



Inform

Engage

Delight

Tesla Festival de

# THE PROBLEM

**72%**

*of respondents said brands “spend all their time thinking about themselves.”*

**80%**

*of respondents said they thought that “advertising is boring.”*

**4X**

*of respondents are four times more likely to trust a brand that “DOES things in the real world.”*

**50%**

*said they feel more cynical about traditional PR, ads and brands than they did just five years ago.*



20%

of internet users' **online time** is spent on content.



68%

of people **spend time reading about brands** that interest them.



57%

read content marketing titles **at least once a month.**



80%

of people appreciate **learning about a company** through custom content.



**70%**

of people would rather learn about a company **through articles rather than an advert**



of consumers **enjoy reading relevant content** from brands



of consumers **feel more positive about a company** after reading custom content



of consumers **feel closer to a company** as a result of content marketing

*Gives consumers control over  
brand information*



**86%** of people skip  
TV adverts.



**44%** of people ignore  
direct mail.



**91%** of email users unsubscribe  
from company emails.



of people are  
inspired to  
**seek out  
a product**  
after reading  
content about it

**Op-Eds**

**Commentary**

**Events**

**Toons**

**Reviews**

**Infographics**

**Contests**

*Photo Galleries*

Newsmaker  
profiles

Content marketing is a way of creating and distributing valuable, relevant and consistent content to **attract and acquire a clearly defined audience** – with the objective of driving profitable customer action.

**ADVICE**

**How To Galleries**

News

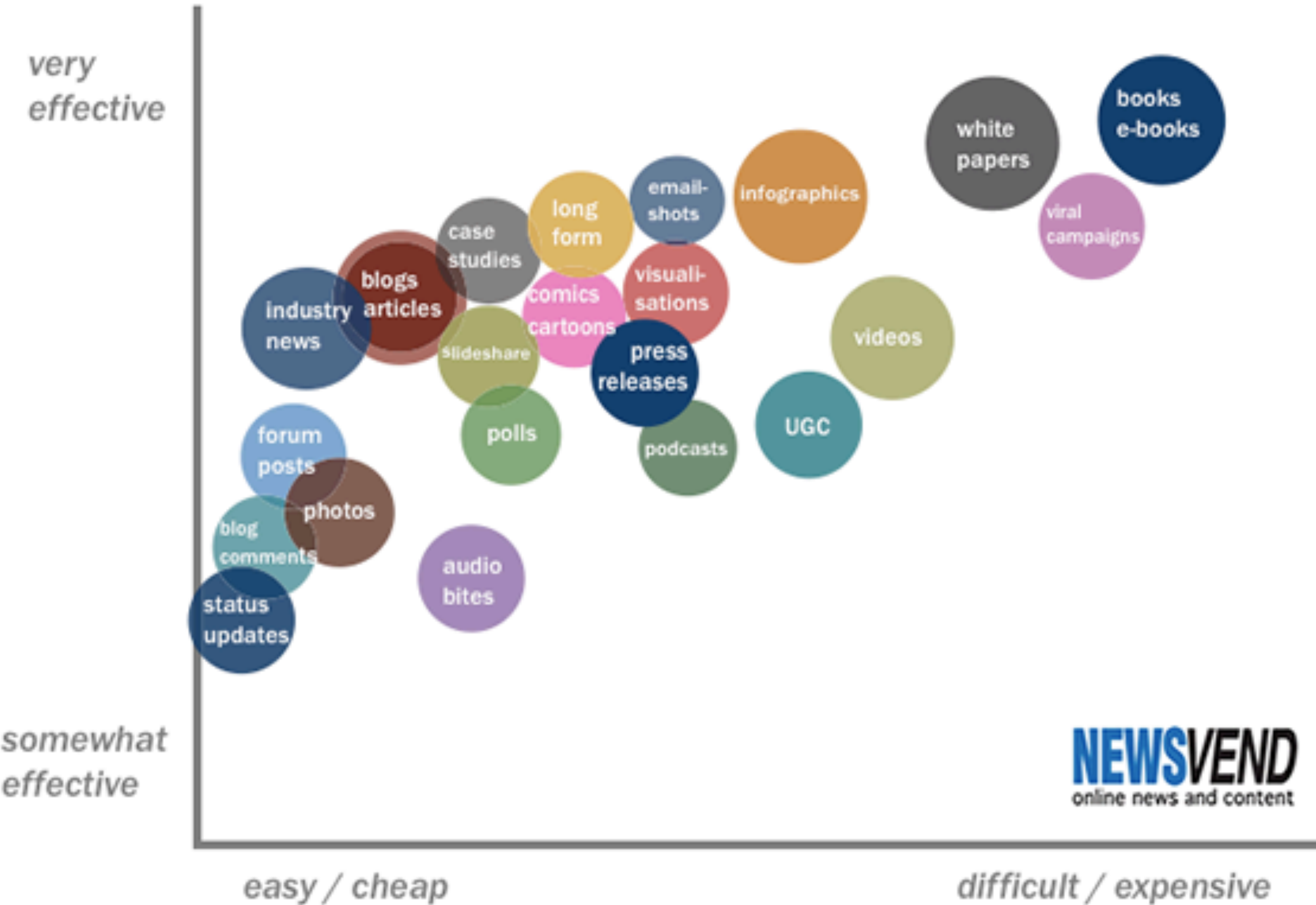
**Podcasts**

Deep dives

Video shows

Animated explainers

# Types of content



# CONTENT MARKETING'S

# WINNING DRIVE



VISITORS

CONTENT MARKETING

EVANGELISTS

★ TOUCHDOWN! ★



THE SALES PROCESS

— INBOUND MARKETING —

## CONTENT GOALS

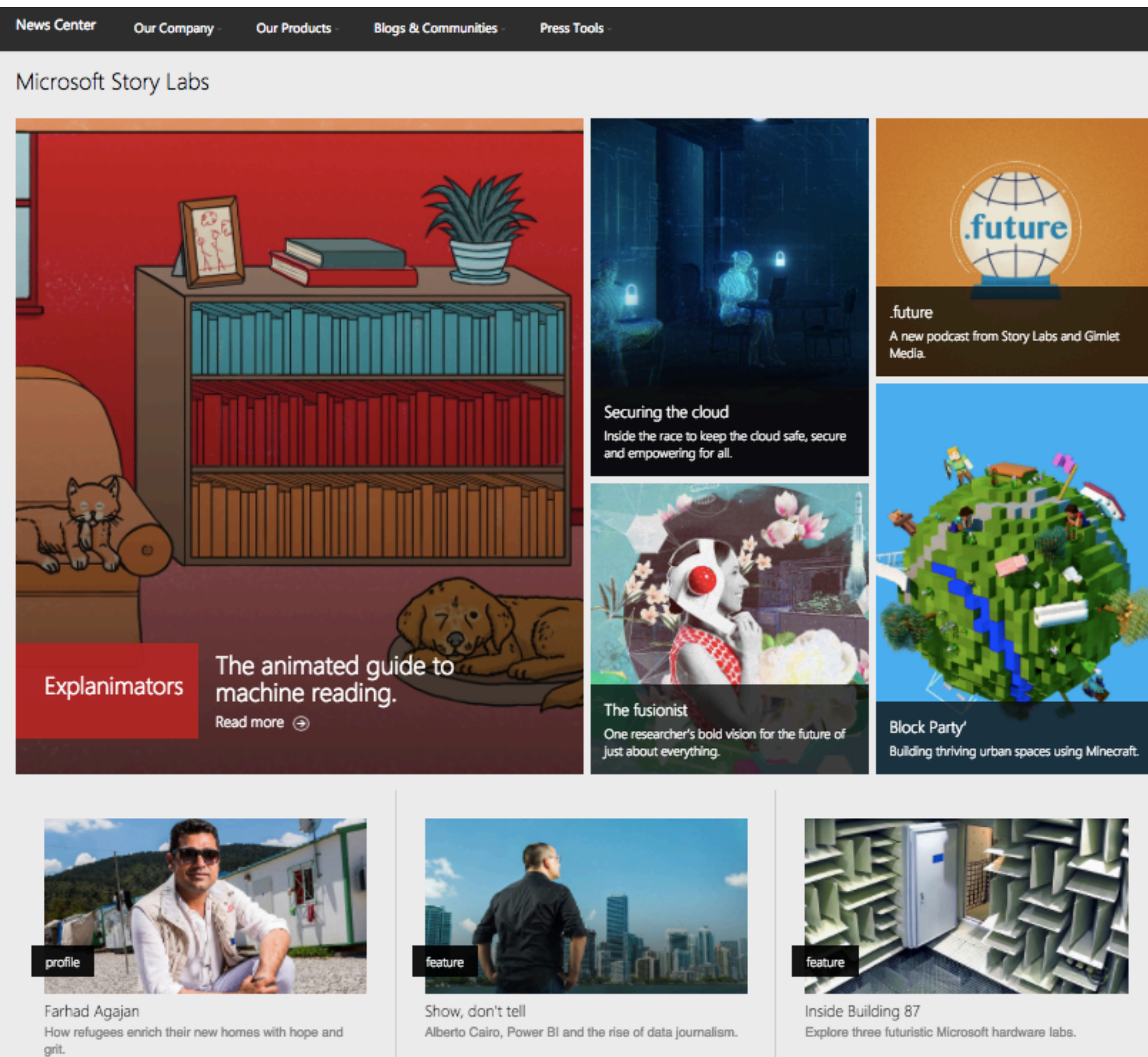
- ① Brand Awareness
- ② Lead Conversion & Nurturing
- ③ Customer Conversion
- ④ Customer Service
- ⑤ Retention/Loyalty
- ⑥ Upsell
- ⑦ Passionate Subscribers



CONTENT MARKETING INSTITUTE  
www.contentmarketinginstitute.com



# Microsoft: StoryLabs

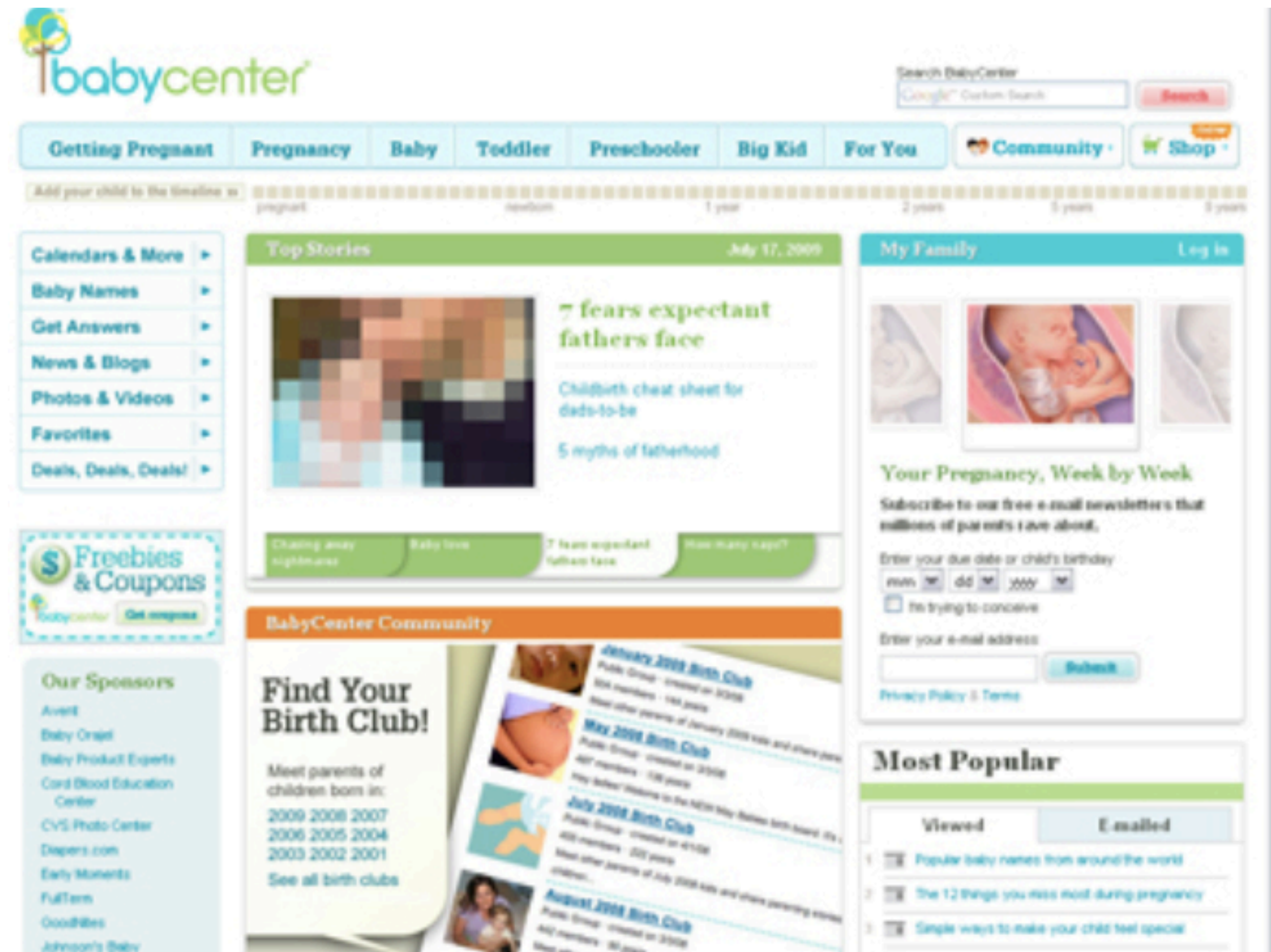


- **Microsoft's StoryLabs** is one of several content marketing plays from the tech giant. Check it out here. Its big strength is the creation of content that explains difficult emerging technology to partners, customers, investors and journalists.
- **See: The Animated Guide to the Internet of Things**
- **See: Sportscaster Daniel Jeremiah: A New Breed of Data Pundit**
- **See: StationQ: The Quest for a Quantum (Computing) Future.**

**The Goal: Explaining Emerging Technologies to B2B Customers, Partners, Media**

# Johnson & Johnson: BabyCenter.com

- Eight in 10 new moms in the US and Canada use BabyCenter.com every month. According to Alexa stats, it is the No.1 pregnancy and parenting digital destination site in the world.
- Owned by Johnson & Johnson, which sells baby products, the site now boasts 35 MILLION readers.
- It is one of the most classic and oldest examples of content marketing success. It was among the first brands to embrace content marketing.
- The site is based on the company's belief, 16 years ago, that customers would increasingly rely on search over promotional advertising in the media before making purchases. This is true now for consumer markets as well as B2B markets and is one of the biggest reasons brands get into content marketing.
- Its high-quality original short and long form articles, videos, timelines, photo galleries and discussion forums have created incredible trust and loyalty for Johnson & Johnson ... and a huge sales upside.
- On Babycenter, readers build community, learn about baby care and purchase baby items — from J&J and other products. That is the highest form of thought leadership. The trust Johnson & Johnson has created means Johnson & Johnson is able to tell these readers what to buy and what not to buy.



**The Goal: Thought Leadership, Sales**

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**TRADING** OCTOBER 10, 2017  
**Energy Sector Earnings: Lower Oil and Gas Prices Persist in 2017**  
At the start of 2017—when WTI crude oil (/CL) traded in the low \$50 range, Brent crude (/BN) was three to four dollars shy of the \$60 mark and natural

gas (/NG)...

**TRADING** OCTOBER 10, 2017  
**Think a Lagging Position May Come Back? May Want to Think Again**  
At its core, trading is not about gambling, it's about making choices. What stock to trade, how big a position to take, where to enter, where to exit, and

maybe most ...

**TRADING** OCTOBER 9, 2017  
**Health Care Sector Earnings: What**



# TD Ameritrade: thinkMoney Magazine and TickerTape.com

- **TD Ameritrade's content marketing strategy** is a powerful example of how a well-planned content marketing strategy can drive sales.
- The financial company produces two powerhouse content marketing plays: the glossy print magazine called **thinkMoney** and the site **TickerTape** for its most active day trading customers..
- It's also a study in patience. Launched 10 years ago, the project was almost axed for budget reasons, But the firm kept at it. Two years later, it found that its **thinkMoney subscribers traded FIVE TIMES more** than TDA customers who did not read the online or print publication.
- Like all successful content marketing ventures, the site and magazine aren't promotional PR or sales vehicles, but are financial magazines that establish Ameritrade as a thought leader in its own right.
- The site and magazine cover day trading news, analysis, profiles of super-successful day traders and how-to strategies for those who want to become day traders.

**The Goal: Customer Acquisition**

# PepsiCo's Mountain Dew: GreenLabel.com

- In 2012, **PepsiCo Mountain Dew** division had been trying to make its 1970s hit soda MountainDew relevant to a new generation of customers. Its solution for reaching millennials was GreenLabel.com.
- Launched in 2013, it's a perfect example of how a brand reinvented itself as as an authoritative leader, storyteller and thought leader for millions of millennials.
- The magazine doesn't cover soda — it's a lifestyle publication that covers extreme sports, fashion, gaming, art and music for millennials.
- According to AdAge, within 18 months the magazine had so many readers that it was able to monetize them in a variety of ways, through concerts, events, consumer products and advertising from Nike and others who were eager to reach this demo.
- The magazine started modestly as an in-house project run by contractors and journalists posting 10 stories a day. That team is now the formidable brand marketing agency ComplexMedia.
- This case study is a must read. So is this analysis from 2014.
- In 2016, MountainDew GreenLabel MultiChannelNetwork YouTube channel. Within a year, it had 130 million views, .5 million social media engagements, 500 million impressions and 15 million referrals to GreenLabel.com web magazine and the Mountain Dew website. Read more here.



**The Goal:** New customers, increase sales, reinvent brand image

# CONTENT Marketing Is ...

- Is **different** from regular marketing and PR because it isn't promotional or product-specific.
- Is comprised of **digital and non-digital channels** that deliver engaging, evocative and shareable content your desired readers can't get anywhere else.
- Can include slick online magazines, simple blogs, print magazines, posts, videos, infographics, webinars, entertainment, contests and other **compelling material that will attract and retain your desired audience.**
- Is a **business strategy** for establishing your brand as a thought leader, an authoritative, trusted hub that attracts and retains the customers, partners and other audiences you're looking for.
- Is a way to bring potential customers and current ones into a must-see resource that **builds trust, loyalty and increased sales, leads and profits.**
- Makes your brand and messaging more discoverable **any** creating community.

Content  
Marketing:  
What It Isn't

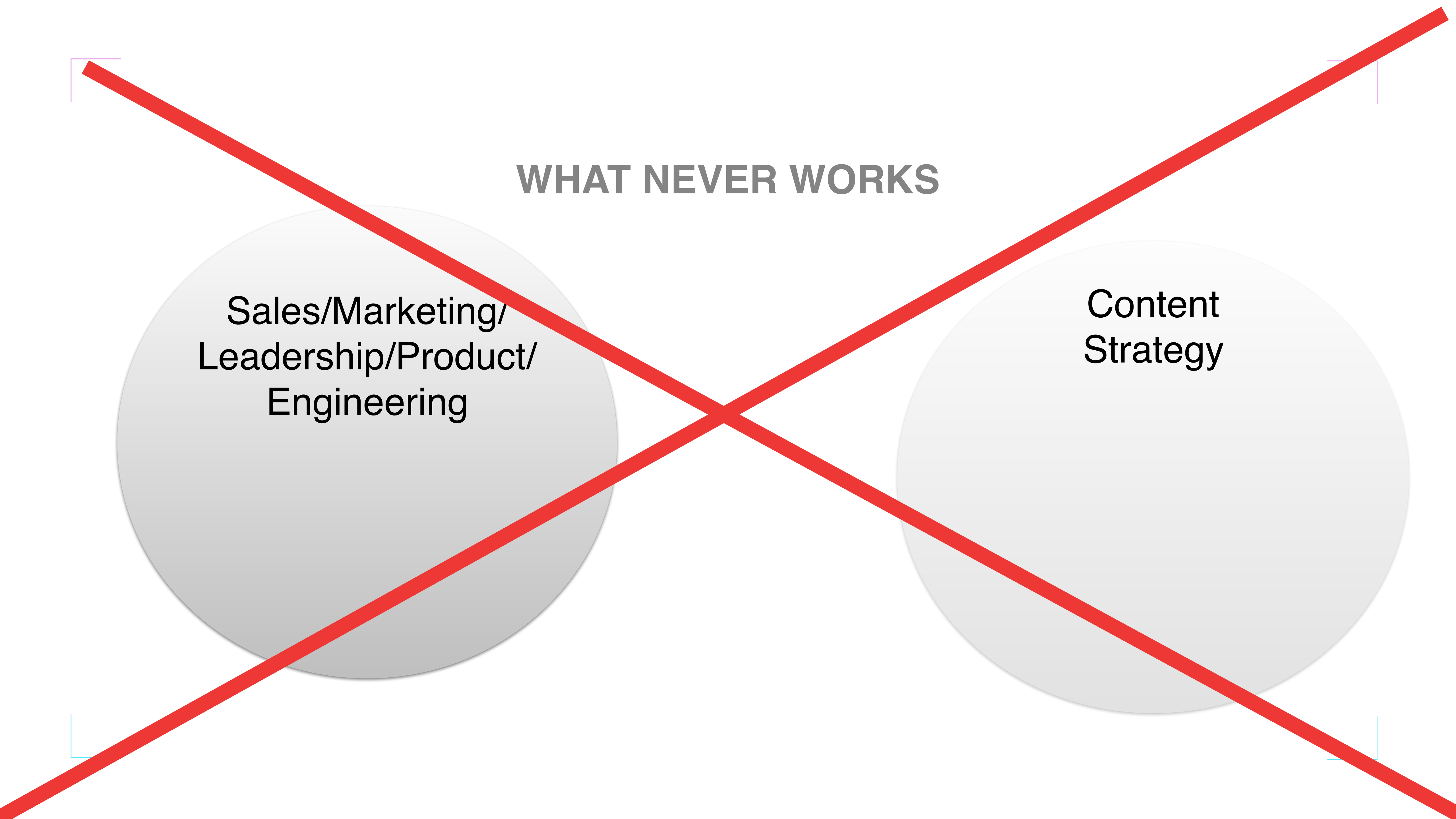
**It Is Never ...**

**Press Releases**  
**Company news releases**  
**Sales collateral**  
**Sales pitches**  
**Team announcements**  
**Direct selling or direct calls to  
action**  
**Thinly veiled pitches**

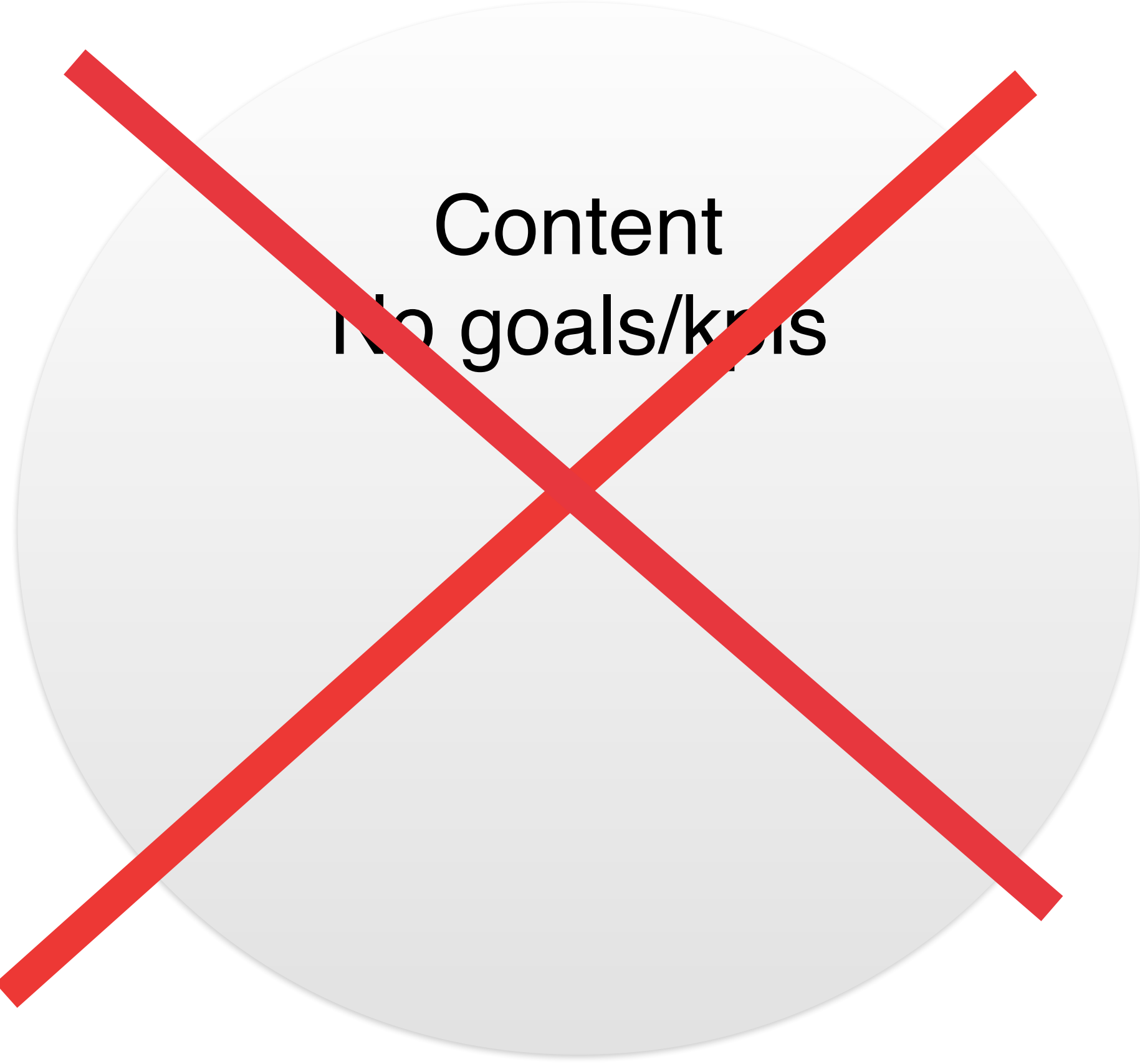
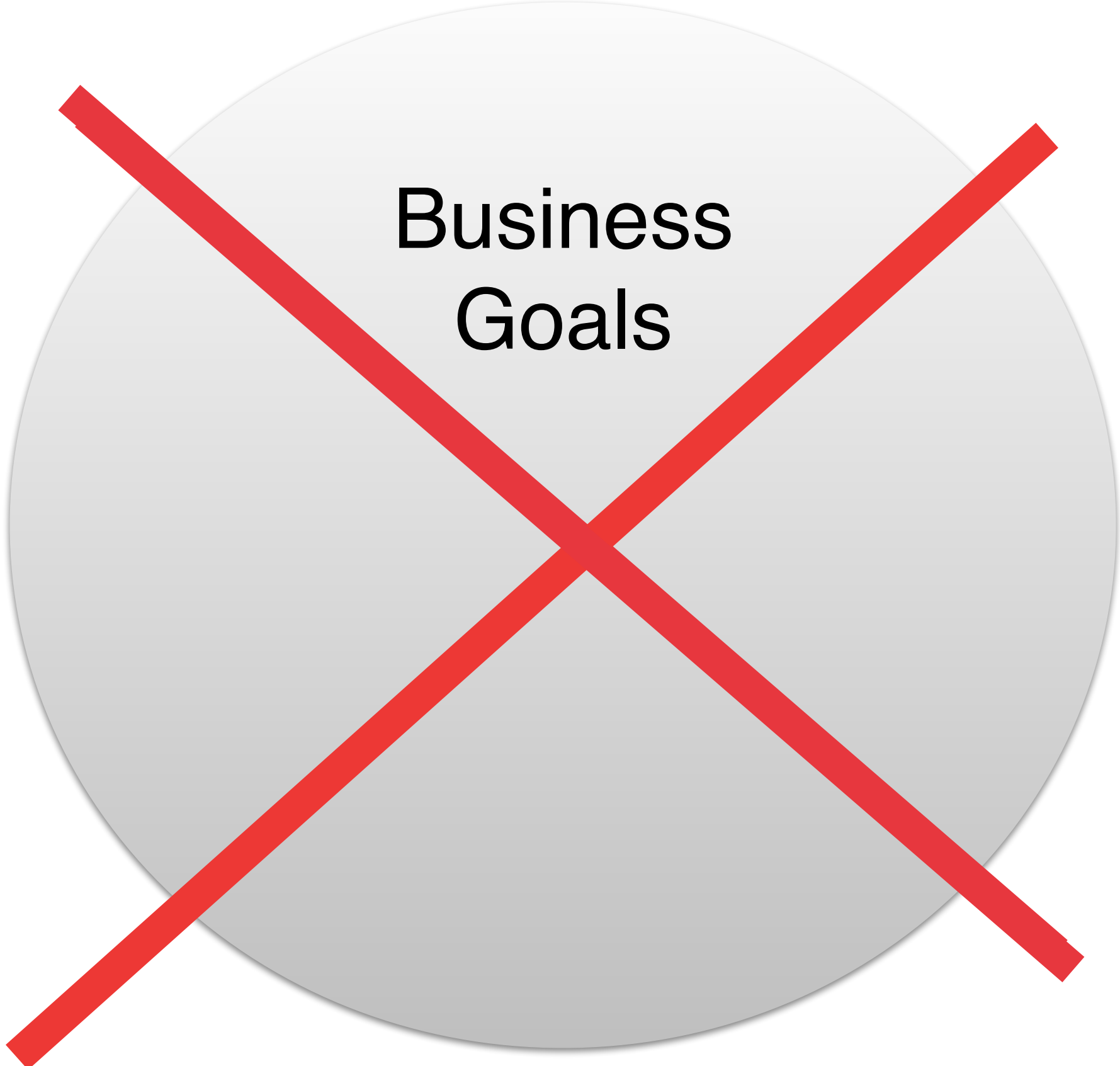
**WHAT NEVER WORKS**

**Sales/Marketing/  
Leadership/Product/  
Engineering**

**Content  
Strategy**

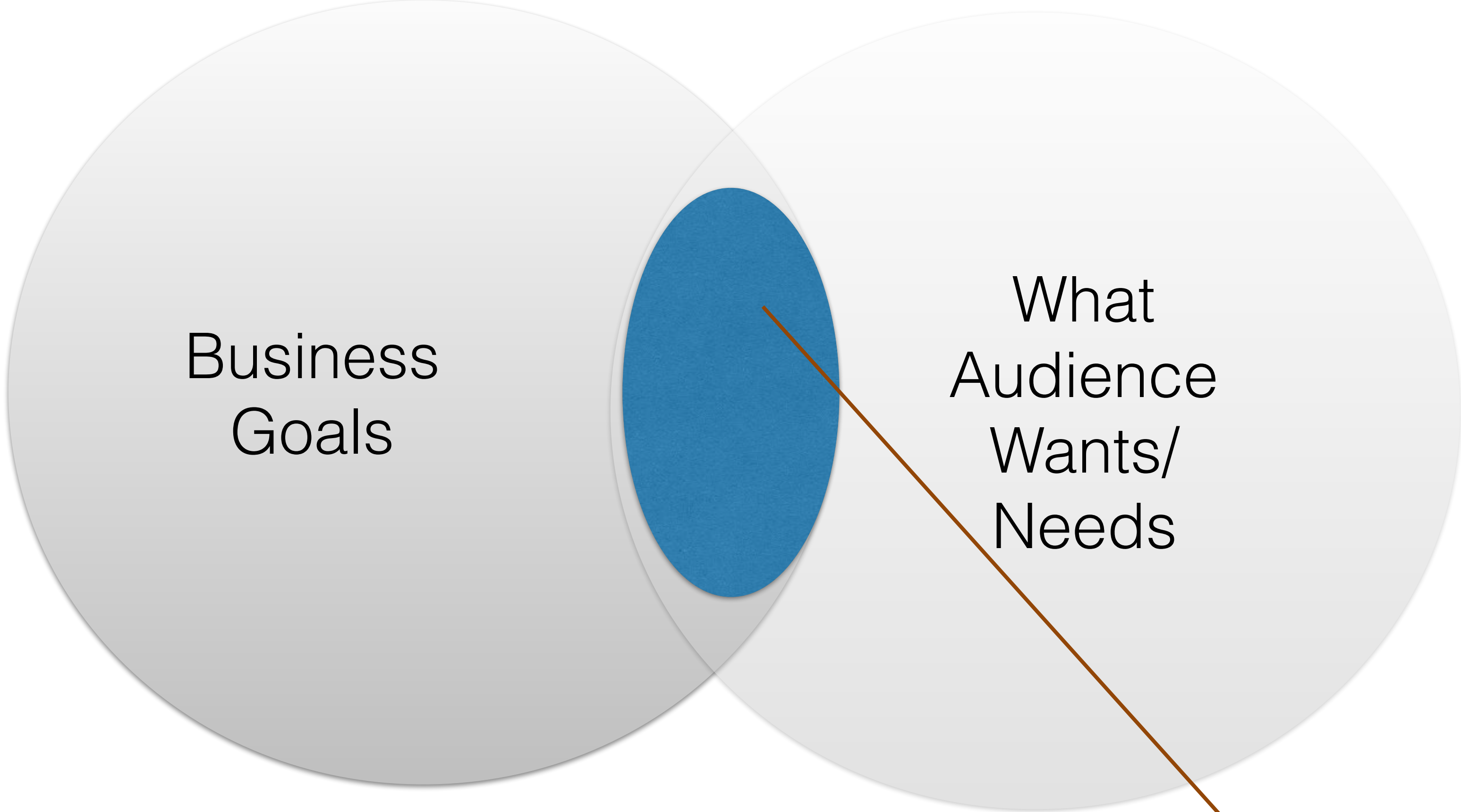


**WHAT NEVER WORKS**





WHAT WILL WORK



**Content strategy lives here.**

# Why Do Content?

IN FACT, STATISTICS SAYS THAT

## 1. Content Makes Your Target Audience Smarter

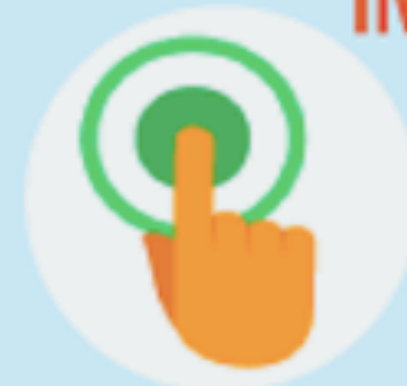


Nowadays, getting answers and solutions for our problems and needs is easier and faster, all thanks to the internet. With just a few click on a computer or swipe in a smartphone, modern consumers can easily access different content that can help solve their day-to-day problems.

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IN FACT, STATISTICS SAYS THAT



**53%**  
of consumers

say offering free content on a topic they are interested in is effective for attracting their business!

## 2. It Positions You as a Thought Leader in Your Industry



Regardless of whether you're running a small or big business, content can help establish your brand as a thought leader in your niche.

Why  
Do  
Content?



IN FACT, OVER  
**50%**  
of marketers

say that curated content helps enhance their revenue-generating digital efforts, including thought leadership.

If you want to build brand awareness, trust and loyalty with your target market, as well as drive conversions, then thought leadership through content marketing is definitely the path you should pursue.



# Why Do Content?

## 3. Content Establishes Stronger Relationship with Your Customers

A highly engaging and useful content will not only make your target market much smarter but also pushes them closer to your brand in a more natural way.



**With the onslaught of in-your-face web advertisements, content marketing is a less invasive way to engage with your customers while at the same time promoting your business in a very subtle way.**

By providing content that your audience will most likely engage and interact with, you can build meaningful relationships that extend beyond the online world.



You just need to identify the demographic and psychographic profile of your audience ... what it wants and what it needs. And then build it.

# 4.

## Content Fosters Customer Loyalty

Why  
Do  
Content?

Producing quality content increases brand loyalty, all because the modern consumers appreciate when a company does more effort in educating their market than selling more products or services.

**People want to be given value these days.**



**In fact, a report from Demand Metric states that 82% of respondents felt “more positive about a company after reading a custom content.”**

When you regularly publish content for your customers, the more they will feel valued and perceive your brand as a trustworthy resource.



# 5. Content Encourages Customer Engagement



One of the most crucial element when it comes to running a successful business is to engage your customers.



In fact, a study from Gallup revealed that customers who are fully engaged represent..

**23%**

premium in terms of share of wallet, profitability, revenue, and relationship growth compared with the average customer.

To achieve this, you need to leverage on content to spark a meaningful interaction with your customers, which can be as simple as a comment on your post or sharing your latest blog post on their social media profiles.



Why  
Do  
Content?

# 6. Content Builds SEO

Why  
Do  
Content



**93%**  
**OF ONLINE EXPERIENCE**  
begin with a search engine.

However, a website alone is not enough to expose your brand from the people who conducts

**3.5 BILLION SEARCHES PER DAY**

You need content to make your website worthy enough in the eyes of Google and searchers.



Producing content regularly increases your chance to rank higher on SERPs since freshness is one of the crucial ranking factors of Google's search algorithm.

Also, high-quality, informative and engaging content that satisfies your customers improves your website's dwell time, which also contributes greatly to your SEO performance.



# 7.

## It Boosts Revenue Growth



Why  
Do  
Content?



Perhaps the most important in business perspective, content is your most effective medium to make sales today.

**As more people become more reluctant on traditional marketing tactics, content is your best bet to demonstrate your business value by directing them into your blogs and teaching how your product can benefit them**



With a genuine and sincere motive to add value to your customers' lives, a unique and helpful content can change the way customers view your brand, resulting in better brand image, better customer experience and increased revenue.





**89%**

*employ some form of content marketing.*



**11%**

*of the those who didn't, 52% said they plan to launch content initiatives in next 12 months.*



**53%**

*but more than half of the B2B firms that have content initiatives said they are only "moderately successful."*