

# Rebalancing for Content and the New Marketing Equation

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#Content Marketing





# We're Tuning Out the Noise

*77% of Internet users **do not engage** with online advertising. A shift from “push” to “pull” marketing is imperative to brand survival.*

Source: Kramer, Staci D. "Pew: Online News Users Don't Want To Pay—Or Look At Ads" *The Economics of Digital Content*. Mar. 2010. <<http://paidcontent.org/article/419-pew-online-news-users-dont-want-to-pay-or-look-at-ads/>>.

# Shifting from “Push” to “Pull”

- Company culture
- Resources and staffing
- Budgets
- Service provider relationships
- Training
- Tools vs. strategy
- Advertising integration

A full-page background image showing two skydivers against a clear blue sky. A bright sun is in the lower-left corner, creating a lens flare. Two long, white smoke trails from parachutes extend diagonally from the top corners towards the center. Each trail ends with a skydiver. The skydiver on the left is higher and further along their trail, while the one on the right is lower and closer to the end of their trail. A dark blue rounded rectangle is centered horizontally, containing the text 'It's Time to Rebalance' in white.

# It's Time to Rebalance

# A Need for “Rebalance”

- Advertising campaigns vs. continual initiatives
- New demands on marketing departments and the enterprise
- Emerging technology allows any brand to function as a media company

*Organizations that **rebalance now** will enhance and improve their marketing initiatives, spend more effectively, and align to meet changing consumer expectations.*



A close-up photograph of several hands of different skin tones stacked in a circle on a green grassy surface. The hands are interlaced, with fingers and thumbs visible, creating a sense of unity and teamwork. A dark blue rounded rectangle is overlaid in the center, containing the text 'Rebalance with Content'.

# Rebalance with Content



*Content marketing is a pull strategy—  
it's the marketing of attraction.*

*It's being there when consumers need you,  
and seek you out with relevant, educational,  
helpful, compelling, engaging and sometimes  
entertaining information.*

# Content Marketing Builds Stronger Brands

- Awareness
- Trust
- Purchase Intent
- Word-of-mouth
- Customer Engagement
- Lower Acquisition Costs

# Content Marketing Changes the Game

- Earned and owned media
- Long-term initiatives vs. short-term campaigns
- New skills as publishers, producers and community managers
- Evolution from advertisers to storytellers

# Set the Stage with Strategy



# Three Types of Content Marketing

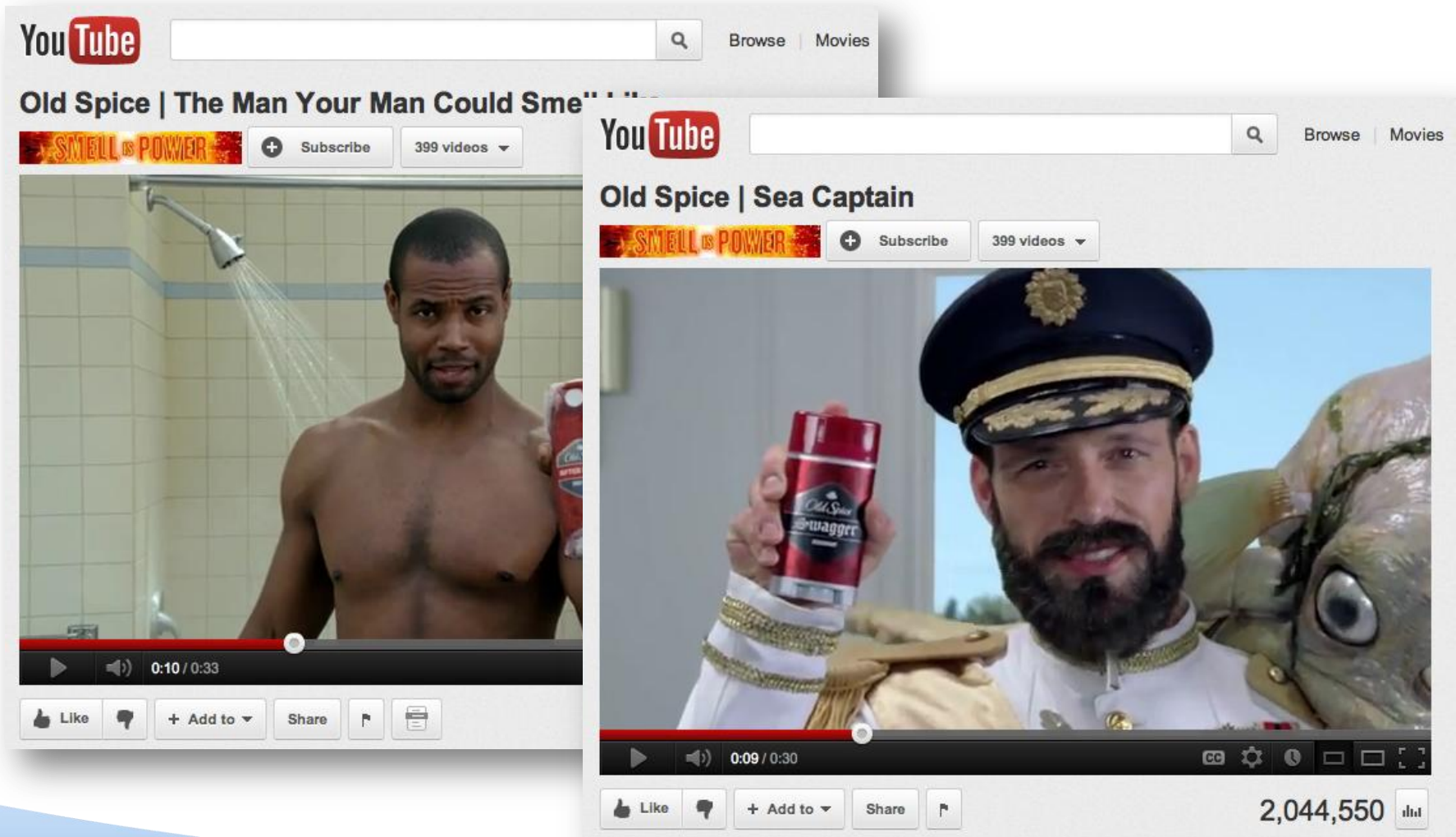
1. Entertains
2. Informs and Educates
3. Provides Utility



# Three Types of Content Marketing

1. **Entertains – Old Spice, K-SWISS**
2. Informs and Educates
3. Provides Utility

# Old Spice Uses Humor to Reach Younger Audiences



# K-SWISS Attracts Audiences and Sales with Kenny Powers Videos

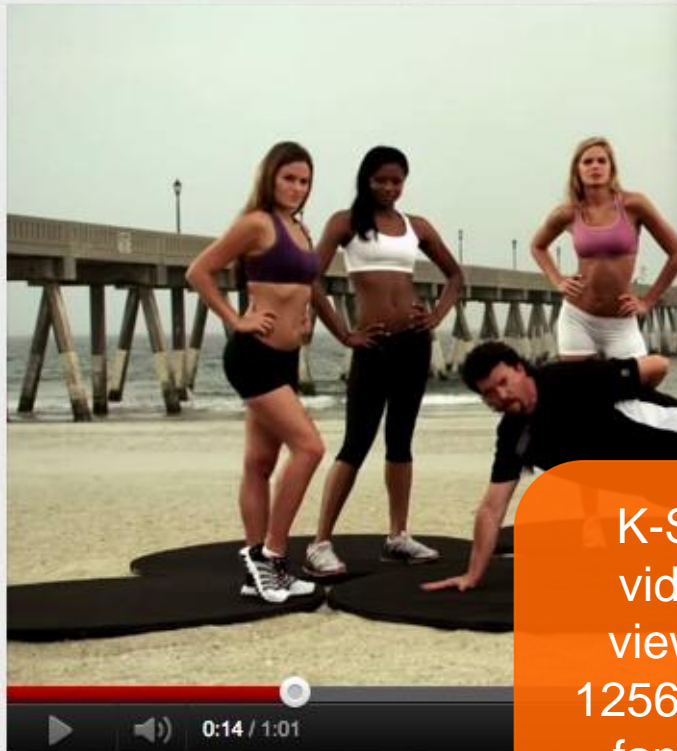
## K-SWISS Tubes - Get Championy

72andsunnyLP



Subscribe

29 videos ▾



You Tube



Browse Movies

## K-SWISS Tubes - Ninjitsu

72andsunnyLP



Subscribe

29 videos ▾



42,552

K-SWISS' Kenny Powers videos earned millions of views online, resulted in a 1256% increase in Facebook fans, and contributed to a 250% increase in online sales.

## 3 types of content marketing

1. Entertains – Old Spice, K-SWISS
- 2. Informs and Educates – AMEX, Mediative**
3. Provides Utility

# AMEX Informs and Educates Customers with OPEN Forum Content

The screenshot displays the American Express OPEN Forum website. At the top, the American Express logo is on the left, and navigation links for MY ACCOUNT, CARDS, TRAVEL, REWARDS, and BUSINESS are in the center. On the right, there's a language selector for the United States, a contact link, and a login button. A search bar with the placeholder text "Need help?" is also present. Below this is a horizontal menu with tabs for Account Management, Business Apps, OPEN Forum (which is highlighted), Rewards & Benefits, and Apply for a Card. The main header area features the OPEN Forum logo with the tagline "Powering small business success", along with links to Log In, Register, and social media follow buttons for email, Facebook, Twitter, LinkedIn, YouTube, Tumblr, RSS, and a mobile app icon. A highlights section offers categories like The World, Consumer Electronics Show, and Money, with a "See More" dropdown and a search icon. The content area is divided into three columns. The left column lists "Today's Feature" (A New Report From Amex OPEN), "Featured MSNBC Video", "From The Community" (highlighting "Open Book Management Boosts Morale" with a brief description), and "Advice From Innovators". The middle column contains a large photograph of a man and a woman in business attire looking at a laptop. The right column, titled "Most popular", includes dropdown menus for "MOST COMMENTED", "MOST VIEWED", and "MOST SHARED", followed by a list of popular articles such as "14 Ways to Make Work More Enjoyable in 2012" and "5 Tips for Writing a Good Press Release".



# Mediative's White Papers, Webinars, Video and Blog Educate Their Customers

The screenshot displays the Mediative website (formerly ENQUIRO). The header includes the Mediative logo, navigation links for 'Subscribe to Newsletter' and 'Contact Us', a Google+1 button, and a search bar. A yellow navigation bar contains links for 'EXECUTIVE SUMMARY', 'SERVICES', 'MARKETING INSIGHT', 'OUR CLIENTS', and 'ABOUT US'. The left sidebar lists 'MARKETING INSIGHT', 'THE RESULTS PEOPLE BLOG', 'WHITE PAPERS' (highlighted), 'WEBINARS', 'VIDEOS', 'MARKETING GLOSSARY', and 'ON THE ROAD'. The main content area is titled 'The steps to better b2b search marketing' and features a list of white papers: 'NEW! Free Download eBook - SEO for Website Redesign', 'NEW! Website Usability Cheat Sheet', 'How Business Buys from Business - The BuyerSphere Papers', 'Eye Tracking and User Experience', 'Search Marketing', and 'Survey Says...'. A featured section for 'How Business Buys from Business - The BuyerSphere Papers' includes a 'BUYERSPHERE Part. I - Mapping the BuyerSphere' paper with a 'DOWNLOAD NOW' button. A quote on the left reads: 'Ever have an epiphany moment where a simple point or insight takes you to a whole new level of understanding? The BuyerSphere Project is an epiphany smorgashbord of B2B marketers - Uniquely insightful research and'.

Mediative formerly ENQUIRO

Subscribe to Newsletter Contact Us

SHARE + Google™ Custom Search Search

EXECUTIVE SUMMARY SERVICES MARKETING INSIGHT OUR CLIENTS ABOUT US

MARKETING INSIGHT

THE RESULTS PEOPLE BLOG

WHITE PAPERS

WEBINARS

VIDEOS

MARKETING GLOSSARY

ON THE ROAD

The steps to better b2b search marketing

Select your challenge...

Home > Marketing Insight > White papers

## White Papers

- NEW! Free Download eBook - SEO for Website Redesign
- NEW! Website Usability Cheat Sheet
- How Business Buys from Business - The BuyerSphere Papers
- Eye Tracking and User Experience
- Search Marketing
- Survey Says...

### How Business Buys from Business - The BuyerSphere Papers

#### BuyerSphere Part. I - Mapping the BuyerSphere

DOWNLOAD NOW >

In this 18-page paper, author Gord Hotchkiss examines differing buyer roles, the identified risk control mechanisms, and the relative effect of a vendor's credibility and positioning. The paper also presents a mapping process for marketers to gain the necessary external perspective on their products, marketplace, and business buyers in order to more effectively reach and engage their potential customers.

" Ever have an epiphany moment where a simple point or insight takes you to a whole new level of understanding? The BuyerSphere Project is an epiphany smorgashbord of B2B marketers – Uniquely insightful research and

## 3 types of content marketing

1. Entertains – Old Spice, K-SWISS
2. Informs and Educates – AMEX, Mediative
3. **Provides Utility – GE, Charmin**

# GE Transformers iPad App Proves Useful to Its Engineer Community



# Charmin's Sit or Squat App Helps People Find Nearby Public Restrooms

The screenshot displays the SITORSQUAT website interface. At the top, there is a navigation bar with the SITORSQUAT logo, a search bar for "FIND A TOILET" (set to San Francisco, CA 94109, USA), a counter showing "00119024 TOILETS", and links for "FIND A TOILET", "ADD A TOILET", "MOBILE", "SUPPORT", "login", and "signup". Below the navigation bar, a large "welcome." message is followed by the text "A place to find and record bathrooms all around the world." A section titled "Are you somewhere around here? We tried to find you automatically!" includes a red arrow pointing to a small map. Below this, there are two sections: "Find a Bathroom" with instructions on how to search, and "Get on Mobile" with information about mobile apps for iPhone, iPod Touch, and BlackBerry. The main part of the page is a large map of San Francisco, densely populated with green and orange pins representing public restrooms. The map includes street names, a scale bar (0 to 2000 ft), and a copyright notice for Google Maps data from 2012.

**SITORSQUAT**  
FIND A TOILET San Francisco, CA 94109, USA 00119024 TOILETS  
FIND A TOILET ADD A TOILET MOBILE SUPPORT login signup

**welcome.**  
A place to find and record bathrooms all around the world.

Are you somewhere around here? We tried to find you automatically! →

**Find a Bathroom**  
Start searching for a public toilet. Just enter an address, zipcode, city, or intersection in the search bar and you'll be on your way to finding your next pit stop!

**Get on Mobile**  
Check out our mobile apps section. We are always working on making our apps better as well as adding new phones to the list!

Map Satellite Terrain

San Francisco

Map data ©2012 Google, Sanborn - Terms of Use





# Building a Foundation for Content Marketing



# Who Directs Content Initiatives?

- Content may “live” in marketing, but stories and opportunities flow in from other departments
- Cross-departmental support and integration is critical to success
- Leader(s) must be empowered and understood by entire company, not just marketing

# Chief Content Officer Emerges as Leader

- **Reports to:** CEO/COO/CMO (depending on size)
- **Summary:** Oversee all marketing content initiatives to drive sales, engagement, retention, leads and positive customer behavior.
- **Responsibilities:** Think like a publisher, leading the development of content initiatives to drive business.

Source: Joe Pulizzi, The Content Marketing Institute, <http://blog.junta42.com/2011/05/chief-content-officer-job-description-sample-example-template/>. Used with Permission.

# CCO Job Description, Continued

- **Success criteria:** Measured on the improvement of customer nurturing and retention, as well as the increase in new prospects into the enterprise.
- **Experience:** 10-15 years as a respected leader in multichannel content creation.
- **Skills:** A combination marketing and publishing mindset, with the most important aspect being to think “customer first.”

Source: Joe Pulizzi, The Content Marketing Institute, <http://blog.junta42.com/2011/05/chief-content-officer-job-description-sample-example-template/>. Used with Permission.

# Content: Other Supporting Roles

- Chief Marketing Officer
- Content/Editorial Director
- Conversation/Community Director
- Blogger
- Social Media Guru
- Copy Editor and Writer
- Outside Consultants
- PR Professional
- EVERYONE (or nearly!)

# Conduct a Content Audit to Determine Current Assets, SEO Potential

Page/Sub-Section	Page Name	Type of Content	Source of Content	Owner/Approver/Publisher	What's It About?	Support User/Business Goals?	Findable & Used? Analytics	Clean, Professional, Logically Organized?	Keyword/Metadata/SEO
1.1	Home	xxxxxx	xxxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
1.2	Widget Page	xxxxxxx	xxxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
1.3	About Acme Corp	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx





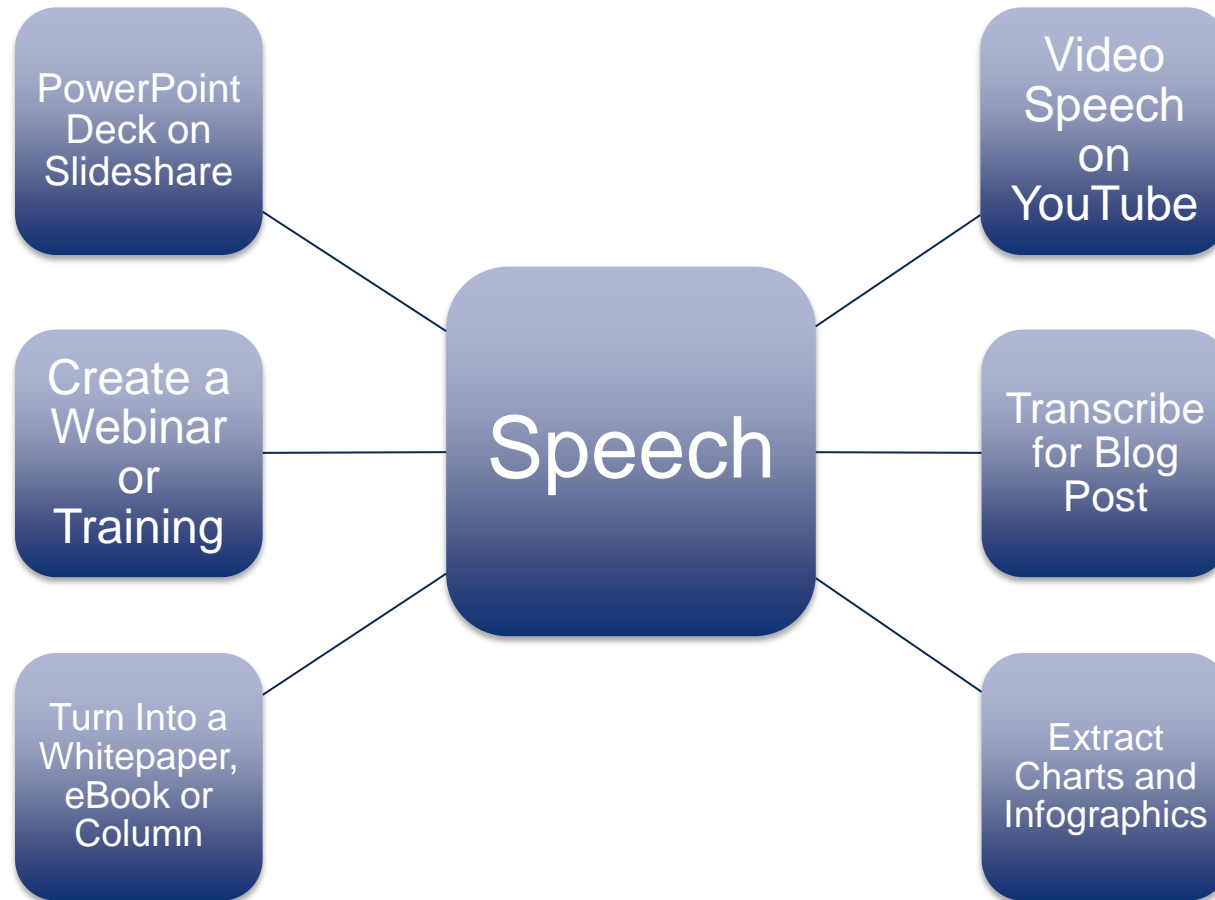
# Create an Editorial Calendar

	A	B	C	D	E	F	G	H	I	J
1	<b>Editorial Calendar</b>									
2										
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NO
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.	
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).	
6	example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.	
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necess.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.	
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among employees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.	
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on the importance of community-centeredness in your organization.		Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).	
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade publications on relevant topics.			
11	example	Twitter	Storify	Digital Marketing	Storytelling	Cuniff	How to use Storify to tell your organization's experience campus life.			
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that shows that 70% of professors use social media to reach students.		When poll results are received, write mini-tutorial and publish to Facebook and Twitter.	
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common Google Analytics mistakes and how to avoid them.		Share via LinkedIn Group and Twitter.	
		Select from								

The editorial calendar should address the questions: how much content, how often, and specifically when it will publish. It includes content requirements, responsibilities and a schedule.

Source: <http://www.findandconvert.com/wp-content/uploads/2011/11/editorial-calendar-sample.png>

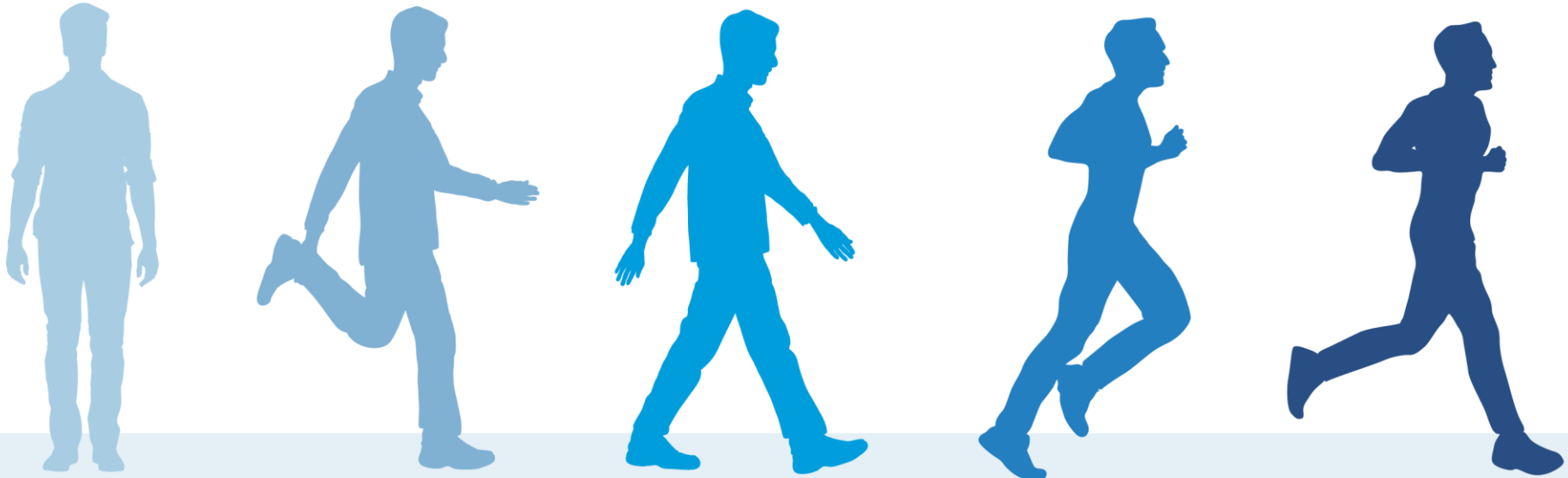
# Reuse and Repurpose for Greater Impact



# Achieve Content Maturity



# Altimeter's Content Marketing Maturity Model



## **1. Stand**

Curiosity and  
Consideration

## **2. Stretch**

Advocacy and  
Experimentation

## **3. Walk**

Strategy and  
Processes

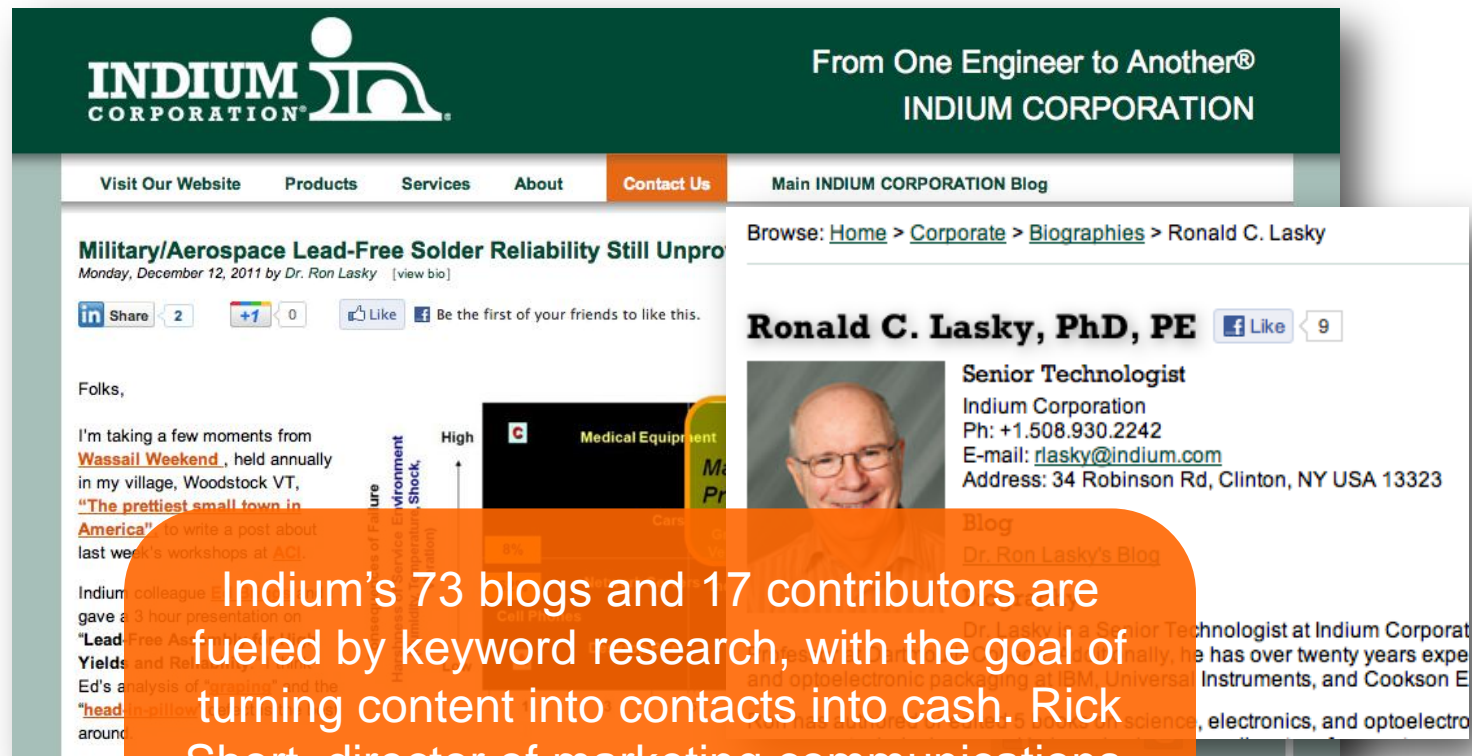
## **4. Jog**

A Culture of  
Content

## **5. Run**

Monitizable  
Content

# Indium Corp Creates Engaging Blog Content Based on Targeted Keyword Phrases



Indium's 73 blogs and 17 contributors are fueled by keyword research, with the goal of turning content into contacts into cash. Rick Short, director of marketing communications, leads the hyper-targeted blogging strategy – one that increased customer contacts by 600% within a single quarter.

## 2. Stretch

Advocacy and Experimentation



# The CDC Gets Creative to Reach Younger Audience



The CDC's well-timed blog post on how to prepare for the Zombie Apocalypse was so popular that it crashed their servers and sent their message about disaster-preparedness viral.

## Preparedness 101: Zombie Apocalypse

**Categories:** General

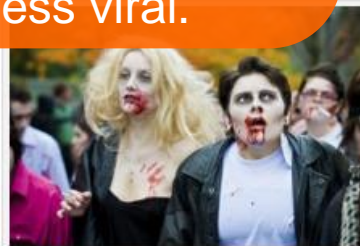
May 16th, 2011 11:48 am ET - Ali S. Khan



**latest post:** <http://go.usa.gov/Q4J>

Walking Dead fans, check out our latest post: <http://go.usa.gov/Q4J> out there that we can prepare for. Take a zombie apocalypse, for example. That's right, I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh now, but when it happens, you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a real emergency.

We've all seen at least one movie about flesh-eating zombies taking over (my personal favorite is George Romero's Night of the Living Dead). But where do zombies come from and why do they love eating people? The zombie comes from Haitian and New Orleans voodoo origins. Although its meaning has changed slightly over the years, it refers to a human corpse brought back to life to serve the undead. Through ancient voodoo and folk-lore, the zombie is the Walking Dead were born.



A couple dressed as zombies - Danny Zucco and Sandy Olsson from the movie Grease walking in the annual Toronto Zombie Walk.

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# CDC

**CENTERS FOR DISEASE  
CONTROL AND PREVENTION**

**2. Stretch**  
Advocacy and  
Experimentation

# Eloqua Expands its Content Marketing with Creation of VP Content Marketing Role



## 3. Walk Strategy and Processes

**ELOQUA**  
THE POWER TO SUCCEED.

It's All About Revenue

HOME CONTRIBUTORS CATEGORIES

MOST RECENT ENTRIES

**Why Your 2012 Marketing Plan Needs Tablets**  
by Jesse Noyes on January 2

**Joe Chernov, Vice President of Content Marketing**

Joe is responsible for identifying, sourcing and managing Eloqua's marketing and content relevant social channels. He also oversees public relations, analyst relations and social media. Joe doubles as @eloqua on Twitter. He co-chairs the Word of Mouth Marketing Association's member ethics panel and speaks at conferences and universities about social media and marketing ethics. Follow Joe on Twitter at [@jchernov](#).

Subscribe to [Joe Chernov's RSS Feed](#) »

Read recent posts by [Joe Chernov](#) »

Joe Chernov launched Eloqua's corporate blog and later used it to promote the company's other content—made trackable by requiring users to provide contact information. This enabled Chernov to measure effectiveness, directly attributing \$2.5M in revenue to four free guides in 2010.

Lieb, Rebecca. *Content Marketing: Think like a Publisher – How to Use Content to Market Online and in Social Media*. Indianapolis: Que, 2012.

# Nestlé's Blackshaw Takes Senior Leadership on Inspirational “Field Trip” to Silicon Valley

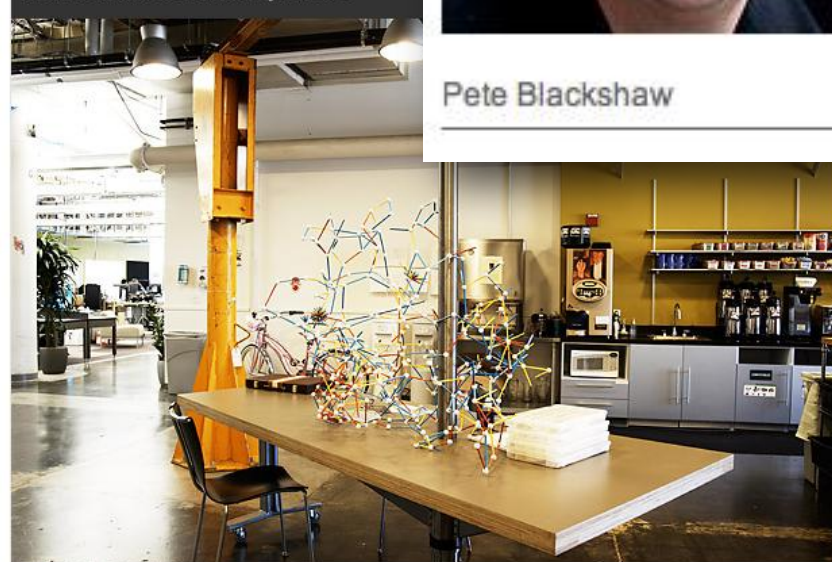


## 4. Jog

A Culture of  
Content



Inside Facebook Headquarters



EMILY SHUR FOR TIME



Pete Blackshaw

◀ BACK NEXT ▶



# Salesforce Leverages Video to Share Product Demos, Webinars, Events and More



## 4. Jog

A Culture of Content



Salesforce's 2,600 YouTube videos receive upward of 11K views per day. The company has valued its product demo views (av. 2 minutes per view) as equal to customers receiving service from 66 hyper-efficient sales representatives.

# Red Bull Recognized as Content Empire, Adds E-commerce Site to Media Strategy



## 5. Run Monitizable Content

The screenshot displays the Red Bull website's content ecosystem. At the top, navigation links include Home, Images, Login, and Register. A search bar is also present. The main content area is divided into several sections:

- Newsroom:** Features articles such as "Red Bull Art of Can 2011 Turkey - short Clip (clean)" and "Red Bull Art of Can Exhibition in Istanbul, February 24".
- iPhone Apps:** Lists applications like "Red Bull Augmented Racing Games" (Updated Apr 18, 2011), "Red Bull TV" (Updated Jan 23, 2012), "RBMA Radio" (Updated Feb 24, 2011), and "Red Bull BPM DJ" (Updated Jan 06, 2012).
- iPad Apps:** Lists applications like "Red Bull TV" (Updated Jan 23, 2012), "Break Dance Champion R. Games" (Released May 20, 2011), "Red Bull X-Fighters HD Lite Games" (Released Dec 23, 2010), and "Breakdance Champion Re..." (Released May 20, 2011).
- The Red Bulletin:** A section for the Red Bulletin Magazine, showing "Red Bulletin/Current Issues" and "OTHER EDITIONS". It features a large image of a magazine cover for January 2012 and a row of smaller magazine covers.

# Blendtec's "Will It Blend" Videos Boosted Sales 700%



## 5. Run

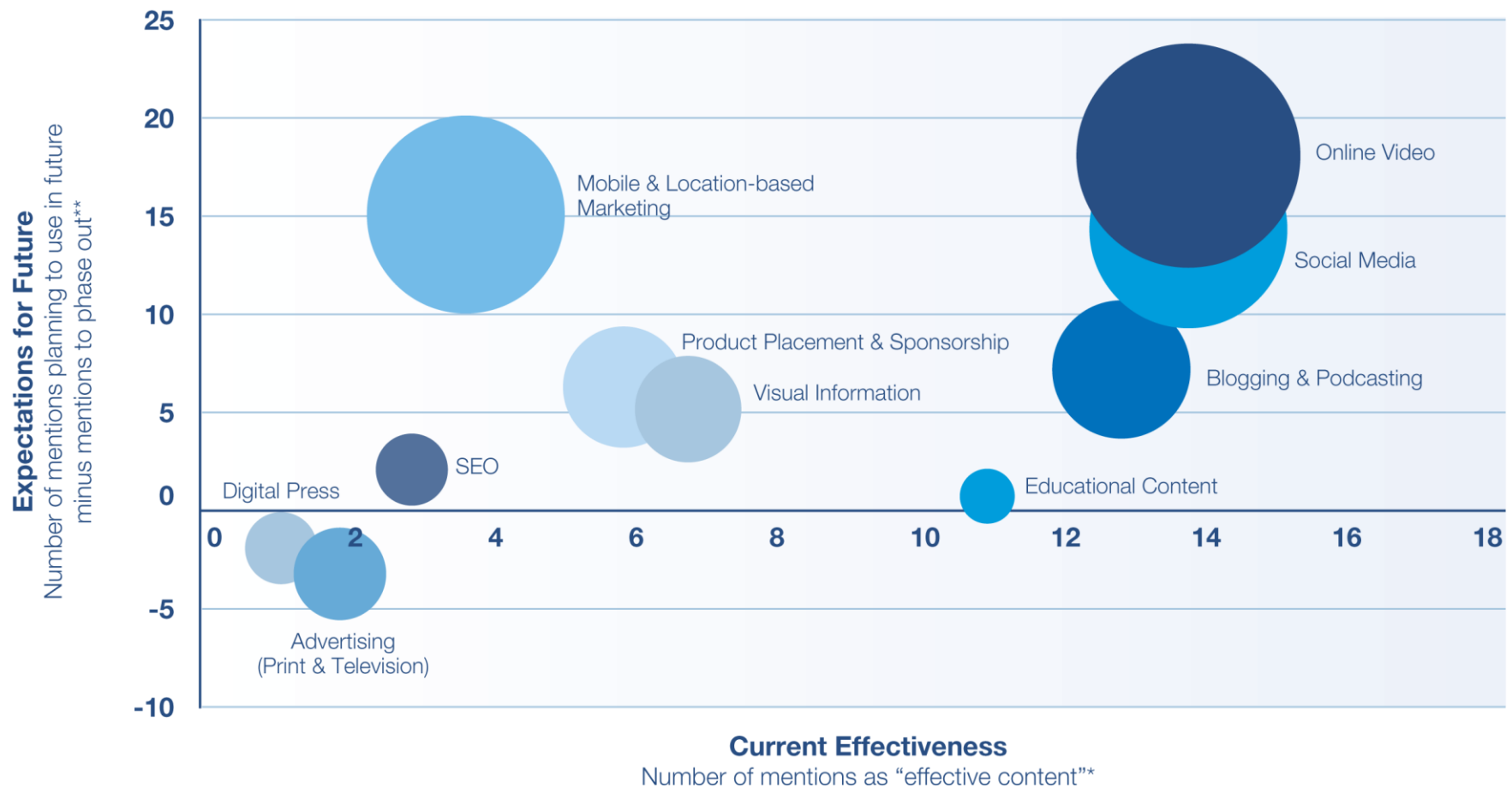
Monitizable  
Content



A tall, grey metal signpost stands against a clear blue sky with scattered white clouds. The signpost has several blank, white, rectangular directional signs attached to it, pointing in various directions. A semi-transparent dark blue rectangular box is overlaid on the center of the image, containing the text "Content Channel Confidence" in white.

# Content Channel Confidence

# Where is Content Confidence Held?




Base: 56 marketers; Size of bubbles above reflect marketers' intention to increase/decrease use of that content type over the foreseeable future. \* Based on question: What are the most effective types of content you've used to promote your brand? \*\* Based on question: Which type(s) of content do you plan to phase out, use less of, or have found ineffective?; Source: Altimeter Group

# Measure KPIs Beyond Sales



# Top-Level Findings

- Content initiatives are a significant investment.
- Rebalancing requires departmental integration and cultural shifts.
- Content and advertising should be interrelated.
- Marketers are distracted by new channels and technologies.
- Over the next five years, content marketing will permeate the organization.



How Will You Rebalance?



# THANK YOU

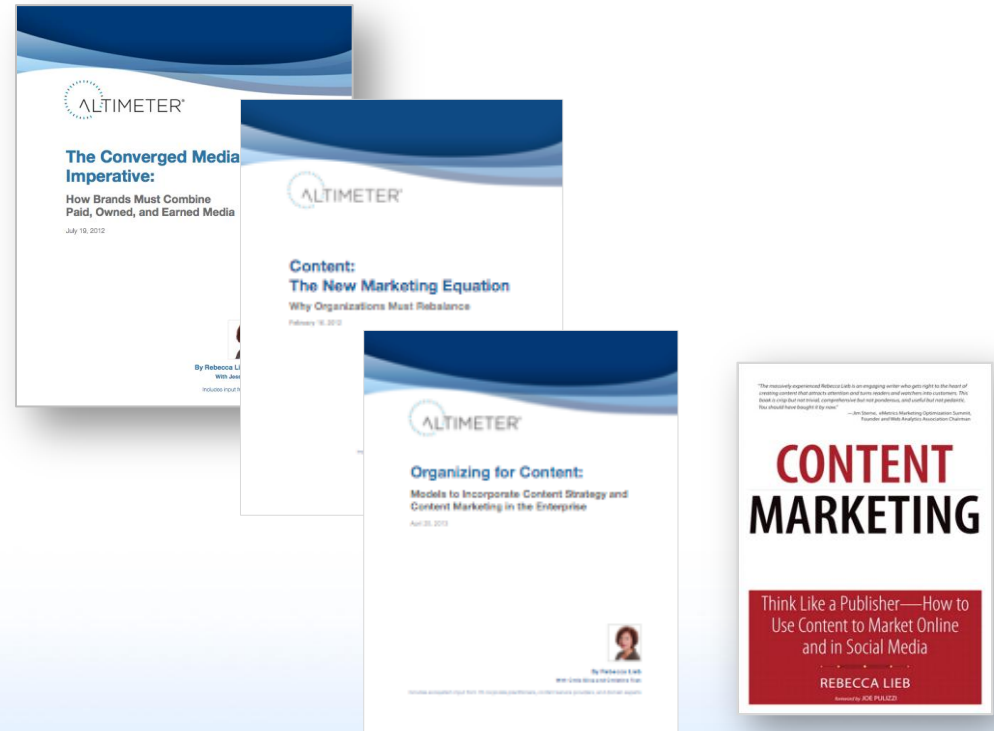


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