

4 STEPS TO CONTENT MARKETING ENLIGHTENMENT

4 ENLIGHTENED

3 MARKET IN

2 EGOCENTRIC: CONTENT OUT

1 EGOCENTRIC: PRODUCT OUT

Progress beyond egocentric content marketing to better engage your audience. Using this framework, you can:

- Gauge where you currently stand
- Identify the steps you need to better engage your audience
- Increase marketing's overall impact on your organization

1 WHAT ARE THESE MARKETERS DOING?

WHAT'S THE RESULT?

Marketers in Step 1 publish any content that they have readily available, such as a white paper or a product data sheet.

ME! Content is product-focused. **ME!**



Very low subscriber rates.



No one is **linking to or retweeting** content, unless they have a direct interest in the product.

WHAT'S NEXT?

After some time of experiencing low buyer engagement and trust, these marketers do one of two things:



Give up. They jump off the step altogether due to poor results and management pressure, writing off the content marketing experiment.



Step up. Move up a step to create less product-centric content that offers buyers more value.



Low buyer engagement and low trust

"Product first, buyer last."

EGOCENTRIC: **PRODUCT OUT**

"Only publishes product-focused content."

2 WHAT ARE THESE MARKETERS DOING?

WHAT'S THE RESULT?



Using **personas** to map out created content for specific buyer profiles.

Despite implementing some of these best practices, content is still created by the vendor, which results in...



Crowdsourcing content ideas from across their own organization

Little or no outside perspectives in the form of curated content.

Censored Curation. If there is curated content, these marketers only share content that mentions their company.



No dissent. All content agrees with their organization's viewpoint.

Promotional interactions. Outside interactions have little value add, and are aimed at getting people to click on links to their own content.



Content Surge. These marketers assume that they need more content, so they increase quantity, without increasing quality.

WHAT'S NEXT?



Bring the Market In. Or, they may realize that they need to incorporate outside perspectives. They decide to bring the market in. . .

Medium buyer engagement and low trust

"Buyer focused message."

EGOCENTRIC: **CONTENT OUT**

"100% vendor-supported content"

3 WHAT ARE THESE MARKETERS DOING?

Regularly curating **third-party content** from peers (other buyers), experts (analysts & trade pubs), and vendors.



Identifying relevant conversation on other sites, as well as **adding value through comments** in those discussions.



Listening & following Rather than relying solely on internal sources such as their sales team, these marketers will go outside of their organization for content ideas.

Creating content teams that include a content executive, a content manager, specialist and a staff of writers.

WHAT'S THE RESULT?

Bringing the market in works well and these marketers are seeing some success. But, there are still barriers to overcome before reaching enlightenment...



Regurgitated content with little or no commentary or perspective.



A struggle to capitalize. Since these marketers are not promoting their content, they fail to capitalize on their industry following.

WHAT'S NEXT?



Marketers face **management pressure** to capitalize on their content marketing success and translate that into more high quality leads and ultimately sales dollars.



Or they face **pressure from competitors** who start to replicate their "market first" content marketing strategy, and quickly lose their first-mover advantage.

Medium buyer engagement and trust

"Market first. Product last."

MARKET IN

"Also curates and syndicates content"

Now that marketers have progressed through steps 1-3, there are just a few more actions to take to become an enlightened content marketer...

4 ENLIGHTENMENT



Think and communicate like an industry analyst. Propose innovative theories, tap into your product and solution marketing teams and conduct primary research.



Calibrate your goals before you publish. Every piece of content should be part of a larger content marketing initiative.



Focus on quality, not quantity. Content should aim to add as much value as possible for readers, keeping their interests and goals in mind.



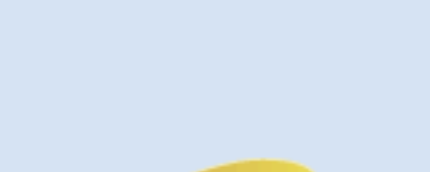
Practice selective and valuable curation.



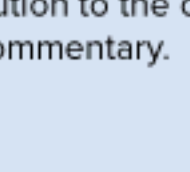
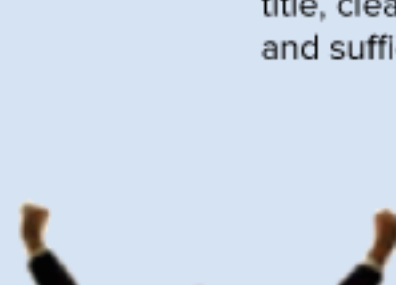
Market your marketing. Reuse, repurpose and promote all content.



Implement ethical best practices when curating content, such as creating a new title, clear attribution to the original source and sufficient commentary.



Measure with intent, and a course of action in mind. Although measurement is the final step of the content marketing process, it's also the first step in improving your content strategy.



Tap into the power of content technology; yet avoid the "duct-tape" trap. Experiment with technology to see what fits best into your strategy, but remember: your content technology should allow you to manage your content workflow in one central hub for maximum efficiency.

High engagement & trust

ENLIGHTENED