

HOW TO AMPLIFY THE RESULTS OF YOUR CONTENT MARKETING PROGRAM

Content marketing connects the dots between marketing communication, branding and lead generation. Unfortunately, very less marketers are thoroughly educated on how to use content marketing the right way to generate better results. In this paper we cover the ideas for designing and implementing a properly defined and co-ordinated content marketing strategy.



Content Marketing101

Today the conventional marketing model has been critically disrupted by content marketing taking centre stage. Customer-centric, integrated marketing approach is today's manifesto and content marketing is playing a big role in succeeding this.

So, coming back to the point -What is Content Marketing?

aMarketForce defines content marketing as a strategic marketing approach focused on producing, sharing

relevant, consistent content to appeal and retain a well-defined audience—to promote a product or service.

Content marketing is a two-way communication channel between a business and its' target audience. An effective content marketing strategy will help your business to better engage with customers, by giving them proper information and generating inquisitiveness to find out more about your offerings.

Why Content Marketing with Statistics

Content marketing helps save a lot of your sales team's time with prospect qualification. Through content syndication and digital marketing, your content is advertised to a much larger and targeted audience. Content-rich documents helps in building and proclaiming your company brand awareness

Following are some noteworthy statistics that supports content marketing strategy:

- 71% of B2B marketers use content marketing to generate quality leads.
- Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less.
- B2B companies place a higher value on educational formats like blogging and webinars, whereas

B2C companies experiment with varied digital formats like interactive content and online tools. Infographics were also preferred.

- Nearly 40% of US companies use blogs for marketing purposes.
- 87% of B2B marketers use social media to share and promote content.

Sources: Hubspot, Demand Metric, eMarketer, CMI and MarketingProfs



MUSTs for Content Marketing

- Should engage buyers
- Should be consistent and tell a continuous story
- Should be fit to be promoted on multiple channels
- Should have clear call-to-action (CTA)
- Should be effective and of high quality

The Key is CONTENT

"Content is the king. Marketing is all about content these days". There are the same old sayings we have heard a thousand times before, but how do we define Quality Content. What may seem to you as a good educational marketing content may not be true for your prospects and customers. Prospects will find value in your content only when it's appealing enough. Marketing content should sound real, but engaging. Talk about the difference your company has made by sharing a customer's success story. You should try giving more information about your offerings rather than direct selling.

A content marketing campaign will never be successful until you properly define what messaging you want to put across through your content. Diversifying your messaging using different types of content will bring progressive variety to your content marketing strategy. Listed below are some commonly used content types:

Description	Revenue
Whitepaper	Report
Presentation	Info-graphics
Videos	Blog posts
Case study / Success story	eBook , etc
Press release	Demos
Podcasts/Videocasts	Datasheets

3 Big Myths and Busters

"Misunderstanding is generally simpler than true understanding, and hence has more potential for popularity." Let's discuss some common content marketing myths and ways to bust them.

- Myth 1: SEO, Social Media Marketing and Content Marketing are synonym terms

All these terms are very closely related but there are no synonyms. Confusing SEO and social media marketing with content marketing is just like confusing between bread, pretzel and flour. Without content there will be nothing to share on social media. SEO plays a crucial role in content marketing strategy but while writing content, make sure that you don't get carried away far with keywords usage.

- Myth 2: Blogging alone is enough

Regularly updated blogs can serve as a strong pillar of content marketing strategy, but certainly not alone. Experiment with different types of content (as suggested above) and monitor which ones give better results.

- Myth 3: It's all about CONTENT

Content is nothing until it is correctly promoted. So no; content marketing is not just about content. Do not go crazy about creating too much or meaningless content and wasting marketing dollars. The success of content marketing strategy is purely dependent on how the target audience responds and takes action beyond the click/like/share/comment.

What can go WRONG?

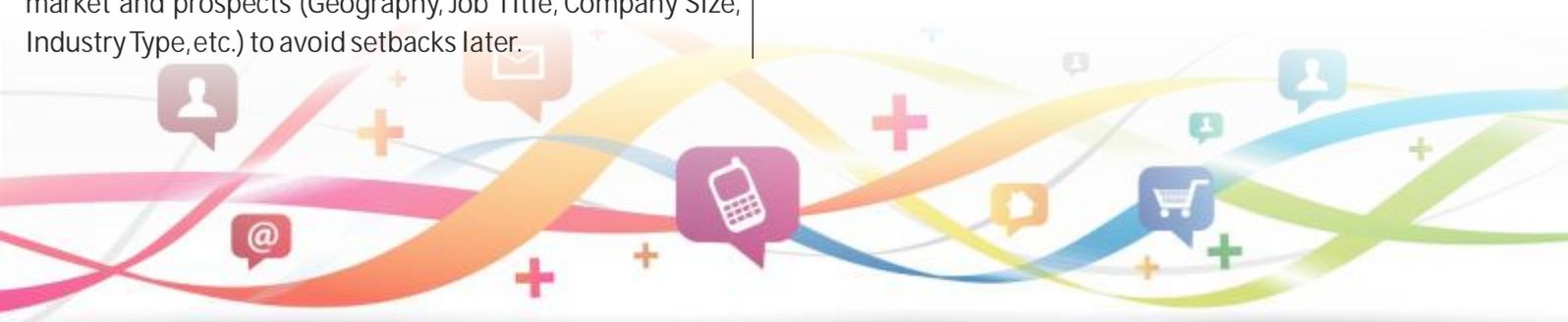
Now that you have made up your mind to try content marketing – our way, let's go over some of the common mistakes that marketers make while implementing content marketing strategy.

Targeting wrong prospects

Targeting wrong prospects (too wide or too narrow) can damage the whole process. Clearly outline your target market and prospects (Geography, Job Title, Company Size, Industry Type, etc.) to avoid setbacks later.

Using wrong content

It is very likely that prospects may visit your website or social profiles after reading promoted content and do not clearly understand what you really do. Make sure that the content you use is very comprehensive, educational and provides solutions to most of prospect's inquiries. Ideal content should engross the buyers. Be consistent, suitable to be promoted on multiple channels and must have clear CTA.(call to action)



CREATE PROMOTE ENGAGE OPTIMIZE STRATEGY ANALYZE MARKETING

Not reaching decision makers

Your sales team will waste a lot of time if they don't reach the decision makers. You need to ask your content marketing partner/in-house team to promote content to a fresh target audience (mostly decision makers) every time to keep delivering fresh and quality leads to your salesforce.

Overspending on syndication

No vendor can guarantee that the prospect who downloads white paper will buy your services.

Over-reliance on syndication sites not only results in overspending but also will exceed your expectations for leads which in turn will hurt your goals.

Overlooking tele-nurture option

Inbound marketing has a good success rate but the hype that only inbound marketing is enough is not true. You need to create a proper marketing mix by using an array of outbound marketing (with tele-nurturing) and inbound marketing programs. Tele-nurturing not only increases lead quality but also increases engagement.

High expectations with little input

"Expectations were like fine pottery. The harder you held them, the more likely they were to crack." Most companies fail in their content marketing strategy only because they don't have sufficient vision to set the genuine goals. Some of the common objectives that could be achieved through content marketing includes brand awareness or fortification, lead nurturing, lead generation and management, customer service and retention, subscriber database development. Far-fetched expectations from your syndication campaigns can only upset your marketing goals. That's why you need a dedicated inbound marketing staff who can not only create new content but also repurpose existing content and syndicate it.

Effective Content Marketing Program

Your content marketing program can be as simple as following these 4 steps:

• Stage 1: Align your goals

It is essential to establish a goal for your content marketing strategy before you even start the process. You need to make sure that your content strategy goal is comprehensively aligned with your business and marketing goals. Below are some of the commonly preferred goals:

- Increasing brand awareness
- Boosting website traffic
- Lead generation

• Stage 2: Outline the strategy

Once you identify your goal, zero on what and where to promote your content using existing resources. Map out an editorial calendar accordingly. Then, you need to brainstorm and scheme out on content marketing budget,

syndication methods – paid/free, marketing partners, campaigns and content repurposing strategy. Also, decide on "How you will measure success?" – website traffic, no of shares, leads generated, etc.;



• Stage 3. Create and Implement

This stage is the most crucial one. Align and put together all your existing marketing communication resources to create desired content – video, article, report, info-graphics, etc. According to your editorial

calendar start executing your campaigns and publishing/sharing relevant content. Be prompt enough to make quick changes to next campaigns if something doesn't work the first time. Agility, personalization and flexibility are important while creating and syndicating content. If you have hired vendors to syndicate content then you need to set-up a proper arrangement to track their work and results.

• Stage 4. Monitor and Adjust

Monitor your campaigns, and make adjustments wherever necessary. Access to see if your efforts are working to bring ROI for your business. Industry and market trends evolve momentously, so keep that also in mind.



Road Blockers on the way to Content Marketing Success

Resource Crunch

Today's biggest challenge in content marketing is unavailability of good resources to create enough content. It takes a lot of time and expertise to produce quality content regularly. Lack of time, budget and proper skill sets can all together become barriers in content marketing.

Quality Issues

Due to the pressure for publishing on regular basis, content producers constantly struggle with generating relevant, consistent and quality content.

Syndication – A Costly Affair

Content marketing landscape is dynamically shifting towards paid promotion. Even after assigning a substantial amount of your marketing budget on content syndication, no syndication partner can guarantee fix no. of quality leads. Managements' high expectations and later disappointments from such campaigns can jeopardize future content marketing budget.

Conclusion

To conclude, as it becomes challenging for companies to stand out in a highly competitive market, a content marketing strategy becomes ever more important. Having said that, content marketing is a costly affair and not all companies can afford it.

The only right option is to outsource. Outsourcing eludes the need to hire content marketing resources in-house: saving you from resource hiring, training and management costs. Although white paper syndication is a costly option, when selected with outbound tele-nurturing campaigns can yield into a very affordable and effective campaign.

In short when others are struggling to find effective and affordable content syndication partners, aMarketForce can successfully manage your content marketing strategy by deploying tele-nurture campaigns.

About aMarketForce

Since 2002, companies have relied on aMarketForce to deliver high-end lead generation services. aMarketForce is an end-to-end content marketing company with:

- ISO 27001 certification ensuring confidentiality and integrity to clients
- Highly experienced resources for content repurposing and content syndication
- Excellent expertise in B2B database marketing
- Competency in a full portfolio of digital marketing services
- Proficiency in B2B lead generation, scoring, nurturing and campaign management
- Specialization in CRM and Marketing Automation



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