

MARCCX
MEDIA

The Content Marketing Playbook

4 Steps to Building Your Business

Meet Mike



Michael Peggs
CEO



Meet Mike

Michael Peggs, our **Chief Content Creator**, began his content career at **Google**, advising publishers on their digital marketing strategy. Today, he spends his days planning, producing and creating content marketing strategies that will generate more business for his clients.

What is Content Marketing?

Creating valuable content to attract and acquire a target audience – with the express goal of **converting** prospects to new and repeat customers.



4-STEP Approach

1.

Plan your Content
Marketing Strategy

2.

Produce Content

3.

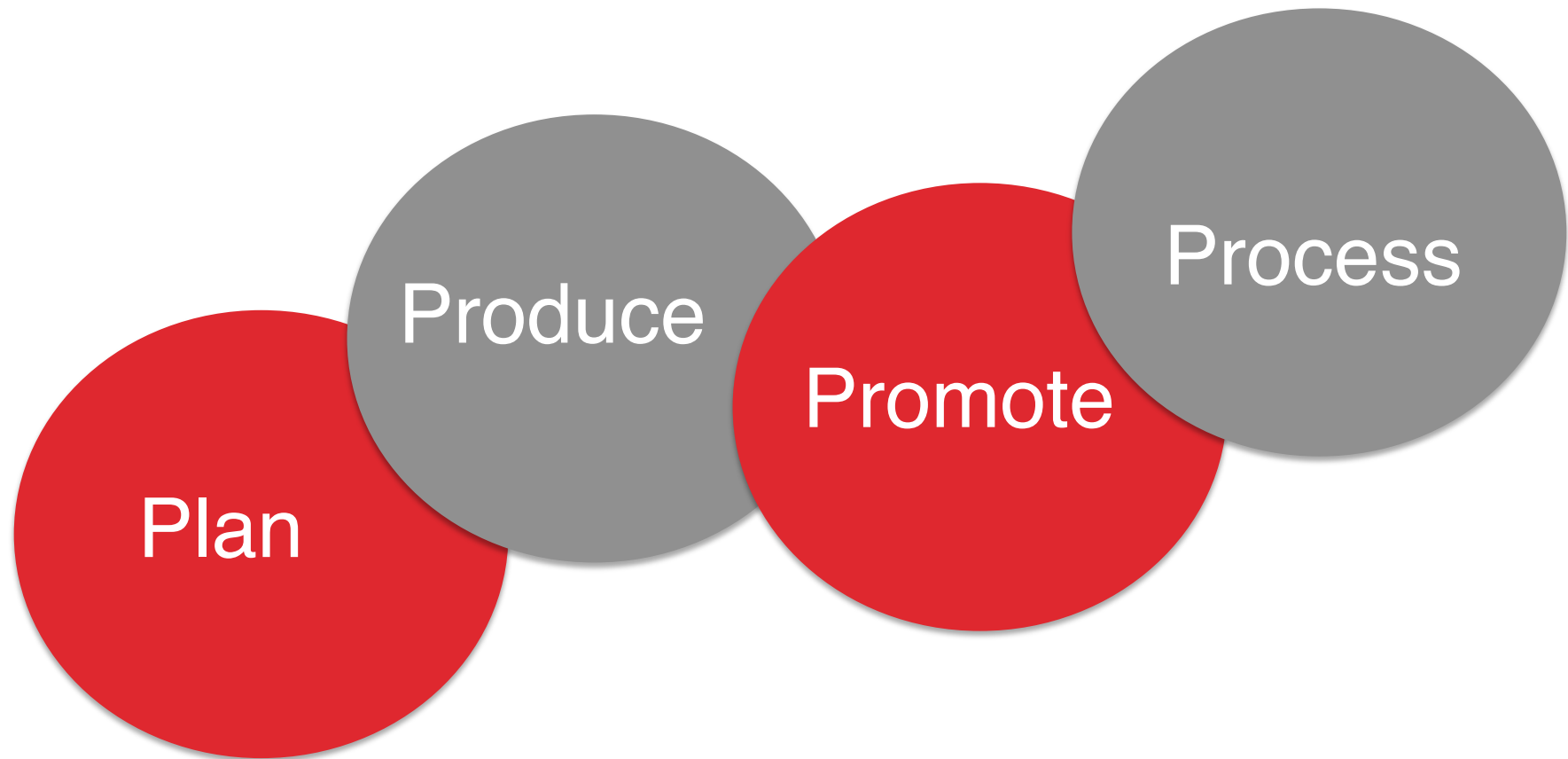
Promote Content

4.

Process & Analyze
Performance Data

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4-Step Approach



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 *

mike

Last Name *

peggs

Email ([privacy policy](#)) *

peggspoints@gmail.com

Website URL *

http://michaelpeggs.com

What is your role? *

C-Level/SVP

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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




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Get to Know the HubSpot Sales Platform

Sales **Contacts** Companies Deals Tasks Settings

Search

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Hub ID: 100477

All contacts
49 contacts • Default View

All contacts Reset filters















+ Add filter...

Search all contacts in this view...

Add contact

Import

Columns

| 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@hp.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 | (617) 871-8715 | 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 |


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




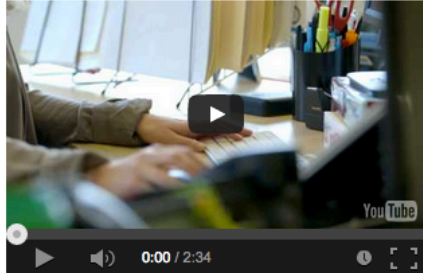
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 All Case Studies

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.





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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.

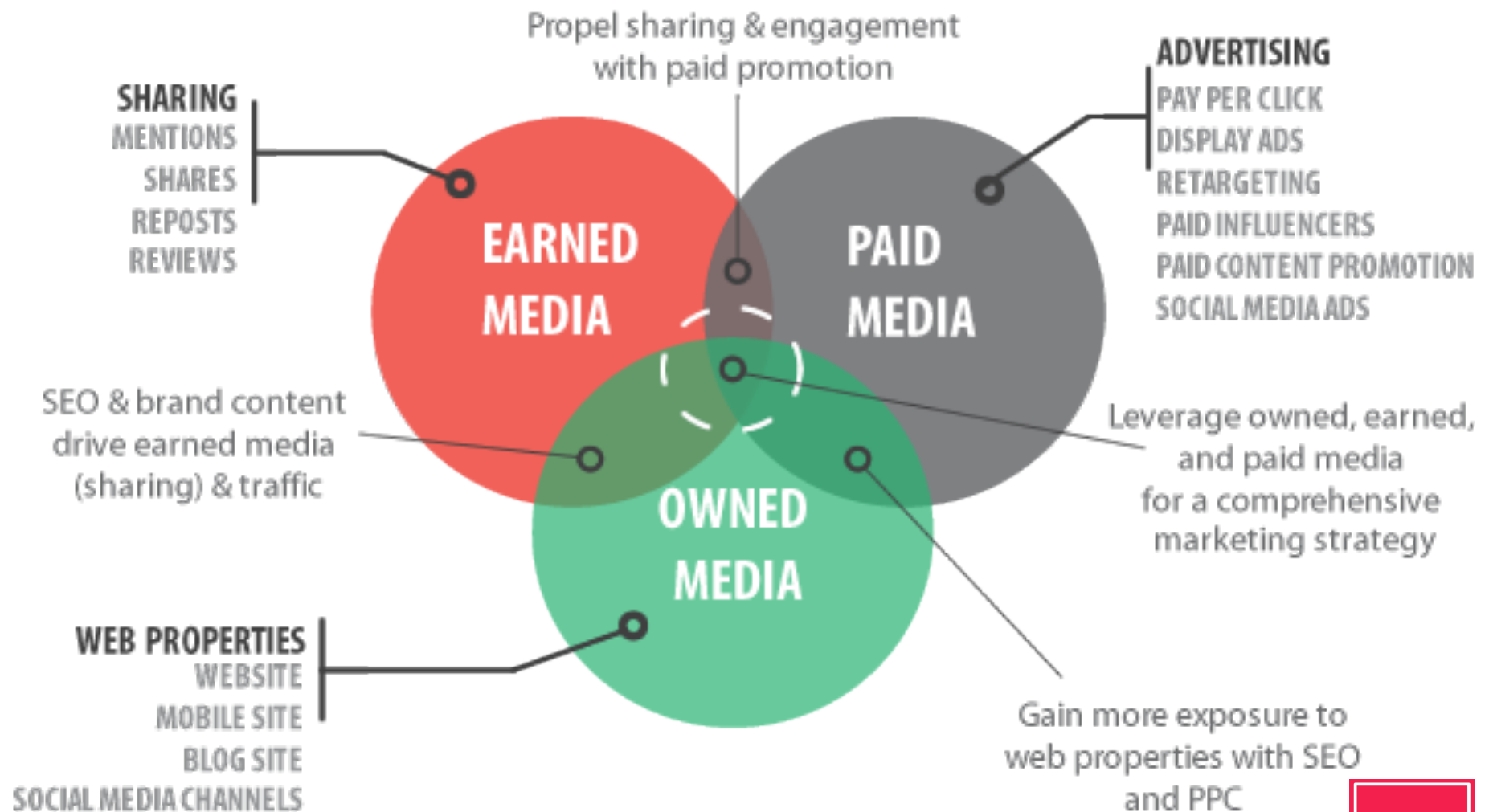


Paid

Owned

Earned

POEM Plan



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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