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Confessions of a Content Marketer:

10 Tips from the Trenches

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Session Speakers



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Edwin Jansen
Director of Business Development
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Former Director of Marketing at Softchoice, a \$1B IT Solutions Provider

Led the transition of a 20 person marketing team from “push” to “pull”

Currently building a new venture for the Ian Martin Group

Why Content Marketing?

Marketing of the future is like sex.
Only the losers will have to pay for it.

-Ad Exec in Fast Company, 2010

Confessions of a Content Marketer

- 1 People
 - 2 Process
 - 3 Tools
 - 4 One thing I wish I knew...
- 

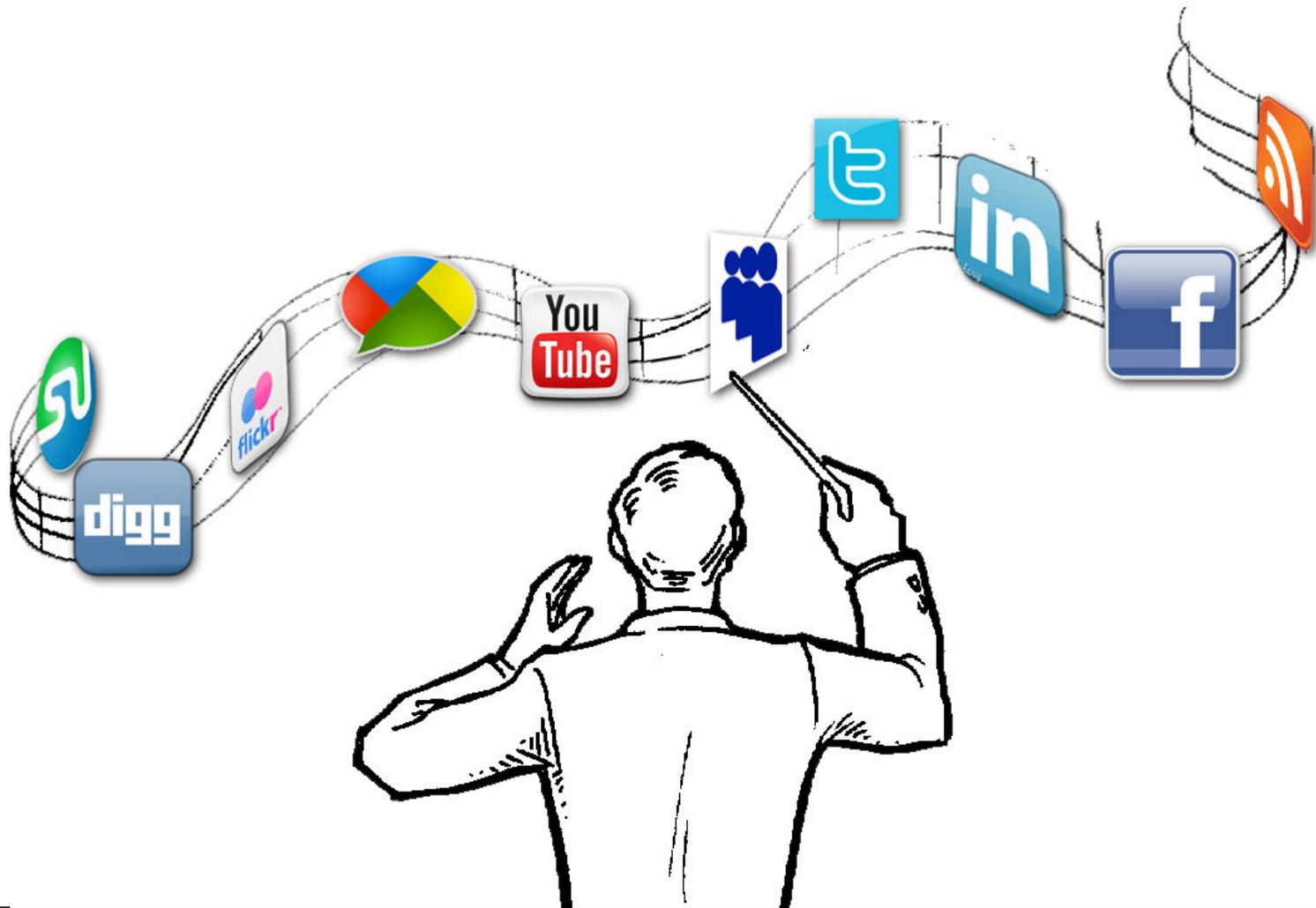
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#1: Hire and Develop Digital Citizens



#2 Strategically Engage Employees in Social Media



#3: Create Employee Generated Content



Example: The 'Sweet 16' Investigatory Questions

1. What would be your 30 second elevator pitch to a customer on this solution?
2. What causes the “ah-ha” moment in customers when you talk to them about the solution?
3. What in your opinion is the #1 best feature of this solution?
4. What in your customer’s option is the #1 best feature of this solution?
5. What are the biggest pains that customers have that are addressed by this solution?
6. What makes this solution unique and different than others in the market or previous?
7. What would the competitive vendor/technology say about this?
8. What is newsworthy about this solution?
9. What is the emotional benefit to the customer?
10. Give me an analogy to explain the value of this solution.
11. Give me one word that this is all about.
12. What happens if someone doesn’t do/buy this?
13. What is 'new' about this technology?
14. What trends are we seeing with how it's being deployed, adopted?
15. What is the market like? How has it changed in the last few years? Where is it going?
16. What surprised you/interested you when you first heard about it?

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#4: Commit to the #1 RULE of Content Marketing

IT'S NOT ABOUT YOU
IT'S ABOUT THE CUSTOMER

#5: Act Like a Publisher



- ✓ Profile your target customers
- ✓ Actively monitor and listen to them
- ✓ Create an editorial calendar
- ✓ Set standards for quality
- ✓ Test various vehicles
- ✓ Create an editing/approval process
- ✓ "Newsjack" whenever possible
- ✓ Curate and comment on other content

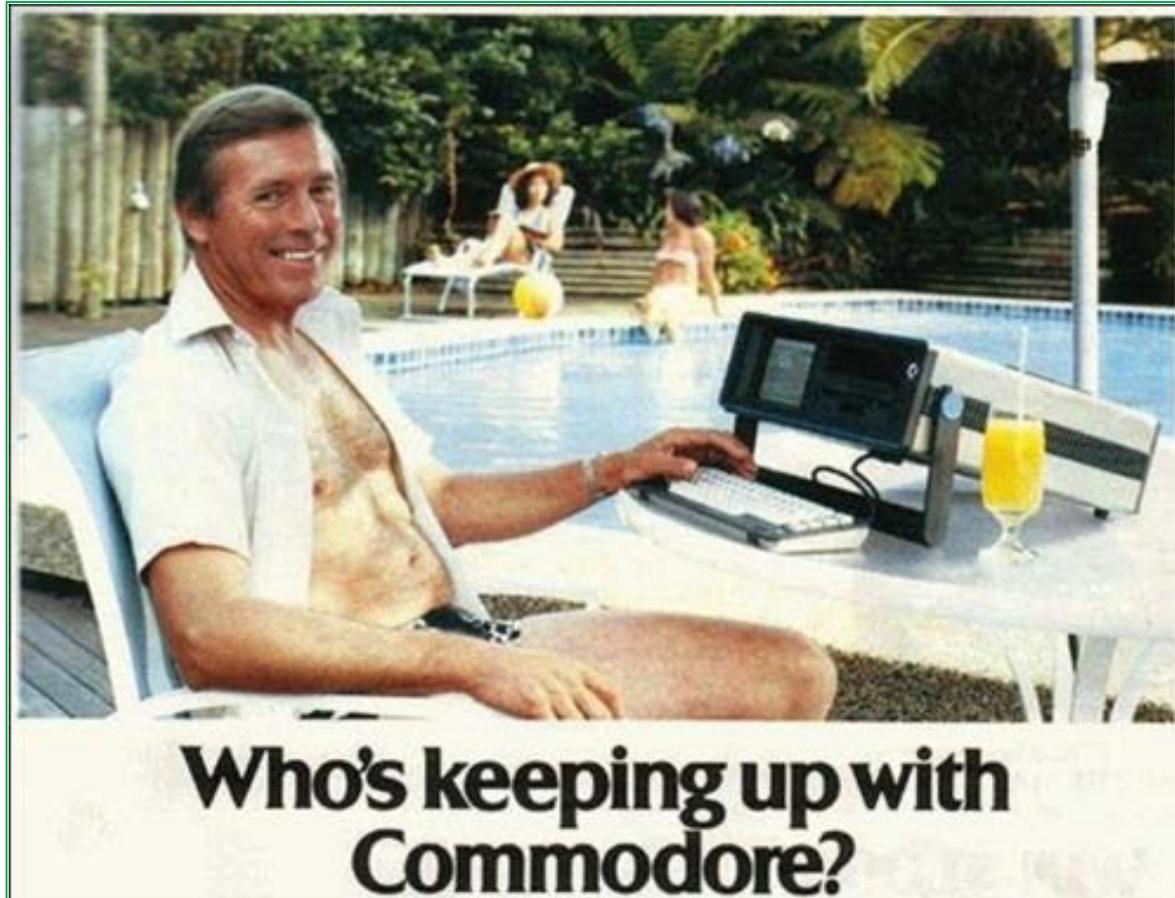
#6: Team Up with Sales on Lead Management



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#7: Play the field before you commit



#8: Create a “Popluence” Scorecard

Popularity

This measures HOW MANY people consume our content

Point Value

Fans & followers across all social accounts	20
Subscribers across all blogs	10
Pageviews across blogs and content sites	25
Blog absolute unique visitors	20
Video views	25

Influence

This measures what people RESPOND to our content

Point Value

Average 40 klout score for corporate account	25
Average 40 Klout score for blogs	15
On Twitter lists	15
Facebook “likes”	20
Content Downloads	25

#9: Building it is NOT enough



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#10: Old habits die hard



Summary

#1: Hire and Develop Digital Citizens

#2 Strategically Engage Employees in Social Media

#3: Create Employee Generated Content

#4: Commit to the #1 RULE of Content Marketing

#5: Act Like a Magazine Publisher

#6: Team Up with Sales on Lead Management

#7: Play the field before you commit

#8: Create a Social Media Scorecard

#9: Building it is NOT enough

#10: Old habits die hard



People



Process



Tools

Thank You!

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