

Why You Can't Do Content Marketing Without a CMS.



Dennis Shiao
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DNN

The Life of a Content Marketer

Content lives everywhere.

It's a challenge to consistently produce high-quality content.

We're good at content publishing, but need to improve on content distribution.

We're metrics-focused: we often ask, "how is our content performing?"

The Currency of a Content Marketer

eBooks

SlideShares

Blog Posts

Webinars

Case Studies

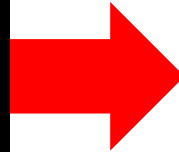
Infographics

Guest Posts

Web Pages

The Currency of a Content Marketer

eBooks
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*Published to
your target
audience via
a CMS*

The Currency of a Content Marketer

eBooks

**Stored in a CMS, although created outside of one.
Landing page (and form) published by the CMS.**

SlideShares

**Lives at slideshare.net, but the CMS is used to
embed them on web pages and blog posts.**

Blog Posts

**The CMS handles the creation, editing and
publishing of posts.**

The Currency of a Content Marketer

Webinars

Lives with your webinar provider, but landing page (and form) published by the CMS. The CMS handles the embedding of the registration form and/or the webinar player on a page.

Case Studies

Stored in a CMS, although created outside of one.

Infographics

Stored in a CMS, although created outside of one. The CMS handles embedding (or inserting) them on one or more pages.

The Currency of a Content Marketer

Guest Posts

Published by the CMS used by the receiving site.

Web Pages

Self explanatory 😊

CMS and Content Marketing

“Creating great content is an art and an artist is only as good as their canvas and brush.”

-- Ross Simmonds ([@TheCoolestCool](#))



Audience Question:

“Is there a minimum for audience size to make a CMS worthwhile?”



My Answer:

**Instead of looking outward
to your audience, look
inward to your content
processes and team.**

Factors to consider:

Number of content managers

Number of content editors

Frequency of content updates

Potential time savings

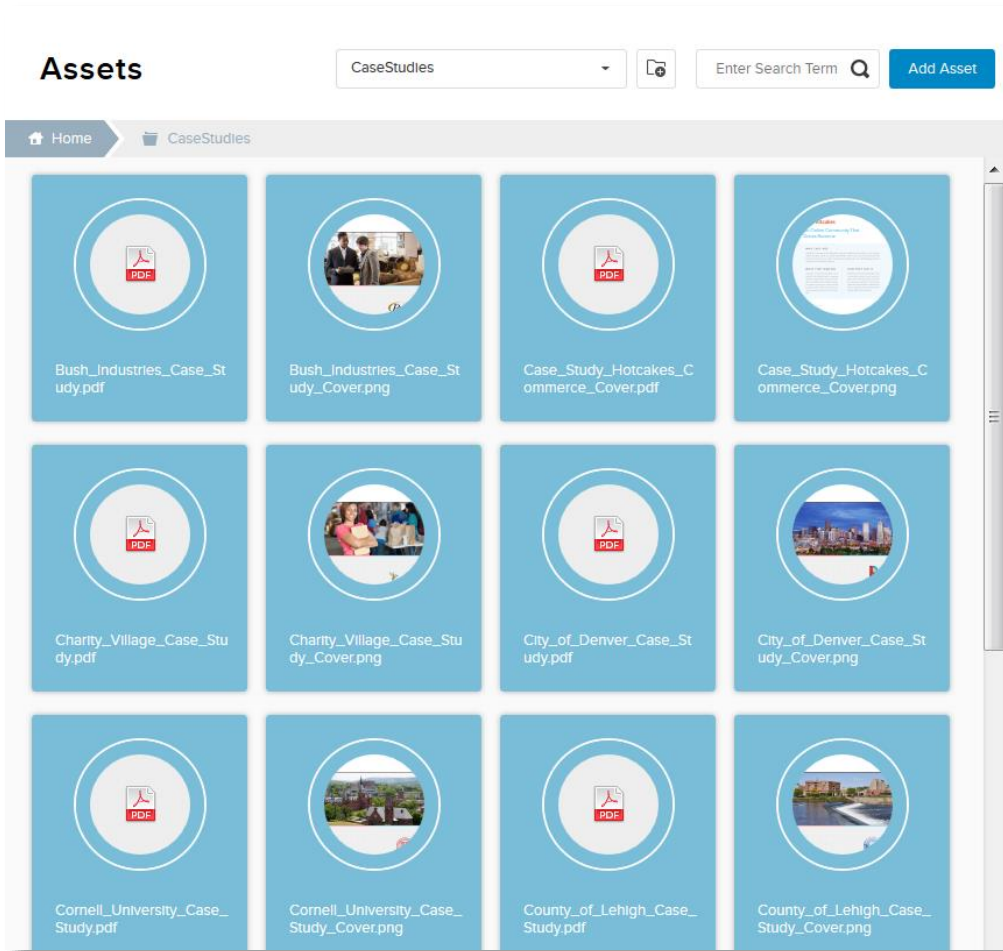
Potential cost savings

The Life of a Content Marketer

Content lives everywhere.



Centralized Access to Content



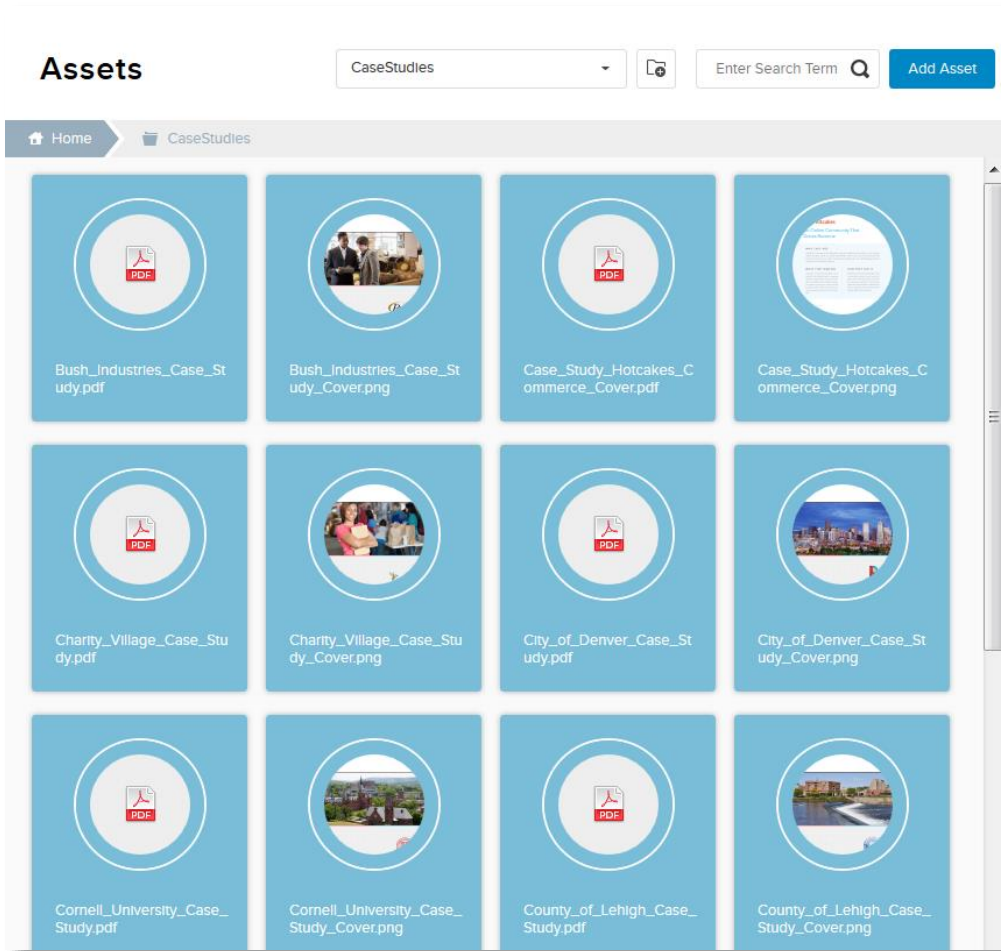
The case studies on our website.
Our content is stored:

Directly in our CMS
On network servers
At Dropbox

We access all of it from a **central location** (our CMS). Other repositories our CMS connects to:

Box
Amazon S3
Microsoft SharePoint
Microsoft Azure

Centralized Access to Content



Benefits

Flexibility: connect your CMS to the content repositories you're already using.

Time Savings: access content from a single location, rather than logging in to multiple systems.

Convenience: let content stay where it lives. No need to upload every single asset directly into your CMS.

The Life of a Content Marketer

**It's a challenge to consistently
produce high-quality content.**



Grow the Content Team: Build a Culture of Content

**Employees
Freelancers
Agencies
Partners**

Image source: Photo from tlc on [flickr](#).



How a CMS Helps

Permissions
Workflow
Version Compare
Change History

Fueling the Content Marketing Machine



The Role of the CMS

Permissions and workflow for a growing content team to support in-country, regional sites.

Publishing new blog posts and features.

Read the [Westinghouse case study](#) on the DNN blog.

The Life of a Content Marketer

**We're good at content publishing,
but need to improve on content
distribution.**

Make It Easy for Brand Advocates to Share Your Content

Customer Support

[Success Network](#)[DNNCorp - Admin](#)[File Manager](#)[Customer Reports](#)[Evoq 8 Challenges](#)

Help Spread the News About Evoq 8!

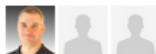
During our recent customer webinar, Will Morgenweck's demonstration included the new Challenges feature in Evoq Suite. Want to better understand how Challenges work? Try it out now! Help spread the word about our upcoming product launch webinar, via one (or more) of the Challenges listed below. Thank you.



DNN Corp issued a challenge **Share on Twitter!**

Help spread the word about Evoq 8 with your followers on Twitter. All you need to do is click accept challenge and authorize our Twitter app.

5 months ago • [Like](#) • [Comment](#) • [Remove](#)

[Accept Challenge](#)

and **17 others** completed this challenge

Make It Easy for Brand Advocates to Share Your Content



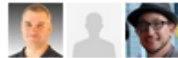
DNN Corp issued a challenge **Share on LinkedIn**

Help spread the word about Evoq 8 with your connections on LinkedIn. All you need to do is click accept challenge and authorize our LinkedIn app.

5 months ago • [Like](#) • [Comment](#) • [Remove](#)



[Accept Challenge](#)



and [13 others](#) completed this challenge



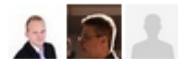
DNN Corp issued a challenge **Leave a comment on our blog**

You've attended the webinar. You've seen our sneak peek video. Take a few minutes and share your feedback on our blog. Just click the accept challenge and you will be taken to the Evoq 8 blog where you can leave a comment.

5 months ago • [Like](#) • [Comment](#) • [Remove](#)



[Accept Challenge](#)



and [7 others](#) completed this challenge

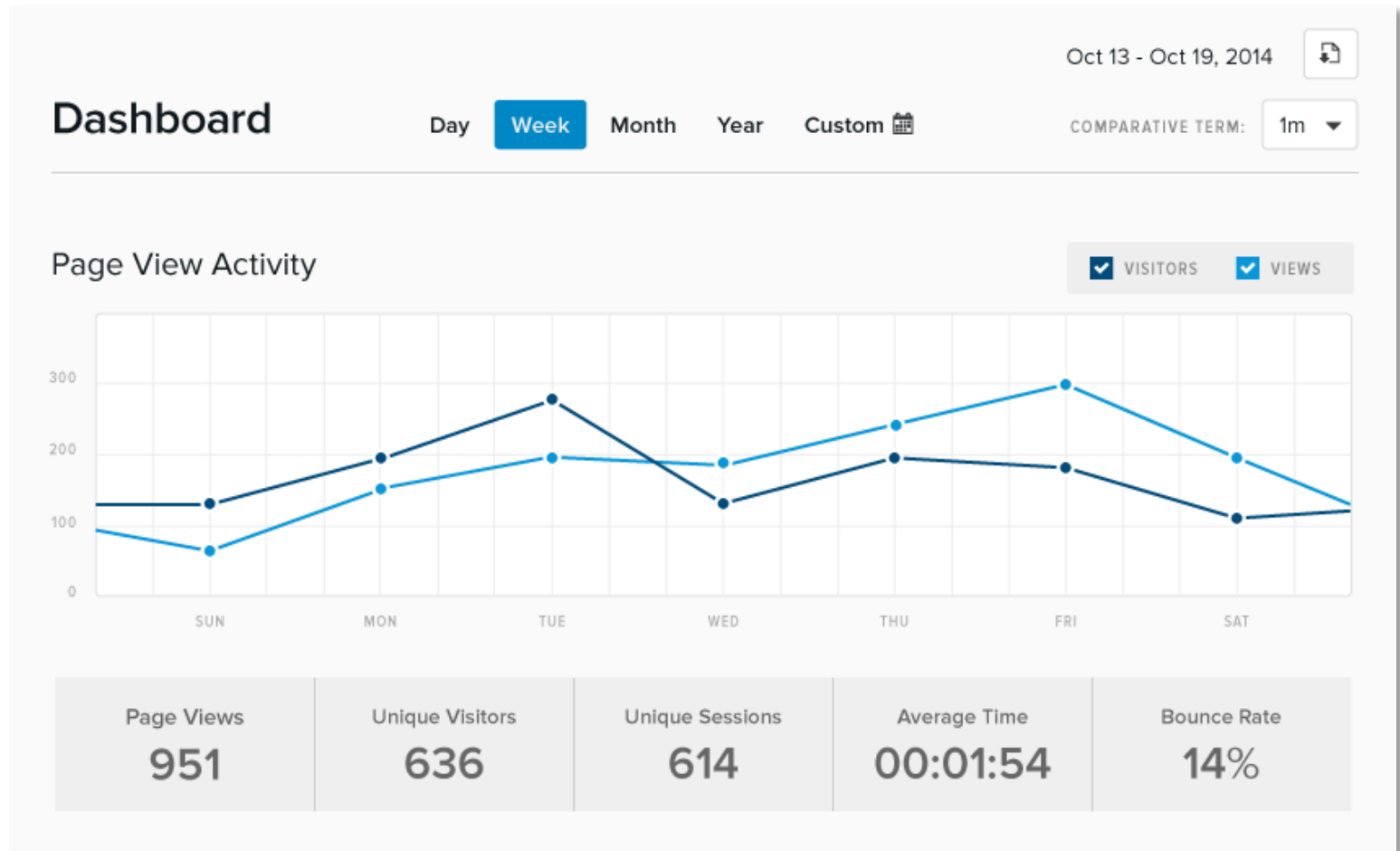
[Brian Waldorf](#) likes this

The Life of a Content Marketer

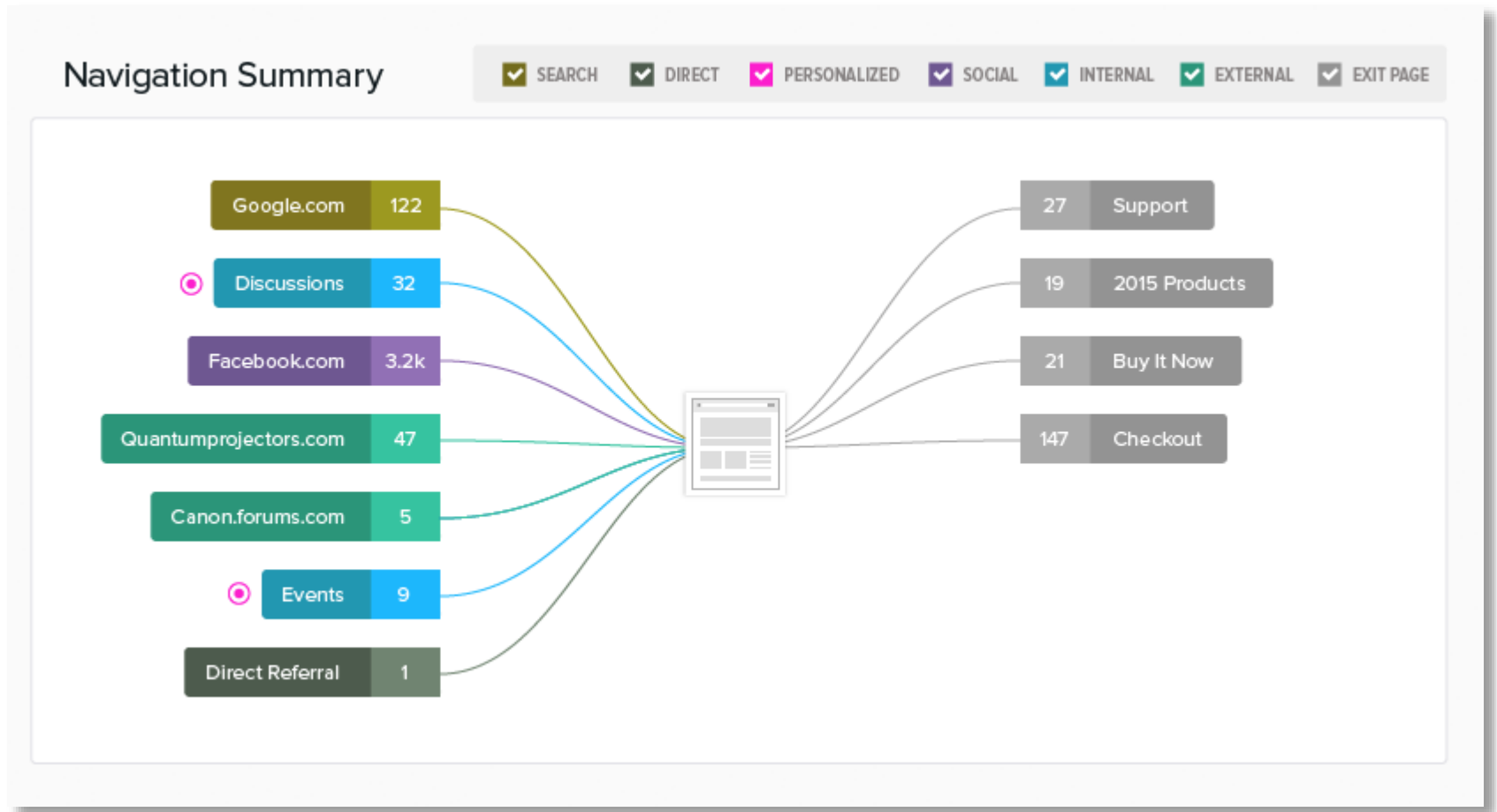


We're metrics-focused: we often ask, "how is our content performing?"

Review Content Analytics Directly in a CMS



Review Content Analytics Directly in a CMS



Read a DNN blog post for further insights on [how to utilize the content analytics](#) provided in our Evoq Content CMS.

Quick Recap

Content lives everywhere.

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