

Learn from the Pros

HOW TO INCREASE SALES WITH THE POWER OF CONTENT MARKETING

TRADE
PRESS
SERVICES

Marketing Communications Strategists

*The Right Message. The Right Medium. **Guaranteed.***



smartfinds

creative online marketing solutions





WHAT IS CONTENT MARKETING?



"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."

--*Content Marketing Institute*



CONTENT MARKETING:

- Attracts
- Educates
- Engages
- Entertains
- Informs
- Persuades
- Tells Your Story

10 Benefits of Content Marketing

1. Promotes brand visibility and name recognition
2. Educates audiences
3. Supports lead generation
4. Increases search engine visibility
5. Establishes thought leadership
6. Develops relationships with audiences
7. Creates loyalty and trust
8. Opens a line of communication through social media
9. Provides value with no strings attached
10. Moves customers through the sales process



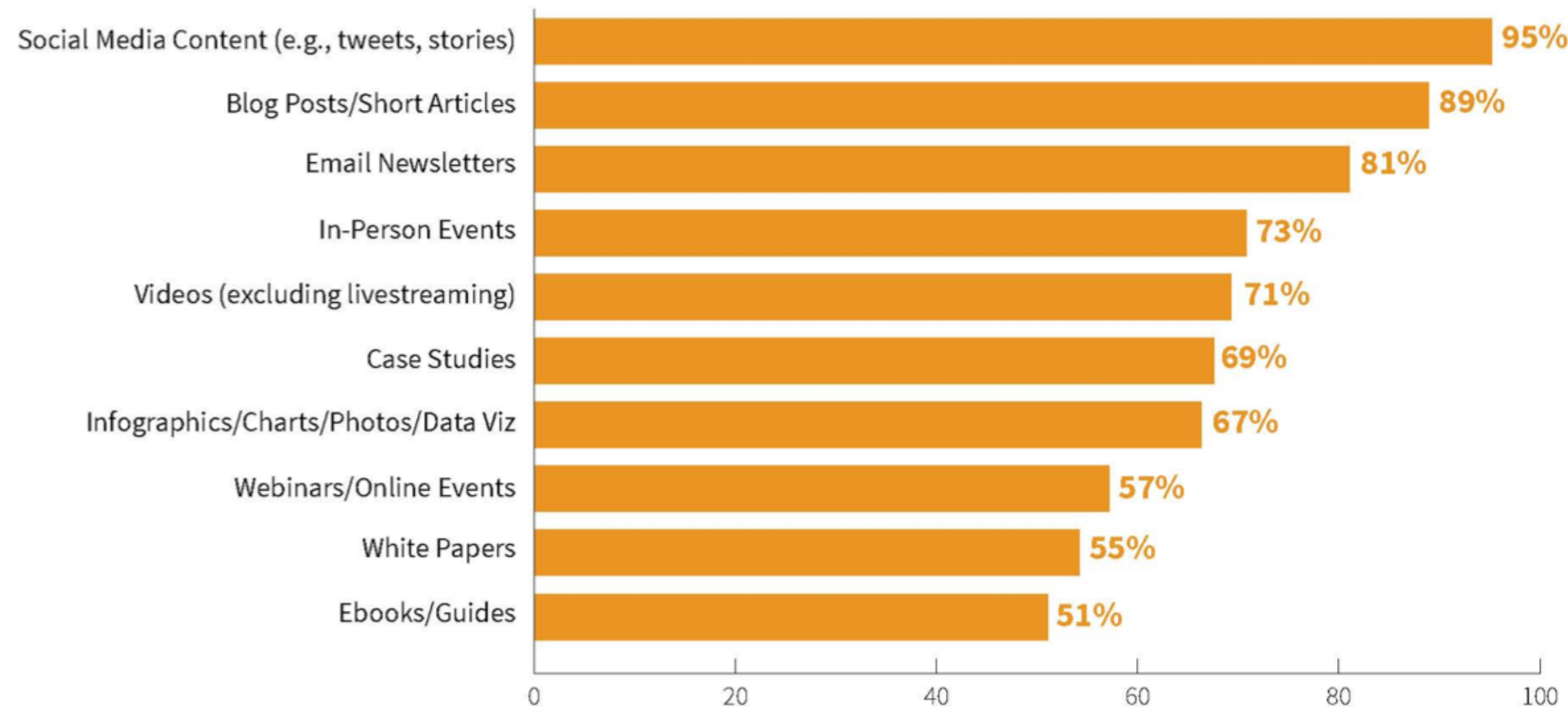


TYPES OF CONTENT



TOP 10 TYPES OF CONTENT

Content Types B2B Marketers Used in Last 12 Months (Top 10)



Base: B2B content marketers. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

OTHER TYPES OF CONTENT

- Email campaigns
- Livestreaming content
- Long-form text/articles (3,000+ words)
- Podcasts
- Presentations
- Print books
- Research reports
- Success stories/testimonials
- Website content





GETTING STARTED



Step One: Develop Your Team

- Marketing
- Sales
- Thought Leaders
- Writers
- Customer Service
- Product Development
- Research
- Existing Customers
- Graphic Designers
- Other Stakeholders



Step Two: Create A Plan

- Content marketing is a plan within a plan
- It should be strategic, realistic, adaptable, actionable and aligned with organizational goals
- It needs to include allocation of resources: time, money and personnel
- To begin, keep it simple

Step Three: Get Buy-In

- Determine the best way to involve stakeholders in the decision-making process
- Communicate the plan throughout the organization



STEP 4: DEVELOP CONTENT



Gather
Information



Understand
Your
Audience



Write/
Create



Review/
Revise




Publish/
Produce



BEST PRACTICES




- Deliver the right message to the right audience through the right channels at the right time
- Choose a variety of marketing content formats, channels and frequency based on defined target markets and their unique interests and challenges
- Identify and communicate your competitive advantage and corporate distinction
- Focus on benefits, not features by creating customer-centric content



PRO TIPS

- Monitor the competition
- Collaborate with other departments and stakeholders
- Refresh and repurpose content consistently
- Continually measure results and refine tactics, set realistic expectations about ROI
- Focus on benefits, not features by creating customer-centric content



PRO TIPS



CONTENT DISTRIBUTION



The 2nd Most Important Activity

- Content distribution is the second most important segment of your content marketing strategy
- Requires careful planning



**PUBLISH
SHARE
NURTURE
PROMOTE**

Show Your Authority

THE CONTENT DISTRIBUTION PROCESS
ALLOWS YOU TO:

1. Educate your target market
2. Show your authority
3. Create brand recognition, brand credibility, and brand awareness






GOOGLE'S REQUIREMENTS



The 800-pound Gorilla Has Rules

- Be very specific, work on a niche and focus on narrow topics
 - Content distribution will generate inbound links
 - Link keywords, phrases or long-tail keywords
 - Embed the URL into a keyword, phrase or long-tail keyword
 - Do not create links to only your website's home page
 - Diversify your distribution to show your popularity
- 



YOUR DISTRIBUTION OPTIONS



The Right Answer?

OBVIOUS LOCATIONS

- Owned Media
- Earned Media: Relationships
- Earned Media: Mentions

TRIAL IS A GOOD THING



Owned Media

- Your website's blog
- Your social communities (both company and individual profiles)
- Company newsletter
- Curation websites (Scoop.it, Paper.li, Flipboard)
- Resources "websites for article posting." and "other places you should be sharing your content"

”

PRO TIPS

Earned Media: Relationships

- Other sources sharing your content at no charge
- Earned channel distribution is based on relationship marketing
- Relationship marketing activities are continuous with no endpoint
- Brand advocates, social influencers, journalists, bloggers
- Like, comment and share what they are posting
- Be consistent, be genuine

”

PRO TIPS

Earned Media: Mentions

Mentioned in someone else's article

Help a Reporter Out

”

PRO TIPS



INBOUND MARKETING STRATEGY








THE SOCIAL FACTOR



Nurturing Your Content

- You need engagement to rise above the noise
- Pick one piece of content to nurture per week
- Tag people in your comments
- Like, comment and reply
- Re-tag new people

Reference: “How Social Media Nurturing Gets You More Results”



BUDGET CONSIDERATIONS



Content Marketing Budgets

- This is a managed marketing process
- The process is labor intensive
- Developing (creative, writing), distribution, social engagements.
- How much content impacts monthly budget
- Recommend programs starting at \$4,500/month



QUESTIONS?



YOUR STRATEGIC PARTNERS





SmartFinds Marketing

Today's web has powerful new tools for engaging customers, making it a game changer for businesses.

Leveraging our 25 years of experience in Digital Marketing, we can put those powerful new tools to work for you, providing an important edge in creating successful online customer relationships.

SmartFinds manages our client's entire web presence to become their digital marketing department. This ensures a consistent strategy across all marketing and technical channels.



Broad Client Experiences



DELPHI



MARKETING SERVICE GROUPS



Research &
Planning

Technical
Marketing &
Creative
Development

Content
Marketing,
Inbound
Marketing &
Social Media

AdWords,
Search Ads,
Mobile,
Display &
Video Ads

Local
Business
Listing
Management,
Ratings &
Reviews
Syndication

Measurement,
Reporting, ROI
& Tailored
Analysis

LET'S REACH SUCCESS TOGETHER

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Trade Press Services

We deliver content marketing, media outreach and the vital marketing support our clients need to thrive in a rapidly changing global marketplace.

Our uniquely integrated and strategic programs connect clients with the audiences they need to reach. Whether the goal is to accelerate growth, increase visibility in the marketplace, develop a corporate distinction or gain recognition as industry experts, we get results.

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Services Provided

WRITING

- Business, scholarly and trade magazine articles
- White papers
- Case studies and success stories
- Press releases and press kits
- Books and eBooks
- Blogs
- Newsletters
- Audio and video scripts
- Website content
- Corporate presentations

MEDIA OUTREACH

- Article placement and publication
- Targeted media lists
- Press release distribution
- Speaking engagements
- Webinars
- Editorial calendar research
- Press interviews
- Social-media planning, outreach and review
- Media training

MARKETING SUPPORT

- Marketing plan development
- Marketing plan evaluation
- Marketing plan implementation
- Competitive and SWOT evaluations
- Sales lead identification
- Surveys
- Conference and trade-show support
- Book promotion
- Telemarketing programs

WORKING TOGETHER TO BUILD YOUR BUSINESS



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