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MEDIA

# content marketing **MASTERY**

4 Steps to Building Your Business



## 4-STEP Approach

1.

Plan your Content  
Marketing Strategy

2.

Produce Content

3.

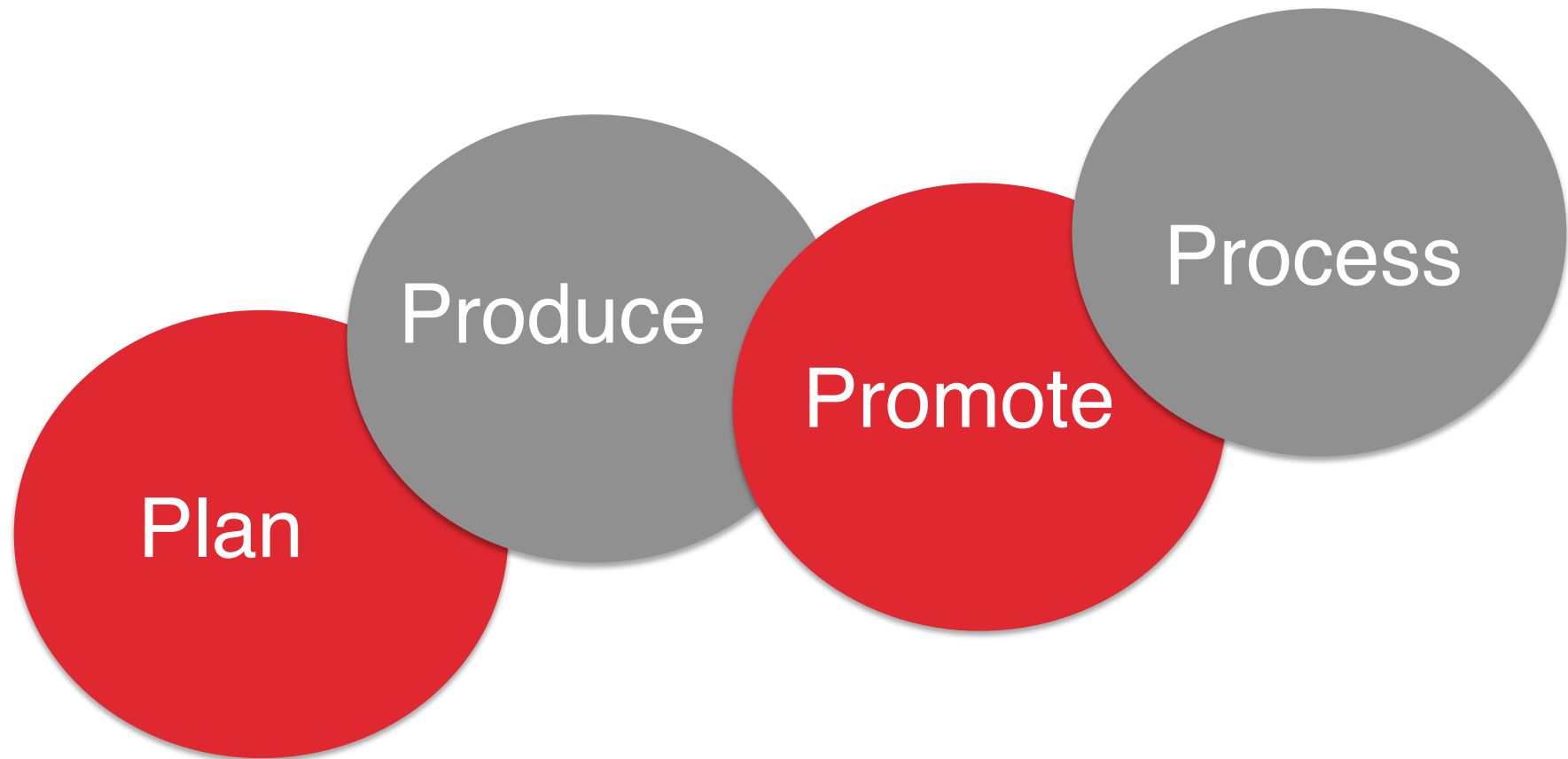
Promote Content

4.

Process & Analyze  
Performance Data

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# 4-Step Approach



# Introduction

Content marketing is about engaging and **educating your target market**. They have questions and your business provides the answers.

While the ultimate goal of content marketing is to **convert prospects to paid customers**, the conversation is more subtle than traditional methods. Content marketing is about delivering valuable information and advice.

If you can provide potential customers with the right insights at the right time, the reward is more than just revenue. It's **brand loyalty** and **customer advocacy**.



# I. Plan

Clearly define **measurable goals** based on what your company wants to accomplish with content marketing. Those objectives will be based on your target market so it's important to create **buyer personas** influenced by your ideal audience. Once you have your target market in mind, you can create your **content plan**.



Goals

Personas

Plan

# Define your content goals

1. Build awareness
2. Educate buyers
3. Move leads along the purchase path
4. Engage with all influencers
5. Serve existing customers
6. Cross-selling or up-selling
7. Generate new sales leads
8. Establish your expertise

# Create 3 – 4 customer personas

1. Demographics (Age, Gender, Location, Income, Education, Etc.)
2. Psychographics (Activities, Interests, Values, Personality, Etc.)
3. Behavior (Loyalty, Buyer Readiness, Attitudes, Usage, Etc.)

# Create a content plan

1. Audit existing marketing material
2. Review the competition
3. Get internal buy-in and secure resources
4. Create a content calendar



# II. Produce

When content creation is aligned with the 4 stages of the **sales funnel**, your content marketing strategy becomes much more effective at converting prospects to paying customers.



Discover

Consider

Buy

Repeat

# Discover

Goal : Attract qualified visitors and prospects through search engines, social channels, and web properties.

## Content Types:

- ✓ Free downloadable guides and reports
- ✓ Infographics
- ✓ Videos
- ✓ White Papers

# Free Guide Example



## Free Ebook: The Ultimate How-to Marketing Guide

Downloaded by more than 54,000 marketers, this free guide unlocks invaluable advice from best-selling author

David Meerman Scott

Marketers have a lot to juggle. Social media, SEO, and email are just a few of the channels you need to master. Plus, new opportunities in online marketing are emerging from every corner.

*Wouldn't it be nice to have one, handy reference guide to learn it all?*

Get your free copy of this special edition guide to learn **20 'how-to' marketing lessons** covering a range of topics, including:

- How to optimize your press release
- How to stay ahead of the competition
- How to write an awesome ebook
- How to optimize your offline events for the web
- How to design your first buyer persona



### Download the Guide

First Name \*

Last Name \*

Email ([privacy policy](#)) \*

Website URL \*

What is your role? \*

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# Consider

Goal: Help prospects research the best solution to their problem and evaluate your particular offering.

## Content Types:

- ✓ Case studies & Testimonials
- ✓ Demo Videos
- ✓ In-Depth Tutorials
- ✓ Webinars

# Demo Video Example



SOFTWAREABOUTCASE STUDIESPARTNERSPRICINGBLOGS

## Get to Know the HubSpot Sales Platform

SalesContactsCompaniesDealsTasksSettings

newenglandst...  
Hub ID: 100477

All contacts  
49 contacts • Default View

Search contacts in this view...Add contactImportColumns

Name	Email	Phone Number	Create Date	First Name	Company Name	Lead Score	Source
Jeffrey Russo	jrusso@hubspot.com	508-942-5258	09/17/2014	Jeffrey	HubSpot	80	Manually Added
Jeff Brailsford	geoffrey@thelevelup.com	508-942-5258	09/07/2014	Jeff	LevelUp	58	Content Downloa
Gareth Flynn	gareth_flynn@dell.com	(207) 248-3425	09/07/2014	Gareth	Dell	40	Manually Added
Ariel Lifschitz	ariel.lifschitz@p.com	(154) 316-9750	09/07/2014	Ariel	Hewlett Packard	41	INBOUND 2014 F
Suzy Goodwin	suzy.goodwin@alere.com	(635) 959-3817	09/07/2014	Suzy	Alere	44	Content Downloa
James Ferris	james.ferris@oracle.com	(570) 229-2081	09/07/2014	James	Oracle	46	Content Downloa
Chad Zamler	czamler@altair.com	(508) 857-7326	09/07/2014	Chad	Altair	46	Manually Added
Bobbi Bustos	bobbi.bustos@worldspacel.com	(671) 8715	09/07/2014	Bobbi	Worldpay	48	Content Downloa
Scott Rief	scott_rief@haas.berkeley.edu	(950) 872-5590	09/07/2014	Scott	Haas School of Business	50	INBOUND 2014 F
Matthew Books	matthew.books@colliers.com	(157) 505-5951	09/07/2014	Matthew	Colliers	48	Content Downloa
gary whisenhunt	gary.whisenhunt@officedepot.com	(129) 467-3843	09/07/2014	gary	Office Depot	49	Content Downloa
Brian Coleman	brcoleman@vocus.com	(616) 117-3817	09/07/2014	Brian	Vocus	51	Content Downloa
Louise Hewett	louise.hewett@thomsonreuters.com	(389) 677-1093	09/07/2014	Louise	Thompson Reuters	55	Manually Added
Tyler Day	tday@live.unc.edu	(962) 425-2388	09/07/2014	Tyler	University of North Carolina	52	Content Downloa

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# Decide & Buy


Goal: Help prospects buy your offering and teach them how to make the most of it.


Types:

- ✓ Case Studies
- ✓ Detailed Tutorials
- ✓ Special Offers
- ✓ Direct-Mail Emails
- ✓ Testimonials

# Case Study Example




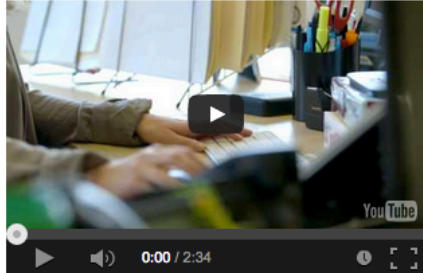
SOFTWARE   ABOUT   CASE STUDIES   PARTNERS   PRICING   BLOGS   |   

 All Case Studies

## Care.com Converts More Leads Faster Using Sidekick by HubSpot

Care.com was established as the world's largest online marketplace for finding and managing family care. Its brand was widely recognized by consumers, but they wanted to jumpstart their B2B offerings. The B2B business was growing, but the sales team wasn't as agile and effective as it could be. And the marketing team lacked the tools to effectively scale the business and run campaigns effectively.





0:00 / 2:34

About [Care.com](#)

Care.com is the world's largest online marketplace for finding and managing family care, with more than 11.8 million members, spanning 16 countries. Its mission is to improve the lives of families and caregivers by helping them connect in a reliable and easy way. Its solutions help families make informed decisions and caregivers find fulfilling

# Advocate & Repeat

Goal: Get customers to buy from you again and spread awareness of your company.

Content Types:

- ✓ Surveys & Feedback Forms
- ✓ Contests and Giveaways
- ✓ Special offers
- ✓ Coupons



# Contest Example

A promotional banner for a HubSpot contest. The background is a collage of various photos of people, likely HubSpot customers, in different settings. The HubSpot logo is in the top left. The main headline is 'HubSpot Customers Rock.' in large white text. Below it, a paragraph reads: 'Our customers ROCK. To show our appreciation, we're dedicating the entire month of ROCKtober to all 11,500 of them. Hear their stories below.' At the bottom, there are two buttons: a blue one for '#HSROCKtober on Twitter' and an orange one for 'Contest Details'.

HubSpot

## HubSpot Customers Rock.

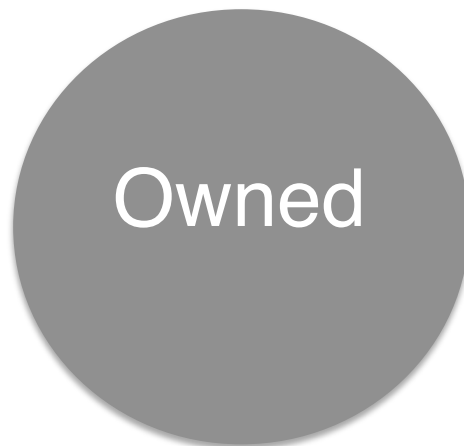
Our customers ROCK. To show our appreciation, we're dedicating the entire month of ROCKtober to all 11,500 of them. Hear their stories below.

[#HSROCKtober on Twitter](#)

[Contest Details](#)

# III. Promote

Where your content is being consumed is just as important as the content within. To maximize reach, content should be shared across multiple mediums, including Paid, Owned and Earned Media (POEM). An effective **POEM Plan** identifies all channels of promotions and explores which ones are the most effective.



# Paid Media

Promote your content on PAID media:

- ✓ Banners
- ✓ Search PPC
- ✓ Social PPC
- ✓ Sponsorship
- ✓ Retargeting/Remarketing

# Owned Media

Promote your content on OWNED media:

- ✓ Blog
- ✓ Facebook
- ✓ Twitter
- ✓ YouTube
- ✓ LinkedIn
- ✓ Slideshare
- ✓ Pinterest

# Earned Media

Promote your content on EARNED media:

- ✓ Press Coverage
- ✓ Interview Requests
- ✓ Reviews
- ✓ Awards & Recognition
- ✓ Guest Blogs

# IV. Process

**Measurement** is the beginning, middle and end of your content marketing process. What you measure should answer some pretty basic questions: What's working? What isn't? And what do we need to do to make it work next time? It's important you understand the measure of success so you can keep track of the proper metrics.

# Success metric = brand awareness

If brand awareness is the measure of success you can track:

- ✓ Unique visitors
- ✓ Social shares & followers
- ✓ Content consumption (views, downloads, etc.)

# Success metric = traffic

If traffic is the measure of success you can track:

- ✓ Click Through Rate
- ✓ Bounce rate
- ✓ Page views
- ✓ Session duration



# Success metric = sales

If sales is the measure of success you can track:

- ✓ Cost per lead
- ✓ Conversion rate
- ✓ Customer retention rate
- ✓ Cost per sale

# About MARCCX MEDIA

Marccx Media is a full service content marketing agency based in Brooklyn, NY, dedicated to delivering high-quality content that converts your prospects to paying customers.

We work with our clients to plan, produce and promote branded content to attract new customers and engage existing business.

We would love to learn more about your business and help you attract a larger audience.



The logo consists of a white square border containing the text "MARCCX" and "MEDIA" in white, uppercase, sans-serif font, stacked vertically.

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CONTACT US!

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