

CONTENT MARKETING **POWER TALK**

"Less crap and more content!"

Joe Pullizi

Jeff Bullas

Guy Kawasaki

Mark Schaefer



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Engage unfoolishly

PREFACE

For most marketers, the missing piece of the content marketing puzzle is a documented strategy.

In the rush to create more content, there's barely enough time for brands to think about the "why", "for who" and "to what end" of content marketing.

While every brand has its unique set of marketing goals, values, and assets, a lot can be learnt by tapping into industry thought leadership to identify trends and best practices.

At Scatter, we constantly engage with content marketing stalwarts to drive constant innovation. In this edition of Power Talk, we've put together four such conversations for your reading pleasure.

To save your time, we've also created **TL;DR** versions of all long answers.

From the difference between branded content and content marketing to measuring the right ROI for your content efforts, we've got some great insights to help you think more strategically about content.

We hope you enjoy reading it as much as we enjoyed curating it!

Want your own content marketing question answered by the experts? Connect with us below and share it for our next interview.



GARIMA SHARMA

Vice President, Content & Product,
Scatter





Interview #1

THE **JOE PULIZZI INTERVIEW**

Joe Pulizzi is founder of Content Marketing Institute, a UBM company, the leading education and training organization for content marketing, which includes the largest in-person content marketing event in the world, Content Marketing World. Joe is the winner of the 2014 John Caldwell Lifetime Achievement Award from the Content Council. Joe's the author of four books, including his latest Content Inc. His third book, Epic Content Marketing was named one of "Five Must Read Business Books of 2013" by Fortune Magazine.



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Q) Branded Content, Content Marketing, Native Advertising - these terms seem to be used interchangeably. Is there a difference and is that difference big at all?

TL;DR ANSWER

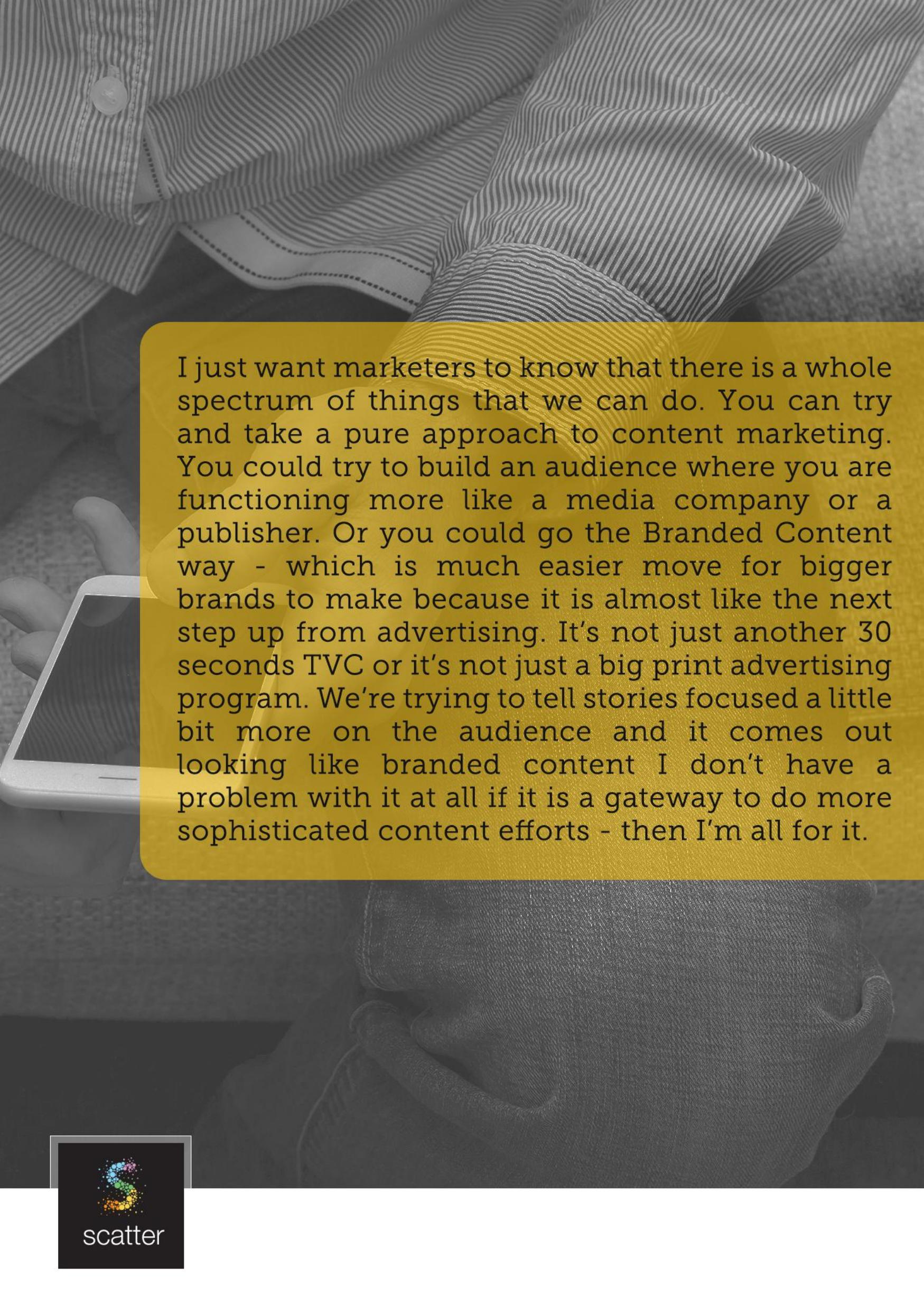
	Content Marketing	Branded Content
Focus	Focused on audience's pain points	Focused on brand's message
Duration	Long term, consistent messaging	Short-term campaign based
Objective	To create a content brand	To showcase product through storytelling
Example	P&G's homemadesimple.com	Dove's Real Beauty campaign



LONG ANSWER

Joe: I think content marketing and branded content are just different. Content Marketing is focused on the audience's pain points, the audience's information needs and that's how we go to market. And Branded Content is focused more on the story that the brand wants to tell. Mostly around product features or what the brand stands for and in usually shorter term programs. Content Marketing is about long term consistency. A great Branded Content example is Dove's Real Beauty. They created this great program. It's a short-term program and they do it in 3 to 6 month chunks. It's not that it is wrong, it's just different from Content Marketing. And it's about stuff that's about them (Dove) and there is usually some product placement involved in that. You're very, very sure that it is Dove because it's hard to miss it. In Content Marketing, that's not always the case. Usually, it's about a brand Creating a content brand. Like P&G would create a www.homemadesimple.com. So, it's a little bit different.





I just want marketers to know that there is a whole spectrum of things that we can do. You can try and take a pure approach to content marketing. You could try to build an audience where you are functioning more like a media company or a publisher. Or you could go the Branded Content way - which is much easier move for bigger brands to make because it is almost like the next step up from advertising. It's not just another 30 seconds TVC or it's not just a big print advertising program. We're trying to tell stories focused a little bit more on the audience and it comes out looking like branded content I don't have a problem with it at all if it is a gateway to do more sophisticated content efforts - then I'm all for it.



Q) We see the newsletter as a classic case of killing the goose that lays golden eggs. Can content marketing resurrect newsletters killed by 'advertising'?

TL;DR ANSWER

3 steps to getting newsletter right:

Step 1: Only send a newsletter if it addresses your audience's pain point and not because you can send an email

Step 2: Send something that is truly valuable and send it consistently over time

Step 3: Own the relationship and enjoy open rates to the tune of 20%



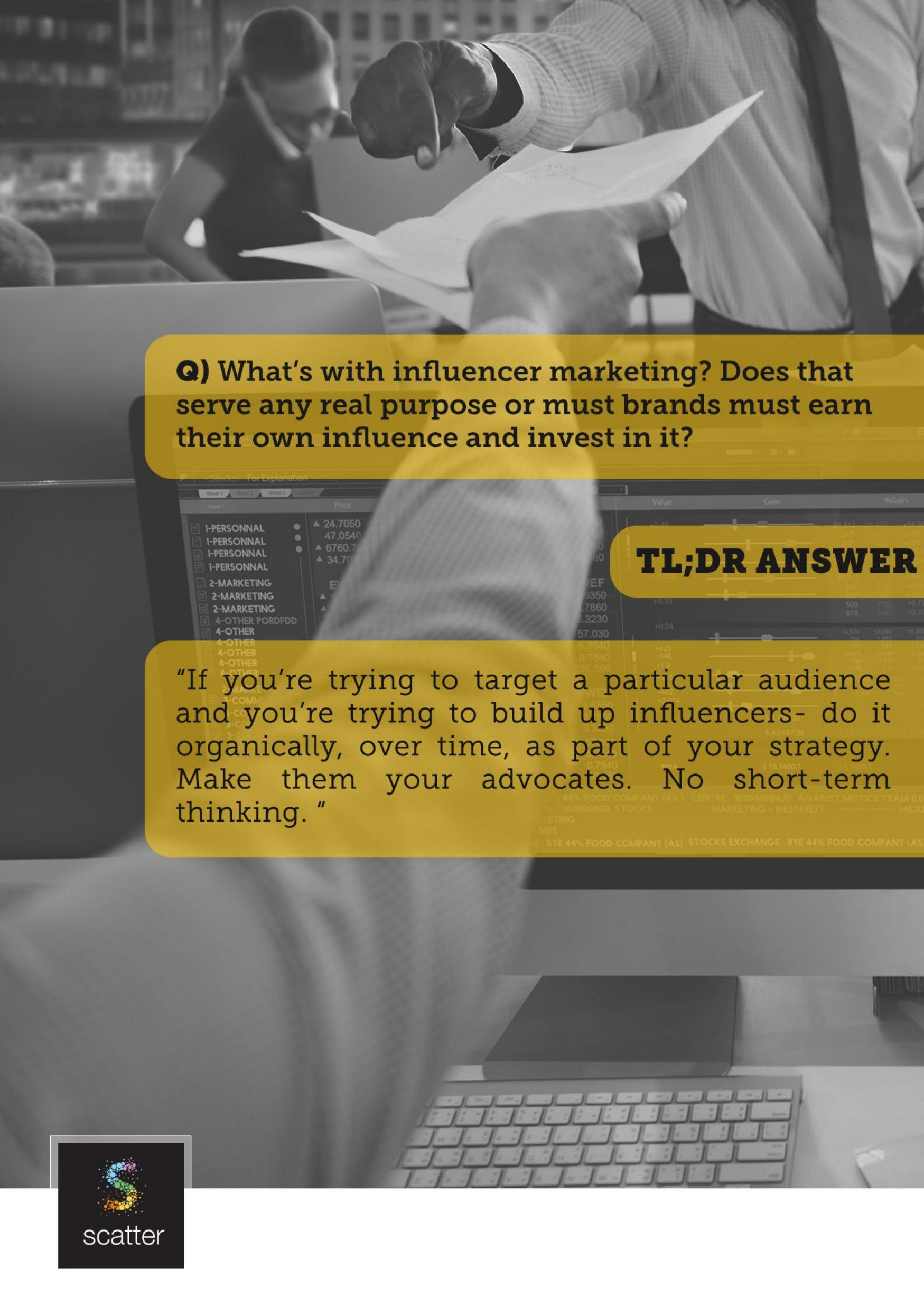
Joe: I think email newsletters are still critical. And maybe even more critical than ever before. It's just the fact that we have to send out email newsletters which are actually more valuable. But you can't cut through the clutter with a sales message / with something that's not valuable. Now, if something is truly valuable and sent consistently, people will open it. We've seen it time and again. We've seen a lot of brands we work with get 20% - 40% open rates. That's fantastic. And you get that consistently over time and you get to build that relationship.

Just because you think "You can send this email" - it does not mean you should be sending this email – because it's not focused on the pain points of the audience.



Today, there's a lot of audiences that we can build. Obviously, we can build a lot of social audiences, but there's not many we have the majority control over. The one that we have best control we have is the audience we get through an "opt in email." And we can actually communicate with that person on a consistent basis. You can't do that on any social channel because those social channels own that relationship, not your brand.





Q) What's with influencer marketing? Does that serve any real purpose or must brands must earn their own influence and invest in it?

TL;DR ANSWER

"If you're trying to target a particular audience and you're trying to build up influencers- do it organically, over time, as part of your strategy. Make them your advocates. No short-term thinking."

LONG ANSWER

Joe: Absolutely. I agree with you. You're earning the right to communicate with an audience. If influencers pick up that content up and share that organically, then that's absolutely the best way. If there is a coordinated influencer effort, I don't like to see it on a short-term basis. I don't like to see the product pitches and we know that the paid influencers don't have as much influence as the non-paid influencers. So, my whole take is: If you're trying to target a particular audience and you're trying to build up influencers- do it organically, over time, as part of your strategy. And then those people become part of your advocates. Ongoing. Instead of just "Oh! This one time. We've got a press release going. Send it to the influencers." This short-term thinking is simply not effective. I like the long term thinking of organically building that influencer group over time.

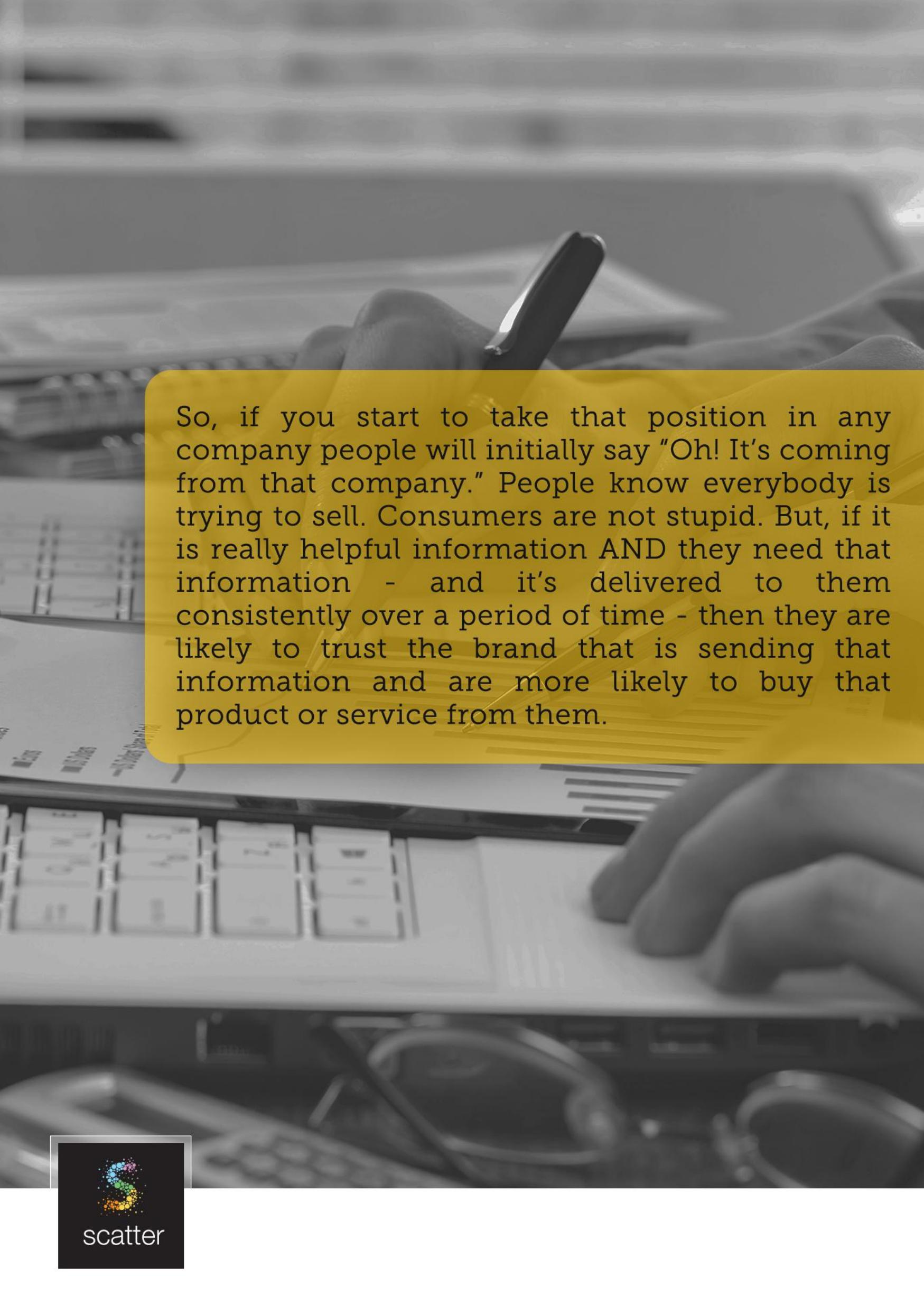


LONG ANSWER

Joe: The whole thing about whether you're doing sponsored content, native advertising or trying to build your own channel: First of all, be transparent. Tell people - "Hey, this is who we are and this is what we stand for." For the consumer, it all comes down to - Is the content authentic? Is it real? Is it true? Is it helpful?

You look at any of the studies around and you will see **(a)** some people will engage with a piece of content and will take it at face value **(b)** some people will see who authors it and then decide if it is tainted or okay. **(c)** some won't even engage with your content. That's why consistency is so critical. If you want to get the users out of the mindset "Oh! It's a brand...it's coming from a brand"... you will have to put out content consistently. So, if you're John Deere and you are selling tractors and you consistently (over a 100 years) help small business farmers with their needs - they don't care that you want to sell tractors. They will probably know you more and will trust you and be happy to get information from you. Because it is so helpful.





So, if you start to take that position in any company people will initially say "Oh! It's coming from that company." People know everybody is trying to sell. Consumers are not stupid. But, if it is really helpful information AND they need that information - and it's delivered to them consistently over a period of time - then they are likely to trust the brand that is sending that information and are more likely to buy that product or service from them.



What content KPIs match up to business KPIs / KRAs? How does one collect leads from content marketing?

TL;DR ANSWER

Content KPIs differ depending on what the goals are.

However, 100 years in custom publishing and now content marketing say 1 thing-

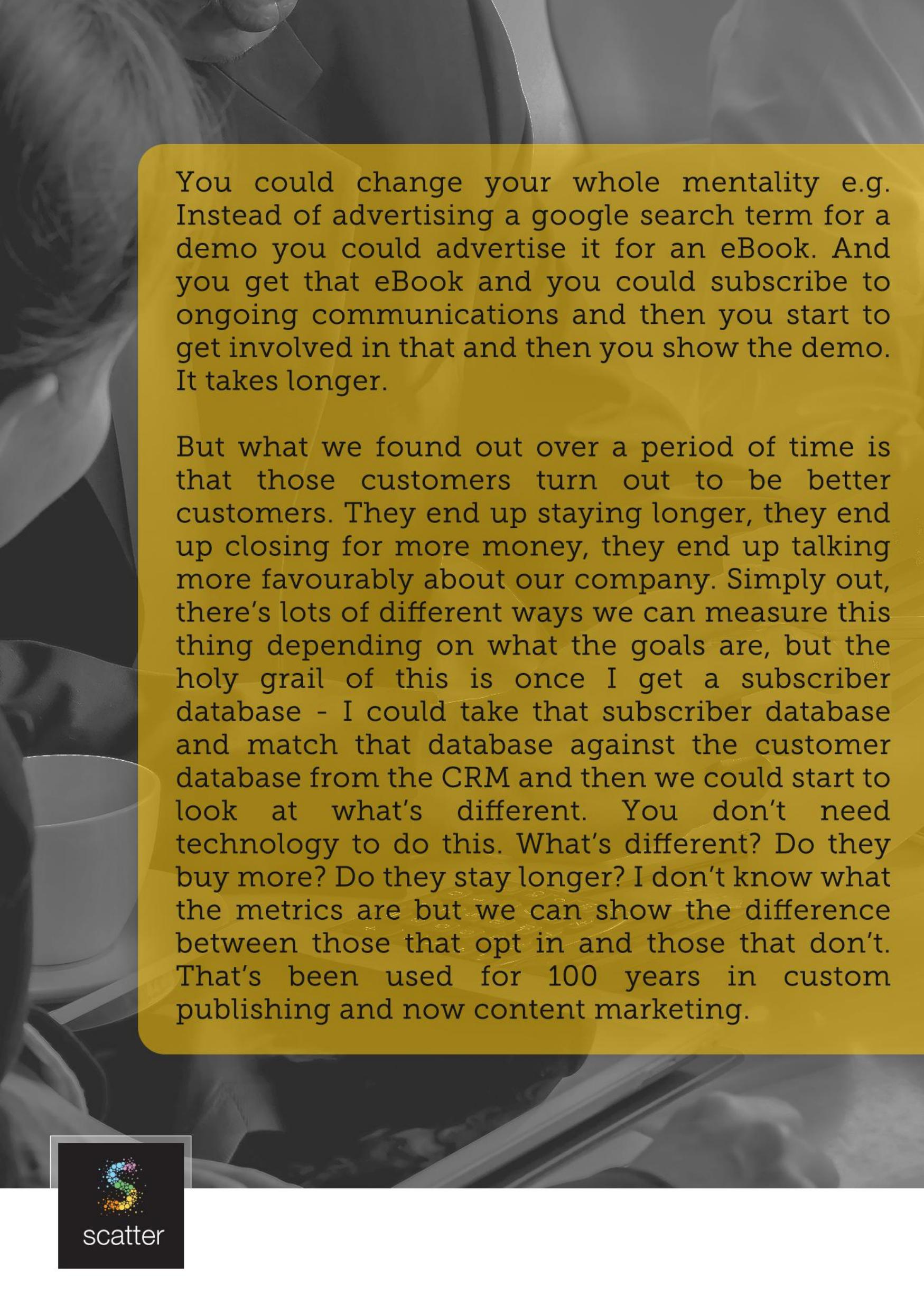
There is a difference between those that opt in and those that don't

- What should you do?
- Build subscribers
- Consistently communicate with them
- Educate them
- Watch quality leads coming from them

LONG ANSWER

Joe: My quick take on this is: What most brands do is they'll use webinars, whitepapers, eBooks...and they'll use those as lead generation programs and they'll then ferret them to the sales teams and do their thing in the sales process. I think that's the wrong way to do it. What I would be focused is on building subscribers. Email subscribers that we talked about before. Now you got permission from somebody to communicate with them and you want to nurture that over time. Then when you nurture them over a period of time those opportunities present themselves and then the leads come from the subscribers. Hardly anyone ever does this. Especially in B2B, because they want to give those leads to the sales team as often as possible but the problem is that those people are probably not ready to buy yet. But if we can communicate with them over time and we can start to educate them in certain ways that they can begin to trust us then they start to turn into opportunities that can actually buy something. It's not a quick hit thing.





You could change your whole mentality e.g. Instead of advertising a google search term for a demo you could advertise it for an eBook. And you get that eBook and you could subscribe to ongoing communications and then you start to get involved in that and then you show the demo. It takes longer.

But what we found out over a period of time is that those customers turn out to be better customers. They end up staying longer, they end up closing for more money, they end up talking more favourably about our company. Simply out, there's lots of different ways we can measure this thing depending on what the goals are, but the holy grail of this is once I get a subscriber database - I could take that subscriber database and match that database against the customer database from the CRM and then we could start to look at what's different. You don't need technology to do this. What's different? Do they buy more? Do they stay longer? I don't know what the metrics are but we can show the difference between those that opt in and those that don't. That's been used for 100 years in custom publishing and now content marketing.



Most content is clichéd and undifferentiated. How can content writers and journalists break this hurdle down? Is differentiation really a BIG factor?

TL;DR ANSWER

You create similar content when you focus on too broad an audience or too many audiences at the same time.

Brands want to do this because they want to reach as many people as possible - but that's not content marketing.

Content marketing is about focusing on a targeted audience and reaching their needs. Doing this will help you create differentiated content.



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LONG ANSWER

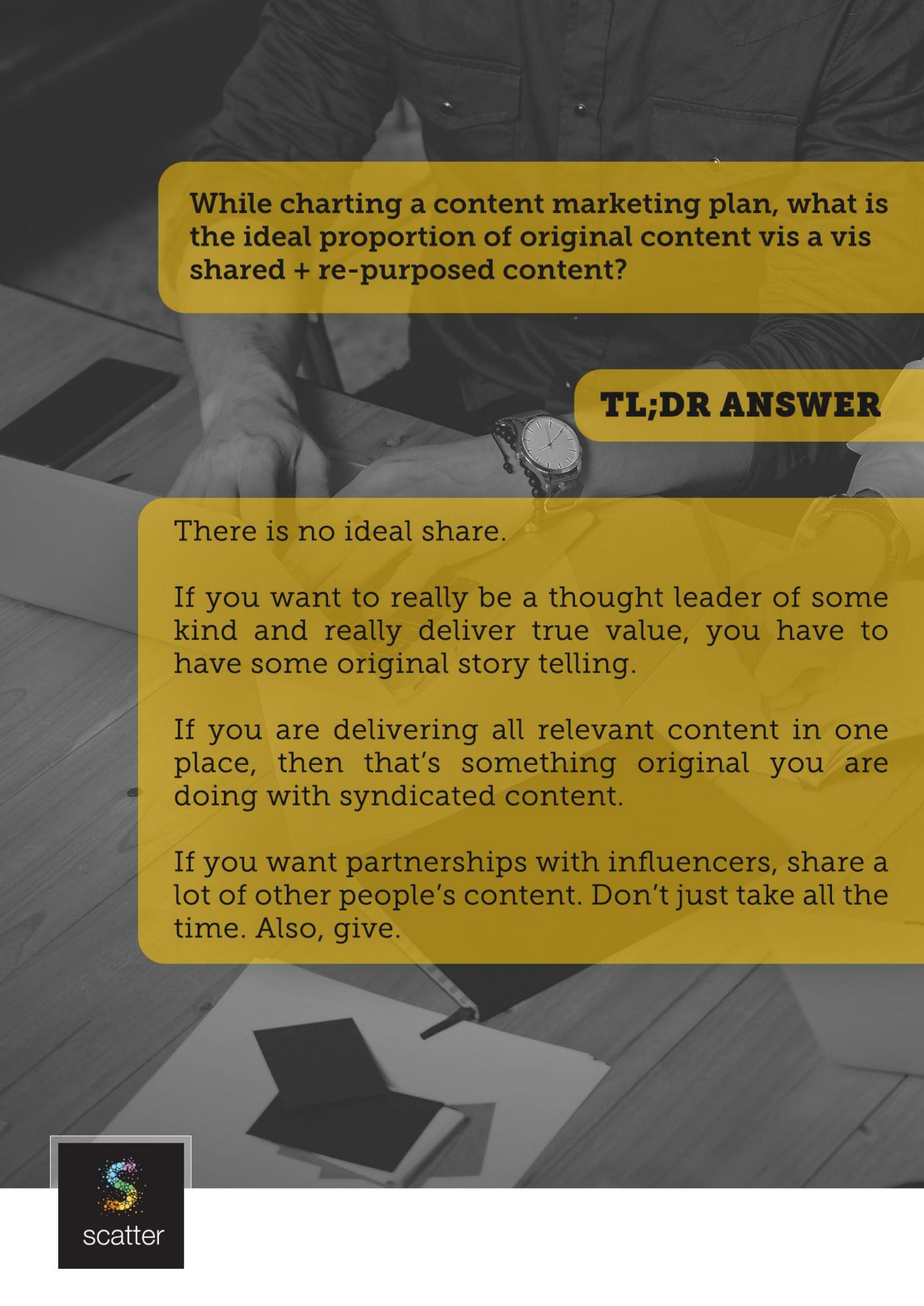
Joe: I would say the majority of the content out there does not tell a different story and if your brand is delivering content to an audience and it does not tell a different story...something that you can find somewhere else, anywhere else...it's going to be very difficult for you to be successful. It's a rampant issue and I think 95% of all companies are dealing with this now because they created an editorial calendar...whether it is around podcasts, video series or social media content that's not different...that's not telling a different story.



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If you are one of them, the recommendation is you're probably focusing on too broad an audience or too many audiences at the same time. And a lot of brands want to do this because they want to reach as many people as possible - but that's not content marketing. Content marketing is about focusing on a targeted audience and reaching their needs. So, it may be the brand has a decision to make to say "Well, we're not going to be able to reach these 3 different audiences with this, we're going to reach just one. And we're going to be the thought leader and the expert resource for this audience. And when we do that really well, we can move on to the second audience and the third audience and what not. So, that's the big issue.





While charting a content marketing plan, what is the ideal proportion of original content vis a vis shared + re-purposed content?

TL;DR ANSWER

There is no ideal share.

If you want to really be a thought leader of some kind and really deliver true value, you have to have some original story telling.

If you are delivering all relevant content in one place, then that's something original you are doing with syndicated content.

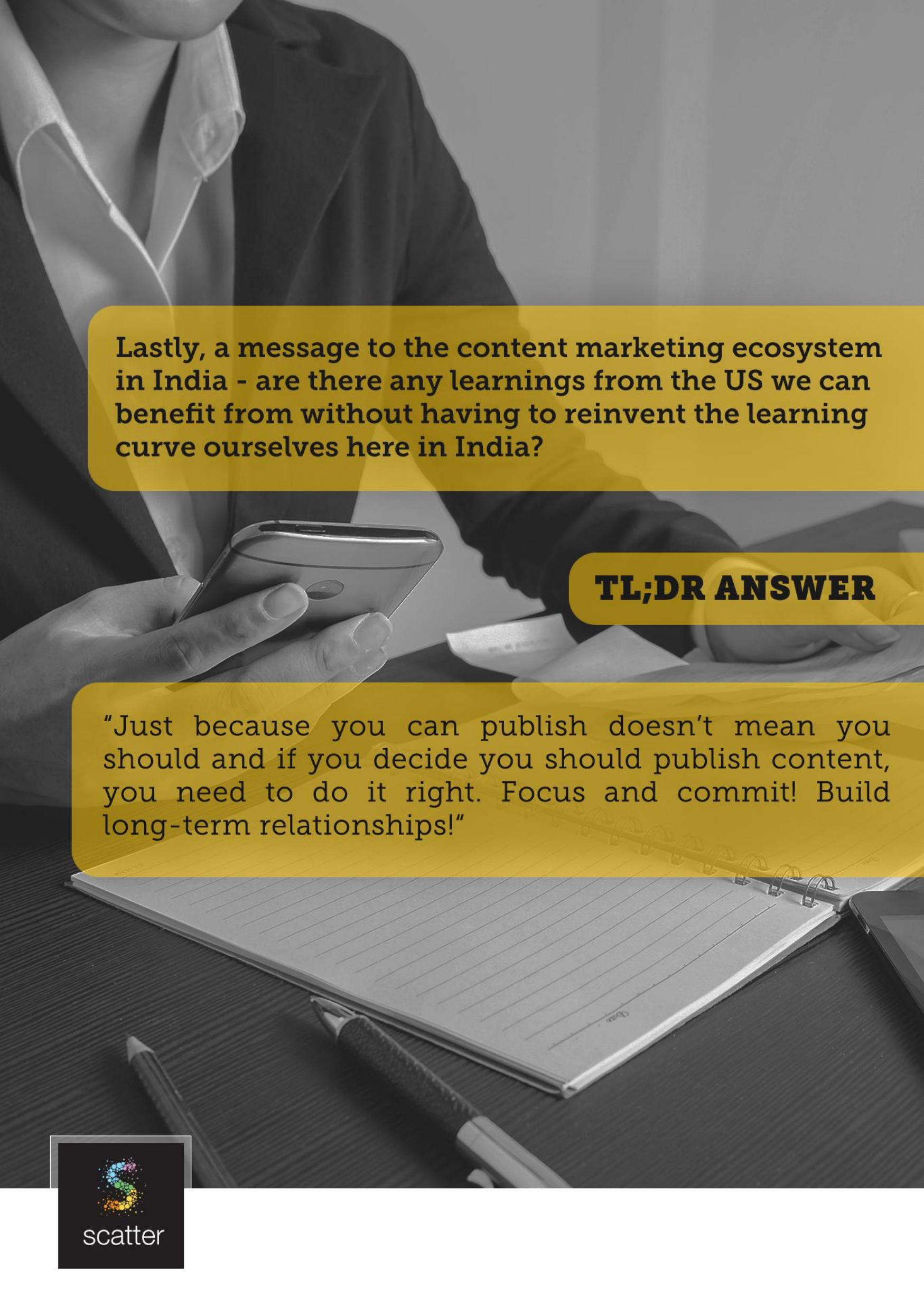
If you want partnerships with influencers, share a lot of other people's content. Don't just take all the time. Also, give.



LONG ANSWER

Joe: I don't think there is any ideal share. I've seen it all over the map. I do believe that if you want to really be a thought leader of some kind and really deliver true value, you have to have some original story telling. You can't just use the 100% syndicated content. It's very tough to do that. But if there are some areas....by the way, let's say that you're doing your e-newsletter and you're doing a roundup of the top news of a certain area and that's what you are delivering...that's the value - so they don't have to go searching out...it's all in one place, then that's something original you are doing with syndicated content. So, yeah, I don't think there's any rhyme or reason to it, but one thing that I would say - that if you're looking to do partnerships with influencers you better be sharing a lot of other people's content. Especially from those influencers. Because you can't just take, take, take all the time. You have to give. Whereas, the far majority of the content you are sharing on your social platforms is probably not your own content. It's probably coming from other sources.





Lastly, a message to the content marketing ecosystem in India - are there any learnings from the US we can benefit from without having to reinvent the learning curve ourselves here in India?

TL;DR ANSWER

"Just because you can publish doesn't mean you should and if you decide you should publish content, you need to do it right. Focus and commit! Build long-term relationships!"

LONG ANSWER

Joe: My recommendation will be the same one that I tell brands here in the US is "just because you can publish doesn't mean you should and if you decide you should publish content, you need to do it right. Instead of just publishing on every social platform that your customers are on and on every kind of topic...focus on...figure out the audience you're trying to target. Focus for the most part on one content type at first. You know, you're not the Financial Times here. You're not going to do everything at once. So, focus on one content type...Is it text? Is it audio? Is it video? One content platform. Is it your blog or website? Is it iTunes for audio, is it YouTube for video? Whatever the case is, consistently deliver. And then over time, even in my last book, the shortest time of monetization of any of the key case studies we looked at was 9 months. The average was around 15-18 months. This is a long-term relationship. This is an asset that you're building. It is not a short-term thing. So, if anyone would listen to this and they want to see major results in six months, I would say "Go buy advertising. Go do direct mail. Go buy a lot of search keywords or social advertising. Don't do content marketing. Content marketing can be wonderful...it can, perhaps, be the best thing we can ever do to build a long-term relationship but it does absolutely take time."





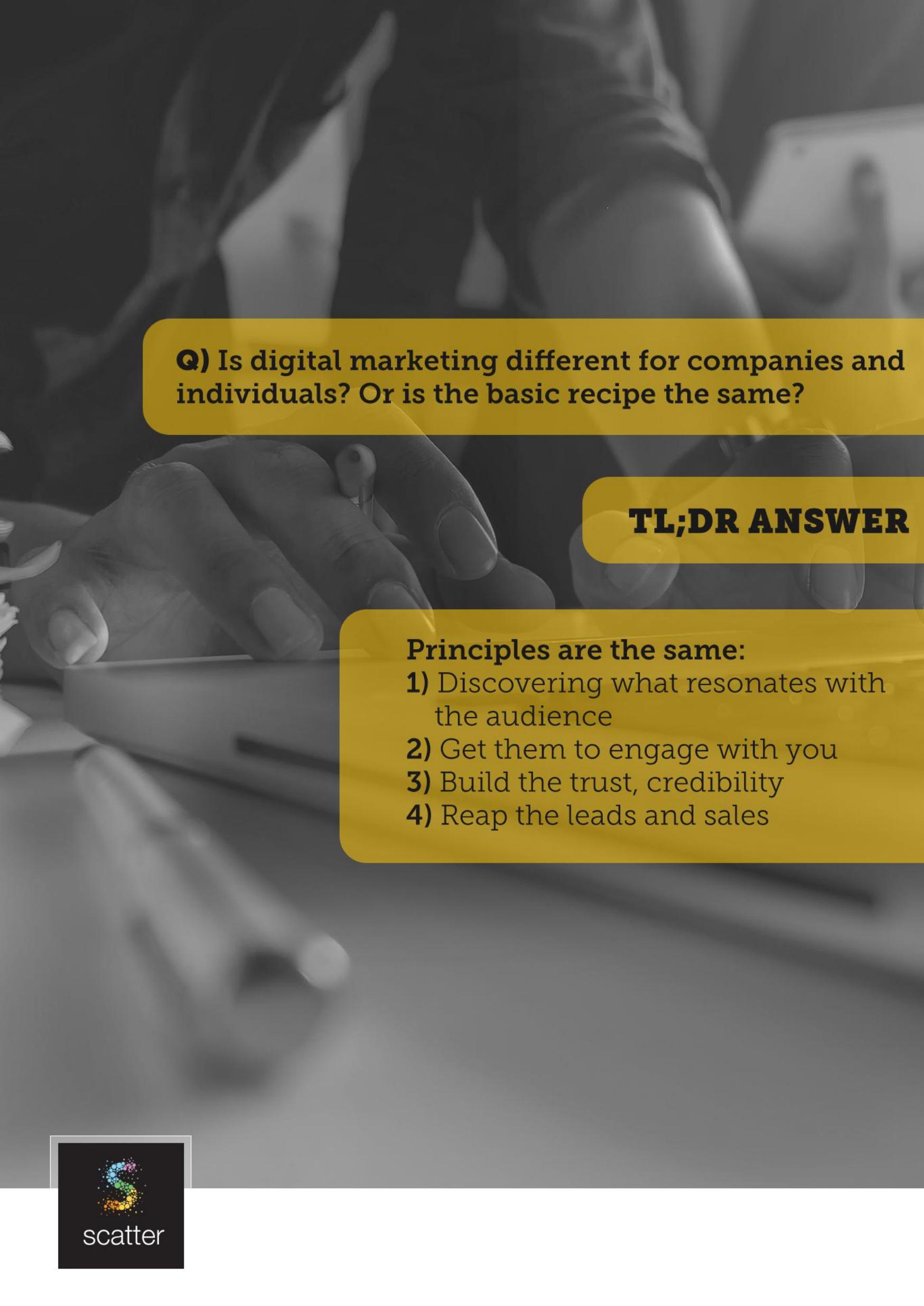
Interview #2

THE **JEFF BULLAS INTERVIEW**

Jeff Bullas is an entrepreneur, blogger, author, marketer and speaker and works with personal brands and businesses to optimize their online personal and company brands with emerging technologies, content, social media technologies and digital marketing.

His mission: "*Inspire and educate people to win at business and life in a digital world*"

He has spent most of his career involved with information technologies, telecommunications and the web.



Q) Is digital marketing different for companies and individuals? Or is the basic recipe the same?

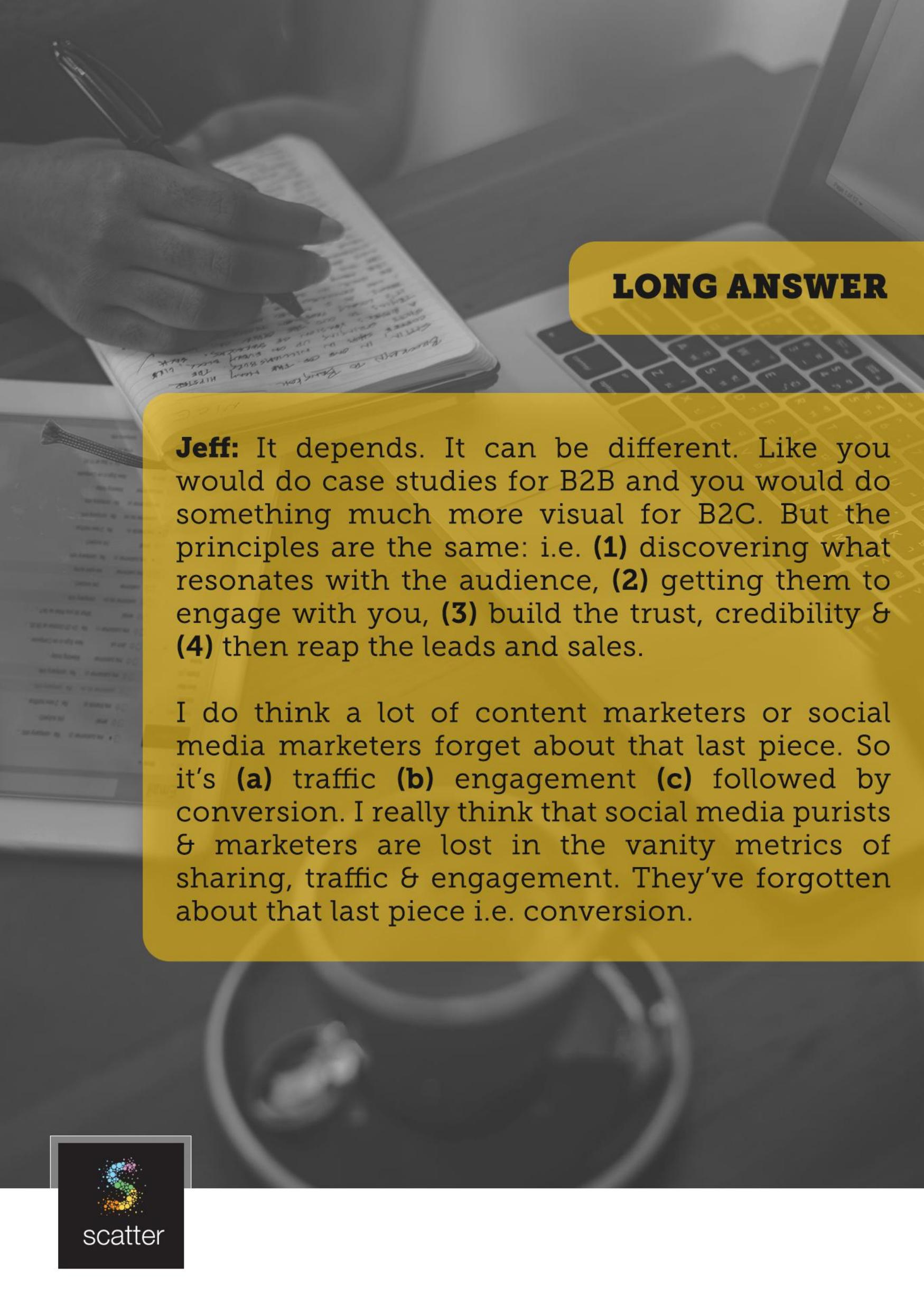
TL;DR ANSWER

Principles are the same:

- 1)** Discovering what resonates with the audience
- 2)** Get them to engage with you
- 3)** Build the trust, credibility
- 4)** Reap the leads and sales



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LONG ANSWER

Jeff: It depends. It can be different. Like you would do case studies for B2B and you would do something much more visual for B2C. But the principles are the same: i.e. **(1)** discovering what resonates with the audience, **(2)** getting them to engage with you, **(3)** build the trust, credibility & **(4)** then reap the leads and sales.

I do think a lot of content marketers or social media marketers forget about that last piece. So it's **(a)** traffic **(b)** engagement **(c)** followed by conversion. I really think that social media purists & marketers are lost in the vanity metrics of sharing, traffic & engagement. They've forgotten about that last piece i.e. conversion.



Q) What do you really think comes first? It's like a chicken and egg question that we are going to ask you. Does content come first or does community come first?

TL;DR ANSWER

Focus on Multi-channel marketing. That's the key!

"My goal is to take that earned attention from my tribes on social media, from the organic traffic from search engines and own it. **And that's my leads, that's my emails.**



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LONG ANSWER

Jeff: Brands think that they will build content and consumers will come. But there's lots of great content out there. What you need to do is you need to build the content and then tell everyone about it. I remember I got asked to speak in Italy a few years ago and I said to them "Why did you invite me? You didn't know me. I wasn't part of the speaking agency." "Well" they said "we saw you everywhere!"

The reality is that you should get people to see you on several occasions. And I remember a study done by Edelman - it's called 'The Trust Barometer' and is put out every year. They shared the research that said (1) If you were seen once, you add a credibility factor and trust factor about 2-5%. (2) If you were seen 3 to 5 times online or offline, your trust factor went up to 55%.



Q) Some social media purists and digital marketers synonymize blogging with content marketing. They only think content marketing in terms of blogging. What is your take on this?

TL;DR ANSWER

For most brands

Website = Brand statement

Blog = Brand content statement

For brands like Red Bull

Content = Brand

Every brand needs to figure out their content play depending on what they sell



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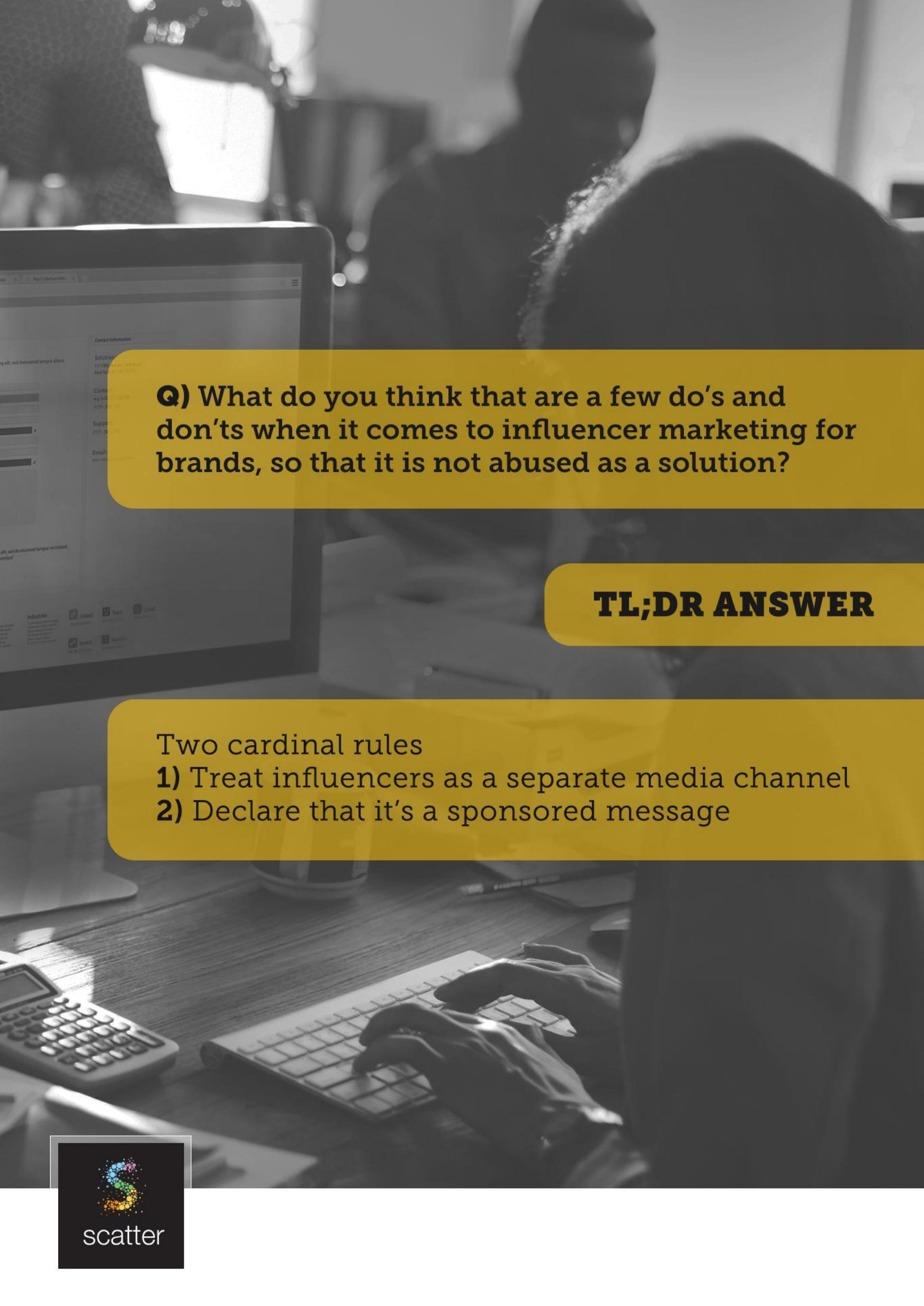
LONG ANSWER

Jeff: Okay. Blogging should be seen as your digital hub – a hub you own. Because a website should be at the core, I suppose, a “brand statement” and a blog is more like your “brand content statement”. Then content marketing splinters off from there where you actually start repurposing, republishing and distributing that content. So, the blog is the epicentre of the content marketing for most brands.

For someone who does content marketing such as Red Bull, a blog is not where they play. Where they play is in a much bigger content game. Which is to create video content that doesn't talk about the product but creates conversations around the brand. So, people don't want to hear Red Bull drink is great. What they want to do is they want to see some excitement and so they have all their content is around excitement. The content is truly the brand.

But what is important is that the way you play in content marketing is going to differ depending on whether you are global consumer brand or you sell the physical product versus someone who is selling a digital knowledge brand product and so on.



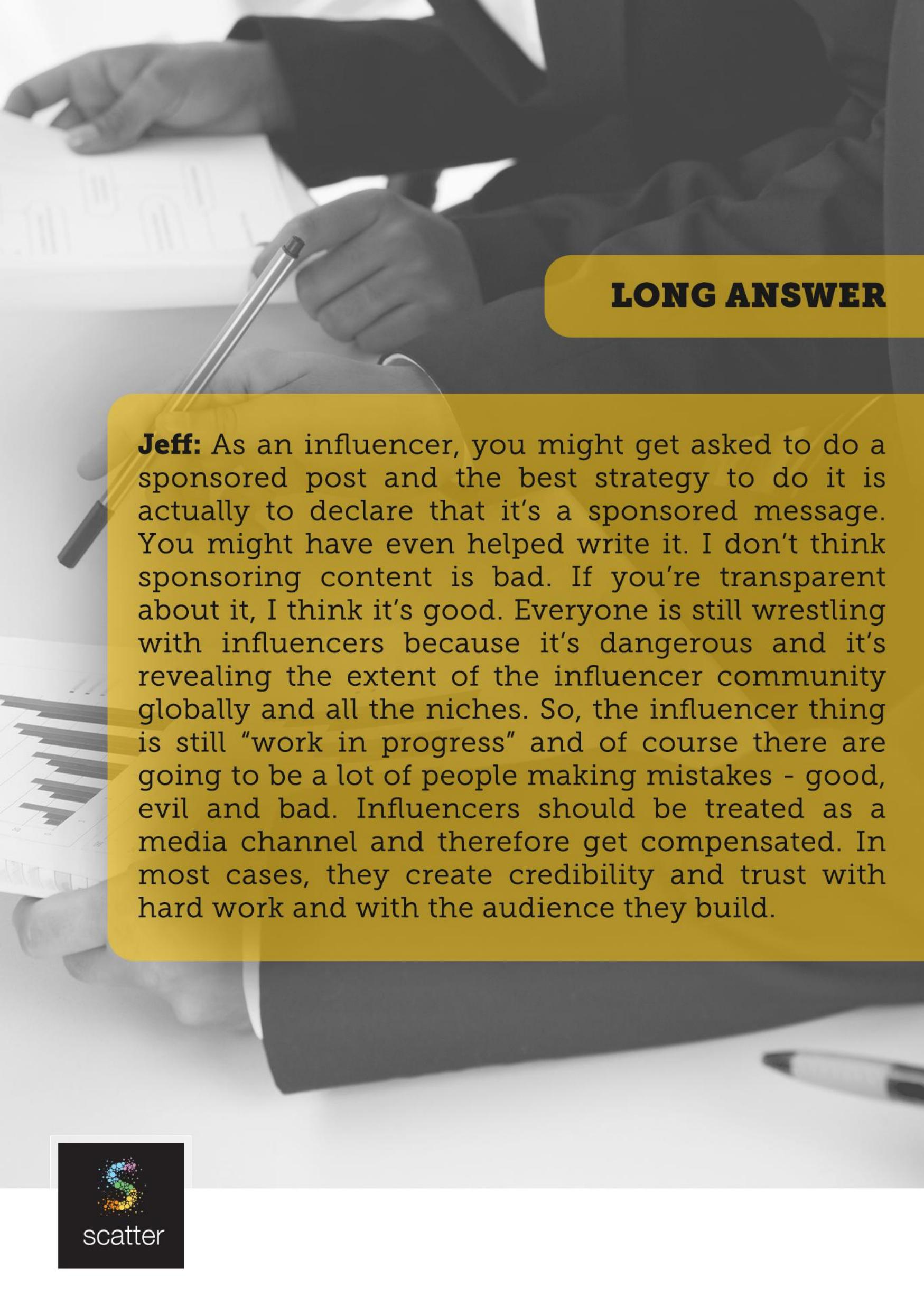


Q) What do you think that are a few do's and don'ts when it comes to influencer marketing for brands, so that it is not abused as a solution?

TL;DR ANSWER

Two cardinal rules

- 1)** Treat influencers as a separate media channel
- 2)** Declare that it's a sponsored message

A black and white photograph showing a close-up of a person's hands. One hand is holding a pen and writing on a lined notepad. The other hand is resting on the table next to the notepad. The background is slightly blurred.

LONG ANSWER

Jeff: As an influencer, you might get asked to do a sponsored post and the best strategy to do it is actually to declare that it's a sponsored message. You might have even helped write it. I don't think sponsoring content is bad. If you're transparent about it, I think it's good. Everyone is still wrestling with influencers because it's dangerous and it's revealing the extent of the influencer community globally and all the niches. So, the influencer thing is still "work in progress" and of course there are going to be a lot of people making mistakes - good, evil and bad. Influencers should be treated as a media channel and therefore get compensated. In most cases, they create credibility and trust with hard work and with the audience they build.



Q) Are content creation and distribution going to be separate businesses or do you see them dovetailing?

TL;DR ANSWER

"It's a matrix. Owning your own distribution as a brand is absolutely imperative. You don't export all that audience to some other platform which is an outsider to your ecosystem."



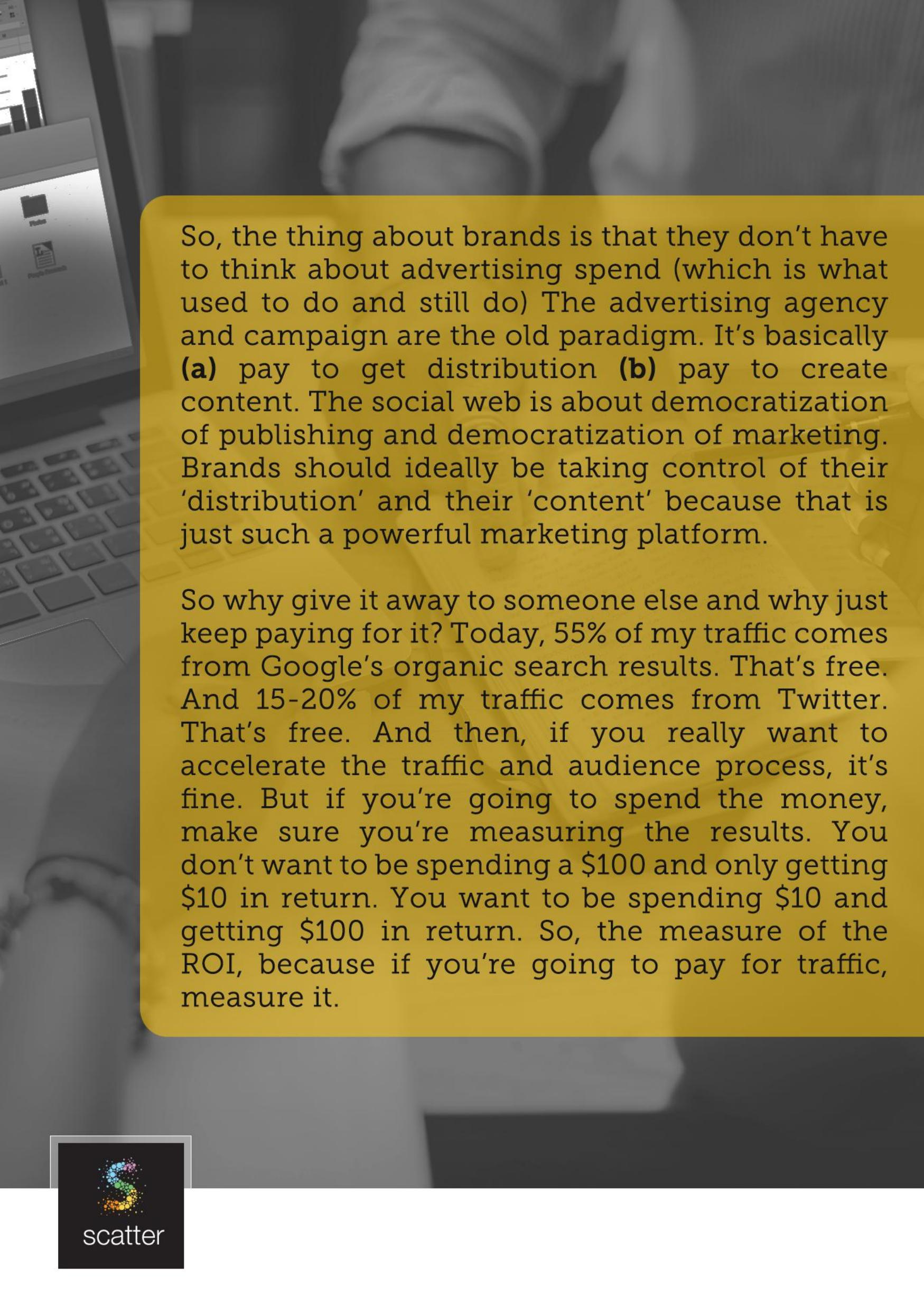
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LONG ANSWER

Jeff: I think it's a whole matrix. I don't see them as being separate necessarily. I think brands should be building their own distribution network. I think owning your own distribution as a brand is absolutely imperative. You don't export all that audience to some other platform which is an outsider to your ecosystem. You've got to think of digital marketing and content marketing as an asset build up - a digital asset build.

To always ask someone else to actually distribute your content on their email lists to their channels is missing out a very important part - which is building your own distribution network. And yes, in the early days, you might want to basically sub contract / outsource this. But I think it's core to the brand that all marketers should all be thinking as publishers now. And you should be owning as much of your distribution as you possibly can. And that means build up your social media following. Build up your email list. Earn authority with search engines.





So, the thing about brands is that they don't have to think about advertising spend (which is what used to do and still do) The advertising agency and campaign are the old paradigm. It's basically **(a)** pay to get distribution **(b)** pay to create content. The social web is about democratization of publishing and democratization of marketing. Brands should ideally be taking control of their 'distribution' and their 'content' because that is just such a powerful marketing platform.

So why give it away to someone else and why just keep paying for it? Today, 55% of my traffic comes from Google's organic search results. That's free. And 15-20% of my traffic comes from Twitter. That's free. And then, if you really want to accelerate the traffic and audience process, it's fine. But if you're going to spend the money, make sure you're measuring the results. You don't want to be spending a \$100 and only getting \$10 in return. You want to be spending \$10 and getting \$100 in return. So, the measure of the ROI, because if you're going to pay for traffic, measure it.



Q) Everyone really wants to have a content play today. There are some creative agencies who are getting into it, leveraging, traditional teams who have typically written, ideated advertising copy. Do you think that's a good way to go about it or should content be left to content writers, journalists, experts, bloggers, in that domain?

TL;DR ANSWER

Great Creatives + Great Copy+ Amazing Overall Content = **Click to Buy from the user**



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LONG ANSWER

Jeff: I think the advertising copy is a very, very important part of the content marketing piece. The direct marketers of the eighties and the nineties who wrote great headlines - they had crafted what I call "copy that touches your soul and makes you act." It is very, very important. If you just write creative copy that is nice and fluffy and gets lots of traffic and goes viral, that's fantastic. But good advertising copy or good creative copy writing woven into the whole content creation piece is fun. Because you want people to actually take action, right? And I am not talking just sharing. I am not talking just about turning up. It is more about taking action to buy your product.

So, the art of the advertising copywriter, I think, is actually evolving and is actually becoming bigger. People realize that the first two pieces: traffic and engagement through great content is very fantastic. But it quite often doesn't convert if you just leave it to the creatives.



Q) How do brands ensure the content they put out there is perceived as independent? Brand managers are often worried that unless there is some mention of that particular brand, the audience may get the larger message but they won't be able to connect it to the brand. How does a brand manager keep the consumer at the centre of the conversation?

TL;DR ANSWER

Content Breakup	75% Education	25% Selling
Content Aim	Educating Inspiring Entertaining	Product Features Product Differentiators Product Benefits
End Result	Creating Authentic Conversations	Asking for user's money



LONG ANSWER

Jeff: Okay. Let me explain it this way. Effective marketing is 75% education and 25% selling. The 75% is educating, it's inspiring, it's entertaining, it's having fun and it's creating authentic conversations. That creates credibility and trust. Then along the way at the sharper end of the marketing and sales funnel you really need to have a call to action. If you don't have a call to action, it's no use. The whole goal of marketing and advertising is to actually get people to act. People don't like to buy - they like to own. The whole thing about content marketing is not getting trapped in the sexy top end. You really need to go till the sharp end where the action happens and ROI occurs.

So sure, 75% of your content should be fun, educational, inspiring, entertaining. But there is this goal. It's actually asking for money at the end. There's nothing wrong with that. It makes the world go around. Don't be afraid to ask for an order. Don't be afraid to ask for an email.



Q) In this space of content, we've already seen things like content marketing, branded content, native advertising etc. Do you think these terms and fine lines complicate the task for marketers investing in content initiatives as suggested by this school of thought?

TL;DR ANSWER

Don't fall for the "**shiny new toy syndrome**". Make sure that **20% of what you do produces 80% of your results**.

The shiny new toy syndrome is very, very dangerous because what you end up doing is playing and not benefiting.



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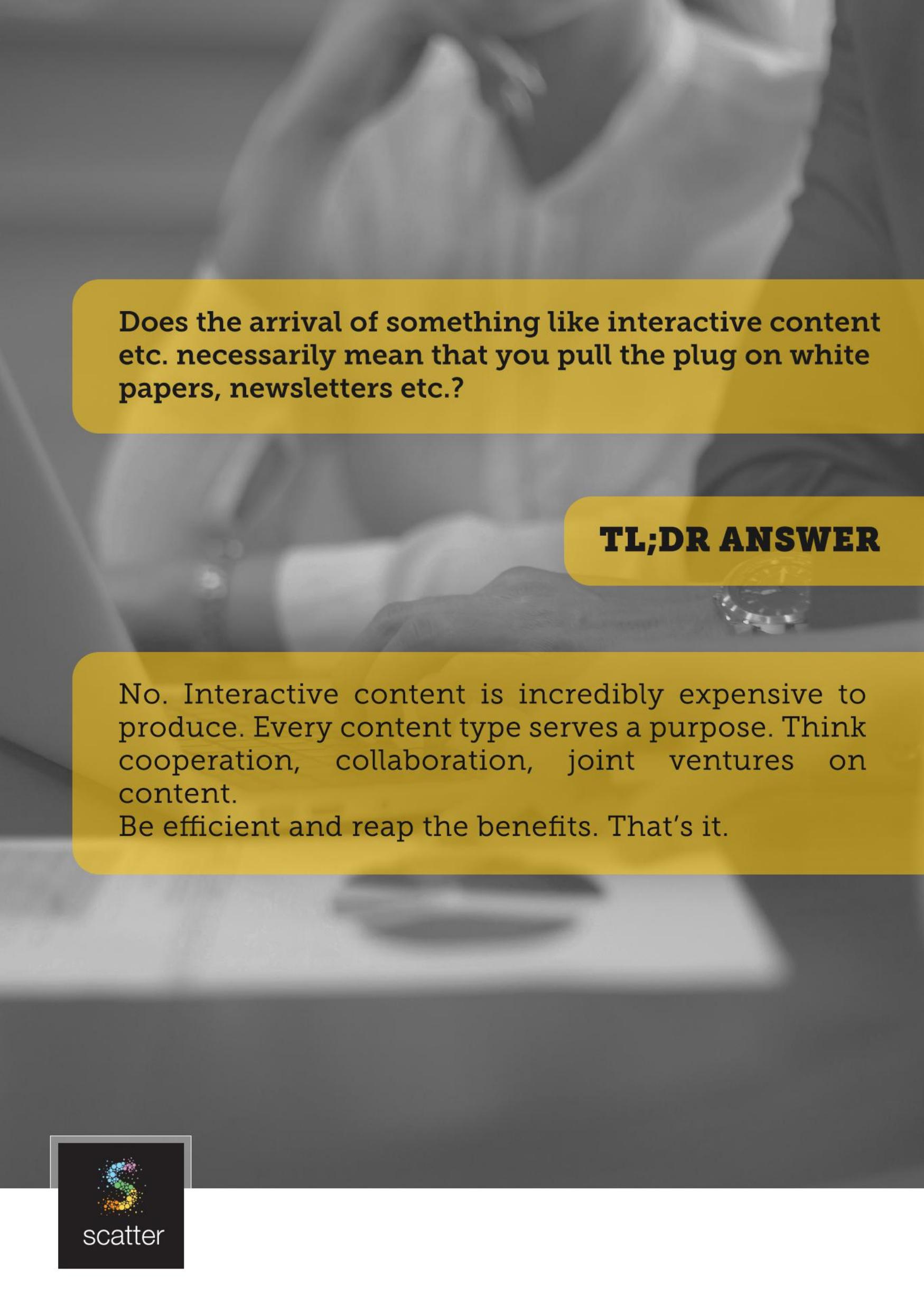
LONG ANSWER

Jeff: Okay. I have a term I call the shiny new toy syndrome. The shiny new toy syndrome is actually a real thing. I've been trapped in it for years and I escaped it about 2 years ago. I escaped the matrix of the shiny new toy syndrome. For marketers and social influencers there are always new things.

Let's say for example, Snapchat. So the marketer goes: "Okay, how do you use Snapchat. I've got to be using Snapchat." And then "How do you Meercat?" "How do I use Periscope?" How do I use...the list goes on and on! Discovering social media, its power, its impact and how it can be used – I think there is nothing really wrong with that. You know, I am on Google Plus, I'm on Instagram, I'm on Pinterest. How effective are they? Do they bring traffic? Not much. And Google Plus: Does it do much for me? No. Do I post to it? Yes. It takes me just 2 minutes. So, what you do is work the 80:20 rule.

Make sure that 20% of what you do produces 80% of your results. The shiny new toy syndrome is very, very dangerous because what you end up doing is playing and not benefiting.





Does the arrival of something like interactive content etc. necessarily mean that you pull the plug on white papers, newsletters etc.?

TL;DR ANSWER

No. Interactive content is incredibly expensive to produce. Every content type serves a purpose. Think cooperation, collaboration, joint ventures on content.

Be efficient and reap the benefits. That's it.



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LONG ANSWER

Jeff: No. Interactive content is incredibly expensive to produce. You've got to be cost effective, you've got to be efficient and you've got to be lean. When I started my blog, I didn't have a lot of money. I actually had to be innovative and so I did a lot of curation. I said "Here's 10 grand authors and here are their top articles." Innovation comes from desperation, quite often, and I think too much money breeds laziness. Today, a brand is saying "Okay - I am going to create an interactive piece of content. We are going to do a one-hour TV series." Well, awesome, if you've got the money. But the reality is that 99% of the businesses of the world which are primarily small and medium businesses don't have that capital. So, you've got to get smart about this.

Small and medium businesses have to think cooperation, collaboration, joint ventures on content. They really need to get their heads around this. But the problem is most businesses still think that they've got to do it on their own, don't collaborate, don't do joint ventures.

So, yeah, interactive content is fantastic. But at the end of the day you've got to be efficient, you've got to actually be able to deliver it. That's it.



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Interview #3

THE **GUY** **KAWASAKI** **INTERVIEW**

Guy Kawasaki is a Author, speaker, evangelist and marketer. Guy's been there and done much more. Being a contemporary marketing specialist, we thought we'd ask Guy a rapid fire set of questions around social media marketing and content marketing. His answers are crisp, clear and at the same time carry much weight! And he calls crap just that – crap!



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Q) In the case of a client wanting content from a content marketing agency and design from a creative agency, what works better: content led design or design led content?

Guy: I would use as few agencies as possible, and those agencies that I do use, I would retain on a project basis such as "design our website." Content should lead design, but customer needs should lead content. The functions of content marketing and social media are so important that I would resort to using an agency for either function as a last resort.

Q) How relevant are the 4 P's of marketing in today's world?

Guy: Price, product, promotion, and place? The first three still matter as much as ever. Place is largely irrelevant for many businesses. Price is often \$0 if you can people to pay for another P: premium service. The four Ps, however, contain little about content marketing and social media. That's what needs to be added to the marketing mix though they don't start with a P.



Q) When it comes to content marketing, is less really more?

Guy: This depends on “less what?” If it’s less crap, then yes. If it’s less content, then no. I don’t know of any company that puts out too much great content.

Q) What is the role of technology in marketing and content marketing specifically?

Guy: The role of technology is to enable companies to do traditional functions better such as research and analysis and to do new functions that were not possible before. In this category is reaching people all over the world in fast, free, and fantastic ways.



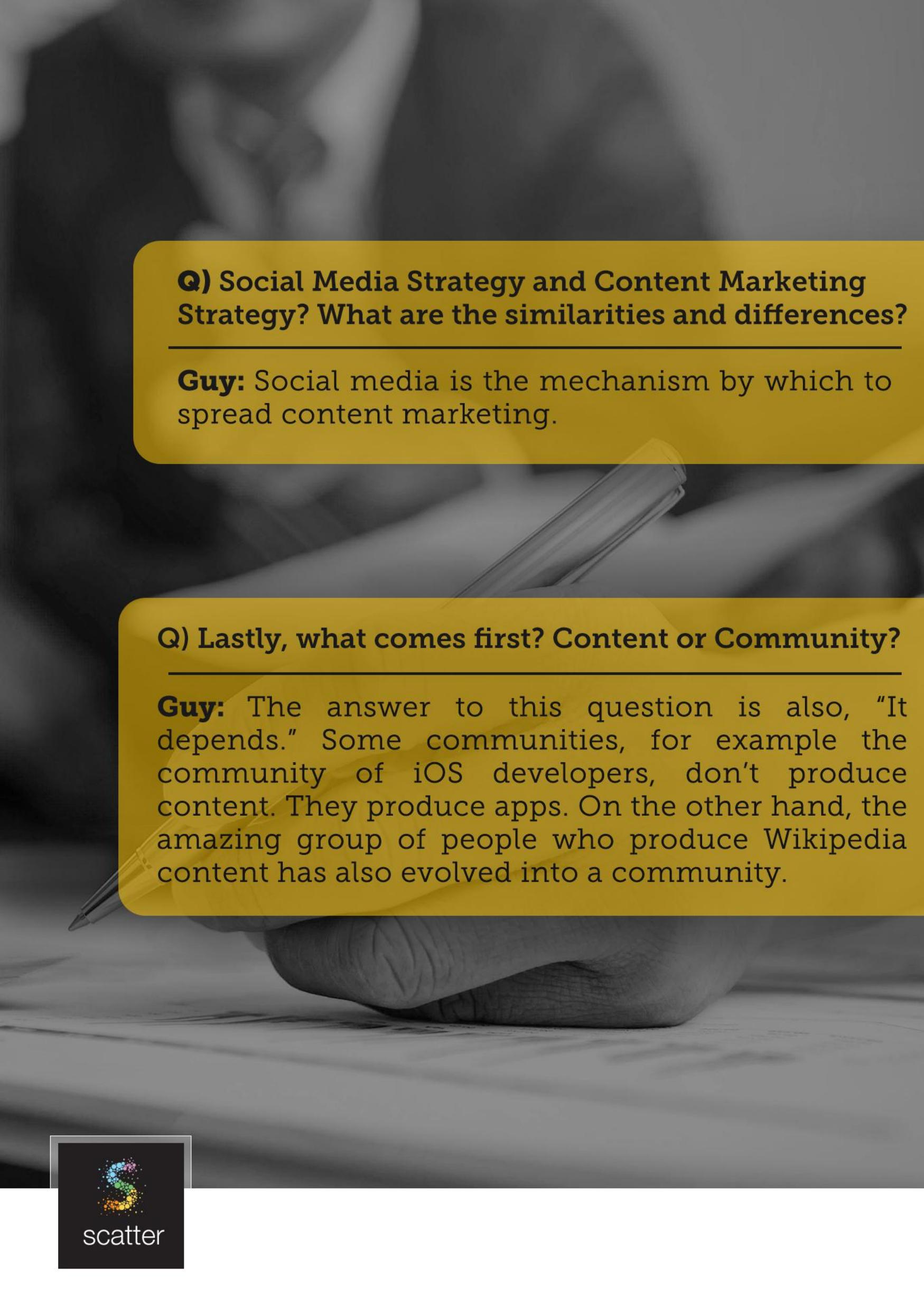
Q) Do you believe brands should outsource their content needs? If yes, up to what extent?

Guy: The answer to this question is "it depends." If your company knows exactly what it wants and has the courage and taste to reject crap, then you can outsource. But if you mean total abdication of content to agencies with experts, I don't recommend this at all. The more you know, the more you can outsource. Unfortunately, the people who know the least outsource the most because they think they are buying expertise.

Q) Digital marketing is largely ROI driven. Can content marketing deliver on this parameter? If yes, how?

Guy: Digital marketing is not largely ROI. It's largely guesswork and luck. Content marketing is the same way. In fact, all marketing is guesswork and luck. If marketing were a science, we would consistently see better marketing.





Q) Social Media Strategy and Content Marketing Strategy? What are the similarities and differences?

Guy: Social media is the mechanism by which to spread content marketing.

Q) Lastly, what comes first? Content or Community?

Guy: The answer to this question is also, "It depends." Some communities, for example the community of iOS developers, don't produce content. They produce apps. On the other hand, the amazing group of people who produce Wikipedia content has also evolved into a community.





Interview #4

THE

MARK SCHAEFER INTERVIEW

Mark Schaefer is a college educator, marketing consultant and author of 5 marketing books including *The Content Code*. A recent Onalytica report pegs Mark as the #8 content marketing influencer. He was quick to respond to our request for a tête-à-tête. We loved his answers to our questions and think you will find this read very useful.

Q) What are (I) some measures to track + (II) final results marketers can expect from (a) early stages of content marketing AND (b) content marketing after having built a community with critical mass?

Mark: Research shows there is a high probability – about 80 percent – that even in the first year of content marketing we can realize a lift in awareness, which is pretty impressive. However, only about 30 percent realize an increase in sales, or other financial measure, in that first year. So, if you're on track you should be able to measure an improvement in awareness in that first year, which might be expressed by an increase in your audience, mentions, etc. After that first year, you should be able to realize higher-level measures like subscriptions, mentions from influencers and perhaps even some sales leads to show you are making progress. Most companies start to realize financial benefits by year three or four. At this point we should be able to look for financial measures such as sales, cost savings, and customer service benefits.



Q) How to measure your content marketing efforts?

1 Year: Lift in Awareness: Increase in audience, mentions.

2 Years: Increase in Engagement: Subscriptions, mentions from influencers, Sales leads

3 Years: Sales

Q) Do brands really need to be publishers - given the new marketing dynamics today?

Mark: I know this idea about being a publisher is common advice. But I think it is a bigger challenge today – you don't need to simply publish, you need to stand out. So, I think a better analogy is the fashion industry. Every year the designers in that industry (essentially the content creators) make something new and conversational that allows them to stand out. Today there is so much content competition that we can't be satisfied with simply pushing the publish button. The content has to move, to be seen, to be shared to be successful. The economic value of content that does not move is zero.



Q) What great read can we expect after your recent book: "The Content Code"

Mark: Well, I am very proud of that book. Perhaps my best work, so a hard act to follow! And I'll only write a book if I can achieve that kind of level again. I do have a few ideas for a 2017 book that will address some of the biggest problems on the minds of the marketing community. I would say you'll see a new book from me in early 2017.

Q) How real and important is 'personalization' from a marketer's point of view? We see the value in social platforms, search etc. But do marketers really need to focus hard on it from their digital presence and experience perspective?
If yes / no - please explain why?

Mark: This is a very interesting question. Certainly, increased personalization has been the trend. But in the last few weeks I have also been reading about a growing awareness among marketers that maybe we have reached a tipping point. At what point does personalization become creepy? I have talked to some people at brands who are holding back with the level of personalization that is possible because it starts to become intrusive and cross a line. So yes, personalization can be a good thing, but I do believe that just because we CAN do something doesn't mean we SHOULD do it if it could upset a potential customer.





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**TOMM
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has to say about
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