

# Growing Your Business with

## Content Marketing

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# Content is King!

## Content Marketing Defined

*“Content marketing is 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.”* Content Marketing Institute



# Content is King!

## Content Marketing Statistics

**94%** of B2B content marketers use social media posts

**56%** of content marketers outsource at least one part of their content marketing

Video traffic is expected to increase to

**82%**  
of all internet traffic by 2021. (Cisco)

**77%**

of B2B marketers can demonstrate how content marketing has increased audience engagement

**26%**  
of Marketing Budget Spent on Content Marketing



# Content is King!

## Content Marketing Applications

Web Marketing	Social Media Marketing	Marketing Communications	Relationship Marketing
Web Pages	Blogs	Brochures	Presentations
Home/Landing Pages	Profiles	Sell Sheets/Sales Collateral	<b>Webinars</b>
Photos/Images	<b>Social Media Posts</b>	Catalogs	Seminars
<b>Videos</b>	<b>Videos</b>	Advertisements	Videos
SEO/PPC	SMO	Letters	Trade Show Displays
eNewsletter	Photos/Images	<b>Emails</b>	Press Releases
<b>White Papers</b>	Texts	Announcements	Proposals
Reports	<b>Podcasts</b>	Billboards	<b>Interviews</b>
<b>Case Studies</b>	Reviews	Newsletters	Surveys
EBooks	Apps	Guides	Programs
<b>Infographics</b>	Referrals	Packaging	Event Marketing



# TOP Reasons for Content Marketing?

## #1 Lead Generation



**Industry:** Professional Services

**Campaign:** Financial Institutions

**Highlights:** A major lead generation campaign directed at C level executives that included 48 different content pieces in multiple formats. Effective use of cases studies, infographics, checklists, and video that led to increased traffic, engagement, and leads.



# TOP Reasons for Content Marketing?

## #2 Thought Leadership



**Industry:** Software

**Campaign:** K-12 Education Market

**Highlights:** A rebrand and entry into a new market brought content marketing to a new level. Repurposed content, a new digital platform, and informative content in different formats increased thought leadership, and engagement.



# TOP Reasons for Content Marketing?

## #3 Brand Awareness



**Industry:** Food & Beverage

**Campaign:** Share A Coke

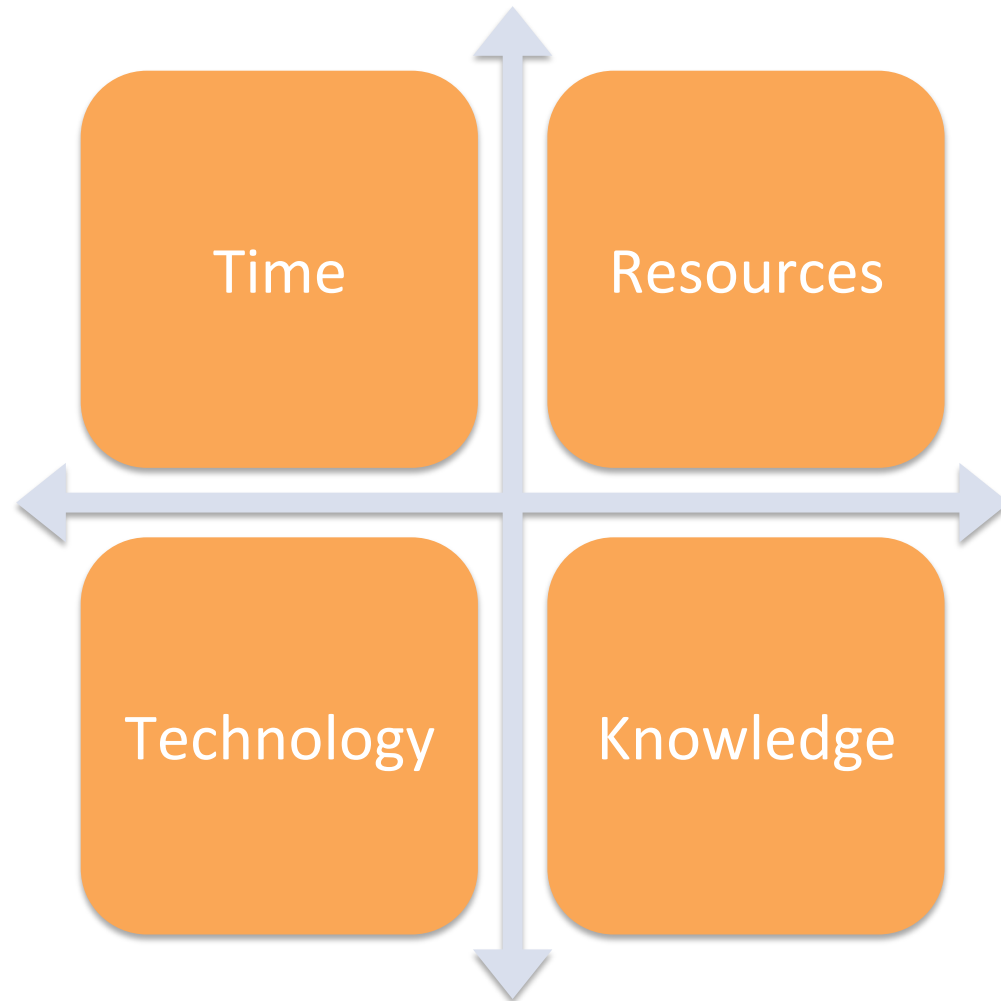
**Highlights:** A concept so simple it took over the world.

Personalization in content provided an instant appeal and grew their launch campaign sales in Australia the first summer to 250 named bottles sold. Now it has reached over 70 countries worldwide.



# TOP Challenges of Content Marketing?

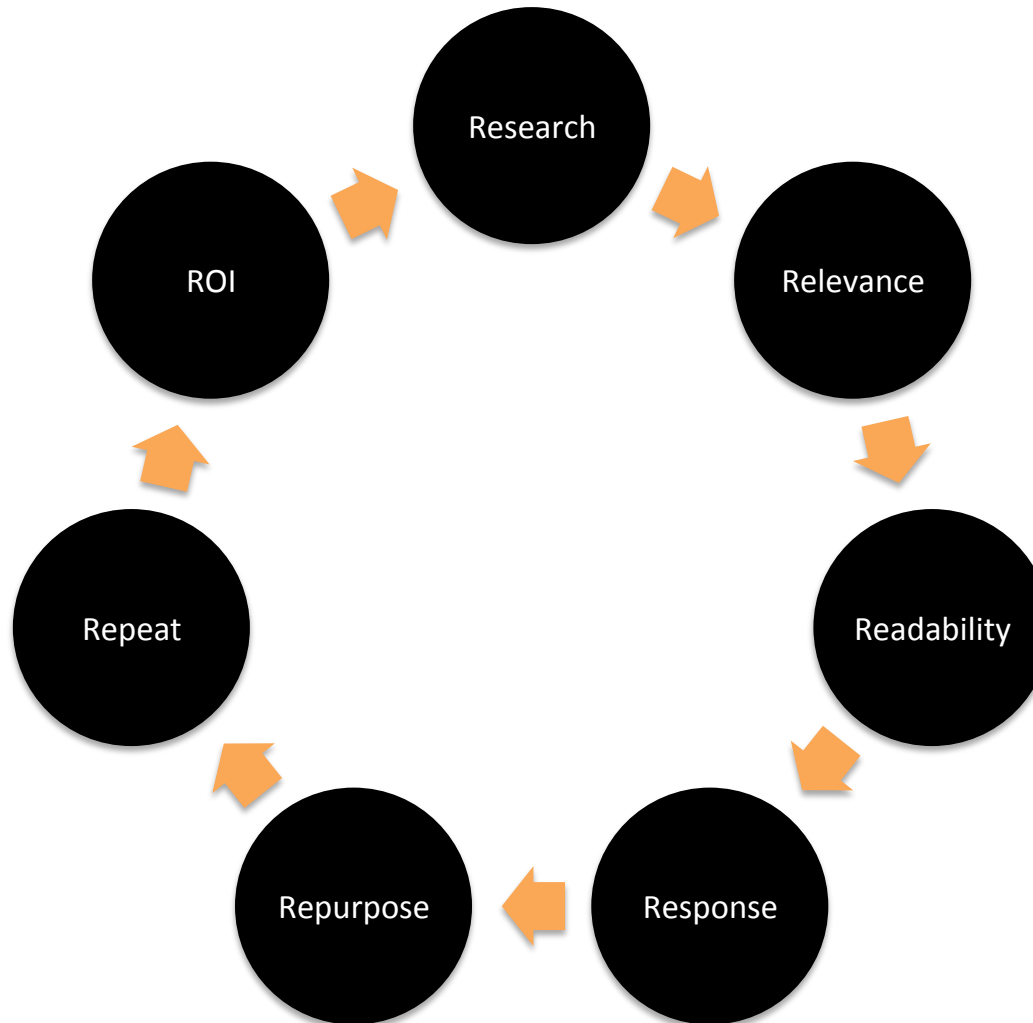
## Making Content Marketing A Priority





# Creating an Effective Content Strategy

## Seven R's of Content Marketing



# Creating an Effective Content Strategy

## RESEARCH

- Competitive Analysis
- Company Analysis
- Keyword Analysis
- SEO Analysis
- SMO Analysis
- PPC Analysis



# Creating an Effective Content Strategy

## RELEVANCE

- Branding
- Positioning
- Segmenting
- Audience Personas



# Creating an Effective Content Strategy

## READABILITY

- Punctuation & Grammar
- Layout & Whitespace
- Facts & Figures
- Brand Authenticity



# Creating an Effective Content Strategy

## RESPONSE

- Headlines
- Images/Video
- Transition Text
- Home/Landing Pages
- Ad Extensions
- Effective CTA's
- Easy Navigation



# Creating an Effective Content Strategy

## REPURPOSE

- Integrate Marketing Campaigns
- Increase Marketing Channels
- Reformat into different applications
- Build buzz with social media
- Create a Press Kit
- Hire a video expert





# Creating an Effective Content Strategy

## REPEAT

- Implement Project Management Tools
- Marketing Automation Tools
- Develop an Editorial Calendar
- Follow a submission schedule
- Make content marketing a priority



# Creating an Effective Content Strategy

## ROI

- Track engagement on your website
- Monitor traffic on social media
- Experiment with different headlines/ads
- Follow analytics regularly
- Implement SEO/PPC best practices
- Consult with experts





# Creating an Effective Content Strategy

## Establishing Purpose With Content

