

The Golden Rules for Content Marketing in Taiwan

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Thanks to digitalization, traditional marketing is becoming less and less effective by the minute. With the help of media transformation and the rapid development of the Internet, virtual marketing has become the mainstream method for marketers to attract and retain customers. To do so, they consistently create and curate relevant and valuable content with the intention of changing or engaging consumer behavior. But what, specifically, is a content marketing strategy that would successfully attract the attention of customers?

From my years of observation in Taiwan, I believe that, aside from creating consumer-centric content, marketers should integrate messaging geared towards the quality of products and prompt customer service into an overall content marketing strategy. The focus should be on creating owned media, not renting it.

While blog marketing and social website marketing sites such as Pixnet, Plurk, Line, and Facebook are two main tools in the Taiwanese market, it's much more important for marketers to condense their content and create proper messaging through well-executed SEO plans to increase the accuracy of reaching their target customers.

Marketers in Taiwan should hold four golden rules while developing a sound content marketing strategy:

1. Creating eye-catching and consumer-centric content to attract customer attention
2. Developing marketing that isn't disruptive, rather than pitching products or services in a negative and disruptive way
3. Generating provocative topics to trigger user-generated content creation
4. Delivering in-depth and insightful content that can successfully create demand

With these four rules in mind, marketers should see content marketing as the art of communication with current and prospective customers – not selling.

Marketers should deliver educational information that solves consumers' problems and further deepens their engagement toward one topic or service with consistency across channels.

However, marketers in Taiwan sometimes ignore consistency when multiple media channels are used. Marketers can become overwhelmed by the entirely different features of each channel and forget to unify the core message before dispersing marketing messages. For example, the style of a brand's posters and commercials are often not aligned with the campaigns on websites or paid search. It's also quite common to see that customers are not successfully directed to the proper landing page from a target online campaign. As a result, consumers are confused by different brand images displayed in different platforms. It not only wastes a great amount of money on inefficient marketing promotions, but also causes serious damage to the brand itself.

Thus, the overarching rule of developing content marketing is to make sure that the core of the content strategy is delivering consistent, valuable information to reach a company's target or potential customers. With that, customers will respond with increased business and loyalty. 