

B2B CONTENT MARKETING WORKSHOP

MIMA | September 20, 2018

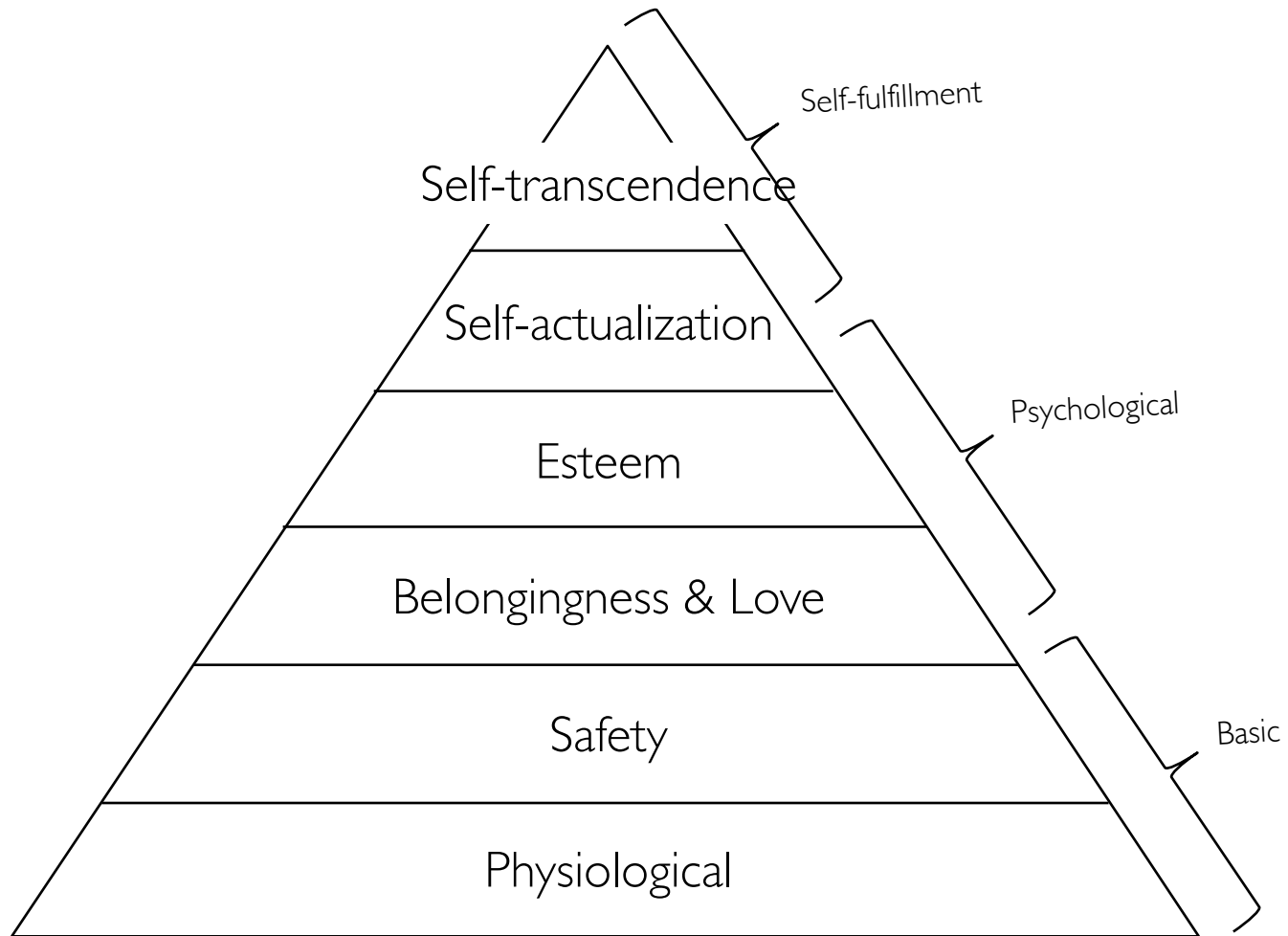
To Be Covered Today

1. Your Customer's Hierarchy of Needs
2. Target Audience Segmentation
3. Product / Service Information
4. Corporate Information
5. Educational Content
6. Thought Leadership
7. Content Need Modeling
8. Brand Advocacy
9. Belonging
10. Entertainment & Inspiration
11. Channel Strategy
12. Content Programming
13. Editorial Planning
14. Measurement & Optimization

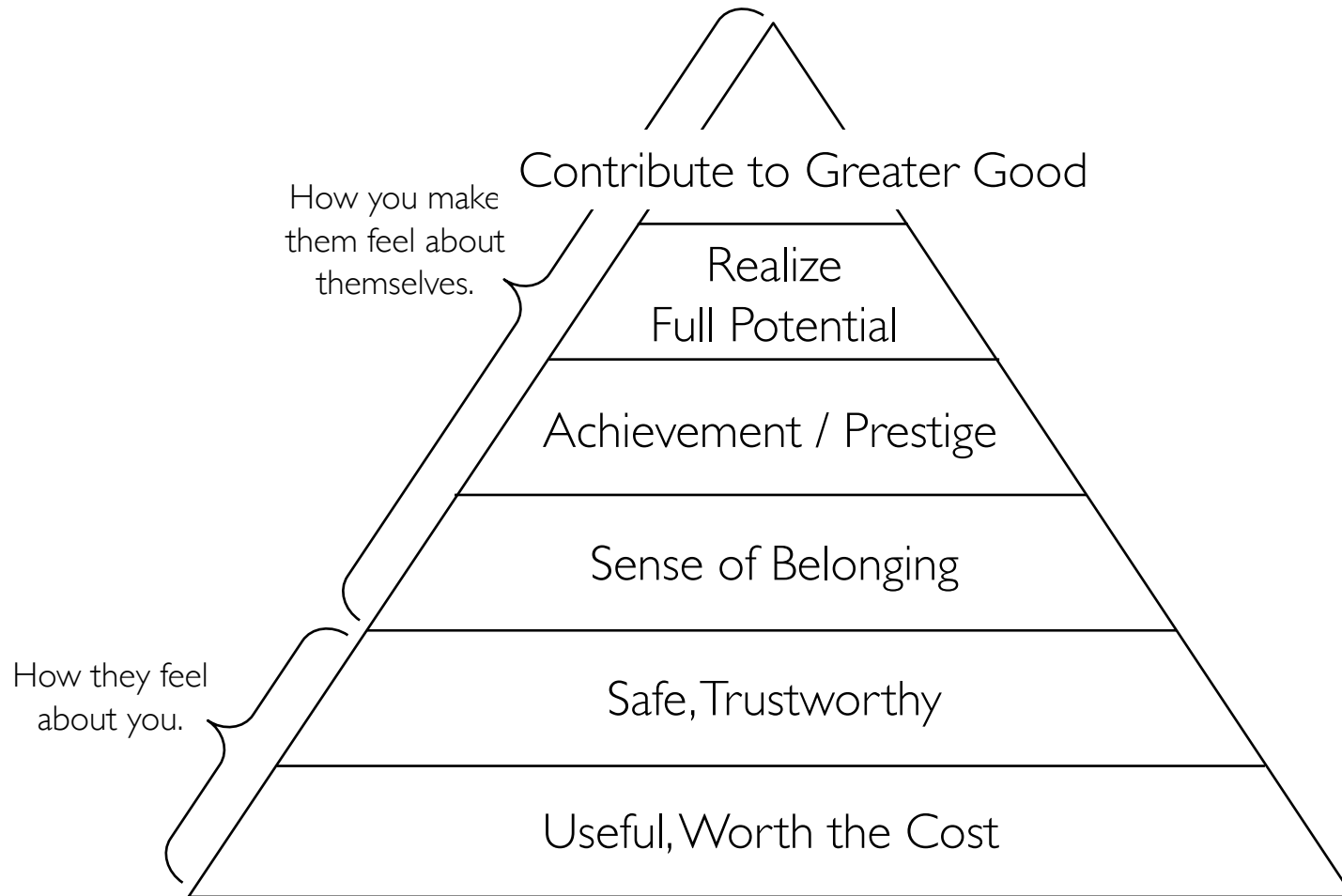
HIERARCHY OF NEEDS

A night sky with the Milky Way galaxy visible. In the foreground, a glowing blue tent is set up on a dark landscape. A small fire or light source is visible to the right of the tent. The overall scene is dark and atmospheric.

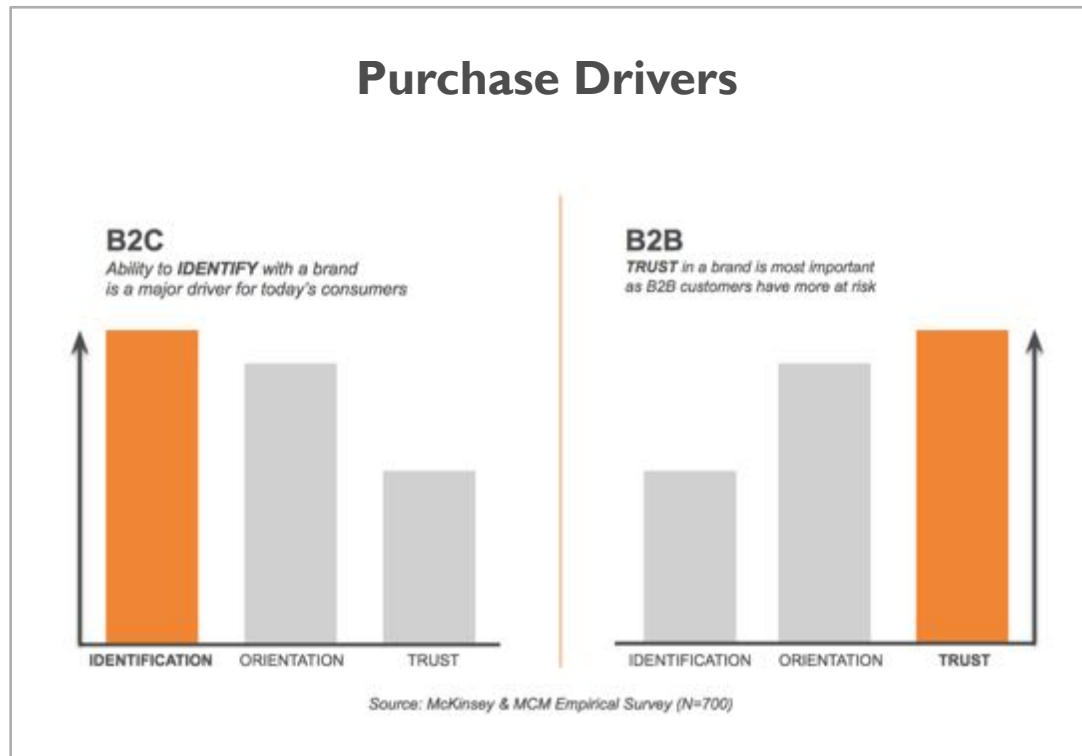
Maslow's Hierarchy of Needs



Your Customer's Hierarchy of Needs



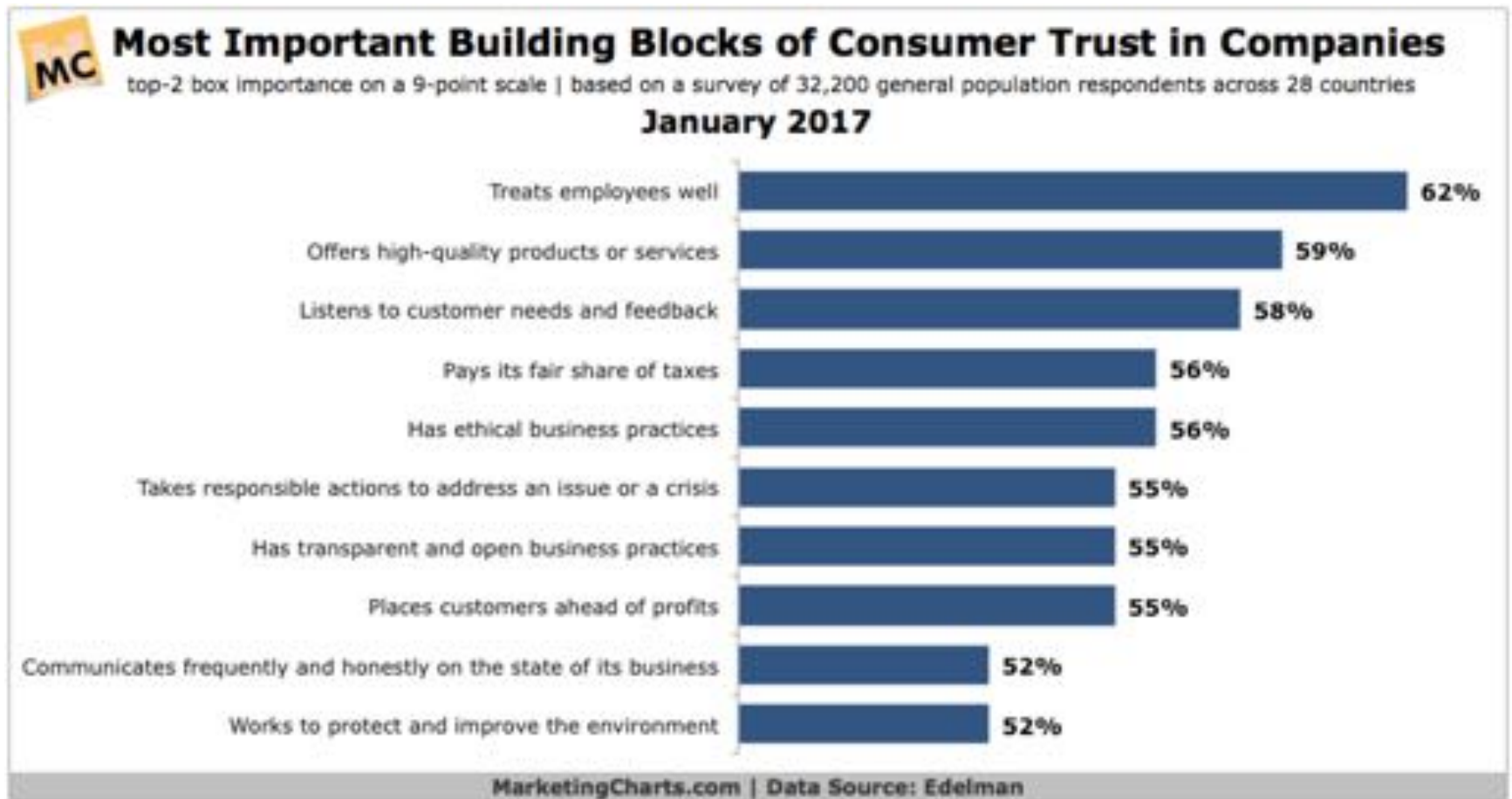
The Importance of Trust



Trust in business is at an all time low.

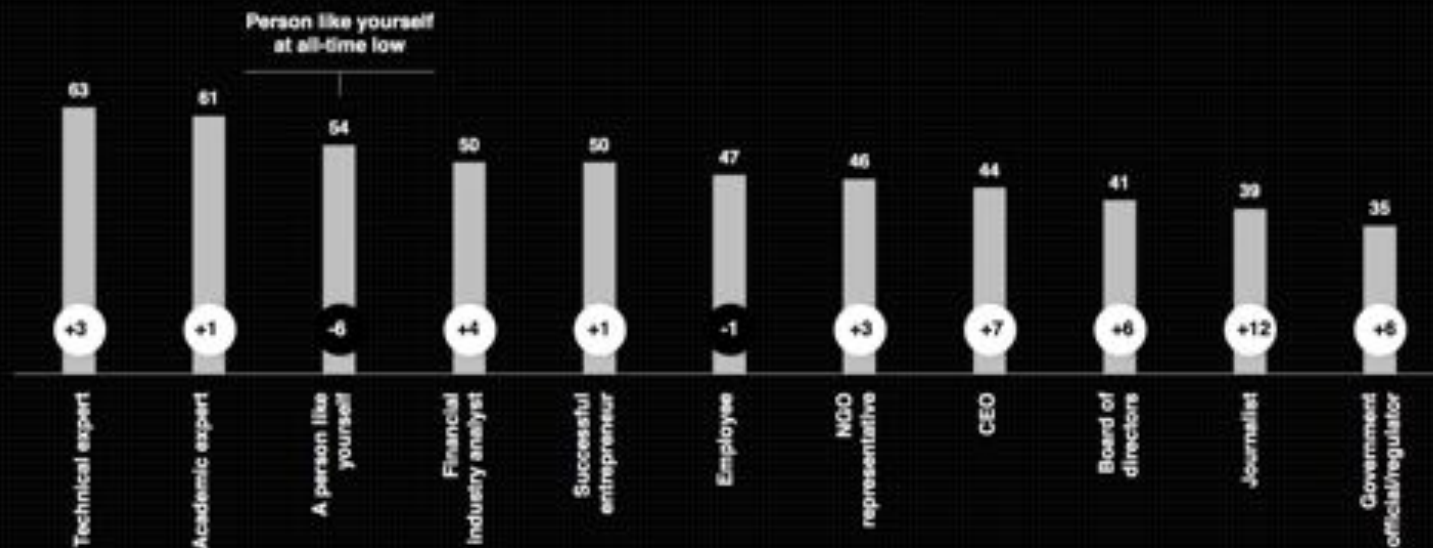
EDELMAN TRUST BAROMETER

Actions Speak Louder Than Words



Who is Speaking Matters

Percent who rate each spokesperson as very/
extremely credible and change form 2017 to 2018



Source: 2018 Edelman Trust Barometer. CNE, PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible), question asked of half of the sample. General population, 26-market global total.



TARGET AUDIENCE SEGMENTATION

Core B2B

Target Audience Segments

	Authority	Goal	Motivator	Influencers
Decision Maker	Final Yes	Innovation Competitive advantage Profitability Growth	Increase earnings, corporate and personal Industry recognition Not losing their job	Thought leaders Peers
Influencer (Procurement)	No	ROI	Getting promoted Not losing their job	Peers in the industry
Implementer	First Yes	Adoption User satisfaction ROI ROE	Getting promoted Not losing their job	Peers in the industry
User	Owens execution	Quick and effective solution	Getting promoted Not losing their job	Co-workers

Target Audience Segmentation

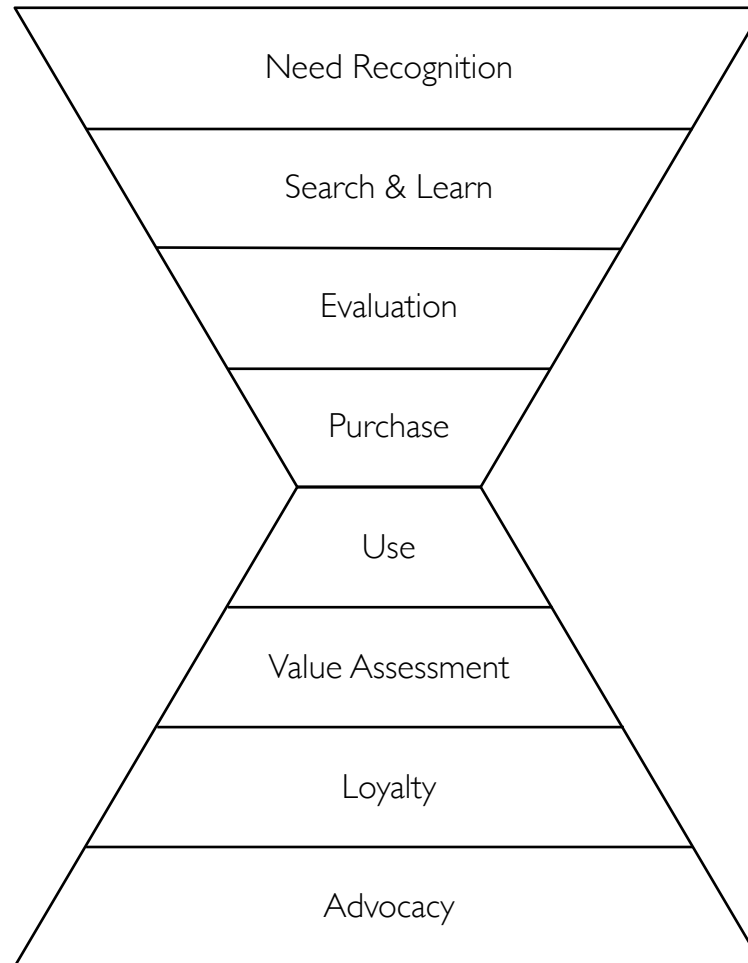
1. Review the B2B target audience segments model
2. Create custom segments based on what you know about your customers

Successful marketing positions a brand to meet its customer's needs in a unique and compelling way.

Helpful content is one of the easiest ways to amplify brand value, solidify positioning, establish credibility, and drive conversion and brand advocacy.

Coaxing the Customer Through Their Journey

Business
Opportunity is
Greatest



Customer
Value is
Greatest

Majority of Buyer's Journey is Self Directed Online

- Average B2B buyer is 57% through the purchase process before they engage a sales rep. Some up to 90% through
- 67% of the buyer's journey is now done digitally
- Online searches are executives' first course of action (just like everyone else)

LinkedIn Sales and Marketing EMEA Blog <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/B2B-Marketing/2016/making-sense-of-the-buyers-journey-stats>



PRODUCT / SERVICE INFORMATION

Product / Service Information

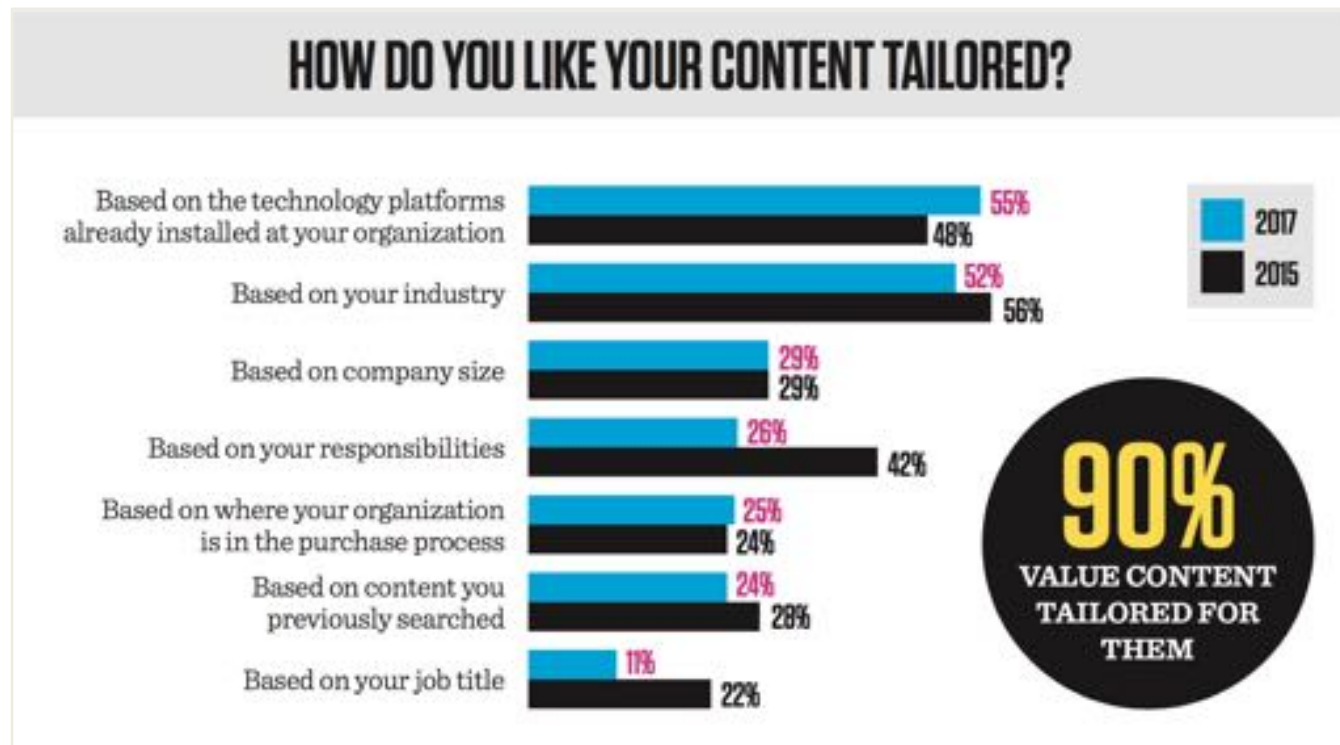
- Your product / service's intended purpose, how and why it will meet their needs
- Your product / service's features and benefits
- How your product is made / the experts behind your product
- Where your product is made and its components sourced / How your service is delivered
- Why your product / service is better than the competition
- How to use your product / service
- Your customer support systems
- How your product / service performs
- Do you offer a guarantee
- Price

Drive Home Why Your Offering is Best for the Customer

Showcase how it is brought to life, how it is continually improved and the amazing experts behind it

- Describe all key features and benefits and how they align with the customer's needs
- Explain the process, the systems at a high level
- Include interviews with key members of the team
 - Include those that provide support over the phone
 - Have them explain what they like about their jobs, how they contribute
- Include a timeline showing history of the product/service and key developments
- Address biases and friction points

Personalize How You Present Solutions To Make Your Content More Relevant

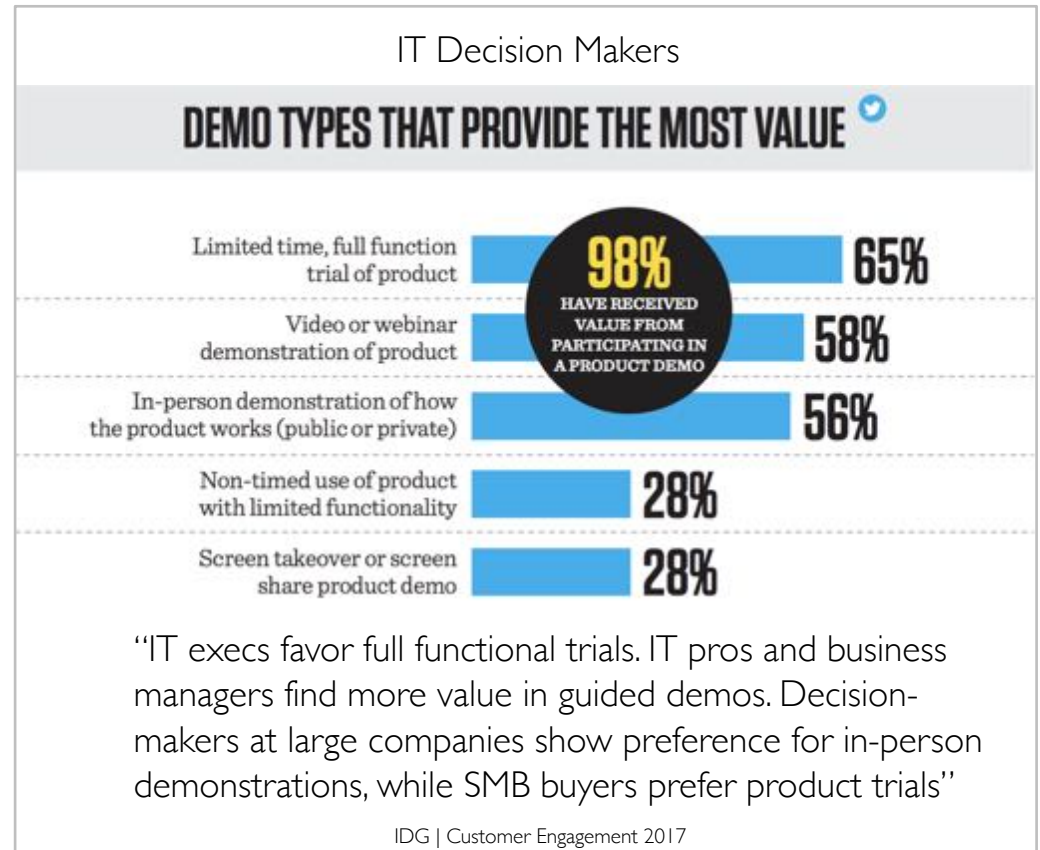
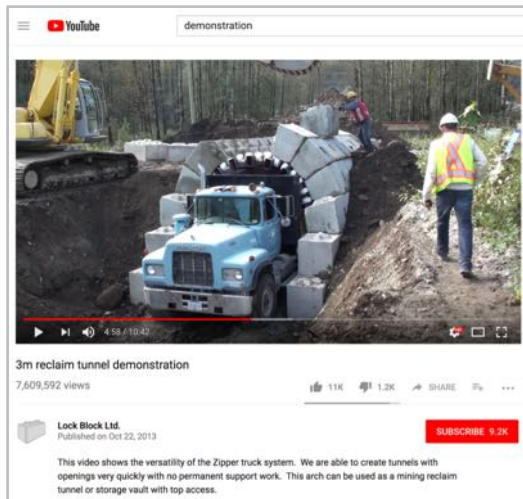


IT Decision Makers. IDG | Customer Engagement 2017

Offer a Demonstration or Trial

Offer a variety of options to appeal to all customer segments

- Demo video
- Free trial
- Guided via conference call
- In-person



Gather Customer Reviews

Encourage and showcase customer reviews to give prospects an understanding of the practical application of the product or service from a highly credible source

- Have sales and customer support solicit them after working with a satisfied customer
- Direct customers to your Google Business listing, other directory listings, and your website if appropriate
- Solicited from online influencers
 - Embed their YouTube video on your site
 - Include a pull quote and link to their blog post

Showcase Support Content

The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The video thumbnail features a blue background with a stylized skull and the text "Make an animated GIF" in a white box. Below the video player, the title "How to Create an Animated GIF in Photoshop | Adobe Creative Cloud" is displayed, along with 726,297 views, 8.3K likes, and 142 comments. The channel name "Adobe Creative Cloud" is visible, along with a "SUBSCRIBE 423K" button. A description at the bottom reads: "Learn how to export drawings or images from Adobe Photoshop CC layers to create an animated GIF. See steps below."

Recent research revealed **how-to videos** earn the **most attention** of any content category on YouTube, even more than music clips or gaming.

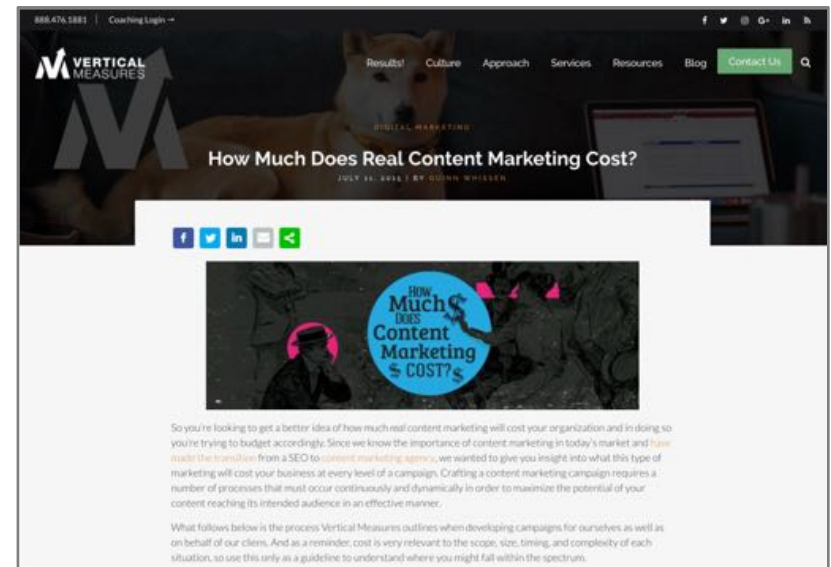
Think with Google
Source: Google/lpsos, U.S., Video Mobile Diary, (n of 18,219 total video occasions), 2017.

Address Pricing

- Can I afford to do this now?
- Can I justify this investment?
- Is this the best value for my money?

When custom estimates are required, the most important pieces of upfront price-related information are:

1. How price is calculated
2. Contract requirements or terms



<https://www.verticalmeasures.com/blog/digital-marketing/how-much-does-content-marketing-cost/>

Help Prospects Make a Side by Side Comparison

Compare Cisco Digital Network Architecture

Cisco DNA vs. HPE vs. Huawei

Compare Huawei and HPE networking monitoring tools, and see how they stand up to Cisco Digital Network Architecture (DNA). For security, segmentation, programmability, and other network management needs, Cisco DNA comes out on top. Our network architecture delivers intelligence beyond the edge to drive faster innovation, reduce cost and complexity, and help you gain the competitive advantage.

[See Cisco DNA products](#)

Expand all	Cisco	HPE	Huawei
Security			
- Group users and devices for policy compliance	✓	✗	Limited
- User and application segmentation	✓	✗	✗
- Encrypted-traffic threat detection	✓	✗	✗
- Encrypted-traffic threat and malware detection	✓	Limited	✗
- Identify wireless interference or threats	✓	✗	✗
- Security active learning	✓	✓	✗
- Trustworthy Systems	✓	Limited	✗
- Distributed security anomaly detection	✓	✗	✗
- Incident-response workflow optimization	✓	✗	✗
Innovations			
- Network and Infrastructure Agility			
- Programmability			

Updated on May 2018, based on public information.

[Download comparison](#)

Provide ROI / Evaluation Tools to Help Them Justify the Investment

By testing different scenarios they will convince themselves

- Satisfy those segments focused on the financials of the investment
- Empower sales reps in the field or at a trade show, with a tool that shows the customer the tangible benefits of your solution
- Analyze the data provided for insights on your customers

The image shows a screenshot of a Paycor interactive worksheet. The top left features the Paycor logo and social media icons for Twitter, Facebook, LinkedIn, and Pinterest. The main heading is "Prevent Time Theft and Increase Your Efficiency". Below this, a paragraph explains that time and attendance software offers ways to mitigate time theft. The worksheet includes several input fields: "Total Employees" (with a sub-question "How many total employees work at your company?"), "Number of Hourly Employees Who Enter Time" (with a sub-question "Enter the number of hourly employees and their hourly rates for up to three roles..."), and "Department Head / Payroll Admin's Hourly Rate" (with a sub-question "Enter the hourly rate for the person in charge of totaling and auditing your employees' time cards."). There are three columns for "Employees in Role #1", "Employees in Role #2", and "Employees in Role #3", each with a field for "Role # Avg. Hourly Rate". A "Calculate Your Cost Savings & ROI" button is at the bottom.

Paycor

Reduce Payroll Losses with a Time & Attendance Solution

According to the American Payroll Association, the average hourly employee "steals" anywhere from 50 minutes to 4.5 hours per week by showing up late, leaving early or taking long lunches and extended breaks.

- ▶ Almost 75% of businesses in the U.S. are affected by what is known as "time theft."
- ▶ Time theft can cost companies up to 7% of their gross annual payroll.
- ▶ 25% of workers say they exaggerate the hours worked for 76-100% of their shifts.

Cutting down on a few minutes of "stolen" time for each employee can save you thousands of dollars each year.

Prevent Time Theft and Increase Your Efficiency

Luckily, time and attendance software offers several ways to mitigate this problem. Use Paycor's interactive worksheet below to estimate your organization's savings opportunities.

Total Employees How many total employees work at your company?

Number of Hourly Employees Who Enter Time
Enter the number of hourly employees and their hourly rates for up to three roles. Ex: Our company has 20 employees making \$15/hr, 4 employees making \$12/hr, and 12 employees making \$14/hr.

Employees in Role #1	Employees in Role #2	Employees in Role #3
<input type="text"/>	<input type="text"/>	<input type="text"/>
Role #1 Avg. Hourly Rate	Role #2 Avg. Hourly Rate	Role #3 Avg. Hourly Rate
\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

Department Head / Payroll Admin's Hourly Rate
Enter the hourly rate for the person in charge of totaling and auditing your employees' time cards.

Average Admin Hourly Rate:

Calculate Your Cost Savings & ROI

Showcase Customer Successes via Case Studies



Source: Demand Gen Report, Content Preferences Survey, 2017

Write into your customer's contract quid pro quo, along with terms/timing

Categorize so relevant case studies can be easily found by your sales team and prospects



CORPORATE INFORMATION

Corporate Information

- Company values – what do you stand for?
- Business practices – how you treat your employees, what's your customer service like, how do you handle mistakes, etc.
- Brand purpose
- Creation story, history, and achievements
- Mission, vision, goals, and objectives
- Leadership

Be Transparent and Inclusive With Your Culture

salesforce

Products Solutions Support & Services Events Customer Success About Us

TRY FOR FREE

What is Salesforce?
Press
Analyst Reports
Recognition
Investor Relations
Futureforce
Careers
Trust and Security
Salesforce Foundation
Sustainability
Overview
Leadership
Global Offices
Legal
Salesforce LIVE
Salesforce Blog
Public Policy

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About Us

We believe everyone can be a Trailblazer, and we're building the technology to make it happen.

The Fourth Industrial Revolution is changing the way people work, using robotics, AI, the Internet of Things, and more. By making these innovations easier and more accessible, we're helping create a future with greater opportunity and equality for all.

[WATCH DEMOS](#) [EXPLORE OUR PRODUCTS](#)

Together, we're creating a future of new opportunities.

Trailblazers don't fear change, we embrace it. We harness new technologies to entirely transform our companies, our careers, and, hopefully, our world.

[WATCH OUR TRAILBLAZER VIDEO >](#)

Welcome to our Ohana.

Our Ohana, a Hawaiian word for intentional family, is guided by four core values that serve as the foundation for our decisions, actions, and communication.

[WATCH OUR EQUALITY VIDEO >](#)

Jean-Pascal Trösler
Chairman & CEO of Salesforce Electric

Siddhartha Hegdekar
Innovation and Innovation Expert at Schneider Electric

Chia Liang
CMO of Schneider Electric

salesforce

Products Solutions Support & Services Events Customer Success About Us

TRY FOR FREE

BLAZE YOUR TRAIL

"Do not follow where the path may lead, go instead where there is no path and leave a trail."
Ralph Waldo Emerson

Who We Are

Vulnerability Reporting Policy

Equality

QUESTIONS?
1-800-667-6389
CONTACT US

Trust

Nothing is more important to our company than the privacy of our customers' data.

[OUR SAFEGUARDS >](#)

Customer Success

Our customers' success is critical to our growth and we're committed to succeeding together.

[OUR CUSTOMERS >](#)

Innovation

Regularly providing new, innovative solutions gives our customers a competitive advantage.

[OUR ADVANTAGES >](#)

Equality

Ensuring that all voices are welcome and heard increases our awareness of what is possible.

[OUR COMMITMENT >](#)

We have a history of helping companies, and the people behind them, grow.

In 1999, we pioneered cloud-based CRM software and have helped 150,000+ companies run their companies more effectively. Now, we're creating an economy that will help millions of people find career satisfaction and enjoy better lives as well.

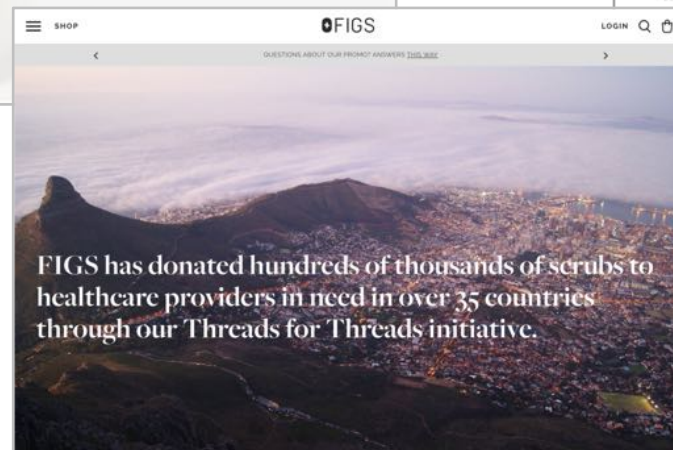
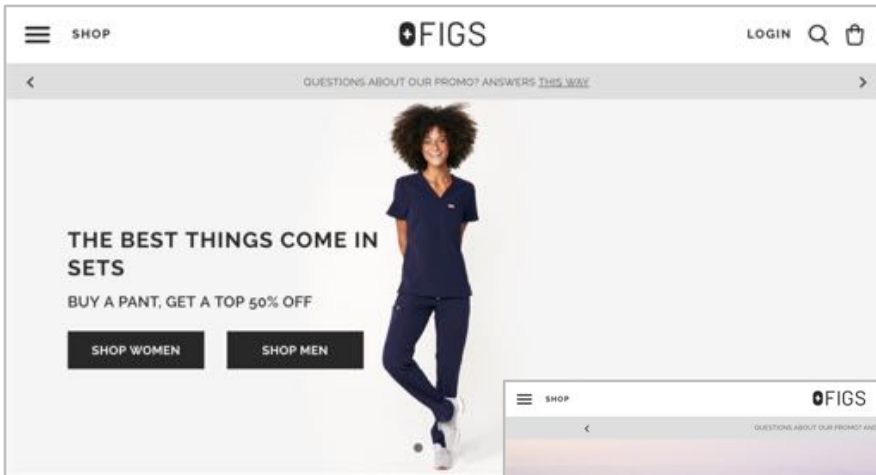
[LEARN ABOUT THE COMPANY >](#) [HEAR FROM OUR USERS >](#)

Meet our leadership.

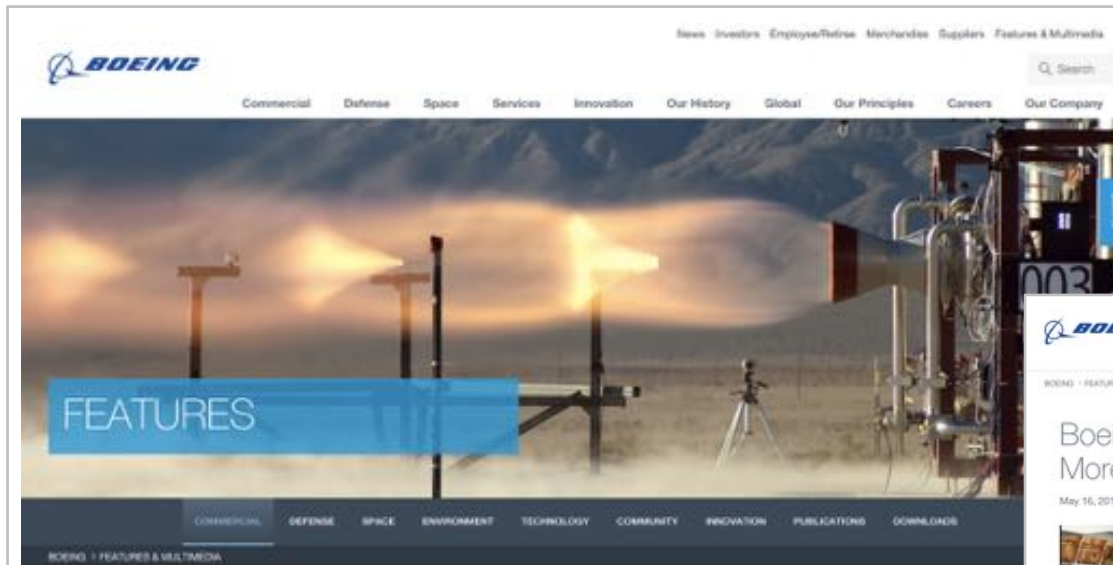
Salesforce prides itself not only on award-winning technology, but also on the talent of its people. The company is thriving under the guidance and leadership of some of the brightest minds and most experienced executives in business.

[READ THEIR BIOS >](#)

Make Choosing You the Socially Responsible Thing to Do



Highlight Achievements in Articles vs. Press Releases



Commercial Features



Aerial Art: 787 Outlines the Sky

August 03, 2017 in Commercial

Boeing's test team got creative during an 18 hour flight test, with a flight path outlining a Dreamliner, over nearly half the U.S.

LEARN MORE



Flying Virtually Solo

July 12, 2017 in Technology, Commercial

Aviation evades the wase of the future?

LEARN MORE

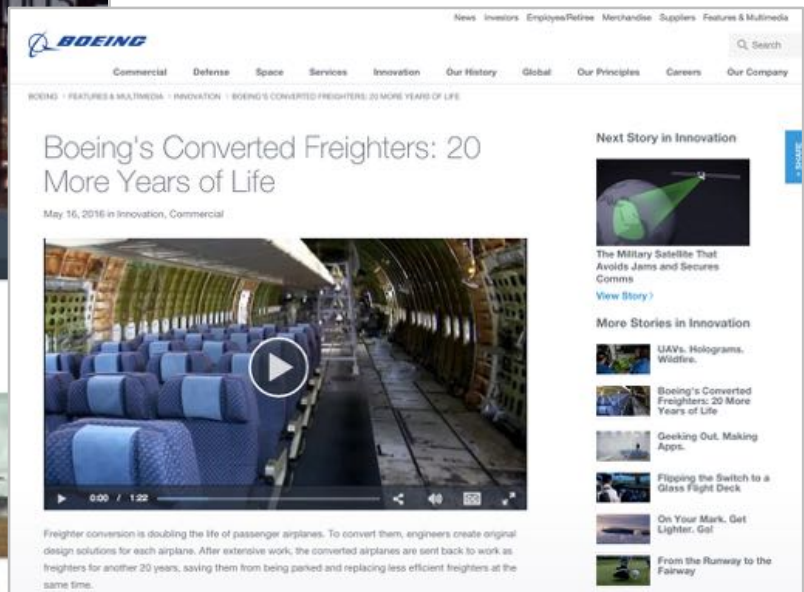


Incredible Everett Site Turns 50 Years Young

May 22, 2017 in Commercial, Community

From its development in 1967 to build the 747, to today's 777X Composite Wing Center, Boeing's largest manufacturing site continues to rollout the most advanced jetliners in the world.

LEARN MORE



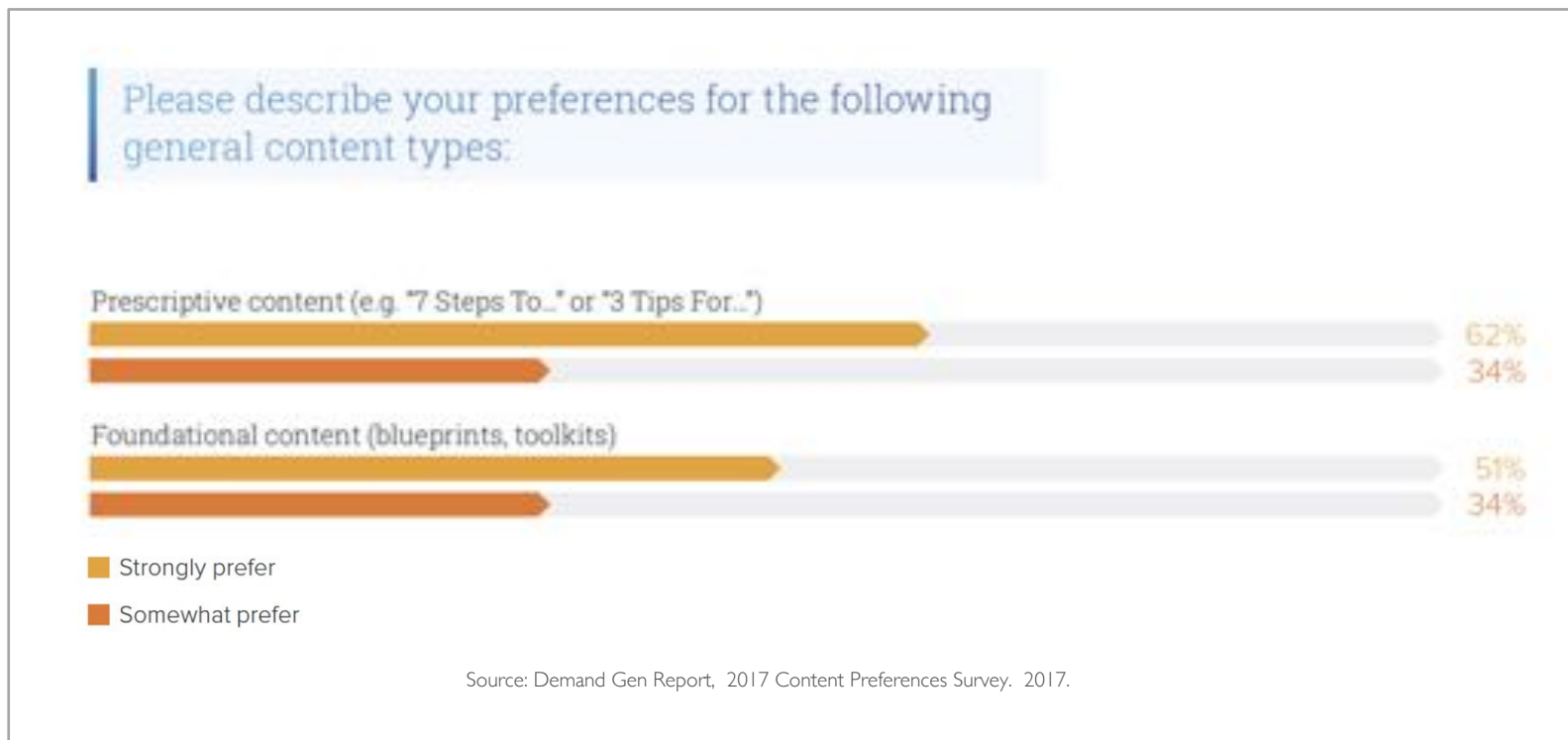
Product / Service & Corporate Information Gap Analysis

1. Identify where you have the opportunity to provide more helpful information to your customer
2. Use the worksheets provided to do a gap analysis
3. Check the lists against the content published on your website
4. Check off all content that currently exists and is compelling for your target audience
5. Make notes where there are opportunities to enrich your storytelling
6. Use the voice of trusted / influential sources to communicate the information where possible




EDUCATIONAL CONTENT

Help Your Prospects and Customers Succeed in Their Jobs and Careers



Provide Explanations – Someone's Always Learning Something New



The video player shows a woman with long blonde hair sitting at a table, looking at her smartphone. The text 'CRM Customer Relationship Management' is overlaid on the video. The video progress bar shows 0:03 / 2:20. The video title is 'What is a CRM?' and it has 600,030 views. The video is from Salesforce, published on Aug 14, 2017. There are 198 likes and 44 comments. A red 'SUBSCRIBE 105K' button is visible. Below the video, there is a link to learn more about CRM: <http://sforce.co/2vgjTEa> and a 'SHOW MORE' link.

CRM
Customer Relationship Management

0:03 / 2:20

What is a CRM?
600,030 views

198 44 SHARE

Salesforce Published on Aug 14, 2017

SUBSCRIBE 105K


Learn more about a CRM and how Salesforce can help you grow your business, click here:
<http://sforce.co/2vgjTEa>

SHOW MORE

Offer Easily Applicable Tips & Checklists & How Tos

Agile CRM

BLOG SALES MARKETING SERVICE INTEGRATIONS PRICING SIGN UP




30 B2B sales techniques that work

02 Nov, 2017 6 Comments Share

Effective selling in a B2B context often requires more research and planning than traditional B2C selling. The sales cycle is longer and you often interact with multiple stakeholders at the prospect company. But, it can also be more rewarding—particularly when you close a huge deal that took 12 months to bring to fruition. Understanding the most effective B2B sales techniques will help you become more effective at building trust with prospects and closing deals.

Check out our top 30 B2B sales tips and tricks.

1. Know the company before you reach out:



Do your research and understand everything you can about your prospect prior to that initial outreach. Pay particular attention to challenges and potential pain points the prospect may have so that you can position your product or service as a solution to those challenges.

2. Subscribe to your prospects' newsletters or marketing campaigns:

Try Agile CRM for FREE!

Enter your e-mail here

GET STARTED

FREE for 10 Users. No credit card required.

RECENT POSTS


- 7 tips to manage your scheduling software like a boss
- How to leverage sales email templates to close more deals
- How to create a detailed buyer persona
- 10 account based marketing tips for growing businesses
- How to use A/B testing to increase conversion rates
- 13 CRM sales pipeline management practices to improve sales

CATEGORIES

- A/B Testing
- Calendar
- Company
- Contact Management
- Content Marketing
- CRM
- Customer Service

YouTube

how to optimize youtube videos



How to Optimize Your YouTube Video for Search

38,488 views 249 likes 18 dislikes SHARE

HubSpot
Published on May 10, 2017

SUBSCRIBE 59K

Learn how to make your video rank on YouTube. For a complete guide to creating, promoting, and optimizing your video content, check out our complete YouTube Marketing guide: http://hubs.ly/H07q_gn0

Create Detailed Toolkits & Guides

Conversion Best Practices Toolkit

A collection of resources designed to help you attract and retain customers

In an increasingly competitive landscape where customers demand more from their digital interactions with companies, customer acquisition can be a big challenge. In this toolkit, you'll find a variety of resources designed to help you identify conversion optimization opportunities so you can acquire new customers with greater efficiency.

Download this toolkit to discover:

- How to effectively optimize your landing pages
- Key things to consider when copywriting for conversions
- New ways to think about optimization throughout the customer journey
- Top tips for UX design

Get the Toolkit

Share a few contact details and we'll send a download link to your inbox.

First Name:

Last Name:

Work Email:

Company:

Country:

[GET STARTED](#)

Conversion best practices toolkit

A collection of resources designed to help you attract and retain customers

Headlines

Optimization opportunities for headlines:

- See how more specific headline language impacts your landing page conversion rates.
- Test your tone to see what drives more conversions.
- **EXAMPLE:** Try emphasizing gain-framed messaging vs. loss-framed messaging (focus on benefits vs. risks).

Headline optimization checklist:

- Make your headline clear and consistent.
- Ensure it promotes your value proposition.

A few ways to optimize your value proposition:

- Try out different targeted messages (segmented by audience).
- Try adding value proposition to the header or title of the landing page.

The Definitive Guide to Lead Generation

Lead generation has become an important strategy for modern marketers, as they strive to create demand and get their messages heard by increasingly sophisticated, multi-channel buyers. In today's complex world, marketers should use lead generation to build brand awareness, nurture prospects and customers, qualify leads, and ultimately generate measurable revenue.

In this comprehensive, 160 page guide, we cover topics ranging from content marketing and website SEO to telesales and content syndication -- all through the lens of lead generation. Packed full of checklists, charts, and thought leadership from the leading experts in marketing today, The Definitive Guide to Lead Generation will teach you how to collect information from prospects across every channel, and deliver the highest quality leads to your sales team.

You'll learn how to:

- Define a lead and understand his or her buying journey
- Build a robust lead generation strategy through marketing automation
- Use content marketing, social media, your website, SEO, and paid programs for lead generation
- Build enduring customer relationships with Middle-of-Funnel (MOFU) techniques
- Test, optimize, and measure your lead generation campaigns

Download today, and learn how lead generation can fill your sales funnel with qualified, quality leads.

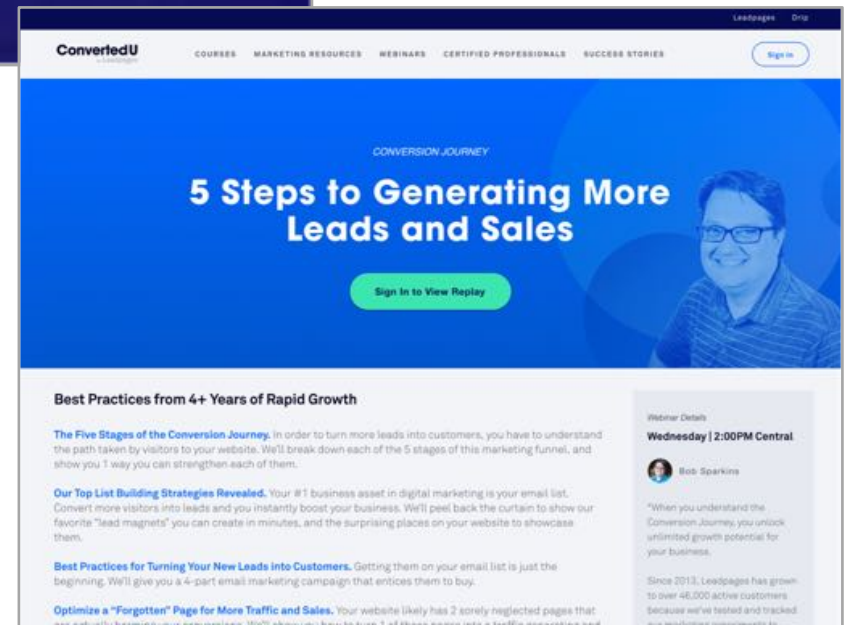
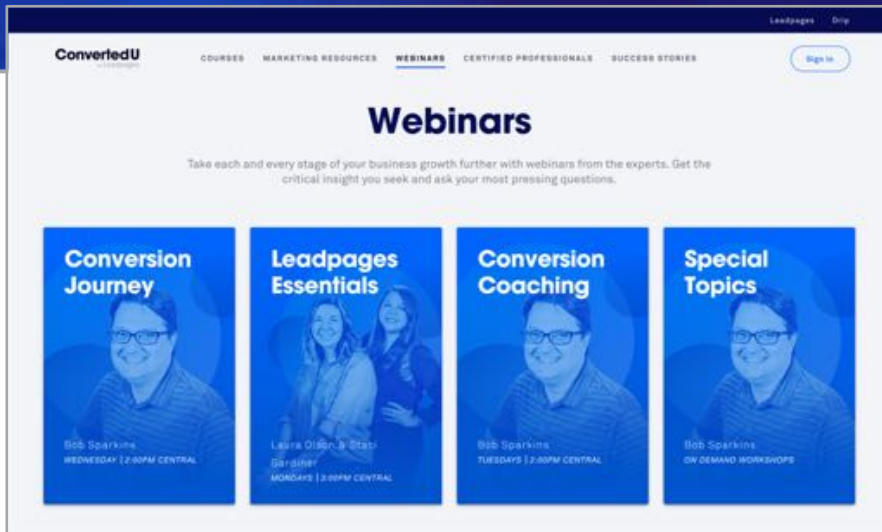
Rave Reviews from Leading Industry Experts

"I'm not sure what books they're requiring in MBA programs anymore, but these Definitive Guides should be required reading for marketers everywhere. Many people charge hundreds, if not thousands for this kind of information and depth, but Marketo gives it away for free. Amazing."

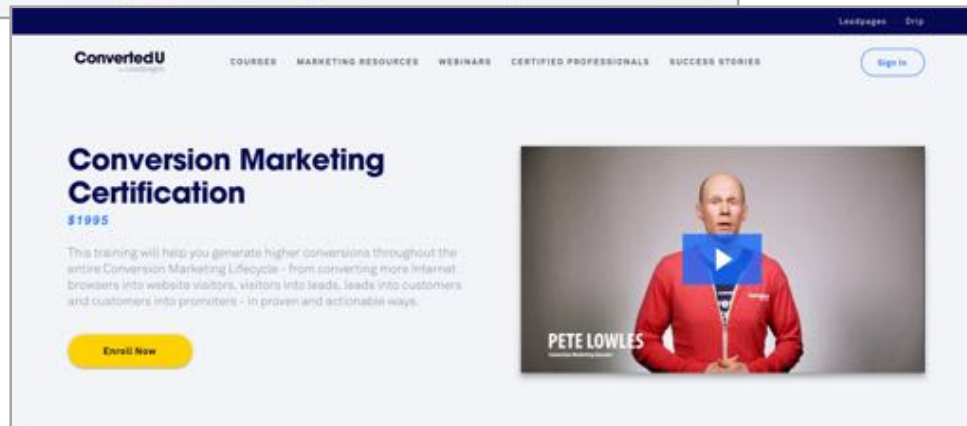
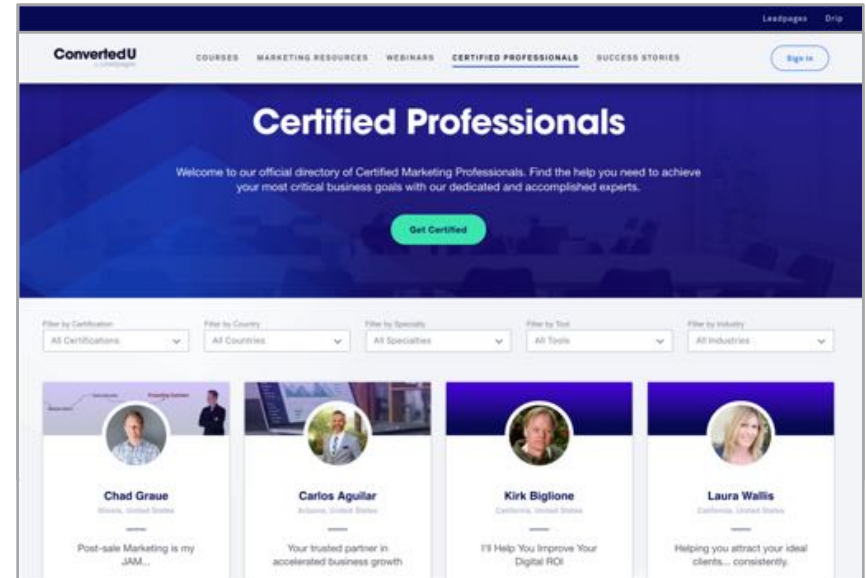
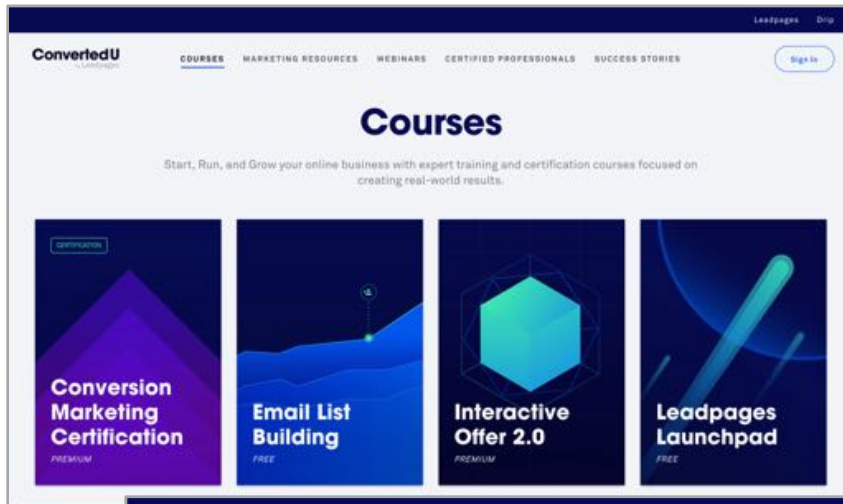
- Matt Heinz, President, Heinz Marketing Inc.

[DOWNLOAD GUIDE](#)

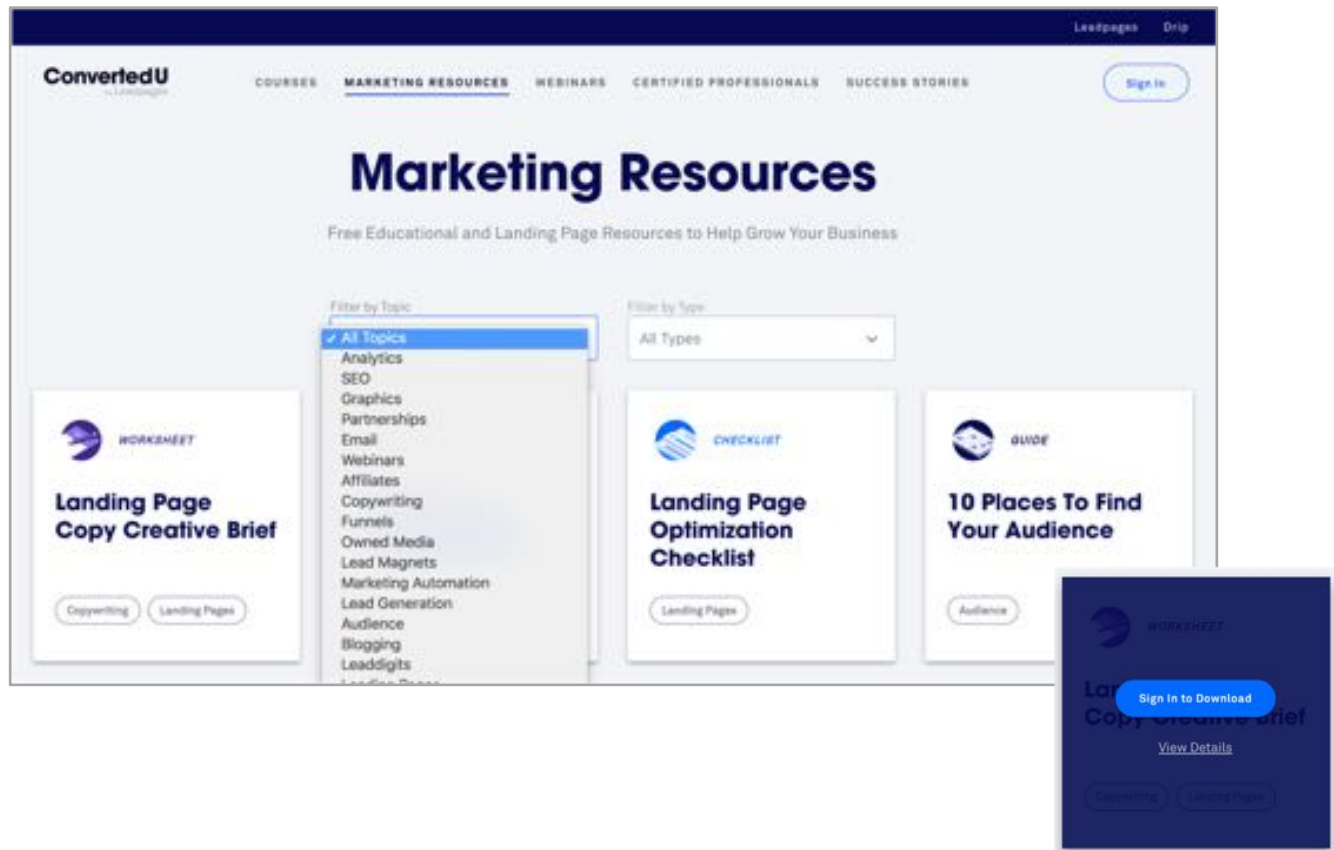
Provide Tutorials From Your SMEs via Webinars or Workshops



Develop Certification Courses to Establish Your Leadership in a Field



Organize Evergreen Assets in a Resource Center



THOUGHT LEADERSHIP



Compelling Thought Leadership Influences Purchase Decisions

AFTER CONSUMING COMPELLING THOUGHT LEADERSHIP



**76% of senior executives
are influenced in their
purchasing decisions**



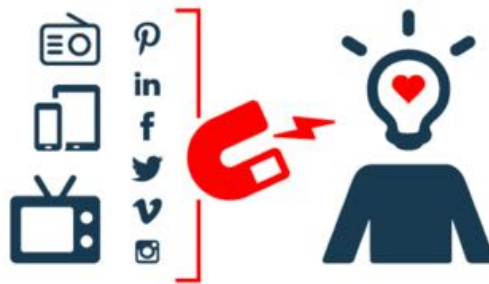
**67% would be willing to
advocate for that brand or
organisation externally**



**83% would be influenced in
their choice of business
partner**

The Economist Group in Association with Hill + Knowlton Strategies, Thought Leadership Disrupted <http://tldisrupted.com/key-findings/>

Inspires Leaders to Think Differently and Generate New Business Ideas



The qualities executives most associate
with compelling thought leadership

Innovative 40%*

Big Picture 36%*

Transformative 36%*

Credible 35%*

** % of executives associating their top three
qualities with compelling thought leadership*

The Economist Group in Association with Hill + Knowlton Strategies, Thought Leadership Disrupted <http://tldisrupted.com/key-findings/>

Creates Pricing Power

“I am more willing to pay a premium to work with an organization that has publicly articulated a clear vision for the future”



Business decision makers

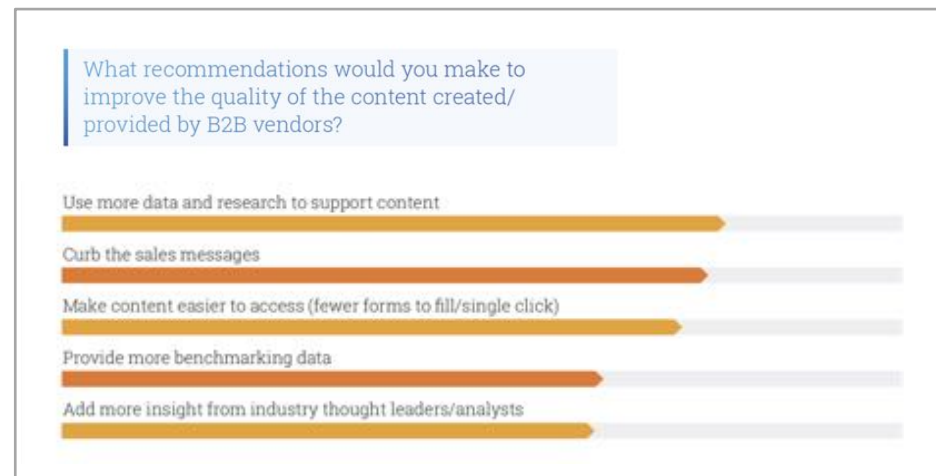
49%

C-suite executives

47%

Edelman & LinkedIn, How Thought Leadership Impacts Demand Generation; June 1, 2017 <https://www.edelman.com/b2b-thought-leadership/>

Is Data-Driven, Credible and Goes Deep on a Topic



Source: Demand Gen Report, 2017 Content Preferences Survey, 2017.

Article

Insight and expertise on a trend, specific topic, challenge or opportunity


The screenshot shows a webpage with an orange header. The header contains the text 'NEILPATEL | EN' on the left and navigation links 'SEO Training', 'Blog', 'Tools', 'Services', and 'Contact' on the right. The main content area features a large title '9 Content Marketing Trends to Look Forward to in 2018' and a breadcrumb trail 'Home » Blog » Content Marketing » 9 Content Marketing Trends to Look Forward to in 2018'. Below the title is a photograph of a young girl in a green shirt and a brown leather aviator helmet, looking through a wooden telescope against a clear sky. The text below the image discusses content marketing investments and includes a link to a '2017 benchmarks and trends report from Content Marketing Institute and MarketingProfs'. On the right side of the page, there is a white sidebar with a blue header 'Advanced SEO Webinar' and a red button that says 'YES, I WANT MORE TRAFFIC!'. Below the sidebar is a portrait of Neil Patel and an 'About Neil Patel' section.

NEILPATEL | EN

SEO Training Blog Tools Services Contact

9 Content Marketing Trends to Look Forward to in 2018

Home » Blog » Content Marketing » 9 Content Marketing Trends to Look Forward to in 2018



Organizations that have made consistent and sound investments in content marketing in recent years are reporting those investments paying dividends.

That's what the latest data from CMI is showing us.


According to the 2017 [benchmarks and trends report from Content Marketing Institute and MarketingProfs](#), more than 60% of B2B marketers reported that their content marketing strategies are more effective than one year before.

Comparing the data year over year, [34% of marketers](#) felt their content marketing

Advanced SEO Webinar

How I generate 1,702,148 visitors a month through SEO

YES, I WANT MORE TRAFFIC!



About Neil Patel

He is the co-founder of [Neil Patel Digital](#). The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. Neil is a New York Times bestselling author.

White Paper

HubSpot Research Data Charts Tools SEARCH Q

A Practical Approach to Emerging Tech for SMBs: AI, Blockchain, Cryptocurrencies, IoT, and AR/VR

March 12, 2018 // 7:30 AM
Written by Mimi An

Tldr: Today's small business owners represent the most technologically savvy cohort of SMBs that has ever existed. From email infrastructure to search engine optimization, CRMs to automated customer support - SMBs today have access to unprecedented technological power, and use it every day to grow faster.

But the development of new technology never stops. In recent years, the rate of emerging technology seems to have reached a fever pitch as headlines announce the arrival of artificial intelligence and cryptocurrency prices threaten the arrival of a new bubble (and ensuing burst).

Should SMBs be paying attention to all the noise? Do these emerging technologies represent imminent disruption? What's hype and what represents real opportunity for business growth?

This report is designed to break down the big five emerging technologies: artificial intelligence (AI), Blockchain, Cryptocurrency, Augmented Reality/Virtual Reality, and the Internet of Things (IoT). We'll walk through the practical implications of each technology, highlighting the aspects that SMBs should be paying attention to, and what can be deprioritized (for now).

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 - Why Artificial Intelligence Matters
 - How SMBs Should Use AI
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HubSpot Research

A PRACTICAL APPROACH TO EMERGING TECH FOR SMBs

AI, Blockchain, Cryptocurrencies, IoT, and AR/VR

• • •

by Mimi An

Long-form publication that expresses a detailed perspective or opinion on any broad theme

HubSpot | Emerging Tech for SMBs

Emerging Technologies - The HubSpot Guide

	Artificial Intelligence	Blockchain	Cryptocurrency	Internet of Things	Augmented & Virtual Reality
What it is	Computers with "human-like" intelligence	An electronic ledger	Digital currency that operates independently of central banks	The interconnection of the everyday physical objects to the internet	Technology that blends the physical world with a digital world
How it will change consumers	Raise expectations of ease and convenience	Change our ideas about security (i.e., transparency is more secure than a traditional database)	Potential to break down international barriers and create a global economy	Raise expectations of ease and convenience	Increase demand for immersive experiences
Priority for SMBs	High, Narrow AI is already here	Low	Low	Medium	Low
Businesses that will be impacted first	We are all being impacted	Industries dealing with supply chain management	Businesses concerned with international commerce	Transportation, Healthcare, Energy/Utilities, and Manufacturing	Gaming, travel, tourism, home decor

HubSpot Research

HubSpot

Insight Report

The screenshot shows the PwC website interface. At the top, there is a navigation bar with the PwC logo, 'Global', search, share, location, and menu icons. Below this is a breadcrumb trail: 'The CEO agenda > CEO Survey > 21st CEO Survey > Global'. A user profile section shows 'My account' and 'My Lists'. The main content area features a large image of a person in a corner office with a city view. The title 'The Anxious Optimist in the Corner Office' is prominently displayed, along with the subtitle 'What's on the mind of 1,293 CEOs around the world?' and 'PwC's 21st CEO Survey'. Below the main image, there is a section titled 'Our story' with three icons: a bar chart for 'Global vs. Organisational Growth', a warning sign for 'Threats', and a balance scale for 'Global vs. Local Prosperity'. A 'Carpe Diem' section includes a hot air balloon image and a text block about CEO optimism, with a button 'Find out why CEOs are so optimistic'. At the bottom, a dark red banner contains a download icon and the text 'Download PwC's 21st CEO Survey (PDF 1.02mb) The Anxious Optimist in the Corner Office'.

Long-form publication that expresses the results of proprietary research

This type of newsworthy content can be shared with the media for press coverage

This block contains a smaller version of the report cover and a table of contents. The cover features the same title and subtitle as the main image, with the PwC logo and 'ceosurvey.pwc' at the bottom. The table of contents is titled 'Contents' and lists the following sections:

Page	Section
3	Global vs. Organisational Growth: Carpe Diem
13	Threats: What Keeps CEOs Up at Night Differs by Region
18	Global vs. Local Prosperity: Navigating a Fractured World
26	A Message from PwC Global Chairman Bob Moritz 29 21st CEO Survey Methodology 30 Endnotes 31 PwC Network Contacts

Infographic

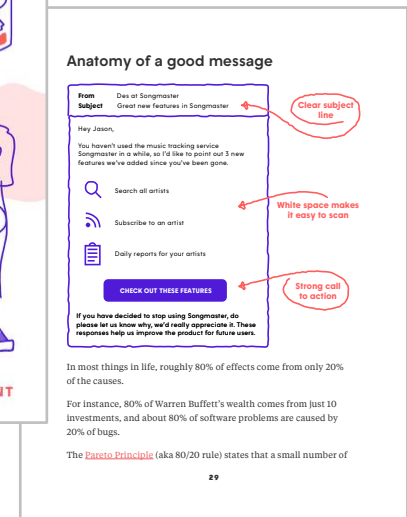
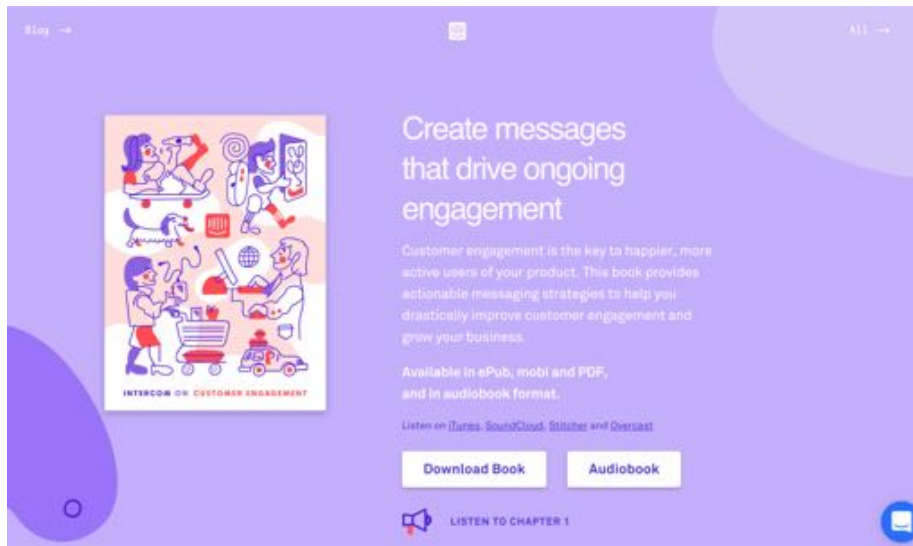
A visual representation of quantitative information, or highly-illustrative content that tells a data-driven story



eBook



Long-form digital publication that provides in-depth coverage of a topic



Benchmarking Studies

Survey of a specific customer segment
to establish industry averages

2016 ILTA/InsideLegal Technology Purchasing Survey

What is your annual technology spend per attorney?

(including software, hardware, support maintenance, etc.)

As with the percentage of total firm revenue question, we added more granularity in regards to firms' technology spend per attorney. Overall, 22% of all respondents (the largest single percentage), spend between \$5,001-\$8,000 per attorney specifically on technology, followed by 20% who indicated spending \$8,001-\$11,000. Just like in 2015, this year's figures indicate that 77% of survey respondents spend less than \$17,000 on technology, per attorney.

Among Small Firms, 70% of respondents spend up to \$8,000 per attorney on technology. 60% of Medium Firms spend between \$11,001-\$17,000 and 38% of both Medium and Large Firms spend more than \$17,000.




Analyst Reports

The screenshot shows a webpage for a Cisco analyst report. At the top left is the Cisco logo, and at the top right is a 'Contact' button. The main heading is 'Embrace the new era of intent-based networking'. Below this is a paragraph: 'Get Gartner's analysis of intent-based networking systems. See how these solutions can lower network infrastructure delivery times and reduce outages by at least 50%.' A sub-heading reads '\$1,295 USD Report Complimentary Gartner Report from Cisco'. On the right side, there is a form titled 'Fill out the form to get the Gartner report.' with fields for First Name, Last Name, Email Address, Company, Title, Business Phone, and Country (set to UNITED STATES). Below the form is a checkbox for receiving email communications and a 'Get the report' button. On the left side, there is a preview of the report titled 'Innovation Insight: Intent-Based Networking Systems', published on 07 February 2017. The preview includes a 'Summary' section and a 'Key Findings' section with several bullet points.

An external analyst's proprietary research and analysis

Webinar, Seminar, or Conference



Court Modernization Webinar

Duration: 60 minutes


Webinar Details:

What will court technology look like in 20 years? How will data and artificial intelligence shape decision-making and how will design technology shape the customer service provided to court attendees?

Court modernization has the potential to increase access to justice across communities of all sizes. With a myriad of ways to incorporate technology – what are a few easy decisions and how should a court prioritize its limited budget?


Join Chris Stewart – Chief Technology Officer at Superior Court of Sacramento, CA and David Curle – Director of Market Intelligence with Thomson Reuters as they discuss technology trends and the future of court technology.

About our Speakers:



Chris Stewart
Chief Technology Officer,
Superior Court of Sacramento, CA

Chris has been part of the Sacramento Superior Court team for 16 years leading various initiatives in the areas of technology and research & evaluation. He is currently participating in several statewide initiatives that will fundamentally reshape e-services in California courts. Prior to joining the court, Chris worked for The Money Store in various technology roles including IT management, business/system analysis, and change management. He is a Gulf War Army veteran and has a BS from Brigham Young University.



David Curle
Director, Market Intelligence,
Thomson Reuters Legal

David supports Thomson Reuters' Legal business with research and thought leadership about legal technology and innovation and the changing legal services industry. He came to Thomson Reuters from the research and analysis firm Outsell, Inc. where he led Outsell's analysis of legal and regulatory information markets and legal information providers, tracking industry performance and trends. He is a contributor to the Legal Executive Institute blog. He has a JD from the University of Minnesota Law School and a BA in History from Lawrence University.

View On Demand

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Job Title*

Company*

Company: Organization Type*
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Event providing in depth information on a specific topic or theme


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Event Details

SEP 26, 2018 9:00 AM - 4:00 PM

TORONTO, ON \$395 USD - PLEASE EMAIL FOR REGISTRATION INQUIRIES


Register Now

For questions about this event, please call 1-800-308-1700


The Thomson Reuters Legal Executive Institute, in association with Law Made, is pleased to present the **2018 Emerging Legal Technology Forum** on September 26, 2018 in downtown Toronto. Set amidst Toronto's vibrant technology scene, our forum brings together some of the world's top industry change leaders and practitioners for a series of interactive and provocative sessions around the ongoing revolution in legal services.

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- Law Firm Knowledge Management Professionals
- Law Firm Innovation Leads
- Law Firm Business Development Leads
- Corporate Counsel
- Legal Technology Consultants
- Legal Change Consultants

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Business Books

Long form print publication that provides in depth coverage of a topic

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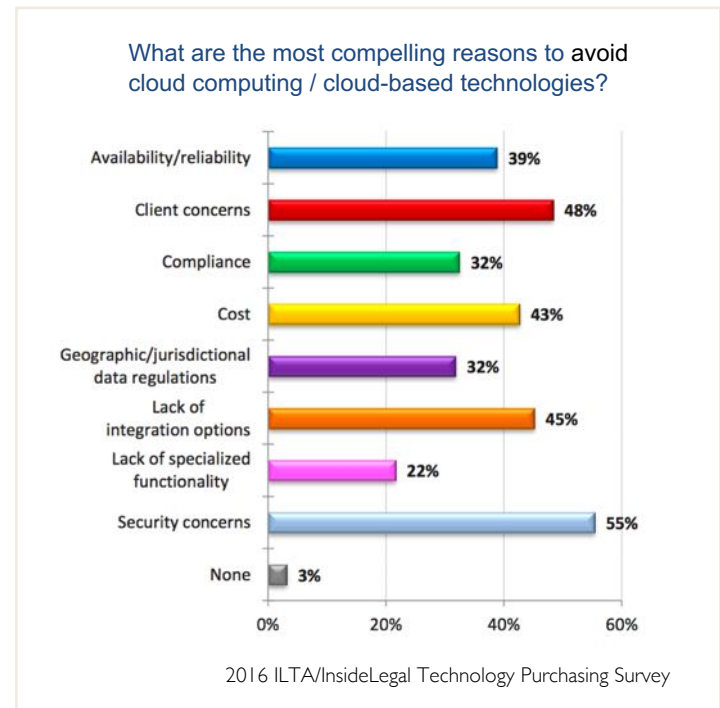
[Check out all 5 books](#) ▼



CONTENT NEED MODELING

Mining for Ideas

- Ask staff for FAQs
- Survey customers
- Review existing third party research
- Commission research



By Product or Service

Product / Service	Issue	Benefit	Activity

By Customer Role

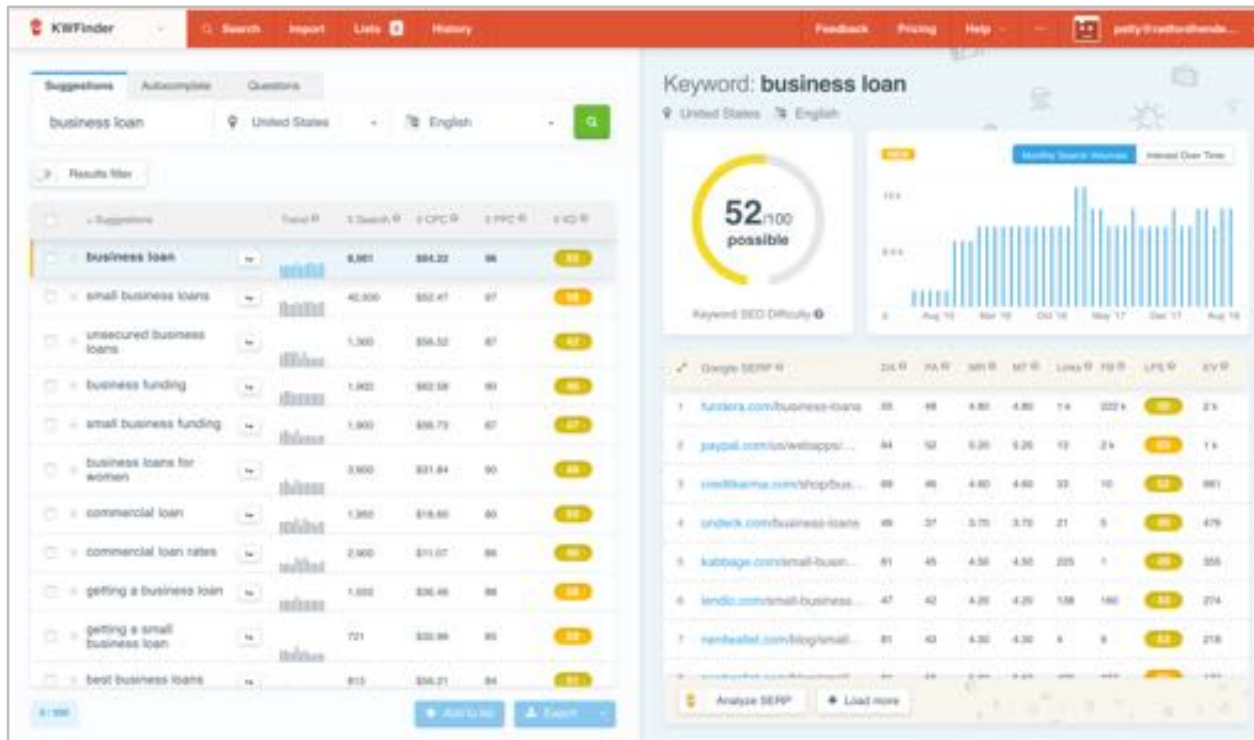
	How to execute role	How to master role	Reducing costs	Increasing revenue	Best Practices / Benchmarks	Career Aspiration
Decision Maker						
Influencer (Procurement)						
Implementer						
User						

By Phase of Initiative

Website Redesign					
Business Planning	RFP	Evaluating Vendors	Roll Out Planning	Implementation	Evaluation
<p>How to know if it's time for a website redesign</p> <p>Calculating the expected ROI of your website redesign</p> <p>Budgeting for a website redesign</p>	<p>How to conduct a website redesign RFP</p> <p>RFP templates</p>	<p>How to evaluate web dev shops</p> <p>The benefits of local web dev shops</p>	<p>Choosing a project management tool</p> <p>Creating an internal communication plan</p> <p>Establishing benchmarks and goals</p>	<p>How to know if your web project is on track</p>	<p>Conducting a project post mortem</p> <p>Measuring performance and optimizing your site</p>

Topic Research

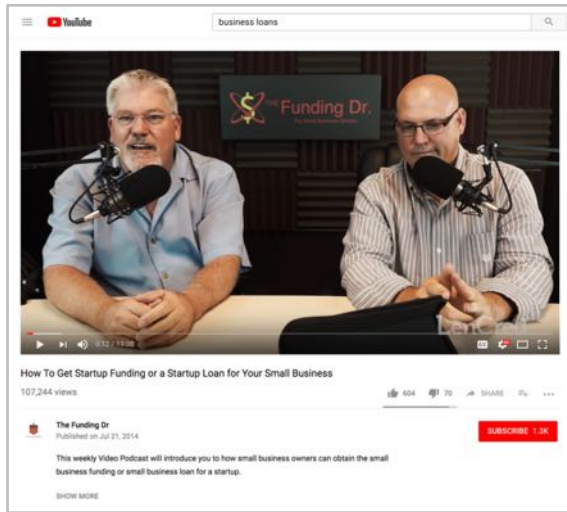
KWFinder



Research search traffic to understand

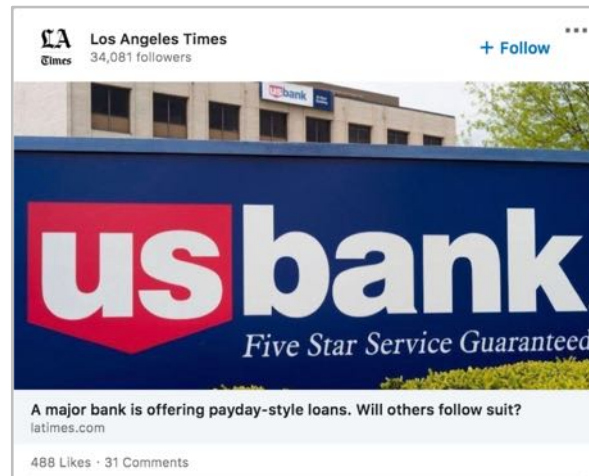
- Topic demand
- Natural language used
- Ranking difficulty
- Seasonality
- Existing authorities

Social Scan



Research topics in social channels to identify

- Topic relevancy by channel
- Type of content driving engagement
- Relevant influencers
- Hashtags used



Content Need Modeling Exercise

1. Develop a content need model for the brand you are marketing
2. Choose from provided templates or create one of your own
3. Come up with 10 – 12 topics that could be helpful to your customer

Content By Segment By Phase |

	Need Recognition (Awareness)	Search & Learn (Education)	Evaluation (Vet)	Purchase (Justify Cost, Build Consensus, Negotiate)
Decision Maker	<p>Drives for innovation Tracks trends Identifies need Thought Leadership Case Studies</p>	<p>Works to complete job tasks and improve job performance Education</p>		<p>Reviews recommendation Makes final decision Builds consensus internally In Person Demo Case Studies Analyst Research Technology News Interviews with Tech Experts</p>
Influencer (Procurement)		<p>Works to complete job tasks and improve job performance Education</p>	<p>Reviews recommendation Pricing Guarantee Vendor Comparison Tools</p>	<p>Approves recommendation Negotiates ROI/Assessment Tools Benchmark Reports</p>
Implementer	<p>Identifies need</p>	<p>Works to complete job tasks and improve job performance Education Identifies options Overview – Product / Service & Corporate Product Testing, Reviews, Opinions Pricing</p>	<p>Determines best solution Guided Demo Case Studies Vendor Comparison Tools</p>	<p>Builds support for recommendation Content to help make case to Influencer and Decision Maker</p>
User	<p>Identifies need</p>	<p>Works to complete job tasks and improve job performance Education Researches solutions Overview – Product / Service</p>	<p>Identifies solution to meet needs Trial Advocates for solution Content to help make case to Implementor</p>	

Content By Segment By Phase 2

	Use (Set Up, Use, Get Help)	Value Assessment (Set Up, Use, Get Help)	Loyalty (Repurchase, Renew, Expand)	Advocacy (Endorse)
Decision Maker		Reviews performance reports Performance dashboard and reporting		Collaborates on case study Contributes a testimonial Becomes champion in industry Case Study Testimonial Presentation
Influencer (Procurement)		Reviews performance reports Performance dashboard and reporting	Continues, expands purchases Performance dashboard and reporting Optimization information	
Implementer	Rolls out solution Troubleshoots Implementation support FAQs, Guides, Tutorials	Assesses performance Performance dashboard and reporting	Continues, expands purchases Performance dashboard and reporting Optimization information	Shares feedback with peers Content to share Brand Ambassador Program Referral Program
User	Executes Troubleshoots FAQs, Guides, Tutorials	Provides feedback	Pushes for continuation, expansion	Advocates with co-workers and peers Content to share

Content Planning By Customer Segment & Journey Phase

1. Grade each box for the current content A – F, or star “low hanging fruit”
2. List content ideas on the blank template for the low rated boxes, “low hanging fruit”
3. Consider how you can use the voice of trusted / influential sources to communicate the information

BRAND ADVOCACY



Employees

Employee brand advocacy increases the reach of content, affects perception of the brand and impacts customer trust towards the company

- Provide brand advocacy guidelines
- Provide tips on building out a LinkedIn profile and participating in social channels
- Invite them to contribute to content creation
- Encourage them to share brand content
- Encourage them to find and share their own content
- Provide instructions for hashtag usage
- Encourage them to share their experience on employer review sites

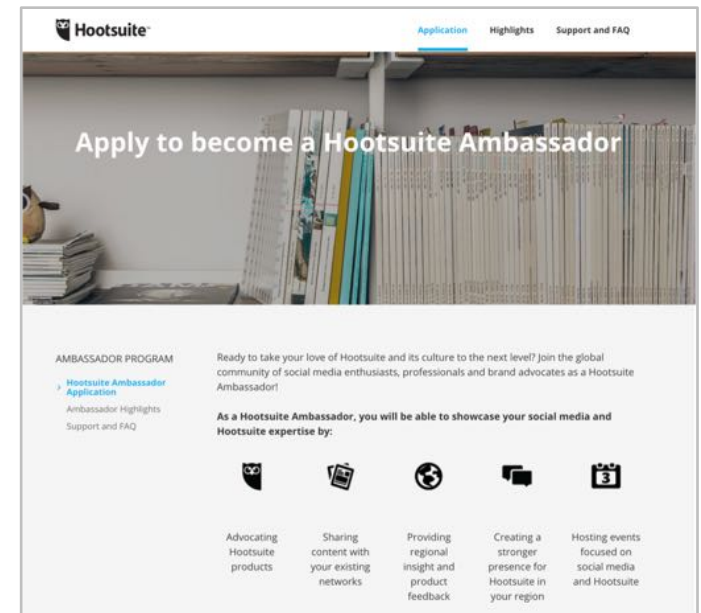
Employee posts can generate 8X more engagement than when that same content is shared through a brand handle.

Cisco, [Employee Advocacy: Marketing Engine of the Future?](#)

Customers

Customers are highly trusted as sources of information about a company. Activate them as Brand Advocates

- Recruit brand fans already participating in social
 - Encourage them to write online reviews
 - Give them early and unique access to new product previews, events, promotional offers and other exclusive content
 - Encourage them to share helpful brand content
- Co-create content with them
 - Interview them for a blog post and invite them to guest blog
 - Create a case studies to tell their story and include a testimonial
- Offer an incentive for referring new customers
- Connect them with prospects
 - Have them answer questions from prospects in a forum
 - Have them introduce you or present their story at an event or on a webinar
 - Invite them to sit on a panel and invite prospects to join



Influencers

Influencers are highly valuable partners as they are already engaged with your target audience and seen as credible.

- Find industry experts already influential in your topic categories
 - Give them early and unique access to new product previews, events, promotional offers and other exclusive content
 - Ask them their opinion and encourage them to share
- Co-create content with them, e.g. ebooks
 - Identify questions your prospects are asking
 - Choose a theme and collaborate to answer
 - Share through both your networks and channels
- Build a value proposition for each influencer
 - Give them exposure, invite them to guest blog, amplify their best content



Make Sharing Easy for Your Brand Ambassadors

- Set parameters that put the focus on being helpful
 - Post 80% about topics that are informative, helpful and relevant to customers or is personally interesting
 - No more than 20% of the content shared should actually be about the brand
- Give them tools. Send them prewritten posts, images, embed codes and short URLs before publishing



BELONGING

Fostering Community

Creating opportunities where prospects and customers can connect with your experts and help each other will provide a sense of belonging and a feeling of contributing to the common good

- Conferences, seminars and webinars
- Peer to peer events, panels
- Online Q&A or Forum moderated by Brand Ambassadors and SMEs
- Co-creation opportunities
- Brand Ambassador program

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3M Prudential Financial FOX NETWORK GROUP NESTLE IKEA Mercedes-Benz T-Mobile



APPRECIATION, ENTERTAINMENT & INSPIRATION

CHANNEL STRATEGY

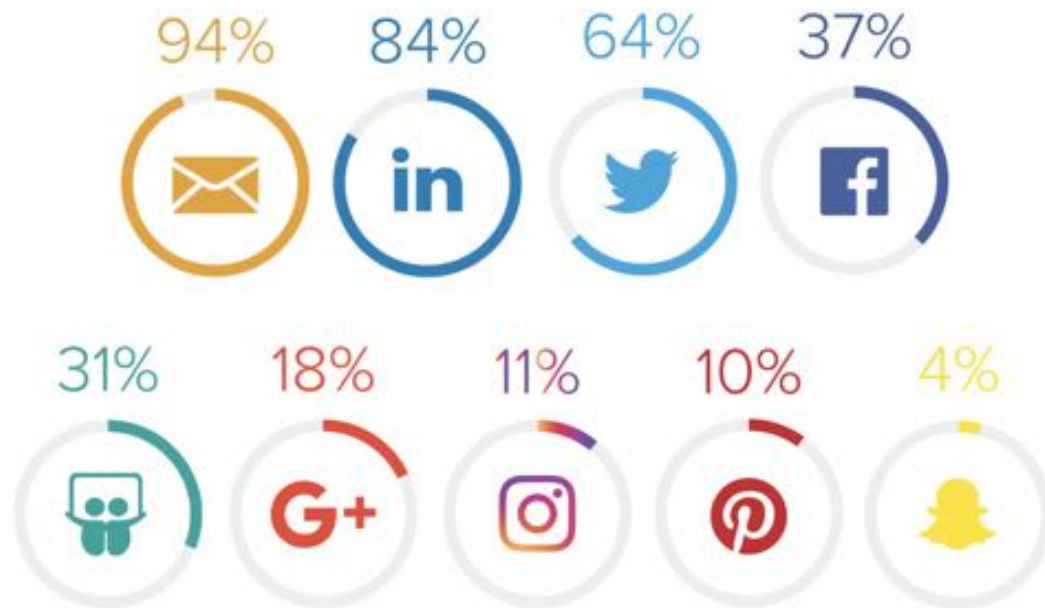


Owned & Earned Channels Provide the Most Leads



Email and LinkedIn Tops for Sharing Business-related Content

Which channels do you use to share business-related content? (Frequently Or Occasionally)

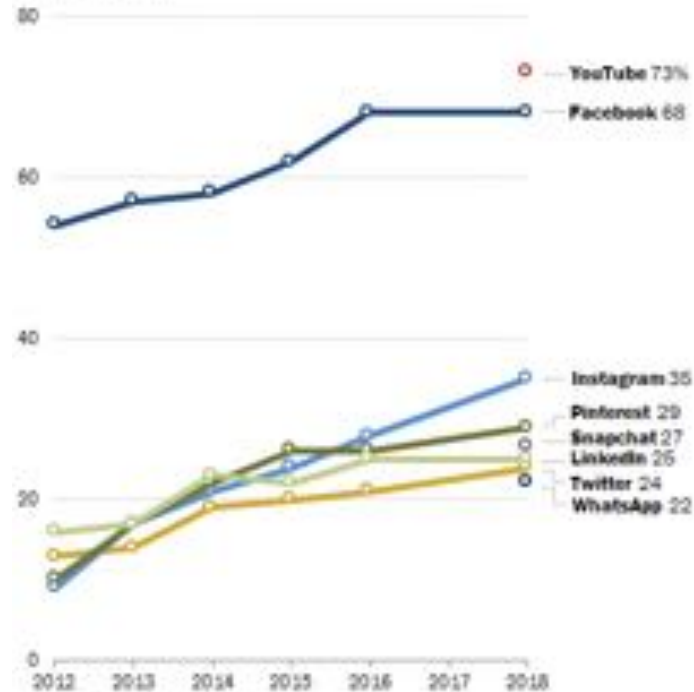


Source: Demand Gen Report, 2017 Content Preferences Survey. 2017.

YouTube Relevant as Top Channel for Video Content Consumption

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

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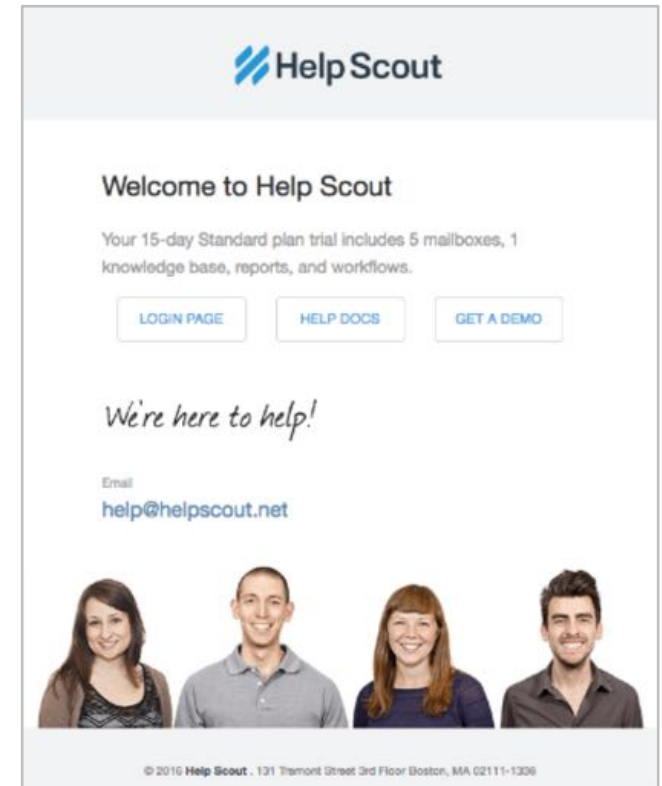
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CHAPTER 2 How People Interact With Search Engines	CHAPTER 7 Growing Popularity and Links
CHAPTER 3 Why Search Engine Marketing is Necessary	CHAPTER 8 Search Engine Tools and Services
CHAPTER 4 The Basics of Search Engine Friendly Design & Dev	CHAPTER 9 Myths & Misconceptions About Search Engines
CHAPTER 5 Keyword Research	CHAPTER 10 Measuring and Tracking Success

<https://moz.com/beginners-guide-to-seo>

Email Marketing

- Welcome Series
 - Introduce them to your business, reiterate the benefits
 - Promote product / service adoption
- Promotional
 - Introduce new services and products and updates
 - Hype special purchase opportunities, your referral program, etc.
- Enewsletters
 - Promote the educational and thought leadership content on your site
 - Promote educational and peer to peer events
 - Provide segmented newsletters based on customer's interests



Social Media

- Rule of Thumb: Post 80% about topics that are informative, helpful and relevant to your customers. Post 20% about the brand
- Focus on the big 5 and industry specific forums
 - LinkedIn: posting 1 time per day allows you to reach 60% of your audience
 - Facebook: post 1 time per week to 1 time per day (typically only gets engagement from employees and super fans)
 - Twitter: if you are going to engage in conversation, post 3+ times per day (more dependent on how active the conversation is in your category)
 - Instagram: if you have a visually compelling story to tell, post 1 time per day
 - YouTube: upload all videos, optimize for search, then embed on your site, reply to comments
- Use visually compelling content to stop the scroll
- Always link back to your site
- Use hashtags to curate your conversations and aid in discovery
- Get your Brand Ambassadors to amplify reach by sharing the content

PR

Newsworthy insight reports, infographics, business books, etc. should be shared with trade and business media for press coverage. Create an electronic press kit for easy sharing of assets

Advertising

Amplify reach of top performing content through targeted advertising, paid promotion and sponsorship campaigns

A photograph of a rocket launch. The rocket is ascending vertically, leaving a large, billowing plume of white smoke and fire at its base. Several tall, lattice-structured service towers are visible around the launch pad, some with arms extended towards the rocket. The sky is a deep blue with scattered white clouds. The text 'CONTENT PROGRAMMING' is overlaid in large, white, sans-serif capital letters across the center of the image.

CONTENT PROGRAMMING

Establish Brand Authority With Topic Hubs

Deloitte
insights

Tech Trends 2018

Menu

It's all CIOs can do to keep up with each new disruptive technology—blockchain, cognitive, digital reality—and incorporate them into specific organizational domains. But there's a better way to understand and use today's profound changes: to see these technological forces as complementary, working in harmony.

EXPLORE TECH TRENDS 2018

LEARN MORE

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Article

Introduction: The symphonic enterprise

Tech Trends 2018

To take advantage of new cognitive technologies, strategy, technology, and operations should work together, in harmony, across domains and boundaries.

Read

Article

Reengineering technology: Building new IT delivery models from the top down and bottom up

Read

Article

No-collar workforce: Humans and machines in one loop—collaborating in roles and new talent modes

Read

Article

Enterprise data sovereignty: If you love your data, set it free

Read

Video

Tech Trends 2018

The symphonic enterprise

How can CIOs most effectively incorporate today's disruptive technologies? They should aim to see these forces as complementary, working in harmony.

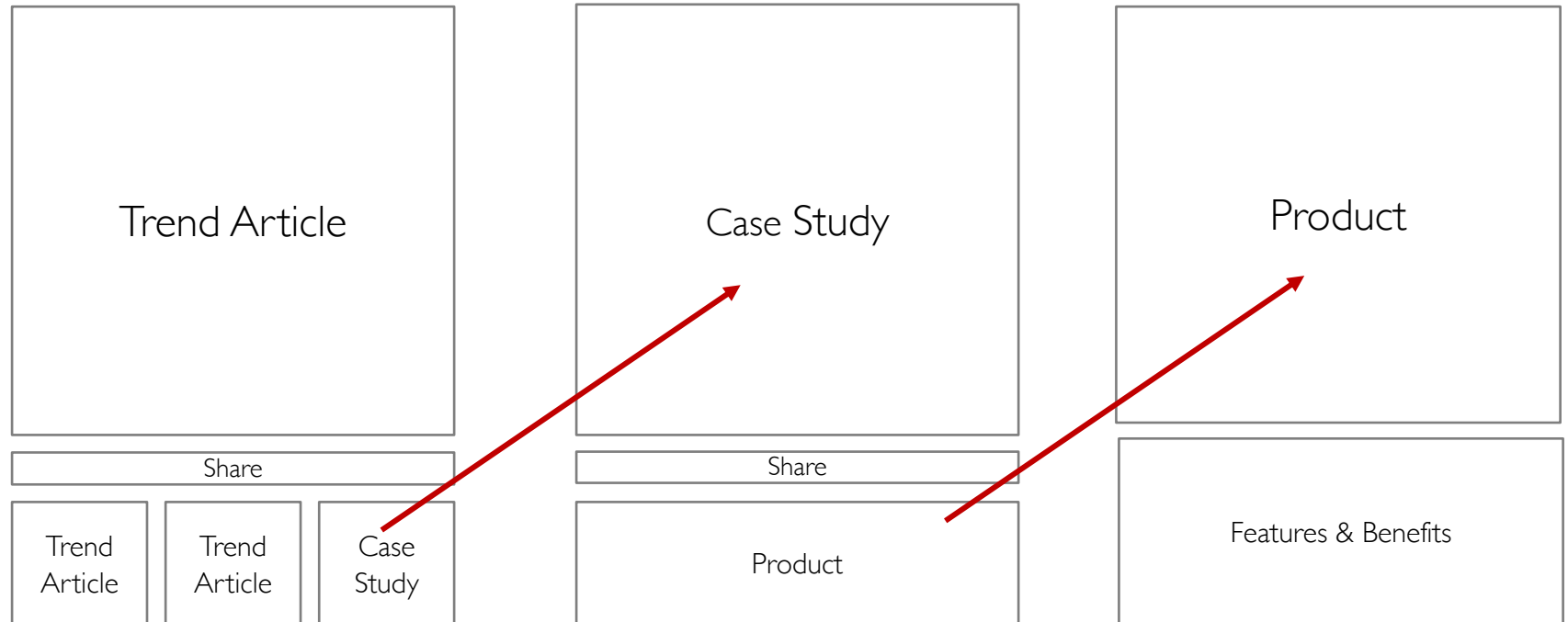
Watch

Sequence Content to Guide The Journey

Need Recognition

Search & Learn

Evaluation



Help Your Advocates Make the Case Internally

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JUN 06, 2018 BY MARISSA KRAINES

4 Ways to Convince Your Boss to Send You to Dreamforce '18

IN DREAMFORCE

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Dreamforce registration is now live – which means the best four days of the year are less than four months away! So, there's only one question left to ask: are you ready to sign up and secure your space for the most epic Dreamforce ever?

Or...does your boss need some persuading to agree to send you to Dreamforce? Is the fact that 95% of attendees recommend it to others is not convincing enough? Is your boss wondering if the sessions, training, and events are really worth the cost and the time away from your desk? The answer is yes. Let us help you hop on the Dreamforce train with four ways to convince your boss that it's in your company's best interest to send you. Armed with these key phrases, you'll be registering in no time!

1. "Dreamforce will elevate our ROI."

What kind of ROI can you expect from attending Dreamforce? Past attendees have seen significant increases in sales productivity, customer retention, and employee productivity – and that's just for starters. Some of the ROI metrics we've heard include:

- **Average Sales Metrics:** +38% in sales productivity
- **Average Service and Support Metrics:** +20% in customer retention
- **Average Marketing Metrics:** +29% in marketing campaign effectiveness
- **Average IT Metrics:** +58% faster integration
- **Average Collaboration Metric:** +32% in employee productivity

2. "There are thousands of opportunities to learn."

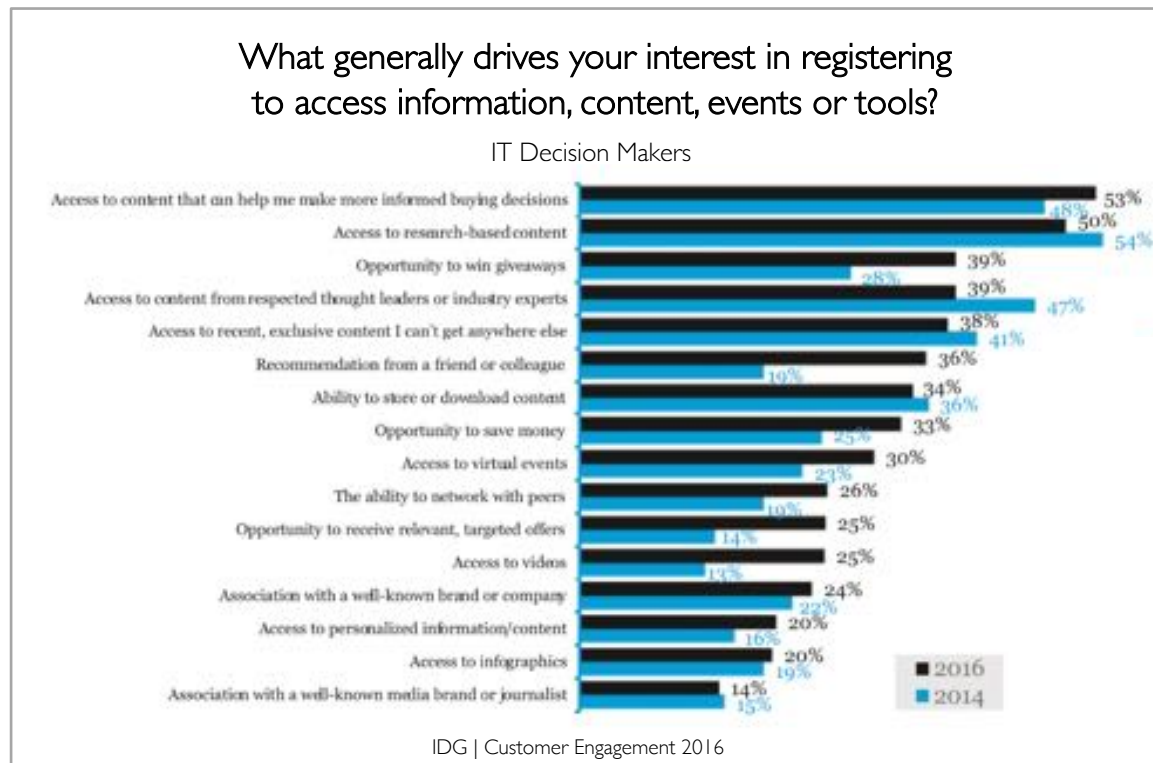
There are unlimited learning opportunities at Dreamforce. The community comes together to learn and share best practices through 2,700+ expert-led sessions, training and certification opportunities, hands-on training, a huge Customer Success Expo featuring Salesforce solution showcases, and thousands of partner solutions, workshops, Circles of

[Learn More](#)

Related Blog Posts

- [Navigating the Dreamforce Partner Ecosystem](#) By Karen Park Jones
- [Announcing the Dreamforce Music Festival Lineup](#) By Marissa Kraines
- [Your Guide to Transportation at Dreamforce '18](#) By Abby Andis

Gate Low Funnel Content to Capture Activated Leads



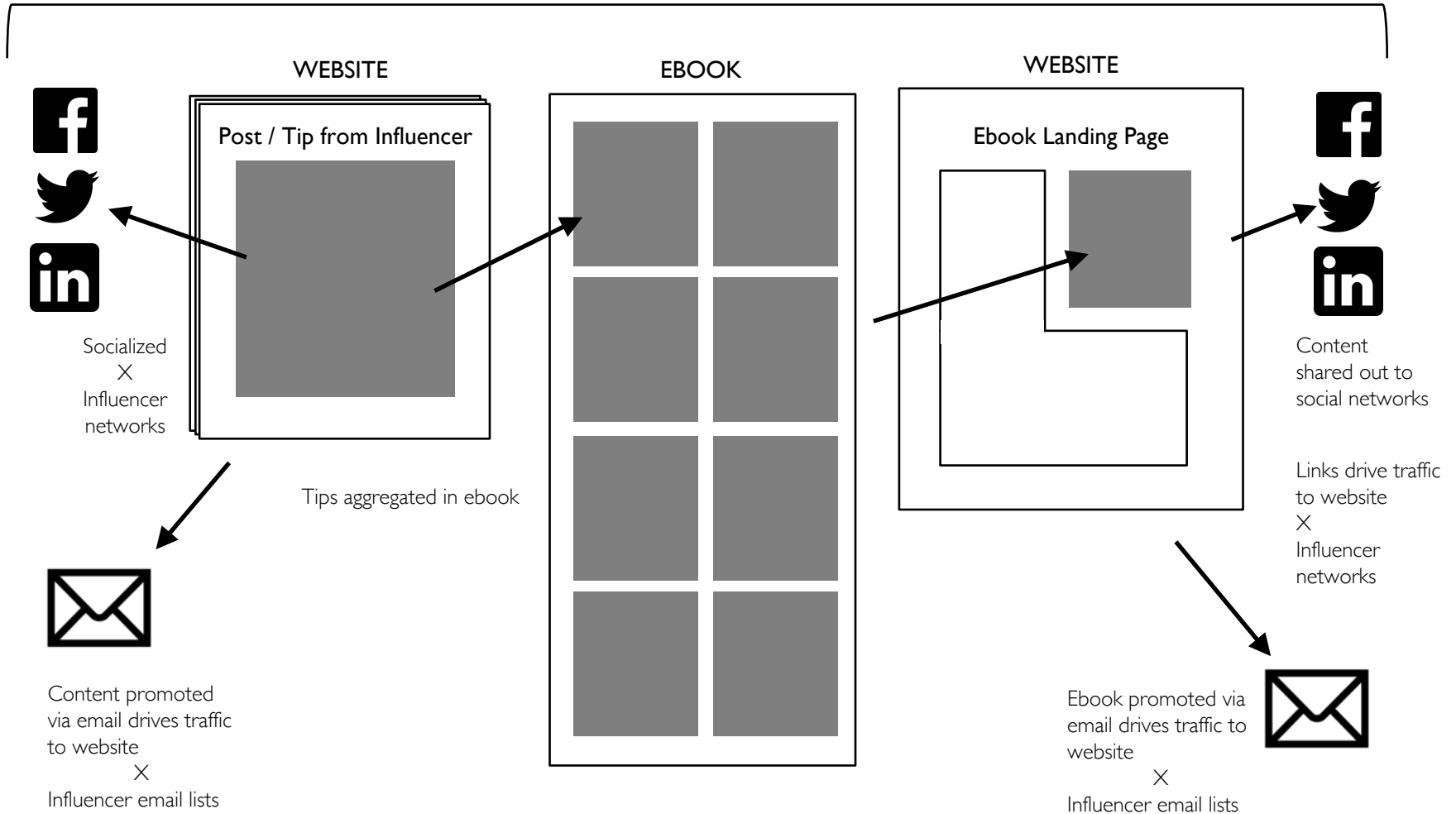
Follow a Franchise Model

	Description	Lifespan	Examples	Purpose	Quantity
Keystone Initiatives	Major content initiatives supported by multiple content assets	Planned Annually	Conferences Webinar Series Video Series Podcast Series Print Publications Email Newsletters Topic Hubs	Establish positioning, authority, advance marketing strategy	Determined by customer and business needs and marketing objectives
Bricks	Major content assets with multiple insights that require a substantial investment	Months or Evergreen	Seminar Video Podcast White Paper Insight Report Slideshow Infographic Long Form Article	Communicate proprietary insights	3 + supporting each Keystone Initiative
Pebbles	Content assets with a minimal investment	Days or Weeks	Short Article Blog Post	Provide additional information or articulate a POV about Bricks and Keystone Initiatives	1 - 2 supporting each Brick
		Days	Email	Promote Pebbles, Bricks and Keystone Initiatives	In alignment with cadence established for subscriber
Feathers	Short pronouncements	Minutes and Hours	Social Post	Promote Pebbles, Bricks and Keystone Initiatives Foster sharing by influencers Test messaging strategy for Emails	2 - 3 supporting each Pebble and Brick As appropriate supporting Keystone initiatives

Ebook Content Program

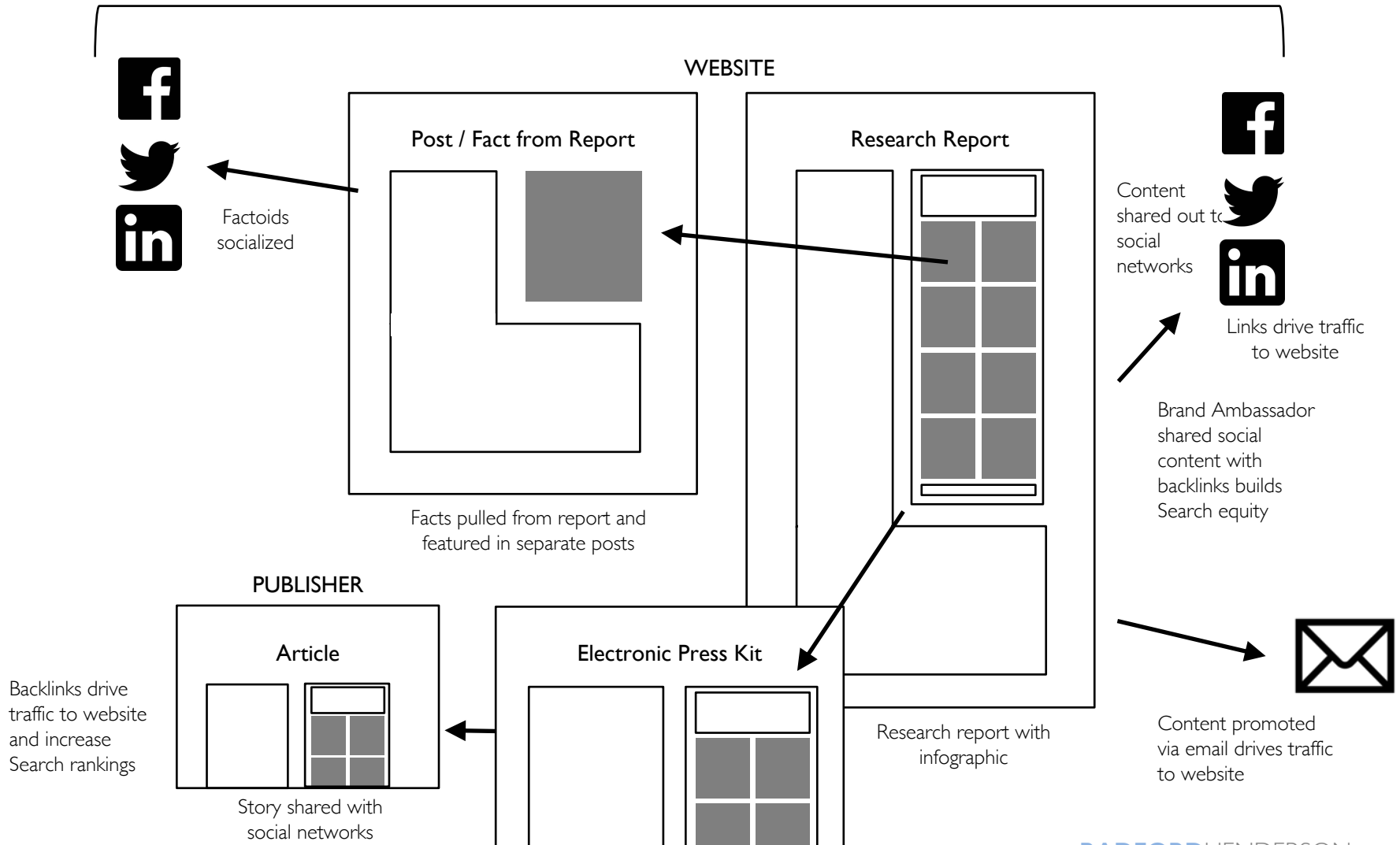
Keyword rich content indexes in Search and drives traffic back to website

Brand Ambassador shared social content with backlinks builds Search equity



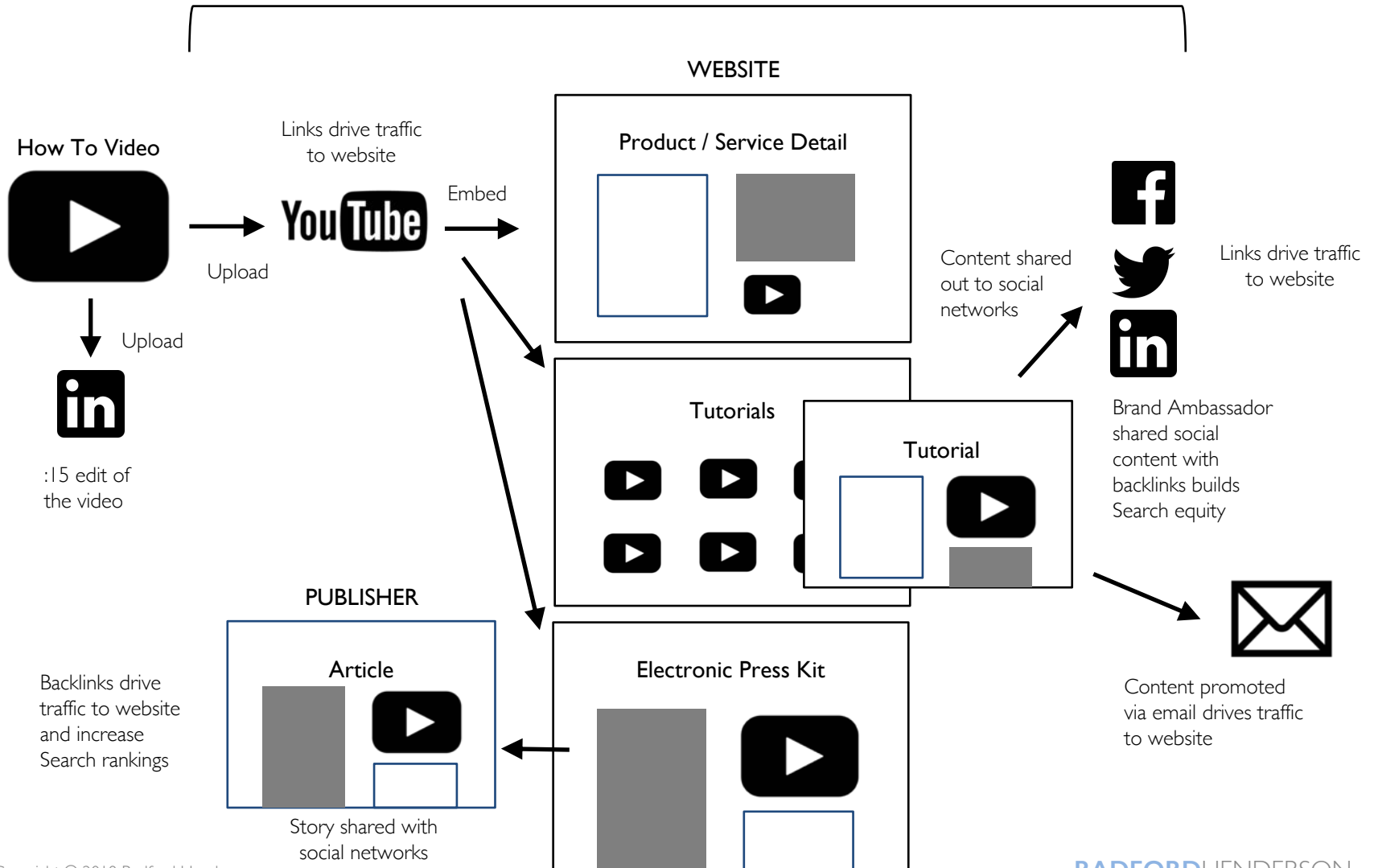
Insight Report Content Program

Keyword rich content indexes in Search and drives traffic back to website



Video Content Program

Keyword rich content indexes in Search and drives traffic back to website





EDITORIAL PLANNING

Create an Annual Plan

Choose monthly themes based on seasonality and business cycles

- For social campaigns, pick a couple key dates / ownable moments to go big and win at
- Plan keystone initiatives and bricks annually
- Plan pebbles and feathers quarterly or monthly
- Monitor trending hashtags, headlines and viral conversations to join with your brand message



In support of [the #ILookLikeAnEngineer movement](#), Intel used social media to celebrate the diversity of its own engineers.

Integrated Marketing Calendar

MARKETING CALENDAR	2018												2019															
	SEP			OCT			NOV			DEC			JAN		FEB													
	9/3	9/10	9/17	9/24	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	12/31	1/7	1/14	1/21	1/28	2/4	2/11	2/18	2/25		
KEY DATES + SEASONALITY	Labor Day (3) Rosh Hashana (9-11) Yom Kippur (18-19)			Halloween (31)			Veteran's Day (11) Thanksgiving (22)			Christmas (25) Hanukkah (2-10) Kwanzaa (26 - 1/1)			New Year's Day (1) MLK Day (15)		Valentine's Day (14)													
Holidays	Labor Day (3) Rosh Hashana (9-11) Yom Kippur (18-19)			Halloween (31)			Veteran's Day (11) Thanksgiving (22)			Christmas (25) Hanukkah (2-10) Kwanzaa (26 - 1/1)			New Year's Day (1) MLK Day (15)		Valentine's Day (14)													
Seasonality	Back To School First Day of Fall (22)									Holiday Shopping Holiday Parties First Day of Winter (21)			New Year's Resolutions															
PLANNING CUES																												
Objective																												
Monthly Theme																												
High Value Topics																												
KEY DATES																												
New Product Launches																												
Corporate Events																												
CONTENT MARKETING																												
Keystone Initiatives																												
Bricks																												
WEBSITE																												
Home Page																												
Blog																												
Landing Pages																												
EMAIL																												
Newsletter - Segment A																												
Newsletter - Segment B																												
SOCIAL MEDIA																												
LinkedIn																												
YouTube																												
Facebook																												
Twitter																												
BRAND ADVOCACY																												
Employees																												
Customers																												
Influencers																												
PR																												
Events																												
Editorial																												
ADVERTISING																												
PPC Campaign																												
Display																												

<https://docs.google.com/spreadsheets/d/1kdrDePHA06TFnd8GIn6PyRhljIPzN7mPhX2oDSTPS-Rw/edit?usp=sharing>



MEASUREMENT & OPTIMIZATION

Key Performance Metrics (KPIs) to Track Monthly

Use to identify the content and marketing tactics that are performing best so you know where to focus your efforts. AB test content and messaging to optimize the underperformers.

Website

- Net new users (by source)
- Bounce rate
- Content asset engagement
 - Page views
 - Time on page
 - Shares (Brand Advocacy)
- Landing page conversion rate
- Marketing Qualified Leads (MQLs)
 - Warm leads that provide contact info

Email

- Email forwards (Brand Advocacy)
- Open and click through rates
- List growth

Social

- Shares and tags (Brand Advocacy)
- Follower growth
- Likes and comments

ROI

$$\frac{\text{Return} - \text{Investment}}{\text{Investment}} = \text{ROI}$$

Ave Monthly Leads × Conversion Rate	=	New Customers
		×
Ave Lifetime Value* × Profit Margin	=	Each New Customer Net Worth
		=
		Return

*Total customer spend over the course of their relationship with you

Design, Photography, etc. + Man hour costs	=	Content Production Costs
		+
Software, Advertising, etc. × Man hour costs	=	Content Distribution Costs
		=
		Investment

Where should
you begin?



Get your house in order before you
invite people over.

Content Strategy

How the unique value of the brand will be brought to life through content in a differentiated way that resonates with the target customer and compels them to take action.

Key Content Initiatives

(List only those that apply (in priority order), with a brief description of your focus and objectives – follow up with a page for each providing more detail and a roadmap showing timing)

Customer Insight

What you want to learn about your customers and how you will go about learning it

Product & Service Info

How you will drive home that your offering is best for the customer

Company Information

How you will demonstrate your values, establish credibility and invite customers to partner on making a broader positive impact

Educational Content

What you will help your customers achieve

Thought Leadership

How you will inspire your customers to think differently and generate new ideas

Brand Advocacy

Approach for developing and activating Brand Ambassadors

Belonging / Community / Impact

How you'll foster a sense of belonging and help your customers feel part of something bigger

Appreciation, Entertainment & Inspiration

What you'll do simply to show gratitude, bring joy, facilitate a peak experience, etc.

Channel Strategy

Channels to develop / focus on and why

Content Programming

Keystone initiatives and core tactics for driving engagement and conversion

Editorial Planning

Your annual marketing calendar with editorial themes, keystone initiatives and bricks

Measurement & Optimization

How you plan to track, analyze, report on, and optimize your efforts

Operations

Resources, systems and tools needed to get it all done

Resources

Customer Insight

- [Pew Research Center](#)
- [Nielsen](#)
- [Forrester](#)
- [Think With Google](#)
- [eMarketer](#)
- [Marketing Charts](#)
- [GlobalWebIndex](#)
- [Edelman Trust Barometer](#)

Planning Tools

- [Google Analytics](#) – track and measure
- [KWFinder](#) – keyword research

Production Tools

- [Unsplash](#) – photography
- [The Noun Project](#) – icons
- [Canva](#) – drag and drop design

Thank you!

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