



# **A PRACTICAL GUIDE TO KILLER MARKETING CONTENT.**



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SoDak Marketing is a results-driven digital marketing agency rooted in the Black Hills of South Dakota. We specialize in PPC advertising, conversion-focused web design, video production, and performance marketing strategies that help local businesses grow. Our mission is simple: to be the go-to marketing partner for brands that want to stand out, connect with their audience, and drive measurable impact.

With a deep understanding of the regional market and a passion for creative strategy, we help businesses cut through the noise with clear messaging, powerful visuals, and optimized campaigns. Whether you're launching a new product or scaling your service, our team brings the tools, insights, and grit to make your marketing work harder—and smarter.

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# SoDak MARKETING

# 1 CHAPTER

## KNOW YOUR AUDIENCE LIKE A PRO

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# KNOW YOUR AUDIENCE LIKE A PRO

CREATING KILLER CONTENT STARTS WITH KNOWING EXACTLY WHO YOU'RE TALKING TO. IDENTIFY YOUR IDEAL CUSTOMERS BY DEFINING DEMOGRAPHICS (AGE, LOCATION, JOB TITLE), BEHAVIORS (BUYING HABITS, CONTENT PREFERENCES), AND PAIN POINTS.

THE MORE DETAILED YOUR CUSTOMER PERSONA, THE MORE TAILORED AND EFFECTIVE YOUR CONTENT CAN BE.

## PRO TIPS:

- USE SURVEYS, INTERVIEWS, AND SOCIAL MEDIA INSIGHTS.
- CREATE AUDIENCE PERSONAS FOR EACH SERVICE OR PRODUCT SEGMENT.
- TRACK COMMON QUESTIONS YOUR CLIENTS ASK.



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# KNOW YOUR AUDIENCE LIKE A PRO

BEFORE YOU CAN CREATE KILLER MARKETING CONTENT, YOU NEED TO UNDERSTAND WHO YOU'RE SPEAKING TO—AND WE'RE NOT JUST TALKING ABOUT BASIC DEMOGRAPHICS. DIG DEEP. START BY GATHERING DATA THROUGH SURVEYS, INTERVIEWS, AND SOCIAL MEDIA INSIGHTS. SURVEYS CAN BE SENT TO PAST CUSTOMERS OR EMAIL SUBSCRIBERS TO UNCOVER THEIR GOALS, PAIN POINTS, AND PREFERENCES.

INTERVIEWS (EVEN INFORMAL ONES) WITH CLIENTS, SALES STAFF, OR FRONTLINE EMPLOYEES CAN REVEAL LANGUAGE YOUR AUDIENCE USES AND DEEPER EMOTIONAL DRIVERS BEHIND PURCHASING DECISIONS. SOCIAL MEDIA INSIGHTS, SUCH AS ENGAGEMENT TRENDS, COMMENTS, AND FOLLOWER DEMOGRAPHICS, CAN HELP YOU IDENTIFY WHAT CONTENT RESONATES AND WHAT FALLS FLAT.

NEXT, CREATE AUDIENCE PERSONAS FOR EACH MAJOR SERVICE OR PRODUCT YOU OFFER. THESE PERSONAS SHOULD REPRESENT YOUR IDEAL CUSTOMER SEGMENTS AND INCLUDE DETAILS LIKE GOALS, CHALLENGES, DECISION-MAKING HABITS, AND PREFERRED COMMUNICATION CHANNELS.

FOR EXAMPLE, THE PERSONA FOR A SMALL BUSINESS LOOKING FOR SEO HELP MAY BE VERY DIFFERENT FROM A LOCAL CONTRACTOR SEEKING PPC LEADS. TAILOR CONTENT TO MEET THE SPECIFIC NEEDS OF EACH PERSONA, AND YOUR MESSAGING WILL INSTANTLY FEEL MORE RELEVANT AND TARGETED.

FINALLY, TRACK THE QUESTIONS YOUR CLIENTS COMMONLY ASK—VIA EMAIL, PHONE, OR IN MEETINGS. THESE QUESTIONS ARE GOLDMINES FOR CONTENT IDEAS. CREATE BLOG POSTS, VIDEOS, FAQs, OR GUIDES THAT PROACTIVELY ANSWER THESE QUESTIONS. IF YOUR CONTENT PROVIDES REAL SOLUTIONS TO REAL CONCERNS, YOU'LL QUICKLY BUILD TRUST AND AUTHORITY WITH YOUR AUDIENCE.

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## CHAPTER 2

### CRAFTING A MAGNETIC MESSAGE

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# CRAFTING A MAGNETIC MESSAGE

GREAT CONTENT GRABS ATTENTION FAST AND KEEPS PEOPLE READING. START WITH A BOLD HEADLINE, LEAD WITH VALUE, AND DELIVER YOUR MESSAGE WITH CLARITY.

WHETHER IT'S A BLOG POST, VIDEO, OR AD, YOUR CONTENT SHOULD ALWAYS ANSWER: "WHAT'S IN IT FOR THE CUSTOMER?"

## CHECKLIST FOR MAGNETIC MESSAGING:

- USE POWER WORDS AND EMOTIONAL TRIGGERS.
- AVOID JARGON—KEEP IT SIMPLE AND CONVERSATIONAL.
- END WITH A CLEAR CALL TO ACTION (CTA).



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# CRAFTING A MAGNETIC MESSAGE

STRONG MARKETING CONTENT DOESN'T JUST INFORM—IT MOTIVATES. TO DO THAT, START BY USING POWER WORDS AND EMOTIONAL TRIGGERS. POWER WORDS ARE PERSUASIVE TERMS LIKE “EFFORTLESS,” “GUARANTEED,” “PROVEN,” OR “LIMITED-TIME” THAT CATCH ATTENTION AND CREATE URGENCY. EMOTIONAL TRIGGERS—LIKE FEAR OF MISSING OUT (FOMO), TRUST, EXCITEMENT, OR BELONGING—HELP YOUR AUDIENCE FEEL SOMETHING, WHICH INCREASES THE CHANCES THEY’LL TAKE ACTION.

FOR EXAMPLE, INSTEAD OF SAYING “WE OFFER QUALITY LAWN CARE SERVICES,” YOU MIGHT SAY, “GET THE LUSH, ENVY-WORTHY LAWN YOUR NEIGHBORS WILL NOTICE—ALL WITHOUT LIFTING A FINGER.” EQUALLY IMPORTANT: AVOID JARGON. UNLESS YOU'RE WRITING FOR A TECHNICAL AUDIENCE, MOST INDUSTRY-SPECIFIC TERMS CONFUSE MORE THAN THEY CLARIFY. KEEP YOUR TONE SIMPLE, DIRECT, AND CONVERSATIONAL—AS IF YOU’RE TALKING TO A FRIEND WHO’S INTERESTED BUT NOT AN EXPERT.

INSTEAD OF SAYING “OUR PROPRIETARY SOFTWARE OPTIMIZES REAL-TIME BIDDING ACROSS VERTICALS,” SAY, “OUR TOOL HELPS YOUR ADS REACH THE RIGHT PEOPLE AT THE RIGHT TIME, WITHOUT WASTING YOUR BUDGET.” CLEAR LANGUAGE BUILDS TRUST AND MAKES YOUR MESSAGE ACCESSIBLE TO A BROADER AUDIENCE.

LASTLY, ALWAYS END WITH A CLEAR CALL TO ACTION (CTA). DON'T LEAVE YOUR READERS WONDERING WHAT TO DO NEXT. WHETHER IT'S “SCHEDULE A FREE CONSULTATION,” “DOWNLOAD YOUR PRICING GUIDE,” OR “CALL NOW TO GET STARTED,” YOUR CTA SHOULD BE SPECIFIC, ACTION-ORIENTED, AND ALIGNED WITH THE USER'S INTENT.

A WELL-CRAFTED CTA BRIDGES THE GAP BETWEEN INTEREST AND CONVERSION—AND THAT'S WHERE YOUR CONTENT BECOMES A TRUE BUSINESS ASSET.

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CHAPTER

VISUALS  
THAT SELL

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# VISUALS THAT SELL

PEOPLE REMEMBER 80% OF WHAT THEY SEE VERSUS 20% OF WHAT THEY READ. DESIGN MATTERS.

EYE-CATCHING IMAGES, INFOGRAPHICS, VIDEOS, AND CLEAN LAYOUTS CAN DRAMATICALLY IMPROVE ENGAGEMENT.

## VISUAL CONTENT TIPS:

- STAY CONSISTENT WITH YOUR BRAND COLORS AND FONTS.
- USE REAL PHOTOS OR HIGH-QUALITY CUSTOM GRAPHICS OVER STOCK WHEN POSSIBLE.
- INCLUDE CAPTIONS AND TEXT OVERLAYS TO IMPROVE ACCESSIBILITY AND MOBILE READABILITY.



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# VISUALS THAT SELL

VISUAL CONSISTENCY IS A SILENT BUT POWERFUL PART OF EFFECTIVE MARKETING. STAYING CONSISTENT WITH YOUR BRAND COLORS, FONTS, AND OVERALL VISUAL STYLE BUILDS RECOGNITION AND TRUST.

WHETHER SOMEONE SEES YOUR AD, A BLOG POST, OR YOUR HOMEPAGE, THEY SHOULD IMMEDIATELY ASSOCIATE THE LOOK WITH YOUR BUSINESS. USE YOUR PRIMARY BRAND COLOR STRATEGICALLY IN HEADERS, BUTTONS, AND ACCENTS TO CREATE A VISUAL RHYTHM. STICK WITH ONE OR TWO COMPLEMENTARY FONTS FOR ALL CONTENT—TYPICALLY A CLEAN, READABLE BODY FONT PAIRED WITH A DISTINCTIVE HEADER FONT. CONSISTENCY IN THESE ELEMENTS MAKES YOUR CONTENT FEEL COHESIVE, PROFESSIONAL, AND ALIGNED WITH YOUR BRAND IDENTITY.

USE REAL PHOTOS OR CUSTOM GRAPHICS WHENEVER POSSIBLE. STOCK IMAGES CAN BE HELPFUL IN A PINCH, BUT THEY OFTEN FEEL GENERIC OR OVERUSED.

REAL PHOTOS—OF YOUR TEAM, CUSTOMERS, PROJECTS, OR BEHIND-THE-SCENES WORK—BUILD AUTHENTICITY AND HELP YOUR AUDIENCE CONNECT WITH YOUR BRAND. IF REAL PHOTOGRAPHY ISN'T ALWAYS FEASIBLE, INVEST IN BRANDED, HIGH-QUALITY GRAPHICS THAT REFLECT YOUR VOICE AND VALUES. CUSTOM VISUALS NOT ONLY STAND OUT IN A SEA OF TEMPLATED CONTENT BUT ALSO TELL YOUR UNIQUE STORY BETTER THAN STOCK EVER COULD.

IMPROVE ENGAGEMENT AND ACCESSIBILITY WITH THOUGHTFUL TEXT OVERLAYS AND CAPTIONS. ON MOBILE DEVICES ESPECIALLY, VISUALS NEED TO COMMUNICATE CLEARLY EVEN WITHOUT SOUND OR LARGE-SCREEN FORMATTING. ADDING CONCISE TEXT OVERLAYS ON IMAGES OR VIDEOS HELPS YOUR MESSAGE LAND QUICKLY. CAPTIONS ON VIDEOS AND CLEAR ALT TEXT FOR IMAGES ALSO MAKE YOUR CONTENT MORE ACCESSIBLE TO USERS WITH DISABILITIES AND IMPROVE SEO.

WELL-DESIGNED VISUAL CONTENT NOT ONLY ATTRACTS ATTENTION—IT KEEPS IT, COMMUNICATES FASTER THAN TEXT ALONE, AND SUPPORTS A BETTER OVERALL USER EXPERIENCE.



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CHAPTER

PLATFORMS  
THAT  
PERFORM

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# PLATFORMS THAT PERFORM

NOT ALL PLATFORMS ARE CREATED EQUAL.

THE BEST CONTENT IN THE WORLD WON'T SUCCEED IF IT'S NOT DELIVERED IN THE RIGHT PLACE.

MATCH YOUR MESSAGE AND FORMAT TO THE PLATFORM WHERE YOUR AUDIENCE HANGS OUT MOST.

## KEY CHANNELS:

- **WEBSITE/BLOG:** YOUR HOME BASE. GREAT FOR SEO AND LONG-FORM CONTENT.
- **EMAIL:** HIGHLY TARGETED AND PERSONAL.
- **SOCIAL MEDIA:** IDEAL FOR STORYTELLING, UPDATES, AND ENGAGEMENT.
- **GOOGLE & META ADS:** PERFECT FOR LASER-TARGETED CAMPAIGNS.



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# PLATFORMS THAT PERFORM

YOUR WEBSITE AND BLOG SERVE AS THE FOUNDATION FOR ALL YOUR MARKETING CONTENT. THIS IS WHERE LONG-FORM, EVERGREEN PIECES LIKE HOW-TO GUIDES, SERVICE PAGES, AND CUSTOMER STORIES LIVE.

A WELL-STRUCTURED WEBSITE HELPS CONVERT VISITORS INTO CUSTOMERS, WHILE REGULAR BLOG UPDATES IMPROVE YOUR VISIBILITY IN SEARCH ENGINES (SEO). THINK OF IT AS YOUR CONTENT HUB—EVERY AD, SOCIAL POST, OR EMAIL SHOULD ULTIMATELY GUIDE USERS BACK TO YOUR WEBSITE TO LEARN MORE, TAKE ACTION, OR MAKE A PURCHASE.

EMAIL REMAINS ONE OF THE MOST EFFECTIVE MARKETING CHANNELS BECAUSE IT'S DIRECT, PERSONAL, AND PERMISSION-BASED. WITH A WELL-SEGMENTED EMAIL LIST, YOU CAN TAILOR YOUR CONTENT TO SPECIFIC CUSTOMER INTERESTS OR ACTIONS—SENDING THE RIGHT MESSAGE AT THE RIGHT TIME. WHETHER IT'S A PROMOTIONAL OFFER, A NEWSLETTER, OR A FOLLOW-UP AFTER A SERVICE, EMAIL KEEPS YOU TOP OF MIND AND BUILDS LONG-TERM RELATIONSHIPS THAT OFTEN LEAD TO REPEAT BUSINESS.

SOCIAL PLATFORMS ARE WHERE YOUR BRAND COMES TO LIFE IN REAL TIME. USE CHANNELS LIKE FACEBOOK, INSTAGRAM, LINKEDIN, OR TIKTOK TO SHARE UPDATES, BEHIND-THE-SCENES MOMENTS, USER-GENERATED CONTENT, AND BITE-SIZED TIPS. IT'S PERFECT FOR STORYTELLING, BUILDING COMMUNITY, AND ENCOURAGING INTERACTION. GREAT SOCIAL CONTENT ISN'T JUST ABOUT SELLING—IT'S ABOUT BEING RELATABLE, RESPONSIVE, AND CONSISTENT IN YOUR VOICE AND PRESENCE.

WHEN YOU NEED RESULTS FAST OR WANT TO REACH NEW AUDIENCES BEYOND YOUR ORGANIC REACH, DIGITAL ADS ARE THE WAY TO GO. GOOGLE ADS PUTS YOUR CONTENT IN FRONT OF PEOPLE ACTIVELY SEARCHING FOR WHAT YOU OFFER, WHILE META (FACEBOOK AND INSTAGRAM) ADS HELP YOU TARGET USERS BASED ON BEHAVIORS, INTERESTS, OR DEMOGRAPHICS. WHEN PAIRED WITH STRONG VISUALS AND CLEAR CALLS TO ACTION, THESE PLATFORMS ALLOW FOR HIGHLY EFFICIENT CAMPAIGNS THAT DRIVE TRAFFIC, LEADS, AND CONVERSIONS WITH MEASURABLE ROI.

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CHAPTER

## MEASURING & ADAPTING FOR SUCCESS

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# MEASURING & ADAPTING FOR SUCCESS

IF YOU DON'T MEASURE IT,  
YOU CAN'T IMPROVE IT.

USE ANALYTICS TOOLS TO  
TRACK PERFORMANCE  
AND IDENTIFY WHAT'S  
WORKING.

DOUBLE DOWN ON HIGH-  
PERFORMERS AND TWEAK  
OR RETIRE THE REST.

## WHAT TO TRACK:

- TRAFFIC, BOUNCE RATE, AND TIME ON PAGE.
- CONVERSION RATES AND ROI.
- SOCIAL SHARES, LIKES, AND COMMENTS.

## ADAPTATION TIPS:

- REPURPOSE TOP-PERFORMING CONTENT INTO NEW FORMATS (BLOG TO VIDEO, POST TO AD).
- USE A/B TESTING TO REFINE HEADLINES, IMAGES, AND CTAS.
- STAY AGILE—MARKETING TRENDS EVOLVE FAST.



# MEASURING & ADAPTING FOR SUCCESS

## TRACK WHAT MATTERS

MEASURE YOUR CONTENT'S PERFORMANCE BY MONITORING KEY METRICS LIKE WEBSITE TRAFFIC, BOUNCE RATE, AND TIME ON PAGE. KEEP A CLOSE EYE ON CONVERSION RATES AND ROI TO UNDERSTAND WHAT'S DRIVING REAL BUSINESS RESULTS. SOCIAL ENGAGEMENT—LIKES, COMMENTS, AND SHARES—ALSO GIVES INSIGHT INTO HOW WELL YOUR CONTENT CONNECTS WITH YOUR AUDIENCE.

## OPTIMIZE AND REPURPOSE

MAXIMIZE THE VALUE OF HIGH-PERFORMING CONTENT BY REPURPOSING IT INTO DIFFERENT FORMATS—TURN A BLOG POST INTO A VIDEO, OR A POPULAR SOCIAL POST INTO AN AD. RUN A/B TESTS ON HEADLINES, VISUALS, AND CALLS TO ACTION TO FIND OUT WHAT RESONATES BEST. SMALL TWEAKS CAN MAKE A BIG DIFFERENCE IN PERFORMANCE.

## STAY FLEXIBLE

DIGITAL MARKETING IS ALWAYS EVOLVING, SO STAY NIMBLE. TRENDS SHIFT, PLATFORMS CHANGE, AND AUDIENCE BEHAVIORS ADAPT. REVIEW YOUR DATA REGULARLY AND BE READY TO PIVOT YOUR CONTENT STRATEGY WHEN NEEDED. THE ABILITY TO ADJUST QUICKLY KEEPS YOUR CONTENT RELEVANT AND COMPETITIVE.



## KNOW, DON'T GUESS: UNDERSTAND YOUR AUDIENCE

Successful marketing starts with deep audience insight —build content around who they are, what they need, and how they behave.



## CREATE WITH PURPOSE: MESSAGE + MEDIUM + VISUALS

From magnetic messaging to standout visuals, your content should always be crafted to attract, engage, and drive action.

## MEASURE WHAT MATTERS: TEST, LEARN, IMPROVE

Track performance across platforms, adapt based on results, and keep evolving to stay ahead in a fast-changing digital world.





A pair of glasses and a pen on a wooden desk. The glasses are white with black temples, and the pen is black with silver accents. The background is a dark, textured wooden surface.

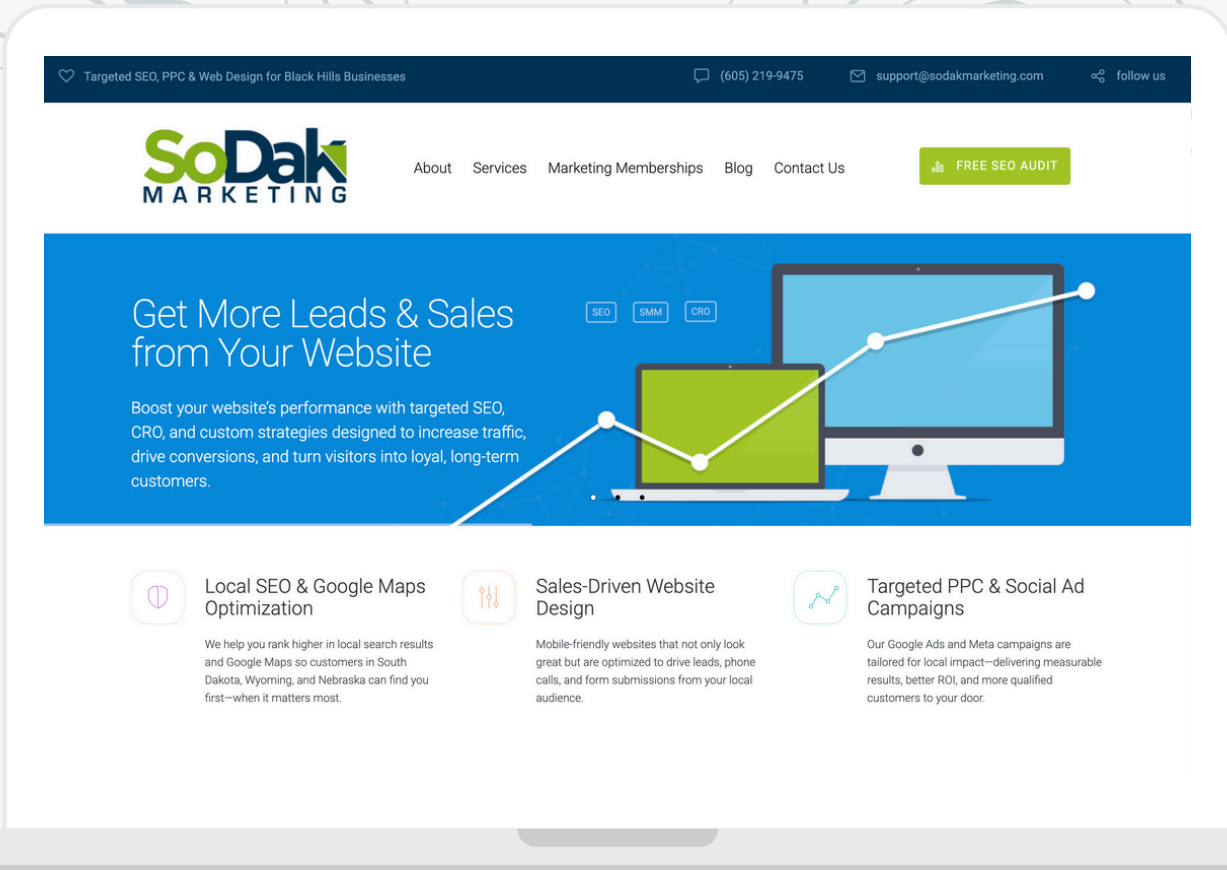
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“The truth is that finding success in marketing comes down to two things: patience and execution. Stop overthinking it. Start putting out content and listen to what your audience tells you.”

-GARY VAYNERCHUK

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# FINAL THOUGHTS

Killer content isn't about going viral—it's about delivering the right message, to the right people, in the right way.

Focus on clarity, creativity, and consistency, and your marketing will do more than look good—it'll work.

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