

A person in a dark suit is shown from behind, sitting in a chair with their hands clasped behind their head. They are looking upwards towards a large, glowing green thought bubble. Inside the bubble, the text 'Thriving in the Content Marketing Jungle' is written in white. Below the main bubble are two smaller, similar thought bubbles. The background is a dark, textured green.

Thriving in the Content Marketing Jungle

Content Marketing Webinar V 61
June 4th, 2015

Speakers



Lauren Cowher
Customer Success Manager
WriterAccess
@Lauren_Cowher



Michael Gerard
Chief Marketing Officer
Curata
@MichaelGerard



Announcements

Brief Introduction

Lauren Cowher

Please Ask Questions

Please Tweet the Love

@Lauren_Cowher

@MichaelGerard

#ContentMarketing

Recording/Book Email



Thriving in the Content Marketing Jungle

Lessons from Leading Practitioners



Michael Gerard, CMO
@MichaelGerard

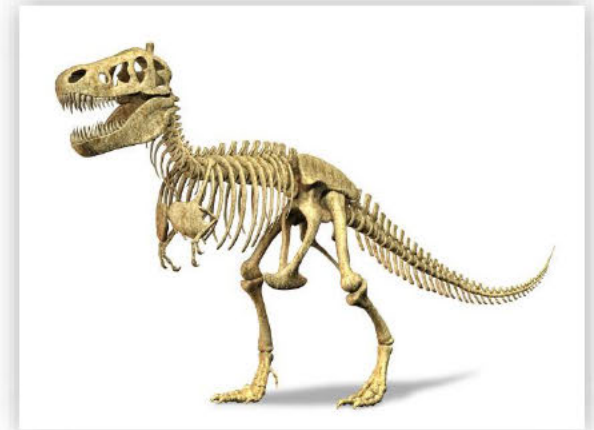


#ContentMarketing





**Which animal spirit
best describes your
organization?**



Thriving in the Content Marketing Jungle

- Source of Insight
- Current State of Content Marketing
- Content Marketing Strategy
 - People
 - Processes
 - Technology
- Additional Resources



Source of Insight

Objective: Dive deep into the best tactics of digital content marketing to help marketers improve their impact on pipeline.

Survey Methodology and Demographics: Curata surveyed a total of 592 marketers in January, 2015. Participants included:

- Titles: CMOs and VPs of Marketing(13%); marketing directors, managers and specialists; marketing consultants and agencies; and business owners.
- B2B vs. B2C: 56% marketers who took the survey were B2B companies, 13% were B2C and 24% listed themselves as both. (7% non-profit)
- Industry: 33% technology businesses, 19% marketing agencies, 17% professional services and 13% healthcare.
- Company size by revenue: 52.2% <\$10M; 27.3% \$10M to >\$100M; 9.0% \$100M to <\$1B; 11.5% \$1B+.





Current State of Content Marketing

Marketers do “feel” that content marketing is working!



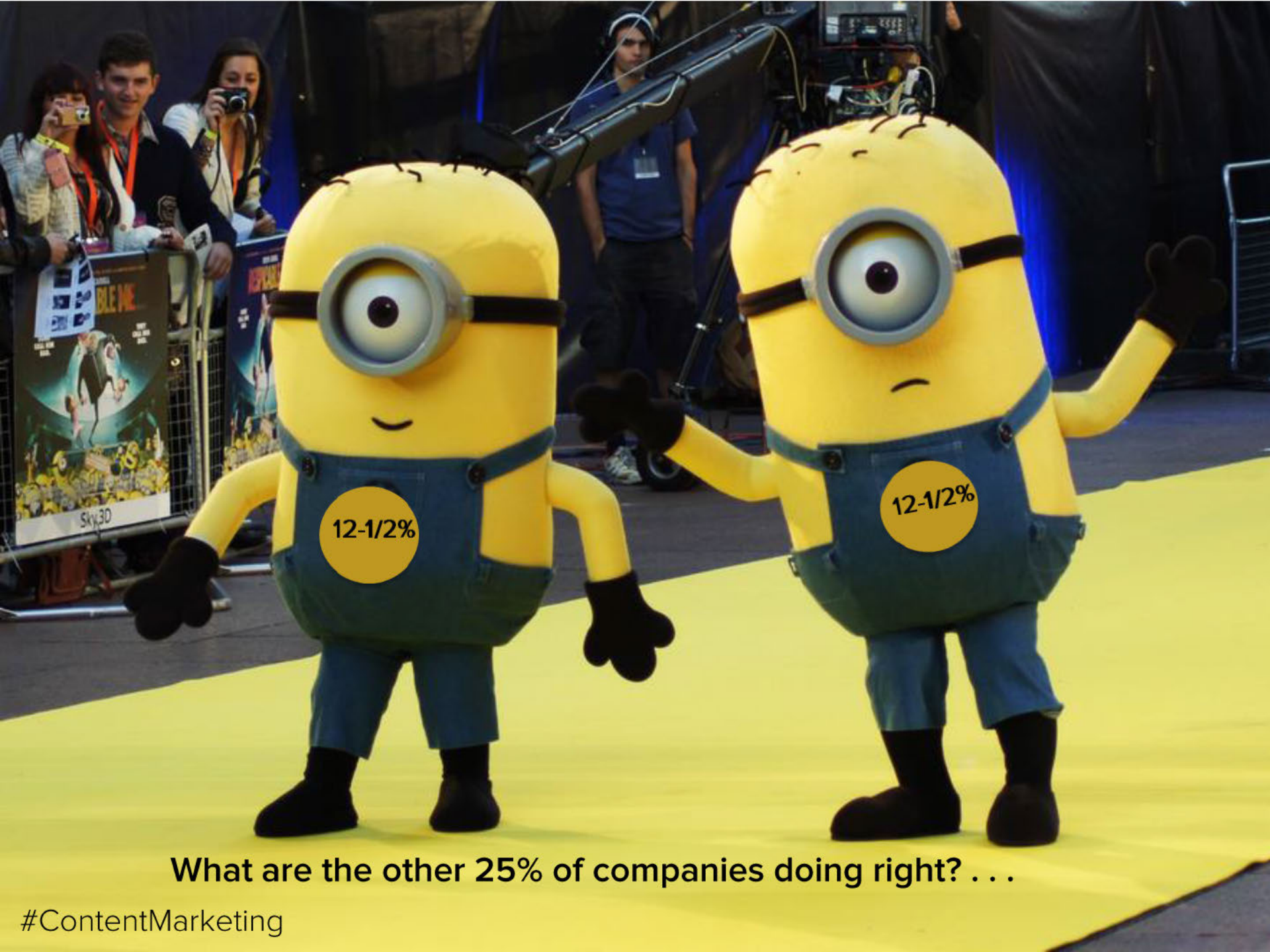
I just know this eBook is doing well. Look at how many shares we got!



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However, 75% of marketers are not on the correct path to success.





What are the other 25% of companies doing right? . . .

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Are You Asking the Right Content Marketing Questions to Improve Your Impact?

Key Questions:

Strategy	<ul style="list-style-type: none">• “How can we fuel the content engine without sacrificing quality, at our budget?”• “What can we do to measure the impact of our content on leads, opportunities and revenue?”
People	<ul style="list-style-type: none">• “How can we enable a more content centric organization?”• “How can we improve alignment across internal and external teams?”
Process	<ul style="list-style-type: none">• “Where should we invest in content creation?”• “Are we getting sufficient mileage out of our content?”
Technology	<ul style="list-style-type: none">• “Where will additional technology investment prove most beneficial?”





Content Marketing Strategy

76% of Companies will Increase Investment in Content Marketing in 2015





70% of B2B Marketers are Creating More Content Than They Did One Year Ago*

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*2015 B2B Content Marketing Benchmarks, Budgets and Trends - North America by Content Marketing Institute and MarketingProfs.

Buyers are in a State of Content Shock

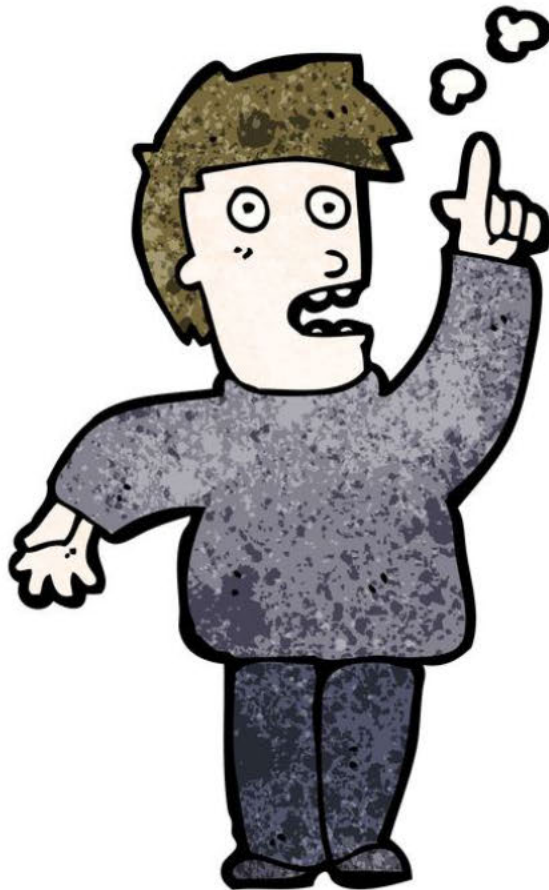


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Where is the “smart money” going?



What are your
greatest content
marketing
challenges?
(priorities)





GIVE
ME
MORE



moolah

2





3



THIS and not **THAT**

4



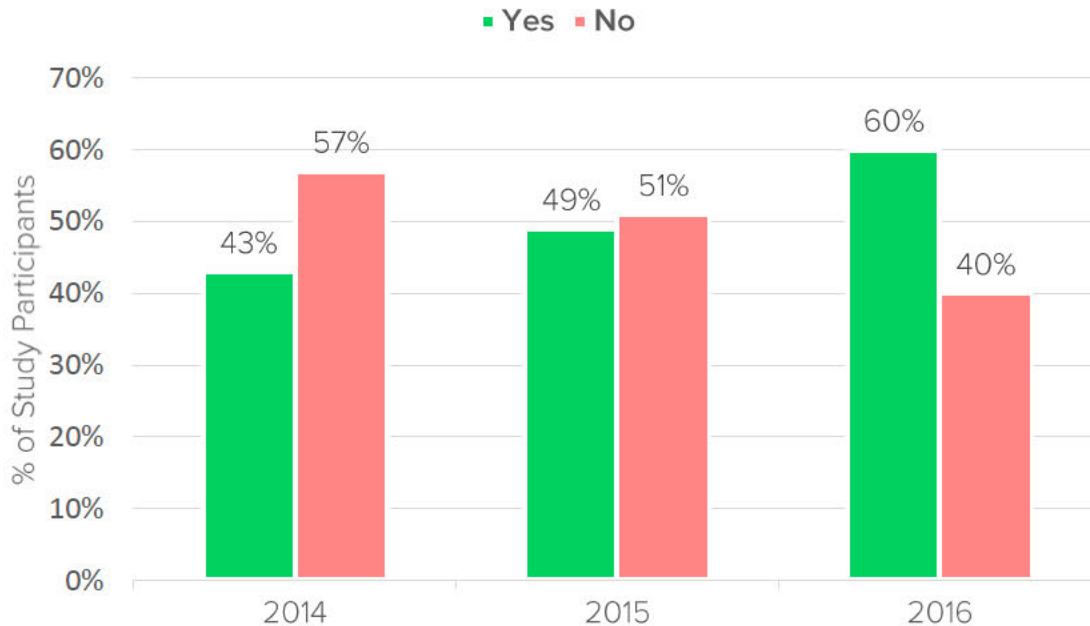


Content Marketing Staffing Plans



49% of Companies have an Executive Responsible for Content Marketing

Do you currently have an executive in your organization who is directly responsible for an overall content marketing strategy? (e.g., Chief Content Officer, VP or Director of Content)



Curata's 2015 Content Marketing Tactics & Technology Planner

Insight/Guidance

- The 49% of companies with an executive responsible for content marketing will increase to 60% by 2016.
- Catch up with the herd and hire a content marketing lead if you haven't already.

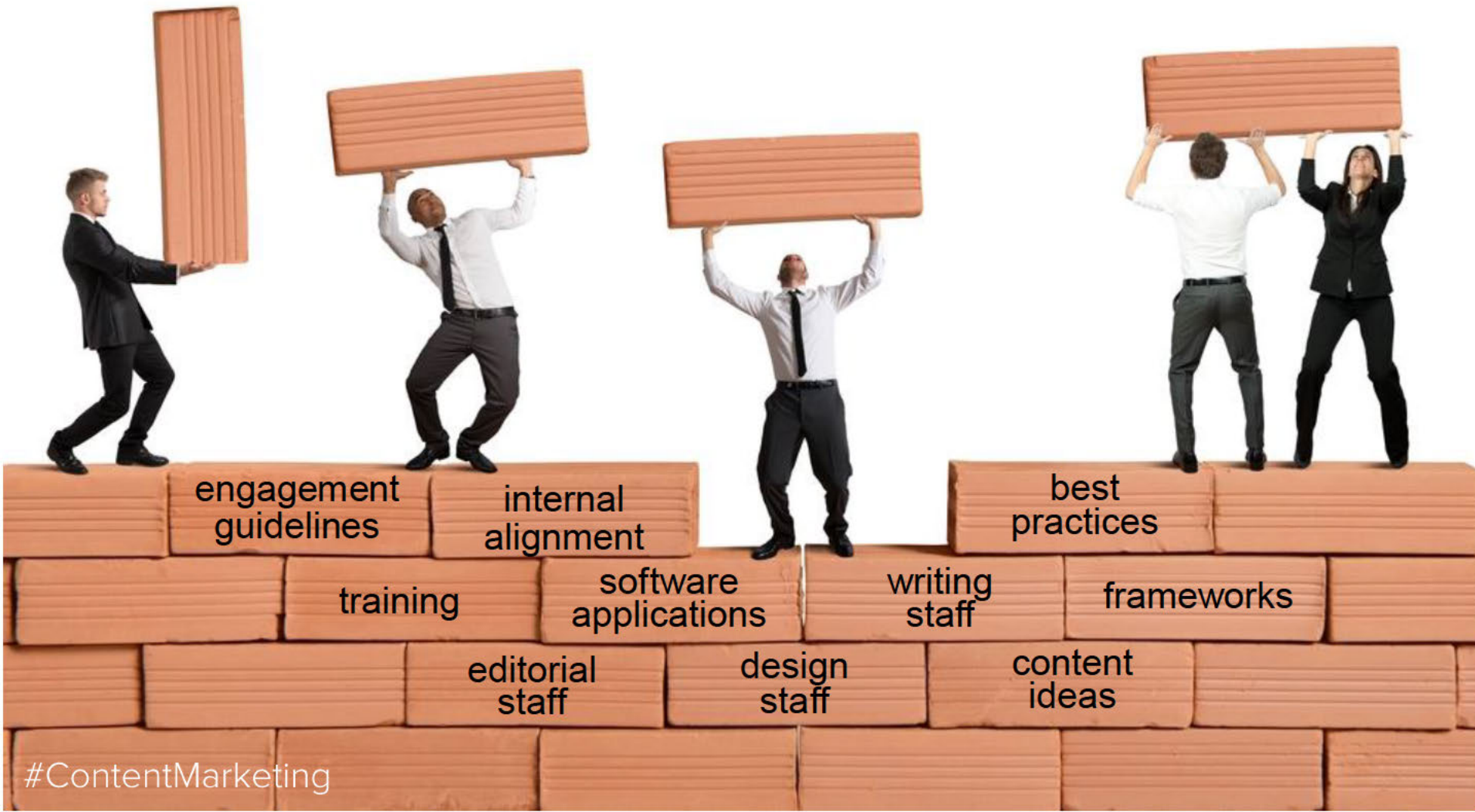
Early Expectations. . .



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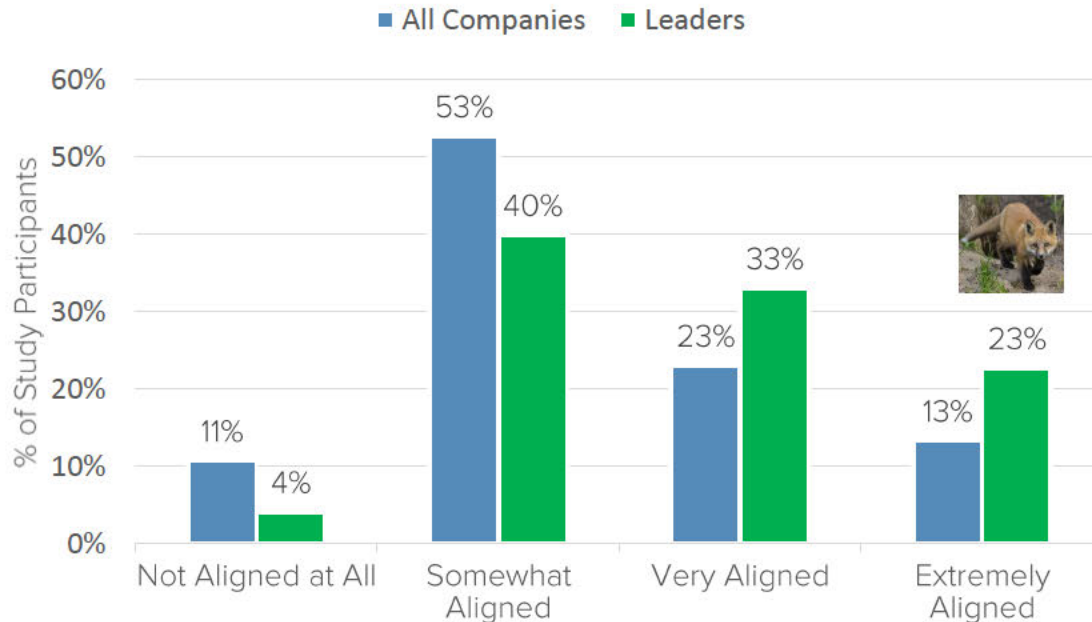
A More Realistic & Successful Plan . . . Content Marketing as a Center of Excellence





Alignment is a Key Success Factor to Content Marketing Impact

Please indicate how aligned your content marketing strategy and tactics are across internal teams. (e.g., Campaign Management; Social Media; Marketing Operations; Product Marketing; Regional/Field Marketing)



Curata's 2015 Content Marketing Tactics & Technology Planner

Insight/Guidance

- Leading content marketers are better aligned across their companies:
 - Campaign teams for strategy
 - Product marketing for content creation
 - Social media for promotion
 - Marketing operations for measurement



Organizational Structure: What's the Fox doing?

Build a Content Team



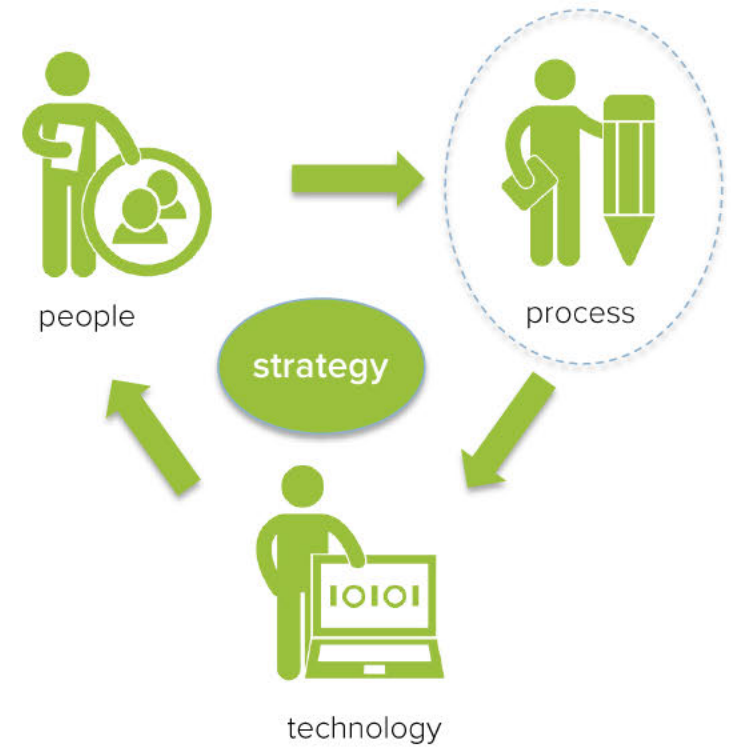
71% of content marketing leads/teams have global authority, and are building a center of excellence team

- Establish a center of excellence team
- Hire strong writers that can create valuable content for your audience
- Build a team of dependable freelancers who create content that require minor editing

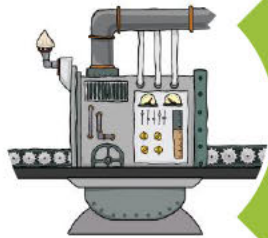
Align Internally



- Evangelize support for content marketing by securing executive buy-in
- Identify individuals and teams across your organization to be part of your extended content marketing team
- Align with content promotion teams and marketing operations



 **Content Marketing Processes**



Production



Distribution



Analytics



COMMON THEME



1.



2.



3.



Collaborate - Curate

Community



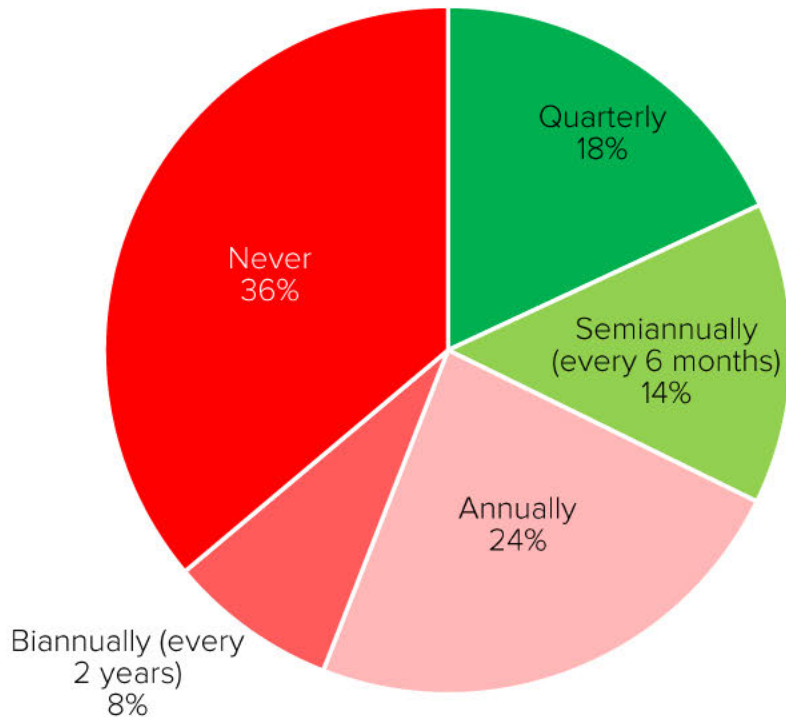
Do you know what content exists
across your company . . . and
where it is?





36% of Content Marketers Never Complete a Content Audit

How often does your organization complete an audit of your company's content?



Curata's 2015 Content Marketing Tactics & Technology Planner

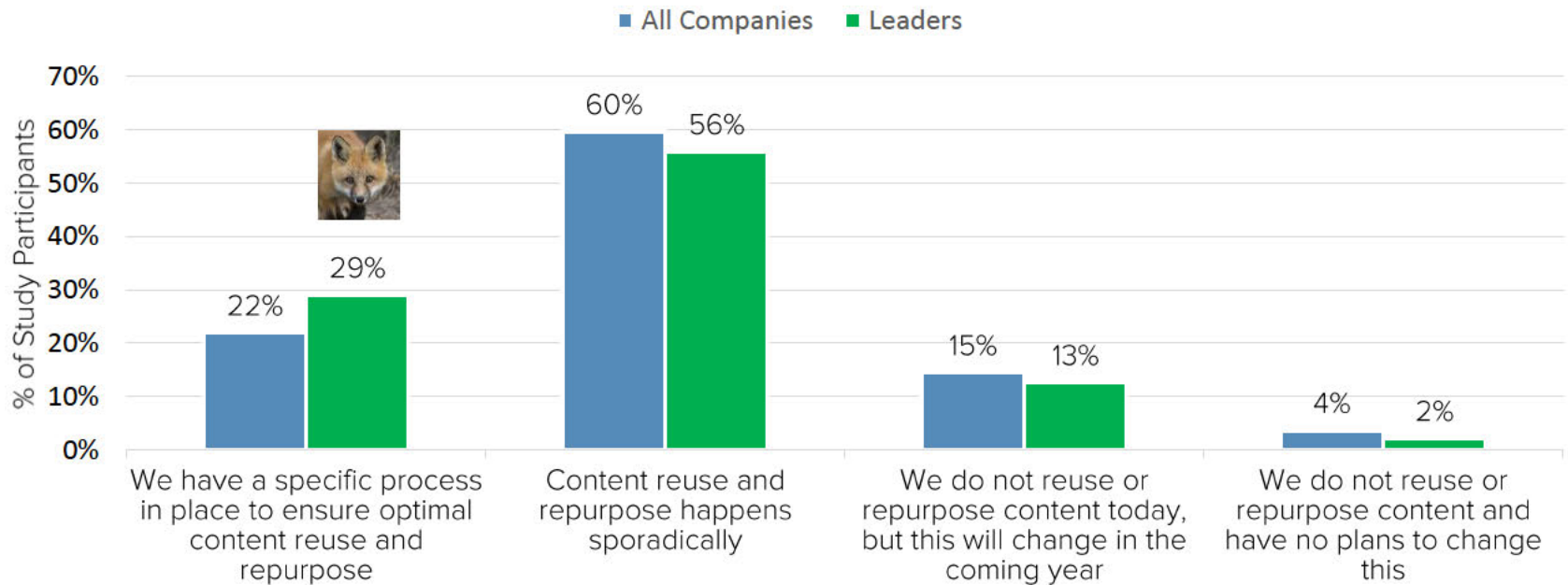
Reasons to Perform an Audit

- Know what content you have, and don't have
- Focus content creation and curation efforts on gaps in content inventory
- Prevent investing in duplicate content
- Identify and replace or remove outdated content
- Determine what content can be reused and repurposed
- Improve quality of existing content



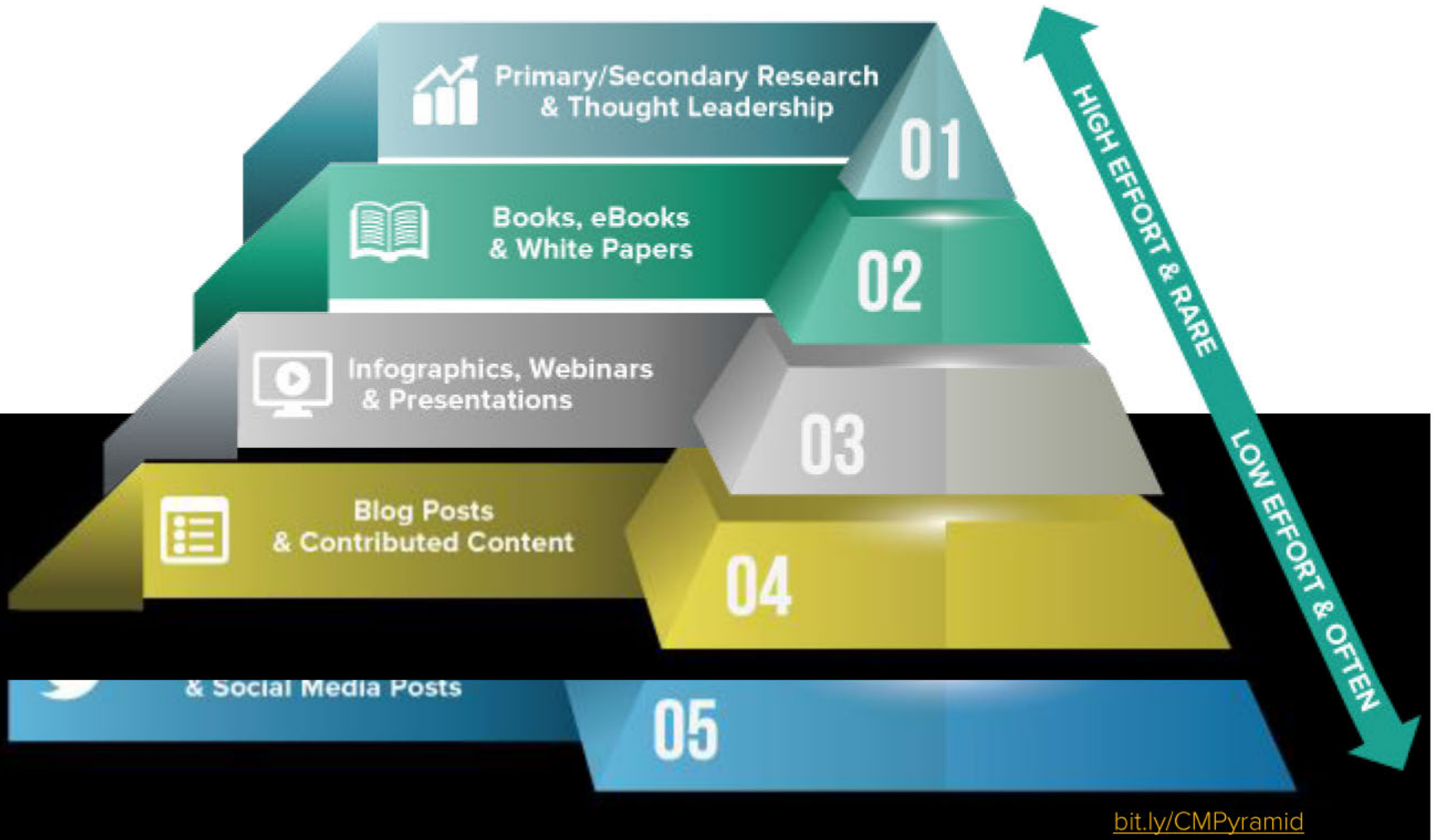
29% of Leading Marketers Systematically Reuse and Repurpose Content

Please describe your process for reusing and repurposing content: (e.g., creating presentations, infographics and blog posts from a single ebook)



Curata's 2015 Content Marketing Tactics & Technology Planner

Curata's Content Marketing Pyramid

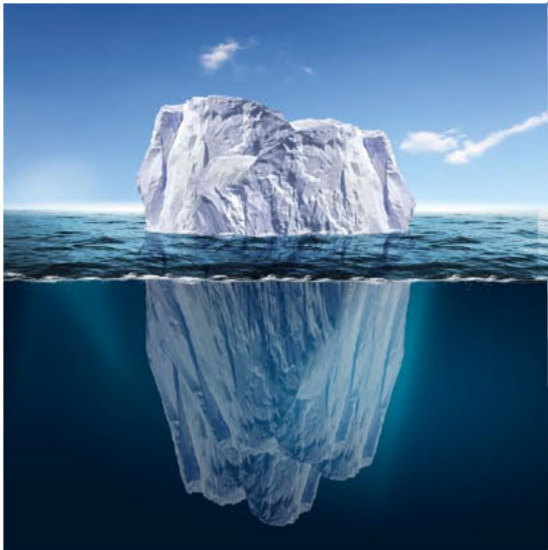


Collaborate - Curate



Community

Feeding the Content Beast



Internal: “We can’t create enough content every week!”

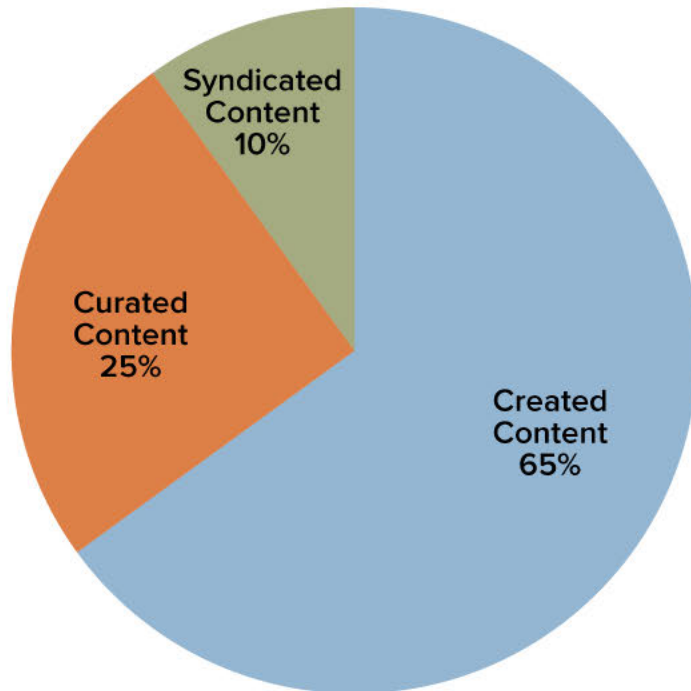


External: Most content is in our own voice. Buyers demand more.



Content Marketing Mix for Leaders

What is your [desired] content marketing mix for each type of content?



Curata's 2014 Content Marketing Tactics Planner



Best-in-class Marketing Mix

- 65% Created
- 25% Curated
- 10% Syndicated

The Objectives?

1. Better leverage resources
2. Improve the ideation process
3. Better engage buyers through higher value content
4. Engage with your ecosystem

What Exactly is Content Curation?

Have you ever...

- Published a “best of” post?
- Commented on and shared a link on Twitter?
- Posted a link to Facebook with your commentary?

Then you’ve curated! And so have these brands:

ORACLE®

verneglobal
THE DATA CENTER SOLUTION

ThermoFisher
SCIENTIFIC

IBM®

Alcatel-Lucent 

THE
HUFFINGTON
POST

 Pitney Bowes

 PUBLICIS

PTC®



Pinterest

RueLaLa

digg

 reddit

intel®

Etsy

Techmeme



 360Chestnut
Save Money. Save Energy. Live Better.

What Exactly is Content Curation?

“Content curation is when an individual (or team) consistently finds, organizes, annotates and shares the most relevant and highest quality digital content on a specific topic for their target market.”

-Curata



Curation in Action: A Curated Blog Post

Here are 5 tips on how to curate content:

The screenshot shows a blog post on the Content Curation Marketing website. The page features a navigation menu with categories like 'EXCLUSIVES', 'EVENTS', 'BEST PRACTICES', 'CASE STUDIES', 'DURATION 101', 'NEWS', 'TRENDS', 'ABOUT', and 'CURA'. The main article is titled 'Content Curation Provides Inspiration to Best-in-Class Content Marketers' and is dated November 16, 2013. The author, Jasmine Henry, discusses '15 Habits of Legendary Content Creators'. The post includes a quote from a user about using Curata and a link to the original article at Business 2 Community. The page also features a newsletter sign-up form, a search bar, and a 'RECENT NEWS' section with a link to 'How to Practice Ethical Curation in 10 Steps'.

1. A **new title** and **thumbnail** are used to better contextualize the article referred to in this curated blog post.

2. **Annotation:** The marketer introduces the reader to the curated post, putting it in context for the reader.

3. **Snippet:** A couple of sentences are quoted from the original post.

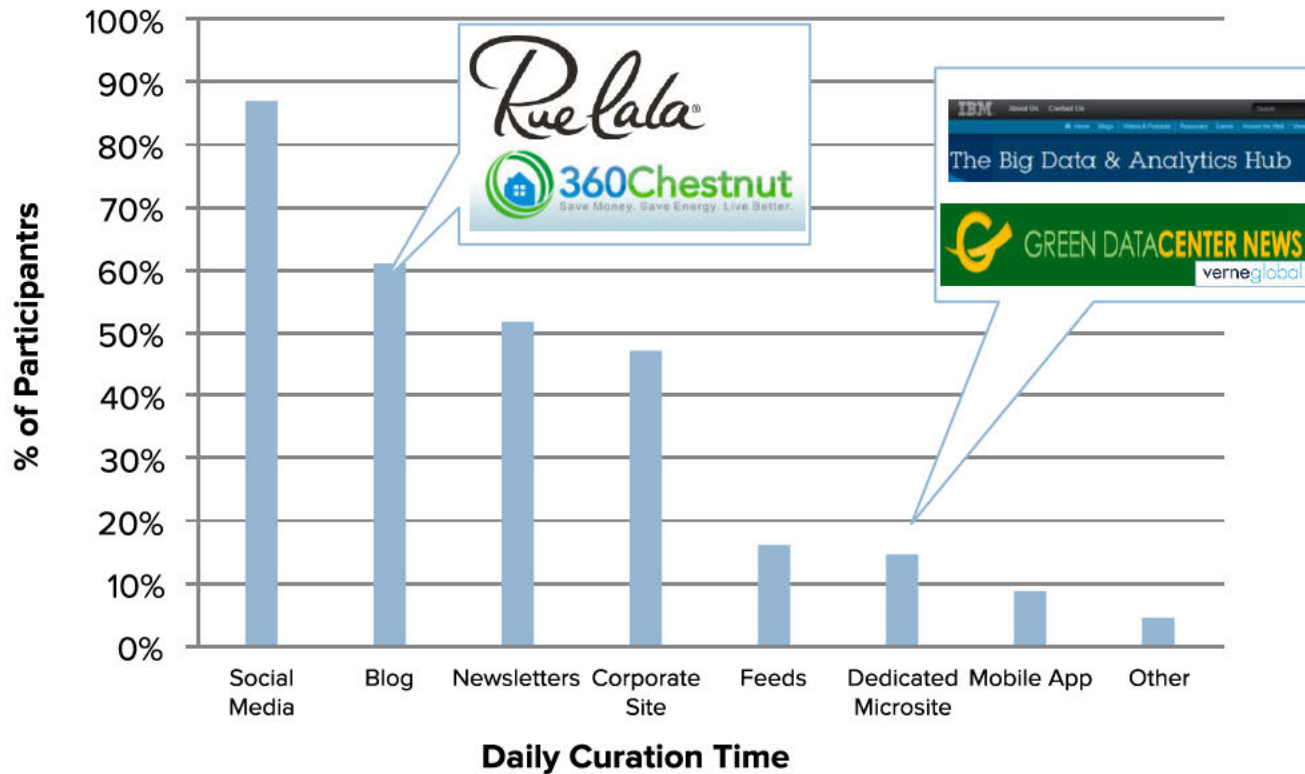
4. **Insight:** The marketer adds their own insight to further contextualize the curated post and add value for the reader.

5. **Clear attribution** and a **link-back** as part of ethical curation.

<http://www.contentcurationmarketing.com>

Sharing Curated Content

On what channels do you currently share your "curated" content?



Curata's 2014 Content Marketing Tactics Planner

Insight/Guidance

- Social media, blogs, newsletters and corporate sites are the top places marketers are choosing to share their curated content.
- Especially with content management platforms that have a one-click to multiple channels feature, it's getting much easier for marketers to publish curated content for a wider audience.

Most popular channels to share curated content are social media, blogs and newsletters.



Just to be Clear, Content Curation Done Right is not Pirating



Follow these 6 tips on how to curate content ethically*:

1. If you are re-posting an excerpt from the original article, make sure your excerpt only represents a small portion of the original article.
2. Always identify the original source and drive visitors to the original publication.
3. Retitle all content that you curate.
4. Don't use no-follows on your links to the original publisher's content.
5. Inject a bit of creation in all of your curation efforts. Add your own voice to your curated content. (e.g., provide context for the material you use, add your own insight and/or guidance for your audience).
6. Make your commentary longer than the excerpt you're reposting.

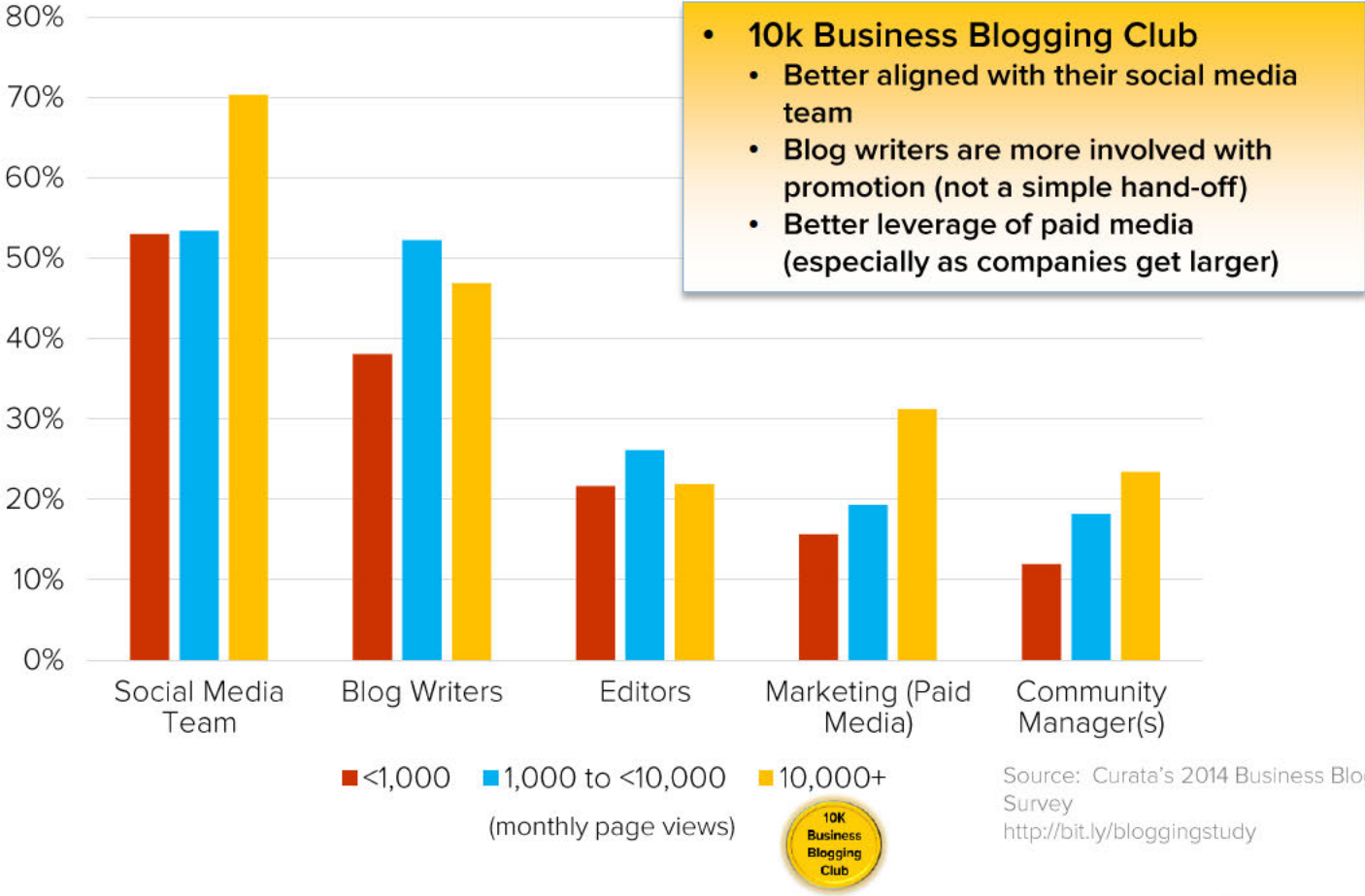
 *eBook:
Content Marketing Done Right
<http://bit.ly/curataethicsebook>

Build Your Owned Media, Yet Tap into Earned & Paid Media



Market Your Marketing

Who is responsible for the promotion of your blog posts?



Source: Curata's 2014 Business Blogging Survey
<http://bit.ly/blogginstudy>

A black and white close-up portrait of John Wanamaker, an older man with glasses, wearing a suit and tie. The background is a dark, textured grey.

content marketing

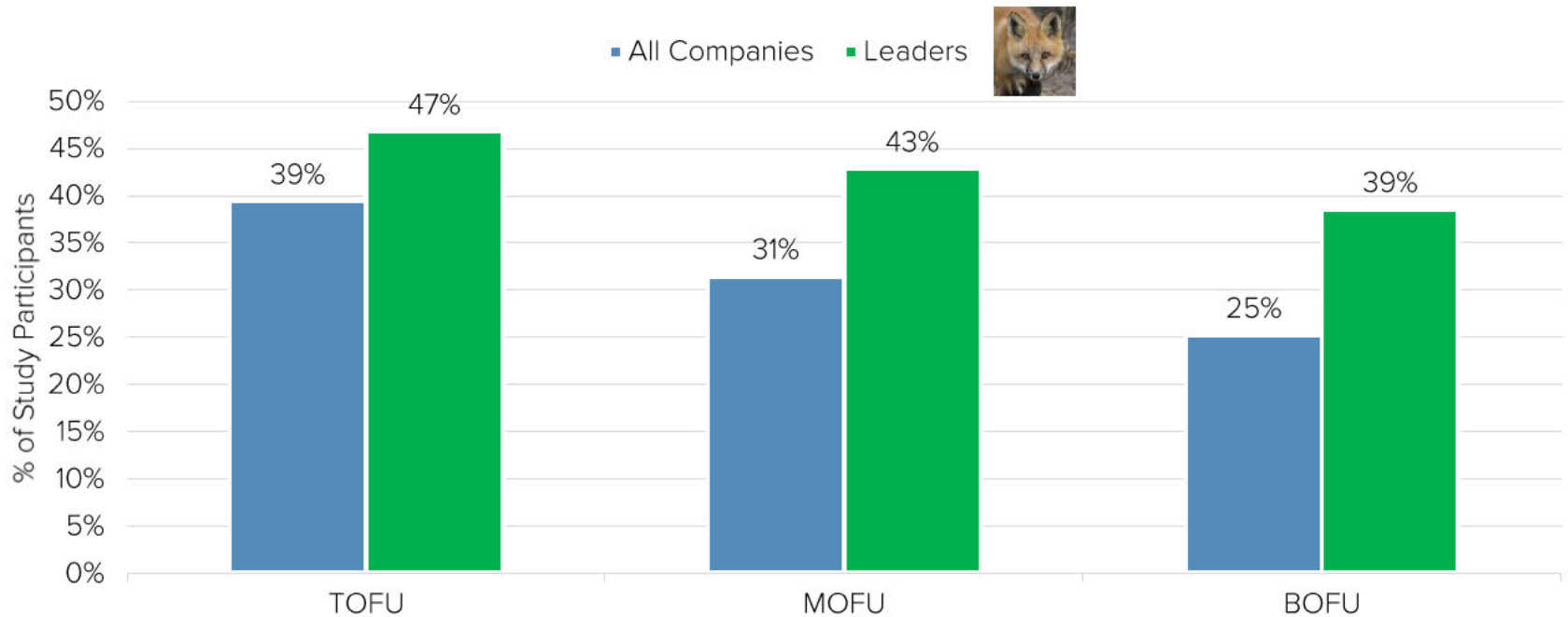
“Half the money I spend on ~~advertising~~ is wasted;
the trouble is, I don’t know which half.”

John Wanamaker



Content Marketing Leaders Excel at Performance Measurement

How effective are you at measuring the impact of content marketing across the following parts of the pipeline:

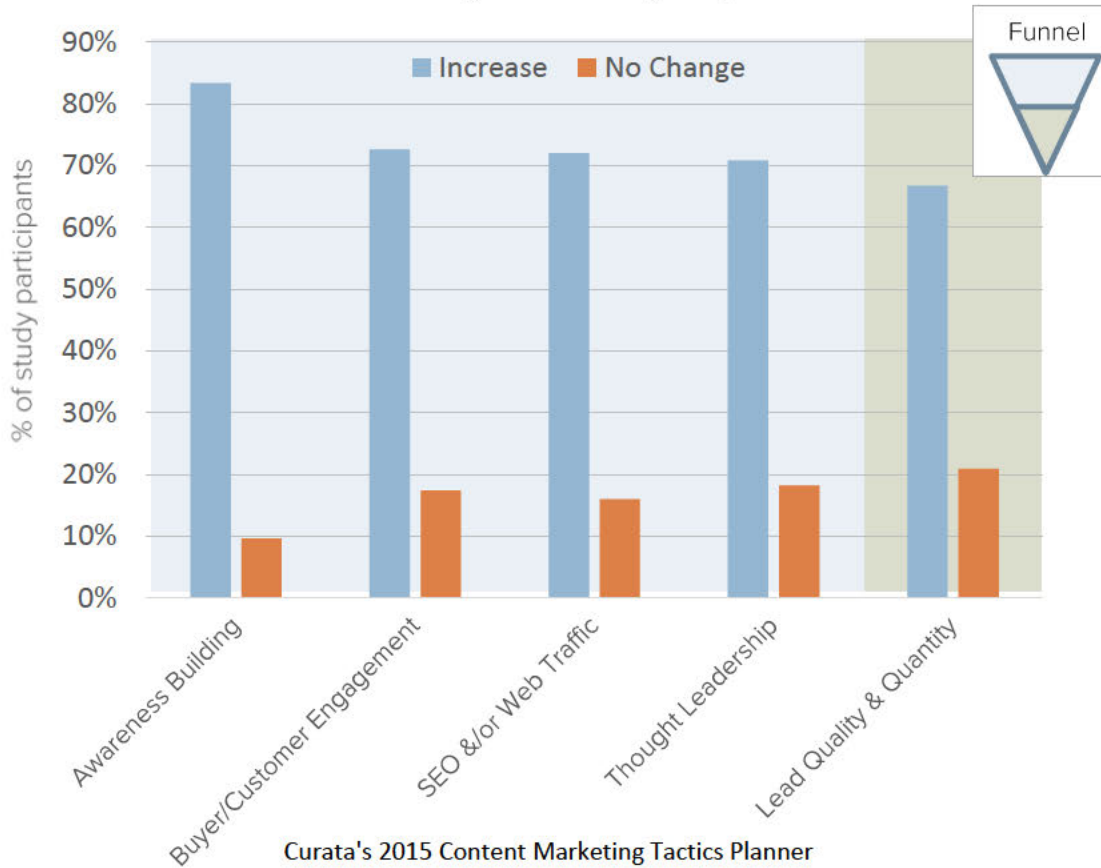


Curata's 2015 Content Marketing Tactics & Technology Planner



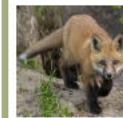
Measuring the Impact of Content . . .

Estimate the impact of your company's content marketing investment on the following areas during the past 12 months:



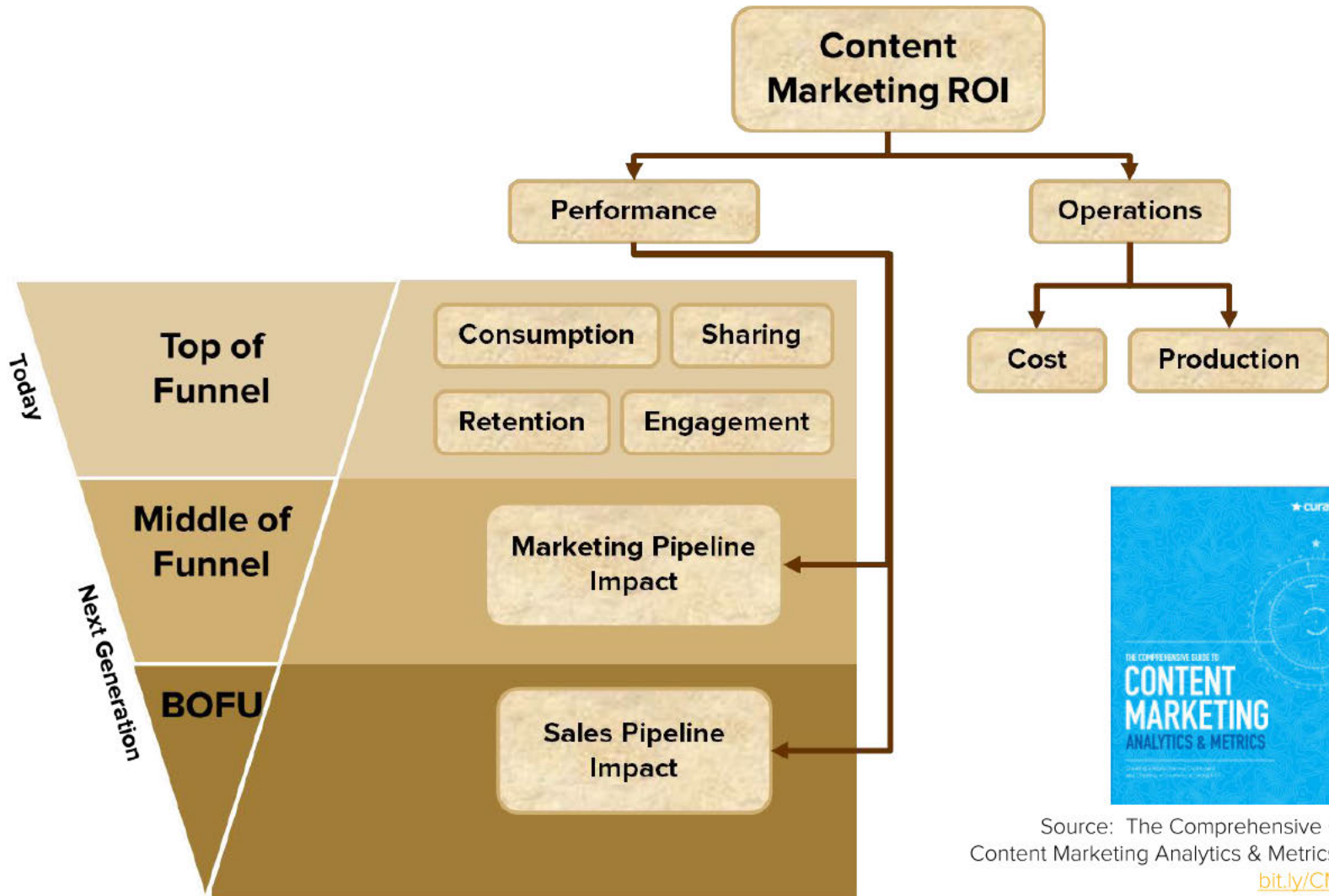
Insight/Guidance

- Content marketing has had the greatest impact on the Top of the Funnel (TOFU) so far.
- 2/3rds of companies have experienced an increase in lead quality & quantity as a result of content marketing



Best-in-class marketers are seeing significant impact on MOFU & BOFU as well.

It's Time to Raise the Performance Measurement Bar



Source: The Comprehensive Guide to Content Marketing Analytics & Metrics eBook, bit.ly/CMmetrics



2015 Content Marketing Technology

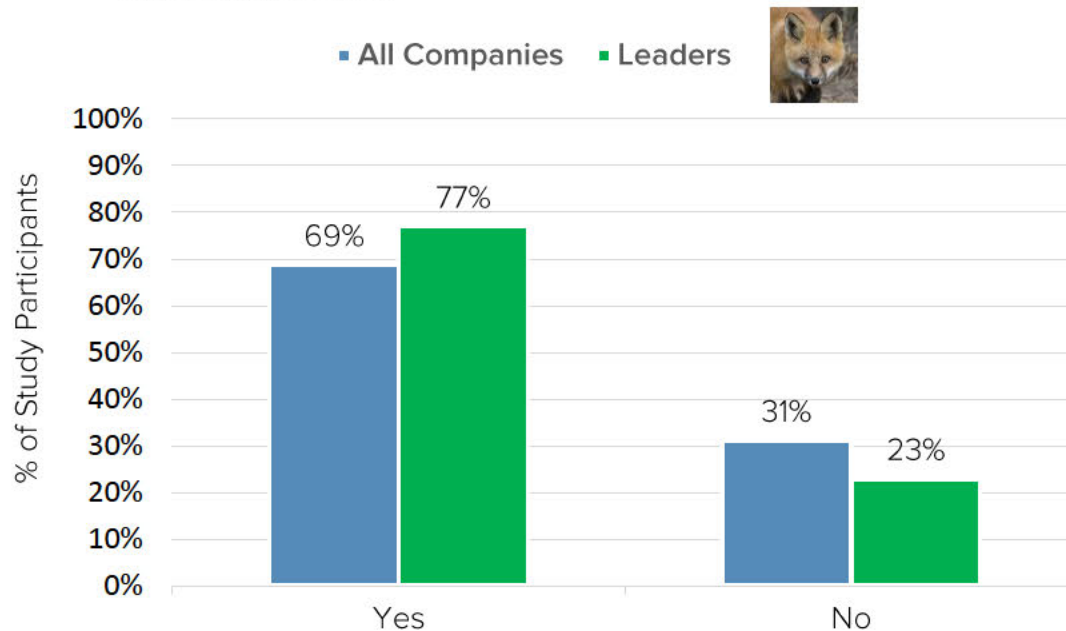
68% of content marketing leaders are increasing marketing technology investment in 2015.





69% of Companies use an Editorial Calendar for Content Marketing

Do you use an editorial calendar as part of your content marketing process?



Curata's 2015 Content Marketing Tactics & Technology Planner

Insight/Guidance

- Content marketing leaders are more process-oriented (e.g., use a calendar)
- In 12 months, *91% of all companies will be using an editorial calendar*

1/3rd of companies have either “moderately” or “fully” integrated their marketing and sales force automation systems.



The Content Marketing Tools Universe



- The acceleration in the number of applications and tools available to content marketers shows no sign of slowing.
- To help navigate the Tools Universe and tap into the power of technology, Pawan Desphande, Curata's CEO, has created a "spider diagram" of vendors according to 3 content marketing activities - producing, distributing and measuring
- For a more in-depth look and full diagram please visit: <http://bit.ly/ContentToolsUniverse>



Wrap-Up and Resources

Content Marketing Tactics Wrap-Up

Content marketing is not just a fad; it is a mandatory part of the next generation of marketing. Marketing leaders get this, and have already begun to reap its benefits through improved engagement with today's Buyer 2.0, and improved lead and opportunity nurturing.

Build your content team.
(internal and external) Take a
Center of Excellence approach.



Raise the performance
measurement bar:

- Engagement
- Marketing Pipeline Impact
- Sales Pipeline Impact



Identify opportunities to
stretch your content
marketing budget. (e.g.,
repurpose/reuse
content, tap into content
curation)



Tap into the power of
content marketing
technology:

- Establish a closed-loop content supply chain
- Integrate with marketing and sales automation



Additional Resources



eBook: The Ultimate Guide to Content Curation



eBook: Business Blogging Secrets Revealed



eBook: The Comprehensive Guide to Content Marketing Analytics & Metrics



eBook: Content Marketing Done Right: Ethical Curation



eBook: 5 Steps to Becoming a Content Curation Rockstar



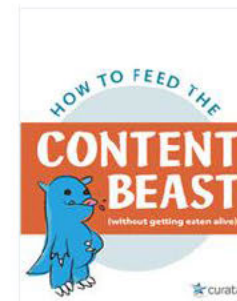
eBook: 4 Steps To Content Marketing Enlightenment



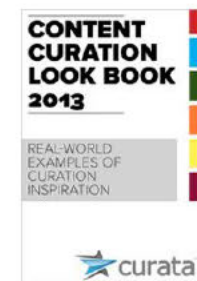
eBook: Stop Egocentric Marketing: Content Marketing Strategy



eBook: Content Marketing Tactics Planner



eBook: How to Feed the Content Beast



eBook: Look Book Content Curation Case Studies

...and more online at: www.curata.com/resources

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Please make all attributions to curata.com

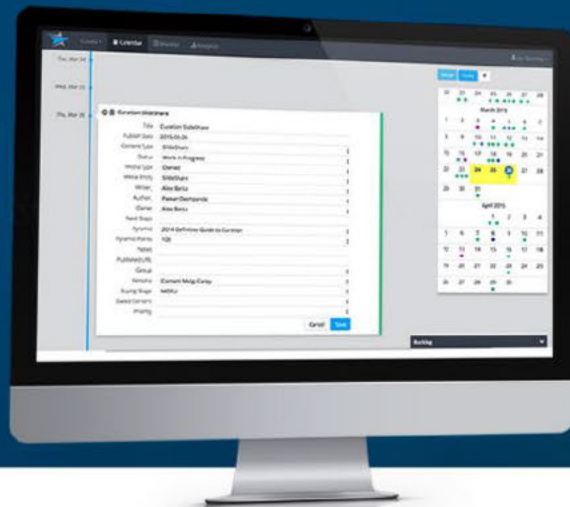


Scale your content marketing to grow leads and revenue

Curata CCS
(content curation software)

&

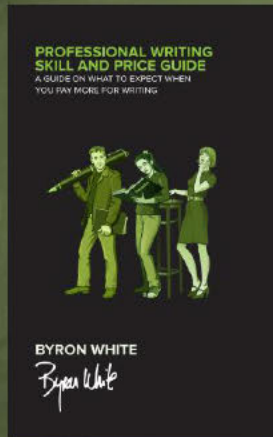
Curata CMP
(content marketing platform)



Answer Key Questions:

1. What content is and isn't working?
2. Are content teams aligned and productive?
3. How can we improve productivity and impact?

Thanks!



WriterAccess.com/WritingSkillGuide



WriterAccess.com/103-content-marketing-tools



WriterAccess.com/ContentRoadmap



Thanks Again!



Curata.com/resources/ebooks/content-marketing-tactics-technology-planner

