

Tips, Tools, And Templates To Help You Build Your Content Marketing Strategy

Michael Brenner
Head of Strategy, NewsCred
@BrennerMichael

Agenda

- The key factors for content marketing success
- The core components of a content marketing strategy
- How to utilize content across the buyer journey
- Companies doing it right

Just 3 Things . . .

The world has changed.

Most content stinks.

Attract people through *stories they love*.



A photograph of five kittens sitting in a row against a plain, light-colored background. From left to right, there is a black and white tabby, an orange tabby, a dark grey tabby, another orange tabby, and a dark grey tabby. The text is overlaid in the center of the image.

**Content today must
compete with pictures of babies and
kittens.**





Content marketing trends



Google Search

I'm Feeling Lucky

Get inside 47 years of pop culture with [Google Play](#)



@BrennerMichael • #CMWorld

Thought Of The Day



The greatest ability in business is to get along with others and influence their actions. A chip on the shoulder is too heavy a piece of baggage to carry through life.

SHARE ➔



• John Hancock

ADVERTISEMENT

Data Management

5 things you need to turn data into good decisions.

[Read the e-book](#)


THE POWER TO KNOW.





A TIFFANY VAN

Top Stories



Big Oil's Choice Amid Low Prices: Evolve Or Whither?

As far-flung projects lose their luster, some reasons why the majors should double down on American shale oil.

Christopher Helman, Forbes Staff

Exelis T
Deal Fo



Antoine

EEOC's
And En



Daniel

How AC
Target



Bruce

Why 20
Play A



Parm

Missy Elliott Saw A 2,500% Sales Bump After The The Super Bowl



Hugh

Advertisement (0:12)



Advertisement

00:12

PAUSE



MENU

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the standard for not just his Virgin
Airline crafts -- but all planes.

Mapping The Biggest Co...

Marketing Automation
BUYER'S GUIDEGet it
for FREEJayson DeMers
Contributor

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*I de-mystify SEO and
online marketing for
business owners.
full bio →*Opinions expressed by
Forbes Contributors are
their own.Comment
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ENTREPRENEURS 12/01/2014 @ 1:03PM | 37,984 views

The Top 7 Content Marketing Trends That
Will Dominate 2015

+ Comment Now + Follow Comments

Content marketing is bigger than ever. Its publication is at an all-time high, and budgets are being reallocated to content marketing, despite its pervasive usage, content marketing is still a struggle.

In this article, I'll outline some of the challenges marketers will face this year, as well as looking at trends we're likely to see during 2015.

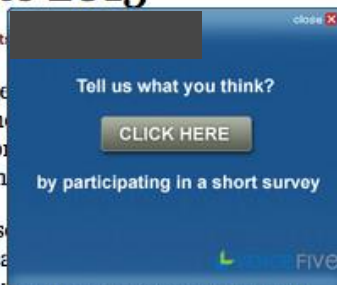
In case you missed my 2014 predictions and trends on content marketing, you can check them out here:

[The Top 7 Content Marketing Trends That Will Dominate 2014](#)
(Written Oct. 2013)

[The Top 7 Content Marketing Trends Dominating 2014](#) (Written Aug. 2014)

1. Companies will learn that publication is only the small first step; value comes from distribution

Most businesses have gotten the message that content creation and publication are the cornerstones of a content marketing strategy. However, where many are still lagging is in the distribution phase. It's not enough to create great content; you also need to get it in front of the right people.



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Jayson DeMers
Contributor

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I de-mystify SEO and online marketing for business owners.

[full bio](#) →

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Now

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Content marketing is bigger than ever; content creation and publication is at an all-time high, and traditional marketing budgets are being reallocated to content marketing efforts. However, despite its pervasive usage, content marketing isn't without its struggles.

In this article, I'll outline some of the significant challenges marketers will face this year when it comes to content marketing, as well as looking at trends we're likely to see during 2015.

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1. Companies will learn that publication is only the small first comes from distribution

Most businesses have gotten the message that content creation and publication is the first step in the content marketing process. However, many businesses are still struggling with the distribution of their content.

Page 1 / 4

Continue



[No One's Reading Your Marketing Content.](#)





STORMWATCH *Weathercast* *5pm*

NEWS 9

Holly Ellenbogen



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A portrait of Michael Brenner, a middle-aged man with dark hair, wearing a white button-down shirt and dark suspenders. He is looking directly at the camera with a serious expression. The background is dark and out of focus, showing green foliage and some architectural elements.

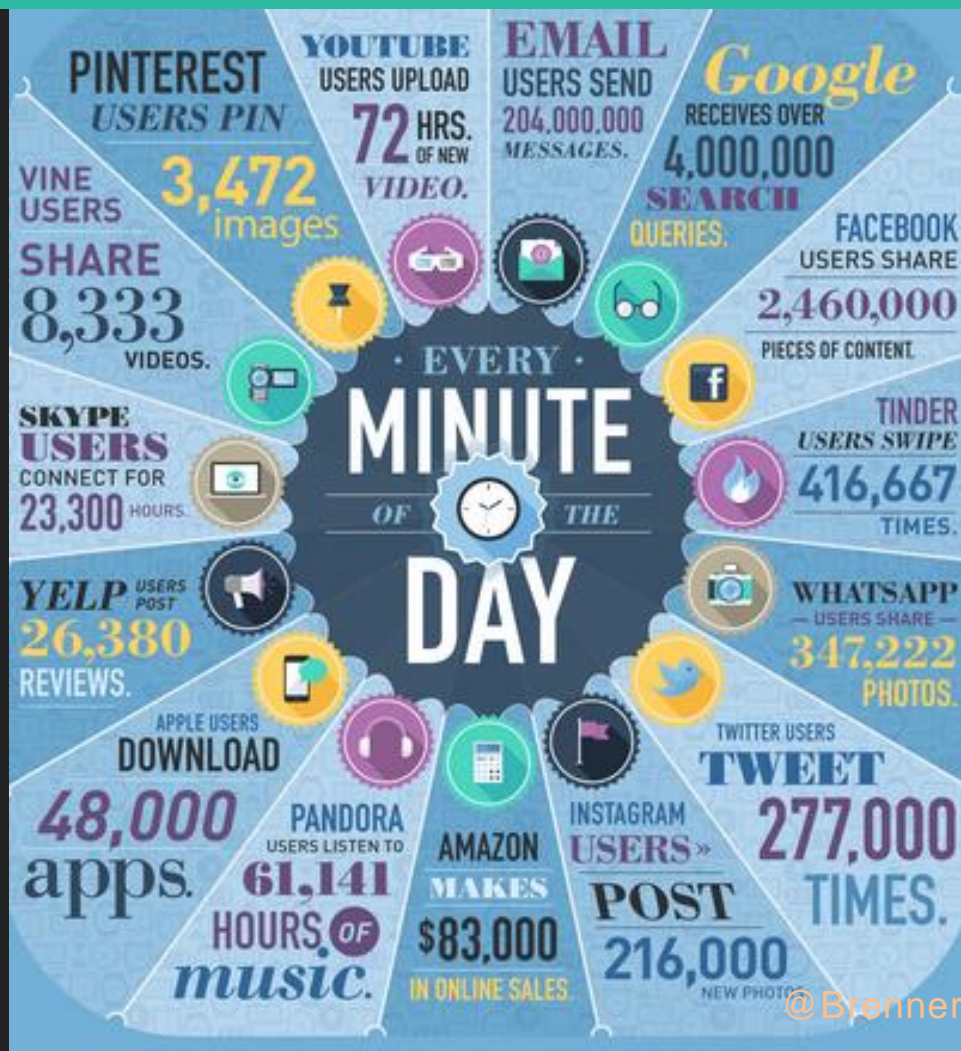
I have no patience for useless things.

Content Marketing Success

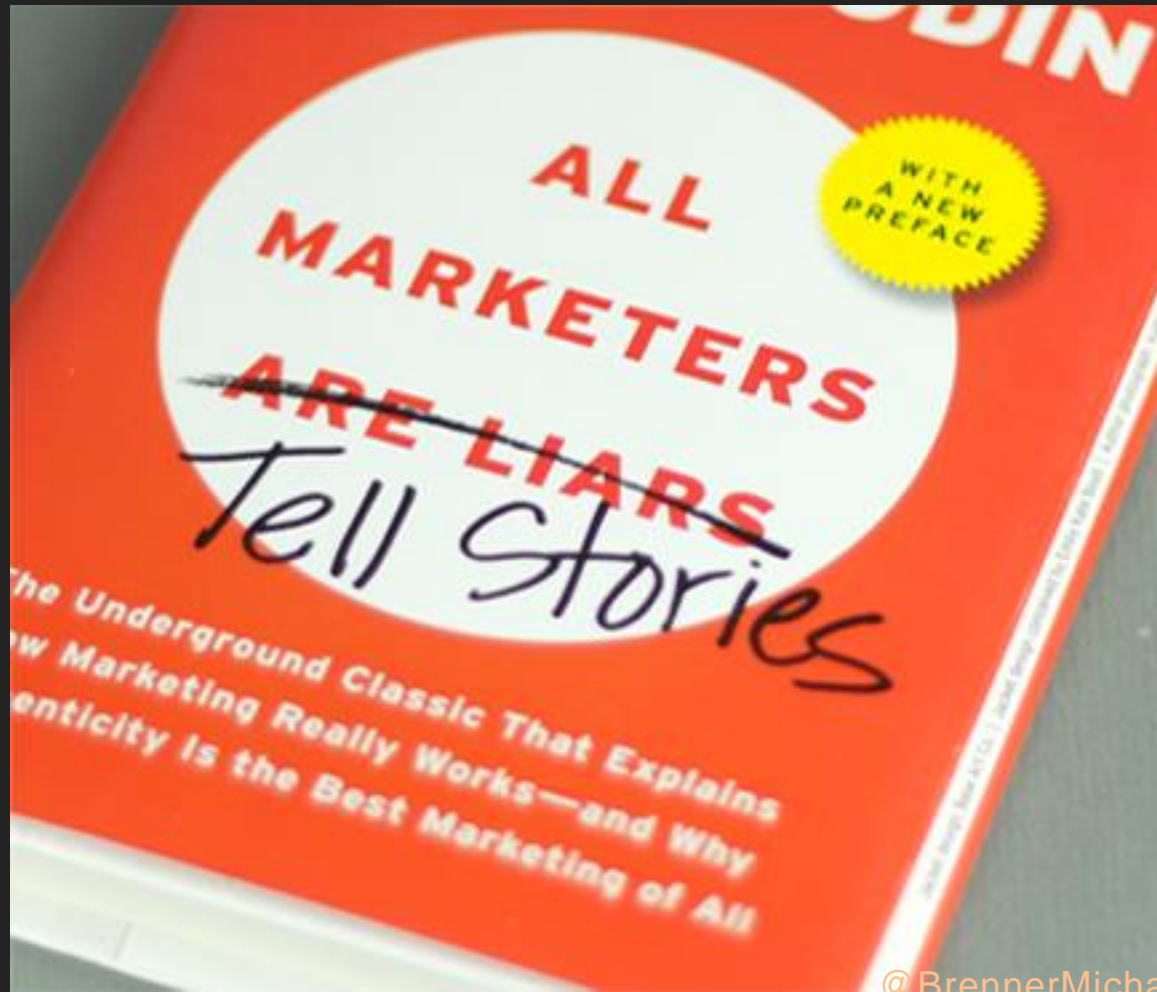
Building a Successful Content Strategy

Utilizing Content Across the Buyer Journey

Companies Doing It Right



**We tune out
the noise.**



“

Content Marketing is all the marketing
that's left!

”

Seth Godin, 2008

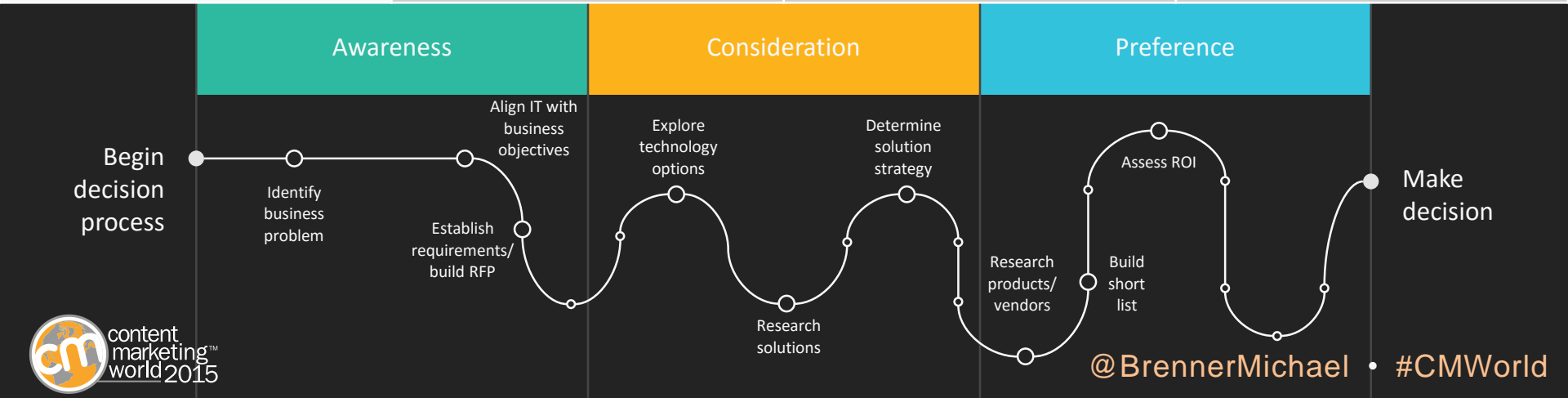
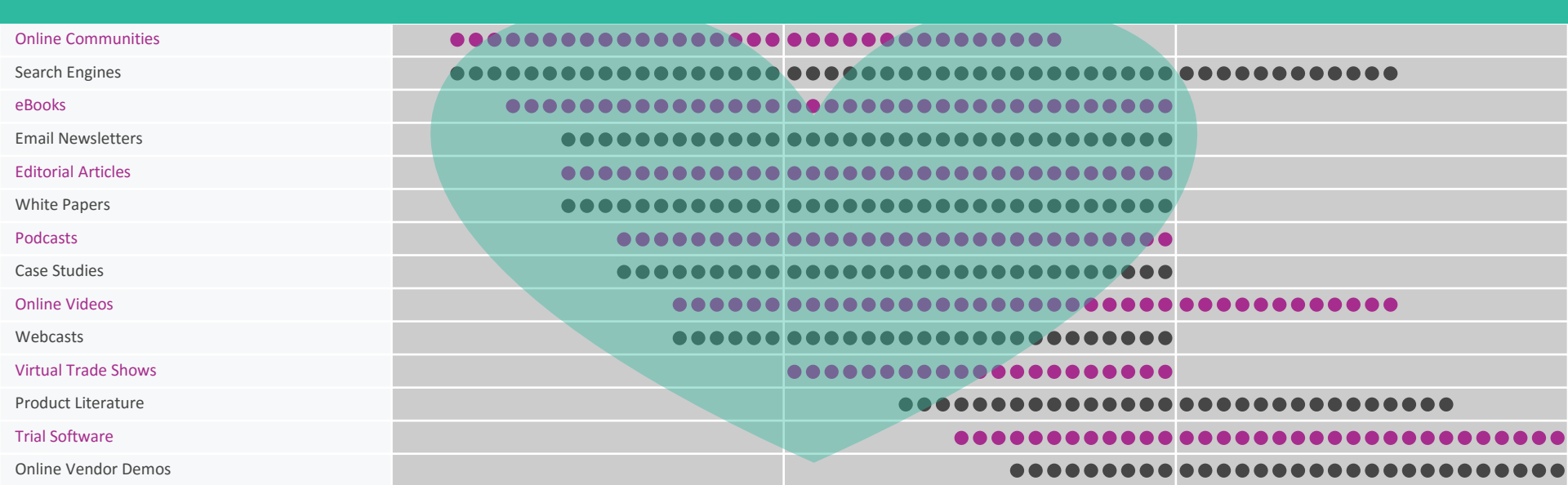


“

The buyer journey is nothing more than
a series of questions that must be
answered.

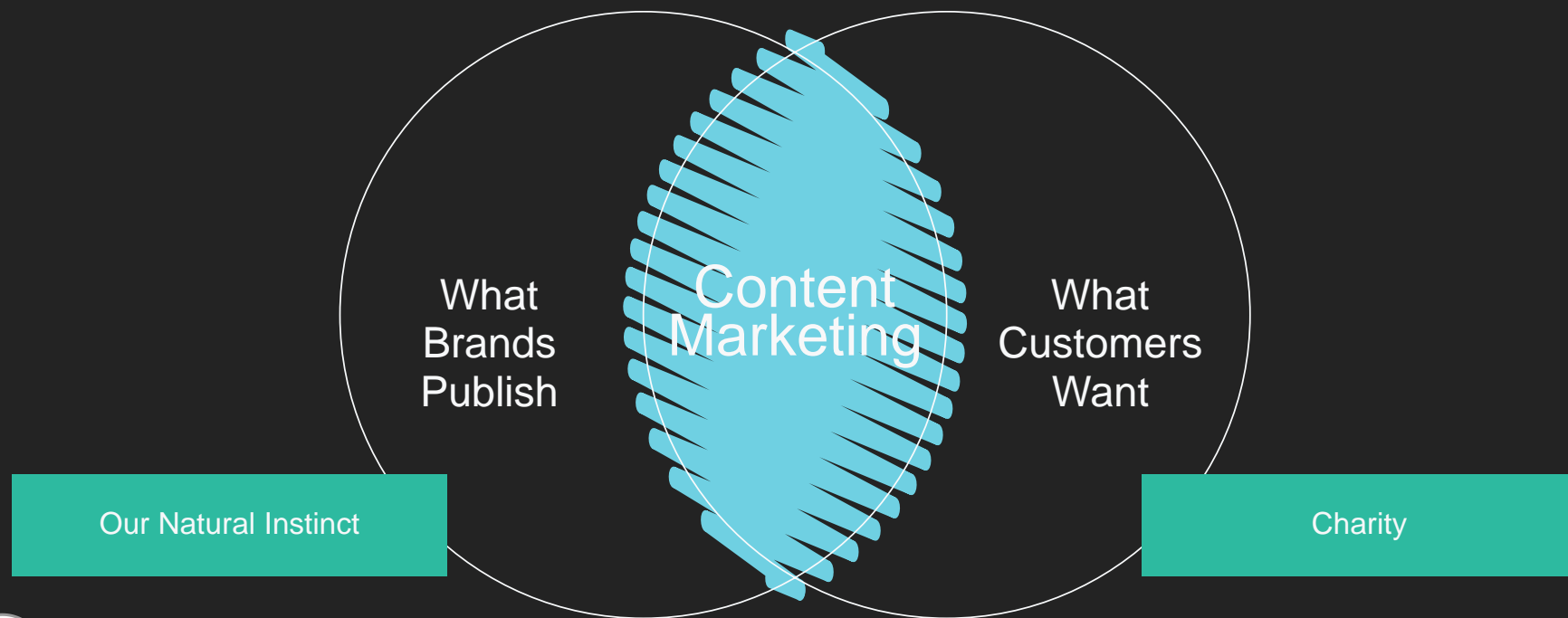
”

- IDC -





Ann Handley: “Take your brand out of the story. . .
...*Make your customers the hero.*”



Why does your brand exist?

What purpose does it serve?




Content Marketing Defined

“Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”

-Content Marketing Institute

- **Not advertising** or PR
- It is **continuous** not campaign-based
- **Customer-focused**, not brand-focused
- Seeks to **answer customer questions** across the buyer journey
- Owned media = An **asset** for your business with LTV and **ROI**

A top-down view of a person's hands typing on a silver laptop keyboard. The laptop is open on a dark wooden surface. The screen displays a quote in white text on a dark background. To the left of the laptop are two small potted plants. To the right is a black mouse with a white 'N' logo. The person's hands are wearing rings, and they are wearing a dark jacket with a zipper.

Joe Pulizzi:
“Don’t build your house on rented land.”
- Publish On Your Own Content Hub -

The Promise of Content Marketing:

To earn your audience . . .

. . . versus buying it!

Unique Point of View Trap

How brands can become consumed with their story, not their customers.

“

We need to stop *interrupting* what people are interested in and *be* what people are interested in.

”

- CRAIG DAVIS -



Key factors to content marketing success:

1. Documented content strategy and mission statement
2. Have someone accountable for content
3. Consistently publish quality content
4. Map content to consumer journey
5. Paid Distribution
6. Focus on Content Subscribers
7. Track Content Marketing ROI

Give yourself a grade . .

Best Practice	R	Y	G
Have a documented content strategy?			
Have someone managing content			
Content hub maps to the consumer journey			
Publishing quality, volume and variety			
Social activation of content			
Paid distribution			
Focus on Content Subscriptions			
Measurement template / ROI defined			

Overall:

D

Content Marketing
Success

Building a Successful
Content Strategy

Utilizing Content Across
the Buyer Journey

Companies Doing It Right

Why is it Important to Have a Documented Content Marketing Strategy?

**Effective
Content Marketers**



**Ineffective
Content Marketers**



Source: CMI

What is a Content Marketing Strategy?

- Thinking and acting like a publisher
- Delivering content your audience wants
- Managing content as an asset (with an ROI)

3 Steps to Building a Content Strategy

1

Why?

What's the Business Case?

2

How?

Team, actions, and budgets needed.

3

What?

Show results tied to your business objectives.

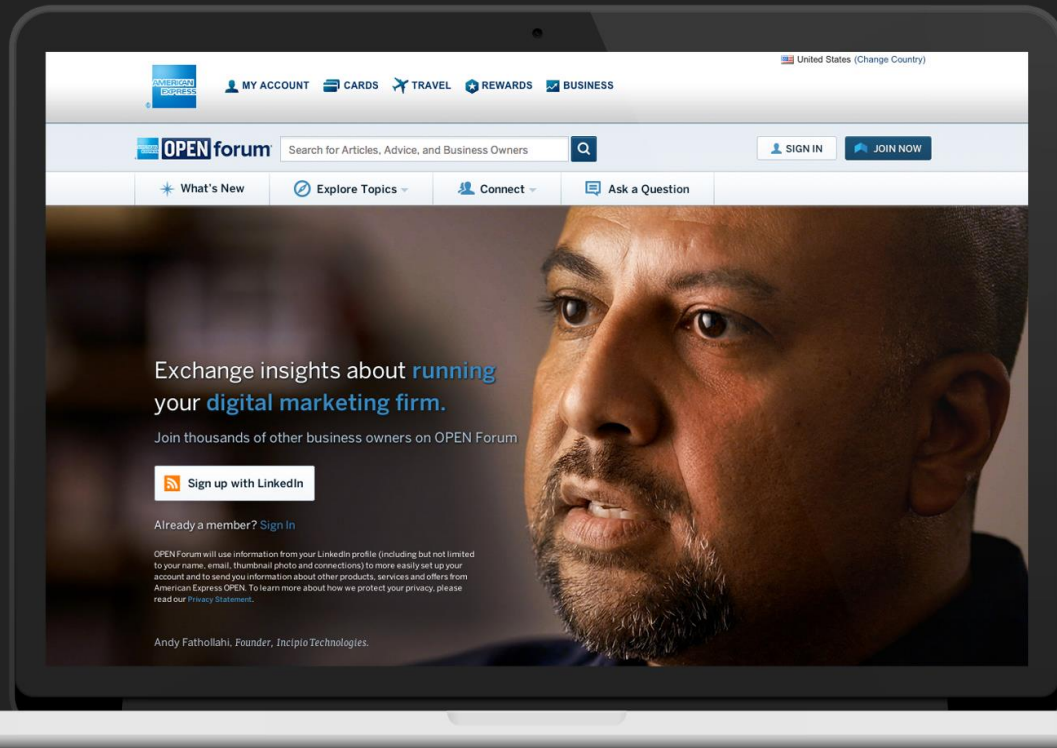
Content Marketing Mission Statement

Become a **destination** for [target audience] interested in [topics]. To **help them** [customer value].

This will help us [content marketing goals]

- Earn your audience's attention vs. just buying it
- Reach, engage and convert NEW buyers

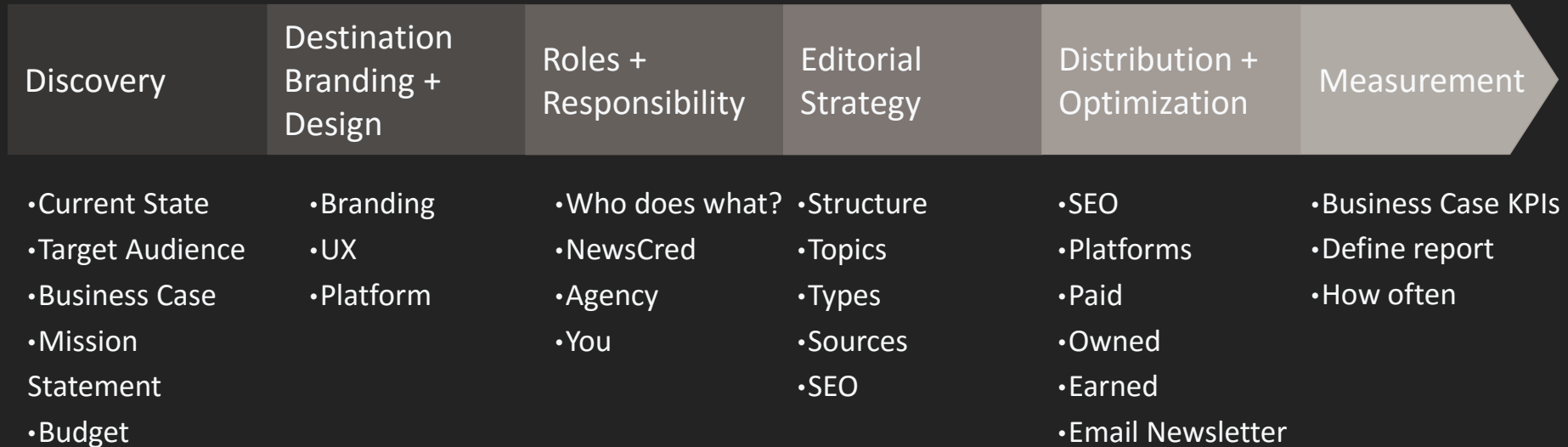
AmEx Open Forum Example: Help Small Businesses Do More Business. To become the largest source of inbound leads.



What Is Your Content Marketing Mission Statement?

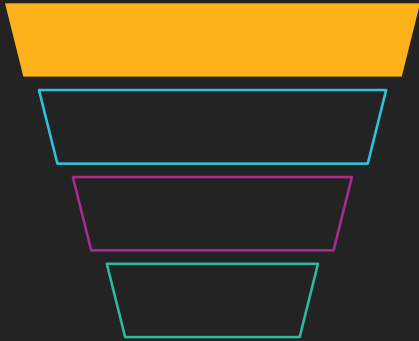
Become a (premier?) destination
for [target audience]
interested in [topics]
to help them [customer value].

Steps to crafting a content strategy



Building the content marketing business case

1. Reach early stage buyers



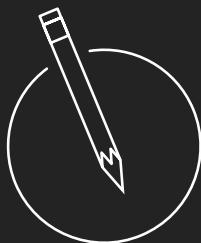
2. Engage new buyers with your brand



3. Conversions you would have never reached



Define Content Marketing Roles and Functions



Content Marketer / Editor

Strategizes, writes, and oversees content projects to ensure brand consistency and alignment with business objectives.



Community Manager

Distributes content across social channels, engages online communities, and contributes to content projects.



Analytics

Defines best/ worst performers, conversion optimization and measurement communications.



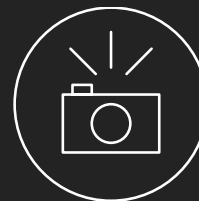
Designer

Brings content to life through the user experience and rich visuals.



Curation

Finds and re-purposes the best content from your business and from around the web.



Contributors

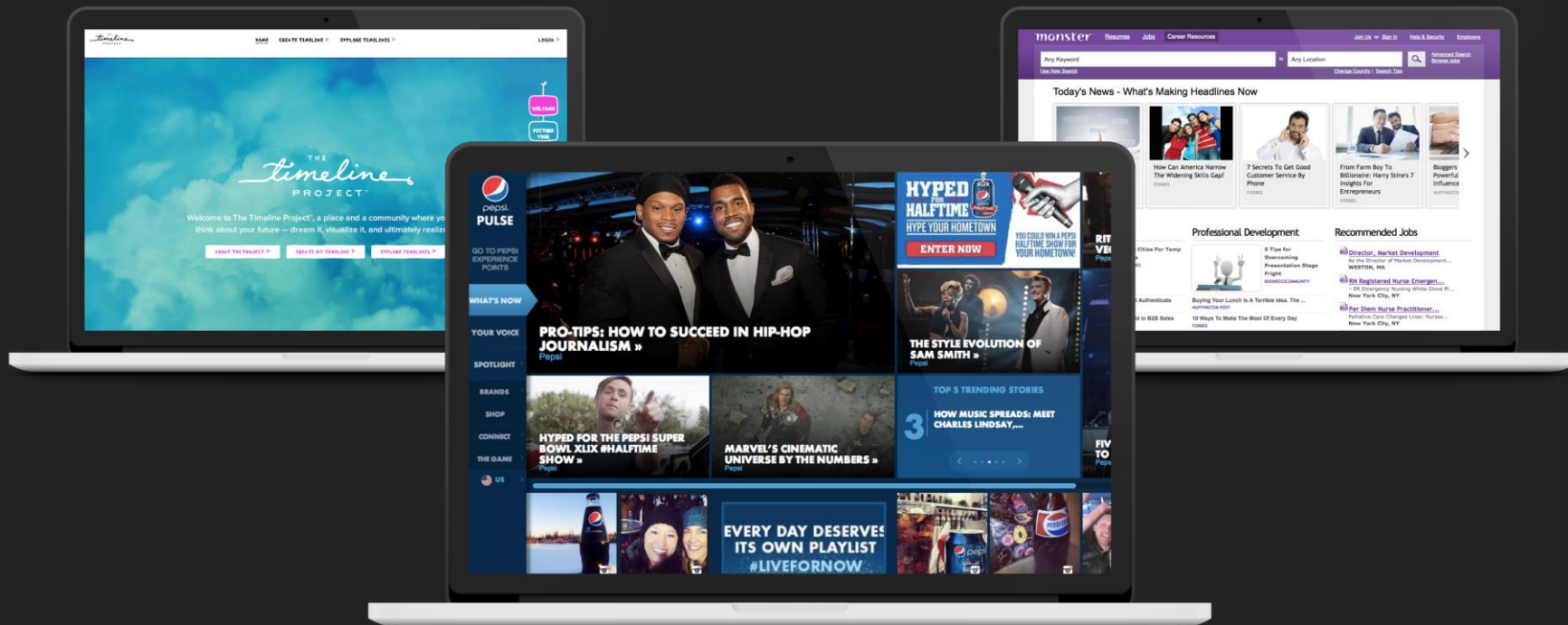
Any content creator—blogger, photographer, designer — who contributes to your project.



SEO / Paid Specialist

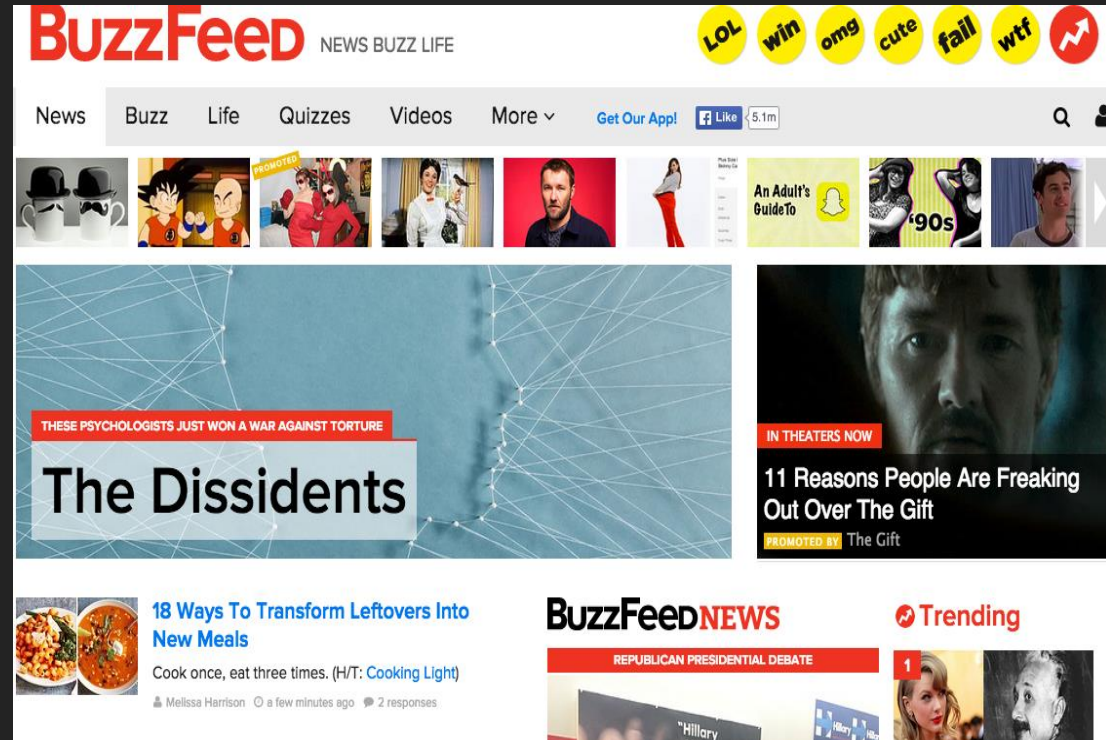
Manages the paid distribution of content online.

Consider Your Destination and Branding



Design Structure

- 1) Categories across the top show visitor what space you are in
- 2) Images help humanize the site and break text
- 3) Published content horizontally shows frequency (add dates and authors)
- 4) Share buttons encourage social sharing
- 5) Mid-stage offer on right
- 6) Newsletter/subscription sign up



Content Marketing
Success

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Companies Doing It Right



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A photograph of a desk setup. In the foreground, a laptop is open. To its left is a small potted plant in a glass jar. A desk lamp is positioned above the plant, casting light. The background is a plain wall.

60-70% of marketing content goes completely unused.

*Sirius Decisions





TWEET THIS!

Behind every piece
of bad content
is an executive
who asked for it.

Conduct A Content Audit

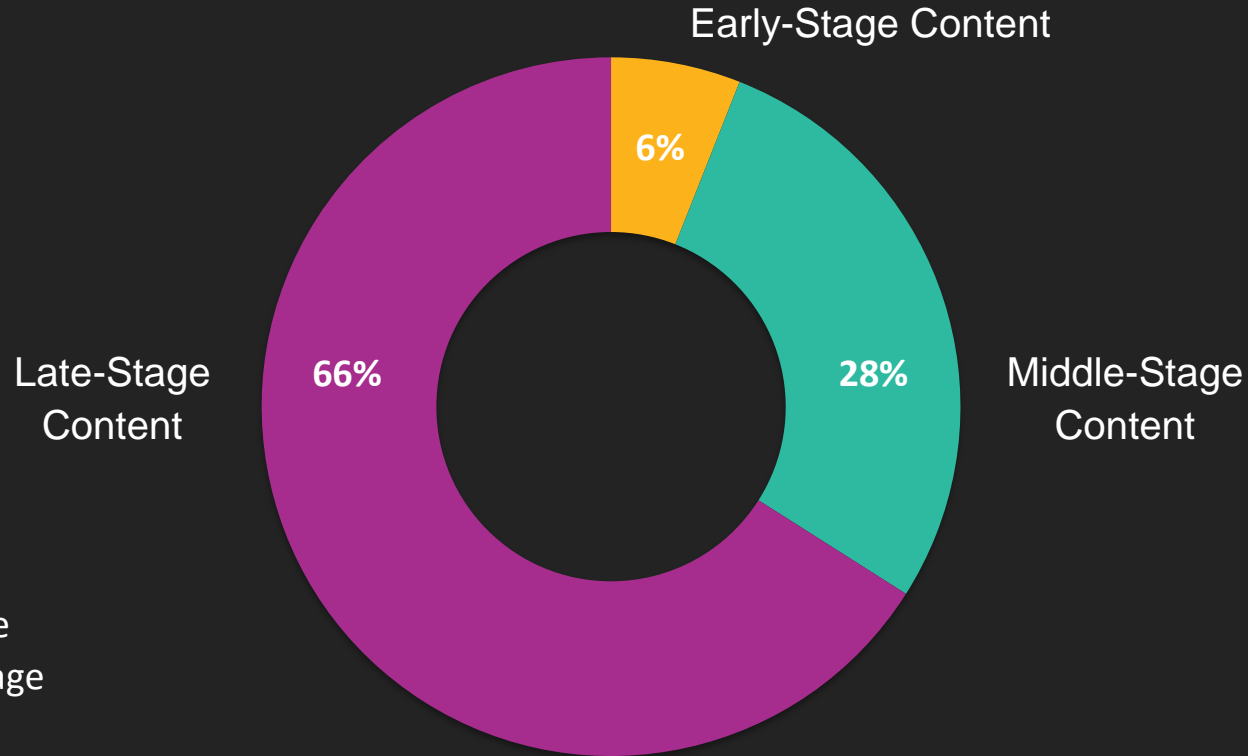
- Content Type
- Audience / Target
- Buyer Stage
- Primary Destination
- Performance

NewsCred

Content Audit Template

Content Title	URL Location	Description	Content Type	Buyer Stage	Target Audience	Solution	Keywords	Downloads	Pageviews	Social Shares
This is the Title	www.xyz.com	This content...	Blog, White paper, webinar, video	Early, middle, late	CEOs	Widget	keyword	where available	where available	where available

Look at Content by Buyer Stage



- Early Stage
- Middle Stage
- Late Stage

Reach, Engage and Convert the Right People.

Early-stage Searches

Middle-stage

Brand Searches

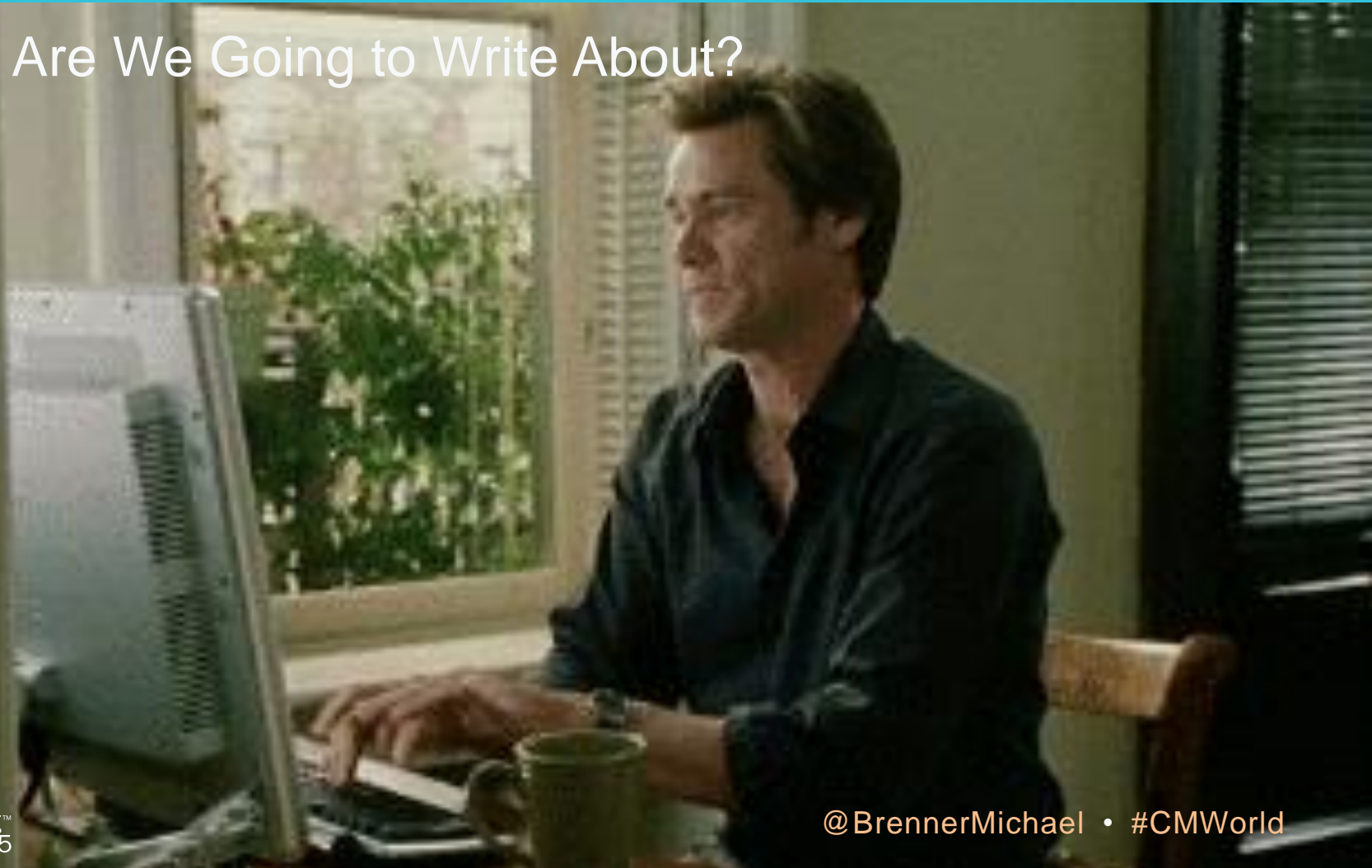
What is Content Marketing?
(10-3000 X)

Who is the best Content
Marketing provider?
(2-10 X)

NewsCred Content
Marketing software
is *how awesome?*

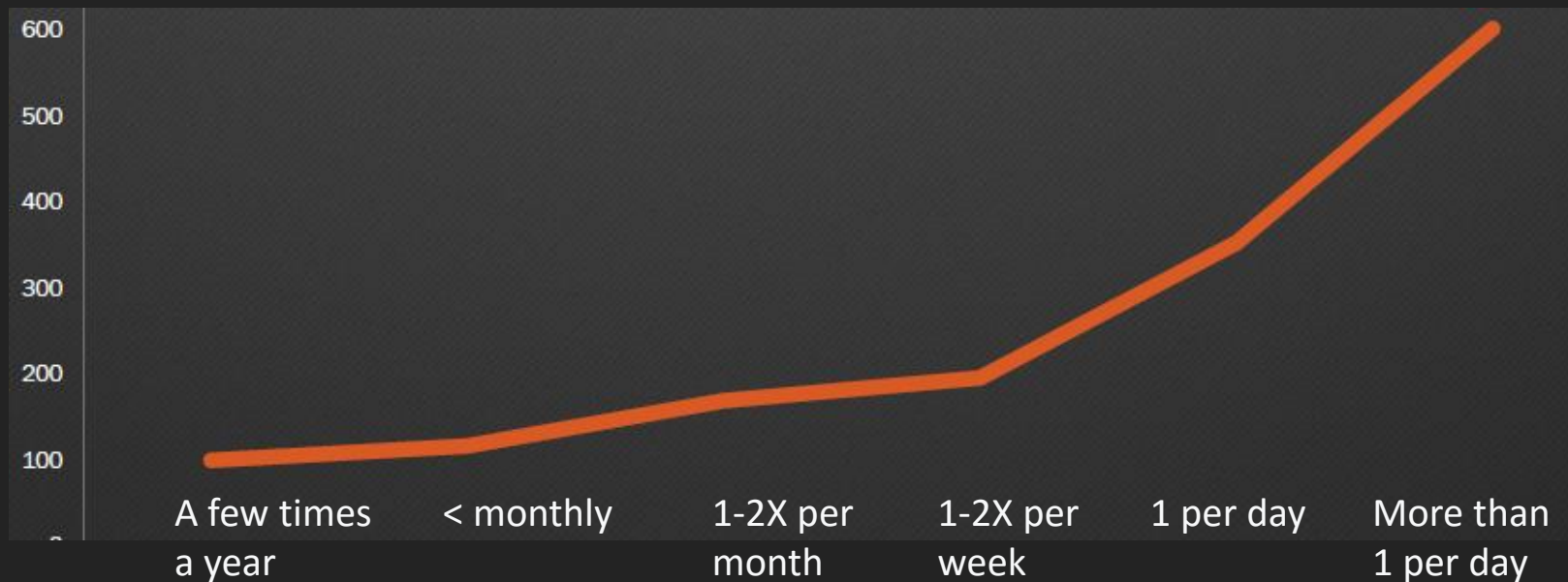
Search / Social Volume

What Are We Going to Write About?



Publishers publish everyday on each topic/category

- Organic Traffic goes up with each new article published
- Diminishing return? (see below)
- Optimize content budget vs. paid distribution budget
- Increasing frequency will increase Organic + Social % of Total PVs





Nothing stops this train



content marketing strategy



content marketing strategy

Remove

content marketing strategy **template**

content marketing strategy **example**

content marketing strategy **definition**

About 136,000,000 results (0.49 seconds)

Developing a Content Strategy - Content Marketing Institute

contentmarketinginstitute.com/developing-a-strategy/ ▾

Looking to create a **content marketing strategy**? You've come to the right place. But, before we dig in, there is one critical distinction you should understand: A ...

36 Questions to Answer - What Is Intelligent Content? - Content strategy - Audience

Content Marketing Framework: Plan

contentmarketinginstitute.com/plan/ ▾

Plan is the first step in building a successful **content marketing strategy**. Download our white paper, The CMI Content Marketing Framework: 7 Building Blocks to ...

The Essentials of a Documented Content Marketing Strategy

contentmarketinginstitute.com/the-essentials-of-a-documented-content-m... ▾

What is one of the biggest differences between a content marketer who is effective and one who flails? A documented **content marketing strategy**. According to ...

Filter by Date:

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☒ Past 6 Months
- ☐ Past Year

Show Specific Range ▾

Language:

E.g French, Español

Country (TLD):

E.g Germany, .de

Filter domains:

show ▾

Content Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

content marketing plan



Search!

Export

+ Create Alert

Enter a topic or domain: big data, cnn.com. ▾ Advanced Search Options Save Search

i Results not relevant enough? Search for "content marketing plan" instead (exact match).

Sort by: Total Shares ▾ Page 1 of 1

FACEBOOK
SHARES

LINKEDIN
SHARES

TWITTER
SHARES

PINTEREST
SHARES

GOOGLE+
SHARES

TOTAL SHARES ▾

8 Marketing Plan Differentiators That Will Make Your Strategy Pop

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By Sonny Ganguly - May 12, 2015

Article

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1.7k

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1.8k

0

165

4.0k

The Content Marketing Road Map - How to Build Your Own Content Marketing Plan

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By Content Marketing - May 12, 2015

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How to Develop a Plan of Attack for Your Content-Marketing

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Content Type:

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By Neil Patel - Apr 15, 2015

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2.2k

0

263

4.3k

17 Content Marketing Tips for Any Size Budget

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By Content Marketing - May 27, 2015

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335

719

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0

192

3.7k

10 No-Cost Tools to Help You Conquer Writer's Block

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By Content Marketing - May 24, 2015

View Backlinks

View Sharers

696

767

2.0k

0

197

3.7k

Filter by Date:

- 24 Hours
- Past Week
- Past Month
- Past 6 Months
- Past Year

Show Specific Range ▾

Filter

content marketing



Search!

Export

Top Authors for content marketing

Max 10k articles (Aug 19, 2014 - Aug 19, 2015)

		ARTICLES PUBLISHED	AVERAGE SHARES	▼ TOTAL SHARES
	Neil Patel	158	1,911	301,900
	Jeff Bullas	88	2,556	224,944
	Rainmaker.fm	356	529	188,477
	Content Marketing	134	1,104	147,941
	Lee Odden	115	1,009	116,073
	Kevan Lee	31	3,724	115,454
	Jeff Deutsch	2	49,339	98,677
	Amy Gesenhues	177	435	77,038
	Michael Brenner	139	551	76,638
	Joe Pulizzi	92	765	70,366

Research Keywords, Then Filter By Personas

Persona	Stage	Questions/Concerns	Keywords
Xyz	Early	Xyz	Xyz
	Middle	Xyz	Xyz
	Late	Xyz	Xyz

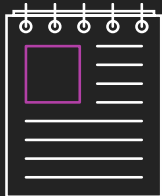
Persona	Stage	Questions/Concerns	Keywords
Xyz	Early	Xyz	Xyz
	Middle	Xyz	Xyz
	Late	Xyz	Xyz

Utilize the Right Mix of Content



Custom Content

Share on-brand stories and recipes which are created specifically for your brand.



Licensed Content

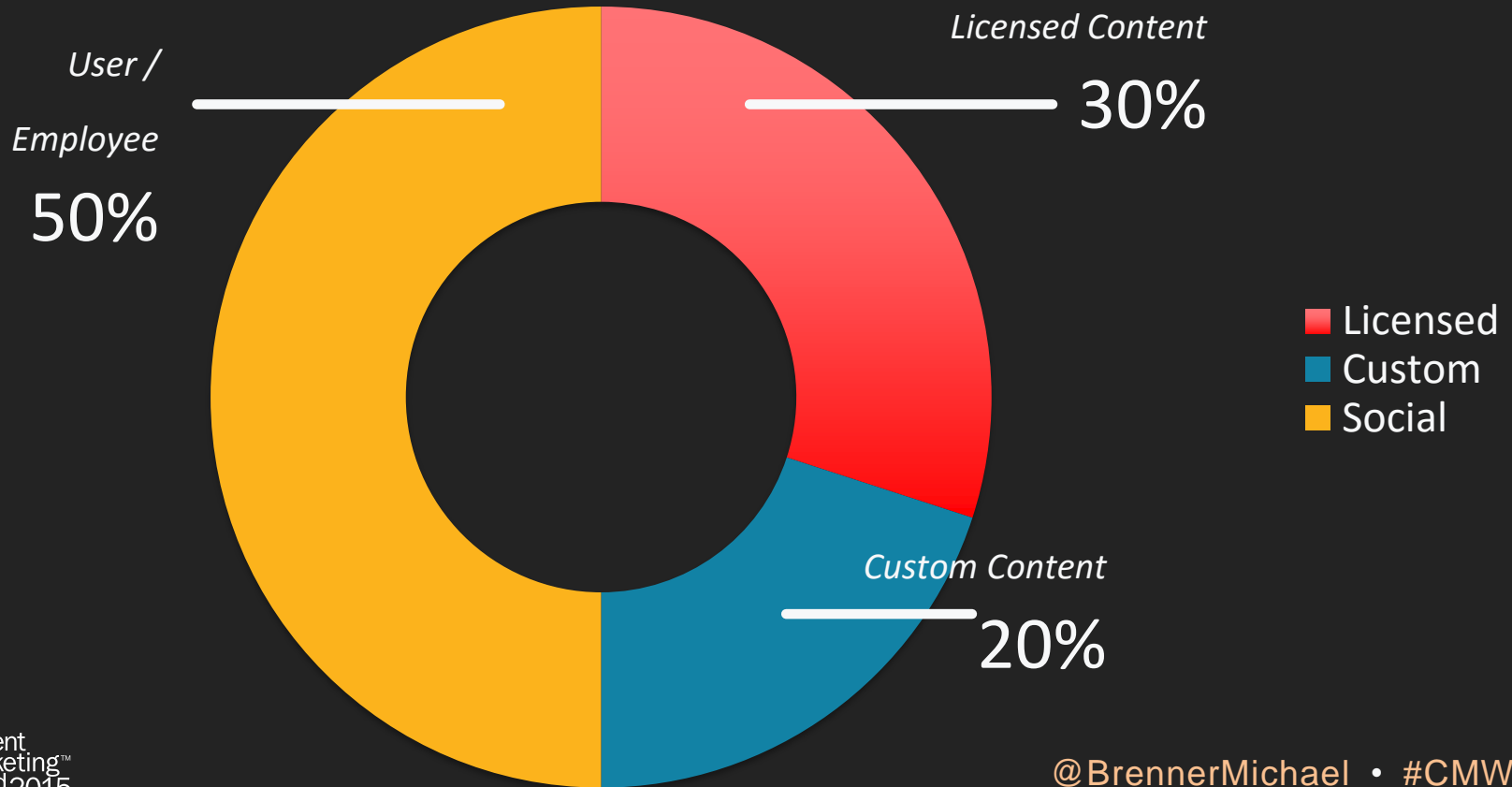
Boost credibility, publishing cadence, and direct traffic with a high-volume of fully-licensed, compliant content.



Community Content

Leverage content from customers, employees, influencers that grows and engages your community.

Content Mix (Monthly Average)



How To Rank For SEO? The 3 Vs (Content Mix)

Volume



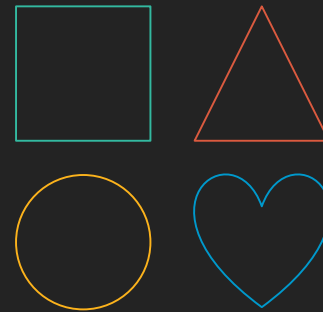
Number of posts
on the topic

Value



The best answer
on the internet

Variety



Text, images,
video, slides

Even great content needs a push

The average Hollywood movie spends **50-60% of production budget** on distribution.

JURASSIC WORLD
JUNE 12

A full-page background image featuring Tom Cruise in a high-rise office. He is wearing a white dress shirt and a patterned tie, sitting at a desk cluttered with various items including a football, a trophy, and a printer. He is holding a mobile phone to his ear with a serious expression. Large windows in the background offer a panoramic view of a city skyline under a clear sky.

Show me the money!

3 Components of Content Marketing ROI

1. Cost



2. Utilization



3. Performance



Proving Content Marketing ROI

1. Reach early stage buyers

- Fair “Share of Conversation”
- % Unbranded Search traffic on your website
- Banner effectiveness at driving brand visits
- Cost of advertising / search landing pages with low organic and social traffic
- Cost of organic and social website traffic vs. paid

2. Engage new buyers with your brand

- Time spent, Bounce rate on content vs. advertising landing pages
- Cost / Repeat visits, Time engaged with your brand
- Subscribers, value per subscriber

3. Conversions you would have never reached

- Cost per lead, Pipeline touched, Cost per registration (content or events), Cost per sale
- Content % source of leads
- ROI vs. Avg. Marketing ROI

“
**Content Marketing
ROI is 4X our traditional
marketing spend.**
”

Julie Fleischer, Kraft



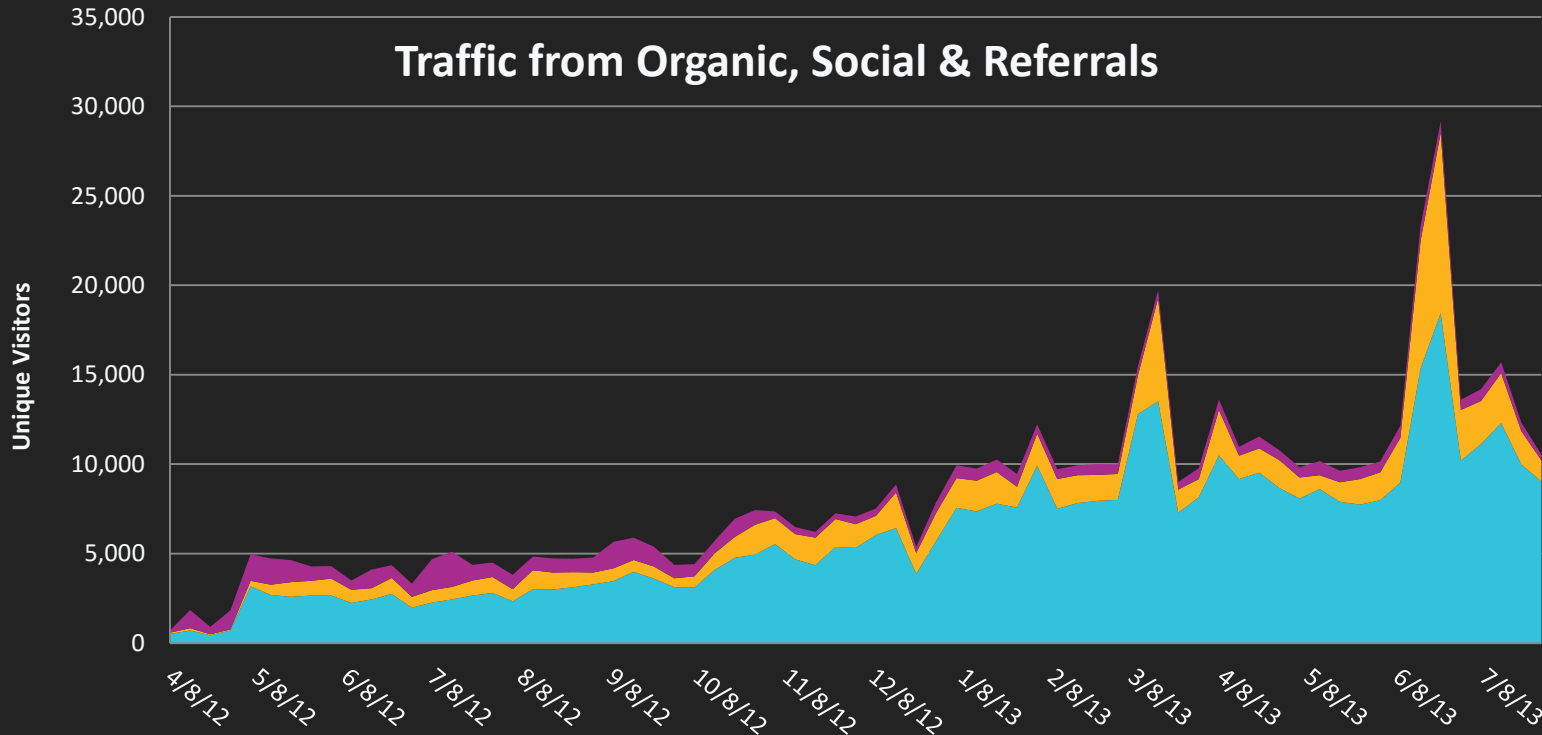
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Define Key Measures and Targets

NewsCred		Content Marketing Dashboard												
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual Target	% Goal
Articles published														
Pageviews														
Organic + Search traffic														
Bounce rate														
Pages / visit														
Time spent														
Social Shares														
Subscribers														
Paid promotion budget														

Organic and Social: Up and to the Right





Content Marketing
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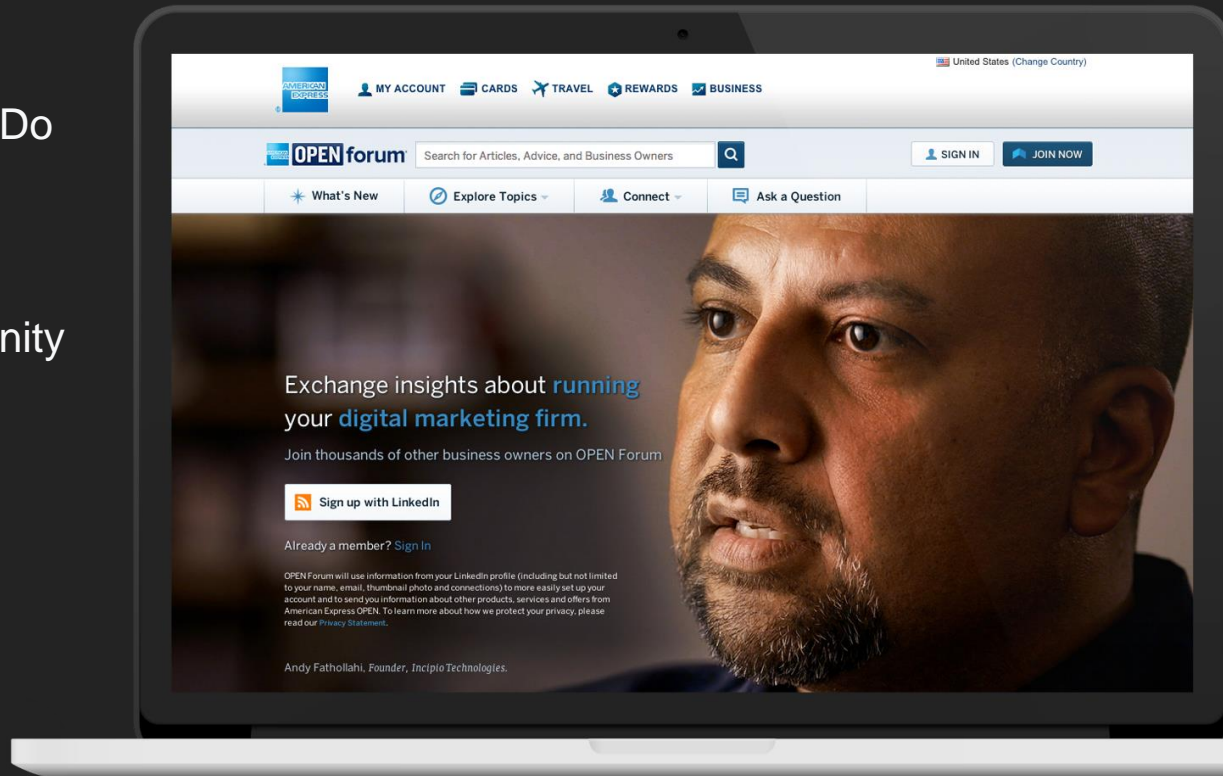
Companies Doing It Right

AMEX OpenForum

Mission: Help Small Businesses Do More Business.

Approach: Publish every day, authoritative voices, build community

Outcome: The largest source of inbound leads.



BufferApp Blog

Lesson for Brands:

Think bigger than yourself and what you sell. Help people with their biggest problems and you will earn their attention.

Join 31,012 who get actionable, awesome posts right in their inbox

Subscribe

32 Web Writing Tips for Better Blogging and Social Media Posts – Bufferchat Recap



By Nicole Miller August 28, 2014

 Tweet 260  Buffer 139

Content Crafter Kevan Lee joined us for #Bufferchat to talk about the unique nature of writing for the web.

Check out the [full Storify recap here](#), and continue reading for 32 web writing tips from Kevan and the community about how to write successful blogposts, tweets, status updates, and more.

Continue Reading →

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Van Winkle's

Wednesday, August 19, 2015

Sleep better, wake sharper and get more done.

🌙 Sunset 07:56 PM

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I'm a 33-Year-Old Man Who Sleeps With a Stuffed Animal

WAKE UP!

You're sleeping through the good stuff

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Delivered every Tuesday*

[No thanks, I'm just too tired.](#)

Are You a Ps on How You V

By Theresa Fisher • August 19, 2015 at 2:28pm

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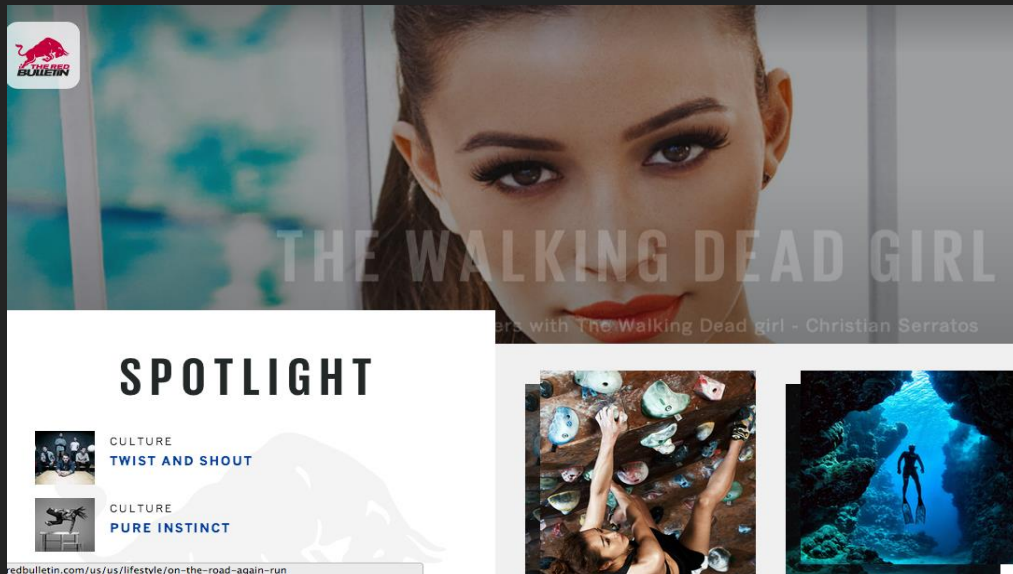
MOST POPULAR

Red Bull's Red Bulletin

“Turning *brand love*
into *can love*.”

Lessons for Brands:

- Take the buzz phrase "act like a publisher" literally.
- Divert paid media dollars to earned and owned value
- Build in-house production resources



BBC ONE

TAKE A DEEP BREATH

A Successful Content Marketing Strategy

Key Takeaways:

1. Commit to publishing content that your customers actually want
2. Figure out what questions your customers ask (Google) what content they share (Social) and what channels they use
3. Start publishing content
4. Distribute the winners (paid, email and organic social)
5. Measure and optimize what works
6. Thank Michael Brenner . . . (Your Welcome!) jk



I love you guys

@BrennerMichael • #CMWorld



Michael Brenner

Head of Strategy
NewsCred