Get Content. Get Customers

- Introduction
  - Marketing job
    - get customers to buy
  - Old way
    - Media as middleman
    - Media delivers content
    - Interrupt customers
    - One direction
  - New way
    - Direct to buyers
    - Become publishers
    - Provide vital content
    - 2-Way conversations
    - Unique opportunity
- Shift to Content Marketing
  - Marketing Goal
    - not to keep media alive
    - to connect with customers
  - traditional media suffers
    - 25% of Marketing $ to content marketing
    - Weakening in all old media
- 6 Reasons for change
  - Buyers don't care about content source
  - Can't count on shrinking media to deliver buyers
  - Media budget cuts compromise quality
  - More challenging to sell to new breed of customer
  - Cheap, easy technology empowers even small co.s
  - Great content from companies large & small
    - BestBuy
    - Mindjet
    - Miller Electric
    - Thomasnet
    - Tween Waters Inn
    - Solopreneurs
- Keys to change
  - New mindset
    - Think like publishers
      - Define target audience
      - Determine info needs
      - Deliver valuable info
      - Reap rewards
  - New process
    - B.E.S.T. formula
      - Behavorial
        - What should customers do
      - Essential
        - Deliver vital, relevant content
      - Strategic
        - Integrate content marketing with overall strategy
      - Targeted
        - Determine exactly who to reach
- Choose right content for task
  - Define marketing goals
    - Lead generation
    - Brand awareness
    - Customer education
    - Thought leadership
    - Perception modification
    - Customer retention
    - Internal communications
    - Sales support
  - Select content type to achieve goals
    - Print
      - Magazines
        - Northern Trust
          - Wealth Magazine
      - Newsletters
    - Online
      - Websites
        - MillerWelds.com
      - eNewsletters
        - Mindjet
        - Thomasnet
      - Webcasts
        - Microsoft
          - Small Business Summit
      - Whitepapers
        - Grant Thornton
      - ebooks
        - Stephanie Diamond
          - Small Business 2.0
      - Virtual trade shows
        - VePlatform.com
      - Blogs
        - TheBoomerBlog
      - Podcasts/Vodcasts
        - BuzzMarketingforTechnology
    - In-person events
      - Roadshows
        - ThomasNet
      - Executive roundtables
- Put 'marketing' into content marketing
  - Process
    - Segment
    - Permission marketing
    - Link content & promotion
    - Be consistent
    - Turn content loose
  - Components
    - Search engine optimization
    - Search engine marketing
    - Social media marketing
    - Syndicate content--RSS
      - Feedburner
      - Feedblitz
    - Leverage social bookmarking sites
      - Digg
      - Stumbleupon
      - Del.iciou.us
      - SmallBusinessBrief.com
      - Junta42.com
    - News releases to the web
    - Create & post videos
    - Create downloadable content
    - Post articles to website
- How to develop the process
  - Determine goals affected
  - Determine buyer info needs
  - What should buyer do
    - How will this behavior help business
  - Determine product & content mix
  - Consider outside help
  - Assign project mgr
  - Enable measurement of results
    - Return on Objective
- Best Practice Success Stories
  - Top 10 takeaways from Success Stories
    - Intrinsically valuable is essential
    - must understand customers
    - Content marketing may replace conventional marketing
    - Print mags still powerful weapons
    - Great design makes big difference
    - Dedicated internal or external team best investment
    - Use own products to prove your case
    - Get customers to interact with content
    - Content is 1st step; making it easy to buy is 2nd key step
    - Small companies can emulate big companies with ideas instead of $$
  - Companies
    - Miller Electric
    - Tween Waters Inn
    - Fleishman-Hillard
    - BookSurge
    - 3 Solopreneurs
    - Bitemark--Australia
    - Northern Trust
    - Naples Chamber of Commerce
    - Mindjet
    - Webkinz
    - Thomasnet
    - Constant Contact
    - Pinsent Masons-UK
    - Rockwell Automation
- In-depth case study
  - Step by step, start to finish guide
  - Based on real-world examples
- Conclusion
  - It's about marketing survival
    - Change or risk demise
    - Failure to change biggest danger
  - Why the shift
    - Because it works!
    - Smartest marketers are already immersed
    - Content marketing achieves bottom line results
    - Be like Nike: "Just do it."
- Postscript
  - Content Marketing now in Wikipedia
- Visit us online to learn about
  - co-authors Newt Barrett & Joe Pulizzi
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