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The Content Marketing Playbook

4 Steps to Building Your Business

Meet Mike

Michael Peggs
CEO

MARCCX
MEDIA

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.

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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.

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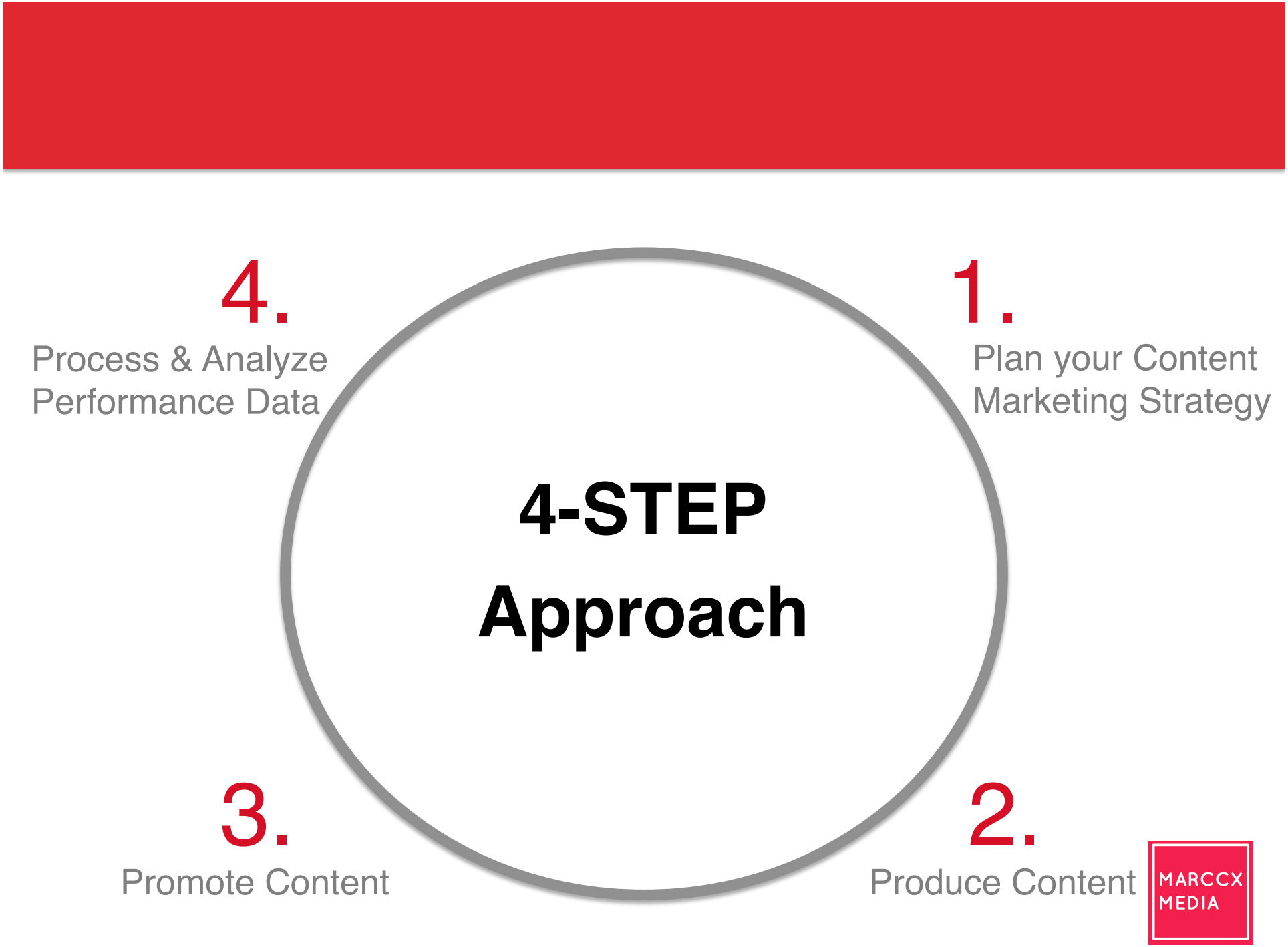
4.
Process & Analyze Performance Data
1.
Plan your Content Marketing Strategy
4-STEP
Approach
3.
Promote Content
2.
Produce Content
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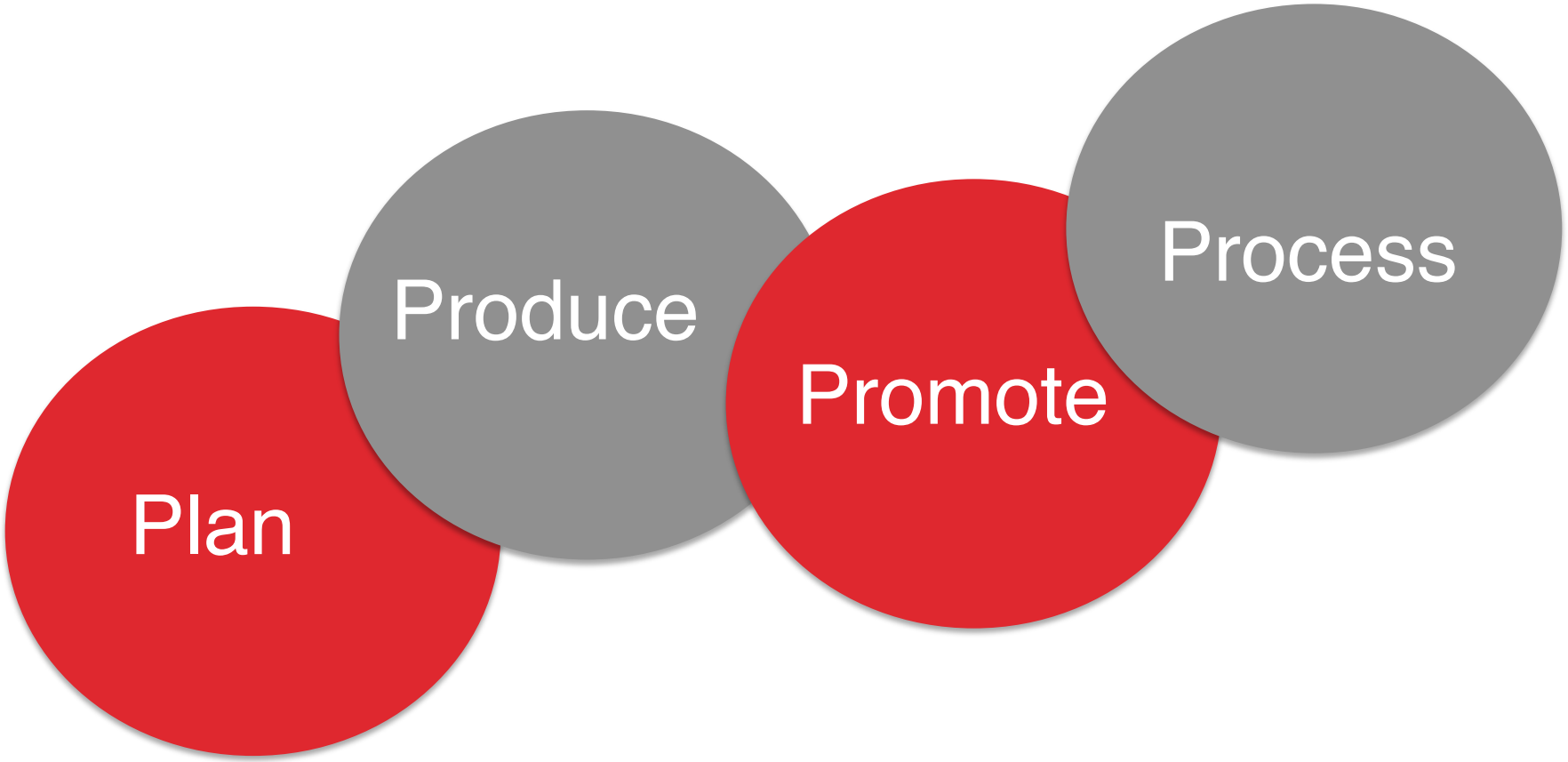
4-Step Approach



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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.

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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

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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.)

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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

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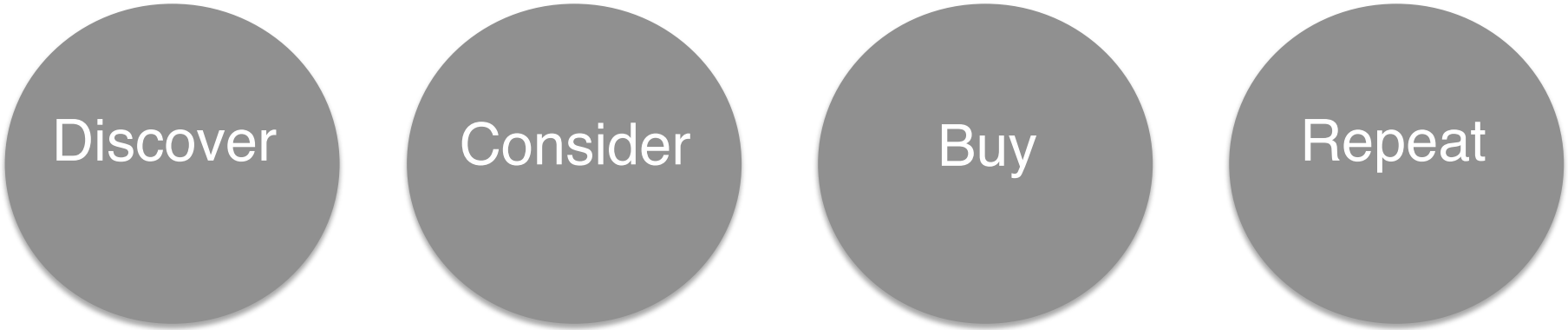
II. Produce

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.



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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

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Free Guide Example

HubSpot

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

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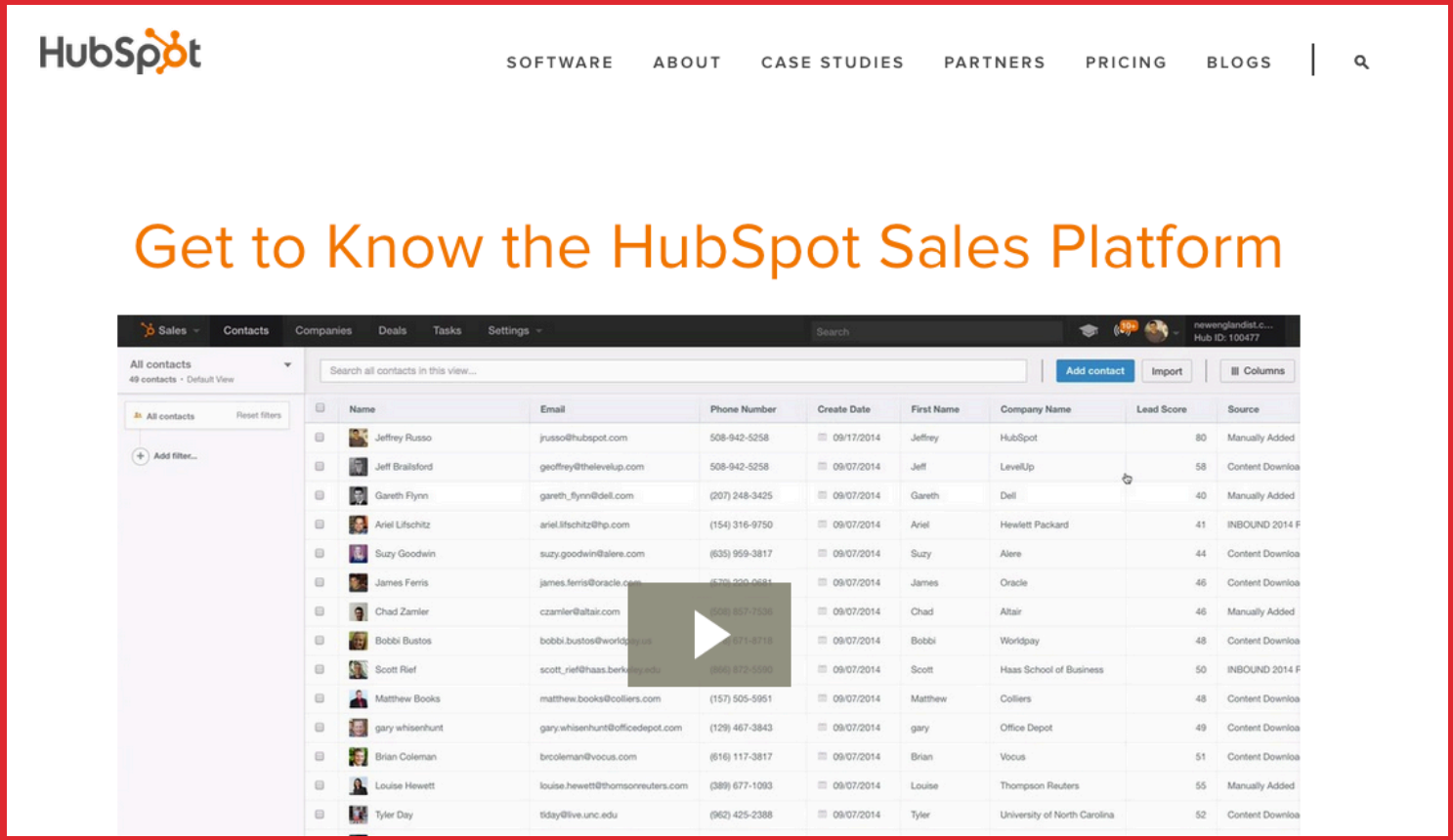
Demo Video Example



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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

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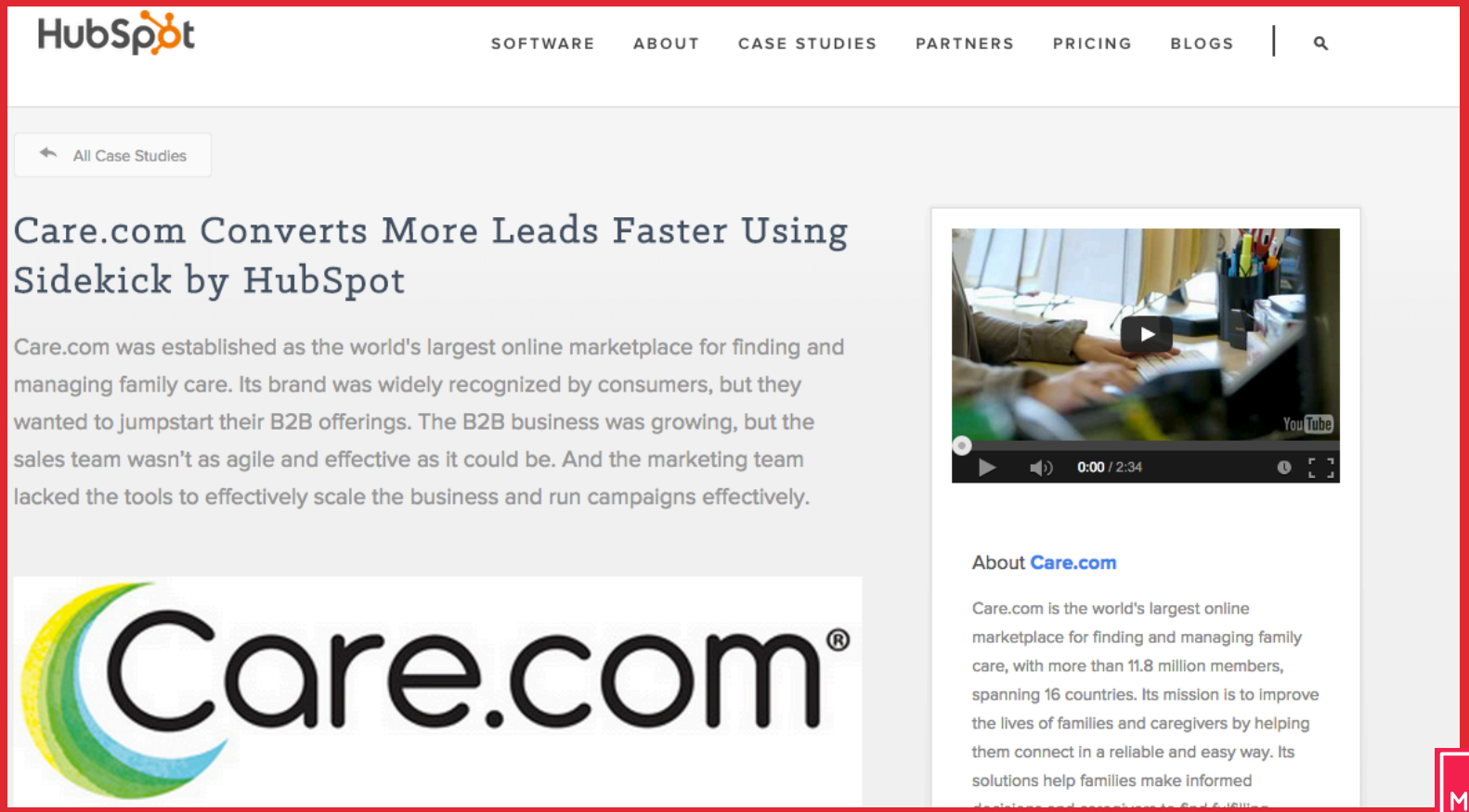
Case Study Example



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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

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Contest Example

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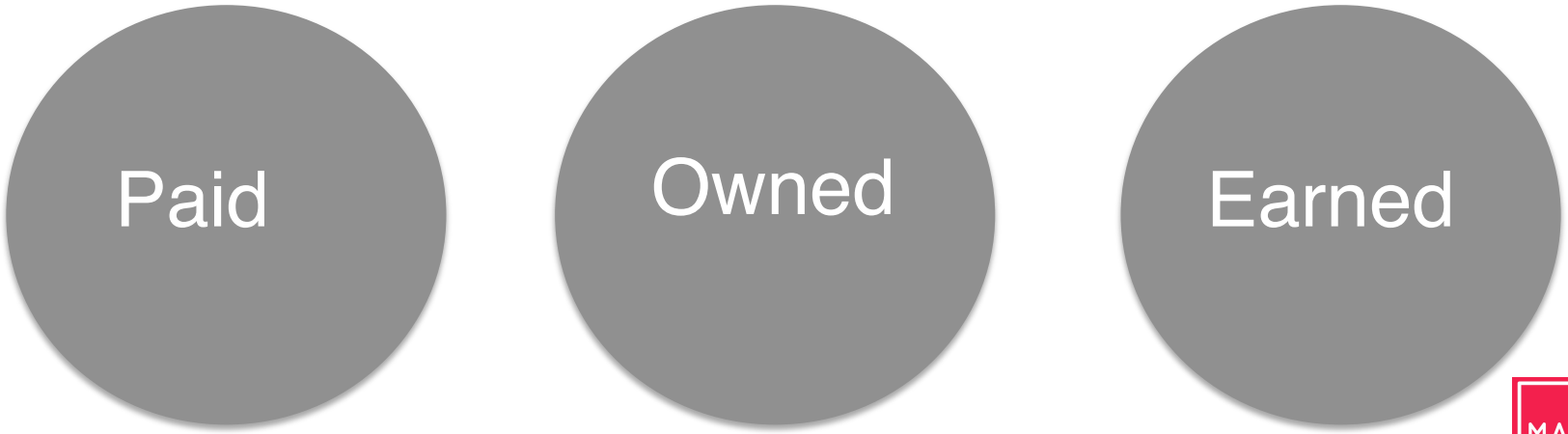
III. Promote

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.



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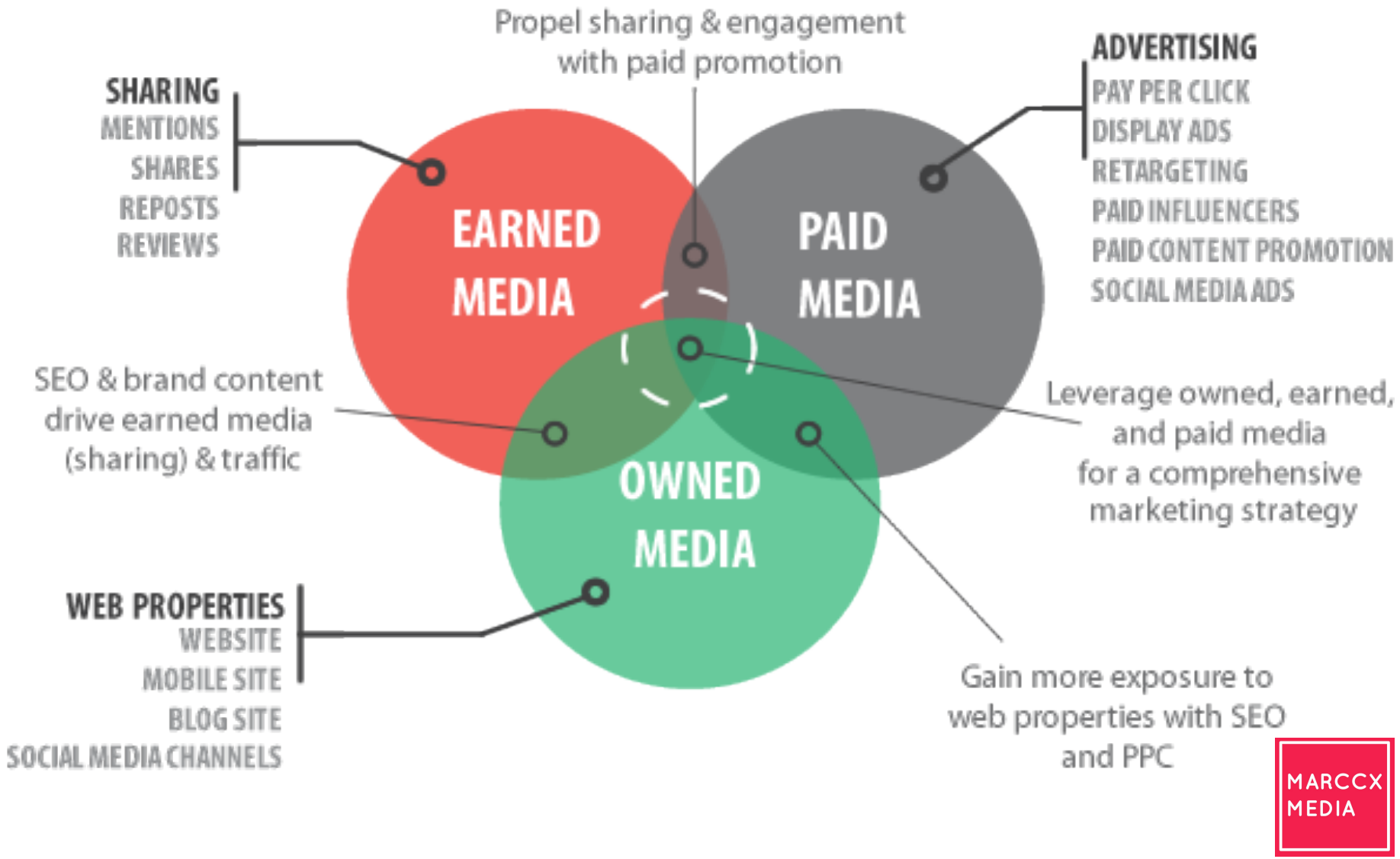
POEM Plan



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Paid Media

Promote your content on PAID media:

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

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Owned Media

Promote your content on OWNED media:

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

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Earned Media

Promote your content on EARNED media:

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

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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.

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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.)

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Success metric = traffic

If traffic is the measure of success you can track:

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

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Success metric = sales

If sales is the measure of success you can track:

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

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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.

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CONTACT US!

mike@marccx.com