into your headline that revolves around a pain point, readers are immediately more engaged. A strong tagline immediately after drives the point home. The reader knows he or she will get the solution they seek.

## 5. Using the Second-Person Point of View

When you use the second-person viewpoint, your readers feel as if you're speaking to them directly. Simply using words, such as "your" and "you," builds connections with readers. They feel as if you've created the post for them.

Compare these two headlines:

"Credit Unions Supply Car Loans for Families"

And

"Do You Need A Car Loan? Your Local Credit Union Could Be Your Solution!"

It's easy to see how the second title speaks directly to the reader. He or she feels as if you tailored the article specifically to their needs.

## 6. Making Promises to Your Readers

Making readers a promise can be very effective. You're essentially telling them what they can get when they click on your headline. However, you have to be careful if you use this technique.

If you set unrealistic expectations, readers can easily feel duped and misled. Include a benefit that the reader can enjoy after they click through to your content but avoid overselling.

There's no need to make guarantees in your headlines. Creating an aspirational title is a surprisingly clever way of sparking intrigue. When somebody reads your title, he or she will aspire to attain a similar goal. However, to find out how to do it, they will need to read the article.

Using this technique involves telling the reader what but not how. Leave a little mystery, so you persuade the reader to read on...

## 7. Creating Urgency

Whenever possible, try to create a feeling of urgency in your titles. This encourages readers to click through immediately rather than waiting.

The ultimate goal with a headline is to persuade readers to read the content immediately. If they don't click through instantly, they'll forget about it. Putting time restraints in the headline gives the impression of important and urgent information.

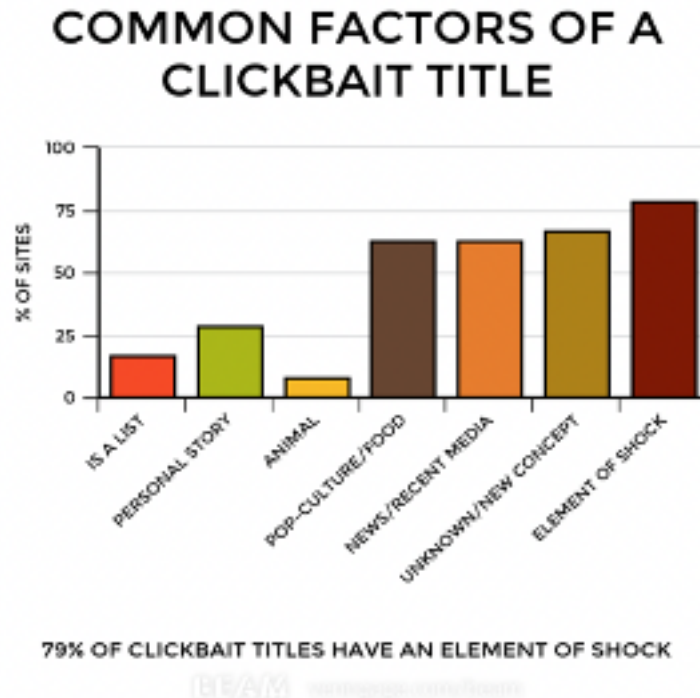
The retail industry has used this technique for years. We're all familiar with holiday deals and single-day sales. The feeling of urgency encourages people to act immediately. While blog posts are different from retail, the same concept applies.

A formula that works well in this respect is to give negative consequences if readers don't click through. For example:

"If You're Not Using Your Tax Return in These Five Smart Ways, You're Throwing Money Away!"  
You're telling the reader he or she is financially worse off if they don't read your article. It's a persuasive technique that works.

## What About Clickbait?

Some credit unions wonder if clickbait headlines are the solution when persuading readers to move past the headline. These titles are deliberately sensational to pull readers in.



In the world of marketing, clickbait headlines are a much-debated subject. While they can be effective, they frequently oversell content. After all, as you can see from the chart above, the primary component of a clickbait title is shock.

Should credit unions use them? Probably not is the brief answer. While the purpose of a headline is to engage the reader, they shouldn't mislead. The point is to offer reliable, trustworthy content that persuades readers that your organization is a leading authority. Inflated headlines that fail to deliver don't achieve the desired effect.

You can, however, employ some clickbait headline tactics to great effect in your titles. Creating intrigue is possible without any unnecessary headline buildup.

According to a [recent analyses](#), curiosity is a great draw for readers. This is because curiosity forms part of the brain's reward pathway. Humans seek out new information for the reward it brings. This is one reason why reader validation works – even if the information isn't new, the self-validation ignites the reward system.

There is also [research](#) to suggest the brain assigns extra dopamine to learning previously unknown information. All this suggests why inspiring reader curiosity is so important to creating the perfect headline.



## Tried and Tested Headline Formulas

It can be challenging to come up with effective headlines. If your credit union's content has less than inspiring titles, these are some tried-and-tested formulas to begin with:

- "Learn the Secret Of ..."
- "Who Else Needs ..."
- "This Proven Method Is Helping .... to ..."
- "What Everyone Needs to Know About ..."
- "Try This Fast Way of Solving ..."
- "Little Known Ways of ..."
- "Eliminate ... Forever"
- "Now You Can Enjoy ..."

These titles have all proven to be effective in a range of contexts. You can harness their power for your credit union's content. Look at these examples:

- "Learn the Secrets to Saving for a Down Payment"
- "Who Else Needs A Low-Cost Car Loan?"
- "This Proven Method Is Helping Families to Save Hundreds of Dollars"
- "What Everyone Needs to Know About Home Loans"
- "Try This Fast Way of Solving Your Debt Problem"
- "Little Known Ways of Contacting Your Credit Union"
- "Eliminate Being in The Red Forever"
- "Now You Can Enjoy Affordable Loan Repayments"

## Focusing on Effective Headlines

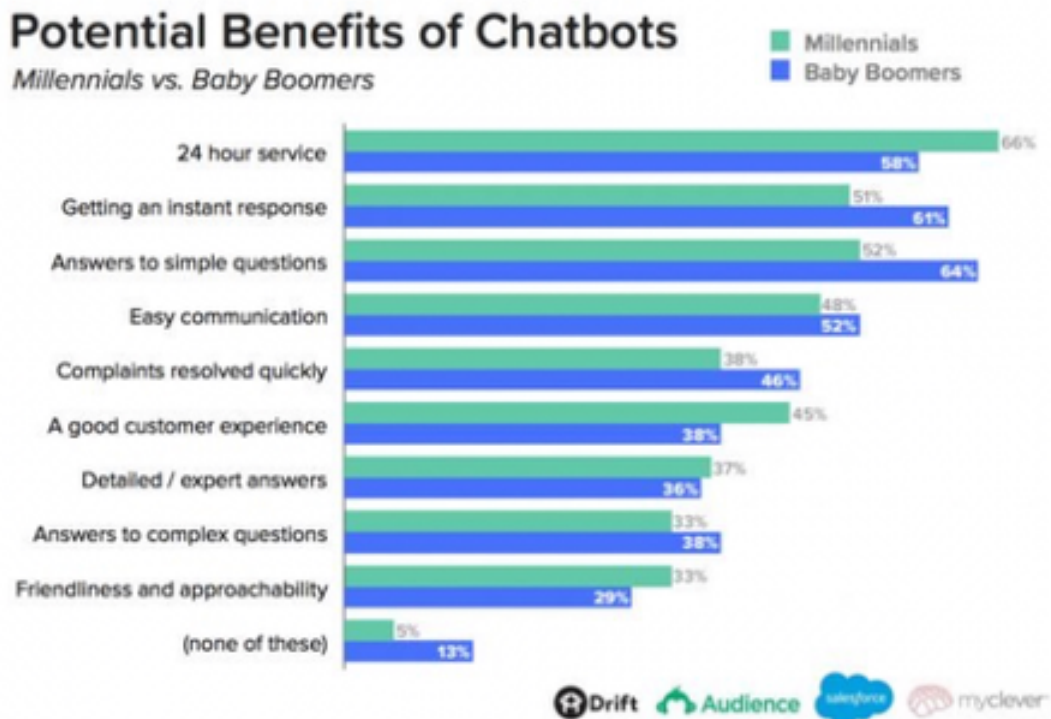
These are competitive times in the financial industry. Encouraging more readers to engage with your content and not just the headlines is vital.

One way to ensure more people are clicking through and sharing your blog posts is to create effective headlines. With these expert tips, you can begin to craft compelling and intriguing titles for your posts and articles.

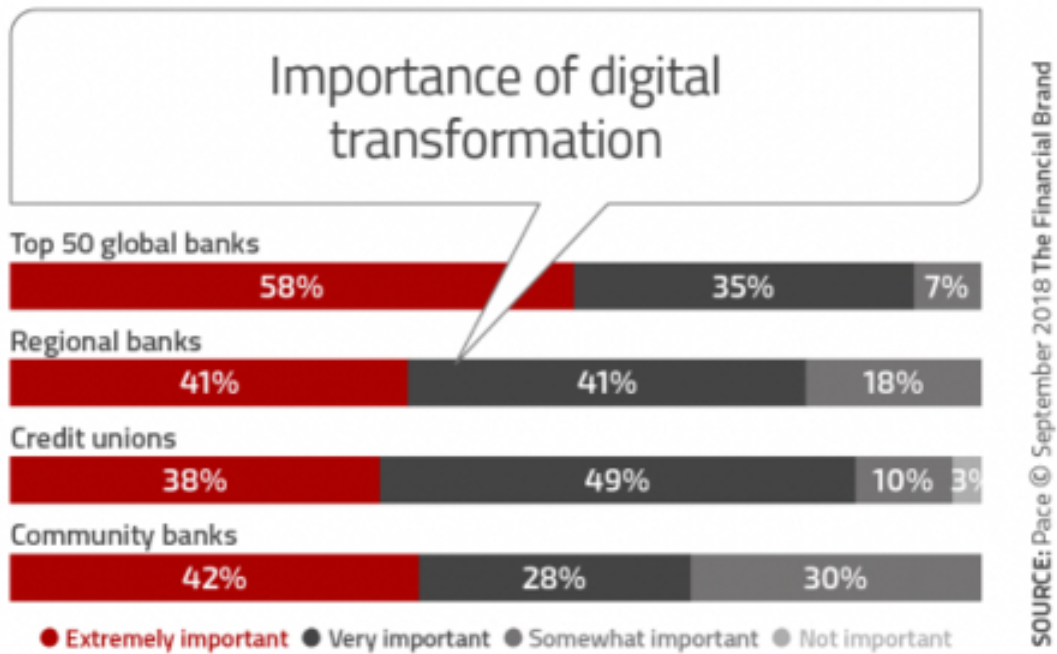
## Merging the Digital Experience with Human Interaction

There have been many improvements over the past few years in the customer service sector. Yet, while some of those positive changes are because of technological advances, we should not overlook the importance of human interaction.

According to [Sitel's 2018 Index Report](#), 70 percent of consumers still prefer human representatives to chatbots. The 2018 State of Chatbots Report showed 43 percent of survey respondents wanted to talk to a human. They didn't want to talk to a machine.



There are many positive reasons for credit unions to adopt an increasingly digitized experience. The chart below shows how important digitization is for all financial service providers.



To be truly successful, financial institutions need to use both human and digital channels. While digital streamlines processes and makes them simpler, they could end up isolating institutions from consumers.

Credit unions, therefore, must find the right balance for their members and provide both digital and human interactions. Ineffective human only experiences must not disrupt their journeys. However, it also can't be an isolated digitized experience that leaves users with questions instead of convenience.

## What Is Human Interaction?

It's important to recognize that human interaction doesn't need to be face-to-face. Consumers today want their problems solved without having to drive to a physical branch.

Online chat bots, e-mail, or telephone helplines are all convenient options that have a human touch. Yet, digitized self-service also makes sense. Users can achieve simple tasks without needing human assistance.

When it comes to the financial services industry, it's especially important to combine both experiences. When members need to choose the right financial product for them, they need extra human input.

So, how can credit unions add the human touch to the digital financial service experience?

### 1. Adding Chat Options to The Online Experience

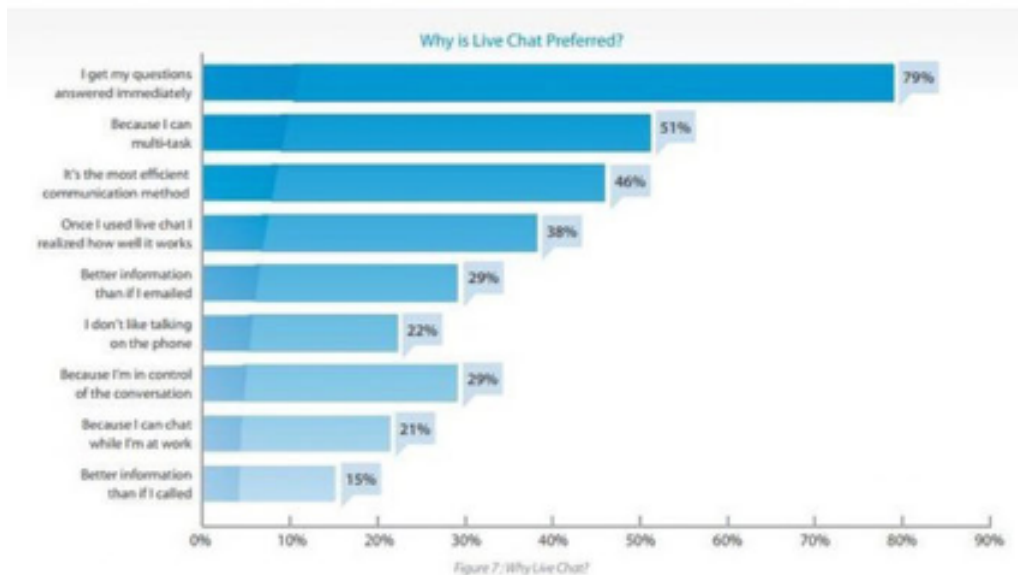
Self-service financial services are certainly here for the long-haul. However, credit unions can focus on offering members a fully personalized experience, too. For this to happen, a human touch should be there whenever consumers require one.

Consumers appreciate the convenience and speed of digitized and automated services when checking their balances or making payments.

Yet, if they experience a problem or have a complex question, they need the reassurance of a human representative.

One way to achieve this conveniently is to offer a human chat option within the online user experience. This could be a text-only chat function or even an online video chat with a representative.

This option reassures members and gives them the confidence that their user experience matters. They can have the peace of mind that comes with knowing that someone is reachable if they experience issues.



The above chart serves to show why live chat is still a preferred option for consumers. Financial service providers must tap into this preference and ensure that they offer it.

Even today's most cutting edge artificial intelligence cannot replace human interactions when it comes to resolving complex problems.

At least, not yet, it can't.

## 2. Offering Flexibility Between Human and Digital Options

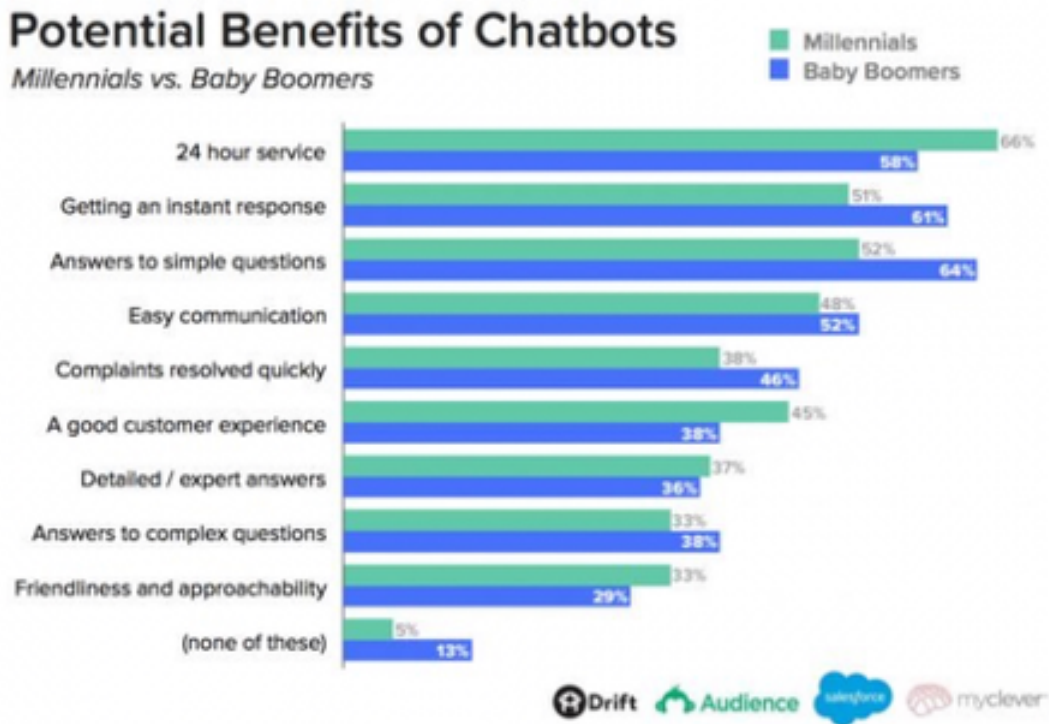
Members increasingly want control over how they complete transactions, and whichever method they choose, they want a seamless and simple experience.

They want more flexibility, too. They want the ability to shift between approaches and methods if necessary. One example of this in practice comes from TBC, an Eastern European Bank.

Rather than simply relying on an online/telephone approach, TBC decided to offer even more flexibility. Customers are able to begin a loan application on the telephone, then complete it at a kiosk or ATM.

This Omni-Channel engagement led to the bank receiving a [FICO Decisions award](#). It's clear that other organizations can learn from this flexible approach to offering financial services.

### 3. Leaving Simple Inquiries to Tech but Complex Ones to Humans



The chart above shows that one of the greatest benefits of chatbots is they can answer simple questions rapidly. When users need a fast response, or a basic question answered, technology is well-placed to handle it.

However, not all inquiries will fall into this bracket. Sometimes complex issues need to be discussed or some understanding and empathy are needed.

Digitization is perfect for handling questions, such as, “What’s my balance?” What happens if someone believes he or she has received an unfair charge or suspects fraud? In this instance, digitization is not the answer.

Individuals want a human operative to reassure them that the institution is looking into and resolving their problems. They cannot get the same level of reassurance from a chatbot or machine.

Having the right blend of well-balanced technology and human interaction is the best way forward for credit unions.

### 4. Funneling Through Digital Channels but with Human Monitoring

For some time now, the financial services industry has recognized social media as a vital communication channel. Yet, even on this digital platform, a human touch remains essential, all while funneled through digital channels.

Twitter and Facebook, can be excellent platforms to answer questions and resolve issues. But to use the true benefits, institutions must correctly harness their potential.

Companies need to constantly monitor social media accounts to make sure they're effectively and promptly resolving inquiries. It's also essential to remember that not everybody wants to deal with his or her credit union through social platforms. Offering customers several contact channels is the best way forward, so they can choose the most convenient one for them.

## 5. Call Centers Using Data Analytics to Provide Greater Personalization

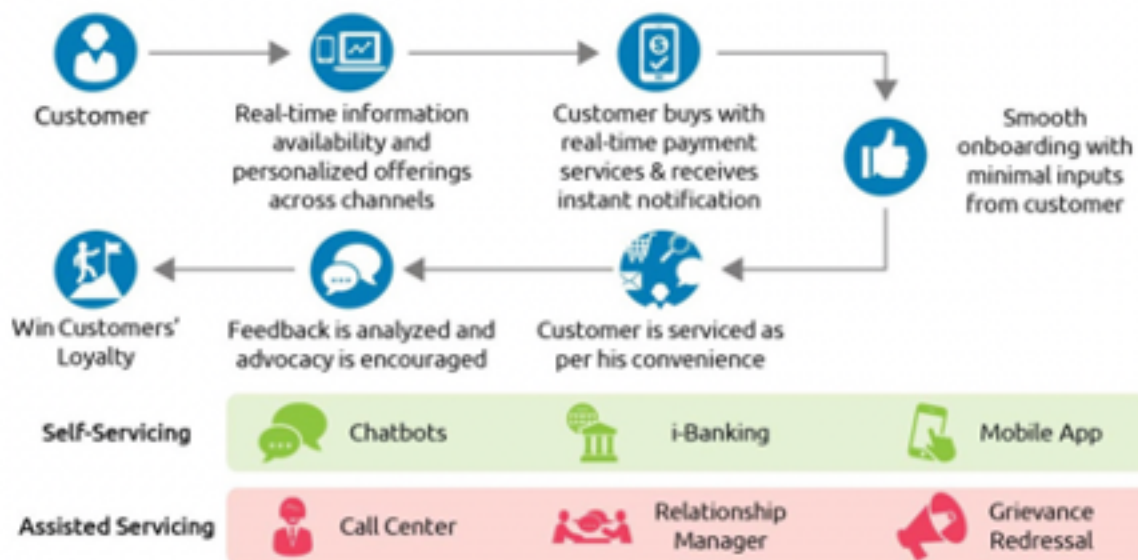
Call centers are a key customer contact point and allow for effective human interactions. Callers can immediately speak with a real person who can answer their questions personally.

While call centers are still essential for credit unions, they can be even better with elements of technology added in. Data analytics added to call center systems can improve the customer service experience exponentially.

For example, when a company employs technology well, it can direct callers to the best operative, based on chatbot responses. Data analytics programs can also give call center operatives personalized caller information. That way, they can better tailor services to them .

This allows for the callers and customer service team members to build a strong rapport. By employing the best of technology concurrently, a company can provide the perfect balance for optimal customer support.

## What Will Customer Communication with Financial Services Providers Look Like in The Future?



The flow chart above shows how technology in the financial services industry can prove to be highly beneficial. The latest developments bring savings in resources and costs, not to mention improved customer insights.



It couldn't be more important for financial services providers to remember the human touch is also indispensable. This is an aspect of customer care that is unlikely to change any time soon.

Human representatives offer a level of empathy and understanding that cutting-edge technology cannot give. Organizations that apply the right balance of both human interaction and digitization will be most successful.

Getting the balance right is a primary differentiator in the ever-evolving customer service landscape of today and tomorrow.

As consumers constantly demand more and want more personalized experiences, financial service providers need to step up to the plate.

Machines may have their place. But, sometimes, humans want to talk with other humans – and that's a fact!

## 9 Effective Ways to Turn Your Blog Readers into Paying Members

When you are running a credit union, it goes without saying that attracting more members to your brand is paramount. The chart below shows the top marketing challenges facing financial institutions today, and generating traffic is number one.

To this end, many banks and credit unions have recognized the importance of digital marketing.



Harnessing the power of social media platforms and creating a blog is now standard practice. But not all blogs are equal. So, how can you ensure your blog readers aren't just engaging with your material and then moving elsewhere? How can you turn those readers into paying customers?

Inbound traffic is invaluable to any financial institution. Potential customers find you when they carry out an online search because they've got a problem they need to solve. But you need to play your part in this equation.

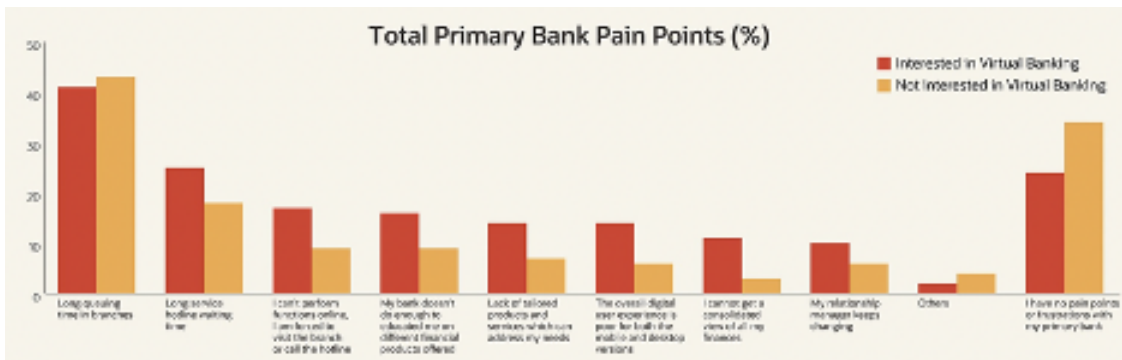
You can't expect readers to immediately become paying customers just because they have found your blog. They need to click on your post and get the answers they need. More than that, they also need to see you're an expert and have what they need to solve their issues.

To do this, it's important to know how to create highly converting blog posts. With this in mind, here are nine top tips to help you to maximize the potential of your institution's blog.

# 1. Understand Your Audience

The audience you are creating your blog for will dictate the style and topics that will drive conversions. Yet, institutions often create blog content to appeal in subject matter and language style to those running financial institutions. This will not appeal to your target audiences.

So, how do you choose the right subject matter for your blog so you can convert readers to customers? The key is to find out more about the pain points of your potential customers.



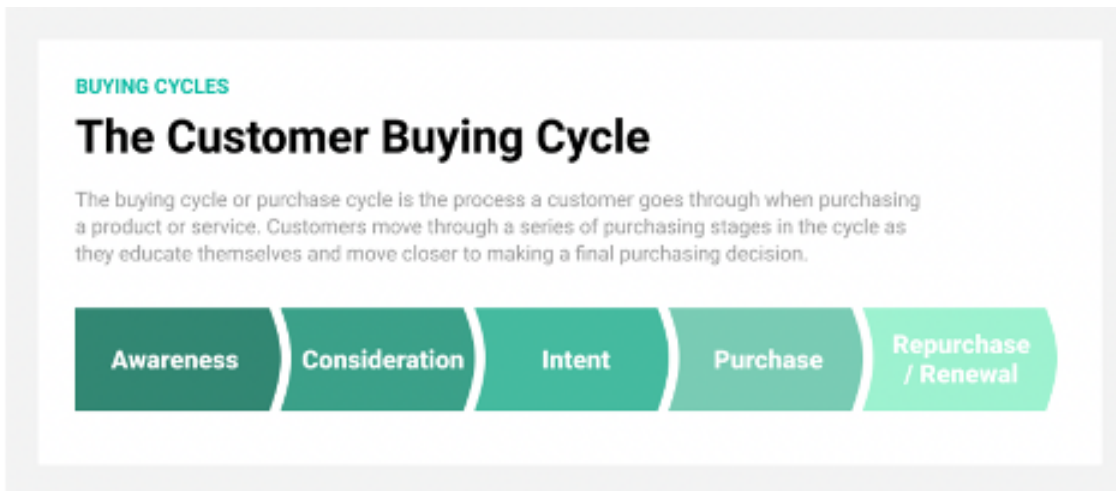
The [above chart](#) shows some research carried out into the pain points of banking customers. These would be a good place to begin when seeking blog content that would be valuable to readers.

Essentially, you want to know what potential customers need from your institution. How can you solve their problems and make a positive impact on them? To do this, it's important to thoroughly understand the kind of person who will act after reading your content. Creating a "buyer persona" would be perfect here.

Finding out a potential customer's age, marital status, gender, interests, and profession will give you some background to work with. Once you have these details, you can then begin to create appropriate content with the right tone.

Topics centered around potential customers' pain points will drive conversions since they're targeting readers who need solutions to their issues. This means they are already in the frame of mind to become customers.

## 2. Make Content that Fits into the Buying Cycle



Inevitably, customers progress through a buying cycle, as shown in the infographic above, before purchasing anything.

The first step is awareness. The customer knows he or she requires something, and is looking around for it. The customer then progresses to the consideration stage. At this point, they begin looking for a solution and carrying out some initial research. Once the customer has found something to resolve his or her problem, the customer moves into the intent stage. At this point, the customer just needs to choose where to go for the solution he or she has found. It is only at this point that the customer will make a purchase. The final step is deciding whether to renew or repurchase the product from the same provider.

When you want to convert readers to buyers, you need to target consumers in the consideration stage. You must give the answers and information your readers are seeking and create persuasive content that gives your audience confidence in your brand. This will progress them through the intent stage and into the purchasing step of the funnel.

How can you guide your readers appropriately?

Draft content that sparks interest in new readers and educates or entertains your audience. Also encourage your readers to come back for more in the future.

One final element that you must include is a request for readers to share their contact details. This allows you to carry on guiding them through your sales funnel with more targeted and personalized content. This content includes follow-up letters, case studies, white papers, and how-to guides.

Remember that content for the top of the sales funnel will cover a broad audience. Some may not yet have a clear need to make a purchase. If your content is too focused on selling, you could drive this audience out of the sales funnel.

Prioritize the creation of content that is valuable, compelling, and readable. This will spark the readers' interest, not scare them away.

## 3. Getting the Format Right

### 8 Formatting Best Practices to Follow

-  **Sentence Length**  
Aim for 25 words or less per sentence.
-  **Paragraph Length**  
Stick to three sentences or fewer per paragraph.
-  **Word Count**  
The best post length is however long it takes to make your point.
-  **Image Placement**  
Consider adding at least one image per 300 words.
-  **Flow of Information**  
Have a clear introduction, body, and conclusion.
-  **Links**  
Make links open in a new window so users aren't taken away from what they're trying to read.
-  **Usage of Header Tags**  
Use one H1 header for your headline, H2 tags for sub-headers, and H3 tags for points beneath sub-headers. Use header tags H4 through H6 sparingly.
-  **Form / Lead Magnet Placement**  
Make opt-in forms easy to find. They can either be placed in-line (aim for somewhere near the beginning or end) or using a (tasteful) pop-up.

CoSchedule

The infographic above shows there's a lot more to formatting a good blog post than meets the eye. Readers have a limited attention span. This means you will have to create your content to cater to readers who will only skim your posts. You need to draw their eyes toward the key sections.

Luckily, this is not too difficult if you follow certain rules:

- Write short paragraphs
- Use bullet points, numbered lists, and subheadings
- Use a font that they can easily read
- Use images to illustrate key points and break up the text

#### **4. Monetize on Readers' Emotions**

Most purchasing decisions consumers make are emotionally driven. While people start their buying cycles thinking logically, feelings will usually dictate their final decisions.

You can play on this when you're creating content to convert readers to buyers by:

- Using language to evoke positive emotions in the reader
- Building up a positive relationship with the readers
- Preempting the fears of your readers

#### **5. Reducing Distractions**

When you're creating a post to convert readers to buyers, choose your focus and stick with it. Focusing on just one point is always best. There should be few, if any diversions from that point whenever possible.

Think of your content as a road that is straight and singular. You need to avoid any connecting roads that lead to other destinations. Instead, line the road with key information to guide readers toward converting – the end of the journey.

If you ask a reader to do 10 different things in a blog post, he or she will probably do none. If posts include badges, multiple out-bound links, and social media widgets simultaneously, it is probably too much. All of these are CTAs (calls to action).

Create a layout that puts the reader's focus primarily on the content. Avoid sidebars, include relevant links to targeted pages on your website, and use clear banners on your home page. You need to be sure that your readers are 100 percent clear about which action they need to take.

#### **6. Add In Testimonials**

Written testimonials can boost conversions by up to 34 percent. So use them in your content. To achieve maximum impact, incorporate those testimonials into your story. Use quotes to give stories alternative voices. This makes what you are saying more legitimate. It also makes readers feel more confident about you.

Having testimonials in your content will prove your value and expertise in your field. Give your readers something to win over their loyalty. This is what you're creating content for. Eventually, readers start to feel loyal toward your brand. This makes them more likely to convert to buyers.

## 7. Creating Urgency

We have all purchased something at some point because there was just one item left on the shelf. This phenomenon is FOMO or Fear of Missing Out. This sales tool can be extremely effective.

When we believe we can only obtain something for a brief period, we're more driven to buy it. This applies even if we aren't sure it's what we want or need. Creating urgency can be a useful strategy when drafting content.

You can create urgency in blog posts by using language to invoke a feeling of immediacy. You can do this by incorporating data-backed relatable examples to show why customers need to buy your product now.

Writing with urgency is also key. You can begin your post in the normal way. However, as you near the conclusion, begin to use shorter sentences. Shorter paragraphs also help your audience to read more quickly. This increases urgency and, thus, increases the chance your readers will act.

Finally, incorporate some urgency into your calls to action. A bonus gift, a time-sensitive offer, or a simple suggestion.

## 8. Avoid Sounding Overly Promotional

Yes, the purpose of creating your content is to increase sales. But that goal shouldn't be obvious to readers. If you focus too much on selling, you could alienate potential customers and destroy your credibility.

Advice is largely the basis for ideal sales posts. Selling needs to be a major component in the post, but just in terms of impact, not space.

Consumers will only choose products and services from brands they trust. You gain trust by offering advice and information to reinforce your position as a leading industry authority. Once readers feel confident you know what you're talking about, they'll be more likely to convert.

You can't inspire confidence in your readers with a single blog post. Readers must return several times and realize they're getting value from your content before developing trust.

A persistent and consistent strategy will eventually work to grow your audience. It will also create long-term loyalty among your readership. In time, your readers will appreciate the steady presence you've created and will eventually become buyers.

## 9. Use Bold Calls To Action

It's important to recognize how essential calls to action are in your content. Converting any reader to a buyer will be virtually impossible if there are no clear CTAs. People can't read your mind – you'll need to tell them explicitly what they need to do.

CTAs do need to be implemented correctly. You'll need to get the balance right between pushiness and being too half-hearted.



Calls to action need to stand out but can't affect your content's readability. If you annoy customers, they won't convert.

If you're using CTA banners, make sure they're visible but aren't intrusive. Choose locations that are unobtrusive and natural, such as at the side of your content.

## **Creating the Ideal Blog Posts for Conversion**

Blog posts can be extremely effective in winning the attention of audiences with highly targeted content. Define your buyer personas, reader problems, and work with your audience's pain points.

Find out your audience's needs and interests as much as possible. This allows you to create powerful and effective content that will achieve the goal of conversion.

## Are You Marketing Your Content the Right Way or the Wrong Way?

In the last five to ten years, content marketing has become a very popular form of digital marketing across many industries. Part of the reason is it costs [62 percent less](#) than traditional marketing on average. It also generates three times as many leads.

However, even though content marketing has risen dramatically in popularity, many businesses do it wrong and see poor results.

Simply putting content on your website and leaving it there, hoping it will attract hordes of viewers is not the way. This is one of the single greatest mistakes businesses make when trying to do content marketing.

It takes much more than luck to make content marketing work well. Generic content on websites simply doesn't work anymore.

Content without marketing is dead! A lack of effective content marketing is why companies say traffic and lead generation is still their top marketing challenge.



Source: [ventureharbour.com](http://ventureharbour.com)

There are two ways to do content marketing, the right way, and the wrong way. Here is a breakdown of each.

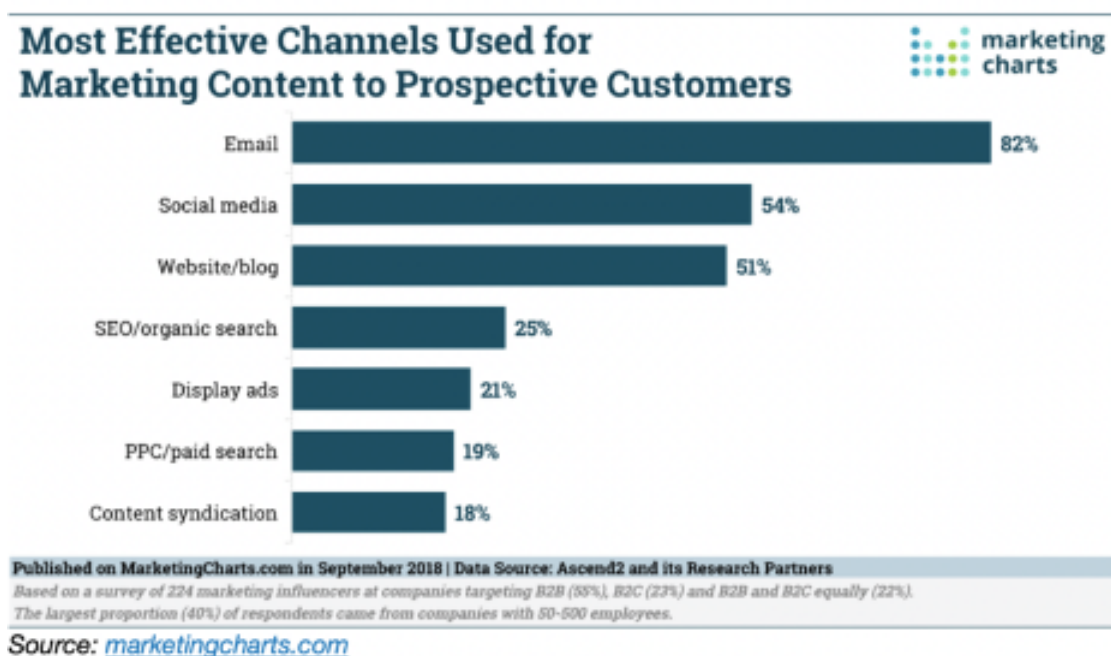
## The Right Way

The first principle of good content marketing is showing up where your customers are. This means you need to know which social media channels they are on the most. Once you know this information, you create a strong presence on these platforms.

Another key component is making sure your website content is answering questions that people are asking on Google. What keywords are your banking customers searching for?

MarketingProfs CCO Ann Handley [said](#), "Quality content means content that is packed with clear utility and is brimming with inspiration, and it has relentless empathy for the audience."

You need to ensure your content is answering questions and anticipating their needs. Your company needs to provide helpful, clean content at every key touchpoint for your customers. As you can see below, e-mail is the most effective marketing content channel for prospective buyers.



Consistency is also key. Your brand voice and style must be consistent across your website, social media accounts, e-mails, and other channels. Consistency is great because it helps to build trust, as well as helps to reinforce your brand identity. Consumers like brand consistency.

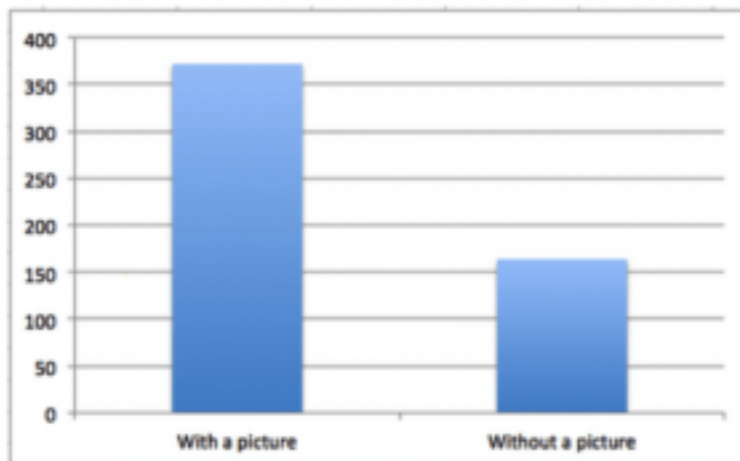
## The Wrong Way

One of the biggest mistakes many companies make when attempting to do content marketing is inconsistency when posting. They may speak in a different voice or a significantly different tone across their marketing channels. This could be highly irritating and confusing to consumers.

Posting irrelevant content is another key mistake companies often make. Generally speaking, consumers don't like to read content that's generic, irrelevant, or completely different from the content they were expecting. The content needs to hold their interest and draw their attention, not bore them.

Not adding pictures to posts is another mistake many businesses make when posting content on Facebook. Facebook posts with pictures create substantially higher engagement levels than posts without pictures.

Facebook posts with images see 2.3X more engagement than those without images. (Buzzsumo)

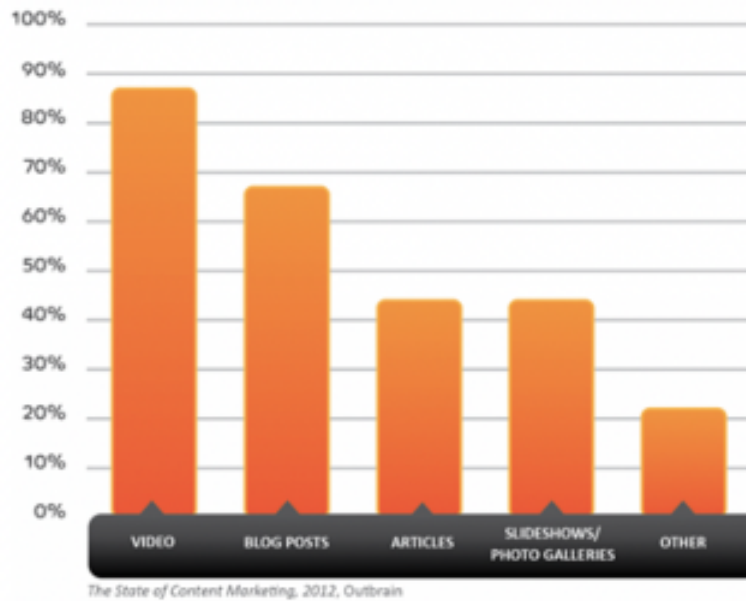


Source: [Buzzsumo.com](http://Buzzsumo.com)

Not recognizing where the companies' customers and potential customers hang out is also something many companies fail at, unfortunately. For example, many businesses will do things, such as focus on Facebook, when most of their customers hang out on Twitter. Advertising to the right channels is of paramount importance for getting content marketing right.

Not using video content in your marketing efforts can also be a big mistake. As you can see from the chart below, video content is extremely popular. So, if you don't already have videos in your content marketing strategy, you should include them.

### Popularity of Various Content Marketing Media



Source: [vabulous.com](http://vabulous.com)

Finally, the last mistake many banks and financial institutions make are the emails they send. Customers receive emails about your financial institution rather than what you can do for them. Solving customer problems and meeting their needs should always be the top priority of marketing emails.

### Conclusion

When a business does it correctly, content marketing is highly effective, cost-efficient, and tends to generate a strong return on investment. However, when done incorrectly, content marketing can be a huge waste of time and money.

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