

audience will recognize how much useful information they are getting for free and may wonder what else they might gain if they utilized your paid services.

Generate content that can be shared.

Sharing has a major role in content marketing. Come up with interesting, helpful and informative content that your audience will want to share with others. In-depth infographics, instructional videos and well-written articles will encourage your followers or website visitors to share them.

Make sure you include a share button for social media platforms like Twitter and Facebook and ask visitors to share your content with friends. This will expand your marketing messages to a much wider audience.

Ensure the content has value.

People are more likely to share valuable content within their circle than promotional information about your services and products. And remember, there is no rule that says content only needs to be in the form of articles or blog posts. In fact, experts in the field opine that visual content is being shared on social media much more frequently than plain text content. It does not require much effort to come up with a podcast, how-to video, webinar or infographic that highlights your expertise.

By keeping these tips in mind, and frequently posting interactive and regularly updated content, you'll be well on your way to increasing website traffic and your brand's engagement.

Naren Arulrajah is president and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education and the online reputations of veterinarians/practice owners. With a team of 180+ full-time marketers, ekwa.com helps practice owners who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.