

CONTENT MARKETING 101

Nashville/Franklin Meetup

15 July 2020



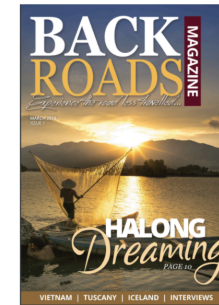
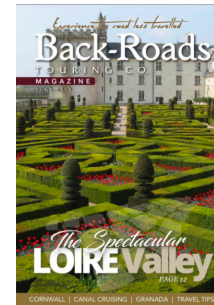
YOUR
PRESENTER

Jason Dutton-Smith

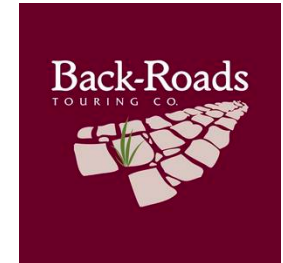
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- Content Marketer & Strategist
- Multi award-winning publisher & travel writer
- All About Content Marketing
- Chief tea maker at home

CUSTOM PUBLISHING



BRANDS I'VE
WORKED
WITH



WHAT IS CONTENT MARKETING?

HOW CAN IT HELP MY BUSINESS?

CONTENT MARKETING 101

TODAY'S PRESENTATION

Types of content

Content Marketing Vs. Content Strategy

Real life success story

3 phases of buying journey

4 content pillars to position your brand

Amplification

Q&A

TYPES OF CONTENT



FAQs
videos
digital magazines WHITE PAPERS
BLOGGING microsites
User Generated Content eBooks
Case Studies Website Copy
Social Media
Testimonials PODCAST

CONTENT STRATEGY



CONTENT STRATEGY

Planning for the *creation*,
delivery, and *governance* of
useful, usable content.

CONTENT STRATEGY

Also the...

- What
- Why
- How
- When
- For whom
- With what
- Where
- By whom
- How often
- What next

“CONTENT STRATEGY? I DON’T KNOW HER”

Amelia Marshall – Canva Content Strategist

STRATEGY IS A BOTTOM UP APPROACH

YOUR CONTENT STRATEGY WILL DEFINE YOUR SUCCESS

**Requirements are not a list. They commit to living,
breathing objects and have people behind it.**

CONTENT MARKETING



CONTENT MARKETING

The distribution of *valuable and compelling* content to *attract, acquire,* and *engage* a clearly defined and understood target audience – with the objective to driving a *profitable customer action.*

CONNECTING YOUR BRAND WITH YOUR AUDIENCE

**“Traditional marketing is *telling* the world
you are a rock-star.**

**“Content marketing is *showing* the
world you are one.”**

Robert Rose –Content Marketing Institute

**“Traditional marketing talks *at* people.
Content marketing talks *with* them.”**

Doug Kessler, CoFounder & Creative Director, Velocity Partners

BUT HERE'S THE THING

**PEOPLE DON'T CARE ABOUT YOU,
YOUR PRODUCT OR SERVICE**

**THEY ONLY CARE ABOUT
THEMSELVES, THEIR ISSUES,
THEIR WANTS & NEEDS**

(IN SHORT – THEY WANT SOLUTIONS)

**THINK ABOUT HOW
YOU SEARCH**


AN ANSWER TO YOUR QUESTION

3.8 MILLION SEARCHES
PER MINUTE

5.8 BILLION SEARCHES
PER DAY



**HOW DO YOU STAND OUT FROM
THE CROWD?**

A high-angle, wide shot of a massive crowd of people, likely at a festival or public event. The crowd is dense and diverse in age and appearance. A prominent blue rectangular box is overlaid on the upper-middle part of the image, containing white text. A bright yellow arrow points from the bottom of this text box down towards a person in a pink shirt who stands out in the crowd.

**HOW DO YOU STAND OUT FROM
THE CROWD?
What's your pink shirt?**

IT'S ALL ABOUT THE STORY



HOW MUCH MATERIAL OR PRODUCT DO YOU NEED TO COMPLETE YOUR PROJECT?

Take the guesswork out of estimating the cost of home improvements, moving and more. Our helpful project calculators fill a critical step in project planning, allowing you to estimate the amount or material or products needed – and their cost – before you get started. Just choose the type of project you're working on below.



TILE CALCULATOR

Our tile calculator removes the guesswork. Select your tiles and enter your square footage to get the right quantity for your project.



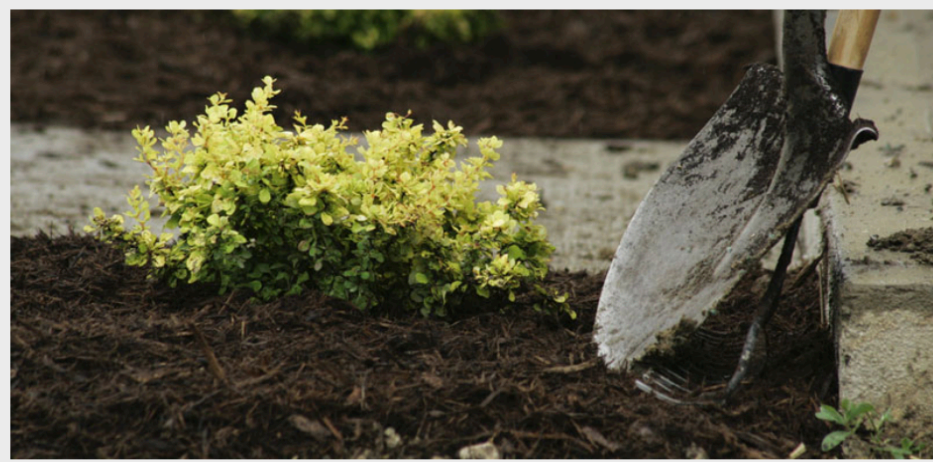
COUNTERTOP CALCULATOR

Measure your countertop – multiplying the length times width – to determine the total square footage of the area you will be working on. Then, enter the dimensions into our calculator to gauge the amount of material you will need to complete your project.



MOVING CALCULATOR

Our moving calculator will help determine how many large, medium and small size boxes you need based on the size of your home. Moving can be expensive so this is a great alternative to spending all day gathering quotes.



MULCH CALCULATOR

Our mulch calculator will help you determine the number of bags needed for proper mulch coverage in your landscape. Enter your preferred type of material, the square footage of the space to be covered and mulch depth for accurate results.

**FIND AND SELL *YOUR* UNIQUE STORY
LIKE NO ONE ELSE CAN**

CREATE USEFUL, TIMELY AND RELEVANT CONTENT

**PEOPLE BUY INTO YOU,
BEFORE THEY BUY FROM YOU**

SCHLITZ BEER
A CONTENT MARKETING
SUCCESS STORY





IOWA THE IOWA RAILWAY TERMINAL COMPANY

DRINK

Schlitz

THE BEER THAT MADE THE NAME FAMOUS

B

BECK'S BEER A

Claude Hopkins



**FROM #8 TO #1
WITH (CLEVER)
CONTENT MARKETING**

**HIGHLIGHTED THE
WATER PURIFICATION
PROCESS**

**FILTERED AIR
PIPES CLEANED 2x DAILY
BOTTLES STERILIZED 4X
1,400-FOOT WELL**

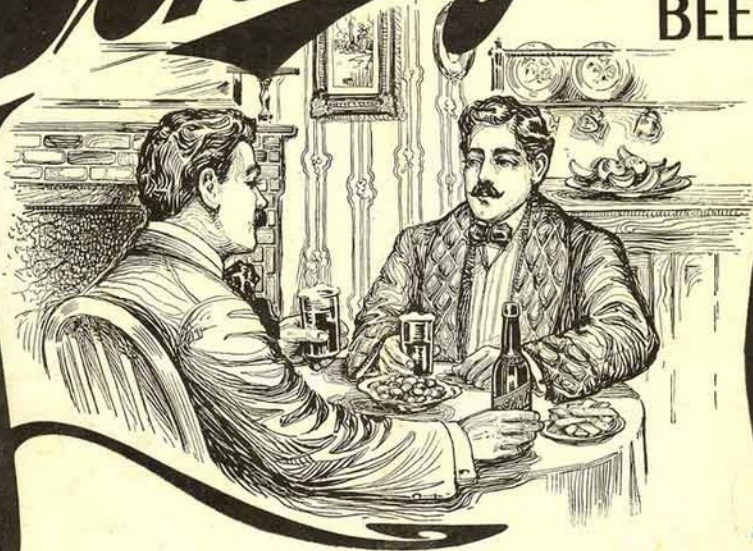
**EVERY COMPANY HAD THE
SAME PROCESS**

**NO ONE HAD TOLD THIS
UNIQUE STORY BEFORE**

IT'S ALL ABOUT THE STORY

Schlitz

THE
FAMILY
BEER



Visitor: "Does your whole family drink beer?"

Host: "Just Schlitz beer—no other. Our physician says that Schlitz beer is good for them."

Visitor: "Why Schlitz beer and no other?"

Host: "Because Schlitz beer is pure. There are no germs in it. Schlitz beer is brewed in absolute cleanliness, and cooled in filtered air. The makers go down 1400 feet for the water they use in it. They filter the beer, then sterilize every bottle—by Pasteur's process—after it is sealed."

Visitor: "But beer makes me bilious."

Host: "Schlitz beer will not, that's another advantage. Biliousness is caused by 'green' beer—beer hurried into the market before it is sufficiently aged. Schlitz beer is aged for months in refrigerating rooms before it is bottled."

Visitor: "And what do you pay for it?"

Host: "Just what you pay for other beer. I secure the most careful brewing in the world for what you pay without it. I get a beer that costs twice as much as common beer in the brewing, by simply demanding Schlitz."

Visitor: "I'll do that next time."

Host: "Yes, and ever afterward. People are learning these facts, and Schlitz sales now exceed a million barrels annually. Ask for the brewery bottling."

Purity is Supreme

The materials we use are the best we can buy. And a partner in our business selects them.

The goodness of Schlitz is due largely to them.

But the supremacy of Schlitz as a home beer has been gained by the fact of its absolute purity.

Purity is not so conspicuous as some qualities in beer, yet it is very expensive. That is why it is rare.

But what does it matter how good a beer is if it is not a pure beer? If its use is unhealthful? If its result is biliousness?

Schlitz beer is known as the pure beer the world over.

Schlitz

*Ask for the Brewery Bottling.
See that the cork or crown
is branded Schlitz.*

The Beer
That Made Milwaukee Famous.

3 PHASES OF THE BUYERS JOURNEY



3 PHASES OF BUYERS JOURNEY

1. AWARENESS

2. CONSIDERATION

3. DECISION

3 PHASES OF BUYERS JOURNEY

1. AWARENESS

Searching for a solution.

They haven't landed on a brand just yet.

Answer your customer's questions, before they even know what to ask.

Build loyalty and trust with your brand.

3 PHASES OF BUYERS JOURNEY

2. CONSIDERATION

Know what's wrong, now actively seeking a solution.

Researching the best solution for their issue.

Make your brand part of the solution.

3 PHASES OF BUYERS JOURNEY

3. DECISION

Ready to purchase.

The building of customer loyalty and trust is rewarded with sales.



4 CONTENT PILLARS TO DELIVER VALUE



**4 CONTENT
PILLARS TO
DELIVER
VALUE**

- 1. MARKET LEADER**
- 2. THOUGHT PROVOKER**
- 3. TRUSTED ADVISOR**
- 4. AUTHORITY LEADER**

MARKET
LEADER

Don't be *part of* the crowd.

Stand out from the crowd.

THOUGHT PROVOKER

Curate content with *value*
and purpose on your
specialty.

Not a poorly disguised sales
pitch.

TRUSTED
ADVISOR

Guide your audience
throughout their buyer
journey.

Give them a *reason to*
remember you.

AUTHORITY
LEADER

Build *loyalty and trust* with
high-value content.

Be rewarded.

4 CONTENT PILLARS

Read more here

<https://bit.ly/4ContentPillars>

AMPLIFY



“Content is king, but distribution is queen and she wears the pants.”

Jon Steinberg, President, BuzzFeed

GREMLIN YOUR CONTENT

Turn one story into many

CONTENT

Website

LinkedIn Post

Social Media

Direct Mail

Newsletters

SlideShare

Podcast

White Paper

LAUNCH AND LEAVE IS NOT A STRATEGY

Commit to the complexities of the content and the time and resource required. The content system needs to be sustainable.

KEY TAKEAWAYS



A high-angle, wide shot of a massive crowd of people, likely at a festival or public event. The crowd is dense and diverse in age and appearance. A large blue rectangular box is superimposed over the upper-middle part of the image, containing white text. A bright yellow arrow points from the bottom of the text box down towards the center of the crowd.

**HOW DO YOU STAND OUT FROM
THE CROWD?
Find your pink shirt?**

**PEOPLE BUY INTO YOU,
BEFORE THEY BUY FROM YOU**

BUYERS JOURNEY

Be a part of their pre-determined journey

FIND YOUR UNIQUE STORY

Don't be equal to your competitor, be better

**“YOU DIDN’T FAIL...
YOU TESTED”**

Jason Dutton-Smith

WITH
THANKS

JASON DUTTON-SMITH

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