

Content Marketing

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What is Content Marketing?

Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

Source: Content Marketing Institute

Marketing is impossible without great content.

- **Social media marketing** → your content marketing strategy needs to come before your social media strategy
- **SEO** → Search engines reward businesses that publish quality, consistent content.
- **PR** → Successful PR strategies address issues readers care about, not their business.
- **Pay Per Click (PPC)** → For PPC to work, you need great content behind it.
- **Inbound marketing** → Content is key to driving inbound traffic and leads.

Why is Content Marketing so important now?

- 44% of direct mail is never opened
- 86% of people skip through tv commercials
- 84% of 25 to 34 year olds clicked off of a website because ads were “irrelevant or intrusive”
- 91% of email users have unsubscribed from a company email that they previously opted into
- Blogs, Social Media, & SEO have a below average cost per lead that traditional channels

Source: Mashable.com

Types of content that can be marketed:

- Articles
- Social media
- Blog posts
- eNewsletters
- Case Studies
- In-Person Events
- Videos
- White Papers
- Webinars
- Microsites
- Print Magazines
- Traditional Media
- Research Reports
- Branded Content Tools/Games
- Print Newsletters
- eBooks
- Podcasts
- Mobile Content
- Digital magazines
- Virtual Conferences

Levels of Content Marketing Maturity

Level 1: Reactive	Level 2: Tactical	Level 3: Integrated	Level 4: Managed	Level 5: Strategic
<ul style="list-style-type: none">• Just do it & see what happens. Little thought on management or impact.	<ul style="list-style-type: none">• Company is publishing content regularly but usually within silos	<ul style="list-style-type: none">• The company is planning is occurring and interaction between different parts of the business (marketing is collaborating with sales, HR, finance, etc.)	<ul style="list-style-type: none">• Content marketing is an important part of the company, with the appropriate team, review and publishing processes.	<ul style="list-style-type: none">• Content is an essential part of the company's digital strategy, fully integrated into each marketing outlet, & recognized for its complexity & impact. Reporting is regular & the process is driven by data.

Tips

- It is about your audience, not you. Write for your audience & actually bring value to them.
- Repurpose content wherever you can but be aware of the platform. Edit for your platform.
- Review reports regularly. Google Analytics reveals a lot about customer behavior and interest that can influence and improve your content
- Use an editorial calendar to improve your process. Visit and revise often. There are free & Paid options to do this:
 - Free: WordPress Plugins, Google Docs, Excel
 - Paid: Divvy.com, Kapost.com, CoSchedule
- Think about your blog post headlines – they are what will help your post spread online

Resources

- Content Marketing Institute - <http://contentmarketinginstitute.com>
- HubSpot (sign up for their email list, lots of whitepapers) – www.hubspot.com
- Marketo (another good source of free whitepapers) www.marketo.com
- LinkedIn - <http://www.linkedin.com/groups/Content-Marketing-Group>