

The 2019 Marketing Conference

We don't need no education
...or do we?

Content Marketing
Low Cost/No Cost Resources





Content Marketing

Speaker



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What is Content Marketing

“ 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 Examples

Rip Curl's online publication, The Search


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THE SEARCH

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Latest Search Trips

Anytime, anywhere. Enjoy the latest stories from The Search.




The Typhoon

Tom Curren, Mason Ho and one week spent scouring the coastline of a wave-drenched, storm-ridden island in the North Pacific.



Explore The More

Join professional wakeboarder Daniel Grant on his own personal Search, scouting massive dam drops and wind spots through the stunning countryside of New Zealand, Ireland and beyond.



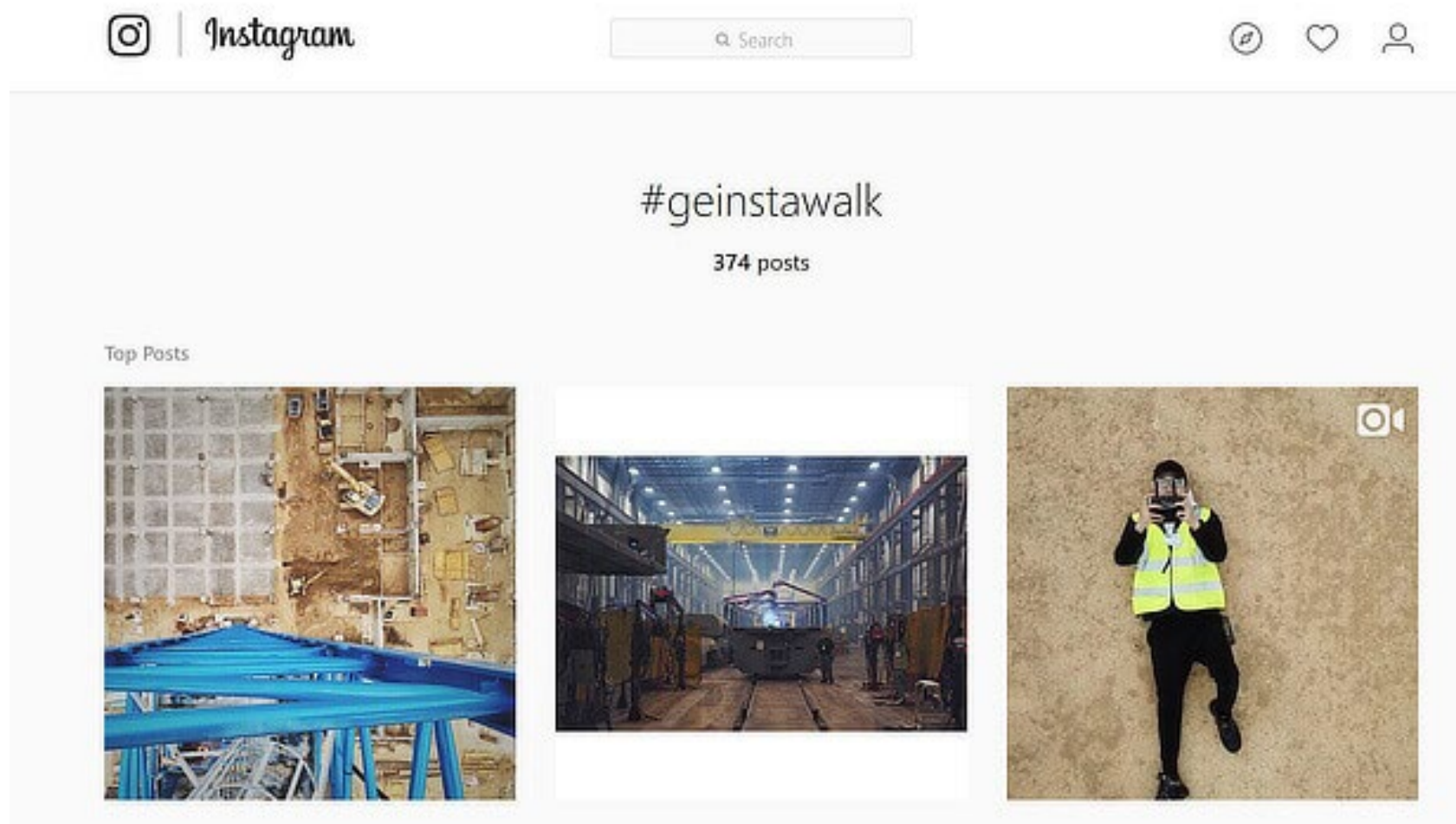
No Sudden Movements

Luke Hynd and Kipp Caddy jump off the grid and into an untouched world. From snakes to elephants, to a vast coastline of empty lineups and endless swell.



Content Marketing Examples

#GEInstaWalks – GE's Instagram campaign





Content Marketing Examples

LinkedIn eBooks

Get your hands on our secret sauce and you'll have the formula you need for tasty results on the LinkedIn platform.

LinkedIn

Learn how LinkedIn uses LinkedIn for marketing

The Secret Sauce

Download eBook





Content Marketing Examples





Content Marketing Benefits

- **Brand awareness**
 - Recognition
 - Establish your company as a thought leader
 - Search engine optimization
- **Value Add**
 - Provide value throughout the customer journey
 - Fosters customer loyalty
- **Increased sales**
 - More customers
 - More educated customers
- **Cost Savings**
 - Organic, earned media
 - Reduce advertising spending



Implementing a Content Marketing Program

1. Set your mission and goals
2. Establish Your KPIs
3. Know Your Audience
4. Figure Out the Best Channels
5. Decide on Content Types
6. Create Content
7. Distribute and Market
8. Measure Results



Content Marketing Challenges

1. Set your mission and goals
2. Establish Your KPIs
3. Know Your Audience
4. Figure Out the Best Channels
5. Decide on Content Types
6. Create Content
7. Distribute and Market
8. Measure Results

***Surprise! They're
the same!***

Luckily there are a ton
of low-cost/no cost
resources available!



Resources to set your mission and goals

62% of most successful content marketers have a documented strategy vs. 16% of least successful.

- [Road Map to Success: Content Marketing Strategy Essentials](#) (Content Marketing Institute)
 - Find your purpose
 - Set goals around that purpose



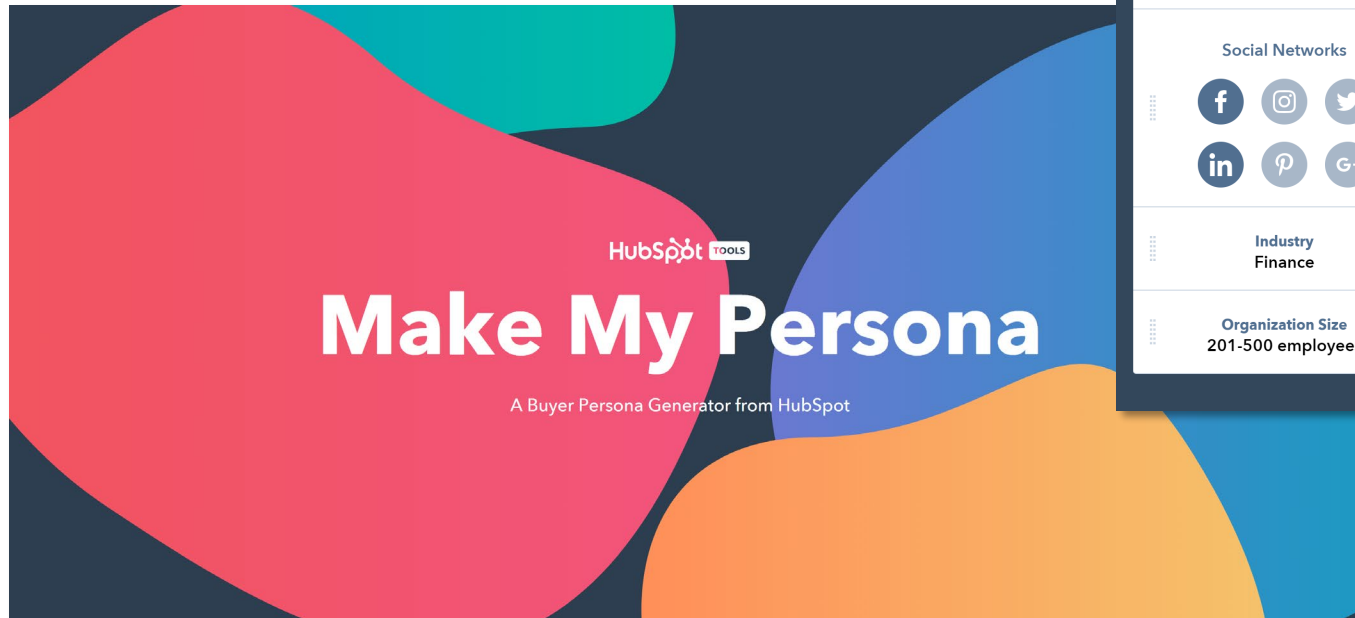
Resources to establish your KPIs

5 Ways to Translate Your Content Marketing Goals into KPIs (Content Marketing Institute)

Increase Brand Awareness	Drive more website/blog traffic	Generate sales leads	Convert more leads into customers	Improve retention and drive upsell
Social shares Views and shares from partnership audiences	# of website/blog visits per month Percentage of returning visitors Time spent on site Conversion rates for call-to-action content	Number of leads generated from each piece of content Landing-page conversion rates	Lead-to-customer-conversion rate for each nurturing campaign or piece of content delivered Average time to close for new customers	Retention rate (or churn) Revenue from upsell Percentage of repeat customers

Resources to know your audience

- [Make My Persona](#) (Hubspot)
 - Interactive tool to answer important questions about your target personas

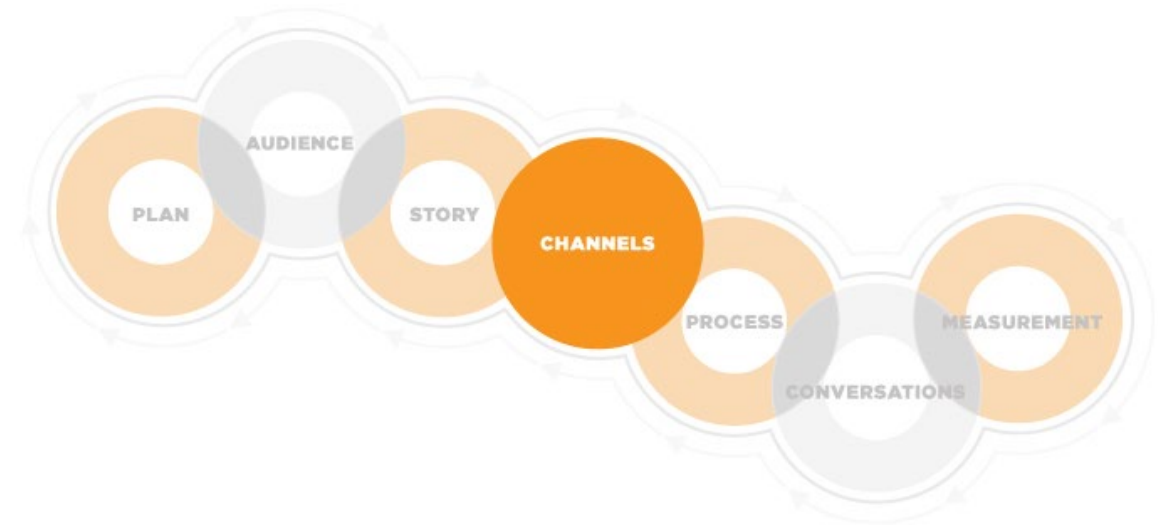


	Preferred Method of Communication <ul style="list-style-type: none">• Text Messaging	Tools They Need to Do Their Job <ul style="list-style-type: none">• Accounting and Bookkeeping Systems• Reporting Software
Name Preferred Risk Paula	Job Responsibilities Enter text here	Their Job Is Measured By Team productivity
Age 35 to 44 years	Reports to CFO	Goals or Objectives Enter text here
Highest Level of Education Bachelor's degree (e.g. BA, B:)	They Gain Information By Online courses	Biggest Challenges <ul style="list-style-type: none">• Navigating Client Relationships & Communications• Employee Morale• Problem Solving & Decision Making
Social Networks 	Add New Section +	
Industry Finance		
Organization Size 201-500 employees		



Resources to figure out the best channel

- [7 Steps to Creating Your Content Marketing Channel Plan](#)
(Content Marketing Institute)
 1. Situational analysis
 2. Channel objectives
 3. Content/conversation plan (how you're telling your story)
 4. Metrics
 5. Personas addressed
 6. Content management process
 7. Editorial calendar





Resources to Decide on Content Types

- [How to Develop a Content Strategy: A Start-to-Finish Guide \(Hubspot\)](#)
 - The exact steps you will need to take to create your strategy
 - Tools to inspire your content
 - How your content can generate leads.
 - How (and what) to publish on social media

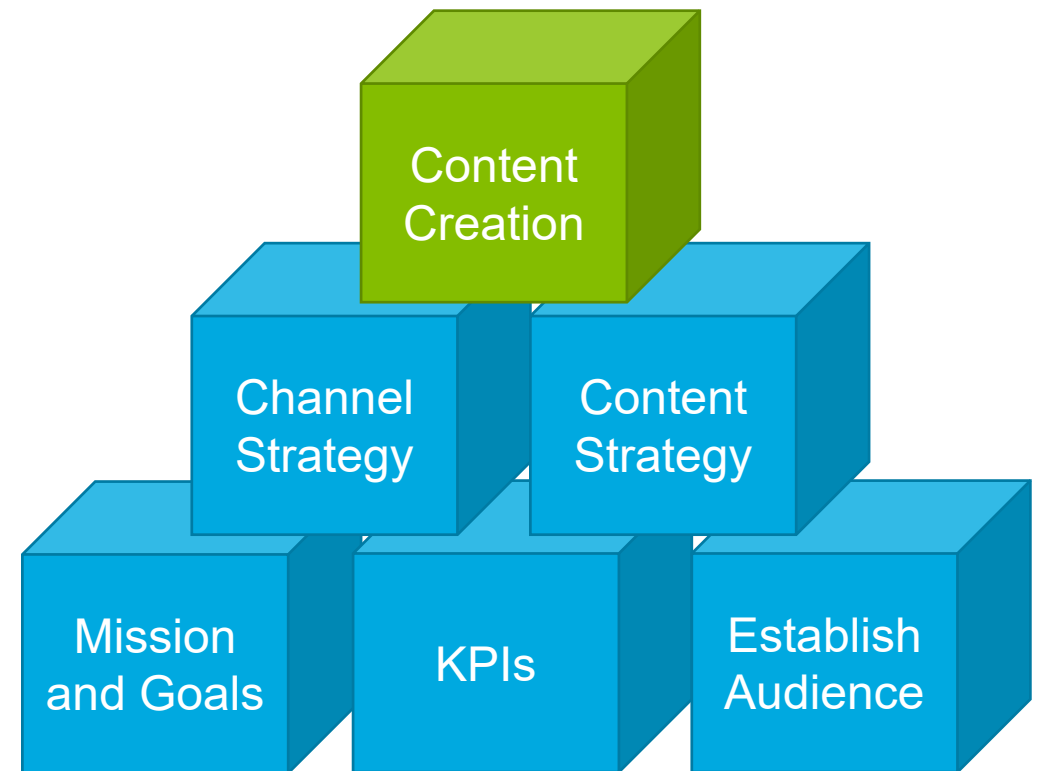
List of Content Formats

How-to's	Helpful Application / Tool
Content Curation	Opinion Post
Case Studies	White Papers
Charts/Graphs	Vlog
Ebooks	Videos
Email Newsletters / Autoresponders	Templates
Cartoons / Illustrations	Surveys
Book Summaries	Slideshares
Tool Reviews	Resources
Giveaways	Quotes
FAQs	Quizzes
Q&A Session	Polls
Webinar	Podcasts
Guides	Pinboards
Dictionary	Photo Collage
"Day in the Life of" Post	Original Research
Infographics	Press releases
Interview	Photos
Lists	Predictions
Mind Maps	User Generated Content
Meme	Company News
Online Game	Timelines



Resources to Create Content

- [51 Best Free Visual Content Creation Tools to Make Marketing Easy](#)
(OptIn Monster)
 - Image Creation Tools
 - Video Creation Tools
 - Animation Tools
 - Infographic Creation Tools
 - Screen Capture Tools
 - Meme Creation Tools
 - GIF Creation Tools
 - Presentation Creation Tools





Resources to Distribute and Market Your Content

- [Road Map to Success: Content Distribution Essentials That Win Eyeballs](#)
(Content Marketing Institute)

**Evaluate your
distribution
options**



**Develop and
document your
distribution
plan**



**Promote your
content and
amplify it's
impact**



Resources to Measure Results

- [Content Marketing Framework: Measurement](#)
(Content Marketing Institute)

“ For content marketing, it’s a long season. There are, and should be, many chances to fail — as long as we fail quickly, learn, and adapt to the new surroundings. ”

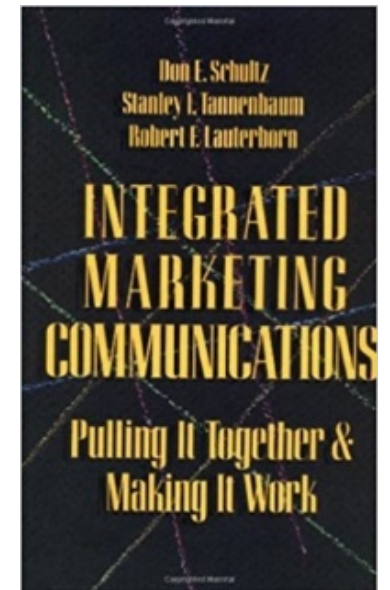
33% of B2B marketers and 41% of B2C marketers cited the inability to measure as a significant challenge



Resources - Books

Books

- Managing Content Marketing, by Joe Pulizzi and Robert Rose
- Integrated Marketing Communications: Putting It Together & Making It Work, by Don E. Schultz, Stanley I. Tannenbaum, and Robert F. Lauterborn





Thanks!

Questions?