

A person is shown in silhouette, rappelling down a rope. They are positioned on the right side of the frame, with their body angled towards the left. The background is a dramatic sky at sunset or sunrise, with warm orange and yellow hues. A large, dark rock overhang is visible in the upper right corner. The overall composition suggests a sense of challenge and achievement.

# **TRANSCRIPTION:**

**AN  
EFFECTIVE  
METHOD  
TO  
BOOST**

**CONTENT  
MARKETING  
ROI**

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# Learn How to Make the Most of Your Content Marketing Strategy

'Content is King,' is not a new phrase in the digital marketing world. It is a well-known fact that content is the backbone of a digital marketing strategy.

A digital marketing strategy cannot succeed without the support of an exceptional and entertaining piece of content. Digital marketers leverage the power of content to grab their audience's attention.



An Informative piece of content in any form, whether it be a **text, video or podcast**, is a major tool to enhance user engagement and maximize conversion rates.

However, audio content in the form of podcasts or videos generally ensures comparatively better results. When published with a transcription, your audio or video content becomes keyword-rich and reaches a larger audience on the internet. This is just one of the major benefits of transcribing audio or video content.

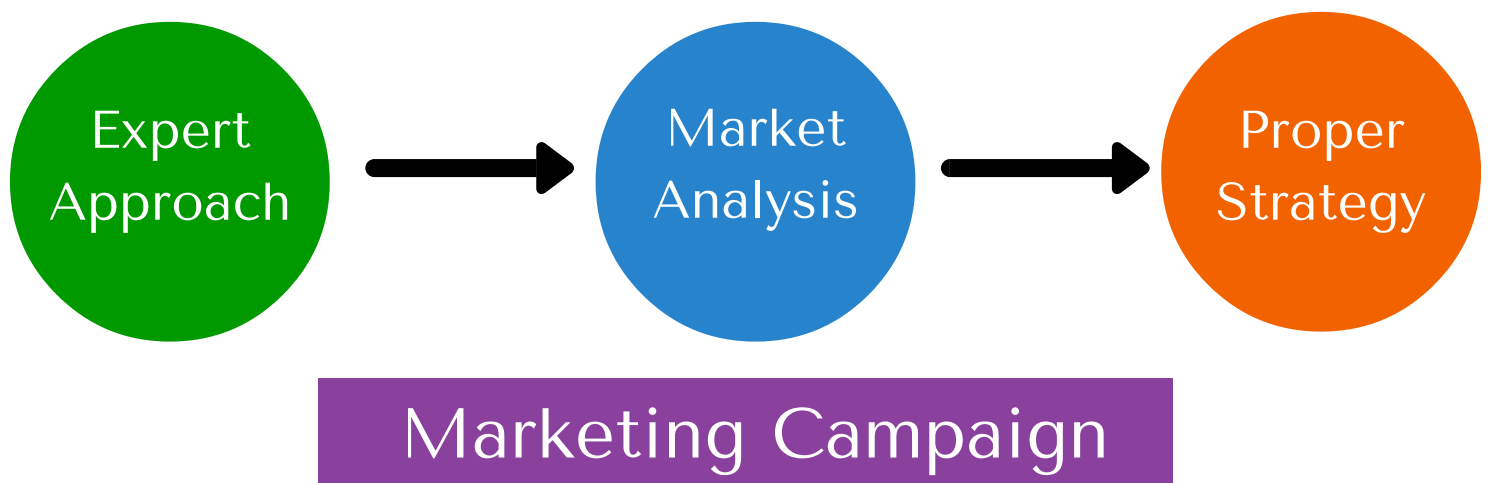


# GOAL SETTING



In the current ultra-competitive era, every business enterprise and organization across the globe is busy framing new business strategies to maximize growth and ultimately increase bottom-line revenue.

There is a constant battle amongst business enterprises to acquire market share and new business opportunities.



An effective marketing campaign starts with an expert approach, market analysis, and a well-framed strategy. Digital marketing experts try their best to maintain the efficiency and effectiveness of marketing campaigns by improving conversion rates. This is where a comprehensive content marketing strategy is required.

# Leverage the Power of Content

Through proper content optimization and utilization, content marketing drives potential customers down the sales funnel.

However, it must be noted that content marketing does not only serve to enhance sales, but it also provides other benefits.

An effective content marketing strategy doesn't sell directly to the consumers. Rather it informs them, gives them advice and is sometimes, entertaining. It also helps in building a strong brand image, adding business value, and earning customer confidence which altogether unlock new business opportunities.

Today, quality content is considered an important tool to build customer loyalty and trust. It also plays a role in influencing future buying decisions. With a significant rise in the number of internet users, marketing experts need to spend quality time framing new and effective content marketing strategies.

There is a constant need for new and unique content ideas that generates brand interest and a builds a lasting first impression of the company among potential target groups

*A **content marketing strategy**, is nothing but an approach towards creating, distributing, and promoting relevant and valuable content. This is done to attract, acquire, and engage a specific audience. This type of strategy has a focused aim towards turning viewers into customers and building profitable customer relationships.*

# Transcription Amplifies Content Marketing



Transcription is a highly effective tool, which can be used to amplify your content marketing results. Not many small business enterprises today are aware of the [benefits of transcribing videos and podcasts](#).

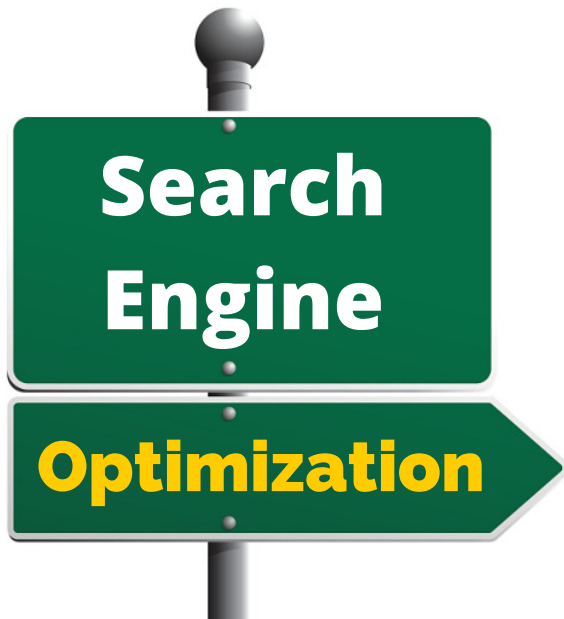
If utilized properly, transcription services can help boost your marketing campaign's use and effectiveness.

*You can easily ensure increased **ROI** for your campaigning efforts with the support of **transcription services**.*

Transcribing is all about converting any piece of content --either video or audio-- in written or printed form.

It allows businesses to increase the visibility of their content on search engine platforms and make accessibility easier.

# Search Engine Optimization (SEO)



No matter how advanced the internet and search engines have become today, getting relevant search results in video or audio form is pretty much impossible.

It is possible that in the future such technology would make this a possibility, but right now, written words rule the SERPs (search engine results page).

Adding transcribed copies to your web pages and blogs significantly increase the chances of your content being ranked on the search engine results. This is because the transcribed copy might contain relevant keywords and terms that web searchers are looking for. As a result, your audio and video content can get a large number of viewers in a single day.

Audio-based content is a primary tool for maximizing conversions and generating customer engagement, but text-only content is still powerful enough to drive your target audience to your business's website. This is where search engine optimizations plays an important role.

Search engine platforms including Google and Yahoo can not read or rank audio or video files without analyzing the words attached to them. Adding transcribed text to your audio or video content is how search engines find your website.

In addition, it will improve your website's visibility on the internet, and will also improve your website's search engine indexing and relevancy ratings.





Posting your audio or video content with a transcribed copy helps your website have a larger target audience reach, allowing search engine platforms to find and target more relevant search terms. This is again an added SEO benefit. When it comes to long-tail keywords, audio and video content alone cannot perform optimally without the help of text to accompany it.

Search engine giants like Google and Yahoo are always updating and refining their results algorithm to plug-in the SEO loopholes and remove poor-quality content from their result pages. Google always gives priority to quality content by analyzing the content's relevancy to the searched terms. This is where a high-quality transcribed text can help you increase the number of visitors to your audio or video content.

A study conducted by eMarketing found that an average adult in North America spends 5.5 hours a day consuming video content. This proves that video content is an important attention-grabber that keeps users engaged with your content longer. Adding transcribed text to your videos will make your videos SEO friendly.

For promoting and sharing videos, YouTube has always been a favorite platform across all business sectors around the world. Posting videos on YouTube is one of the most tried and tested online marketing strategies, and that will probably never change. This SEO strategy has never been negatively affected by any of the algorithm updates that search engines put out.

# Content Creation



Creating ***fresh relevant***, and ***informative content*** on a consistent basis is always a challenging task. People in the digital marketing industry know that writing a blog or article is a time-consuming task.

This is another area where **transcription services** can help. It can help by creating high-quality and relevant content for blog posting.

You can easily repurpose important interviews, seminars, conferences and webinars into quality blogs in no time. This would allow you to serve fresh content to your visitors on a regular basis.



# Accessibility and Convenience

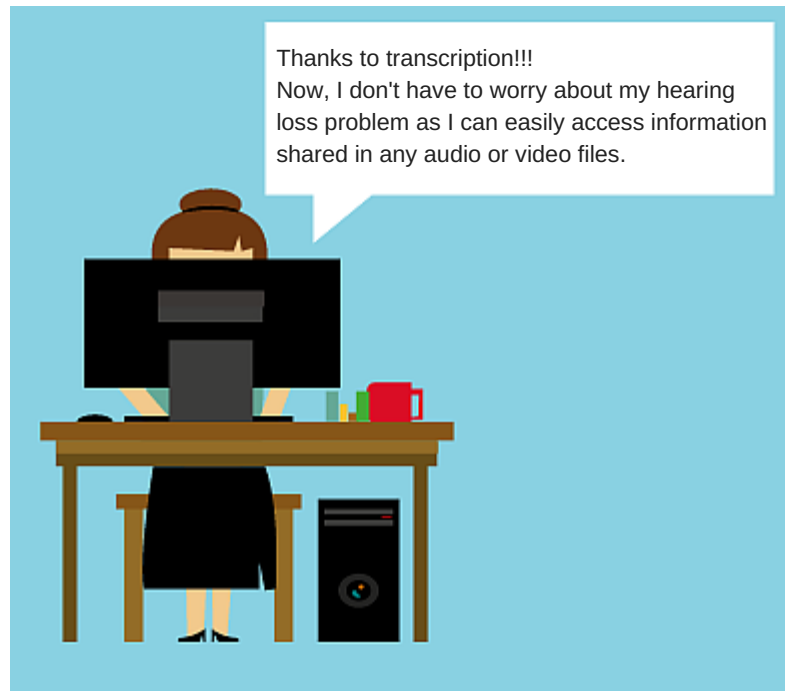
Transcription services can also be used to create closed captioning and subtitles for videos. Adding subtitles or audio-to-text on your videos has various types of advantages.

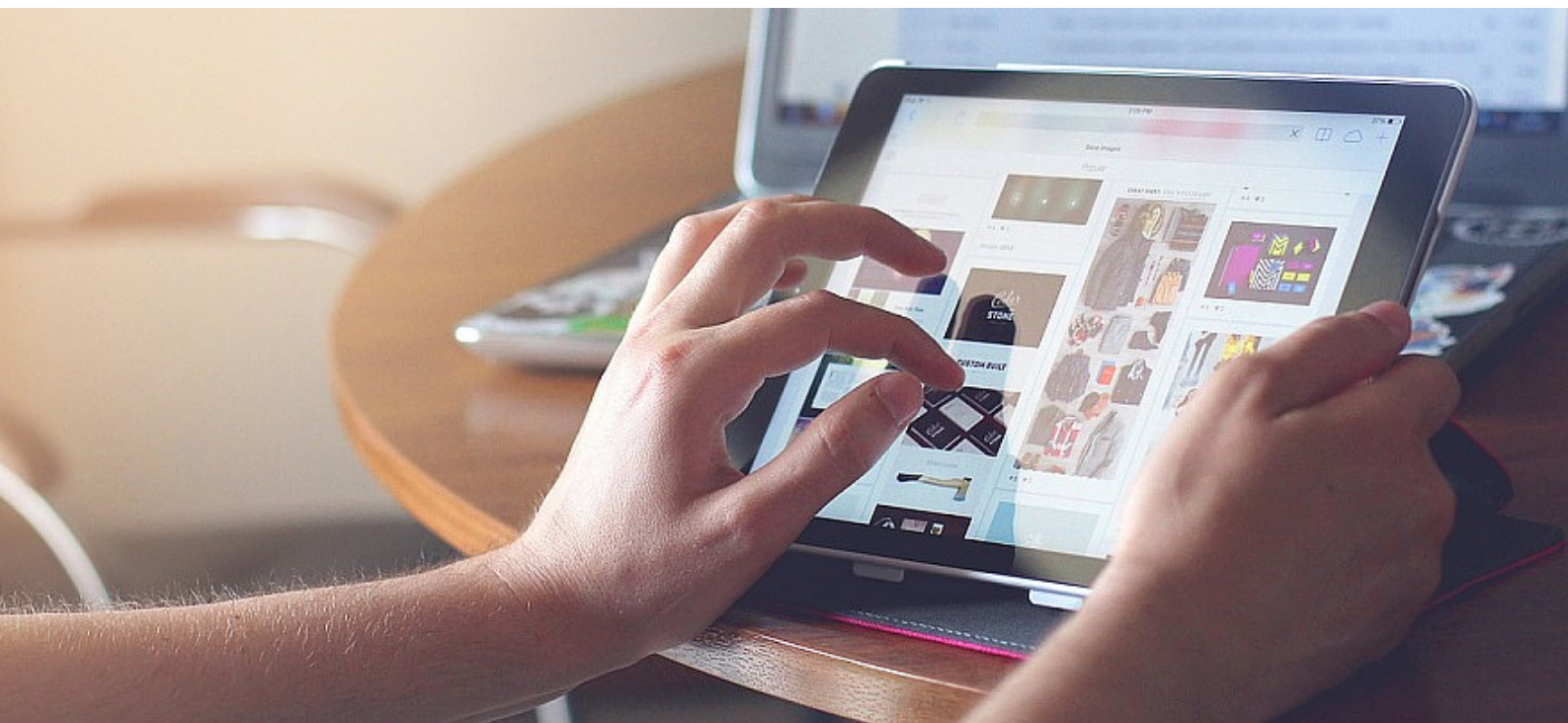
There are an [estimated 360 million people worldwide who suffer from hearing loss](#), Out of which [48 million live in the U.S.](#) Also, there are

many people who are suffering from the partial hearing loss this is where closed captioning transcription services are very helpful.

It allows those who are hearing-impaired to access information shared in the audio or video file without any difficulty. However, it is important that you hire a reliable and professional transcription company for closed captioning.

Although, voice recognition software and applications exist, they are unsophisticated and there is always a chance for error and content loss. A professional transcription company ensures an accurately transcribed copy with no mistakes or content loss.





Digital marketing experts claim that videos can keep a prospective customer on the website for up to 2 minutes. Also, it must be noted that 60% of viewers stop watching videos before they get 90 seconds into them, which is mainly due to lack of time.

People searching for information urgently are typically impatient. As a result, they skip the videos to find the particular piece of information they're seeking.

Adding downloadable transcripts or providing transcripts on the same page as their respective videos offers increased convenience for visitors--allowing them to quickly scan for what they are looking for.

# Content Repurposing & Longevity



Best Way to  
**Lower Marketing Cost**  
**&**  
**Grow Audience Reach**

Any type of audio or video content prepared as a part of your business strategy is always a highly-valued and important asset. It might have required a significant investment of time and money. So it's important as a business owner to do thorough research and measure the effectiveness of every marketing campaign you implement.

Transcription services empower digital marketers to enhance the power of audio and video content that businesses produce. A transcriptionist can transform important podcasts and videos into multiple text-only versions, where the possibilities of repurposing the content remain endless.

You can always keep a good piece of content for future reuse. Re-posting is a strategy, where you can give your old yet relevant and popular content new life. Marketing experts can reformat a piece of content in various ways and re-use it later when needed. Transcription services help in transforming audio and video content into a valuable assets for future use.



# Enhanced User Experience



When it comes to learning, many people still prefer reading than listening to an audio file or watching a video. Valuable content in the form of text can be published in a newspaper, magazine or academic text book, which makes it available for a larger audience.

Transcription services are highly beneficial for academic researchers, scholars, professors, universities and academic institutions. It allows educational groups to keep text-based records of important educational seminars, interviews, speeches or conferences, which can even be posted on their official website. This practice is beneficial in terms of improving relevancy ratings and website optimization.

# Focus Group Transcriptions

The in-depth insights and analysis provided by focus groups are very helpful for business enterprises and organizations. Focus groups help marketers with analyzing and understanding the opinions held by customers about a specific product or service. This information is highly beneficial while planning and evaluating the success of new product launches. The live sessions and discussions of focus groups are often recorded for quality control and extended review. Transcribing these recordings is the next right step.



**Focus group transcription** simplify and streamline data recording, collection and the review process. It allows businesses to save quality time, which can be used to analyze the activities and outcomes of the focus group sessions.



Focus group transcripts can be further reused as content for posting on your webpage or blog. You can utilize important quotes, conversations, ideas and thoughts as the basis for a new blog, podcast, or general webpage content. You can even share them on social media platforms to increase the number of followers and boost engagement.

When a focus group gives in-depth insights into consumer's responses, they also provide an opportunity to create content from the consumer's perspective. This allows marketing experts to generate fresh content ideas and save quality time.





# Transcribing Events

Business events, press conferences, seminars, and guest interviews are always a great content marketing opportunity. Transcribing business events and conferences allow individuals to have an accurate depiction of event proceedings in text format which can be stored for future reference.



Event transcripts can be circulated within the organization to prepare follow-up reports, and can also be edited to create attendee handouts. Transcription services allow marketers to represent their audio and video files as marketing content for an event. Marketers can distribute handouts or flyers which may contain important points from the videos or podcasts. Event transcripts are powerful SEO boosters, which can be used for creating a social media buzz after the event. An expert marketer can effectively promote the an event to every possible online, social, and media platform to make the greatest impact with the help of transcription services.

# Enhanced Results



Investing in high-quality content is an emerging trend in the digital marketing industry. Success is ensured for marketing strategies which include producing and repurposing content on top-notch platforms.

Good quality content doesn't only grab the attention of the audience, but it also builds a brand image, provides information and helps a business organization generate revenue. This is where transcription services help businesses with making the most of their content marketing strategy.



# About the Author

## Ajay Prasad



**Ajay Prasad** is a serial entrepreneur, successful business strategist and an adept marketing expert who before laying the foundation of his various successful entrepreneurial ventures, served organizations ranked among the **top 10 of Fortune 500 companies**.

His areas of expertise include marketing management, business development, consumer research, market analysis and strategic planning within industries such as consumer electronics, GPS-based navigation systems, enterprise software and consumer marketing.

Ajay operates **GMR Transcription**, a seven-figure web-based business and award-winning transcription and translation company which he founded in 2004 to fill a void in affordable and accurate transcription and translation services for writers, students, professors and businesses. In the short span of a decade, the company has expanded its reach to include government institutions and non-profit organizations and has become a trusted partner to more than 9,000 clients across the globe.



If you're looking to take your content strategy to the next level by utilizing transcripts for your audio or video content online, **GMR Transcription** has you covered. With a guaranteed 98% accuracy and multiple turnaround times to choose from, GMR can help you improve your online marketing and website rankings. Trusted by over 9,000 satisfied clients, GMR is a premier source for transcription services.

**Register today!**



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