Rebalancing for Content and the New Marketing Equation

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#Content Marketing

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ALTIMETER

We're Tuning Out the Noise

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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/>.

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Shifting from “Push” to “Pull”

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

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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

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

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Rebalance with Content

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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.

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Content Marketing Builds Stronger Brands

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

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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

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Set the Stage with Strategy

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Three Types of Content Marketing

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

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Three Types of Content Marketing

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

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Old Spice Uses Humor to Reach Younger Audiences

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K-SWISS Attracts Audiences and Sales with Kenny Powers Videos

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.

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3 types of content marketing

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

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AMEX Informs and Educates Customers with OPEN Forum Content

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

Mediative formerly ENQUIRO

Subscribe to Newsletter | Contact Us | +1 1

SHARE +

Google™ Custom Search | Search

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MARKETING INSIGHT

The steps to better b2b search marketing

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White Papers

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"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

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BuyerSphere Part. I - Mapping the BuyerSphere

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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.

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3 types of content marketing

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

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GE Transformers iPad App Proves Useful to Its Engineer Community

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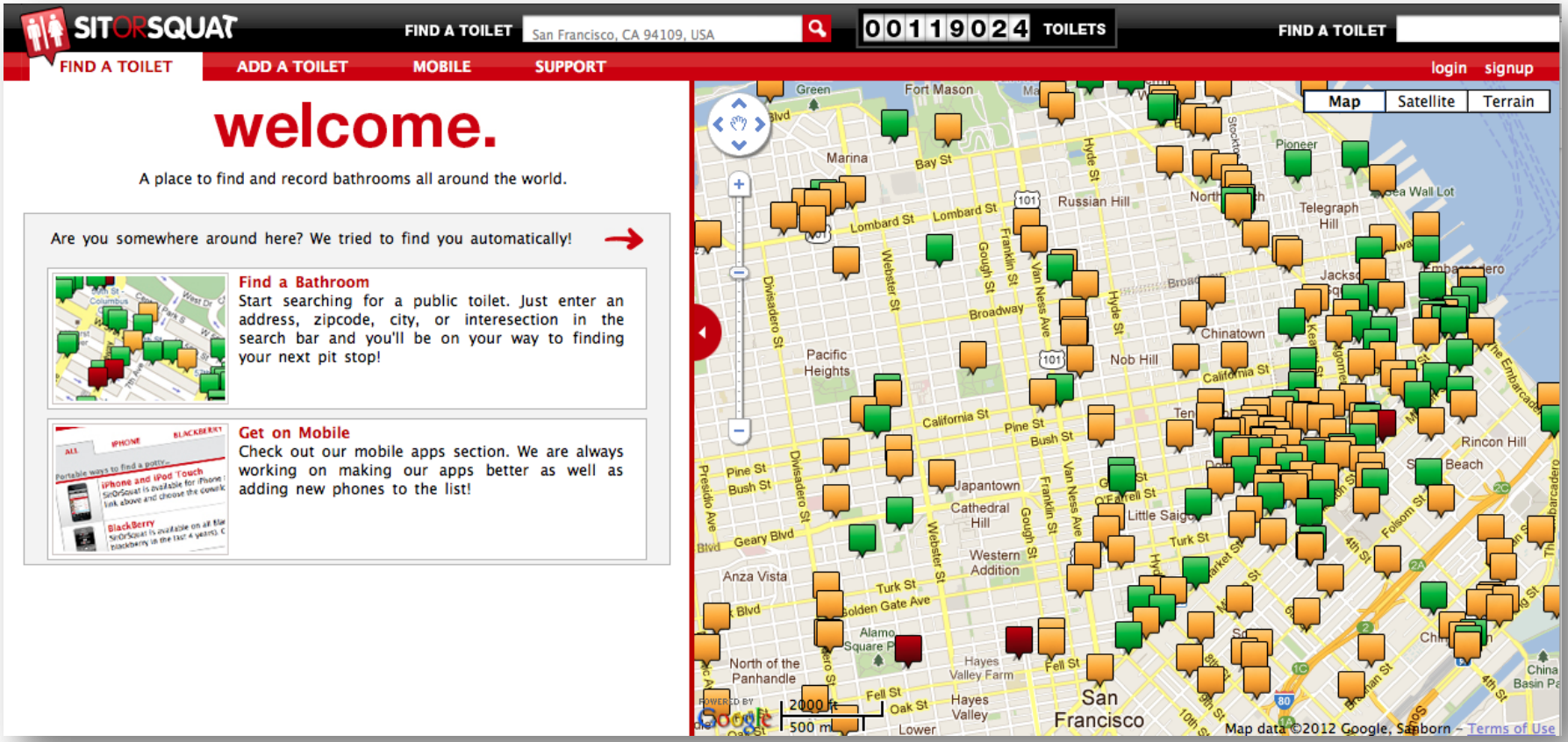
Charmin's Sit or Squat App Helps People Find Nearby Public Restrooms



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Building a Foundation for Content Marketing

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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

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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-tempate/. Used with Permission.

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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-tempate/. Used with Permission.

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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!)

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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

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Generate a Keyword List

Search terms (1)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
content marketing	Medium	27,100	12,100

Go to page: 1 Show rows: 50 1 - 1 of 1

Keyword ideas (41)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
content marketing strategy	Medium	1,300	720
what is content marketing	Medium	33,100	12,100
content marketing agency	High	390	210
b2b content marketing	Medium	390	210
web content marketing	Medium	1,300	480
content marketing services	Medium	720	210
mobile content marketing	Medium	480	140
content marketing plan	Medium	1,300	260
marketing content	Medium	33,100	12,100
content marketing definition	Low	260	110
outsourced content marketing	High	22	12

Free SEO services like Google AdWords' Keyword Tool can aid in generating a robust and comprehensive keyword list.

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Create an Editorial Calendar

Editorial Calendar

PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NO
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.	
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).	
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.	
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.	
example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? 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	
example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, [illegible] centeredness, tone, voice	[illegible]	[illegible] tutorials for small groups (fee	
example	Select from list of strategic sites	Post	Blog Commenting	N/A	Rotating 3 people	Comment on industry and trade [illegible] Stamats' POV on relevant topics	[illegible]	[illegible]	
example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to [illegible] experience campus life	[illegible]	[illegible] webinar	
example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that [illegible] and Facebook by professors in the [illegible]	[illegible]	[illegible] poll results are received, write mini- [illegible] Facebook and Twitter, eNewsletter	
example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common G[illegible] cost you valuable insight	[illegible]	[illegible] 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

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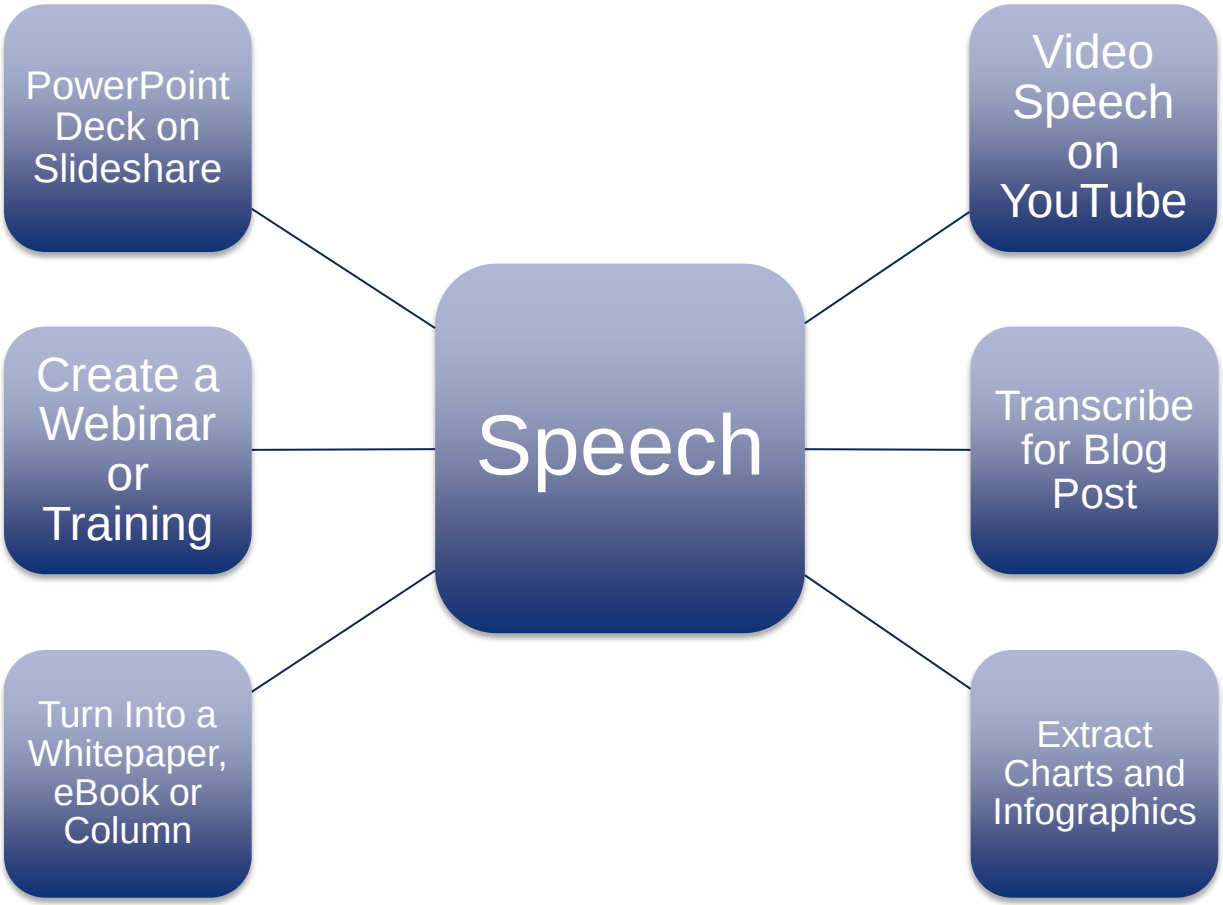
Reuse and Repurpose for Greater Impact



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Achieve Content Maturity

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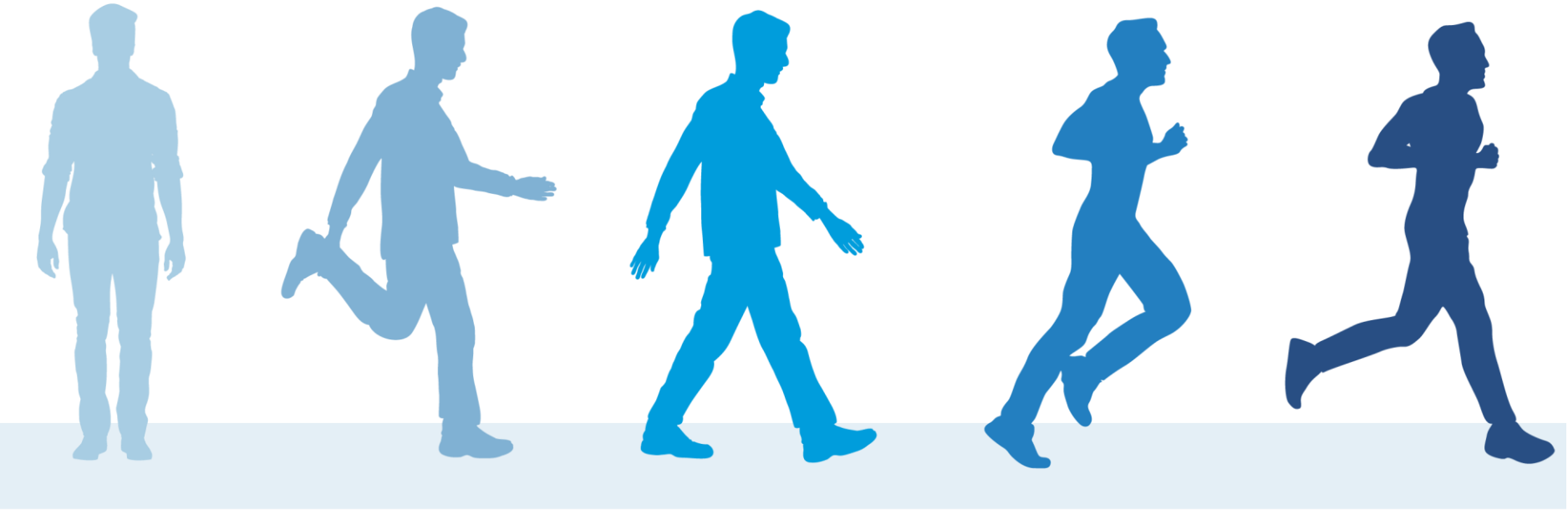
Altimeter's Content Marketing Maturity Model



1. Stand	2. Stretch	3. Walk	4. Jog	5. Run
Curiousity and Consideration	Advocacy and Experimentation	Strategy and Processes	A Culture of Content	Monitizable Content

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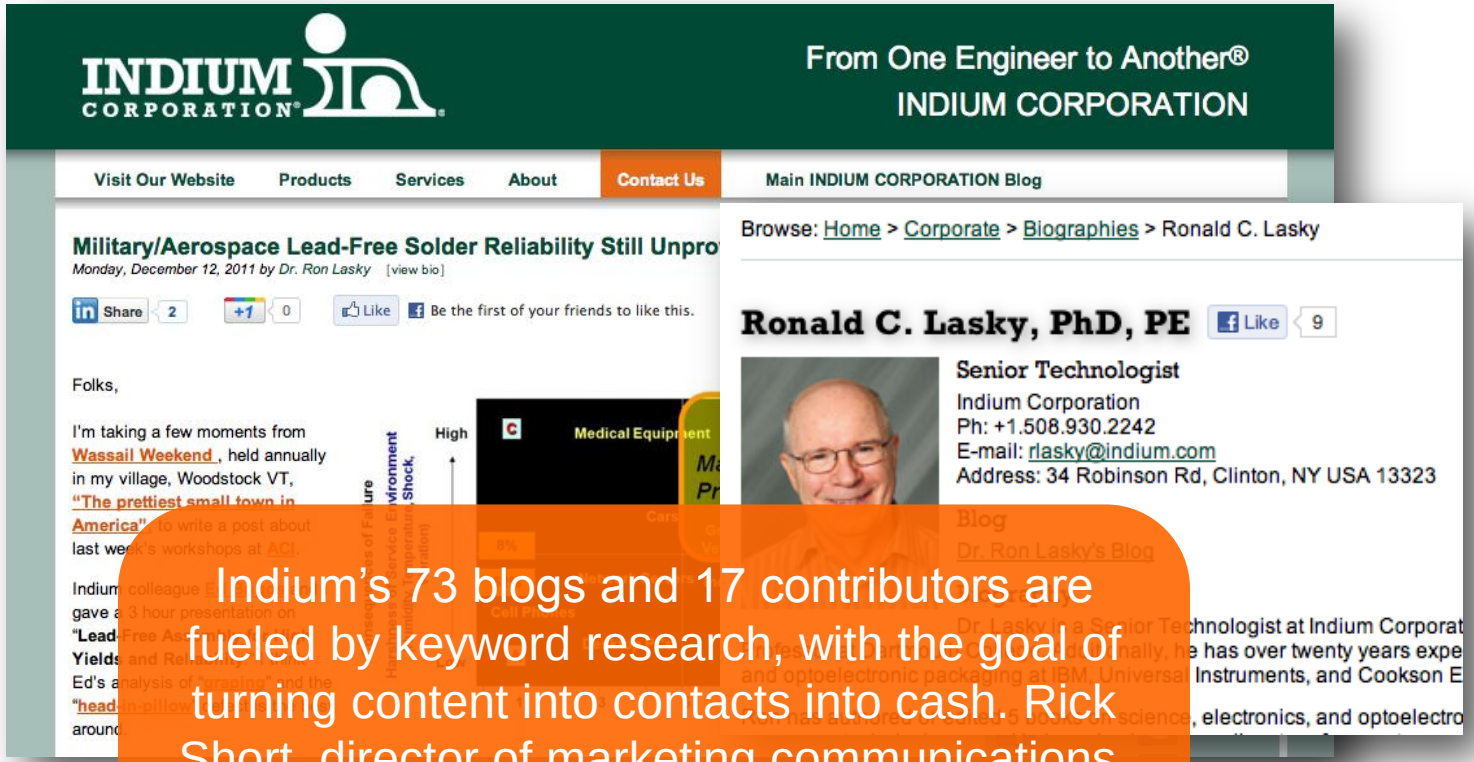
Indium Corp Creates Engaging Blog Content Based on Targeted Keyword Phrases

2. Stretch
Advocacy and Experimentation



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.

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The CDC Gets Creative to Reach Younger Audience

2. Stretch
Advocacy and Experimentation

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

ut there that we can prepare for. Take a zombie
I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh
appy you read this, and hey, maybe you'll even learn a
r a *real* emergency.

out flesh-eating zombies taking over (my personal
e do zombies come from and why do they love eating
mes from Haitian and New Orleans voodoo origins.
ightly over the years, it refers to a human corpse
e undead. Through ancient voodoo and folk-lore
ad were b

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

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION™

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

3. Walk

Strategy and Processes

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.

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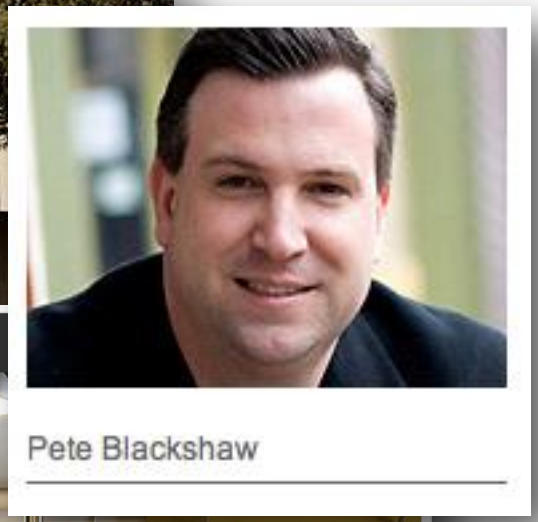
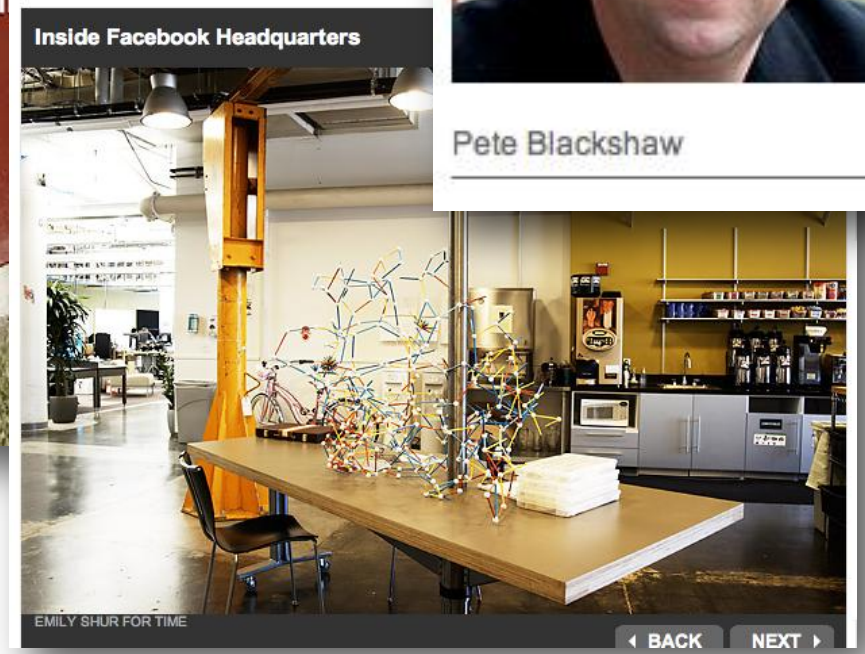
Nestlé's Blackshaw Takes Senior Leadership on Inspirational "Field Trip" to Silicon Valley

4. Jog

A Culture of Content





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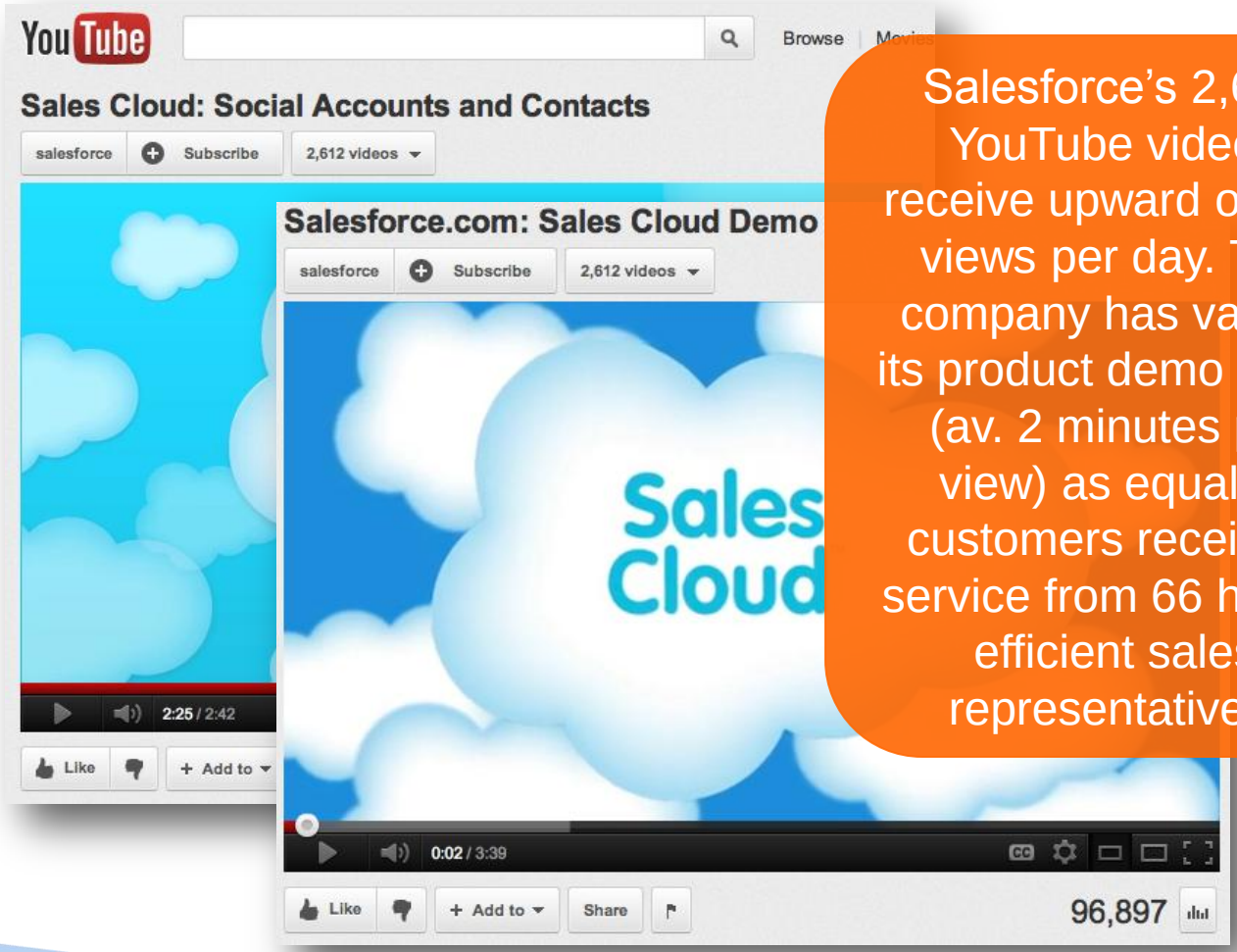
Salesforce Leverages Video to Share Product Demos, Webinars, Events and More

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.

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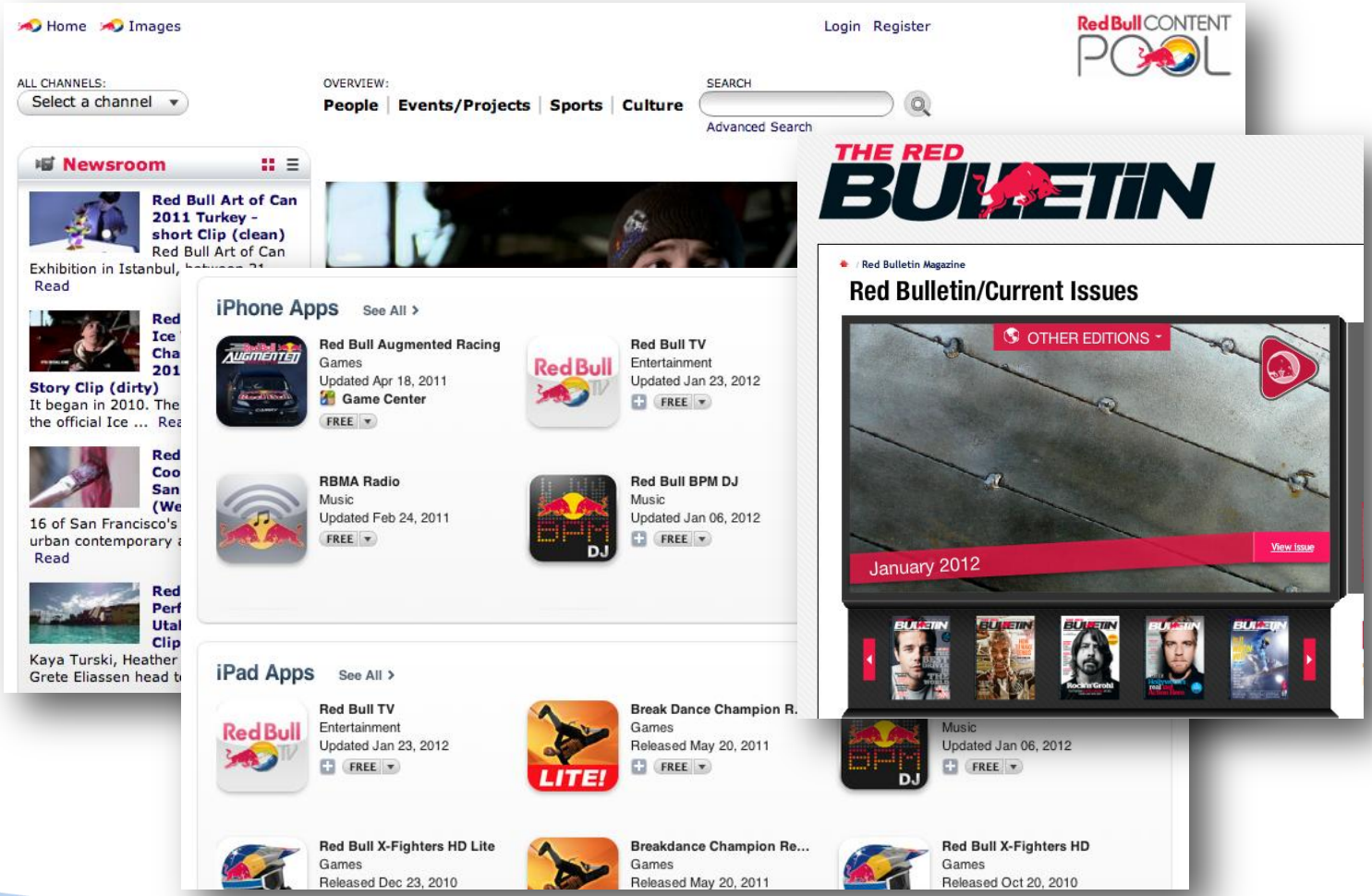
Red Bull Recognized as Content Empire, Adds E-commerce Site to Media Strategy

5. Run

Monitizable Content



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

5. Run

Monitizable Content

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Content Channel Confidence

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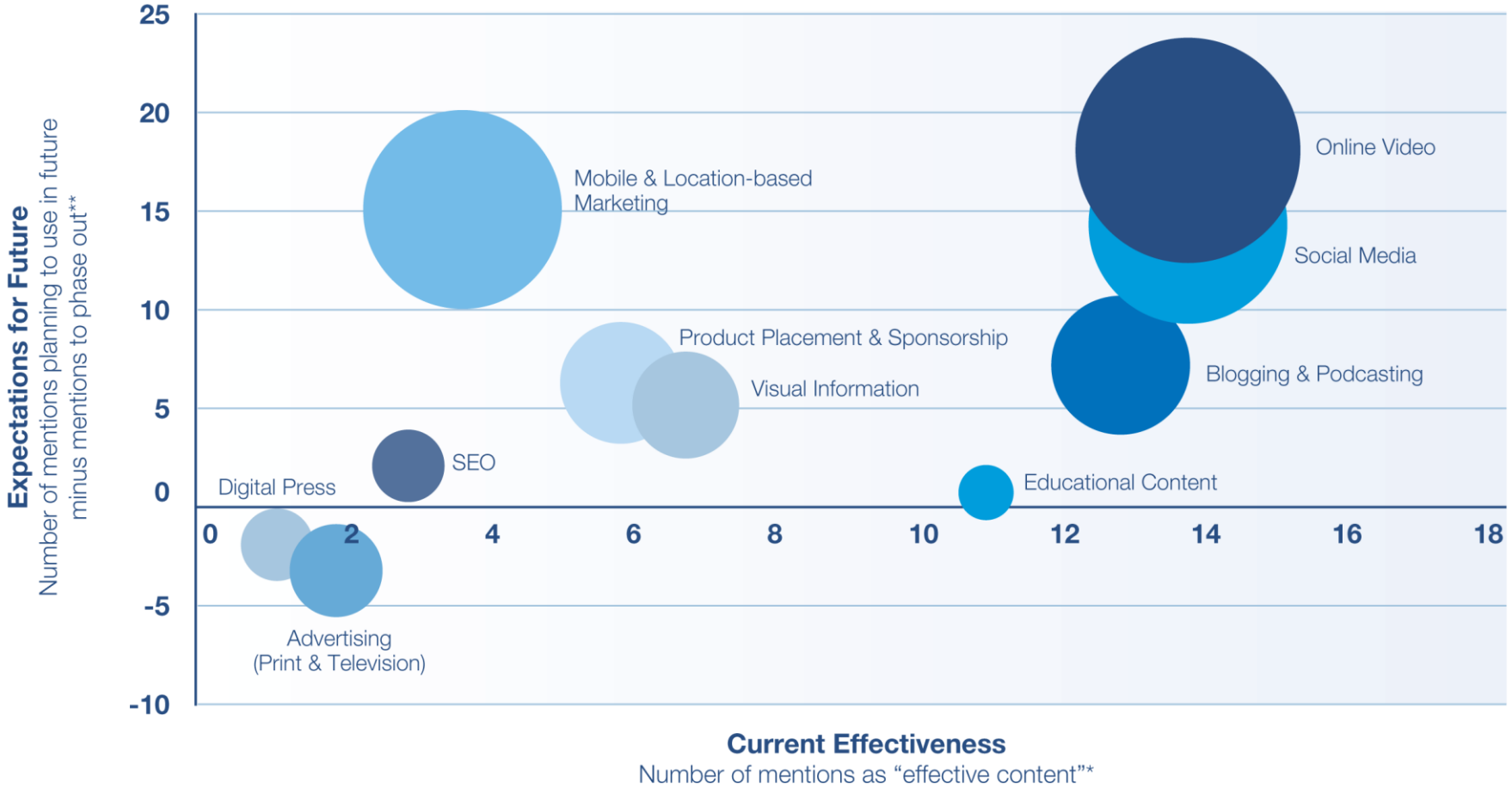
Where is Content Confidence Held?



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

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Measure KPIs Beyond Sales

Innovation
Collaborating with customers to drive future products and services

Brand Health
A measure of attitudes, conversation and behaviour toward your brand

Customer Experience
Improving your relationship with customers, and their experience with your brand

Marketing Optimizatior
Improving the effectiveness of marketing programs

Operational Efficiency
Where and how your company reduces expenses

Revenue Generation
Where and how your company generates revenue

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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.

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How Will You Rebalance?

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THANK YOU

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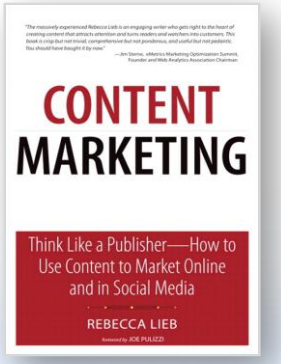

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