



Epic Content Marketing

Forgotten Strategies to Execute Now

Joe Pulizzi

Founder

Content Marketing Institute

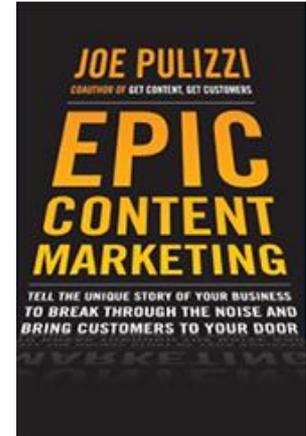


Session Speaker



Joe Pulizzi
Content Marketing Institute
Author, Epic Content Marketing

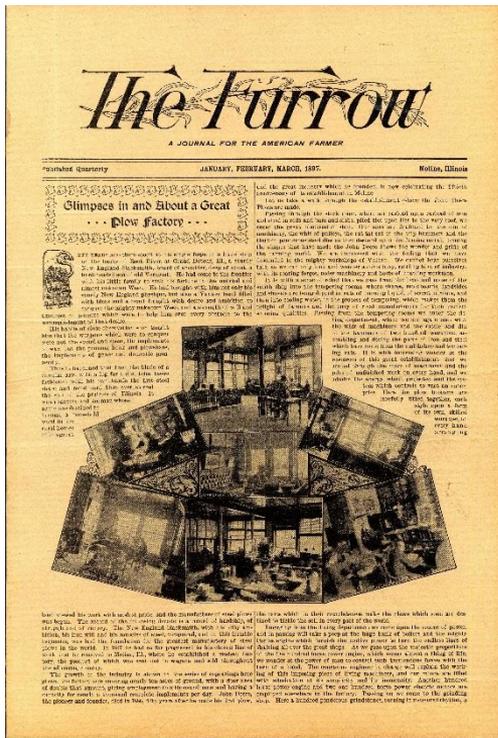
@JoePulizzi



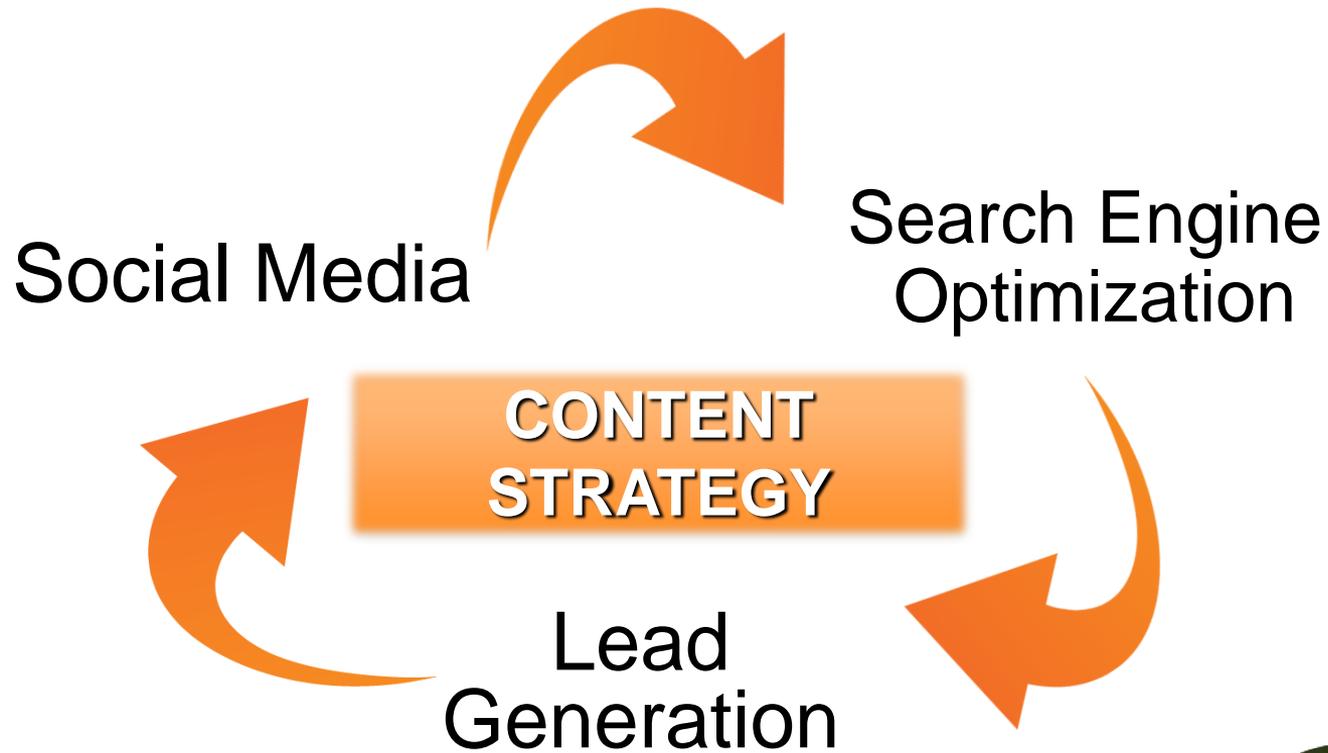
1

Let's Discuss

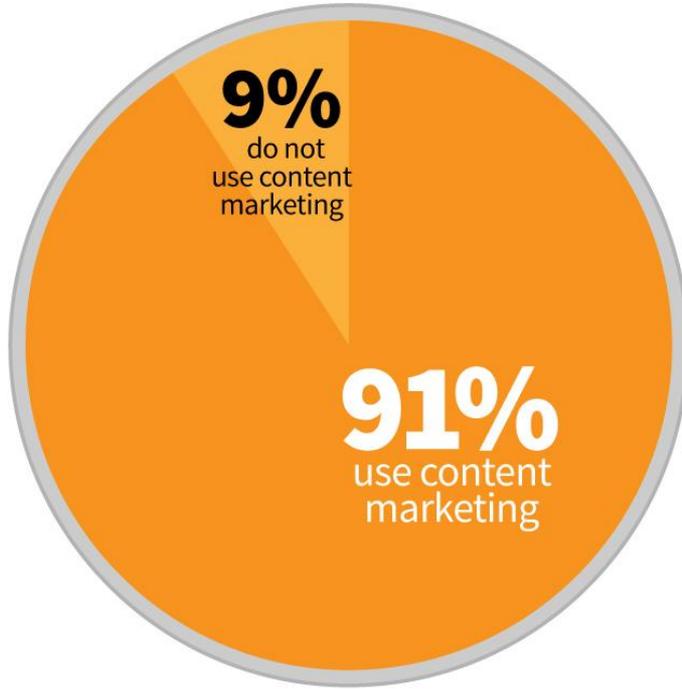
- A Bit of History (and definition)
- A Smidge of Research
- 6 Forgotten Strategies Specific to Content and Nurturing



CONTENT MARKETING
OWNING, NOT RENTING
MEDIA
Attract And Retain
CUSTOMERS
Create And Curate
Valuable. Compelling. Consistent.
CONTENT
To Change Or Enhance A Behavior



Percentage of Respondents Using Content Marketing:

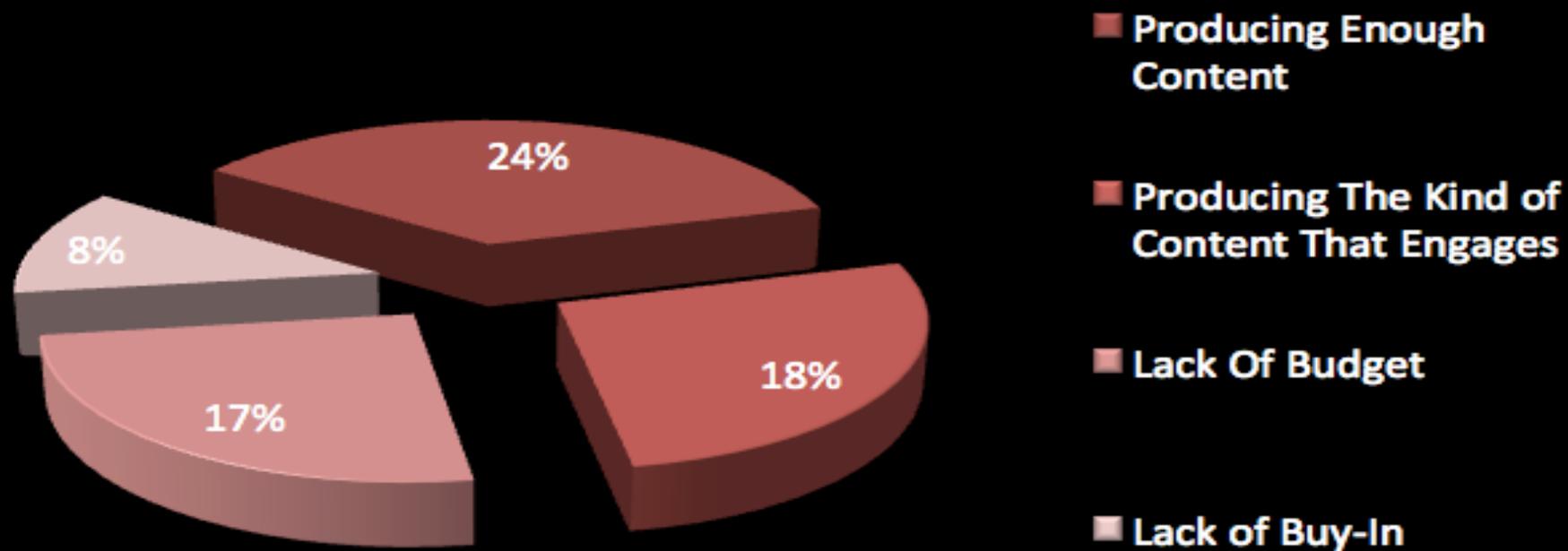


<http://bitly.com/cm-research>



Just **36%** believe their
content marketing is effective

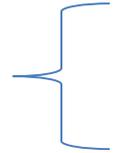
2012 Biggest Challenges



Nurturing with Content

Content Marketing Funnel

The Messy Middle



Forgotten Strategies

#1 – Define the Audience

Audience Persona Profiles

Put your Journalist or Storyteller hat on:

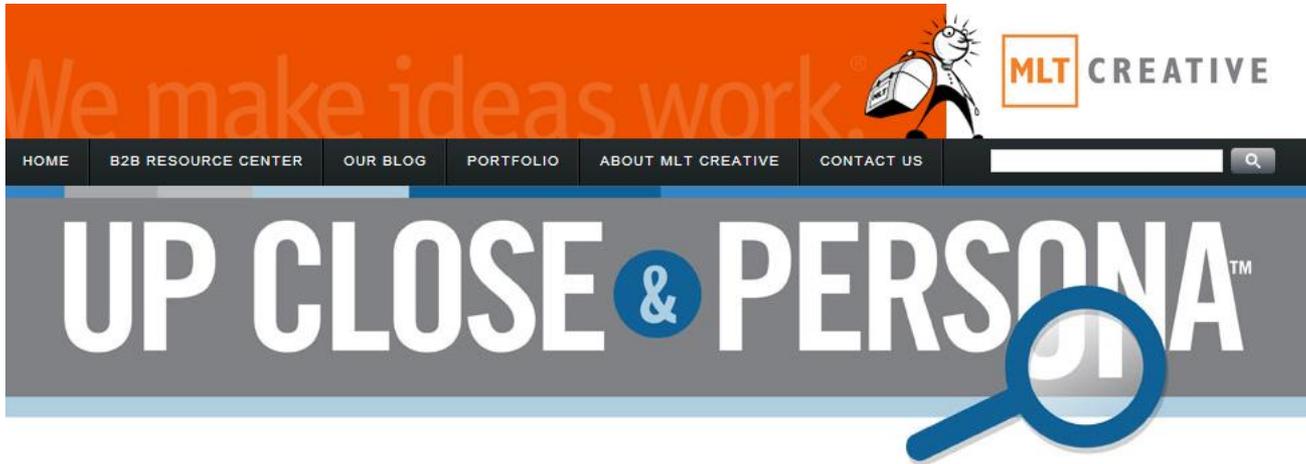
- **WHO** is the persona... emotionally attached
- **WHAT** does she do? What does his day look like?
- **WHERE** is the gap in his needs/wants?
- **WHEN** does he need to close this gap?
- **WHY** should he care about ~~the product~~ **US**?

Jeremy Our IT Buyer

Jeremy

- Mid 30's – Coffee lover
- Works at a bank
- Responds to email; phone not so much.
- Frustrated because his company is growing too fast to keep up with support
- Sales USP: Enable Jeremy to be 25% more effective!
- **Personal UVP: Give me more time to be me!!**



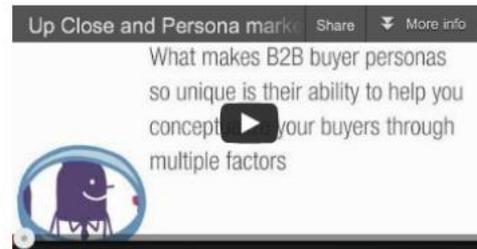


Welcome to Up Close & Persona!

Up Close & Persona™ helps you develop buyer personas so you can better understand your prospects/ customers and increase your ROI by creating content that matters to them.

This app asks you the right questions in the right way so you can understand:

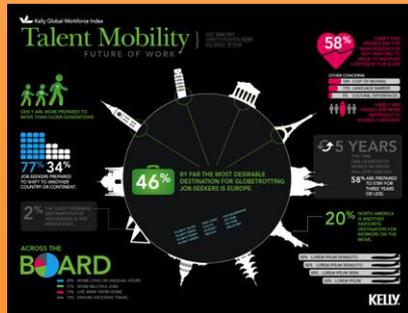
- The motivations behind your prospect's buying decisions
- The distinct qualities of your prospect's company culture



Content Marketing Approach:

Highly Atomized Within 5 Key Topic Areas

At least 20 unique pieces of content for each of 100+ keywords per year.



Forgotten Strategies

#2 – Define the Outcome



1 [Pear Hand Pies
3 Ways](#)

2 [Color Story:
Earth Tones](#)

3 [Simple Holiday
Place Cards](#)

4 [Turkey
Techniques](#)

5 [6 Easy Acorn
Accents](#)

Pear Hand Pies 3 Ways

October 25, 2011
1 Comments

Bake cute, pocket-sized pies in
under an hour.

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Join host, Paige Davis, and her team of experts
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**HAPPY FEET
TWO**

1 [Pumpkin Pie 3 Ways](#)

2 [Color Story: Earth Tones](#)

3 [Simple Holiday Place Cards](#)

4 [Turkey Techniques](#)

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Pear Hand Pies 3 Ways

October 1 Comment

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HAPPY FEET TWO



be fit 4 FALL:
don't let chilly temps slow you down -
get the deets on stayin' active year-round!

what's your FIT IQ?
See if you're up
to speed on fitness basics.
[QUIZ ME!](#)

be active ARTICLES
Great reads about working out,
getting fit & staying healthy
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monthly gift?
no biggie.



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MY PERIOD

MY BODY & WELLNESS

MY RELATIONSHIPS

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MY BEAUTY & STYLE

ASK THE EXPERTS

ENTERTAINMENT

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FREE SAMPLES

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Enabling Teen Girls to Be More Confident with Their Bodies

my period



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How to Safely Recycle Your Old Technology

0 Comments



Five Weird Facts About Your Wife's Brain

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4 Meals Every Father Should Know How to Make

13 Comments



Why You Should Teach Your Kid to Surf

10 Comments



True Confessions: My Wife's Gone for the Weekend

61 Comments



Dad Stuff: The Aviator Jacket

1 Comment



The Importance of Dad and Daughter Time

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True Confessions: My Wife's Gone for the Weekend

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Helping Men Become Better Men



The Importance of Dad and Daughter Time

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Inc.



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Running a Business

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6 Big Myths About SEO

Your understanding of the way Google works is probably three or four years out of date--and that's an eternity in Web time. [Read more](#)

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- 1. Core Target Audience*
- 2. What Will Be Delivered*
- 3. The Outcome for the Audience*

Forgotten Strategies

#3 – Choose the Right Content

Types of Content

Early Stage

Thought leadership and entertainment to build brand and awareness

Research data, funny videos, curated lists, infographics, thought leadership

Middle Stage

Tools that help buyers find you when they are looking for solutions

Buying guides, RFP templates, ROI calculators, whitepapers, analyst reports, webinars

Late Stage

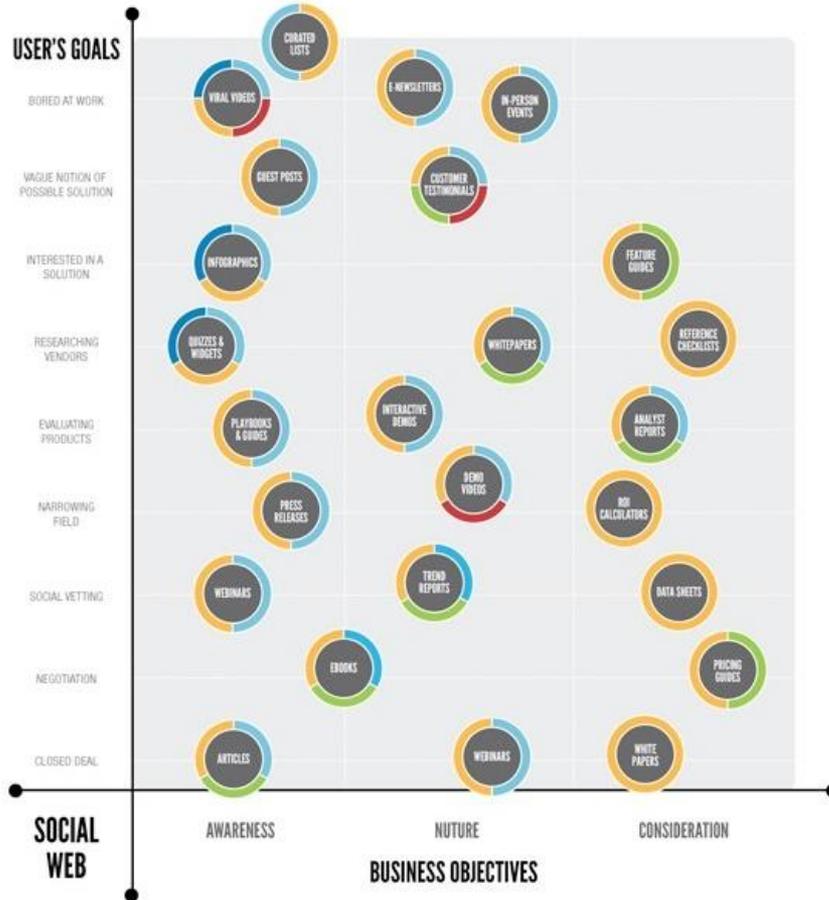
Company-specific information to help evaluate and reaffirm selection

Pricing, demos, services information, 3rd party reviews, customer case studies

THE CONTENT GRID V2

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By **JOE PULIZZI** published AUGUST 24, 2013

6 Common Enterprise Content Marketing Traps to Avoid

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 Google+ 1

 Pinterest

 Print

In the run-up to [Content Marketing World](#), I've had the opportunity to chat with a number of enterprise marketers who will be speaking at and attending the event. Though some experts have been saying the practice of content marketing has reached its peak, from these conversations, it's become clear to me that we have only just begun to explore our discipline's potential.



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RICOH

 marketing sherpa
lead gen summit 2013

Audience Overview

Jun 1, 2010 - Jun 1, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

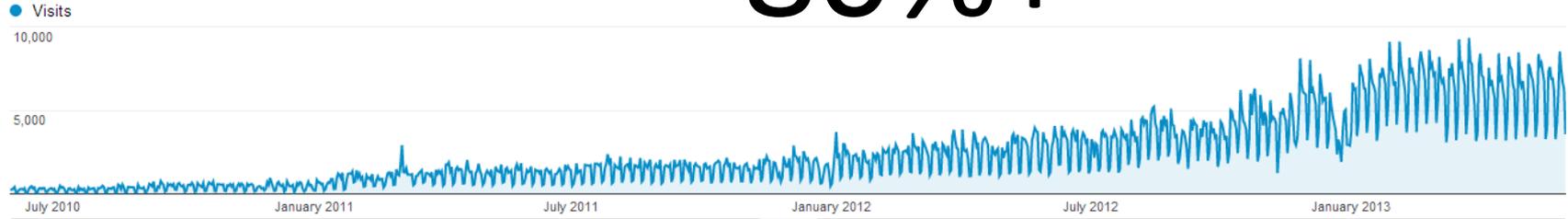
% of visits: 100.00%

Overview

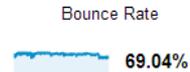
Visits vs. Select a metric

80%+

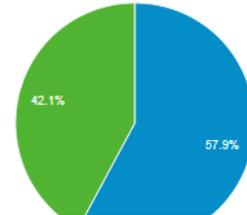
Hourly | Day | Week | Month



1,525,972 people visited this site



New Visitor Returning Visitor





Labcast Podcast



Episode 14: Hubspot's Mike Volpe Explains Inbound Marketing

episode #14

Hubspot is known for their remarkable inbound marketing strategy and execution. We sat down with Mike Volpe, VP of Inbound...

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Customers Custos



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SEO
PUBLIC RELATIONS

NURTURING

EMAIL
LEAD NURTURING

CRM / SOCIAL
LOYALTY PROGRAM

CUSTOMER EVENTS



#LeadGen2013



- Deliver specific LinkedIn content to sales team.
- Faster closes, more customer interactions.

The screenshot shows the LinkedIn profile for KellyOCG, an outsourcing and consulting group. The page features a header with the company logo, name, and 2,601 followers. Below the header is a navigation bar with 'Home', 'Services', and 'Insights'. A blue banner at the top of the main content area reads: 'Joe, have you seen the new Company Page Analytics? See them now'. The main content area is divided into three sections: a large illustration of two people working on a laptop, a 'Recent Updates' section with a post from KellyOCG HR, and a 'Services' section with a post about contingent workforce outsourcing. On the right side, there is a 'How You're Connected' section showing 2 first-degree connections, 113 second-degree connections, and 519 employees on LinkedIn. Below that is a 'Careers' section with 4 jobs posted.

A photograph of two young girls in a park-like setting. The girl on the left is wearing a green striped shirt and looking towards the camera. The girl on the right is wearing a pink floral dress and is whispering into the ear of the first girl. Two blue text boxes are overlaid on the bottom of the image.

Company to Buyer: 33% Trust

Buyer to Buyer: 92% Trust

#4 – Don't Overcomplicate

Mid-sized CMS company – large
considered purchase (\$100k to \$200k)

“okay, we’ll try this content marketing thing”

BUT, customer acquisition was

1.2x the cost

1.5x as long

Creating Better Customers

“wait for it....”

Customer Acquisition

Spent 2X as much

Stayed 5X as long

2X more likely to share

Persona #1

Building a Better
Business/Thought Leadership
Webinar

Attended

How-To-Webinar

Attended

eBook/White Paper Version of
Webinar (10 Steps)



CTAs in Report
(Landing
Page/Phone #)

Forgotten Strategies

#5 – Find the Bigger Story

**We have nothing to talk
about that will engage
our customers.**



Maersk Group

1,499,949 likes · 22,990 talking about this

Like

Message

Transport/Freight

Welcome to the official Maersk Group page. Like our page for the latest news, updates and job postings within Maersk Group.

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Photos



Jobs



Explore Maersk



Page Guidelines

2



Maersk Group
Like This Page · Yesterday

Our new container facility in San Antonio, Chile is set to create 1,800 jobs in the next year. Read more here: <http://mrsk.co/16wVn04> Photo courtesy of Miguel Valencia — with Esmael Alves, Jose Lopez and Jhony Batista.

Like Comment Share

75 Shares

1,264 people like this. Top Comments

Richard P. Segovia hi there, how to apply for the job?
12 hours ago · Like · Reply

Maersk Group Hi Richard, great to hear that you're interested in joining Maersk. You can find all our latest job postings here: <http://mrsk.co/1fDozdp>
Best regards /Maersk Social

See all vacancies at Maersk
www.maersk.com
Interested in an international career within the Maersk Group? We have offices in more than 140 countries. See all vacancies and apply for a job.

9 hours ago · Like · 1 · 2

Write a reply...

Rodrigo Badillo Abascal Is this the MCI factory or an

Write a comment...



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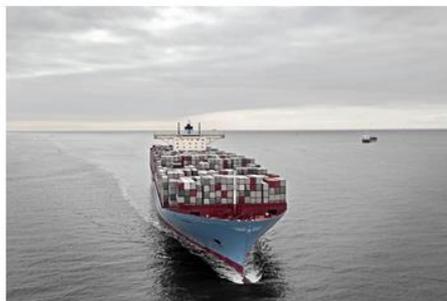
Insights

Joe, have you seen the new Company Page Analytics? See them now ▶



Recent Updates

Maersk Line Local heritage, global mindset: Maersk Line has been named as a "born global" by the Danish Ministry of Business and Growth. Read the full story here: <http://maerskline.com/1e8fGtE>



How You're Connected



68 second-degree connections

8,903 Employees on LinkedIn

See all ▶

Careers



Interested in Maersk Line?

5 jobs posted

See jobs ▶

Products And Services



Refrigerated transport – unrivaled expertise in reefer shipping

Maersk Line began transporting refrigerated cargo (aka reefer) back in 1936,...

See all ▶

#6 – Don't Forget Print

- 90% of subscribers take some kind of action upon reading the publication.



- “Has helped us get more conversations with the C-Suite than any other tool we have.”
 - Mike Kidder, VP Marketing



**SMART
STRATEGY + REMARKABLE
CONTENT = SUCCESS**

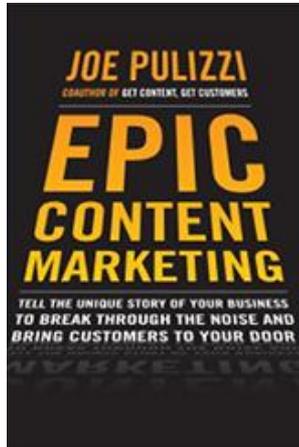
Thank You

Joe Pulizzi

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Content Marketing Institute

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@JoePulizzi