

Advanced Content Marketing

Section 1—Introduction to Content Marketing

DIGITAL
MARKETING

What's In It For Me

Content Marketing isn't new



In 1895, John Deere launched a magazine called The Furrow which provided information to farmers on how to become more profitable.

What's In It For Me

Content Marketing has been around for more than 100 years.

Google's Panda Update in 2011

- Google began to rank high-quality content higher than low-quality content
- “How to create content that Google will reward?”



What's In It For Me

This course will help you become a more effective
Content Marketer

What is Content Marketing?

How can you become a more effective content marketer?

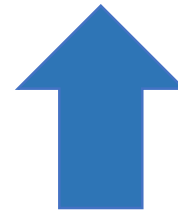


What is Content Marketing? (contd.)

“

A strategic marketing approach focused on **creating and distributing valuable, relevant, and consistent content** to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

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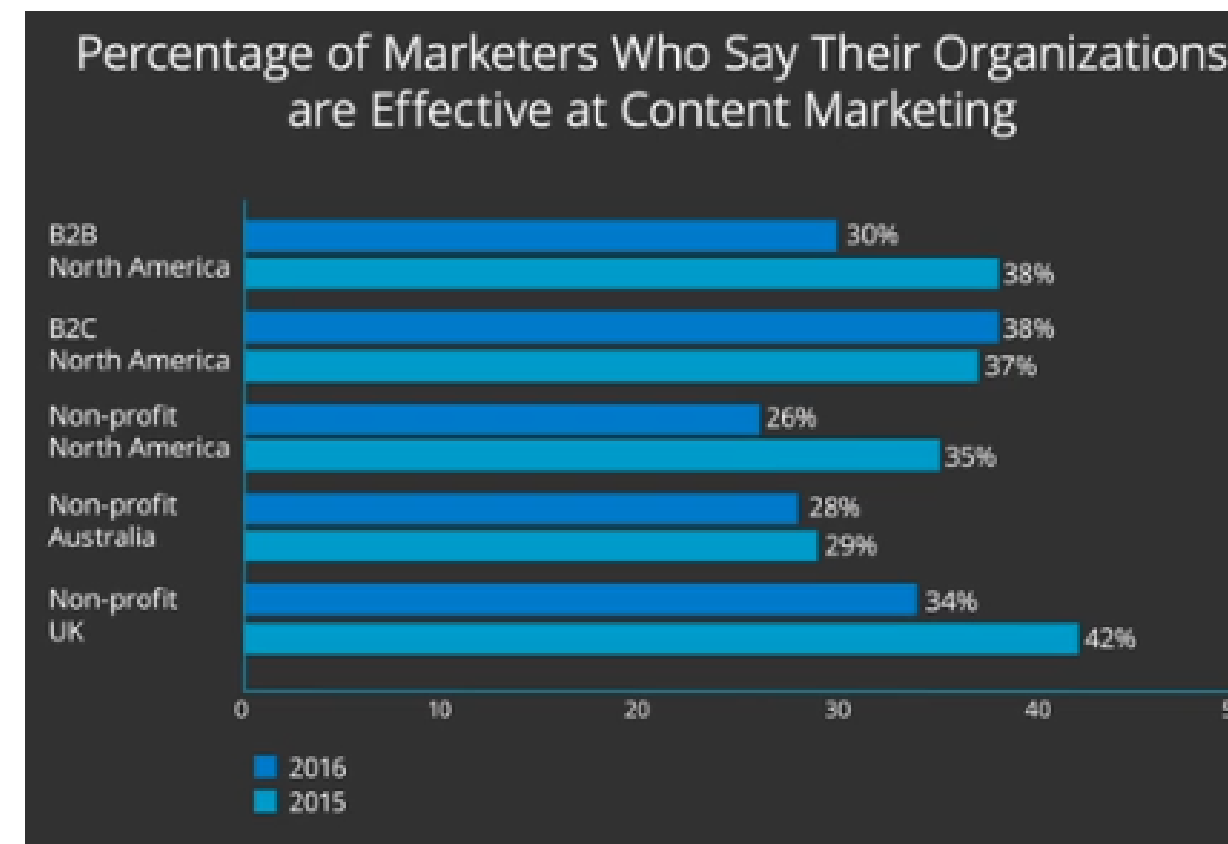


Helps answer why you should have a Content Marketing program.

How to Become a Best-in-Class Content Marketer?

Becoming an effective content marketer is a complex process.

Fewer marketers today report that their Content Marketing is effective, compared to last year.



So, how can you become a more effective content marketer?

How to Become a Best-in-Class Content Marketer? (contd.)

Becoming an effective content marketer is not as easy as



Making a checklist

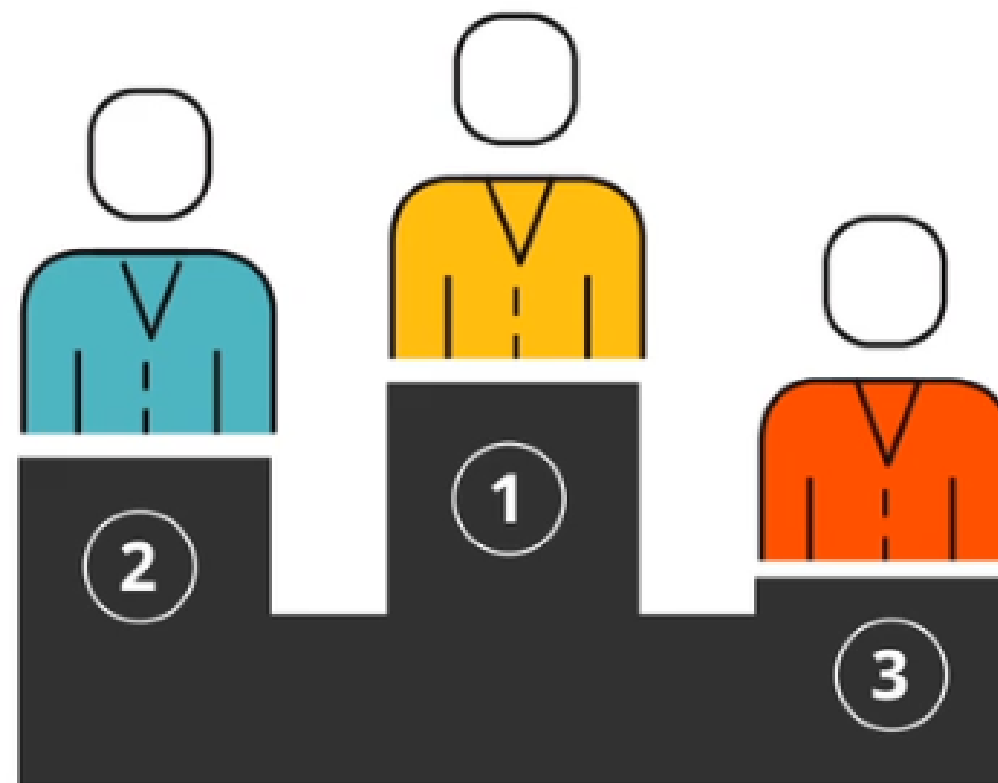


Following a documented process

How to Become a Best-in-Class Content Marketer? (contd.)

Content Marketing is an art as well as a science.

You need to perform a number of steps to be a best-in-class content marketer.



Steps for Becoming a Best-in-Class Content Marketer

To become a best-in-class content marketer, you need to:

Develop a clear vision of what effective or successful Content Marketing looks like.

Develop a business case for allocating more budget to Content Marketing.

Create a successful Content Marketing strategy.

Create a remarkable editorial mission statement.

Target customers based on their intent.

Target key influencers.

Produce Help, Hub, and Hero content consistently.

Produce engaging content frequently.

Use effective Content Marketing tactics.

Use successful social media platforms.

Help customers find the information they seek.

Help key influencers impact a buyer's decision-making process.

Measure content effectiveness using metrics that matter.

Measure return on marketing investment (ROMI).

Improve by experimenting with new initiatives.

Improve by becoming more sophisticated or mature.

Becoming an Effective Content Marketer—1

Develop a clear vision of what effective or successful Content Marketing looks like.



It actually takes work, imagination, and a deep understanding of the competitive environment.

Becoming an Effective Content Marketer—1 (contd.)

Why do you need this?



- **For management buy-in:** What they need to see to consider your Content Marketing program a success.
- **To get the right resources:** People and budget.
- **To identify meaningful metrics** that will be used for quantifying success as viewed by the management.
- **To document** success criteria, **communicate** progress regularly, **define** roles, and **ensure** continuity.

Becoming an Effective Content Marketer—2

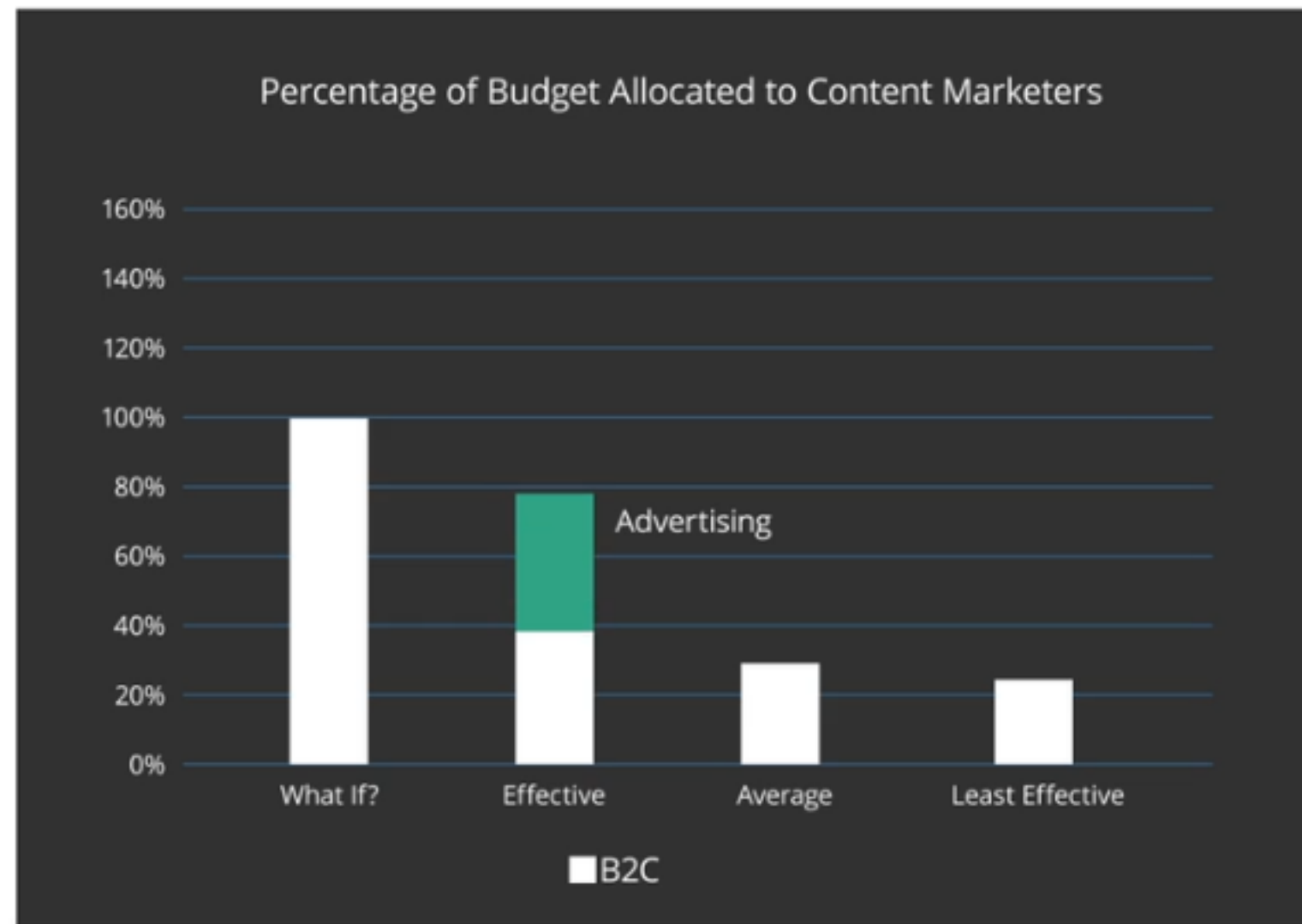
Develop a business case for allocating more budget to Content Marketing.



Most top management will ask you to make a business case for increasing CM budget.

Becoming an Effective Content Marketer—2 (contd.)

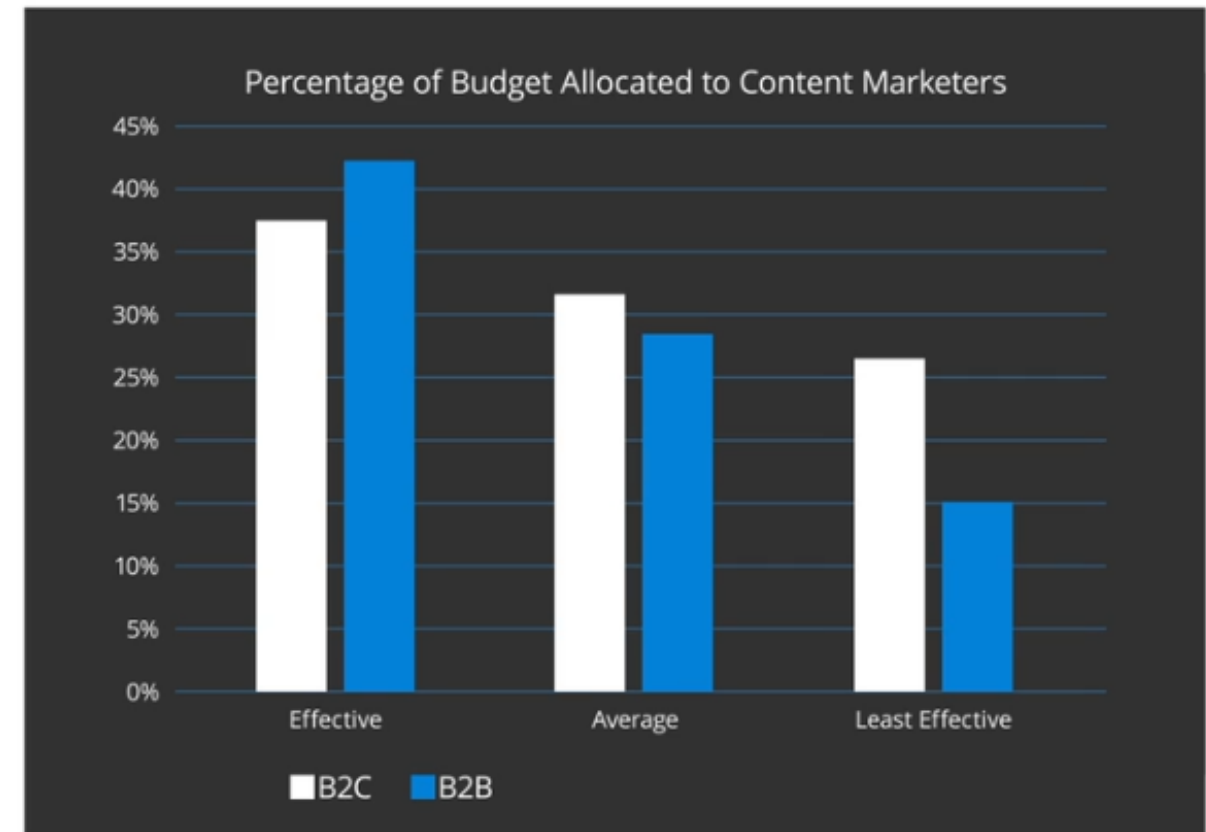
Content Marketing cannot be switched on/off at will; however, it is cost-effective.



Becoming an Effective Content Marketer—2 (contd.)

Budget and effectiveness: Do bigger budgets lead to more effective marketers or vice-versa?

- **38%** of the total marketing budget is allocated to the most effective B2C content marketers, **32%** to average B2C content marketers, and **26%** to their least effective peers.
- **42%** of the total marketing budget is allocated to the most effective B2B content marketers, **28%** to average B2B content marketers, and **15%** to their least effective peers.

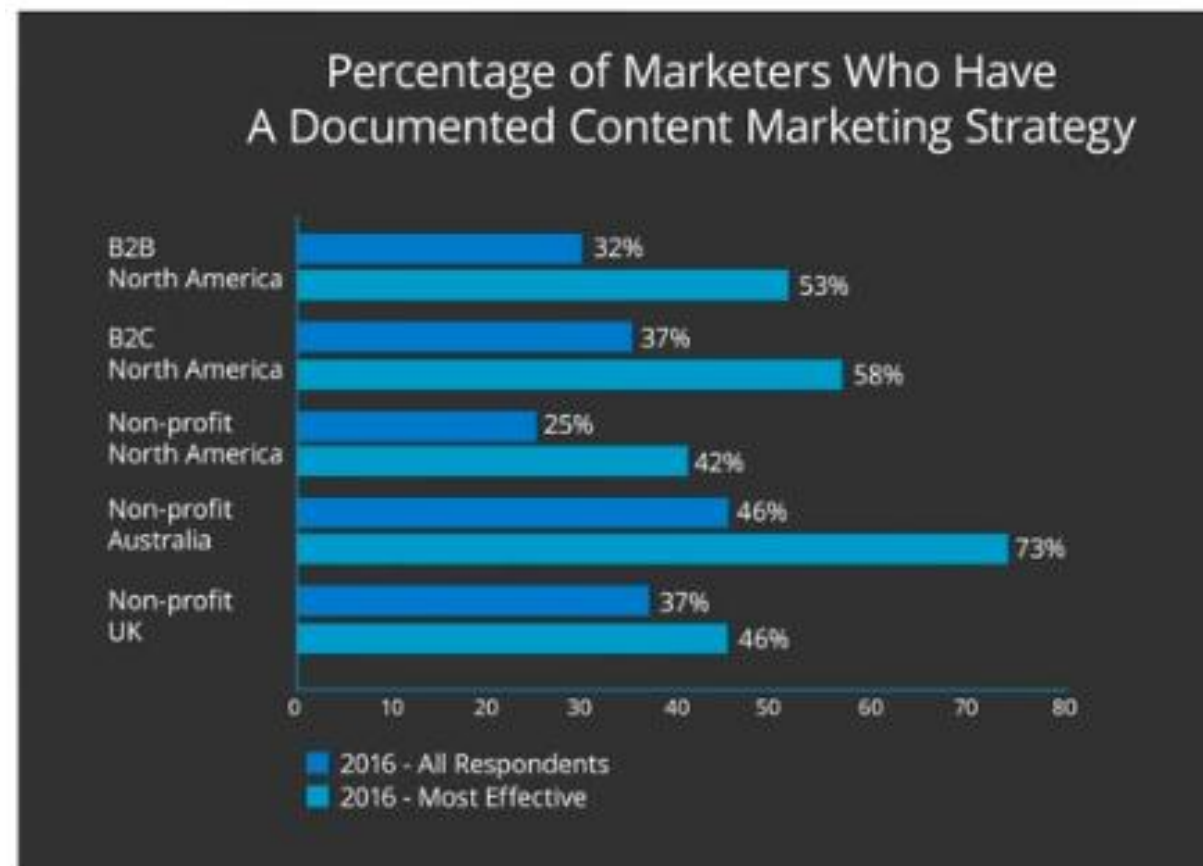


So, percentage of total marketing budget allocated to Content Marketing and effectiveness are correlated.

Becoming an Effective Content Marketer—3

Document your Content Marketing strategy.

According to Content Marketing research, marketers with a documented content strategy are:



- Far more likely to consider themselves **effective** at Content Marketing.
- Far **less challenged** with every aspect of Content Marketing.
- Able to **justify** why a higher percentage of the marketing **budget** needs to be spent on Content Marketing.

Becoming an Effective Content Marketer—3 (contd.)

Is documenting the key to a successful content strategy?

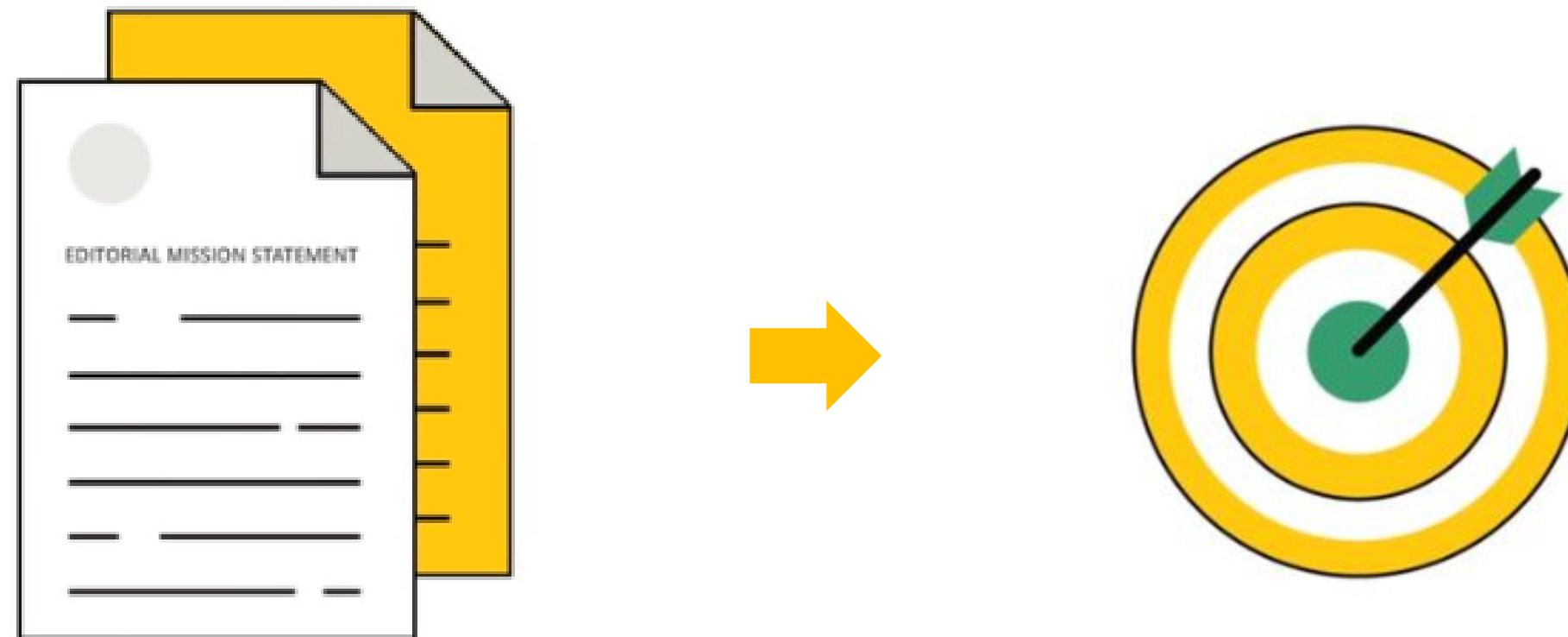
Documenting alone cannot turn a bad strategy into a good one.

Having an effective Content Marketing strategy in place first is important.

Create a successful Content Marketing strategy and document it.

Becoming an Effective Content Marketer—4

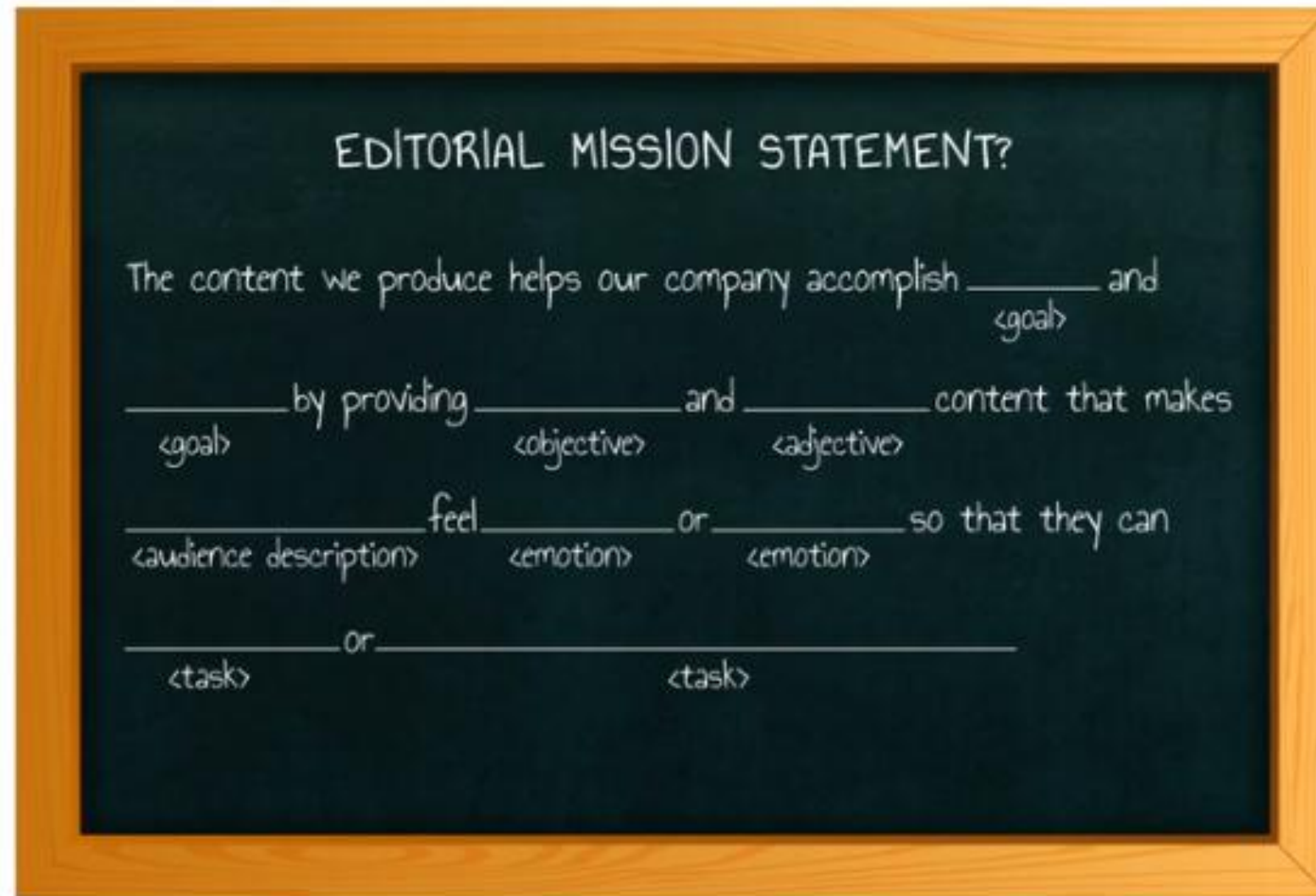
Create a remarkable editorial mission statement.



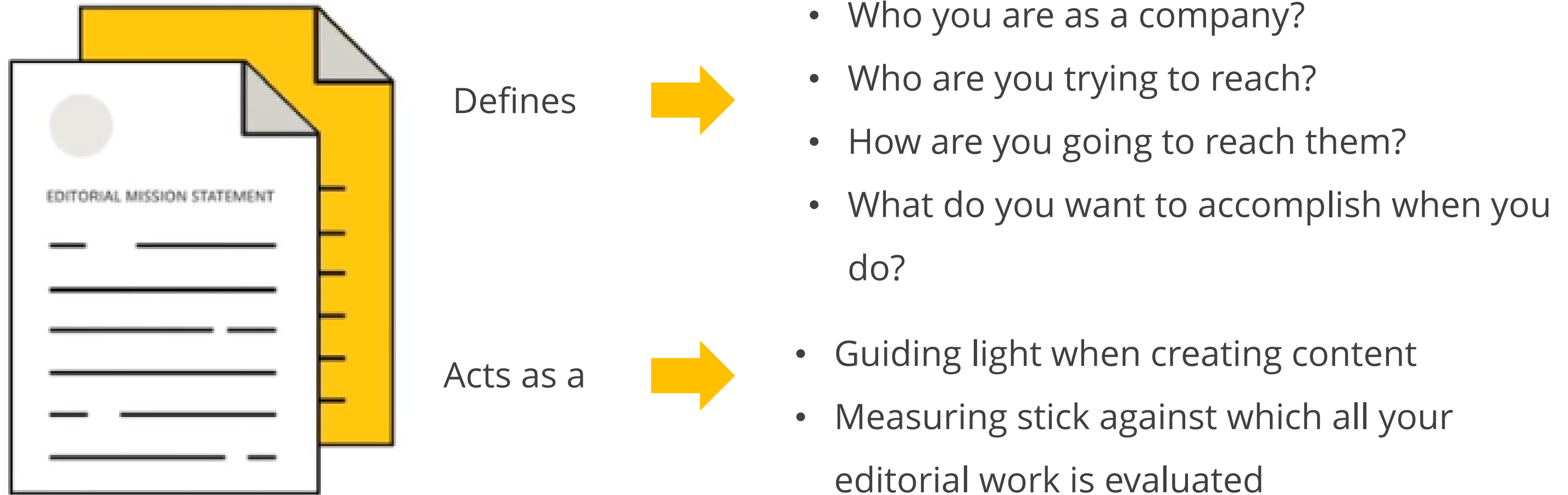
People who have a documented editorial mission statement are more effective.

Becoming an Effective Content Marketer—4 (contd.)

The process of creating an editorial mission statement is not easy as filling a template.



Becoming an Effective Content Marketer—4 (contd.)

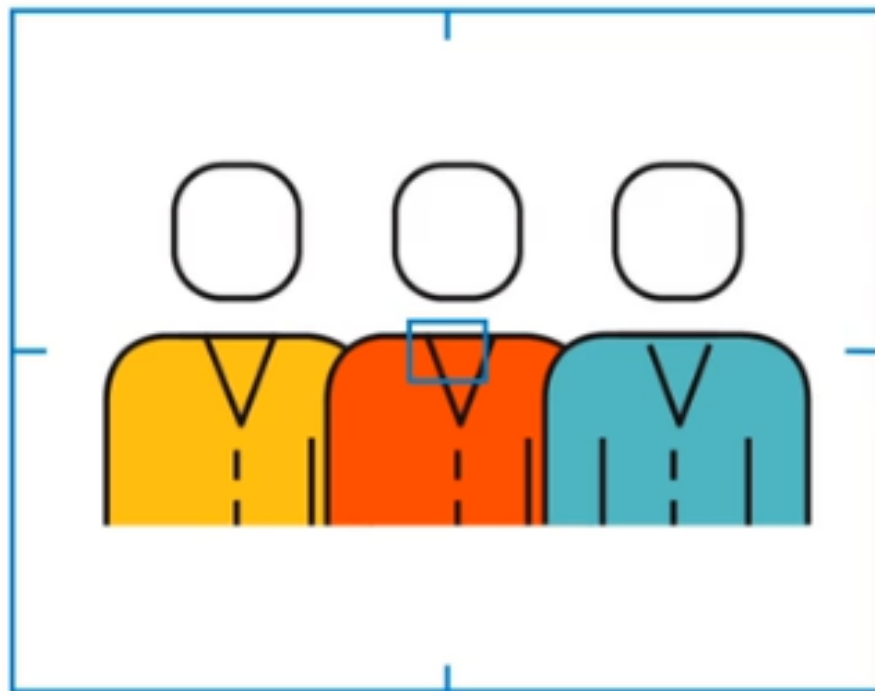


Documenting an effective and unique editorial mission statement helps top management, new employees, and outside agencies understand what you're trying to achieve.

Becoming an Effective Content Marketer—5

Target customers based on their intent.

Most Content Marketing courses assume you already know who your target audience is.



Earlier, content was created around personas: models of particular customer types.

This involved making assumptions about who your customers are.

Becoming an Effective Content Marketer—5 (contd.)

On average, a typical marketer has four different target audiences.



Targeting based on customer interests instead of demographics is highly powerful and effective.

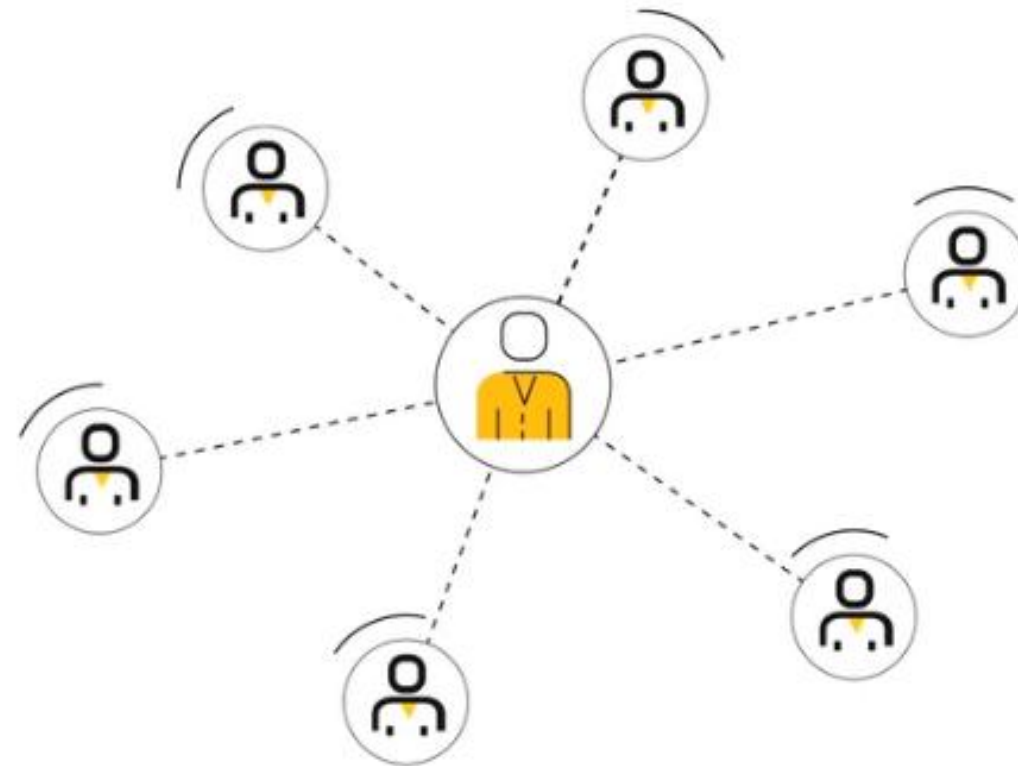
For example, you might think video game shoppers are mostly young men hunched over a bag of chips in their parents' basement.

But only 31% of mobile searchers for video games are men in the age group of 18 to 34.

Becoming an Effective Content Marketer—6

Target key influencers.

Influencers are an important consideration in making your Content Marketing successful.



Becoming an Effective Content Marketer—6 (contd.)

For example,

40% of all baby product purchasers live in households without children.



This is also true for 52% of baby product influencers, who could be grandparents, cousins, friends, or co-workers.

And search is their #1 way of finding out about these products.

If you want to reach this valuable audience, demographics alone won't cut it.

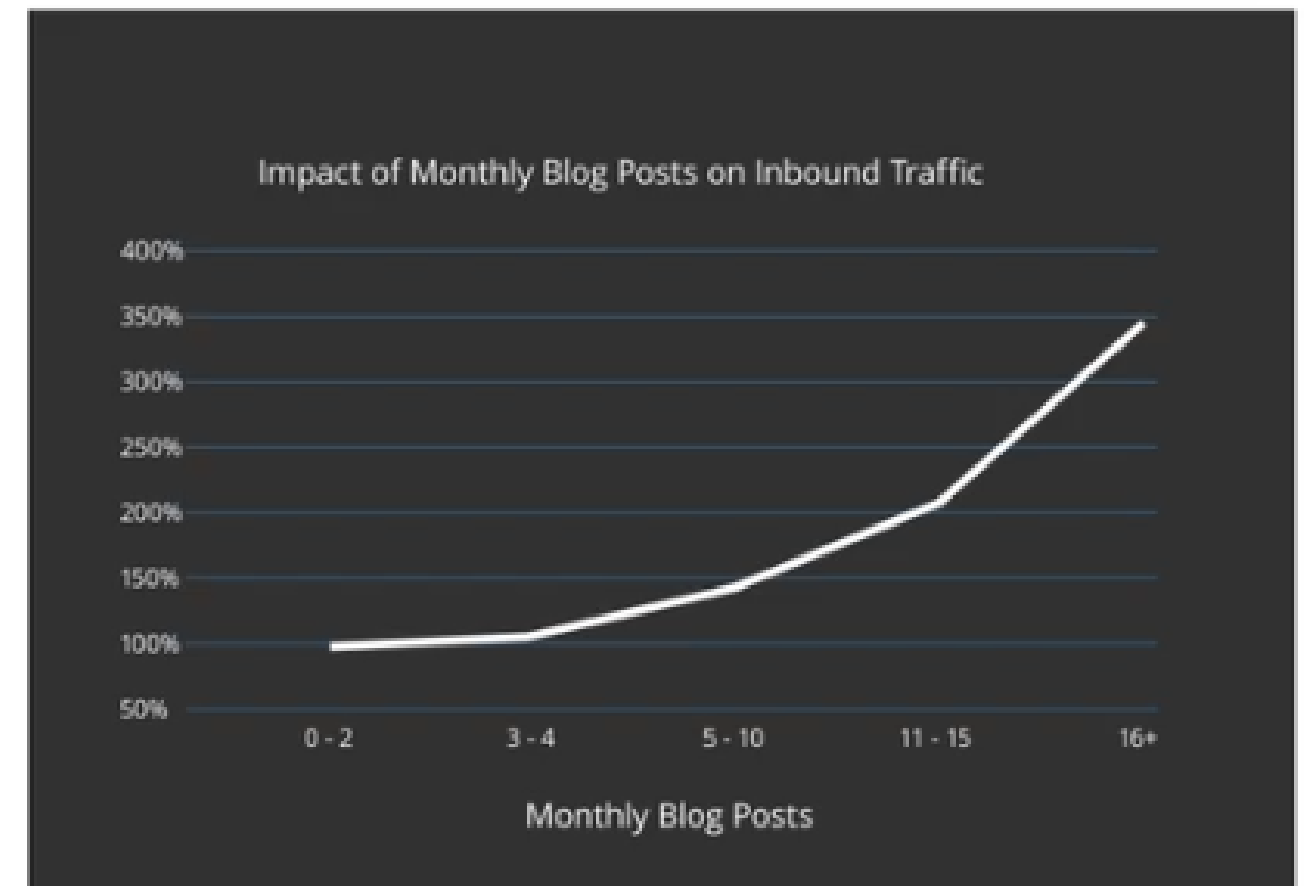
Marketers who consider intent from the beginning are primed to win customer hearts, minds, and dollars.

Becoming an Effective Content Marketer—7

Produce Help, Hub, and Hero content consistently.

Why do effective marketers publish new content daily or multiple times a week?

- HubSpot's Lindsay Kolowich recently pulled some blogging data from more than 13,500 customers.
- She found that companies that published 16 or more blog posts per month got almost **3.5X more traffic** and **4.5X more leads** than companies that published four or fewer monthly posts.



Becoming an Effective Content Marketer—7 (contd.)



- However, just churning out a lot of mediocre content will not lead to the results you expect.
- Google's panda algorithm favors quality over quantity.
- Think about creating high-quality content before increasing the frequency of creating high-quality content.

Becoming an Effective Content Marketer—8

Produce engaging content frequently.

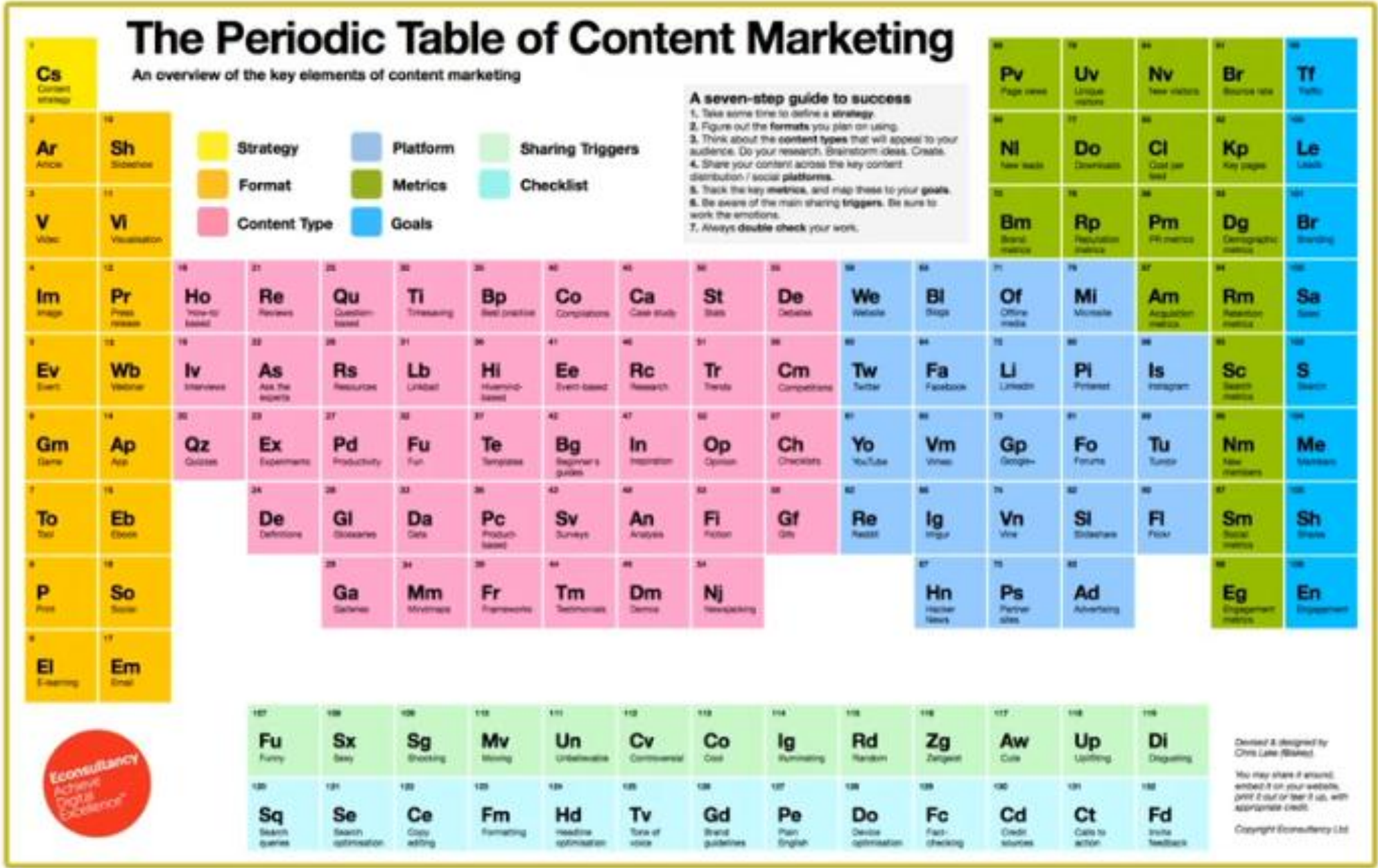


Is producing engaging content a matter of luck?

How will you sell accidental success to top management?

Becoming an Effective Content Marketer—8 (contd.)

Over the years, people have identified what it takes to create engaging content frequently.



Becoming an Effective Content Marketer—9

Use effective Content Marketing tactics.

There is a correlation between effectiveness and the number of tactics used, although content marketers don't rate every tactic that they use as effective.

Type of Marketer	Number of Tactics Used		
	Most effective	Average	Least effective
B2C	15	12	9
B2B	15	13	11

Becoming an Effective Content Marketer—9 (contd.)

If a tactic doesn't work, do you need to implement it differently or find another, more effective tactic?

When each of the tactics you use is effective in its own right, collective effectiveness of the combination of tactics occurs.

It's more than just making a longer checklist of tactics.

Becoming an Effective Content Marketer—10

Use successful social media platforms.

There seems to be a correlation between the number of platforms used and effectiveness.



However, content marketers only rate half of the social media platforms they use as effective.

Becoming an Effective Content Marketer—10 (contd.)

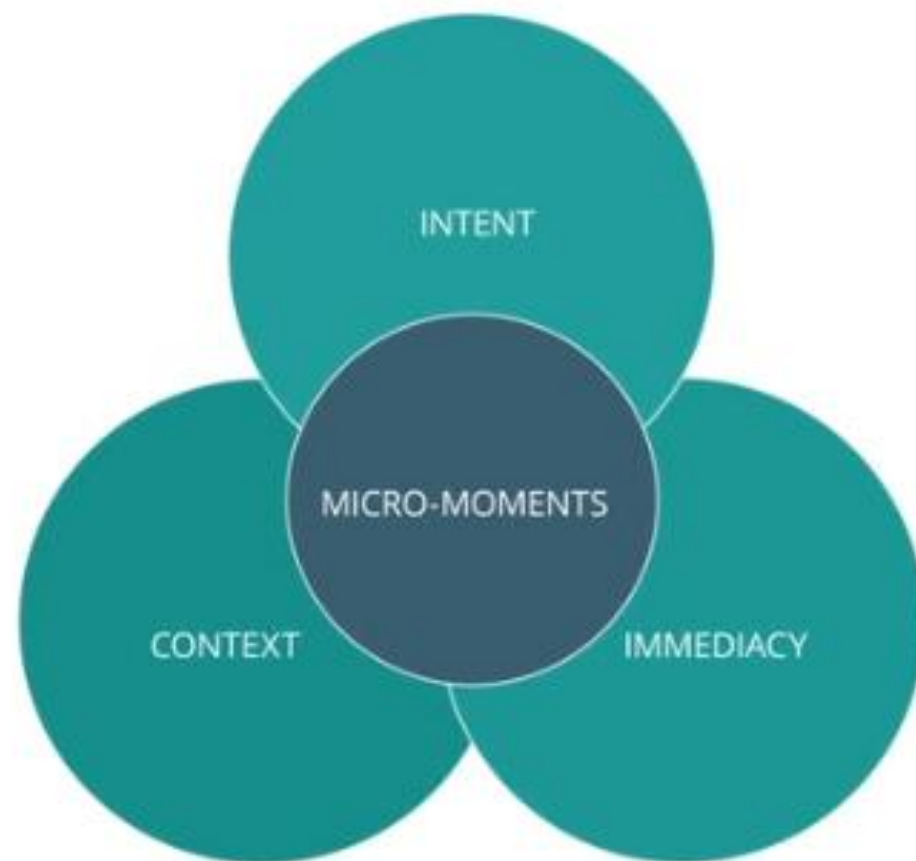
Effective content marketers recognize that the rules of engagement differ for each platform.

Type of Marketer	Number of Tactics Used		
	Most effective	Average	Least effective
B2C	8	7	6
B2B	7	6	5

Becoming an Effective Content Marketer—11

Help customers find the information they seek.

Micro-moments occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn, do, discover, watch, or buy something.



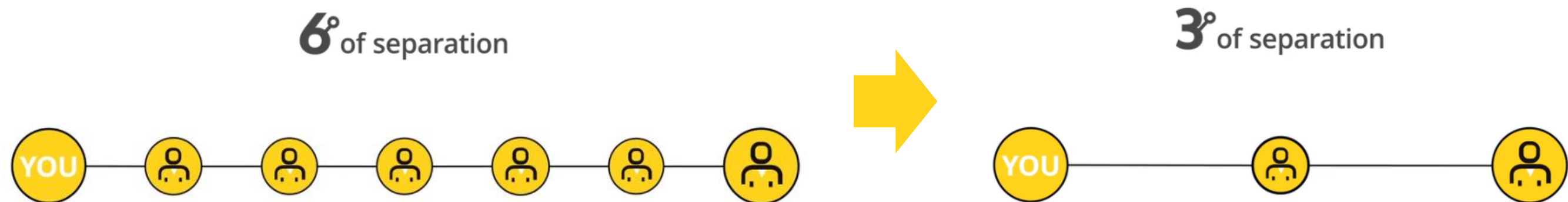
They are intent-rich moments when decisions are made and preferences shaped.

In these moments, customers expect brands to immediately deliver exactly what they are looking for.

Becoming an Effective Content Marketer—12

Help key influencers impact a buyer's decision-making process.

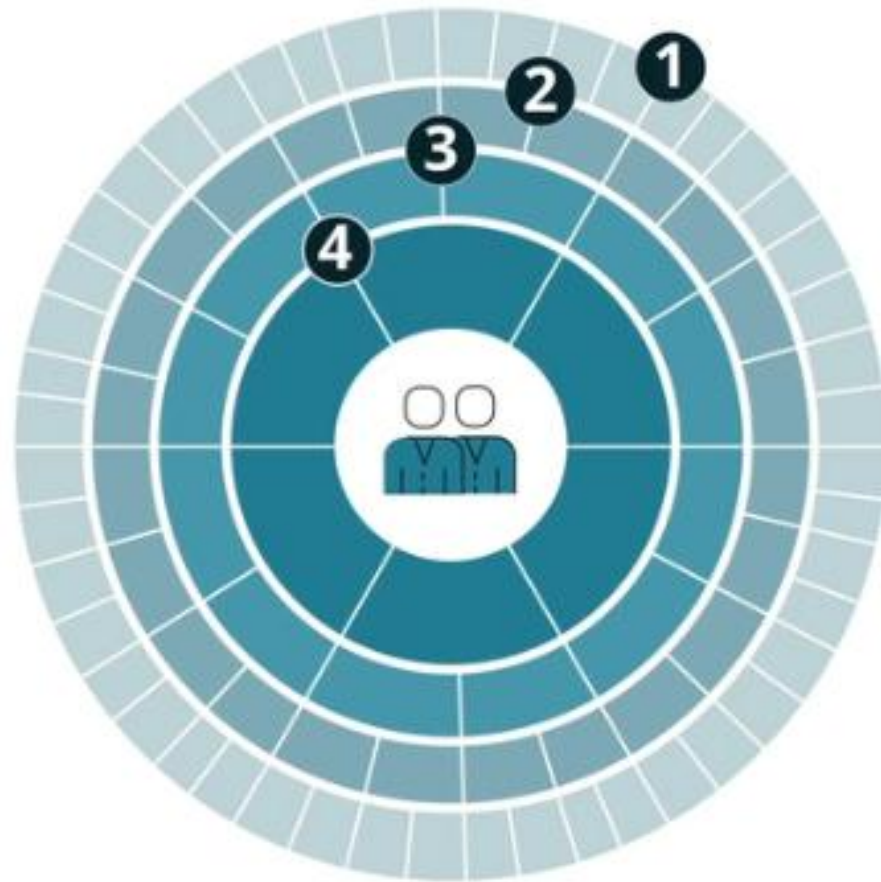
Earlier, there used to be six degrees of separation between two people, but according to new research done by Facebook, the use of social graphs has brought that number down to three.



The world is now a lot more connected than it used to be.

Becoming an Effective Content Marketer—12 (contd.)

Reshape your Content Marketing strategy.



https://fbinsights.files.wordpress.com/2015/09/fbiq_moments_graphic_092915.png

1. **Multiple times a day:** Provide insights into consumption behavior and patterns across news feed.
2. **Everyday:** Provide insights into daily consumer attitudes and behavior related to specific verticals (cooking or TV watching).
3. **Once a year:** Attract large volumes of people conversing and interacting about the same thing at the same time (summer or the holiday shopping season).
4. **Once in a lifetime:** Often signify point of market entry, thoughtful purchase decisions and lasting behavioral change (having a baby or moving).

Becoming an Effective Content Marketer—12 (contd.)

How to create content around this?



Going on Vacation
(Once a year)



Buying a Car
(Once in two years)



Following the elections
(Everyday during the event)

There is no one-size-fits-all formula.

Becoming an Effective Content Marketer—13

Measure content effectiveness using metrics that matter.

What to measure?

Retweets?

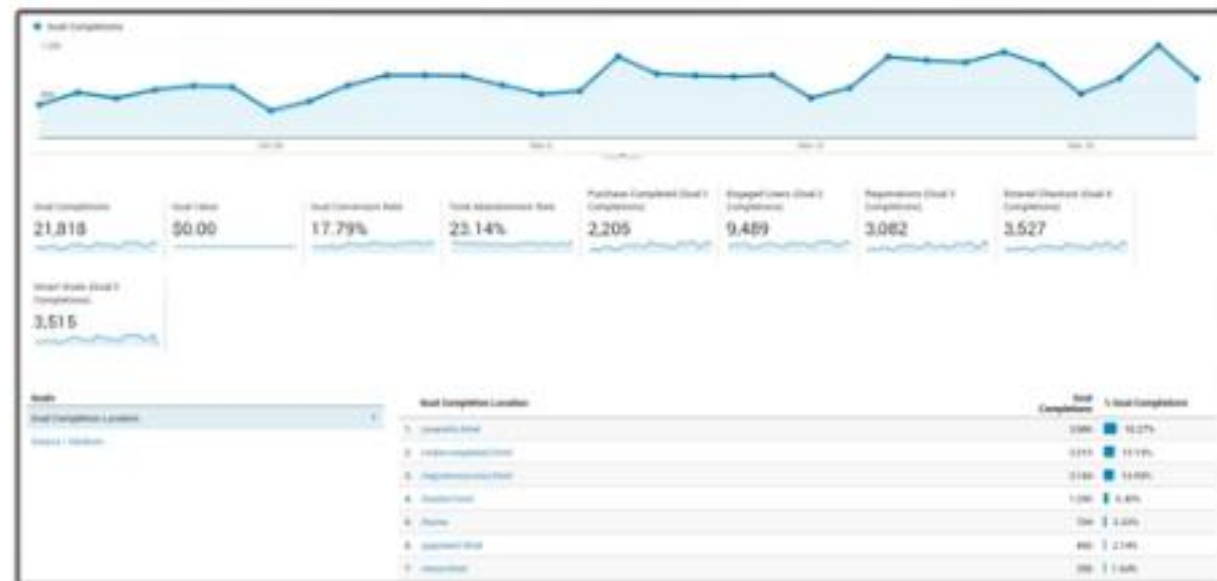
Number of views?

How many retweets does it take to sell a car?



Becoming an Effective Content Marketer—13 (contd.)

Successful marketers know how to create and manage goals in Google Analytics.



- A goal represents a completed activity, called a conversion, that contributes to the success of the business.
- Micro-goals help you understand the contribution of user activities that lead up to the primary conversion.
- Macro-goals correspond to the primary objectives of your site, such as lead generation conversions or ecommerce transactions.

Becoming an Effective Content Marketer—14

Measure return on marketing investment (ROMI).

ROMI is different from Return-on-Investment (ROI) metrics.

Instead of money that's “tied” up in plants and inventories (capital expenditure or CAPEX), marketing is typically expensed in the current period (operational expenditure or OPEX).

Formula for calculating ROMI:

$$\text{Return on Marketing Investment (ROMI)} = \frac{[\text{Incremental Revenue Attributable to Marketing (\$)} * \text{Contribution Margin (\%)} - \text{Marketing Spending (\$)}]}{\text{Marketing Spending (\$)}}$$

Becoming an Effective Content Marketer—14 (contd.)

Usually, marketing spending will be deemed as justified if the ROMI is positive.

$$\text{Return on Marketing Investment (ROMI)} = \frac{\$500,000 * 60\% - \$100,000}{\$100,000} = 2$$

Every dollar expended in Content Marketing translates to an additional \$2 on the company's bottom line.

Using the right metrics is vital.

Becoming an Effective Content Marketer—15

Improve by experimenting with new initiatives.



Experimenting is vital to discover the next new tactic, social media platform, or customer segment that can lead to continued success.

Becoming an Effective Content Marketer—15 (contd.)

Anthropological experiment by Rob Walker and Joshua Glenn to demonstrate the value of storytelling.



- They acquired several inexpensive knick-knacks from eBay auctions.
- They had writers create heartfelt stories about these knick-knacks.

Their \$128.74 investment yielded \$3,612.51 when re-sold with the stories.

By adding an intriguing story, a simple Missouri shot glass purchased for \$1 sold for \$76.

Becoming an Effective Content Marketer—15 (contd.)

Small experiments can lead to big insights.

Involve non-profit organizations in these experiments and refine a new tactic or process.

If it's successful, apply this new approach in your organization.

Becoming an Effective Content Marketer—16

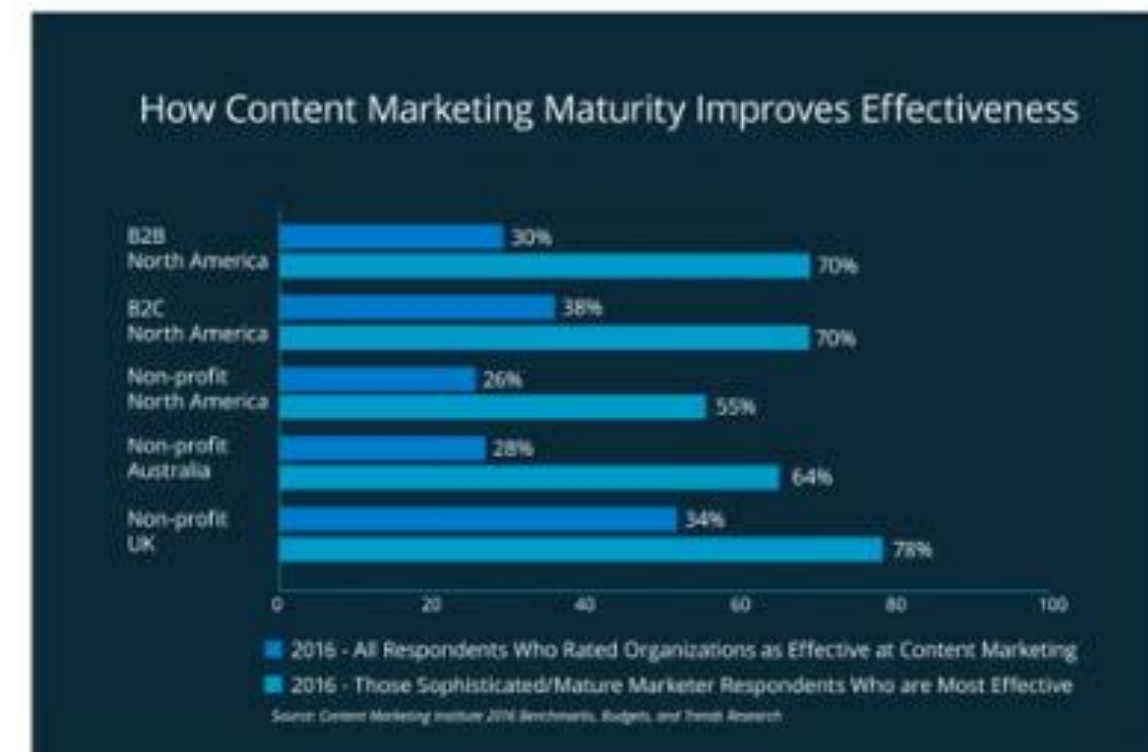
Improve by becoming more sophisticated or mature.

Even after you've learned how to be an effective content marketer, you need experience.

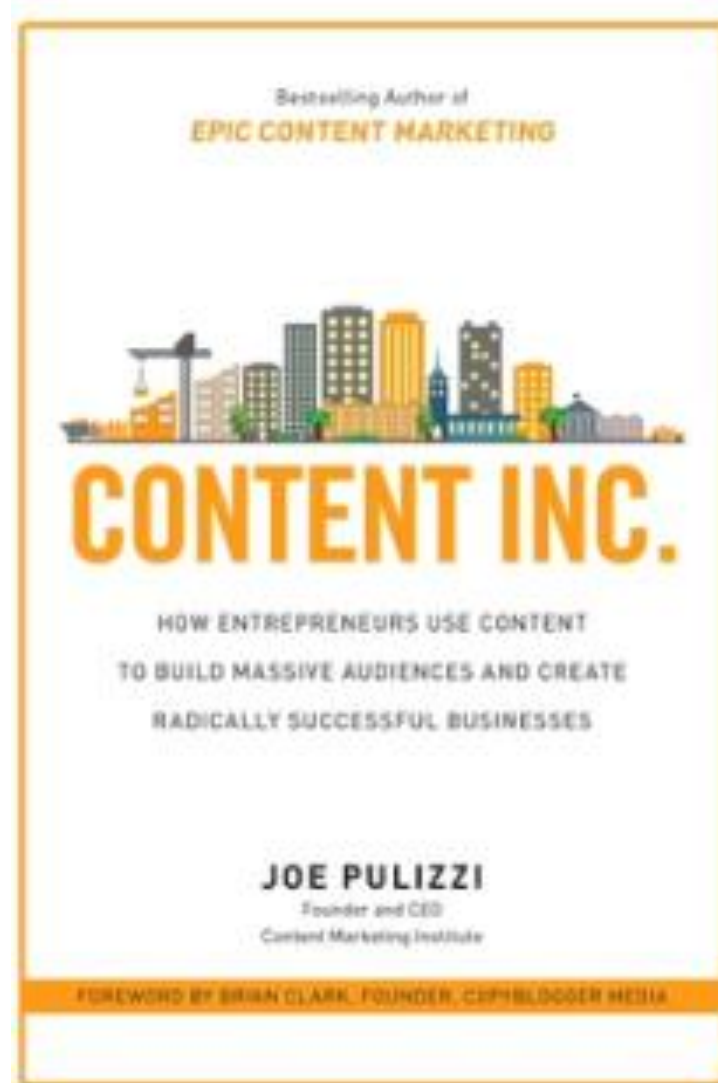
Marketers with more mature Content Marketing experience also rate their organizations as more effective.

Anecdotal evidence backs this up too.

The skills needed to be an effective content marketer does not come automatically.



Becoming an Effective Content Marketer—16 (contd.)



In Content Inc., Joe Pulizzi interviews dozens of people who have created successful businesses based on content.

One of the common threads is that it takes time, often between 15 and 17 months (and in many cases 18 months or more), to be effective.



Quiz

DIGITAL
MARKETING

QUIZ

1

Content Marketing is defined as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action."

- a. True
- b. False



QUIZ 2

Content marketing involves a lot more than creating and optimizing high-quality content for your website, blog, or YouTube channel.

- a. True
- b. False



QUIZ

3

Content marketing is NOT:

- a. A strategic marketing approach.
- b. Focused on creating and distributing valuable, relevant, and consistent content.
- c. Able to attract and retain a clearly defined audience.
- d. Able, ultimately, to drive profitable customer action.
- e. Just another name for social media marketing.



QUIZ 4

What percentage of B2C and B2B marketers consider their organizations' current approach to content marketing to be very or extremely successful?

- a. 3-4%
- b. 22-25%
- c. 45-53%
- d. 70-75%
- e. 97-100%



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Improve by becoming more sophisticated or mature.

Thank You