

6 Best Practices for Creating a Content Marketing Strategy

Today's Presenters





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Agenda



- Understanding Content Marketing
- Content is Key to Engagement
- 6 Best Practices
- Resources
- Q&A

Understanding Content Marketing



Marketers, on average, spend

>25%

of their marketing budget **on content** marketing.

– B2B Marketing Insider

62%

of companies **outsource their content marketing** – up 7% from 2012

– Mashable

Understanding Content Marketing



90%

of consumers find custom content

useful and 78% believe that organizations providing custom content are interested in building good relationships with them.

- TMG Custom Media

61%

of consumers say they feel better about a company that delivers custom content and they are more likely to buy from that company.

- Custom Content Council

Content is Key to Engagement



- Stakeholder support from executive team and key people or departments
- 2. Understand your audience who they are and what they want and need from you.
- Identify the right content formula to facilitate conversations and take the next steps.
- 4. Create an editorial calendar to bolster a cohesive story for your audience.
- Get maximum mileage of content by repurposing through multiple channels.
- 6. Measuring and reporting key performance indicators tied to the business value of your program.





6 BEST PRACTICES



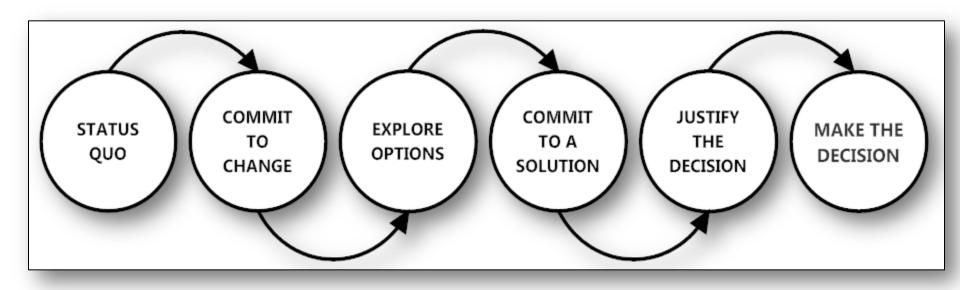
Realistic determination of:

- Investment: time and money
- ROI
- Timeline
- Learning
- Reproducibility

Engaging in What?



The Buying Process



Understand Your Audience



Select

- Product/Service
- Geography
- Use-Case

Survey

- 5-15 customers for that product/service
- 2-3 Salespeople
- Product Managers
- Customer Service

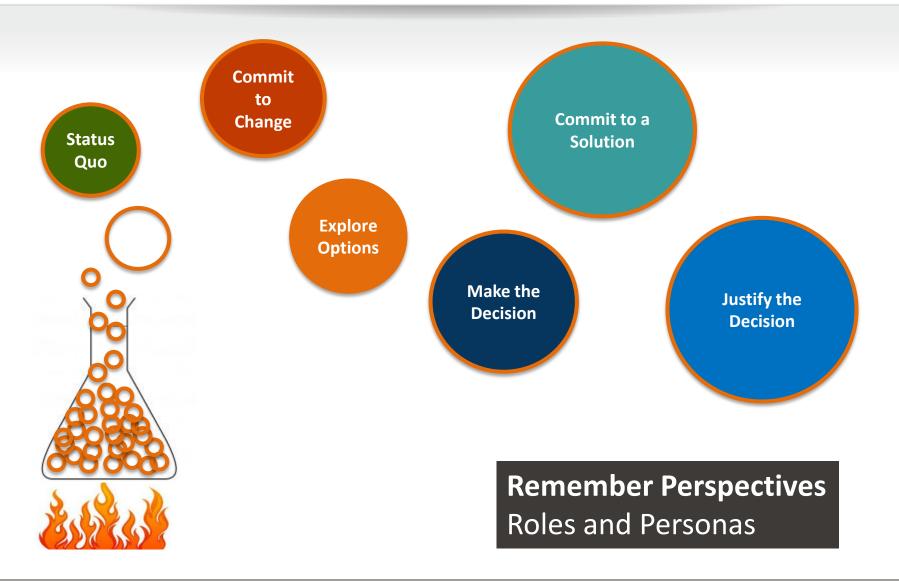
Value Proposition



www.meclabs.com

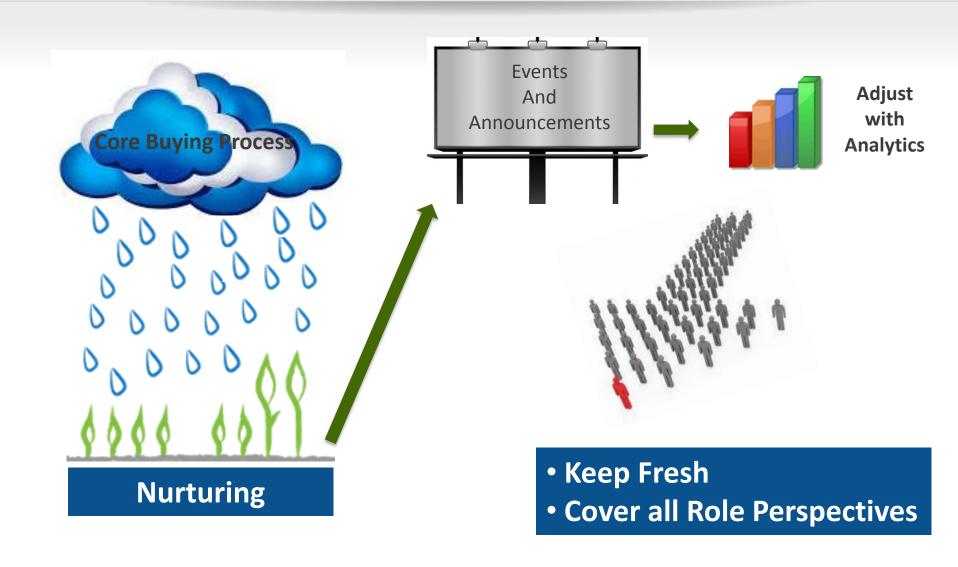
Identify the Right Content Formula





Create an Editorial Calendar



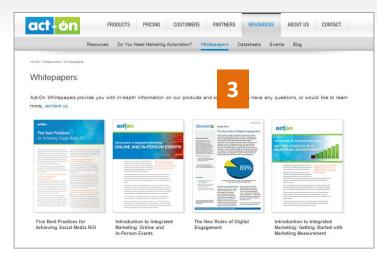


Get Maximum Mileage Out of Your Content











Act-On Software, Inc @ActOnSoftware
Missed @janelle_johnson's recent 'Getting Started w
Measurement' webinar? We got you covered! bit.ly/15xoaSh
#ActOnSW

How to Get Started With B2B Marketing Metrics Posted on March 29, 2013 by Alda Mesinovic | Leave your thoughts | B2B marketing has evolved over the past decade, including a growing empha measurement and analysis. According to a study by DemandGen Report, 40 percent of CEOs are tracking their marketing teams' impact on revenue, and using that information to determine budgets and other marketing plans. This is where marketing metrics become Janelle Johnson, director of demand generation at recently presented a webinar in which she shared insight on Getting Started with Marketing Metrics. You can watch the full webinar reased their analytics efforts er the previous 24 months f B2B marketers are turning to etrics to help them justify their of CEOs now actively track their Marketers have numerous choices and could face a wide variety of metrics daily, but Janelle recommends keeping it simple and taking a straightforward approach. Focus on a small set of clear metrics that you can tie into your business model. For the big picture, you can split metrics into two main categories - revenue metrics and program metrics

Key Points

- Easy to get
- Worthwhile to consume
- Specific to stat in buying process
- Relevant to role/persona

Develop a Process for Measuring and Reporting



Simple

- Raw Leads
- Marketing Qualified Leads
- Sales Qualified Leads
- Sales Accepted Leads

Set weekly targets

Counter-measure to fix missed targets

Follow the 80/20 rule



Creating a Content Marketing Strategy



Get Stakeholder Support

Understand Your Audience

Get Maximum Mileage
Out of Your Content

Create an Editorial

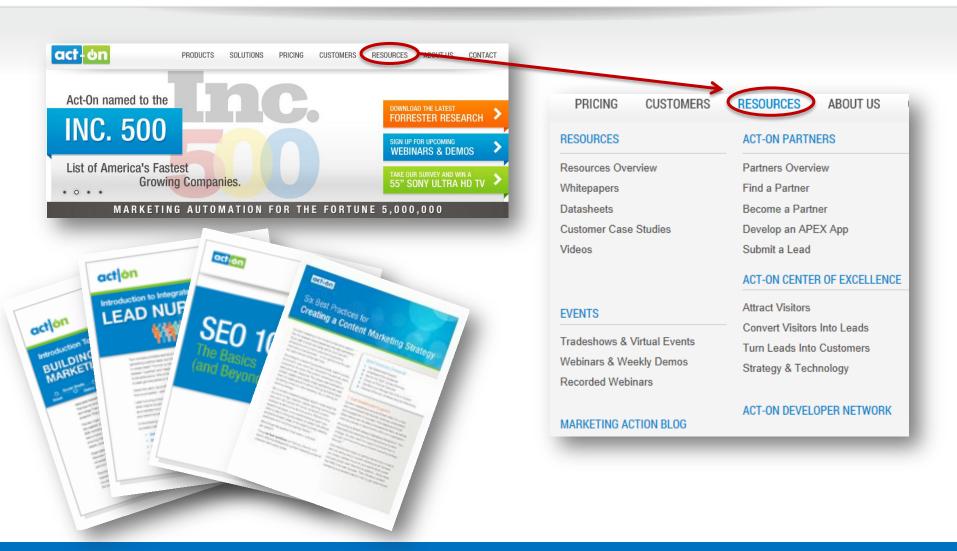
Calendar

Identify the Right Formula

Develop a Process for Measuring and Reporting

Resources





For a variety of resources: www.act-on.com/resources

Current Event





Dreamforce '13 – San Francisco

Visit us @ booth N1901 Moscone Center 747 Howard Street, San Francisco, CA







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Next Steps



Interested in a demo
Call +1 (877) 530-1555
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