

# 6 Best Practices for Creating a Content Marketing Strategy

# Today's Presenters



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- 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

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

1. **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.
3. **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.
5. **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.



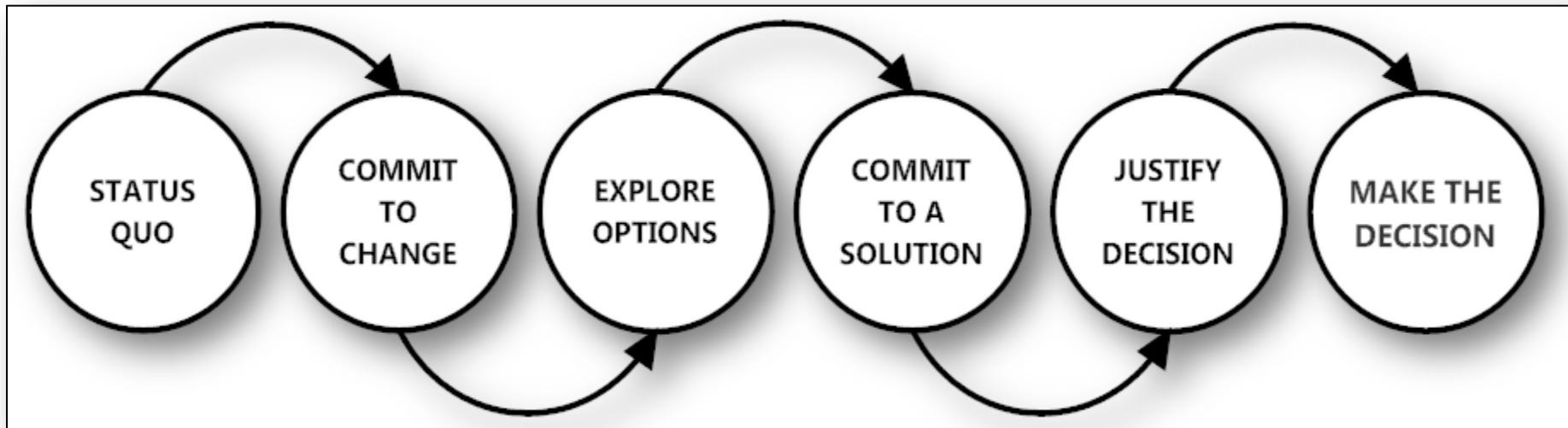
## 6 BEST PRACTICES

## Realistic determination of:

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

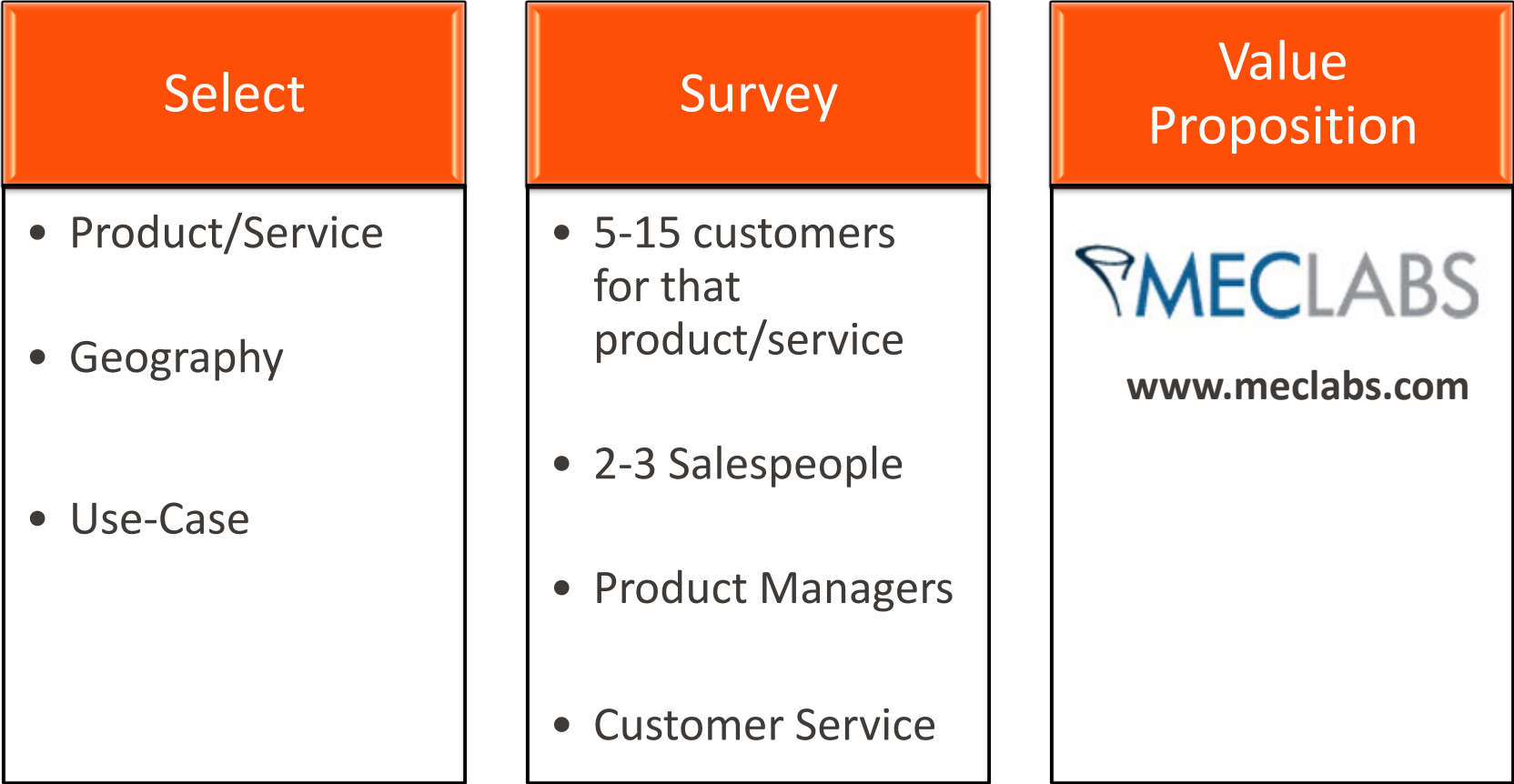


## The Buying Process

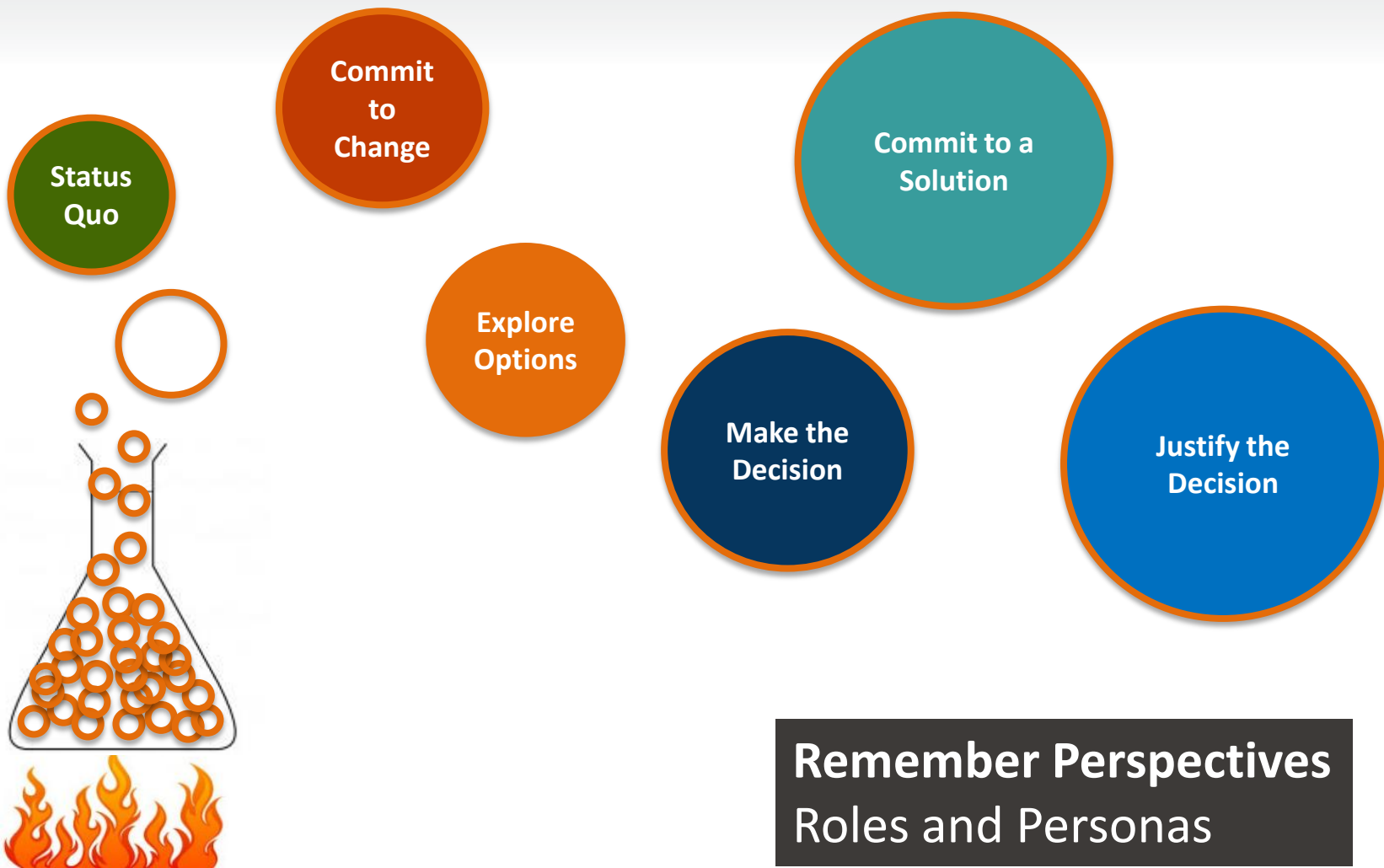


Best Practice #2

# Understand Your Audience



# Identify the Right Content Formula



**Remember Perspectives  
Roles and Personas**

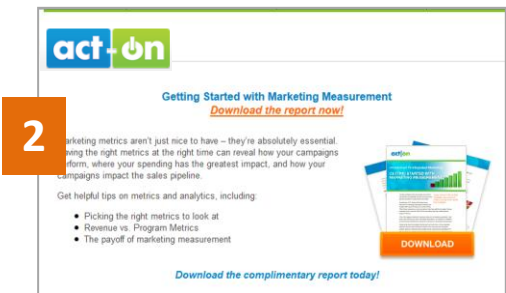
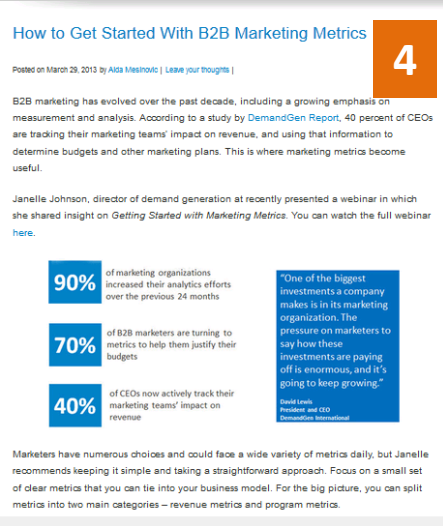
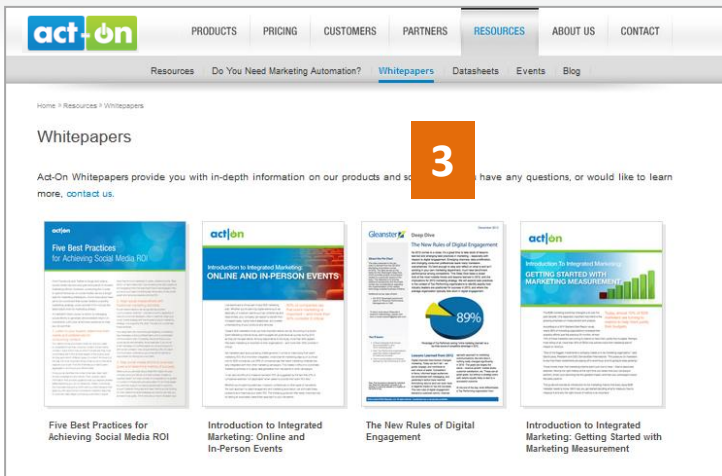
Best Practice #4


# Create an Editorial Calendar



# Best Practice #5

## Get Maximum Mileage Out of Your Content





**Act-On Software, Inc** @ActOnSoftware

Missed @janelle\_johnson's recent 'Getting Started with Marketing Measurement' webinar? We got you covered! [bit.ly/15xoaSh](http://bit.ly/15xoaSh) #ActOnSW

Key Points

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

# Best Practice #6

## 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



# 6 Best Practices for Creating a Content Marketing Strategy



Get Stakeholder Support

Create an Editorial  
Calendar

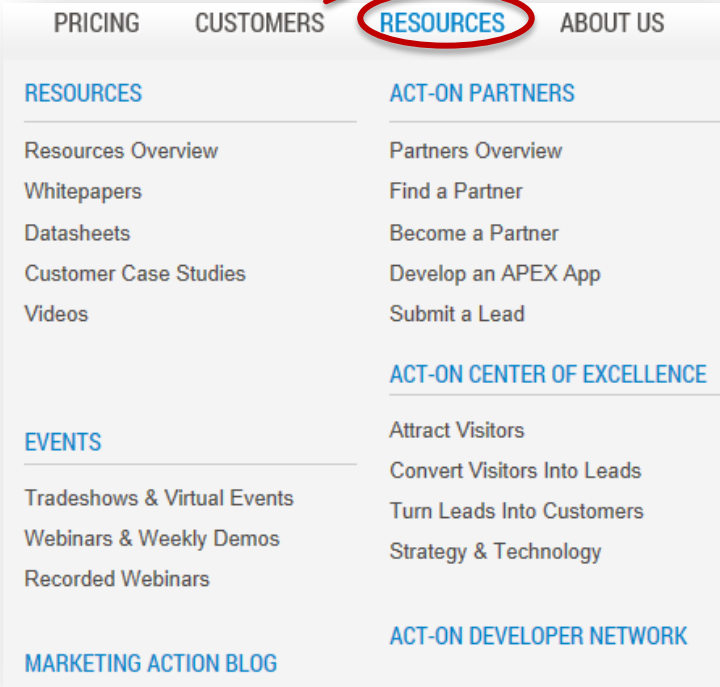
Understand Your Audience

Get Maximum Mileage  
Out of Your Content

Identify the Right Formula

Develop a Process for  
Measuring and Reporting

# Resources



For a variety of resources: [www.act-on.com/resources](http://www.act-on.com/resources)





## Dreamforce '13 – San Francisco

Visit us @ booth N1901  
Moscone Center  
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# Next Steps



Interested in a demo

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