

7 STEPS TO SUCCESS COMPETING WITH CONTENT MARKETING

BEYOND THE INTERSECTION OF BRAND COMMUNICATIONS AND CUSTOMER COMMUNICATIONS



"The greatest customer value delivered isn't just products that perform better than the competition. It's better customer experiences that delight and inspire." - Richard Schickel, author of *Delight*

STEP ONE: BENCHMARK YOUR CURRENT USE OF CONTENT MARKETING

Know how well content marketing currently works for your brand.

- 1. Measure content marketing performance against your goals
- 2. Compare your content marketing performance to your competitors
- 3. Measure content marketing performance against your budget
- 4. Measure content marketing performance against your audience
- 5. Measure content marketing performance against your industry

TO WHAT EXTENT DOES YOUR ORGANIZATION UTILIZE CONTENT MARKETING?



STEP TWO: DEVELOP A CONTENT MARKETING STRATEGY

The foundation of a successful content marketing strategy is a clear understanding of your audience and their needs.

- 1. Define your content marketing goals
- 2. Identify your target audience
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance

COMPARED WITH A CLEARLY DEFINED STRATEGY OR PLAN



STEP THREE: UNDERSTAND CUSTOMER AND BRAND NEEDS FROM CONTENT

Use content marketing to understand your audience and their needs.

- 1. Understand your audience's needs
- 2. Identify your audience's pain points
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance

POSITIVE RESULTS OF CONTENT MARKETING



STEP FOUR: MAKE THE SMART INVESTMENT IN CONTENT MARKETING

Invest in content marketing to drive business results.

- 1. Define your content marketing goals
- 2. Identify your target audience
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance



STEP FIVE: SELECT THE BEST MIX OF RESOURCES

Select the best mix of resources to drive business results.

- 1. Define your content marketing goals
- 2. Identify your target audience
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance



STEP SIX: CREATE THE MOST EFFECTIVE CONTENT FORMATS

Create the most effective content formats to drive business results.

- 1. Define your content marketing goals
- 2. Identify your target audience
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance



POSITIVE RESULTS FOR DIFFERENT CONTENT MARKETING CHANNELS



STEP SEVEN: USE ANALYTICS TO REVIEW ROI AND VALUE

Use analytics to review ROI and value to drive business results.

- 1. Define your content marketing goals
- 2. Identify your target audience
- 3. Develop your content marketing strategy
- 4. Create your content marketing assets
- 5. Measure and optimize your content marketing performance



WHICH METRICS DO YOU USE TO ASSESS CONTENT MARKETING EFFECTIVENESS?



DOWNLOAD THE FULL REPORT
DELIVERING CONTENT MARKETING SUCCESS.
<http://bit.ly/7steps>

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ABOUT OUR RESEARCH

Smart Insights is a leading provider of content marketing research and analytics. Our research is based on a combination of primary and secondary data, and is designed to help businesses understand their content marketing performance and drive business results.