



CONTENT MARKETING **PLAYBOOK**

42 WAYS TO CONNECT WITH CUSTOMERS

Sponsored by:

ELOQUA
THE POWER TO SUCCEED.



PR Newswire
United Business Media

.....
ENGAGE OPPORTUNITY EVERYWHERE

Last year, we picked 42 content tactics. This year, you ranked them. Here's what you said...

In 2010, we launched *The Content Marketing Playbook: 42 Ways to Connect to Customers* to considerable (and gratifying) fanfare, generating over 10,000 downloads and considerable buzz in social media land.

Back then, our goal was simple: give marketers a basic yet comprehensive survey of their content marketing options, backed with definitions, samples and practical suggestions.

This year, we're still presenting 42 content tactics – but with a few exciting twists:

- ▶ We surveyed marketers like you to get their feedback: what did they think was hot or not? We asked them to pick "your top 5 marketing tactics" from the list of 42. As a result, we're presenting the 42 ranked by their relative popularity.
- ▶ Just a few months ago, Junta42 and MarketingProfs collaborated on a comprehensive report, based on a survey of 1,000 marketers, called **B2B Content Marketing: 2010 Benchmarks, Budgets and Trends**. Thanks to their work, we've been able to draw fresh insights on how marketers use content marketing. In many instances, as you'll see, there's an interesting tension between the two surveys' results.

- ▶ To shake things even further, we've tweaked the format. Instead of bullet lists suggesting for whom a given tactic may be a "cool tool" or "not so hot," we're presenting statistics from B2B Content Marketing and unashamedly biased opinions – based on our personal and client experiences – regarding the meaning and use of various tactics.
- ▶ Finally, we've traded some of the less popular content options for new ones that our survey respondents suggested. You'll find the debut options towards the back of the ebook.

With a great big blast of gratitude to our readers and to the survey participants who have made this year's edition of *The Content Marketing Playbook* possible, we invite you to dig in!

Special thanks to our Playbook sponsors, **Eloqua** and **PR Newswire**, for making this year's Playbook the best ever.



Joe Pulizzi

www.contentmarketinginstitute.com

joe@junta42.com



Jonathan Kranz

www.kranzcom.com

jonkranz@kranzcom.com



Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE



The Top Ten

Blog

What it is:

Shorthand for “Weblog,” the blog offers an easy way to present brief chunks of frequently refreshed Web content. Backed with easy-to-use technologies for syndication (e.g. RSS), comments and trackbacks, blogs are often the blazing centers of social media solar systems that can incorporate sophisticated SEO strategies and community-building campaigns.

3 key play points:

1. Encourage conversations: even “bad” comments can be an opportunity for developing good customer relations.
2. Be a good netizen: participate on other blogs as well as your own.
Develop a Top 15 hit list where you need to be “hanging out.”
3. Loosen up. Authenticity trumps perfection when connecting with readers.

Sure, we’re blogging – but do we really believe in it?

In the *B2B Content Marketing* report, blogging was the 6th most popular content choice, behind social media, articles, in-person events, enewsletters and case studies. But of even greater interest is the report’s discovery of a “confidence gap”: only 40% of their respondents rated blogs as effective, while a considerable 60% said it was “less effective/ineffective.”



Jonathan says:

In a crowded marketplace, you can’t overcome noise by simply adding more noise. Think carefully: how can your blog bring something fresh to the conversation, something your audience will want to hear?

DELOITTE DEBATES



Remember “Point/Counterpoint” on 60 Minutes? Deloitte’s taken a lesson from one of network television’s most successful “news magazine” programs by posting weekly debates, pro and con, on hot business and finance issues. Instead of the same old, same old Deloitte Debates provide lively and thoughtful discussions. (Kudos to Erica Dipyatic from Deloitte for the recommendation.)

CONDITIONED AIR’S HOME COMFORT BLOG



Who says that service contractors don’t blog? Well, Conditioned Air from Naples, Florida, rejects all that hot air. Their Home Comfort blog has become the center of their online strategy. Conditioned Air focuses on solving problems that their customers have with their heating and air conditioning, attracting customers and prospects through search engines and through social media tools, such as Twitter and Facebook.

Whether you are an experienced or beginner blogger, here are **10 KEY POINTS** you can’t forget!

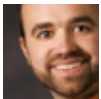
Enewsletter

What it is:

A permission-based means of regular communication with current and future customers, usually distributed monthly or weekly. Available electronically, via text-based or HTML pages, they can include complete articles or brief descriptions with links to articles on your Website.

3 key play points:

1. Don't spam your enewsletter – get permission and offer opt-out links.
2. Can be a good vehicle for promoting other content: Webinars, ebooks, white papers, live events, etc.
3. A round-up of the blog content into your enewsletter is a solid one-two punch. Try daily blogging and a weekly or monthly enewsletter review.



Joe says:

Those who have been calling for the death of email are flat out wrong. Email's importance in your marketing can't be overstated.

If you don't have an educational email newsletter to keep in contact with prospects or to nurture customers, opportunity lost. Plus, we've found that in most cases, email is the starting point for social media sharing. Who knew?

OPENVIEW VIEWING VALUE



Enewsletters can't be beat for communicating substantial content within intellectually intensive and rapidly changing markets. Case in point: venture capital. **OpenView Venture Partners** does an outstanding job engaging both portfolio clients and entrepreneurs (their target) with collegial, yet smart, articles, interviews and case studies.

White Paper

What it is:

The “granddaddy” of content, white papers are topical reports, typically 8 – 12 pages long, on issues that require a lot of explanation. Also known as “conference papers,” “research reports,” or “technical briefs,” they are perfect for demonstrating thought leadership on issues vital to your buyers.

3 key play points:

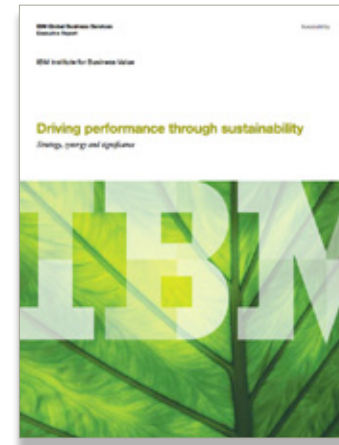
1. Can generate leads.
2. Positions company as a thought-leader.
3. Applicable to print, electronic PDF or digital magazine formats.



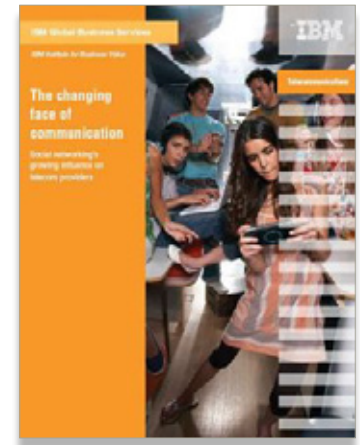
Jonathan says:

Going long-form? Great! But whatever you do, resist the temptation to overtly push your products/services. Just one whiff of aggressive self-promotion – and you’re done. Instead, trust that your expertise is in itself the best advocate on your behalf.

IBM



Yes, some of the best thought leadership on sustainability is coming from...IBM. Check out this cutting edge white paper on ***Driving Performance through Sustainability*** and its IBM Institute for Business Value.



IBM asserts leadership within the telecom community through its provocative paper, ***The Changing Face of Communications: Social networking's growing influence on telecom providers.***

Check out Junta42's own white paper:
ATTRACT AND RETAIN CUSTOMERS WITH CONTENT

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE



Article

What it is:

A flexible medium, both in length and format, the article opens opportunities for companies to address issues, trends, concerns and topics of immediate interest to their intended audiences. An ongoing article publishing campaign, complemented with a roster of speaking engagements, has been the traditional tool for establishing thought leadership in numerous industries.

3 key play points:

1. Once isn't enough; plan on a series of articles to create impact.
2. Look for opportunities to place your articles in print media AND on the Web, on your Website as well as others in need of great content.
3. Always think from the editor's point of view – your article must conform to the publication's requirements (length and tone for example) and be of immediate interest to its readers.

Article posting posts high marks

The *B2B Content Marketing* folk like articles as well – a lot! At 78% usage, article posting ranked second in popularity, just one percentage point beneath the leader, social media (excluding blogging). Marketers are ambivalent about its impact, however, with only 46% believing it to be effective.



Joe says:

Marketers always ask the difference between articles and blogs. Blogs have a clear point of view...a personality. Articles have no POV but are informational treasure troves. Think of FAQ articles or an informational "what is" series on your Website. TIP: When customer service answers a key customer question via email, think about putting it in your article repository.

KELLY SERVICES OUTSOURCING AND CONSULTING GROUP



Kelly Services OCG (Outsourcing and Consulting Group) posts regular articles educating customers on workforce solutions and key outsourcing issues. The Kelly team integrates opinions from key industry thought leaders with Kelly staff to make this a truly helpful resource.

eBook

What it is:

Think of it as a white paper on steroids: a report, generally 12 – 40 or more pages in length, that presents complex information in a visually attractive, reader-friendly format. The content is both informative and entertaining; the tone, collegial; the format, “chunky” rather than linear, to facilitate skimming and scanning.

3 key play points:

1. Develop your distribution strategy early: how will you get your ebook into readers' hands?
2. Think visually: make liberal use of bullets, callouts, sidebars, graphs, etc.
3. Conclude with a solid call to action: what should readers do next? For that matter, include some call to action or link on every page. Why not?

Do we have the resources for this?

Only 9% of the *B2B Marketing Content* survey respondents said they used ebooks in their marketing mix. What's holding them back? While the survey provides no explicit explanation, it does provide a clue: when asked to identify their biggest content marketing challenge, participants gave “producing engaging content” the top spot at 36%. eBooks can be killer-effective, but they take a considerable amount of expertise in planning and execution.



Jonathan says:

Most often, my clients see ebooks as attractive tools at the front end of the sales funnel, as a way to build brands and attract leads. But... at least two of my clients used ebooks for leverage at the back end of the funnel, convincing fence-sitting prospects that they (my clients) were the true experts within their prospects' short lists, inspiring those prospects to commit and become customers.

5 COMMON MOBILE MISTAKES...AND HOW TO FIX THEM



Mobile is on the move. **Gomez** takes advantage of the momentum with a provocative ebook that counters mobile errors with performance wisdom.

THINK TWICE BEFORE YOU SIGN ANYTHING AGAIN



Consisting of 12 business cases that illustrate the bottom-line value of digital signatures, **ARX's eBook** transforms signatures from an operational after-thought to an urgent business issue.

Want a comprehensive look at ebooks?

Download Jonathan Kranz's free guide,

THE EBOOK EBOOK: HOW TO TURN YOUR EXPERTISE INTO MAGNETIC MARKETING MATERIAL.

Case Study

What it is:

The case study is a document, typically 1 – 2 pages long, that combines the first-person authority of the testimonial with the narrative structure of a story. Based on real-life events, it leverages reader empathy with the featured client to build credibility and trust.

3 key play points:

1. Most case studies follow a simple, three-stage format: challenge, solution, results.
2. Use direct client quotes to reinforce the story, especially when addressing the results.
3. Share case studies online, in direct mail, in press kits, as sales handouts, etc.

A top effectiveness performer

According to the *B2B Content Marketing* report, case studies ranked among the top five most effective content tactics. The real trick with case studies and content marketing is focusing on the “similar situation” sell. You want your customer to clearly communicate what problem you solved, and that will then resonate with prospects.



Joe says:

More and more marketers are leveraging video as part of their case study series. Try focusing on a problem/solution and get 60 seconds of the customer chatting about it. Arm your salespeople with portable video cameras for just these types of opportunities.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

HOW MUCH IS TOO MUCH?



The **Content Marketing Institute** presents an ongoing series of in-depth case studies in eBook format, featuring companies such as PTC, Eloqua and Diverite, mixing words and design in a truly engaging way. Video is also key in presenting case studies. **Watch Joe Pulizzi review five examples of content marketing magic** in this three-minute video, which includes vignettes from American Express, Kinaxis and more.

For practical guidance on writing case studies,
download Jonathan Kranz's free ebook:

**MAKING YOUR CASE: EVERYTHING YOU AND YOUR
COLLEAGUES NEED TO WRITE COMPELLING CASE STUDIES.**

Testimonials

What it is:

A quote from the horse's – that is, the customer's – mouth. Boasting is unseemly when we do it ourselves. But when praise comes from a trustworthy source – a client or customer – it acquires a credibility that helps overcome skepticism and purchasing hesitation.

3 key play points:

1. Create a process for consistently requesting testimonials from your customers. Many marketers are starting to leverage their LinkedIn pages for testimonials on products and services as well.
2. Good testimonials offer specifics – the what, why and how of your work with or for the customer.
3. Don't bury them on a "Testimonials" Webpage – spread them throughout the site.



Jonathan says:

Your well-intentioned clients will often give you testimonials that are too generic to be useful. Do them, and your business, a favor: write them yourself. As long as you get your clients' permission and approval on the final wording, it's entirely ethical and far more effective.

BAYLOR HEALTH ARTICLE



Bariatric surgery is a complex and controversial procedure. But many of the misunderstandings can be overcome by sharing the real-life experiences of patients like Ammie Gordon.

Cast study compliments of **McMurry**

Microblogging

What it is:

Basically, we're talking about Twitter. At 140 characters, the limitations on content are severe. But the speed and reach of the microblog create an almost real-time context for conversing with your followers. Better yet, handy search tools make microblogs an excellent thermometer for checking hot issues and emerging concerns.

3 key play points:

1. Remember, your customers are already talking about you on Twitter. The question is, are you able to hear what they have to say? Use Twitter as a listening post.
2. Give up the illusion of being in control. You're not, so why invest time and money pursuing it?
3. There's a wealth of excellent tools to help you manage Twitter more effectively, including TweetDeck, HootSuite and Dlv.it.



Joe says:

Whereas Facebook is more for conversations, Twitter is part broadcast, part conversation tool. Andrew Davis from Tippingpoint Labs says to use the 4-1-1 rule: Share four posts from thought leaders in the community, share one educational post from yourself or your company and add one promotional post...every day. Think of Twitter like a cocktail party...nobody likes the guy or gal that talks about themselves. Be interesting.

JETBLUE



By its nature, travel is very much an industry on the move with a very mobile customer base. JetBlue has taken flight with a Twitter presence that addresses customer needs and gives the company important insights on its customers' concerns.

You may want to look at additional tools such as:

Klout: Who has social media mojo? Klout offers an influence measurement that ranks social media mavens and wannabes on a 1 – 100 score.

Twitalyzer: Type in a Twitter username and, voila, Twitalyzer maps its follower base, giving you a way to visualize the physical breadth and depth of social media impact.

Webinar/Webcast

What it is:

Take your presentation and put it online: that's the essence of the Webinar (slides and audio) or Webcast (slides, audio and video). Visually, the content is delivered slide by slide in the online equivalent of a live presentation. The audio component can be delivered via telephone or computer. Remember, you can do this live or on-demand.

3 key play points:

1. Webinars make an excellent call-to-action or follow up offer to other forms of content, such as ebooks, white papers, newsletters, etc.
2. You benefit twice: first, from the live event, then from the people who download the archived event.
3. A successful Webinar requires an aggressive promotions strategy, typically via your Website, blog, newsletter and other media or social media channels.

Next best thing to live face-to-face?

42% of the *B2B Content Marketing* participants use Webinars/Webcasts and they are quite pleased with the results, placing the tactic in the top 5 for effectiveness. Keep in mind that online events can be lead generation focused or customer retention focused.



Jonathan says:

According to a survey I conducted, one hour seems to be the sweet spot for Webinar length, with 45 – 50 minutes dedicated to the presentation and 10 – 15 minutes for Q & A.

ELOQUA



Marketing automation company **Eloqua** has a treasure trove of online events in their resources section. This not only helps prospects searching on their Website, but is integral for sales depending on the specific customer challenge.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE



Video

What it is:

Sites like YouTube and Vimeo have greatly simplified a once difficult Web challenge: uploading and sharing videos. With these tools at your disposal, you can embed or link video code easily. And the video sites provide social media options for conversing and sharing that can help your content go viral.

3 key play points:

1. Think beyond the “talking head” approach. Inexpensive editing tools like iMovie or Final Cut make it easy to assemble professional-looking video content.
2. Instead of taking a one-shot approach, consider a video series that builds interest, and an audience, over time.
3. Don’t sweat “perfection”: many of the most successful online videos have production values that would scandalize traditional media broadcasters.



Jonathan says:

If you thought video was beyond your reach, reconsider. Expectations regarding production values have plummeted and, in fact, many of the most popular videos (think: Wine Library TV) have a distinctly low-budget look and feel – some believe a lo-fi look delivers high street-cred.

SHURE MIKE’S “ULTIMATE CHOPPER DROP TEST”



Talk about high impact from a low budget. In a series of goofy videos, **Shure** puts its SM58 mic through the paces (including deep-freezes, ground burials, tour bus run-overs and, in the aforementioned video, a 200-foot drop from a helicopter) to demonstrate the mic's ability to perform regardless of circumstances. After all the abuse it endures, perhaps they should rename it the “S&M”58?

CONTENT MARKETING WORLD



The international content marketing event created a series of videos, hosted on YouTube but housed in a **special landing page on the event site**. The goal was to continually tell the story of the event in a visual format (and not cost an arm and a leg). This event video showcases five content marketing case studies you can't afford to miss.

Facebook Stories Page

What it is:

First, what we are NOT talking about: a fan page or brand profile. Instead, we are talking about a Facebook page sponsored by a brand yet centered on an area of interest, such as contemporary fashion, green development or animal wellness.

3 key play points:

1. Be prepared to let go and let the participants lead the conversation. People may not come to you right away, so you may have to go to them first.
2. Feed the movement with rich media, including video, surveys, quizzes, games and more.
3. Start simple at first. Define a customer pain point and create a conversation platform, then see what happens.

Social media matters – maybe

In the *B2B Content Marketing* survey, social media (excluding blogs) ranked #1 as a content tactic. Yet it also got the lowest points for effectiveness, with just 31% expressing confidence against a whopping 69% who had their doubts. Conclusion? Being both new and difficult to measure, social media earns marketer interest without necessarily earning their trust.



Joe says:

Think the two Cs – Conversational and Commitment. First, focus on always adding your point of view to the conversation. Think and act like a human (hard to do for some companies). Second, have a committed moderator to post content every day and get people commenting. Consistency is key.

THE SOCIAL MEDIA EXAMINER



A free online magazine, **Social Media Examiner** (and its ubiquitous khaki-wearing mascot) cuts through the social media jungle to blaze trails of marketing and communications insight.

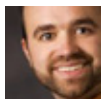
Customer-Focused Community Site

What it is:

We're talking about a microsite where your customers do most of the talking. The content is largely user-generated, created by the site participants themselves. As sponsors, brands create the context for these microsites, establishing a forum in which enthusiasts can share stories, pictures and videos.

3 key play points:

1. Set up the rules of engagement and make them transparent – no secrets, no hidden agendas.
2. Consider reward systems that acknowledge the best and/or most frequent contributors.
3. Establish a host or contact person who serves as the ombudsman/answer-person for the site.



Joe says:

Before you develop your own community site, consider leveraging Facebook or LinkedIn first. If your customers are already hanging out in one place, it makes no sense to move them to another site. That said, if the issue and commitment is strong enough (see NavyForMoms.com), it can be done. Remember, even community sites that are driven by user comments need consistent sparks of content to get started.

NAVYFORMOMS.COM



Do you believe the promises of military recruiters? Probably not. But what about the authentic voices of real parents? With **NavyForMoms.com**, the Navy has given a platform for the most credible voice anywhere: moms.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Online News Release

What it is:

Services such as PR Newswire can post your press releases online for faster and more widespread distribution. The big news? As David Meerman Scott famously explained in *The New Rules of Marketing and PR*, press releases are no longer just for the press anymore. By using the release services effectively, you can appeal directly to your buyers.

3 key play points:

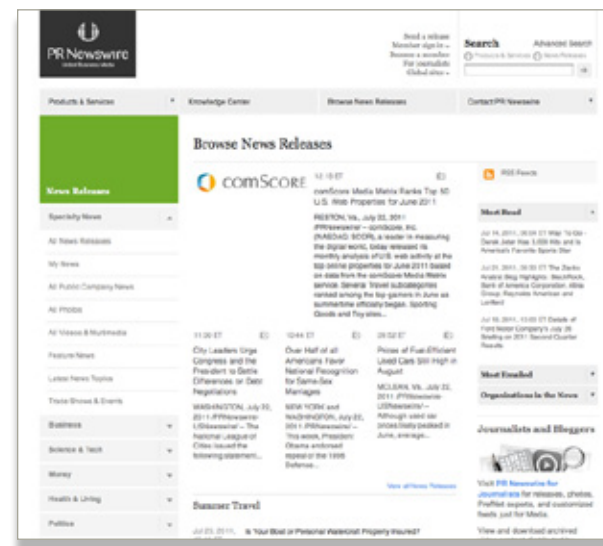
1. Don't wait for big news; find reasons to send releases all the time.
2. Include specific calls to action that compel customers to respond to your release in some way.
3. Add social media tags so that your releases can be found.



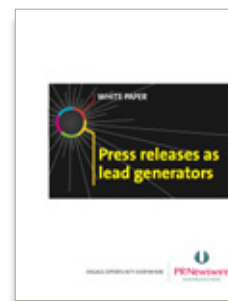
Joe says:

Marketers and PR folk have traditionally used news releases for company events, awards and notices. What if you used news releases to help spread your content? As you plan your **editorial calendar**, choose which pieces of information (like an ebook, research report or white paper) are significant enough to merit a release.

SEE NEWS RELEASES HAPPEN IN REAL TIME



Want to check out what others are doing with their content news releases? Need a better idea? Just check out this handy portal on **PRNewswire.com** that lists ongoing news releases in real time.



Can press releases be lead generators?
Find out in this free report from
PR Newswire.

Custom Social Network

What it is:

Today, associations, clubs, organizations and even companies can use the Ning platform or Wordpress as the infrastructure of a full-featured social media site dedicated to its constituents and their issues. All the features are ready to roll: profile templates, “wall” forums, devices for uploading pictures and video, plus tools that allow members to “ping” or email each other. Depending on your ambitions and resources, you want to develop a page directly into LinkedIn or Facebook as well.

3 key play points:

1. A custom social network is an inexpensive way for the traditional professional association to deepen and extend its reach.
2. Moderation is key. Most organizations don't realize the amount of moderation needed to keep people interested and keep SPAM out.
3. The custom network can be the foundation for promoting other group activities, such as live events, seminars, workshops and conferences.

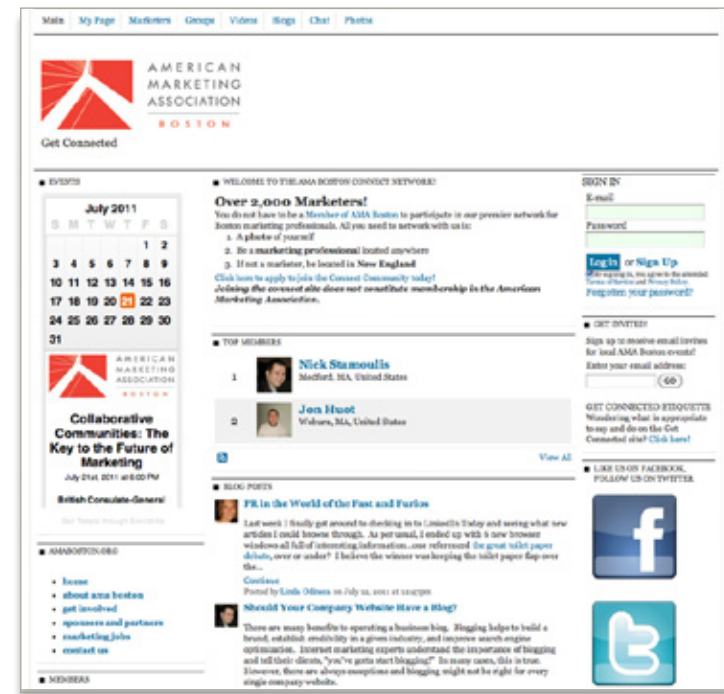


Jonathan says:

When you're the host, you're automatically fated to be the life of the party.

If you're in an industry that depends on the interconnectivity of multiple channels/parties/players, consider putting yourself at the center by inviting everyone else to a free play space that gives them a resource for exchanging information.

CONNECT.AMABOSTON.ORG



Through its branded and customized social networking site, the **Boston Chapter of the American Marketing Association** delivers value that hadn't been possible before: 24/7 connectivity plus networking reach beyond the limits of Greater Boston itself.

Custom Print Magazine

What it is:

Some marketing gurus say that all brands are now publishers. The custom print magazine takes this approach quite literally, offering the familiar magazine format with a new twist: it's sponsored, produced and issued by one company or brand.

3 key play points:

1. Be prepared to spend at least \$40,000 for even a small initial distribution.
2. The most effective frequency is quarterly or more often.
3. Can be an excellent way to bypass gatekeepers.



Joe says:

*As long as there is a dedicated channel called the postal service, print needs to be a part of your program. Why can't you cover the market in magazine format like the leading magazine in your niche? Don't believe me...read this post on the **7 Reasons to Consider Print Now**.*

Remember, a print magazine isn't just print. Consider the "one page mantra." Every page of your print magazine should drive someone to an online call to action. Also, the digital version of your print should be different. For more, see the next page.

CHIEF CONTENT OFFICER MAGAZINE



The Content Marketing Institute (CMI) took their own advice to heart with the launch of **Chief Content Officer magazine**, the official publication for content marketing. CCO magazine is sponsored by CMI, but the costs are defrayed with sponsorship support. According to publisher Joe Pulizzi, "CCO magazine is a core part of our strategy. I'm not sure where we would be without it."

LEXUS MAGAZINE



For years, **Lexus** has been providing consistent information to their customers in the form of a print magazine (produced by Story Worldwide). 86% of Lexus customers find the information in the magazine informative and enjoy getting the magazine. Not bad!

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Digital Magazine

What it is:

A hybrid between the traditional magazine and a souped-up PDF, digital magazines offer self-contained, visually compelling periodical content that doesn't require special software to open and read. These are generally distributed by email via brand Websites. How popular are they? **Nxtbook Media** shows you who's reading what, in real time, all over the world.

3 key play points:

1. If you don't like the confinement of a digital replica, consider repurposing magazine content on a microsite.
2. Digital magazines are great for integrating print content with a Web presence.
3. Consider adding video and podcasts to your magazine content.



Jonathan says:

The sophisticated back-end content management systems of many digital magazine solutions open up an interesting possibility: instead of thinking of them as a way to create electronic periodicals, you can consider them as an opportunity to create microsites on the fly – without engaging IT or Web developers.

FIDELITY STAGES



Fidelity's **Stages** magazine captures the look and feel of traditional print content while adding convenient features (like searching and printing) unique to digital.

THE FURROW – JOHN DEERE



Believe it or not, John Deere has been publishing their corporate magazine, **The Furrow**, since 1895. Wow – their publications last as long as their tractors!

Video blog (vlog)

What it is:

A regularly-scheduled series of brief videos built around a hot topic of interest. Available by subscription and for download, and often via video sharing services such as **YouTube** or **Vimeo**, they can be watched at the viewer's convenience.

3 key play points:

1. Think in terms of a sustained series, not merely one or two quick shoots.
2. The combination of words, sound and visuals gives you an extraordinary opportunity for building a brand personality.
3. "Perfect" production quality is NOT necessary; in fact, an imperfect realism can play in your favor.



Joe says:

Instead of telling the story (a la blog), consider showing the story. Your video blog could be just one thought leader or you could move around the organization interviewing the leading experts in your company.

INBOUND NOW



HubSpot preaches its "inbound marketing" gospel to the faithful via its regularly scheduled video blog, Inbound Now. Here's an episode featuring our own Joe Pulizzi.

e-Learning Series

What it is:

A carefully planned curriculum of educational content that may be delivered through a variety of mediums, including audio podcasts, video, slide presentations, Webinars and more.

3 key play points:

1. Tailor the content to the different learning needs of different audiences: buyers doing research, prospects close to making a purchasing decision, current customers.
2. Use the mediums most popular with your constituencies.
3. Be generous with real-life examples and illustrations.



Jonathan says:

With the Web as a built-in distribution system, an e-learning series can be a perfect way to train, or reinforce relationships with, customers, prospects, channel partners, VARS and even employees.

ORACLE TECHNOLOGY NETWORK



Whether you are a database administrator or even an architect, **Oracle** has provided one place where their users can get all the answers. This helpful site includes not only wikis, helpful articles and support issues, but also ongoing educational Webinars and reports.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Mobile Application

What it is:

Known familiarly as “apps,” mobile applications come in two broad flavors: as native apps developed for specific devices (such as the iPhone, Android, Blackberry, iPad, etc.) or as Web apps (WAPS) that can be distributed without depending on specific marketplaces (but you need an internet connection at all times). These downloadable tools allow users to turn their PDAs into handy devices that meet their very specific, idiosyncratic needs.

3 key play points:

1. Effective applications must have a regular (daily or weekly) reason for use.
2. They should have easy interfaces with social networks, such as Facebook or Twitter.
3. Include a survey function to gauge satisfaction and collect intelligence for the next release (iPhone Apps solicit feedback that affects the volume of downloads).



Jonathan says:

As cell phone contracts expire and more users switch to smart phones, expect mobile applications to soar in significance. Duh, right? But if you think customers have power today, just wait a year or two and see what happens when they can seek coupons, price comparisons and customer reviews on the spot, on a regular basis.

KRAFT IFOOD ASSISTANT



One of the best-known branded apps, **Kraft** puts delicious recipes at your fingertips with their handy smartphone app. Need recipes? How about a built-in shopping list? Well, Kraft has you covered in this mobile app, now available on all smartphone platforms.

For more, check out this excellent article on [AMERICAN EXPRESS OPEN FORUM](#) on 13 of the best branded apps around.

Online Media Site

What it is:

When we think of public relations, we usually think in terms of being in the media. But what if you could be the media itself? That's what an online media site is all about. Like traditional media companies, it offers stories, articles, facts, figures and pictures of interest to its audience. Unlike most media, however, it's controlled by a non-media company, and its readership is largely composed of customers and prospects.

3 key play points:

1. Either make an investment or none at all – a compromised site won't cut it.
2. Tailor your content to personas: precise constructions of audience segments, their needs, beliefs, habits, values and more.
3. Online media sites are an excellent way to integrate products/services with lifestyle content/messages.



Joe says:

Go niche. The more concentrated your online message, the more you can focus on the pain points of your customers. In what area could you be the world's leading expert? The answer is where you can start with your online media site theme.

OPEN FORUM



American Express hosts a comprehensive resource site for small business owners that covers everything from marketing, management and finances to lifestyle issues to networking opportunities.

OPENVIEW LABS



Openview Venture Partners has developed the go-to resource for growing technology companies. With over 1,000 blog, article and video resources, Openview has positioned itself as the expert in its field, resulting in new business and shorter sales cycles.

Content Platform

What it is:

A “meta” site, like Squidoo, that allows users to assemble a directory of resources – from blogs, bulletin boards and databases to picture galleries, video streams and link lists – around a topic of interest.

3 key play points:

1. Overall strategy: establishing thought leadership, not by creating content per se, but by assembling it in a convenient location.
2. The SEO potential can be huge; you’re creating a fountain of keyword search terms almost automatically.
3. Think spin-offs: conferences, seminars, virtual seminars that rest on the foundation of the content platform.



Joe says:

Leveraging a content platform can work because you are leveraging your content AND the credibility of the platform site (i.e., Google Knol, Squidoo, etc.). But just a word of warning, you ultimately have no control over these sites...they can remove your content at any time. It might be a good idea to house your content asset on your blog or media site and repurpose onto the content platform.

MURPHY BED BUYER'S GUIDE



With its Knol content platform, **Old Creek Wall Bed Factory** educates potential customers – and positions itself as the trustworthy authority in a very niche business.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Teleseminar

What it is:

Hello, content calling. The teleseminar is a virtual presentation stripped to the bare essentials: the only technology required is a phone. Depending on the nature of the content, participants may have an outline, agenda or presentation slide deck sent in advance of the phone call.

3 key play points:

1. For many small-to mid-sized firms, the teleseminar is an ideal way for multiple employees to attend a presentation.
2. Record the teleseminar – now you have a podcast, too.
3. Schedule your teleseminar for maximum convenience across multiple time zones.



Jonathan says:

They may not be sexy, but teleseminars extend the reach of your virtual presentations to audiences who may not have the resources (broadband connectivity, video conference rooms) to participate in Webinars or Webcasts.

BULLDOG REPORTER



Branded Content PR: Think Like a Publisher to Attract Followers, Boost Sales Leads and Skyrocket Visibility

Joe Pulizzi and Jonathan Kranz joined Brad Schwarzenbach of Tippingpoint Labs and Diane Thieke of Dow Jones in a content-focused panel discussion targeted to PR pros. Though a panel format is more complicated than a solo talking head, it opens opportunities for diverse opinions – and creative conflict.

Podcast

What it is:

A podcast is simply an audio file you can listen to on a computer or MP3-type player, often distributed via RSS or iTunes. Podcasts are generally 5 – 30 minutes long, with longer podcast downloads becoming popular.

3 key play points:

1. Define a podcast theme and stick to it.
2. Establish a release schedule listeners can expect: weekly, biweekly, monthly, etc. Be consistent.
3. Integrate podcast content with your blog to gain listener insights.



Joe says:

What's great about podcasts is the possibility to reimagine your content. Consider taking the original podcast to develop an article, white paper, case study, presentation and more. Even though the podcast itself can be powerful, it's what you can do with it that will have the most impact.

ACCENTURE



Accenture has developed a deep library of podcasts to educate and engage clients on a variety of strategic business issues.

TALKING INNOVATION



Every issue, *Chief Content Officer* magazine features a thought leader, such as Ann Handley or Jay Baer, in its “Talking Innovation” series. The podcast is integrated into the fabric of the print and online magazine issue.

Executive Roundtable

What it is:

An executive roundtable is a gathering of industry executives who are experts in their field and have enough drawing power to pull in your prospects. Through brief presentations and interactions among roundtable participants, you have the opportunity once again to position yourself as a thought leader.

3 key play points:

1. Look for executives whose personalities are as appealing as their ideas.
2. Consider asking the roundtable executives for guest blog posts that complement their live topic ideas.
3. Turn the resulting discussion into a summary report you can offer as a white paper or ebook. Leverage video, audio and transcripts to keep the content flowing long after the actual roundtable took place.

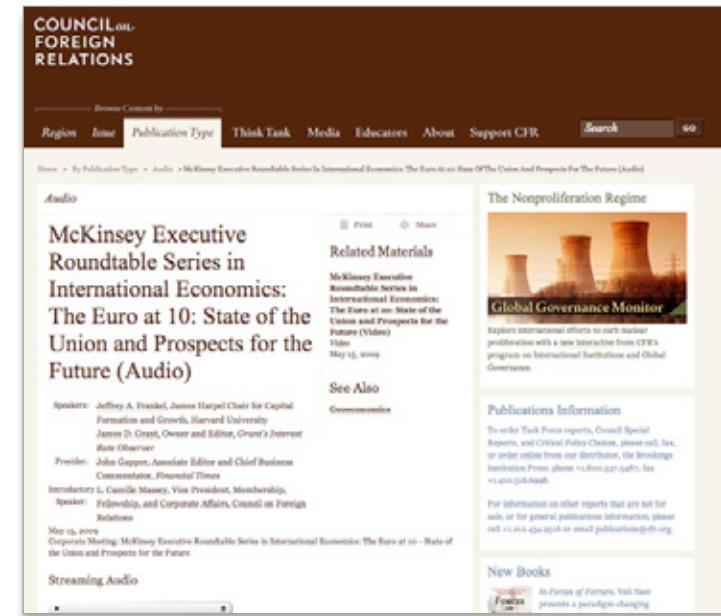
The *B2B Content Marketing* participants love in-person events, giving it the #3 spot (after social media and article posting) in their usage ranking. In terms of effectiveness, live events came out on top, with 72% expressing confidence in the tactic.



Jonathan says:

Chemistry is everything. You want to assemble a panel not just by the prestige of their organizations, but by their ability to exchange opinions – especially contrary ones – in an open and constructive way.

MCKINSEY



McKinsey regularly hosts executive roundtables around key, complex topics – and shares the resulting content afterward for maximum distribution.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Industry Ranking System

What it is:

People **love** lists. (Remember Moses and his two tablets?) An industry ranking system gives readers a pre-assembled “best of” list that ranks available options in a given topic area – and subsequently ranks high with search engines. A list, whatever its contents, positions its assemblers as industry experts and gives their prospects a helpful reference tool.

3 key play points:

1. Rankings can be determined by some objective, measurable means or by subjective criteria.
2. Make liberal use of links to the listed resources.
3. Announce updates to the ranking system via blogs, Twitter, press releases, etc.



Joe says:

A list, done credibly, can bring a community to you like almost nothing else. It gets those that have been ignoring you to notice and those that have barely been paying attention to invest time in your properties. If you want to position yourself as THE industry thought leader, you need to seriously consider an industry list of some sort.

JUNTA42 TOP CONTENT MARKETING BLOGS



For marketers investigating the evolving world of content marketing, the **Junta42 Top Content Marketing Blogs ranking system** has become a priceless resource for educating marketers about content marketing.

CONTENT STRATEGIST ROCK STARS LIST FROM MINDTOUCH



Book

What it is:

Even in the revolutionary age of Web 2.0, a full-length book still carries an aura of authority. Whether self-published or created via a traditional publishing house, the book is the “big” content piece that often leads to press exposure, speaking invitations and a privileged status as **THE** expert.

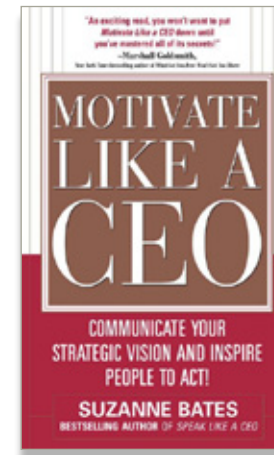
3 key play points:

1. Books are a major investment of time – plan carefully! If you have a blog, think about how your blog posts can serve as chapters for your book.
2. Get your PR people on board fast to leverage the media potential.
3. Consider developing a microsite or Facebook fan page to create communities around your book.



Jonathan says:

Book publishing is a paradox. To attract a publisher to your nonfiction book, you'll need a “platform”: a foundation of networks, real or virtual, that demonstrates your market viability. But conversely, nothing extends a platform like a book. Once you've published one, you'll find it easier to place articles, land clients and score speaking engagements.



MOTIVATE LIKE A CEO

Executive coach and former TV news anchor Suzanne Bates extends her reach and builds her brand with **in-depth books** that position her as *the* authority on C-suite leadership skills.

CMI BOOKS



The Content Marketing Institute has developed a book publishing resource specifically for thought leaders to create a platform. **CMI Books** offers author-friendly payouts as well as integrated promotion of your book (which is much different than traditional publishers).

Print Newsletter

What it is:

Whether it's merely a double-sided sheet or a 16-page document, print newsletters offer attention-grabbing content meant for rapid consumption. As a tactic, consider it for customer retention, and remember that the average length runs between four and twelve pages.

3 key play points:

1. Print newsletters are terrific for on-the-go audiences: business travelers, commuters, strap-hangers. Also think about those audiences that haven't yet adapted to smartphones or iPads.
2. Production quality matters – the way your content is presented is as important as the content itself.
3. Make sure you know your audience's precise information needs before you commit to an editorial platform.



Joe says:

Whereas a print magazine will feature more thought leadership and longer-form content, a print newsletter focuses more on news and "how-to" stories. Since so much of this information can be gathered online, how can you package your expert content together in a way that truly makes an impact with your customers (and on your business)?

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

RSM MCGLADREY ADVANTAGE NEWSLETTER



As part of an integrated content marketing program, RSM McGladrey's newsletter helped the consulting firm increase top-of-mind awareness among target CEOs and CFOs by nearly 60 percent.

*Case study compliments of
HanleyWood Marketing*

GREAT AMERICAN



The Great American newsletter uses a six-page, tri-fold format to make a dramatic impact on customers and prospects.

*Case study compliments
of **BeTuitive***

LEADING EDGE



Breaking the boundaries, Leading Edge offers 20 pages of original business content for clients and prospects. Through the Leading Edge Alliance, member firms contribute 25 percent of the material and may distribute custom versions with their names on the cover.

*Case study compliments of **The Wise Group**.*

Virtual Trade Show

What it is:

Current technology and high-speed Internet connections enable the creation of lifelike happenings (complete with “lounges” and “exhibit areas”). Event managers can create Internet-based virtual trade shows to generate leads, increase event participation, drive revenue and improve communications with current and future customers.

3 key play points:

1. Most virtual shows use the “trade show” metaphor as the navigation model for the virtual show site.
2. Just as live shows sell booths, you can sell sponsored presences at your virtual site.
3. For content, consider a mix of live, scheduled events and pre-recorded seminars that can be launched at the visitor’s convenience.



Joe says:

Virtual trade shows, in some circles, get a bad name because they became over-promotional. The best virtual trade shows are truly educational, and partner booths are so inherently integrated with the content of the show, it's a value for attendees. Like in a real trade show, the key is to keep both the content and the booth area relevant. Think “attendee” at all times.

CISCO NEXT GENERATION VIRTUAL SUMMIT



Cisco brings together thought leaders from both their own organization and others, such as AT&T and XO Communications, to present both live and on-demand presentations, tackling some of the toughest issues in network communications.

Company-Focused Community Site

What it is:

A microsite that concentrates on a narrow topic or issue, featuring rich content developed by the sponsoring brand itself. Correctly executed, the microsite creates a gathering place that positions the brand as a contributing member of the community.

3 key play points:

1. The main point is to cultivate a loyal community, NOT to create another channel for delivering traditional advertising messages.
2. You want variety and consistency: a variety of media options (blogs, podcasts, videos) plus a consistent content schedule that people can expect.
3. One brand may have multiple microsites, each one tailored to a specific cause or issue.



Joe says:

These are tough to pull off unless you have an incredibly loyal fan base that can push this type of program to success. Think about the intersection between your brand, your products and your customers – what's missing and how can you fill it with a content offering.

CHANNEL 9 FROM MICROSOFT



Through its **Channel 9** microsite, Microsoft offers a steady supply of compelling videos targeted to one of its most important audiences: tech people who influence important IT buying decisions.

PLANET PTC



Planet PTC brings together customers, professionals and people who are just plain passionate about excellent product development.

Comic Book

What it is:

Here's what it's not – a gimmick just for kids. By reinforcing text with vivid pictures, comic books communicate in a fun, fast and memorable way that readers of all ages can appreciate.

3 key play points:

1. For instructional content, this may be one of the very best tactics available.
2. Memorable comics books can certainly generate buzz.
3. As an alternative to a comic book, consider an online comic strip that appears every week.



Jonathan says:

Sure, producing a comic book may be expensive. But talk about distinctive! The text/graphics combination is an unbeatable one-two punch and a great way of communicating complex information for audiences with mixed literacy levels – that's why the U.S. military commissioned the legendary Will Eisner (The Spirit) to create instructional comics during WWII.

PIVMAN



First Response's Pivman comic book celebrates the heroism of emergency personnel while sharing important information about technical product features and functions.

A recent Wired.com article called for a new revolution in comic books, specifically due to the rise of iPads and other tablet devices.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Facebook Application

What it is:

On Facebook, participants not only share text and pictures, but games, quizzes and other interactive applications they can exchange with their friends. Many of these are created by users, but brand-based applications – if well-designed – can achieve traction as well.

3 key play points:

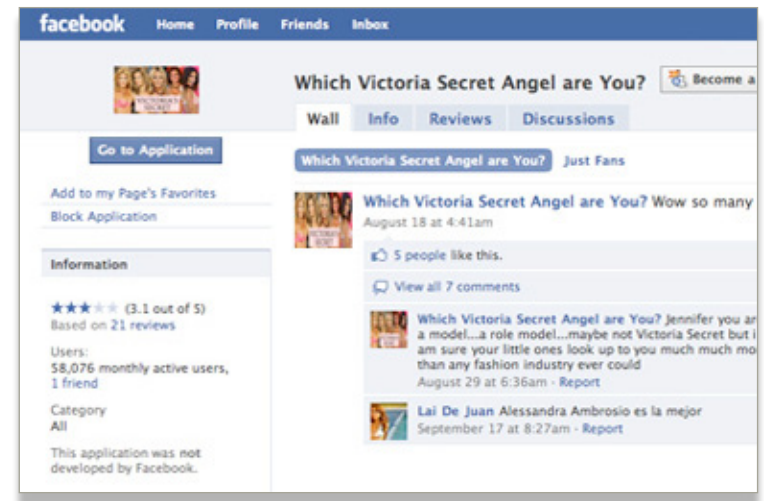
1. Most applications prompt users to direct results/scores to their Facebook friends.
2. Think frivolous, fun and light-hearted – this is not the SAT.
3. For B2B customers, think about creating helpful productivity tools.



Joe says:

Let's face it, with over 750 million people on Facebook, you have to pay attention as a marketer. Think of it this way, what if Farmville came from John Deere? Think of the possibilities.

VICTORIA'S SECRET



With its “Which Angel Are You?” quiz, Victoria's Secret lets its fans indulge in daydream fantasies of living the glamorous model's life.

Road Show

What it is:

Road shows are mini-conferences or tours that are typically conducted by a single organization, although related companies that don't compete will often participate. Usually, individual events last for a day or less and are conducted in cities where there is a high concentration of prospective customers.

3 key play points:

1. Concentrate on the takeaway: what will participants get by attending?
2. Coordination of event planning and promotions is crucial; both have to roll out on schedule.
3. You may need to train internal talent to maximize their effectiveness as speakers, presenters.

Love the Live

While live events rated poorly within our survey, the *B2B Content Marketing* report found a very different perspective. In-person events garnered the third highest ranking at 62%. In terms of effectiveness, it was #1, with 72% expressing confidence in the tactic. In fact, in-person events achieved the greatest level of alignment between adoption and effectiveness. AND, the rise of social media has led to many conference producers having record years...after all, people who meet online actually want to meet in person.



Jonathan says:

Tweet to your heart's content, but nothing beats flesh-and-blood contact for establishing enduring relationships and building confidence. Consider this: EVERY social media guru you can name maintains a vigorous public speaking schedule. Choose your live event options carefully, but do think seriously about stepping away from the keyboard and into the limelight every now and then...

LENNOX DEALER MEETINGS



SocialTract's Lynn Cole and Dave Lennox himself at the Atlanta Lennox Dealer Meeting

Every year, **Lennox** travels around the country to hold educational seminars with their dealers to talk about the latest technology, and get a chance to meet and thank dealers in person. The Lennox dealer meetings are critical to their entire marketing campaign.

Audio Book

What it is:

Book-length content you listen to rather than read. When sponsored by a brand, it's a great way to capture the attention of podcast-downloading, iPod-carrying listeners – or when distributed via CD, to get a share of commuters' drive-time listening.

3 key play points:

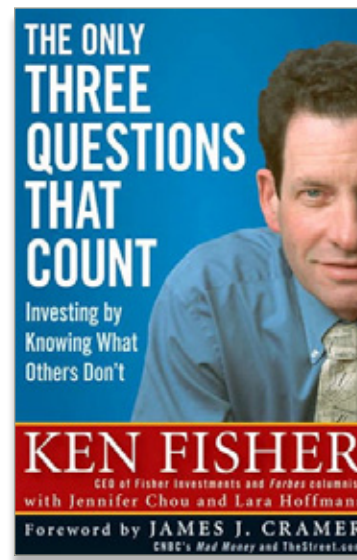
1. Vocal talent has to be as strong as the written content.
2. Consider complementing the text with music.
3. Get people to sample the content by giving away portions or chapters for free.



Joe says:

Today, a book can be in almost any format. You could produce a book for Kindle only, for the iPad, and yes, just for audio. Think of it like a podcast, but instead of a series, focus on one theme and drive the content home.

FISHER INVESTMENTS



Ken Fisher of Fisher Investments continues to position his firm as a leading financial services company with an audio book potential clients can listen to in their cars or on the run (or on the treadmill).

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Screencast

What it is:

A combination of video, presentation and audio technologies, screencasts offer step-by-step instructions for otherwise complex tasks: using a new software, for example, or managing a complicated project. Familiar screencast technologies include GoView and Jing.

3 key play points:

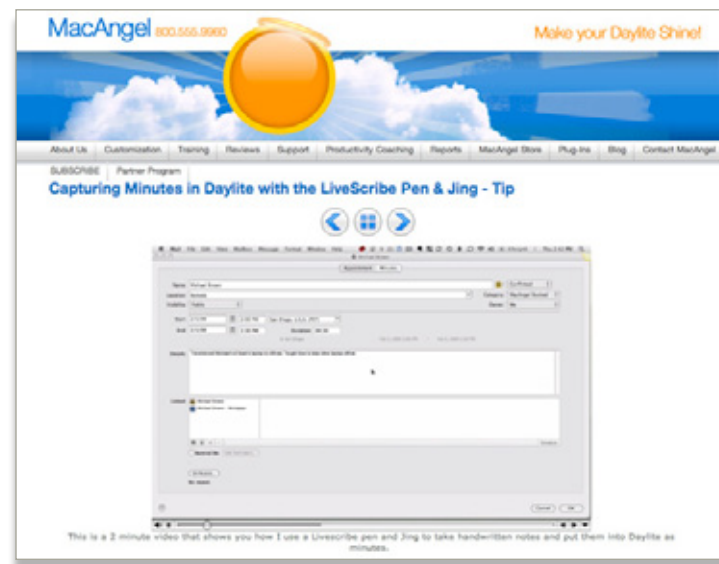
1. Can be a powerful way of introducing an unfamiliar service or tool.
2. Plan your script (sequence of steps) carefully – clarity is everything.
3. Great way to mix text content with supporting visuals.



Jonathan says:

My clients have had success using screencasts (very similar to demos or animated videos) as a call-to-action for email and banner ad campaigns, and as a way to introduce complex products/services to both current and new customers.

MACANGEL'S DAYLITE



MacAngel supports its sophisticated productivity and project management tools with simple, easy-to-understand screencasts that guide viewers through features and functions.

Widget

What it is:

A kind of mini-Web doohickey that can execute a number of functions (time, weather, ticket sales) without redirecting users to a Website or requiring the installation of additional software. Like mobile applications, widgets can be custom-made to encourage customer interaction with your brand.

3 key play points:

1. Could be a huge opportunity for organizations involved in personal health and wellness.
2. Works effectively in traditional browsers and mobile devices.
3. May be further customized by the end user.



Joe says:

Most companies have content, but how do we get our content delivered in the right place at the right time? That's where widgets can help. Take your content, break it into bite-size pieces and make it user-friendly.

CMI partner Outbrain offers a service that can expose your content in places online where your customers are hanging out. Think of it like Adwords for content. Through Outbrain, Content Marketing Institute content can now be found on sites such as CNN Money and Slate.com.

CHOW, BABY



Chow.com keeps the content coming with a widget that delivers recipes, Twitter feeds and videos on demand.

OUTBRAIN



CMI partner **Outbrain** offers a service that can expose your content in places online that your customers are hanging out. Think of it like Adwords for content. Through Outbrain, Content Marketing Institute content can now be found on sites such as CNN Money and Slate.com.

Branded Content Tool/Application

What it is:

An electronically-enabled service, the branded application gathers information from prospects and customers, then produces, in return, a customized analysis, assessment, report or plan. By virtue of its quality and/or uniqueness, the branded application has the potential to go viral, fast.

3 key play points:

1. Plan a coordinated launch strategy to give your application widespread distribution and publicity.
2. Make it easy for users to share the application with associates and colleagues.
3. Test, test and test: the application experience will become a stand-in for the quality of your company. Get loyal customers to try it in beta before the full launch.



Jonathan says:

Marketing suits, introduce yourself to the propeller-heads. You'll need technical collaboration, not just for execution, but for brainstorming the possibilities. While the process may not be for the faint of heart, the rewards can be extraordinary: after all, your company will become the unique resource for the tool you create.

HUBSPOT'S WEBSITE GRADER



HubSpot's Website Grader not only attracts its core audience of small- and medium-sized enterprises, but reinforces the brand's positioning as sophisticated experts in the realm of Web functionality.

CMI'S CONTENT MARKETING ASSESSMENT



How does your content marketing measure up to your peers? **Find out with this free and easy-to-use report from CMI and Alinean.** Just 10 minutes and you'll get a customized 20-page report to show your leadership team.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE



Online Game

What it is:

An electronic game like any other – except it's branded. By you.

3 key play points:

1. Games should work without burdensome software downloads.
2. Must run across multiple browser types and OS platforms.
3. Game experience should reinforce favorable experience of the brand.



Joe says:

You have two choices – to deliver valuable, relevant, compelling content OR show your customers and prospects a good time. The best model is to do both.

TRAVELPOD



TravelPod's **Traveler IQ Challenges** reinforce the blog's position as the smart Web destination for savvy globetrotters.

NEW Tactics for the 2011 Playbook

Frankly, a few of last year's content suggestions belly-flopped in our survey pool, including magalogs, Wikis, photo-sharing sites and online publishing centers. Instead of pulling them out of the water, we present four **NEW** content tactics for your consideration.

Infographic

What it is:

As the name suggests, an infographic represents information or data visually, in a chart, graph or other form of illustration. But the power of an infographic goes beyond its immediate visual appeal; unlike a mere list, an infographic can expose the relationships among disparate pieces of information, delivering insight, not just raw data.

3 key play points:

1. Everyone's confusion can become your opportunity – where can you deliver value by providing clarity?
2. Think metaphorically to find a guiding image or idea that frames your information.
3. Make your resulting infographic easy to share online for maximum reach and distribution.



Jonathan says:

As a child of the '70s, I can recall a time when books of lists were as popular as mood rings and bell-bottom pants. Infographics capture the same desire for simplicity, but add another twist – the visual display of how facts and figures interconnect – that can communicate a higher level of understanding.

ELOQUA'S BLOG TREE



You've seen lists of top blogs before. But Eloqua wanted to go both broader and deeper. **The Blog Tree**, created in collaboration with JESS3, reveals the technological roots of successful marketing blogs, the main branches of the blogs' subject areas and the relative popularity of the individual blogs themselves. As a result of publishing The Blog Tree, Eloqua boosted its average blog views by a factor of 40, collected 175 inbound links, inspired more than 700 Tweets and 2,500 Facebook page impressions and turned at least 49 viewers into sales opportunities or closed deals.

Online Survey Research Project

What it is:

Poll your customers, visitors or colleagues with paid or free online survey tools from providers such as **Zoomerang** or **Survey Monkey**.

3 key play points:

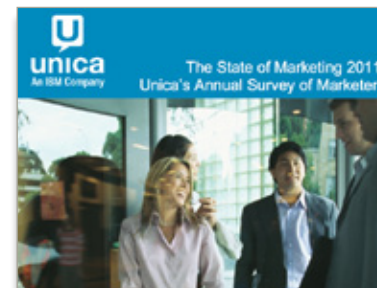
1. What do C-suite execs want to know most? What other C-suite execs are thinking. Anything you learn will be eagerly devoured by other execs.
2. Potential survey audiences include: blog readers, Twitter followers, LinkedIn and Facebook colleagues, conference attendees, enewsletter subscribers and more.
3. Keep 'em short! Any more than 10 questions (and that's pushing it) and you'll lose participants.



Joe says:

There is no excuse NOT to do mini research projects today. You have the list, and the technology is nearly free. Use the information as a basis for blog posts, infographics, reports and more.

THE STATE OF MARKETING: UNICA'S ANNUAL SURVEY OF MARKETERS, 2011



Unica makes an annual survey the keystone of an annual ebook that hits its target marketers with the insights they need most: in a changing marketing landscape, what does and does not work?

*Thanks go to Brian Heller from **Globalspec** for suggesting online surveys!*

B2B CONTENT MARKETING STUDY



Yep, we eat our own dog food. The now annual, **B2B Content Marketing Survey** from Junta42 and MarketingProfs is perhaps the best-known research in the industry...and all it took was a survey. ;)

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE

Discussion Forum

What it is:

A simple “bulletin board” online site where customers and prospects can post thoughts and make comments on your products and services.

3 key play points:

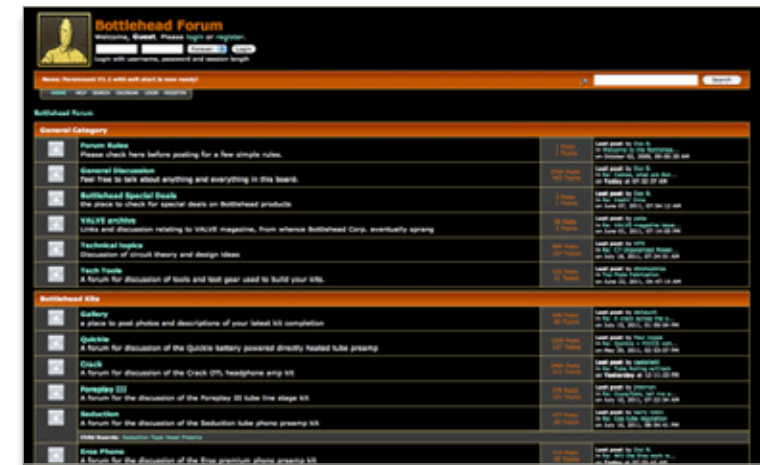
1. Make the interface simple – no one should struggle to participate.
2. Once it's up and running, the discussion forum can resolve many issues without imposing demands on your staff.
3. Treat forum participants as “insiders” entitled to breaking news about new products, new releases, etc.



Jonathan says:

Grow a thick skin. Don't reflexively delete negative comments or exchange flames. Instead, let the community speak for you. If you must intervene, address the issue with facts, courtesy and an open mind. Remember: the community is watching you – what you say is less important than how you say it.

BOTTLEHEAD FORUM



Long before “content marketing” and “social media” became business buzzwords, the good people at **Bottlehead** created a forum for tube audio enthusiasts that remains one of the best audio sites on the Web – and a brilliant way to encourage prospects to take the leap and buy their products.

iPad Application

What it is:

A self-contained piece of content that is downloaded onto a tablet, like an iPad or Blackberry Playbook.

3 key play points:

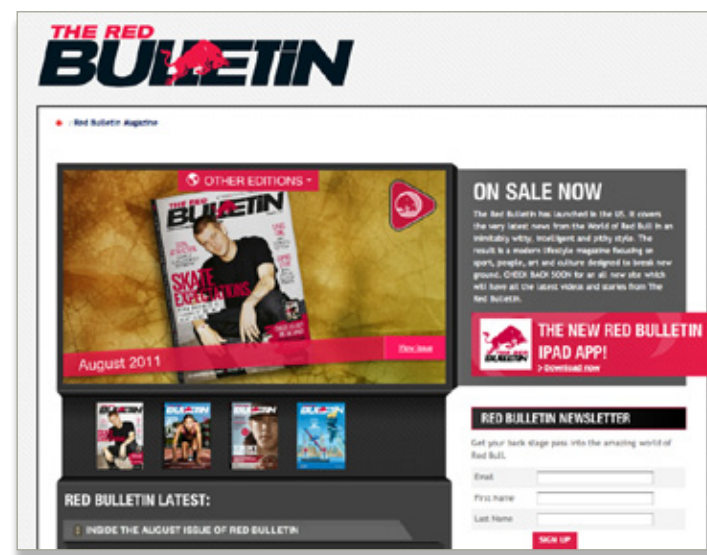
1. Native applications, like those for getting listed in the iTunes store, can take a bit of investment, as well as time for approval. Be prepared.
2. Focus clearly on a specific problem you can solve that takes advantage of the larger tablet screen over that of a smartphone.
3. Hey, if you are going to do it, integrate all types of content, including video. You should not be limited by space as you were in the smartphone.



Joe says:

Although a digital magazine format could be used if it's just content, an iPad application can take your content to new levels. Right now, it can be pricey, so it depends on what you are trying to accomplish. Focus clearly on the customer's pain points to see what problem your iPad app can solve.

RED BULL MAGAZINE



Red Bull has created an adventure-driven experience in their magazine iPad application, complete with video, interviews, comic shows and more. But be warned, high-speed access is a must to download this little baby!

Multimedia Content Platform

What it is:

Perhaps there's no better way to conclude the *Content Marketing Playbook* than with a new platform that brings everything together in one user-friendly, easily digested package. The multimedia content platform integrates multiple content types – from videos to eBooks, white papers to social media sharing tools – into one resource that can be readily branded.

3 key play points:

1. Think audience, audience, audience: your platform should include the content types important to them.
2. Use a consistent visual theme across content type to reinforce the brand.
3. In terms of PR, think less in terms of pushing a release and more in terms of developing a story through various content mediums.



Joe says:

Creating helpful content packages are easier said than done...but today they are truly possible. Make it easy on your customers by putting all relevant information into one place. Both your customers AND your marketing department will thank you for it.

PR NEWSWIRE HELPS RODALE MANAGE CONTENT FOR CURVES



For years, Rodale Custom Content & Marketing has helped *Curves* reinforce its guiding mission to make women stronger through its inspirational magazine, *Diane*. Now, with the power of PR Newswire's **ARC™ Engagement Platform**, Rodale is able to integrate the traditional benefits of mass, targeted distribution with video and social sharing functions that have become commonplace in blogs and social networking sites. According to Rodale's Marcie Avram, *Curves* can push its content to hundreds of targeted Websites, blogs, video sharing sites, social networks and email lists – generating thousands of page and video views, as well as white paper downloads.

Sponsored by:



ELOQUA
THE POWER TO SUCCEED.

PR Newswire
United Business Media

ENGAGE OPPORTUNITY EVERYWHERE



THE PREMIER INTERNATIONAL CONTENT MARKETING EVENT

September 6-7-8 2011 • Cleveland OH USA

Come to **Content Marketing World 2011** and learn the content marketing successes and failures of brands around the world... **and then leave with tangible ideas that will transform your business into a storytelling factory.**

AND...HAVE SOME FUN IN THE PROCESS.

► The Right Tracks

First day tracks include content marketing inspiration, and how leading BtoB, BtoC companies and non-profits are transforming themselves into media companies. Second day tracks are set for perspiration – roll-up-your-sleeves sessions that will give you the ammunition for content marketing success.

► Great Networking Events

Our opening reception at the Rock and Roll Hall of Fame will blow your socks off...and our Wednesday reception at the renown Pickwick & Frolic restaurant and Hilarities 4th Street Theatre will keep you asking for more.

FOR MORE INFORMATION AND TO REGISTER, VISIT:

www.contentmarketingworld.com

FEATURED SPEAKERS



Kevin Smith
Producer, Director, Writer



David Meerman Scott
Author, *The New Rules of Marketing & PR*



Michael Stelzner
Founder & CEO,
Social Media Examiner



Shaku Selvakumar
IBM



Jay Baer
Leading Social
Media Author



Ann Handley
MarketingProfs,
Author, *Content Rules*



Regina Brett
Pulitzer Prize Finalist



Pam Didner
Global Integrated
Marketing Manager,
Intel



Joe Pulizzi
Content Marketing
Institute

...AND MANY MORE!

Content Marketing World Platinum Sponsor



The Adcom Group of Companies

Content Marketing World Gold Sponsors



A special thanks to our Playbook Sponsors



About Eloqua

Eloqua automates the science of marketing – campaign execution, testing, measurement, prospect profiling, and lead nurturing – allowing marketers to acquire customers, drive revenue and do what they do best: develop strong brands, build creative campaigns, and deliver compelling content. With Eloqua, marketers can read and automatically respond to their buyers' Digital Body Language™ and triumph over their biggest challenges:

- Drive revenue through more qualified leads
- Increase efficiency and effectiveness
- Demonstrate value and accountability
- Align marketing and sales

Eloqua's marketing automation and revenue performance management platform arms marketing professionals with the power to succeed. In fact, more marketers rely on Eloqua than all other marketing automation platforms combined. Why? Because we make our customers successful along every step of the sales funnel – from lead generation to close.



PR Newswire

United Business Media

.....
ENGAGE OPPORTUNITY *EVERYWHERE*

About PR Newswire

PR Newswire is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 56 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content — from rich media to online video to multimedia — and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

The Playbook was produced by:



Junta42 | Content Marketing Institute

The **Content Marketing Institute (CMI)** is the leading content resource on the planet and the outer galaxy. You've seen a lot of our resources in this playbook (*Chief Content Officer* magazine, Content Marketing World), but if you'd like exclusive access to content marketing resources, sign up as a PRO member of our community (hey, it's free!). CMI PRO Members get instant access to the best content marketing research and case studies on the planet, as well as immediate discounts to key CMI events.

Learn more here.

And don't forget the other great parts of CMI, including content marketing vendor matching site **Junta42** and **SocialTract**, CMI's small business blogging service.



Kranz Communications

Kranz Communications is led by Jonathan Kranz, author of *Writing Copy for Dummies* and a 16-year copywriting veteran specializing in B2B, high-tech, financial services and other content-intensive industries. In addition to writing ebooks, Web pages, case studies, emails – and virtually all manner of marketing/content materials – Jonathan offers **customized in-house marketing writing workshops** for organizations that want to dig deep and create relevant content for their target audiences.

Learn more by contacting Jonathan here.