

Content Marketing

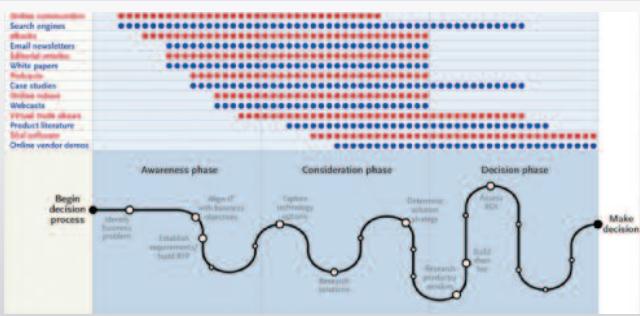
What is Content Marketing?

Content Marketing is the creation and sharing of content for the purpose of promoting a product or service. Though the focus of this content may not specifically be about your organization or its offerings, often assets created for the purpose of content marketing include a mix of problem-specific information and thought leadership.

4 Reasons B2B Companies Need Content

- Risk Mitigation** – Content marketing develops trust by providing the buyer with information that will help them make the right decision. This, in turn, allows them to reduce both organizational and personal risk.
- Lead Generation** – Content is used to drive traffic to your website as well as capture leads through forms.
- Lead Nurturing** – As a lead develops, you must have content that educates and informs in order to develop a robust lead nurturing program.
- Lead Scoring** – Lead scoring should be based on how a prospect interacts with the content on your website and through nurturing campaigns.

Content Consumption Throughout the Buying Cycle



Source: TechTarget 2009 Media Consumption Report

Top Resources

- Modern B2B Marketing Blog: www.emarkable.ie
- Velocity Partners http: www.velocitypartners.co.uk
- ClickDocuments: www.clickdocuments.com/
- Content Marketing Today www.contentmarketingtoday.com/
- Copyblogger: www.copyblogger.com/
- Junta42: www.junta42.com/
- Content Marketing Institute: www.contentmarketinginstitute.com/

Glossary Terms

- Content Marketing** – The creation and sharing of content for the purpose of promoting a product or service
- Conversion** – A specific event that represents the goal of the landing page
- Conversion Path** – A specific online path offered to web visitors after clicking on a landing page
- Conversion Rate** – The primary success metric for landing pages
- Demand Generation** - The function of a B2B marketing department that creates demand for your product or service
- Inbound Marketing** - A type of marketing characterized by prospects and customers seeking out and finding companies rather than vice versa
- Landing Page** – A web page that a user encounters after clicking on a link from a search engine, advertisement, email or other marketing vehicle
- Lead Nurturing** – The process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready
- Lead Scoring** – The process of determining the sales readiness of leads using a pre-determined scoring methodology and ranking them accordingly
- Marketing Asset** – A piece of marketing content (e.g. whitepapers, videos, newsletters, webinars, etc.) used to educate and generate interest for a company's products or services
- Marketing Lead** – A lead generated by marketing which has not yet been qualified as a sales prospect
- Persona** – A fictional person used to represent a specific target segment for a company; personas aid in marketing, product development, usability and other areas
- Sales Ready Lead** – A lead that has been qualified by marketing based upon criteria agreed upon by both sales and marketing
- Search Engine Marketing (SEM)** – Also known as Pay-Per-Click (PPC) advertising; the process of paying a search engine to advertise a product or service
- Search Engine Optimization (SEO)** – The process of employing different tactics to improve a business' ranking in organic or unpaid search results to ultimately increase conversions
- Social Media** – Any strategy, software system or media outlet that relies on social interaction and the participation of individuals or communities to create and publish content
- Social Selling** – Also referred to as Sales 2.0, the merging of Web 2.0 technologies with traditional sales strategies, enabling salespeople to better prioritize their time and serve as experts—not just negotiators—in the product selection process

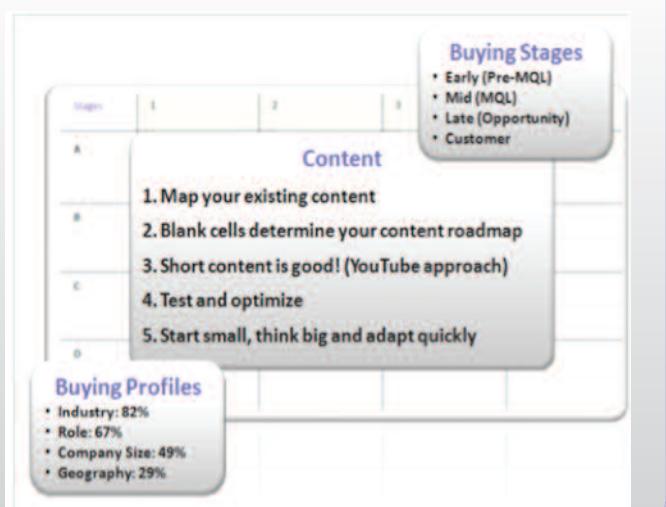
Promoting Content

- Good content must be promoted to reach your target audience. Consider promoting content in some, or all, of the following places:
- Email and Lead Nurturing
 - Social Media
 - Content Syndication
 - Press
 - Search Engine Marketing
 - Website
 - Sponsorships
 - Events
 - Through Partners

6 Rules for Content Marketing

1. **It is not promotional** – Promotional materials will neither excite nor inspire, both critical components of content marketing.
2. **It is relevant** – Generic materials that are not highly relevant to a reader will not result in increased success. When writing content you must make sure it will be useful to the reader, regardless of whether it supports your company message.
3. **It closes a gap** – Content marketing should answer a business question or problem. Giving people information about topics where there is no need for information will be a wasted effort by the organization.
4. **It is well written** – Poorly written thought leadership may not only provide poor results, but may also hurt the company's reputation. Take time to ensure content is presented in a thoughtful manner and is free of errors.
5. **It is relevant to your company** – If the content you create does not support business objectives in any way, it is a waste of resources to produce. Keep business goals in mind when creating content.
6. **It gives proof** – Since you write to support a business goal, your content may seem biased. Make sure that content you create gives proof either through quotes and testimonials, or through actual metrics and statistics.

Content Mapping



Types of Content

- Articles
- Blog Posts
- Books/eBooks
- Brochures/manuals
- Case Studies
- Email
- Images
- Information Guides
- Microsites/Web Pages
- Online Courses
- Podcasts/Videocasts
- Presentations
- Press Releases
- Product Data Sheets
- Reference Guides
- Resource Libraries
- RSS/XML Feeds
- Videos
- Webinars/Webcasts
- White Papers
- Widgets
- Workbooks

Content Registration

Content marketing will include assets that are open and available without registration. However, in order for content marketing to be effective in lead generation, there must be a form to capture contact information. While these forms can be embedded in frames or placed in emails, you will mostly likely put your forms on a landing page. When should you put forms on content?

- DON'T: Early Stage Content that includes thought leadership and best practices to build brand and awareness
- DO: Middle Stage Content that includes buyers guides, RFP templates and industry information to help structure research
- DEPENDS: Late Stage Content that includes company-specific information to help evaluate and reaffirm selection

The Three Rs of Content Marketing Optimization

Many marketers are faced with content marketing challenges because of materials that are out of date, out of place or inappropriate for your target audience. In this case, the marketer must use the three Rs of content marketing optimization:

- **Reorganize** – When you reorganize content, you are taking pieces of existing content and restructuring it in a way that is more useful to your prospects or customers. There are many ways to do this, like compiling blog and web content in a white paper, or by using brochure content as the foundation for a new video.
- **Rewrite** – Companies often find it useful to rewrite content when the content they have is either dated or has been exhausted due to a high level of previous consumption. Rewrites are often less time consuming than creating new content but will still need time and attention to execute properly. Make sure you follow the six rules of content marketing to ensure the rewrite is compelling and more successful than the original.
- **Retire** – You cannot use the same content indefinitely. If content isn't performing as well as it should, or if its consumption has significantly decreased and you do not think it will be useful to reorganize or rewrite, then it is time to retire it from your content library.



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