

# EPIC CONTENT MARKETING

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# EPIC CONTENT MARKETING

HOW TO TELL A DIFFERENT STORY,  
BREAK THROUGH THE CLUTTER, AND  
WIN MORE CUSTOMERS BY MARKETING LESS

MARKETING  
CONTENT

# INTRODUCTION

Trend curator Rohit Bhargva stated that marketing as we know it today would soon be a thing of the past.

Thoughtful marketing offering advice and value, and messaging that puts the needs of the consumer at the centre will offer more value.

In this presentation we cover why a good story is more powerful than a great product, how successful marketing tactics can be cost effective, and how sharing great content will help your grow your brand.



# KEY IDEA 1

- Content marketing grabs attention of consumer by giving them marketing that they crave.
- People are bombarded with marketing content, receiving up to 5000 marketing messages every day
- A fundamental tool in content marketing is realising that customers don't care about your message, but about *themselves*
- It's critical that you show customers how your product or service features can change their lives – *this* is content marketing.
- Companies can benefit from content marketing strategies by increasing trust in your brand, product or service at a far lower cost than traditional marketing tactics.



# KEY IDEA 2

First, it's important to be Content Aware. Thereafter, establish your voice of expertise. Finally; inspire future and current customers with a compelling story.

Before diving into content marketing, you need to have a clear objective on what your brand wants to achieve.

## 3 LEVELS TO CONTENT MARKETING:

### CONTENT AWARENESS

- The goal here is to be able to **cut through generic and competitor marketing** to help make your brand, product or service stand out
- EG: Irish company Tenan Tours created a blog providing highlights on Irish culture and local events

### THOUGHT LEADERSHIP

- Thought leader means being able to create content beyond the scope of your product to **establish your company as an industry expert**
- By going beyond your core offering and providing industry insight, helpful resources, or solutions – you will be adding value to prospective audiences

### STORY TELLING

- **Story telling provides an emotional link** to your brand and will allow your customers to have a link to your product
- Certain messaging will stand more for some audiences than others –based on your targeted audience's persona and interest set.
- Example: some may have a strong affinity for a humours tone, whilst others align more closely with an inspirational tone

# KEY IDEA 3

- Who are you talking to? Know your intended audience to find your content niche, and then you can find a dedicated following
- Things to ask yourself about your audiences' personas include:
  1. Demographics: Age, LSM, disposable income
  2. Day to day activity
  3. Why would they care about the product?
- Once you understand your audience persona, you can ensure the content you create resonates with them
- Linking content marketing of products or services to the audiences' lifestyle needs or problems to be solved, will help you gain a personal connection to the audience
- Knowing your audience persona will help you discover your content niche or content focus in order to provide value to your audience



# KEY IDEA 4

Content needs to be created, and curated! Knowing what you need to achieve from content marketing is key, but creating good content can be harder than it seems.

**TO BE A GOOD CONTENT MARKETER YOU IDEALLY NEED TO FILL 3 SPECIFIC ROLES:**

## CHIEF CONTENT OFFICER

- Oversees all content marketing initiatives and will make sure all strategies are in line with company goals
- They should know how to create content for different target audiences, and have writing or journalistic experience

## MANAGING EDITOR

- Will work with content creators and develop the content for the product, and manage deadlines.
- This team will craft your content. Often freelance writers skilled in story telling, and able to create stories based on audience personas and your established content niche
- They are also responsible for ensuring content is optimised for Search.

## LISTENING OFFICER

- Will ensure that content has been created to the desired marketing effect
- LO's monitor how your audience is responding to and engaging with your content

# KEY IDEA 5

- Use sharing strategies and SEO to share content far and wide
- An example of how to package and share content would be to adopt the 4-1-1 approach: 1 piece of original content, 1 piece of sales or product related content, and 4 pieces of content from influencers, publishers, or journalists geared for relationship building in media
- Social media targeting can be used to reach wider audiences, or just your niche market
- Strong and strategic key words help foster good SEO
- Key words can be found by looking at what your niche audience is interested in

# KEY IDEA 6

- Use your tools to ensure that your content is making its mark. Understanding your KPI results will help you fine-tune your approach for future campaigns.
- The last step in content marketing is to evaluate how successful your strategy was
- Successful content marketing can be measured in 4 ways
  1. Consumption
  2. Sharing
  3. Lead generation
  4. Sales
- There are several tools to help you gauge content consumption such as Google Analytics, YouTube Insights, Salesforce and social listening platforms to interpret conversation insights.





# KEY MESSAGE

For your marketing & media efforts to be successful, you don't just need more content – you need the right content.

It is an important piece in an overall strategy; by utilising expertly crafted content you will create interest for your brand.

Once your interested audience is ready to buy; additional information such as testimonials and sales information will assist in the buying journey – this is where traditional media plays a role.

**THANK YOU!**

