1. WHAT ARE THESE MARKETERS DOING?
- Customers have high expectations that they have already experienced before
- What’s the result?
- Product-focused, buyer sell

2. WHAT’S NEXT?
- Never being satisfied with the content
- Biocentric: PRODUCT OUT
- “Only relevant content = focused content”

3. WHAT ARE THESE MARKETERS DOING?
- Medium buyer engagement and trust
- What’s the result?
- “Marketing first, Product last”/ “Marketing first, Product last”

4. WHAT’S NEXT?
- High engagement & trust
- Market in
- Also creates and captures content

5. ENLIGHTENMENT
- Includes all of the above elements
- Use to gear the business, plan, and forecast business

6. 4 STEPS TO CONTENT MARKETING ENLIGHTENMENT
- Remember to focus on the content
- Market in
- Product out
- Media to the major role and use it out