

# Content Marketing: 10 Tips in 30 Minutes



Dennis Shiao

Director, Product Marketing

[@DNNCorp](#) | [@dshiao](#)

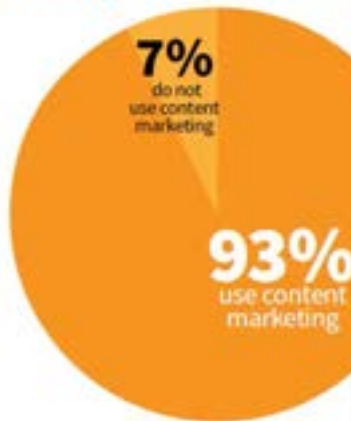


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# Content Marketing Overview

Percentage of B2B Marketers Using Content Marketing



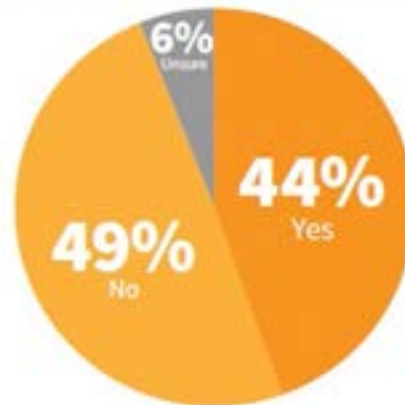
2014 B2B Content Marketing Trends—North America: Content Marketing Institute

Change in Amount of B2B Content Creation (Over Last 12 Months)



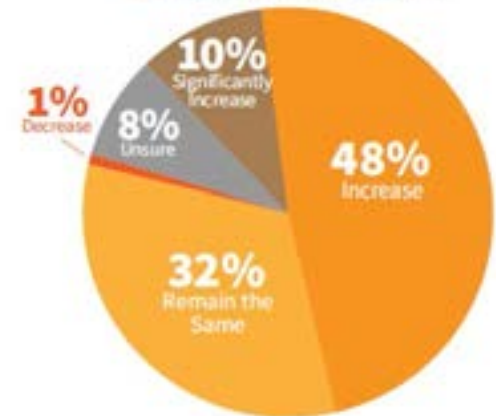
2014 B2B Content Marketing Trends—North America: Content Marketing Institute

Percentage of B2B Marketers Who Have a Documented Content Strategy



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

B2B Content Marketing Spending (Over Next 12 Months)



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The Report (from Content Marketing Institute and MarketingProfs):

<http://contentmarketinginstitute.com/2013/10/2014-b2b-content-marketing-research/>

“Content marketing’s purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior.” (source: Content Marketing Institute)





# 10 Content Marketing Tips in 30 Minutes

# 1) “Read” a lot in order to write well.

“Effective content *creation* starts with extensive content *consumption*.”

- Mainstream media
- Industry publications
- Books
- Hobbyist publications (for me, sportswriters)
- YouTube videos
- Podcasts
- B2C social media accounts
- Industry social media accounts
- Blogs
- Tumblr sites
- Medium (<http://medium.com>)



**Tweet me:** “To become an effective writer, write less and read more #DNN”



# 1) “Read” a lot in order to write well.

## Top 5 Content Marketing Sites (that I read)

1



4



2



5



3



### Links:

1. <http://contentmarketinginstitute.com/>
2. <http://www.copyblogger.com/>
3. <http://blog.marketo.com/>\*
4. <http://blog.hubspot.com/>\*
5. <http://www.marketingsherpa.com/>

\* - Examples of B2B vendors who excel at content marketing. Their blogs are just one (of many) sources of their content marketing goodness.

## 2) Identify, then understand your target audience.

**1 Demographics**

**4 Interests**

**2 Firmographics**

**5 Pain Points**

**3 User Personas**

**Sources:**

1. CRM
2. Marketing Automation
3. Sales team
4. Client conversations
5. Social media

Once you understand your target audience, put yourself in their shoes when you create content for them.

## 3) Look for relevant content, continuously.

**1 Industry News**

**4 Thought Leadership**

**2 Trends**

**5 Tips & Insights**

**3 Market/Customer Feedback**

My two “go to” sources:



Newsjacking: How to Inject your Ideas into a Breaking News Story and Generate Tons of Media Coverage

Related blog post: <http://blog.hubspot.com/blog/tabid/6307/bid/32983/The-Inbound-Marketer-s-Complete-Guide-to-Newsjacking.aspx>




## 4) Publish long form content (ungated).


- For some of your content, “set it free” (don’t collect registration).
- When content is behind a registration wall, search engines don’t see it.
- A quote from Google: "we encourage original, high-quality content, since that’s what’s best for web users."




## 4) Publish long form content (ungated).

In-depth articles

 **[Attached to Technology and Paying a Price](#)**  
[The New York Times](#) - Jun 2010  
"The **technology** is rewiring our brains," said Nora Volkow, director of the National Institute of Drug Abuse and one of the world's leading brain scientists. She and other ...

 **[How Technology Almost Lost the War: In Iraq, the ...](#)**  
[Wired](#) - by Noah Shachtman - Nov 2007  
It was a geek vision to change the nature of how war is waged: Use information **technologies** to improve military strategy. Networked computers could take data from ...

 **[The Innovator's Dilemma](#)**  
[businessweek.com](#)  
Indeed, nowhere in the history of business has there been an industry like disk drives, where changes in **technology**, market structure, global scope, and vertical integration have been so ...

How to Write the In-Depth Articles that Google Loves <http://www.copyblogger.com/in-depth-article-ranking/>

A Great Strategy to Create In-Depth Evergreen Content  
<http://searchenginewatch.com/article/2290883/A-Great-Strategy-to-Create-In-Depth-Evergreen-Content>

Let's face it: getting into Google's "In-depth articles" section is a challenge. BUT, if you set that as your goal, hugely positive content marketing benefits will follow.



## 5) Be creative and unique.

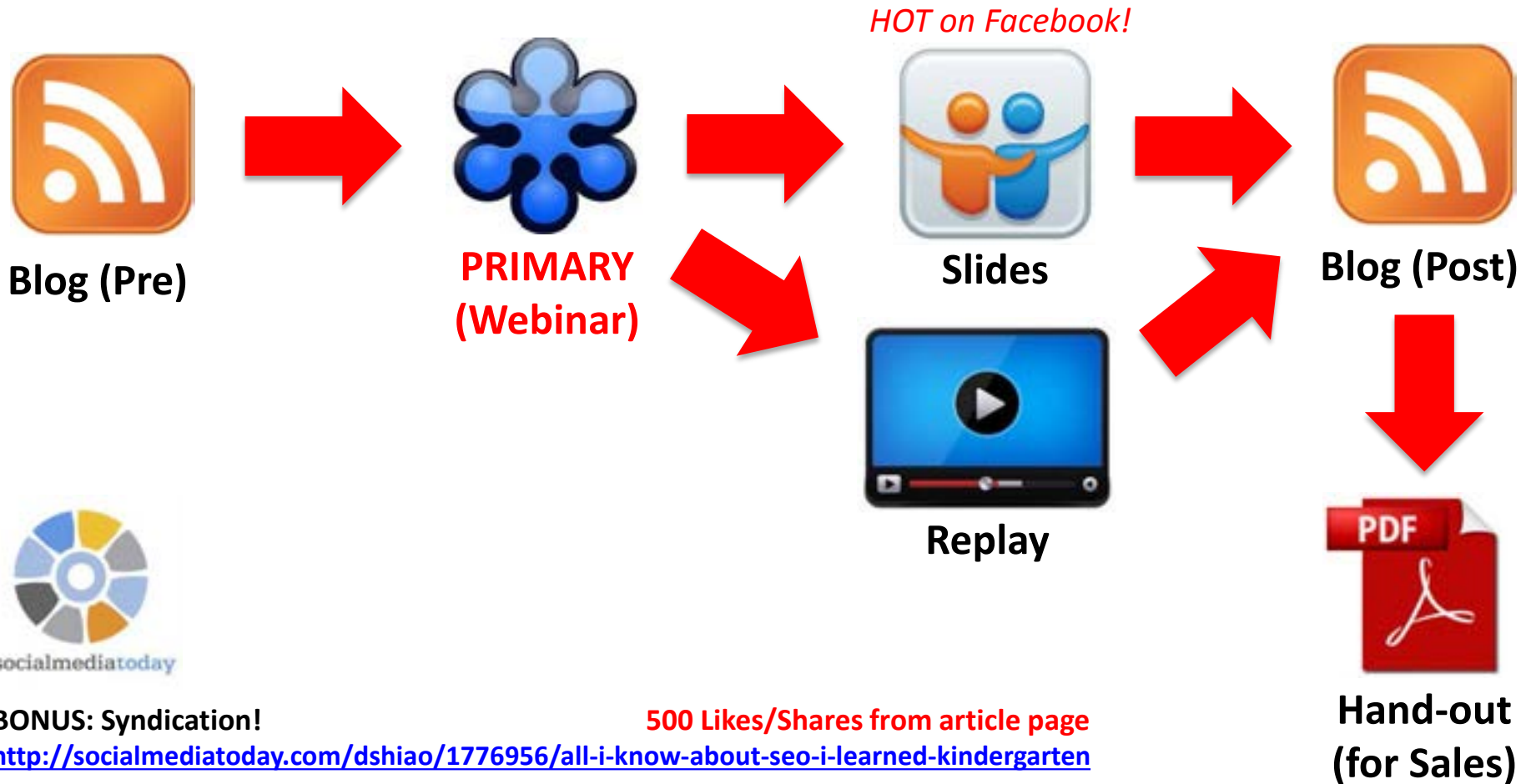
### Examples

- Coloring book (Marketo)
- Spoof of a late night infomercial, done in a SlideShare (MarketingProfs)
- Video infographic (UberFlip)
- Billboard with a rain-proof awning (IBM)



Source: <http://socialmediab2b.com/2013/09/7-examples-of-innovative-b2b-content-marketing/>

## 6) Maximize the leverage of primary content assets.



**Tweet me:** "Content marketing tip: turn primary content assets into secondary and tertiary assets #DNN "



## 7) Go outside “Marketing” for “Content Marketing.”



What your wider team delivers:

- Passion
- Perspective
- Personality
- Knowledge
- Insights from the trenches
- Great customer stories

Internal blogging program:

<http://www.marketo.com/assets/uploads/How-to-Create-an-Internal-Blogging-Program-that-Works.pdf>

Content Rules – Easy Peasy Blog Post Program:

[http://www.contentrulesbook.com/extras-files/Content Rules Blog Post Template.pdf](http://www.contentrulesbook.com/extras-files/Content_Rules_Blog_Post_Template.pdf)

## 8) Use social media to inform, distribute and converse.

1

**INFORM:** Follow customers, influencers and thought leaders. Follow lists, use search and employ related listening tools.

2

**DISTRIBUTE:** Share content across social media channels. Encourage employees and partners to amplify your shares.

3

**CONVERSE:** Interact with your readers. Get feedback on their challenges and pain points. Use the conversations to inform your subsequent content marketing.

## 9) Outsource as needed.

### Functions that B2B Marketers Outsource



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Outsourcing content creation (“Writing”):

- Sponsorship
- Thought Leaders
- Analyst firms
- Partners (good for jointly produced content)
- Freelance writers

## 10) Measure, quantify, adjust.



Photo credit: Leo Reynolds on [flickr](#).

“Measure, quantify, adjust is the new lather, rinse, repeat.”

# Questions?

## Contact me:

dennis.shiao@dnnsoftware.com

[@DNNCorp](#)

[@dshiao](#)

<http://www.dnnsoftware.com>