

# Basics of Search Engine Optimization & Content Creation in CRM

**Lecture Title: Selecting the Right Content for SEO/CRM**



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# Selecting the Right Content for SEO/CRM

SEO-driven content can align with CRM (Customer Relationship Management) objectives through the synergy between attracting visitors through search engine optimisation and managing customer relationships for long-term business growth.

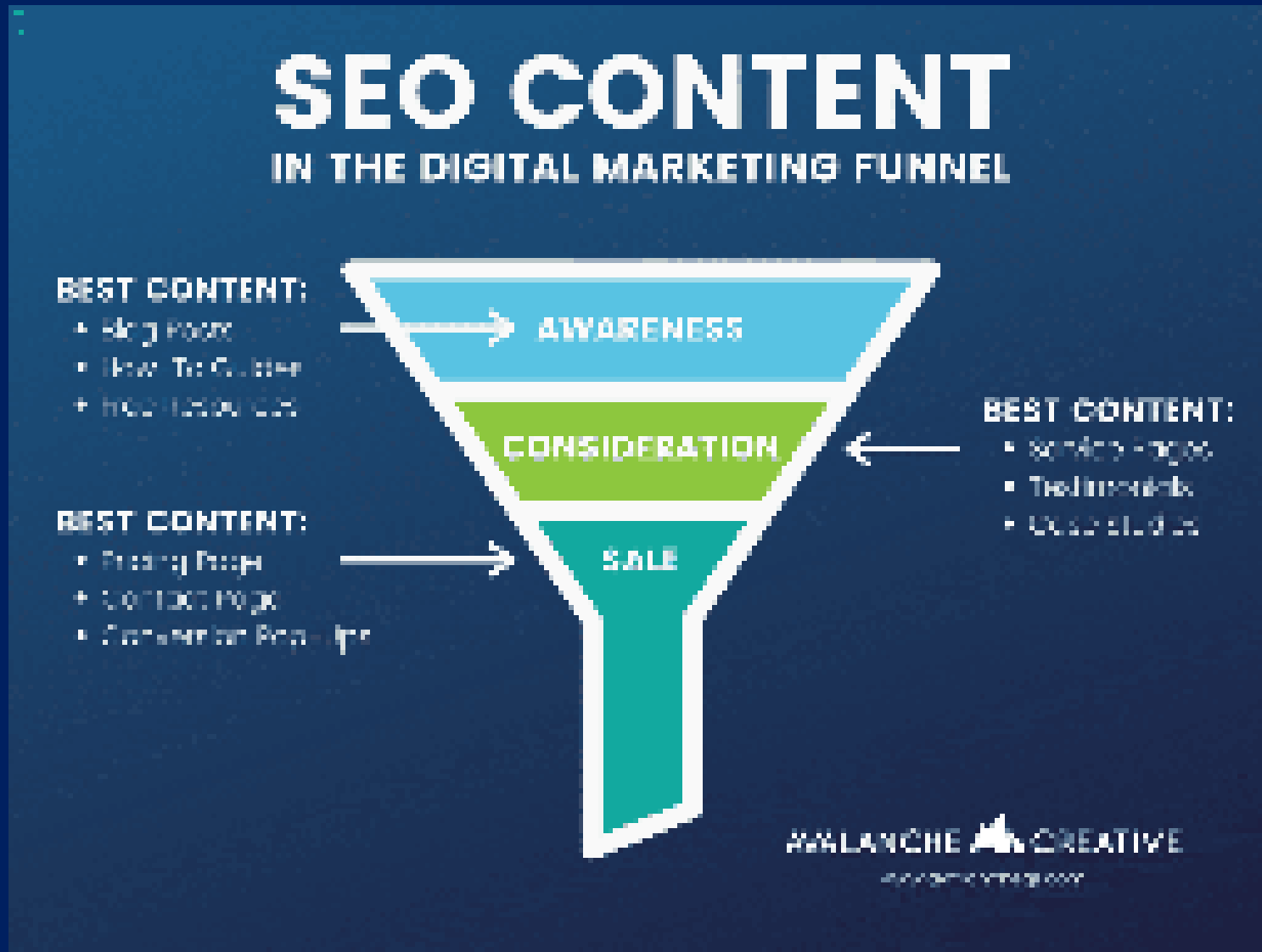


# Selecting the Right Content for SEO/CRM

The importance of SEO lies in its ability to drive targeted traffic to a website by ensuring that the site appears prominently for relevant search queries. This targeted approach increases the likelihood that the traffic is composed of users genuinely interested in the products, services, or information offered on the site, thereby improving the chances of conversion from visitor to customer, enhancing brand visibility, and contributing to the overall success of the business online.



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Customer Relationship Management (CRM) is a strategic approach that businesses use to manage interactions with current and potential customers.

By leveraging data analysis and technology, CRM systems compile customer data across different channels or points of contact between the customer and the company, which can include the company's website, telephone, live chat, direct mail, marketing materials, and social media.



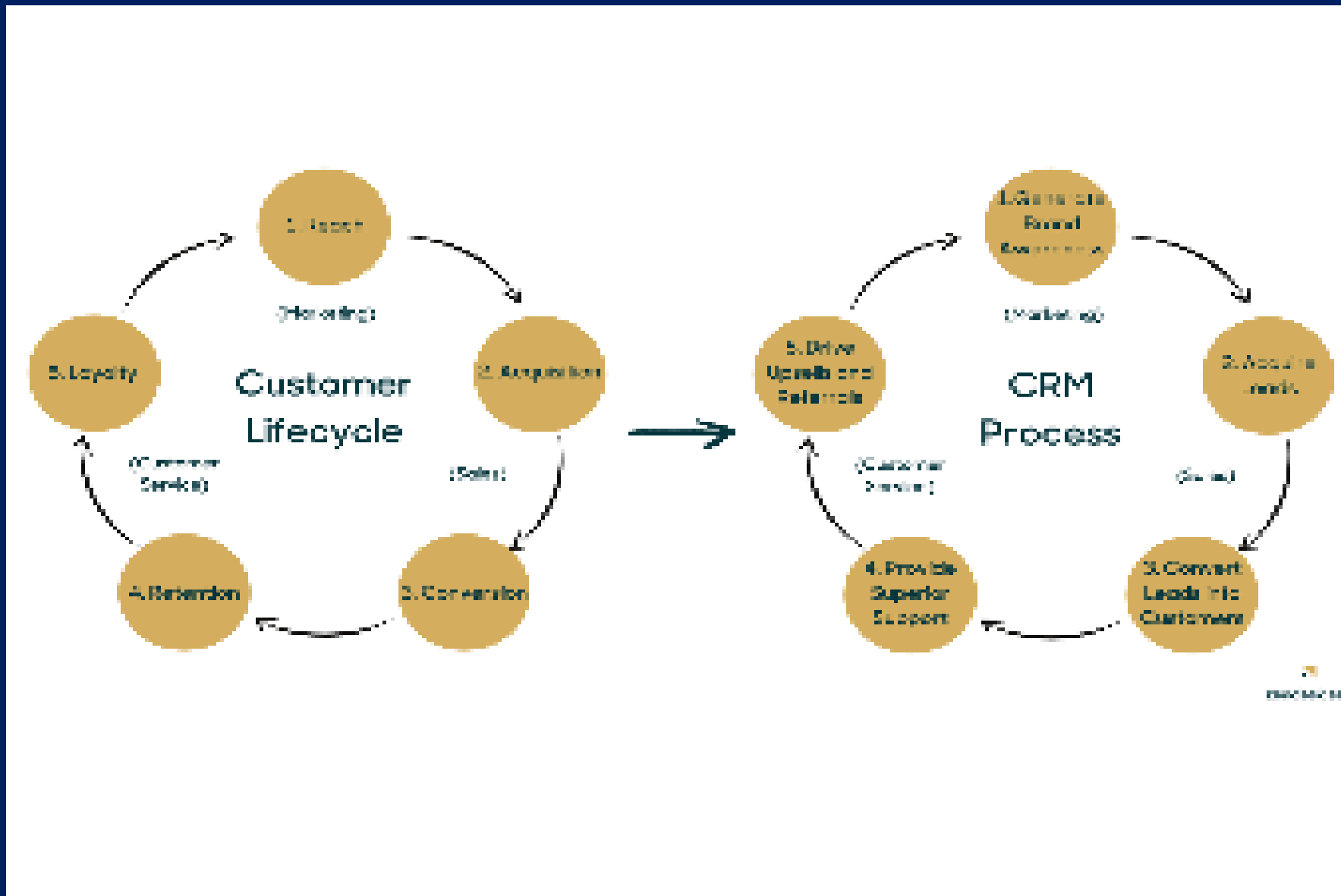
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CRM practices are designed to offer insights into customer behaviours and preferences, enabling personalised engagement, improved customer service, and effective communication.

The role of CRM in managing customer relationships is pivotal as it helps businesses enhance customer satisfaction and loyalty, increase sales and efficiency, and ultimately drive growth by developing a deeper understanding of customer needs and delivering value at every stage of the customer journey.



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## CLASS EXERCISE: 60 min

- Select a User-Generated Content (article)
- Identify the keywords used in the article
- Edit the article with new suggested keywords you believe will be effective.
- Give reasons for your choices.



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How SEO-driven Content Attracts Potential Leads:

SEO-driven content attracts potential leads by aligning website content with the specific queries and interests of the target audience, making it more likely for the site to appear in search engine results when users search for related topics.



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How SEO-driven Content Attracts Potential Leads:

This process involves several key mechanisms:

1. Keyword Optimization
2. Meeting User Intent
3. Quality and Relevance
4. Improved User Experience
5. Content Distribution and Promotion
6. Local SEO



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## CRM Strategy:

The role of Customer Relationship Management (CRM) in nurturing leads into loyal customers is multifaceted and crucial for turning initial interest into long-term loyalty.



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## CRM Strategy:

- **Lead Segmentation and Personalization:** CRM tools enable businesses to segment leads based on various criteria such as behaviour, demographics, engagement level, and purchase history.
- **Tracking and Managing Customer Interactions:** By tracking every interaction a lead has with the company—whether through email, social media, the company website, or customer service—CRM systems provide a comprehensive view of the lead's interests and behaviour.



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## CRM Strategy:

- Automated Follow-ups and Nurturing Campaigns: CRM systems can automate follow-up emails and nurturing campaigns that keep leads engaged over time.
- Feedback and Surveys: CRM tools facilitate the collection of feedback and surveys from leads and customers.
- Sales and Marketing Alignment: CRM systems help align sales and marketing efforts by providing both teams with access to the same customer data.





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## CRM Strategy:

- Customer Service and Support: Effective CRM involves providing excellent customer service and support.
- Loyalty Programs and Retention Strategies: CRM enables businesses to implement loyalty programs and retention strategies tailored to their most valuable customers.



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## Identifying Target Audience:

Understanding the audience demographics, behaviours, and preferences is a foundational aspect of effective Customer Relationship Management (CRM). This deep understanding allows businesses to tailor their marketing, sales, and service efforts to meet the unique needs and expectations of different customer segments, thereby enhancing the customer experience, improving satisfaction, and ultimately driving loyalty and growth.



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## Identifying Target Audience:

### 1. Collecting Data

- Demographic Information
- Behavioral Data
- Preferences and Interests



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## Identifying Target Audience:

### 2. Analysing Data

- Utilise CRM software to segment customers based on the collected data.
- Analyze purchase history
- Monitor engagement metrics



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## Identifying Target Audience:

### 3. Applying Insights

- Personalised Marketing: Create targeted marketing campaigns that resonate with specific demographics or interest groups, increasing relevance and effectiveness.
- Customised Sales Approaches: Equip sales teams with customer insights, enabling them to tailor their sales pitches and recommendations to the individual needs and preferences of prospects.



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## Identifying Target Audience:

### 4. Feedback Loop

- Establish a continuous feedback loop where customer interactions, satisfaction levels, and feedback inform ongoing CRM strategies. This can involve post-purchase surveys, customer satisfaction assessments, and monitoring social media for direct feedback.
- Regularly update customer profiles in the CRM system to reflect any changes in demographics, behaviours, or preferences, ensuring that the business remains responsive to evolving customer needs.





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## Identifying Target Audience:

### 5. Examples

- Netflix: Uses viewing history and preferences to recommend shows and movies, personalising the user experience.
- Amazon: Analyzes purchase history and browsing behavior to suggest relevant products, improving shopping experiences and driving additional sales.
- Spotify: Curates personalised playlists based on listening habits, enhancing user satisfaction and engagement.



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Aligning Content with User Intent:

Aligning content with user intent is crucial for providing a satisfying user experience and achieving effective SEO results. User intent can be broadly categorised into informational, navigational, transactional, and commercial (or commercial investigation).



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## CLASS EXERCISE: 30 MIN

- Find a website to match the following:
  - Informational Intent
  - Navigational Intent
  - Transactional Intent
  - Commercial Investigation

Give reasons for your choices.



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## SEO Techniques: Title Tags and Meta Description

The image shows a Google search interface. The search bar contains the text "buy furniture los angeles". Below the search bar, the search results for "Melrose Discount Furniture" are displayed. The results are highlighted with colored boxes: a red box for the URL, a green box for the title tag, and an orange box for the meta description.

URL	<a href="https://www.furniturestorelosangeles.com">https://www.furniturestorelosangeles.com</a>
Title Tag	Melrose Discount Furniture: Furniture Store Los Angeles
Meta Description	Melrose discount furniture is one of the top discount stores in Los Angeles. We pride ourselves on high quality selections sold at affordable prices delivered and

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SEO Techniques: URL Structure



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SEO Techniques: Keyword Research & Beyond



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**CLASS EXERCISE: 30 MIN**

List the SEO techniques required in a website

Give reasons for your choices.



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## CRM Data to Personalise Content:

Utilising CRM (Customer Relationship Management) data to personalise content for different segments of the audience is a powerful strategy to enhance engagement, improve customer satisfaction, and increase conversion rates. CRM systems collect a wealth of information about customers' behaviours, preferences, and interactions with a company, which can be leveraged to tailor content marketing efforts.





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## CRM Data to Personalise Content:

### 1. Segment Your Audience

- Approach: Use CRM data to segment your audience based on demographics, purchase history, interaction history, and behavioural data. Common segmentation criteria include age, location, buying behaviour, and engagement level with previous marketing efforts.
- Objective: Create distinct audience segments to target with personalised content that matches their specific interests, needs, and stages in the customer journey.



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## CRM Data to Personalise Content:

### 2. Analyze Customer Interactions and Behaviors

- Approach: Review the data on how different segments interact with your website and content. Pay attention to the pages they visit, the content they engage with, and the products or services they show interest in.
- Objective: Identify patterns and preferences within each segment to inform the type of content that will resonate most with them.



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## CRM Data to Personalise Content:

### 3. Personalize Content Based on Segmentation

- Approach: Create content tailored to the interests and needs of each segment.

This can include blog posts, emails, social media posts, and personalized product recommendations.

- Objective: Deliver more relevant and engaging content that addresses the specific concerns, questions, or interests of each segment, thereby enhancing the user experience and fostering a deeper connection with the brand.



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## CRM Data to Personalise Content:

### 4. Implement Dynamic Content on Your Website

- Approach: Use CRM data to dynamically customise the content displayed on your website based on the visitor's profile. This could mean showing different banners, featured products, or tailored calls-to-action (CTAs) based on the visitor's past interactions and preferences.
- Objective: Increase engagement and conversion rates by presenting the most relevant and appealing content to each visitor.



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## CRM Data to Personalise Content:

### 5. Customize Email Marketing Campaigns

- Approach: Leverage CRM data to personalise email marketing campaigns, from addressing recipients by name to customising the content and offers based on their purchase history or engagement behaviour.
- Objective: Boost open and click-through rates, as well as conversions, by making emails feel more personal and relevant to the recipient.



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## CRM Data to Personalise Content:

### 6. Tailor Offers and Promotions

- Approach: Use CRM insights to create targeted offers and promotions for specific segments. This could involve special discounts for high-value customers or exclusive previews for those who have shown interest in a particular product category.
- Objective: Drive sales and loyalty by making customers feel valued and understood with offers that are specifically relevant to them.



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## CRM Data to Personalise Content:

### 7. Gather Feedback for Continuous Improvement

- Approach: Continuously collect and analyse feedback from different audience segments regarding the personalised content they receive.
- Objective: Refine and improve personalisation strategies over time, ensuring that content remains relevant and engaging as customer preferences evolve.



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## Tools to Gather Feedback:

1. SurveyMonkey: Offers comprehensive survey creation tools with diverse question types, allowing for detailed customer feedback on content and overall experience.
2. Google Forms: A free tool that can be used to create simple feedback forms and surveys to gather insights on content preferences and improvements.
3. Typeform: Known for its user-friendly interface, Typeform makes surveys engaging and can be particularly effective for gathering qualitative feedback on content.
4. Hotjar: Provides heatmaps, session recordings, and surveys, offering insights into how users interact with your content and where they might experience issues.



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## Tools to Gather Feedback:

- Analytics and User Behavior Tools

5. Google Analytics: Offers in-depth website analytics, including page views, bounce rates, and user flow, which can help identify content that performs well or needs improvement.

6. SEMrush: A comprehensive SEO tool that also offers content analysis features, helping you understand how your content performs in search and social media.

7. Ahrefs: Similar to SEMrush, Ahrefs provides tools for content gap analysis, allowing you to identify opportunities based on what your audience is searching for.



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## Tools to Gather Feedback:

- Social Listening and Management Tools

8. Hootsuite: Allows you to monitor social media for mentions of your brand and content, providing an opportunity to gather feedback and engage with your audience directly.

9. BuzzSumo: Helps you understand what content is popular in your niche by tracking shares, likes, and mentions, offering insights into content trends and audience preferences.

10. Mention: A tool for monitoring your brand's presence across the web and social media, enabling you to track mentions and gather feedback that can inform your content strategy.



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## Tools to Gather Feedback:

- Customer Relationship Management (CRM) Tools

11. HubSpot: Beyond its CRM functionalities, HubSpot offers marketing, sales, and service software that includes features for email marketing, social media management, and content management, all of which can be leveraged to gather and act on customer feedback.

12. Salesforce: With its extensive ecosystem, Salesforce can capture customer interactions across different touchpoints, providing valuable feedback that can be used to tailor content strategies to meet customer needs more effectively.



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## Tools to Gather Feedback:

- Community and Forum Tools

13. Reddit and Quora: Participating in industry-related subreddits or answering questions in your field on Quora can provide direct insights into the questions and topics your audience cares about.

14. Discourse: If you're looking to build your own community forum, Discourse offers a modern platform for discussions, which can be a rich source of feedback and ideas for content.



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THANK YOU FOR TODAY



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