



Digital Blueprint

Weekly Growth & Marketing Insights

Successful businesses are built on trust.

This can mean many things for business owners.

You can share testimonials and case studies.

You can showcase the number of years you've been in business.

And you can show the credentials you've acquired.

But these tactics will only take you half of the way.

If you want to be seen as a true expert, **you need to share your knowledge, your stories, and your opinion.** The best way to do this is through content marketing.

In fact, some of the most successful companies in the world invest millions of dollars each year developing content, because they know it works. Small businesses, on the other hand, don't do it enough.

And you don't have to spend millions.

Allocating even a small percentage of your marketing budget to

content creation can go a long way if you use it efficiently.

Here are **three types of content you should consider if you want to build trust:**

#1 Blog articles

Whether you enjoy writing or not, blog articles are a must. When done well, they highlight your expertise and reliability, and they also have a positive impact on your SEO. The most common place to post blog articles is your website, but you can also share your articles on LinkedIn and Medium for more visibility.

#2 Podcasting.

Similar to blogging, podcasts are a great medium to share in-depth knowledge and experience. But unlike writing, podcasting creates a more intimate environment where your dream clients can feel like they know you, incrementing trust. And the best part is, you can get started with a simple setup that doesn't require too many resources.

#3 Guesting.

This is one of the most effective ways to build your trust and expand your reach on a budget. Instead of creating all the content yourself and having to keep up with all the details, you simply contribute to someone else's content. When you guest on other people's podcasts, or write a guest blog post, it adds instant credibility to your brand. And it has the added benefit of giving you access to audiences that might not know you already.

Content marketing doesn't require millions of dollars, as long as you do it strategically. And it can go a long way in building trust and reputation.

The resources we share in this newsletter should help you get started. **But if you feel like you need help and want to talk it out with a team of experts, [contact us](#).** We don't just advise – we immerse ourselves in your brand to understand your unique challenges and opportunities, providing personalized recommendations that empower your business to thrive and flourish.


Growth Tip: Find the Right Topics

If you want to build expert authority, you can't just write about the first topic that pops into your mind. You also have to make sure the topic is relevant to your audience. A great way to brainstorm relevant topic ideas is by using [Answer the Public's free research tool](#). It tells you exactly what people are asking about any topic.

What Else We're Reading

[6 Characteristics of Trustworthy Content, The Marketing Millennials](#)

Building authority depends on trust. This 9-minute podcast episode explains the key characteristics of building trust through content so you can strengthen your brand.

 **Need help with your marketing?** Just Digital Inc is a top-rated digital agency and we'd love to help you grow. [Contact us today to get started.](#)

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