

# 7 Characteristics of Great Content Marketing

# Today's Presenters



**Jay Hidalgo**  
**President**  
**Demand Gen Coach**



**Leo Merle**  
**Marketing Programs Manager**  
**Act-On Software, Inc.**

- Understanding Content Marketing
- Overview of Characteristics
- 7 Characteristics
- 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*

# 7 Characteristics of Great Marketing Content

1. Speaks to **targeted audience**
2. Fits a **specific place** in the buying cycle
3. Tells your story with **customer-centric** examples
4. Uses **meaningful images**
5. Can be used in **interesting, varied media**
6. Employs a clear **call-to-action**
7. Can **be parsed into additional pieces** for optimum use and visibility



## 7 CHARACTERISTICS

# Speaks to a targeted audience

- You have to know who they are
  - **Buyer Personas**
    - A Short Bio Of The Typical Customer
    - Person Description
    - Includes Information On
      - Buyer's Background
      - Daily Activities/Behavior
      - Current Solutions To Problem
      - What's Important To This Buyer





# Characteristic #1

## Speaks to a targeted audience



- **Sample Persona – Architect**



# Characteristic #1

## Speaks to a targeted audience



- **Sample Persona – Architect**
- **Buyer** - Background: Licensed architect, Decades in the business, Major projects on resume

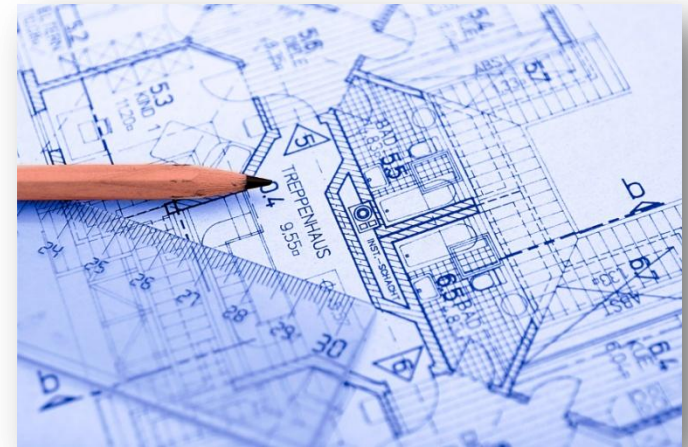


# Characteristic #1

## Speaks to a targeted audience

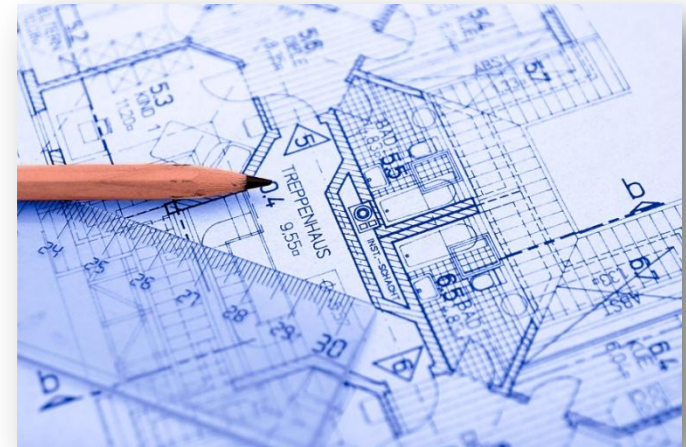


- **Sample Persona – Architect**
- **Buyer** - Background: Licensed architect, Decades in the business, Major projects on resume
- **Daily Activity** - Winning new business, Managing new business, CE, keeping up to date with industry



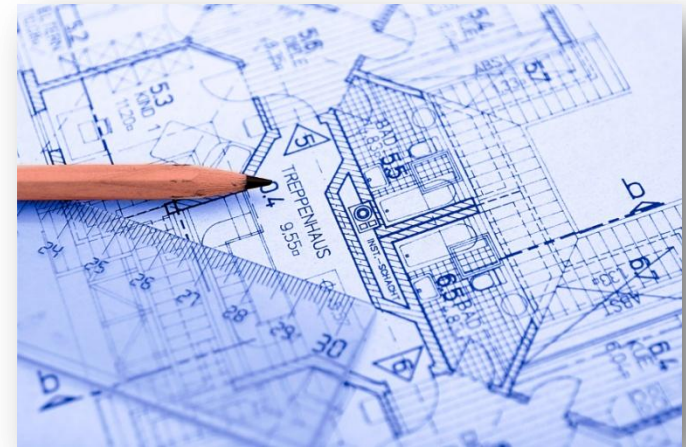
# Speaks to a targeted audience

- **Sample Persona – Architect**
- **Buyer** - Background: Licensed architect, Decades in the business, Major projects on resume
- **Daily Activity** - Winning new business, Managing new business, CE, keeping up to date with industry
- **Challenges** - Business development, Profitability, Looking for new sources of revenue



# Speaks to a targeted audience

- **Sample Persona – Architect**
- **Buyer** - Background: Licensed architect, Decades in the business, Major projects on resume
- **Daily Activity** - Winning new business, Managing new business, CE, keeping up to date with industry
- **Challenges** - Business development, Profitability, Looking for new sources of revenue
- **Solutions to Challenges –** Outsourcing, Operational efficiency



# Characteristic #1

## Speaks to a targeted audience



	Manager	Director/Sr. Director	Vice - President	CxO
Buyer Background				
Daily Activity				
Challenges				
Solutions to Challenges				
Compelling Event				

## Fits a specific place in the buying cycle

- First, define the Buying Process
  - The Steps The Buyer Goes Through From Need Identification To Post Purchase
  - From THEIR View
  - Should Be Customized



# Fits a specific place in the buying cycle

- Whiteboard the Hypothetical Buying Process



## Fits a specific place in the buying cycle

- Whiteboard the Hypothetical Buying Process
- Test Initial Hypotheses with Internal and External Marketing Research

## Fits a specific place in the buying cycle

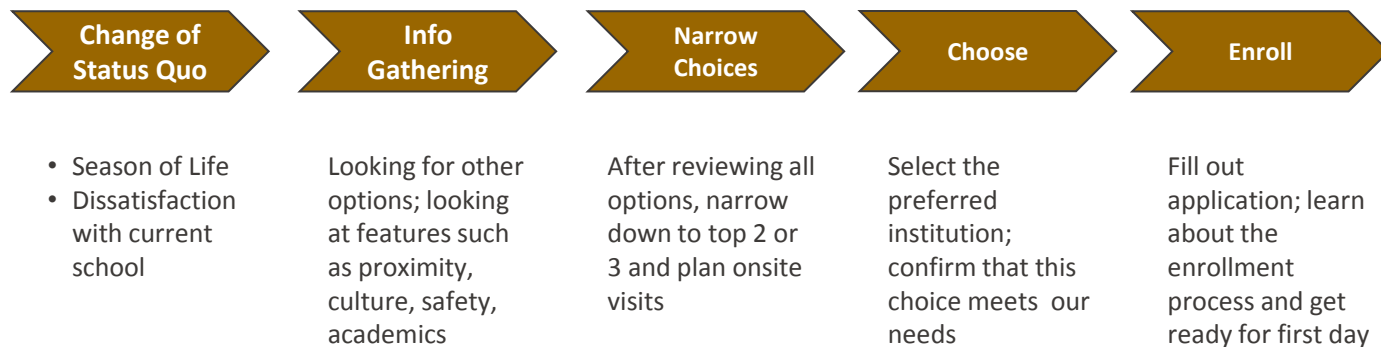
- Whiteboard the Hypothetical Buying Process
- Test Initial Hypotheses with Internal and External Marketing Research
- Validate With Stakeholders (Prospects, Customers, Sales, Marketing)

## Characteristic #2

# Fits a specific place in the buying cycle



- Whiteboard the Hypothetical Buying Process
- Test Initial Hypotheses with Internal and External Marketing Research
- Validate With Stakeholders (Prospects, Customers, Sales, Marketing)



- Why? Storytelling works
- Research (a myriad of studies) indicates that the message is better received via story
- Make them relevant to your prospect's needs and concerns. Use real world examples

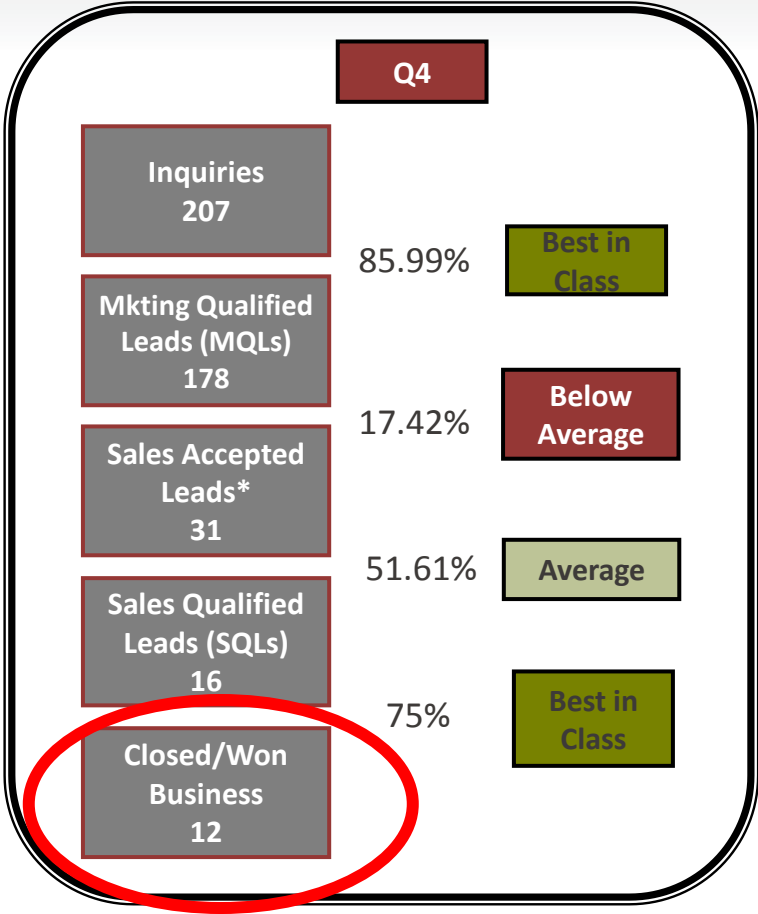
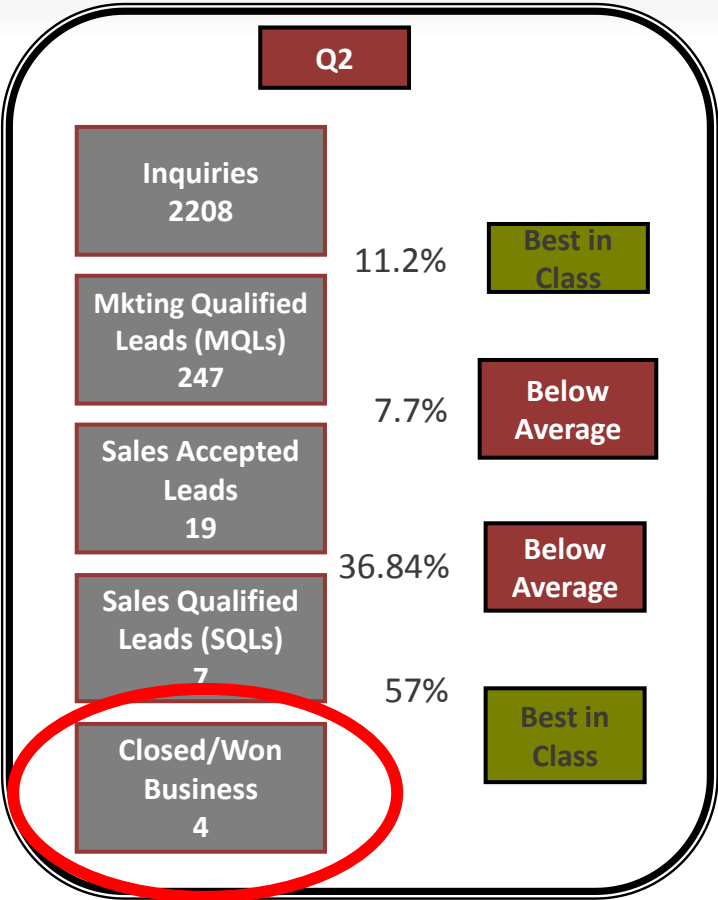


- Where to find material...
  - Customers
  - Employees
  - Vendors
  - Strategic Partners
  - Business Community



Characteristic #3

Tells your story with customer-centric examples



## Characteristic #4

### Uses meaningful images



- Images tell the story
  - Articles containing relevant images have an average of 94% more total views than articles without
  - When searching, 60% of consumers are more likely to consider business with an image in search results.



\*Source: MDG Advertising

## Characteristic #4

### Uses meaningful images



- Guidelines for using images
  - Align images with your message and tone
  - Create custom images and photography
  - Don't settle; hire professionals to develop



\*Source: MDG Advertising



- Video
  - 90% of buyers consume video
  - Most people retain 95% of the message in a video
- Infographics
  - Visuals are processed 60,000x faster
  - Two thirds of population are visual learners
  - Work well on mobile



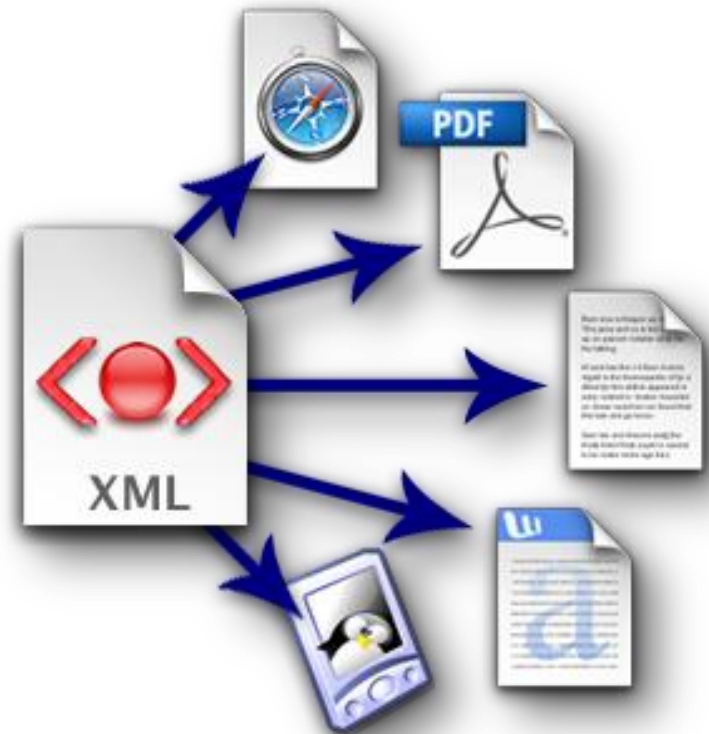
- Guidelines for using visual media (same as images)
  - Align media with your message and tone
  - Create custom media
  - Don't settle; hire professionals to develop...especially video



- Call to Action = Movement in the buying process
- Create an information exchange
- CTA should align with persona and buying stage



- Extend your content's reach
- “Write Once, Use Everywhere”
- Rule of 5: 1 Message = 5 Assets
- For example, this webinar...
  - Whitepaper
  - Ebook
  - Drip campaign
  - Video series



# 7 Characteristics of Great Marketing Content



1. Speaks to a targeted audience.

2. Fits a specific place in the buying cycle.

3. Tells your story with customer-centric examples.

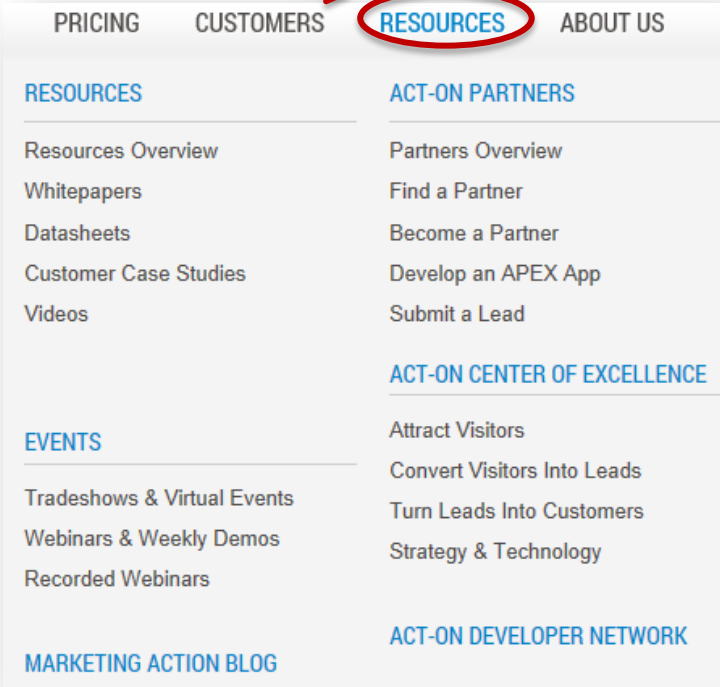
4. Uses meaningful images.

5. Can be used in interesting, varied media.

6. Employs a clear call-to-action.

7. Can be parsed into additional pieces for optimum use and visibility.

# 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  
747 Howard Street, San Francisco, CA



**Jay Hidalgo**  
**President**  
**Demand Gen Coach**



**Leo Merle**  
**Marketing Programs Manager**  
**Act-On Software, Inc.**



# Next Steps



Interested in a demo

Call +1 (877) 530-1555

Email [sales@act-on.com](mailto:sales@act-on.com)

Web [www.act-on.com](http://www.act-on.com)

