

5 WAYS TO GROW YOUR CONTENT SERVICES

with Marketing Automation





Content Is Still King

Content is the lifeblood of successful engagement strategies. It's the fuel that propels a company's brand, message and audience outreach. That's why you're in the content business. But what if there's a way, with just a bit more effort, to generate a lot more benefit for your clients AND for your agency?

As a content marketing resource, you're already doing the hard part in generating the content for clients. With the right tools and approach, your existing business can grow and thrive by adding marketing automation to your solution set.

Here are five ways you can raise your content marketing game with marketing automation.

1

Content Publishing and Promotion

You're already creating great content for your clients; why not take the next step and put the content to maximum use? In addition to creating content that engages audiences and compels them to take action, the right tools and approach enable you to go further to manage your clients' content libraries and oversee the deployment of the assets you're creating. With marketing automation, you have the ability to host and organize content in one central place and put it to work across a variety of channels including social media and email.

Marketing automation also makes it easy to deploy content-based lead nurturing programs so that you can send relevant content to your clients' audiences at just the right time in their lead life-cycle. Your content doesn't have to stop at getting attention at the top of the funnel. You can nurture prospects throughout the funnel and leverage the right content mix to get results.



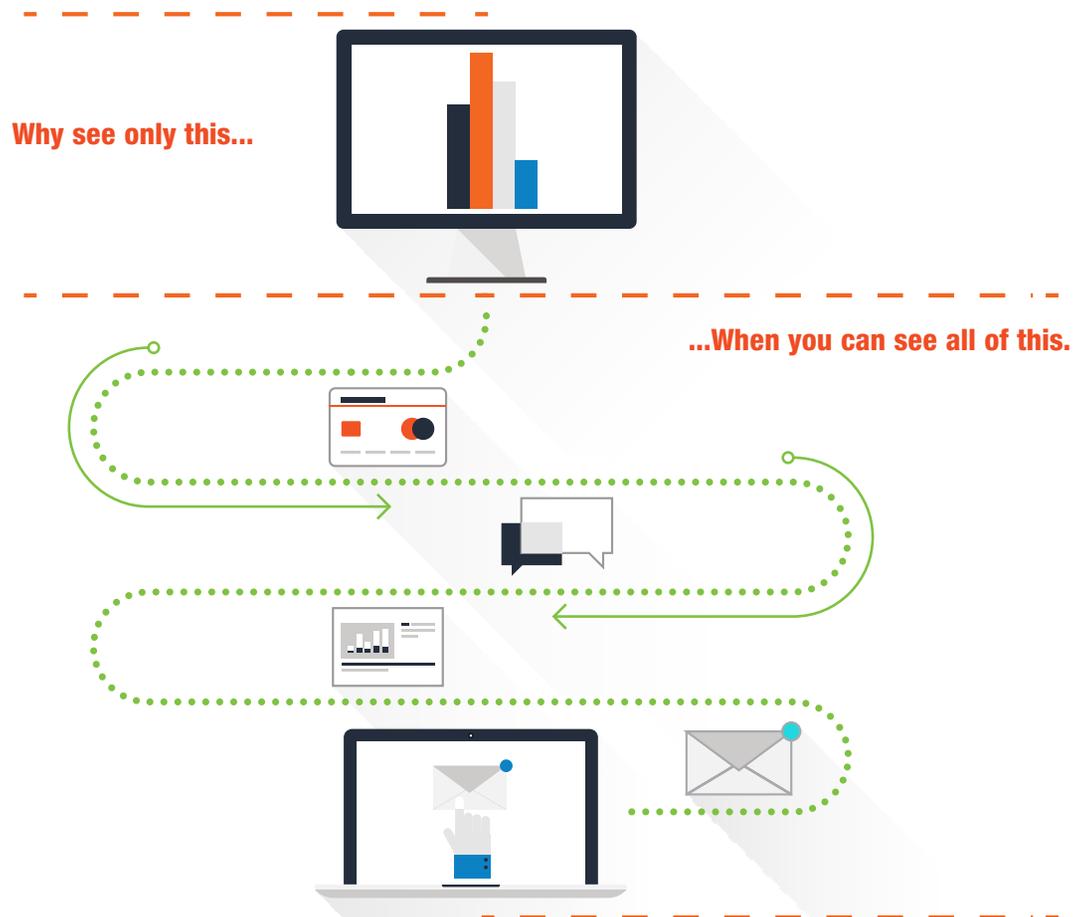
2

Content Tracking and Reporting

“Set it and forget it” may work for selling gadgets on infomercials, but it’s not so successful when your clients are publishing content. By harnessing the power of marketing automation, you can test, track, and measure your content’s performance. You can use the data to make adjustments and find the winning formula, and it can be powerful proof of the value you deliver to your clients.

Using marketing automation, you can manage the tracking and reporting of content that you deploy. You’ll have clear and actionable engagement data that you can share with your clients and reports that demonstrate both campaign effectiveness and new opportunities for optimization. In fact, with the consumption tracking and revenue attribution capabilities inherent in a marketing automation platform, you can pinpoint which content is performing best for each audience as well as identify the weaker assets in your content library. This visibility can help you improve content over time by showing you what is resonating with your client’s audience at each stage.

What’s more, every interaction is linked to individual activity histories in a marketing automation platform. This tracking goes beyond the aggregate view of statistics you would get in a tool like Google Analytics. Marketing automation gives you content and campaign engagement history for each individual in your client’s database so that your client can conduct intelligent behavior-based follow-up later on in the marketing and sales process.



3

Content for Lead Generation

B2B marketers cite lead generation as the #1 objective of content marketing.

That hasn't always been the case. Historically, most marketers created content primarily to generate traffic, but in today's marketing, traffic without conversions doesn't cut it. With marketing automation, you're not only able to help your clients drive traffic – but also fulfill their larger objective of generating leads.

Marketing automation takes your clients beyond simple content sharing and enables you to generate sales leads by gating that content with smart forms and targeted landing pages. By organizing and deploying your lead gen strategy from a marketing automation platform, you can track user actions across multiple channels in one place AND you can use advanced features like progressive profiling questions to add richness to your prospect database beyond names and email addresses.

While articles and infographics can be great teasers, higher value content like eBooks, whitepapers, and webinars make effective lead generation tools. These richer assets are typically made available for download behind a form, and go a long way to helping clients build their database of contacts. If you're in a marketing automation environment, creating and deploying these lead generation forms and landing pages is efficient and always trackable. Marketing automation greatly simplifies and unifies processes that historically, your clients had to complete in multiple systems.

Primary Content Marketing Objective According to US B2B Marketing Professionals, June 2014



Note: numbers may not add up to 100% due to rounding

Sources: OneSpot and the 614 Group, "Content Clarity" July 30, 2014

eMarketer, "Primary Content Marketing Objective to US B2B and B2C Marketing Resource Professionals" June 2014

Bottom line: If clients want their content strategy to generate leads – tell them you can deliver.

4

SEO Insight for More Organic Traffic

According to SiriusDecisions, **60–70% of B2B content goes unused and unread.** Your clients' online content loses its power if it's never found. Marketing automation can give you important insights and tools to optimize content for both people and search engines, and fuel your clients' demand generation efforts.

The readily accessible content on your client's website is just as important as the gated content you create. This is the content that will attract organic traffic, engage audiences, and drive action. Marketing automation platforms often include embedded SEO audit tools that make it easier and faster to optimize the web content you produce for your clients. With easy access to tools like an SEO checklist, you can troubleshoot potential issues with content and landing pages, and help ensure that the content will be found.

Generating traffic is the first step to online marketing success. With marketing automation's SEO tools, you can go beyond creating web content to helping your clients achieve greater search engine visibility... and meet their lofty business objectives.



5

Tie What You're Doing to ROI

Revenue attribution is fastest way to unlock clients' coffers, and marketing automation gives you the key.

In the minds of clients, content marketing is often associated with campaigns and tactics at the top of the marketing funnel. With marketing automation, you can connect the work you do for clients throughout the funnel to actual closed sales. That means you can report on ROI for each content marketing program both at the macro level as well as down to the individual assets that drive results. Visibility and proof of efficacy make it much easier for your clients to justify their content spending with you and can open up additional engagement opportunities.

Successful client engagements aren't just about completing a list of deliverables – true effectiveness comes by meeting your clients' business goals. Marketing automation can give you a way to not only hit the client's expectations but to blow them away.



Dialing in the Right Team

By adding marketing automation to your suite of content solutions, you're able to get even greater value out of your existing talent. You've already got content rock stars on your team. With marketing automation, you're simply adding a few pieces to the puzzle.

To start leveraging the power of marketing automation for your clients, you'll need to create a lineup that rounds out a fantastic project team. Check out this cast:



Strategist

Someone who understands the big picture and can guide clients through the audience and funnel definition process (who also knows what the platform itself can do).



Designer

A digital or visual designer familiar with email best practices, landing page design, and conversion design.



Copywriter

Wait a minute...you've already got these folks! Just make sure they're tuned up to condense big ideas into 100 words of email copy.



Technician

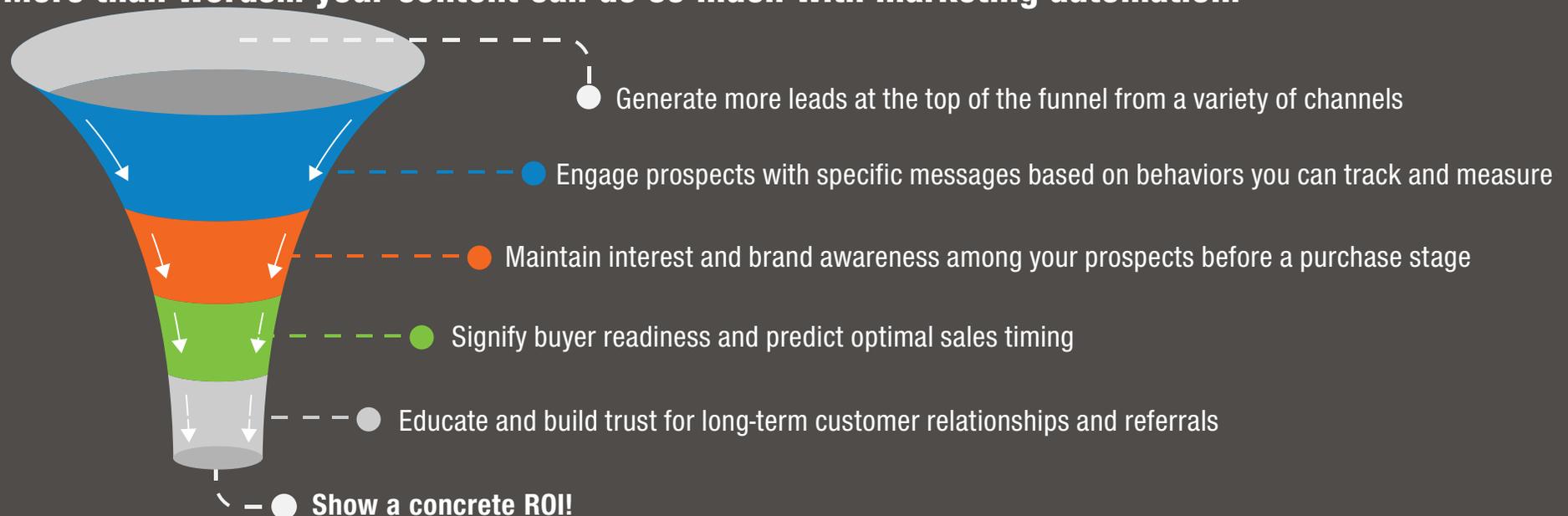
Thankfully you don't need to have a tech guru in order to use a marketing automation system. Chances are you've got someone who is handy with web systems and who welcomes new tools. Marketing automation platforms are a playground for the person who loves to create, manage, and report on marketing campaigns.

Now that you've got the expertise, the team, the clients – all you need is the right tool.

Wrap your existing suite of content creation and distribution tools together with marketing automation for one powerful solution. With a marketing automation platform, you can provide your clients content customized by audience, insightful reports and trackable downloads, increased lead generation, SEO-ready content, and proof that the content is driving results on the bottom line. The possibilities for your clients – and the content you create for them – are endless.

Discover how Act-On can make your teams more productive, your clients happier, and your agency even more essential to their success. [Learn More](#)

More than words... your content can do so much with marketing automation.



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About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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