



CHIEF CONTENT OFFICER
CONTENT MARKETING STRATEGY FOR EXECUTIVES

A Supplement to B2B Magazine

JANUARY 2011

PREMIERE ISSUE



Content is the new Black

Marketers are reinventing themselves
as publishers & mini-media companies.
The most profound changes are still ahead.

Also Inside:

- Kinaxis proves B2B is not bland and boring.
- Branded entertainment: the fix for distracted consumers?
- A conversation with Ann Handley.
- Plus ponies, nasty-grams and waterproof markers.



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CONTENT MARKETING STRATEGY FOR EXECUTIVES

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▶ CMI has over 50 of the leading content experts. Check them all out at www.contentmarketinginstitute.com.



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juntajoe Joe Pulizzi

Welcome to the premiere issue of *CCO*, the magazine dedicated to content marketing for senior marketing executives. Send feedback to @Junta42.



HOT-FIVE POSTS FROM THE CONTENT MARKETING INSTITUTE

- ▶ **Want to Develop Engaging Content? First Step: Understand What Engaging Means**
- ▶ How to Develop the Strategic Pillars to Hold Up Your Content Strategy
- ▶ **3 Strategies for Changing Your Company Culture to Support Content Marketing**
- ▶ 20 Clues to Find the B2B Content Your Audience Really Wants
- ▶ **5 Corporate Blog Must-Haves**



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SUPPLY CHAIN LOVE

BY CHRISTINE DUNN

B2B is no longer boring.
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The Content Marketing Institute (CMI) helps marketers with the how-to of content marketing. Along with its daily blog that is authored by experts in the field, CMI also provides consulting, research and education to help B2B and B2C marketers execute and measure the success of their content marketing strategies. CMI also offers the free tool, Junta42 (www.junta42.com), which is the leading content marketing matchmaking service for marketers.

Chief Content Officer is the official magazine of the Content Marketing Institute and is distributed in print and digital format to thousands of senior marketers around the world each quarter. For more information about CCO or CMI membership, go to www.contentmarketinginstitute.com.

ANN HANDLEY, first-ever CCO, social media royalty, and author of the new book, *Content Rules*, sits down with **JOE PULIZZI** to dish about content marketing, blogging and My Little Pony.

Joe Pulizzi: As far as I can tell, you are the first person to have the title of Chief Content Officer.

Ann Handley: I will go out on a limb here and say I'm the first person, not only in the world, but in the galaxy.

J: So, what does it take to be a Chief Content Officer?

A: The Chief Content Officer is the person who equates with the Editor-in-Chief at a publication. And because so many companies are now publishers, the Chief Content Officer is really the person who owns the story in an organization. That's my twitter-size definition of it.

J: Why haven't we seen this happen faster?

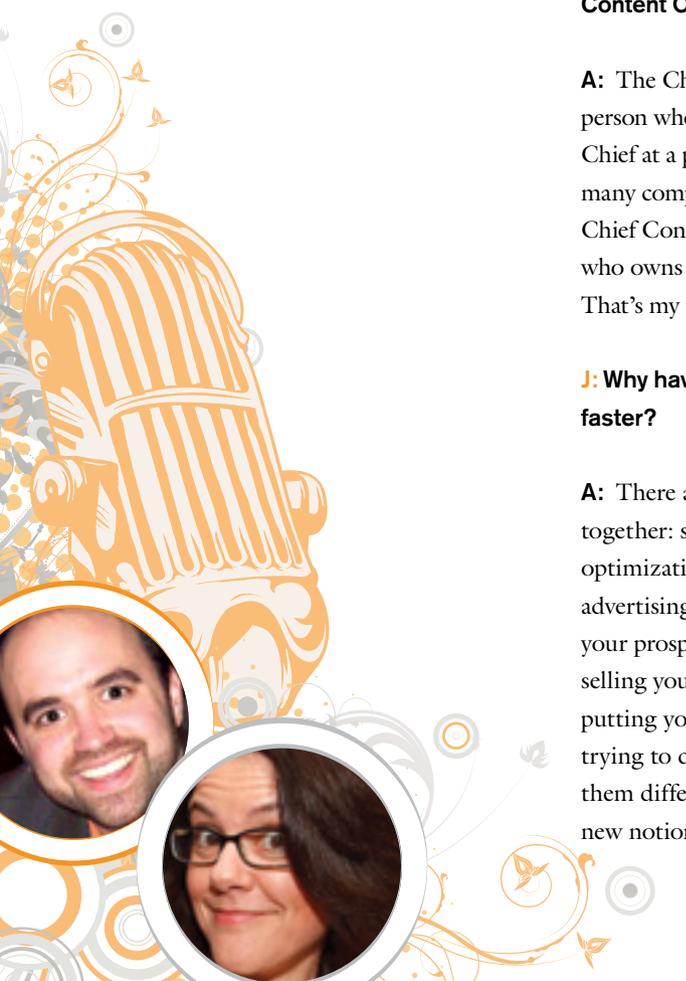
A: There are a lot of forces coming together: social media and search engine optimization, plus the notion that just advertising is not the best way to reach your prospects anymore. You're really selling your brand short if you're not putting your own message out there and trying to draw people to you to engage them differently. That's still a relatively new notion, especially in B2B.

J: What do you say to a company that says, "I don't know if I buy into this whole thing called content marketing."

A: It's a scary thing, right? It used to be that marketers pushed their messages out, but now you're drawing people in through information and publishing. And sometimes that word, "publishing," stops marketers. They think: "Well, I'm not a publisher. I'm in the business of making 'Vitamin Water' or 'My Little Pony.'" I tell people it's like becoming a parent. Everybody thinks it will be tons of fun. Then you get into it and "God that's a lot of work." For content marketers it's the same thing. You have to get through the ugly teenage years.

J: How do you get executives to buy into this when they say, "We want ROI, we want ROI," and you're saying, "patience, consistency."

A: As my friend Jay Baer says, "It's an information annuity." Content is a gift that keeps on giving. On the one hand, it's a lot of work, but it really does pay off dividends. But don't just go out there and start a blog with this amorphous notion that "we've got to be talking to our customers" or "we've got to start a conversation." Figure out what your goals are, what are your objectives and tie the content to those specifically.



TALKING INNOVATION

with Joe Pulizzi

CONTENT MENT

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J: Companies really get excited about this concept. They think, “Oh, we can create the best content in our industry and position ourselves as trusted thought leaders.” When it’s released, you get the salespeople and the real heavy-duty marketers saying, “We’re not talking enough about our products and services.” How do you deal with that?

A: It goes back to role of the Chief Content Officer. They need to champion this whole notion of talking about how products and services are helping people, how they’re helping people “run faster and jump higher,” to use the old Keds commercial. Your content has to be focused on your customer.

J: Give me an example from your book, *Content Rules*, of a company that’s doing it right.

A: Kodak is doing a great job for two reasons. First, Kodak blogs don’t talk about their equipment. They focus on how people are using their equipment, which is a subtle thing but it’s huge! The other thing Kodak does well: encouraging content creators within their own company to share their passion for photography by blogging about it on Kodak community forums.

J: I think that they’ve hit on the hidden treasure in the majority of companies: employees. They are your best marketers and of course this gets into the whole social media conversation. But a lot of chief marketers think, “What if they say something wrong,” or “What if we get bad comments.” The take I have is “do you listen to all the phone calls when your employees are talking to your customers? Do you read all their emails?”

“Figure out what your goals are, what are your objectives and tie the content to those specifically.”

My advice is: everyone needs to know the rules. That’s the biggest problem—there are no guidelines to say, “Here’s how we communicate to the world and we’d love your help in getting this message out.”

A: Exactly, right. Simple standards are great, some sort of bumpers on a bowling lane. It goes back to hiring people you are proud of to represent your company.

J: But when you are ready to buy, are you more likely to buy from that company that’s been giving you all this wonderful information?

A: People who buy your products or services are already researching you online. They’re already checking with their friends and social networks if they happen to be in the same industry, or they’re going to be looking for information about you online. Your content will be the first line of defense with a customer. You want to start off immediately as a resource, as a source of education.

J: I think that’s the greatest point...when somebody’s ready to buy, they already have 99% of the information they need to make a buying decision. So are you going to help provide that information or are you going to have them get it from somebody else?

A: Are you going to let other people do the talking for you or are you going to tell your own story?

J: Let’s look ahead to 2011. What’s the big issue in your mind?

A: It’s not content for content’s sake anymore. More are going to ask themselves, “How do we craft that message and how do we deliver it to our customers or our prospects in a really compelling way?”

ANN HANDLEY is the Chief Content Officer for MarketingProfs and coauthor of *Content Rules*, published in December 2010 by Wiley. Ann is an 11-year veteran of social media (no, that’s not a typo) and is widely considered among the most influential writers and speakers about B2B social media marketing.

JOE PULIZZI Joe Pulizzi is the founder of Junta42, the Content Marketing Institute and *Chief Content Officer* magazine, as well as the author of *Get Content Get Customers*. 🍌

Ann’s photo courtesy of Derek Wilmot. Illustration courtesy of Shutterstock.

▶ Listen to all of Ann & Joe’s discussion. Download the podcast: <http://dlvr.it/Bskj3>



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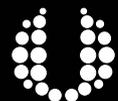
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Can content win the battle for attention?

WHAT B2B CAN LEARN FROM THEIR HIP B2C COUSINS.

By Joe Frydl



Imagine watching TV for 125 million years straight. That's the equivalent of the amount of information that will have been added to the digital universe in just this year alone.

All that information comes at a cost.

"Information consumes the attention of its recipients. A wealth of information creates a poverty of attention." -Herbert Simon.

For marketers, this is a profound thought because all of marketing—whether B2B or B2C—is about one thing: Capturing the attention of potential customers and turning it into commerce.

You may be thinking that the best way to capture attention is to have information that is relevant—a popular marketing term of late. Making certain that the information you provide prospects in your marketing communications is relevant is certainly part of the answer, but it is not enough.

Even the most relevant information about your product or service is competing with a hell of a lot of other information that is getting pumped out there into the world: Squawk Box on CNBC, trade articles, the review of the new Tron movie, fantasy football updates, industry research reports, the latest episode of Modern Family...

"Wait a minute," you are undoubtedly shouting. "The Tron movie isn't relevant to someone in the market for [insert your product here]."

The simple truth is that marketers are not just competing against their obvious business competitors, they are also competing against a wider swarm of information and entertainment vying for consumer mindshare. Relevance is simply not enough.

We humans don't get to segment information into neat little compartments and then determine when we are going to receive what kinds of information. It's all coming at us all the time. The filter we apply to information is not just relevance (I want information about cars when I'm shopping for a car) but even more often we are drawn to information that we find interesting and enjoyable.

We seek out information that rewards our scarce attention not only because it informs us, but also because it inspires, entertains or even provokes us into thinking about something in a new way.

What if we thought about making information about

“What if we thought about making information about products or services not just relevant to the intended recipient but also entertaining, inspiring or even provocative? Could that be a competitive advantage?”

products or services not just relevant to the intended recipient but also entertaining, inspiring or even provocative? Could that be a competitive advantage? If we remember that—regardless of whether our offerings are geared toward businesses or consumers—we are marketing to human beings, then hell yes it's a competitive advantage!

I'll go a step further: In a world in which an incomprehensibly vast amount of information is consuming human attention, relevant marketing information is no longer enough. Information that also rewards the attention of the recipient in some (even small) way will be better at capturing attention and turning it into commerce than information that is merely relevant.

While B2B marketers are only beginning to adopt this mindset, the B2C marketplace has understood that consumers are increasingly tuning out traditional advertising (no matter how relevant). As a result, B2C marketers have learned to use editorial content and entertainment within their own marketing mix—in effect, transforming themselves from mere marketers into storytellers, publishers and multi-media companies.

WHAT CAN B2B LEARN FROM THEIR B2C COUSINS?

But how do you integrate editorial content and entertainment in your B2B marketing mix?

Consider **Net-A-Porter**, the chic and fast-growing women's clothing e-tailer, whose site is viewed by more than three million women each month. This luxury clothing and accessory brand does not just feature images of dresses with relevant pricing and sizing information for shoppers; instead, it pairs the retail site with high-end content, including top trends, runway fashions and designer profiles. In fact, Net-A-Porter's weekly digital magazine is nearly indistinguishable in look and feel from high-fashion

magazines—except its haute photography spreads contain multiple hyperlinks to its retail site.

What Net-A-Porter understands is this: it is not simply competing to sell more dresses than another e-commerce site, it is competing for the fashion-conscious consumers' online attention. It provides relevant product information but also information that encourages prospects to linger because its enjoyable.

This is content in the service of commerce, yet consumers don't even view it as "marketing."

"BUT HOW DOES THIS WORK IN B2B?"

You're thinking, "It's pretty straightforward to develop exciting copy about fashion. My business does not have the same level of potential for entertainment." Not so. Consider the opportunity in B2B technology products and services. When attempting to tell the marketing story behind the technology and services it provides business customers, **IBM** decided the best way to do that was through its customers. We're not talking about dry case studies here, but something altogether different.

IBM partnered with Maysles Films (international award winning documentarians behind films like **Grey Gardens** and **Gimme Shelter**) to create a series of beautifully shot, cinematic short stories that featured the ways in which IBM's customers were able to use IBM products and services to do something interesting—or even extraordinary.

One piece tells the story behind the apprehension of a suspect who robbed a pizza parlor and highlights the role of the Real Time

Crime Center that IBM created with the NYPD. The data center allows officers in the field to access data on suspects in real time that can lead to apprehensions more quickly.

In another, we're taken behind the scenes at The Scripps Research Institute as scientists outsmart the avian flu virus using IBM supercomputers to provide modeling that predicts virus mutations.

These videos are not heavy-handed promotions of IBM but captivating documentary-style films that just so happen to highlight the role of IBM technology. As with Net-a-Porter, IBM is conveying much more than relevant information. The videos mimic the look and feel of a professionally produced documentary and reward viewers with a well-told story. IBM's promotional content is so deftly woven into the larger story that it hardly feels promotional at all.

In addition to being distributed on CNBC and



Net-A-Porter's weekly fashion magazine

digitally, the short films were used by the field salesforce to drive conversations with prospects.

HOW DO I GET STARTED WITH B2B EDITORIAL CONTENT?

"Great! I write a newsletter that I send out to prospects," you might be thinking. "That does the same thing." Let's be honest: Does it?

If there is something in the newsletter that entertains or inspires your audience, you're on the right track. But chances are that newsletter simply clogs up a lot of inboxes. If you are using a dry regurgitation of industry trends and analyses that your audience can get somewhere else, you will not win the battle for attention.

You don't have to do something splashy and expensive like Coke on American Idol in order to use content and entertainment in your marketing mix effectively. But asking yourself a few simple questions may change the way you think about B2B marketing for the better:

- Do I assume my prospects are out there waiting to pay attention to what I have to say about my business?
- Do I realize that my marketing information is competing not just with my business' competitors but also with an entire universe of content that rewards audience attention by being entertaining?
- Does my marketing communication mix rely simply on providing prospects with relevant information?

Answering these questions honestly may just transform that newsletter you send to prospects—or any of your content—into something that rewards its recipients with content and information that is more interesting, entertaining and thought-provoking. Or it might inspire you to take an even bolder step.

Regardless, I challenge any B2B marketer to explain how turning toward content marketing that is not only relevant but also entertaining and thought-provoking would not be a competitive advantage. After all, what would capture your attention? 🌟

- ▶ Find statistics from the most comprehensive study of B2B content marketing to date, **2010 B2B Content Marketing Benchmarks, Budgets and Trends** by Junta42 and MarketingProfs: <http://dlvr.it/Bsl7N>



IBM short story about the NYPD

- ▶ Check out these IBM videos:
NYPD: <http://dlvr.it/Bsl61>
Harley Davidson: <http://dlvr.it/Bsl7D>

Meaningful Marketing Start-ups: Outbrain

By: Bob Gilbreath, Chief Marketing Strategist at Bridge Worldwide (part of WPP)

A COUPLE OF MONTHS AGO, I got a Twitter message from someone at Outbrain. I don't usually take "Twitter cold calls" from people, but I'm glad I did this time, because I got a chance to learn about Outbrain.

Outbrain is the company that manages the list of links you often see at the end of articles on sites such as CNN and USA Today. No, not those annoying ads for cheap teeth whiteners, but rather the links that say, "If you like this article, you might also like these." Outbrain's team has spent three years perfecting an algorithm that ensures that these links are as relevant for the reader as possible. It has the ability to plug in these useful links to nearly any content provider's content management system, and the company finds that one of these links are clicked for about 5% of the readers of any given article. It's no wonder that sites as diverse as National Geographic, The Sporting News, and The Boston Globe are using Outbrain.

But the magic comes in Outbrain's meaningful marketing business model. In addition to providing links to other articles within a given media property, Outbrain has permission from content owners to include sponsored links to outside articles. In its simplest use, if your brand is creating content consumers will enjoy, you can pay Outbrain on a cost-per-click basis to make your articles and videos appear on sites such as CNN and USA Today as content, not as advertising.

Outbrain helps solve one of the killer issues for brands that have a desire to publish meaningful content: How do I get people to discover it?

Outbrain helps solve one of the killer issues for brands that have a desire to publish meaningful content: How do I get people to discover it? With Outbrain, brands can set aside a budget to drive traffic and pay on a cost-per-visit basis, just like Google AdWords, which many are using today. But I would argue that Outbrain might bring better traffic than Google. With Google, people are hunting for a specific answer and leave once they find it. With content browsing through Outbrain, people are in a relaxed reading mode and are more likely to explore your site further.

The company further nails the experience for the marketer with its website analytics tool. Just log in to your account and you can see how much traffic you are getting and which articles are generating the most engagement. You also can manage your budget quickly and easily in real time.

Outbrain has a few additional benefits that I love. First, brands with a lot of content can actually install the Outbrain plug-in on their own sites and improve readership within the site, as well as earn credits with the company by allowing sponsored links to other brands. Second, it can be used to drive traffic to content that is completely outside of the brand's control. For example, a major automotive brand used Outbrain to send traffic to bloggers who had said positive things about one of its new models.

If your brand or client is publishing content, Outbrain is a no-brainer to test and learn from.

It's rare that I see an idea that is a complete win-win-win for the consumer, the marketer, and the start-up business. If you brand or client is publishing content, Outbrain is a no-brainer to test and learn from. Please reach out to Gilad and tell him Bob sent you.

The screenshot shows a Newsweek article titled "Gilty Pleasures" about Gil Granger's CEO and founder. Below the article, there is a section titled "You might be interested in" which displays five recommended articles with thumbnails and titles: "House of Cards", "The Death of the Internet", "Pence Willard's Move Will Be America's Biggest Mistake", "What America's Biggest Mistake Will Be", and "Why Steve Jobs' Death Was the Biggest Mistake of All Time".

 Paid content is presented as "recommended" alongside the publisher's own editorial.

 **Outbrain**

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EatMedia

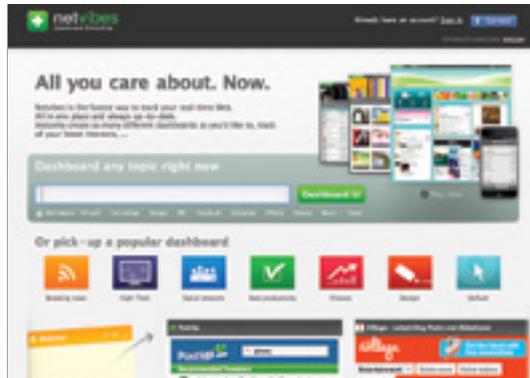
KnowEm.com

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ideas, contact

techtools@junta42.com.



Doug Kessler
Velocity Partners

Netvibes.com

Netvibes is one of the best personalized, dashboard web apps—something every content marketer should master. I use it to aggregate a wide range of news feeds, blogs, searches, videos, photos, social networks and podcasts on a single, tabbed page. We also set one up for most of our clients so they can monitor the key influencers in their market as well as competitors, partners, analysts and other vendors. Netvibes is invaluable to keep on top of the market, generate blog ideas, find people to engage with and study new topics. And unlike Google alerts, it doesn't crowd my inbox.



Garrett French
Ontolo

Backtweets.com

Backtweets.com is a simple but powerful little tool to study tweetable content and measure “tweet reach” of websites. Just type in the homepage of a publisher and see how many times people tweeted their content. I use this to source “tweetable” content ideas, find potential retweeters to begin relationships with, and to get a rough baseline for comparing publishers’ twitter reach when evaluating content placement opportunities. Backtweets Pro offers more sophisticated analytical tools, graphing and integration with Google Analytics.



Corey O'Loughlin
OpenView Labs

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CoTweet is a great tool for managing your reputation on Twitter and Facebook. We use it to manage our team's social media conversations from a single dashboard and to track key trends. Free standard version for smaller social media teams; subscription-based enterprise version for social powerhouses.



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DIAGNOSIS

Search Engine Optimization For Content Marketing

A quick & dirty guide to the most-feared acronym in content marketing: SEO.

Spoiler alert: It's all about quality backlinks.

By Doug Kessler

Search engine optimization (SEO) is a critical part of any content marketing program. Get it right and your search rankings will zoom up the Google ladder, traffic to your landing pages will soar, and your content will fly off the virtual shelf. Get it wrong and your precious eBook (or whatever) will sink like a stone in the content ocean.

THE BASICS

Think SEO from the start. Keyphrase research will tell you what words prospects use in their efforts to self-educate. It will also help you find juicy information gaps to fill.

Once you've got your keyphrases and baked them into your content (especially the title), get all the boring SEO hygiene out of the way. Tags, keyword-driven URLs, alt text ... all this stuff used to be the whole art of SEO. Now it just gets you to the starting line.

FORGET THE OLD-SCHOOL SEO TRICKS

Old-school SEO is all about gaming Google, outsmarting algorithms, and tricking folks into stumbling on to your site. Google spends billions to stop you from doing this so they can deliver real—not rigged—relevance.

So forget about cheesy SEO tricks (free directory listings, off-site pseudo-sites, yadda, yadda, yadda) and concentrate on generating great content that your buyers will really value. Then use straightforward SEO best practices to make sure the spiders know about it too.

THE ESSENCE OF CONTENT-DRIVEN SEO

SEO is all about quality backlinks. That means getting people with real authority to link to you, ideally using anchor text that uses your keyword(s). What's "anchor text," you ask? A word or phrase that's been converted into a hyperlink. A link without a keyword anchor is worth about half the value of a link with one (a key reason we like keywords in content titles).

EARNING QUALITY BACKLINKS

There's no shortcut to earning great backlinks. Success is directly related to effort—

which is why lazy SEO shops focus their efforts on black magic and SEO hygiene.

Today, SEO comes down to this: creating great content that others are proud to recommend, then working hard to earn those recommendations. A few tips:

- 1 Build relationships with the real influencers in your market. Get to know them, understand each one's agenda and audience.
- 2 Earn goodwill by linking to and tweeting their best stuff. If you really value their smarts, ask them to preview your piece and give suggestions. Thank them in your content. (It's only polite.)
- 3 Ask your influencers to blog/tweet about (and link to) your content goodies. Give them thumbnail images, suggest anchor text for links and supply URLs that contain your analytics tags. Make it easy!
- 4 Thank everyone who helps. Publicly and repeatedly.
- 5 Get to know the top media in your category and write features for them that involve your keyword subjects. Beg for anchor-text-rich links.
- 6 **Atomize your content around the web using social sites like Slideshare, YouTube and LinkedIn. Make sure it all points back home like an Irish Setter.**
- 7 Guest-blog on the best blogs in your field. But only backlink if it's relevant, and doesn't piss off the a host.
- 8 Break down the content into smaller chunks that can wander the web and link back to the main piece.

- 9 Comment responsibly on the best blogs. Not to sprinkle links (that can get obnoxious fast) but to get on their radar.
- 10 Get new content links into everything—your corporate boilerplate copy, press releases, blog posts, key web pages and anywhere it might be picked up and used.

HOW YOU KNOW IT'S WORKING

Google Analytics. Webmaster Tools. Site Explorer—the tool you like best for measuring your web success.

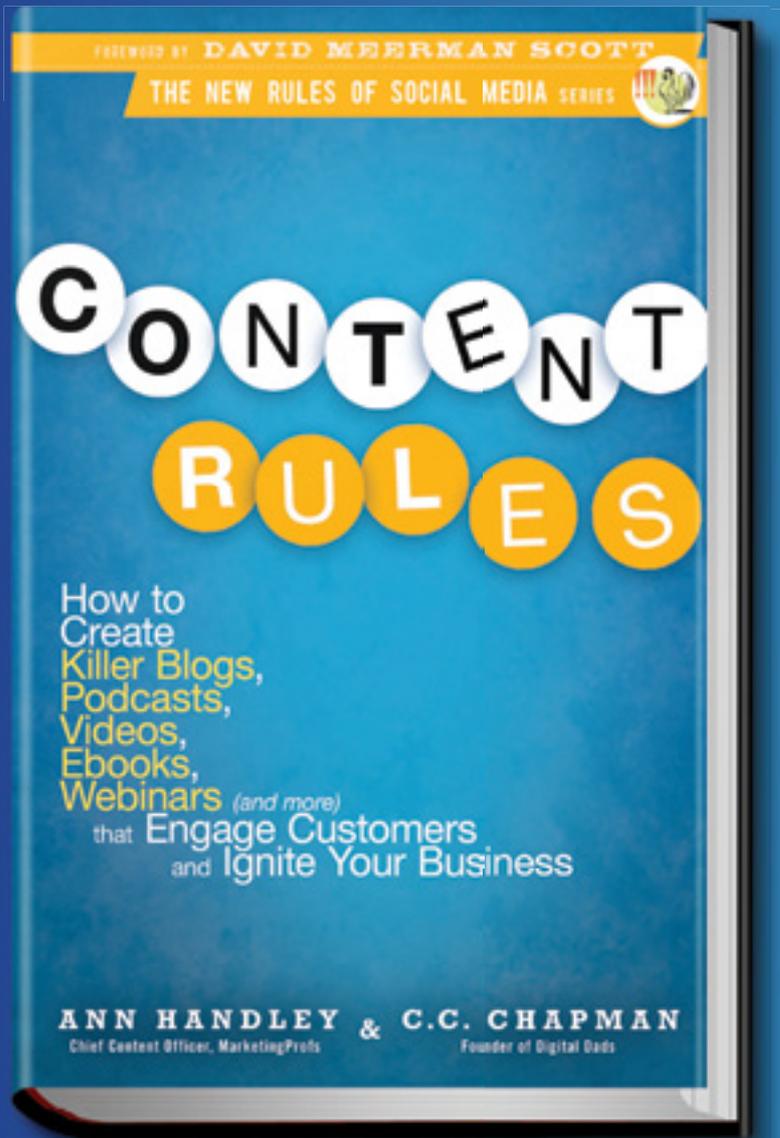
Track the big-picture metrics like traffic and downloads, but keep a keen eye on engagement metrics like page views, bounce rates, time-on-site, comments and (of course) downloads.

Use your tagged URLs to track the exact sources and conversion rates of all this goodness. Capture all secondary effects (like newsletter sign-ups or downloads of other content pieces). Summarize it all—including all the coverage you've earned, the retweets, the social shares and mentions—in a killer report to everyone who matters. Then practice looking surprised when you get offered that promotion (prepared speeches are a dead giveaway).

▶ More SEO tough talk at the Content Marketing Institute: <http://dlvr.it/Bskh5>



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- Define the goals of your content strategy
- Explore ways to optimize your content for search engines
- Write in a way that powerfully communicates your service, product, or message across various web mediums
- And more!

ANN HANDLEY is Chief Content Officer of MarketingProfs. She writes and blogs extensively about online business, marketing, and sometimes just life.

C.C. CHAPMAN is a media creator, entrepreneur, and online marketing expert. He recently launched DigitalDads.com—a site where a dad can be a guy.

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SUPPLY CHAIN LOVE

B2B IS NO LONGER BORING.

BY CHRISTINE DUNN

KINAXIS, A CANADIAN SUPPLY CHAIN MANAGEMENT COMPANY, USES CONTENT AND SOCIAL MEDIA TO BUILD A PASSIONATE FOLLOWING.

Research the best examples of a successful B2B content marketing strategy, and this year's breakout winner is clear: **Kinaxis**. From producing an extensive multimedia content portfolio to creating a vibrant online supply chain expert community, Kirsten Watson, Director of Corporate Marketing, and her team of four at the company's Ottawa, Ontario, headquarters have persevered the past two years to become a leader in today's increasingly digital marketing world.

Ask Ms. Watson about the inspiration behind this substantial effort, and her response is refreshingly candid: "Pure frustration."

Why? "I believe we have the best software on the planet," Ms. Watson replied, noting that Kinaxis' client list includes such global brands as **Research in Motion** (RIM, the maker of Blackberry smartphones), **Genzyme**, **Flextronics** and **Toshiba**. "But we were not the well-known company we should be."

That's not surprising considering the provider of supply chain management software is up against competitors such as **SAP** and **Oracle**. But like any good entrepreneur, Ms. Watson and the management team at Kinaxis understood that content marketing and social media offered them the chance to outmaneuver their competitors if they only were willing to take some risks.

Starting with Chief Executive Officer Douglas Colbeth, top management wanted the Kinaxis marketing team to be bold. And they understood that not everything would work.

"That's how an organization gets to that cliff, and jumps," Ms. Watson said.

When Kinaxis began looking into social media there weren't many B2B case studies to learn from because the space was still dominated by B2C

users. Ms. Watson got started by grabbing a copy of *Groundswell* by **Forrester Research Inc.** analysts Josh Bernoff and Charlene Li, and studying the POST methodology (People, Objectives, Strategy and Technology) outlined in the book.

"What can Kinaxis do with Facebook?" was one of the basic questions that Ms. Watson was asking herself as she looked at the tools available to them. "We're after very specific people and large companies. How can we make an impression?"

Ms. Watson commissioned Forrester to help lay out an overall social media strategy, but she honed Kinaxis' foundational efforts to a few key guiding principles:

- **Leverage SEO expertise:** At a minimum, social media helps search engine optimization, so Kinaxis needed to focus on finding well-trafficked and highly ranked ways of getting its message out onto the Internet.
- **Find ways to repurpose:** Reuse content by placing it across different media, ranging from written outlets to video.
- **Integrate everything, and don't execute in a bubble:** Before implementing any strategy, take a best-practices view on how to maximize visibility, and therefore the return.

As Kinaxis embarked on its first social media projects, Ms. Watson added one more piece of wisdom she had learned years before from another marketing bestseller, *The Cluetrain Manifesto*: Don't get caught up in the crafting of a perfect corporate message.

"The reputation of being a world leader comes from the quality of the products you deliver, and in the way your company behaves," Ms. Watson said. "In the end your brand and what it stands for is ultimately determined by the markets you serve, not by you in that big office tower."

With at least 80 percent of B2B purchases starting with a Google search, Ms. Watson knew



“That’s how an organization gets to that cliff, and jumps.” Kirsten Watson, Director of Corporate Marketing, Kinaxis.

that Kinaxis needed to have content available to people at all stages of the buying cycle. At the top, Ms. Watson made sure Kinaxis had the requisite series of white papers and thought leadership pieces. But drill down, and a vast opportunity for new types of content emerged. Competitive matrices, benchmarking services, podcasts and webcasts, detailed case studies—Kinaxis has customized content for every step of the buying process.

At the heart of social media, though, is community. “People believe what their peers say, and they trust and want to learn more,” Ms. Watson explained.

So, as Kinaxis made the content available to online users, the company created a portal for information related to supply chain management. And along the way, Kinaxis encouraged third-party content creators, such as analysts and bloggers, to contribute to its site as well.

These third-party contributors are given a free and open voice on Kinaxis’ site. They blog about what

they think is important; Kinaxis is careful not to ask them to blog about the company’s views on supply chain issues or on Kinaxis itself.

“The supply chain community is to be owned by the community members, not us,” Ms. Watson said. “Some of them have as much power as any media person. That’s fascinating in its own right.”

Ms. Watson and her team wanted to give members of the supply chain online community a reason to visit the site every day. So in addition to the contributions of the bloggers, Kinaxis tapped what Ms. Watson believes to be the essence of building any community: entertainment.

It started with some top 10 lists that looked at the humor in supply chain management—from “You Know You’re Into Lean Six Sigma When...” to the “Top 10 Ways to Make Manufacturing Sexy,” Kinaxis poked fun at its own industry and its peers, hooked its audience and gave them a reason to keep coming back.

Then, Kinaxis followed its own advice and integrated the humor into not only all of its social media, but in its overall marketing initiative. From sponsored email programs to banner ads and videos, from billboards to annual user conferences, Kinaxis used comedy to connect with the supply chain community.

“It’s different from what others are doing. People are getting more than just the boring, dry supply chain thought leadership pieces they get

B2B spending on social networking sites predicted to rise 43.3% in 2010, compared with a 0.8% increase in advertising and marketing spending overall.

Outsell’s Annual Advertising and Marketing Study 2010

everywhere else,” Ms. Watson said. “It gives our company personality.”

It’s also sparked a shift in the way Kinaxis manages its communications. Starting next year, Laurie Smith, who has spent the last five years running the company’s public relations effort, will move into the new role of content strategist. Her main job? “Publish, publish, publish,” Ms. Watson said.

Not to mention help keep track of the impact of the social media matrix created by Kinaxis. Ms. Watson admits that Kinaxis doesn’t have the perfect dashboard built for measuring all of the touchpoints. And since social media is so new, and constantly changing, her team faces a continuous challenge when it comes to reporting results.

Leveraging Google Analytics, Kinaxis examines the traffic to each of its Web properties; the conversions for people from community; the referral traffic from blogs to Kinaxis; as well as the number of white paper downloads, sign-ups for the company’s newsletter and additions to the corporate database.

All of those layers of data, at the end of the day, need to be boiled down to a one-page summary to senior management that describes what Kinaxis is doing and the impact of its investment. Every new approach can give a lift in results that can help make the sales funnel wider, Ms. Watson said.

“If you deliver on high-quality content and materials, you will gain that recognition and respect. You will be seen as a player,” Ms. Watson said. “The religion of SEO, the content, the real intuitive feel of what’s the story will attract attention. It’s a disciplined approach to social media, with an underlying theme of quality over quantity.”

► For more compelling content marketing case studies, visit the Content Marketing Institute: <http://dlvr.it/Bsl7Z>

QR CODES: YOUR LINK FROM PRINT TO THE WEB



A QR Code is a 2 dimensional barcode that can be read using a smart phone with a QR Code reader application. QR Codes can contain a variety of information such as a URL, text message, contact information, or a calendar invitation.

Include your QR Code on your brochures, flyers, business cards, and direct mail. Try using a post card to drive traffic to your new product pages. Print a QR Code on your media kit to take readers to informational videos. Use QR Codes anywhere you want to use print to bring people to your web presence.

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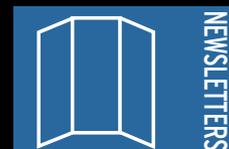
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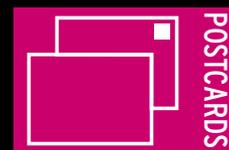
FLIPBOOK



CATALOGS



NEWSLETTERS



POSTCARDS

F O S T E R

PRINTING SERVICE

ANATOMY OF A CONTENT STRATEGY

Kinaxis – our favorite B2B marketer this quarter – shows how to pull off an integrated content strategy.



1. TRADITIONAL THOUGHT LEADERSHIP

A portfolio of content, from white papers and case studies to benchmarking services. Something for each stage of the sales cycle.

► <http://dlvr.it/Bsk1Z>

3. NEW MEDIA

A set of online videos and webcasts highlight Kinaxis experts weighing in on topics that matter to their community.

► <http://dlvr.it/Bsk66>

2. SOCIAL MEDIA

The Supply Chain Expert Community, hosted by Kinaxis, is becoming a digital destination for supply chain professionals to exchange ideas, start a blog and find out about industry jobs and events.

► <http://dlvr.it/Bsk42>

4. JUST FOR LAUGHS

In its boldest move, Kinaxis produces a wide range of videos purely for entertainment purposes. The most recent, *Suitemates*, is a professionally produced and Hollywood-acted series about ERP (no, seriously). Even more shocking? It's funny.

► <http://dlvr.it/Bsk5H>

“We want to be the one social platform that supply chain people check daily.”

Kirsten Watson, Kinaxis.

HOW IT WORKS

SEO

Attention to SEO is visible throughout Kinaxis' content marketing strategy. “It's a religion for us,” says Kirsten Watson, Director of Corporate Marketing. For some SEO tough-talk, see page 13.

RESEARCH

Before embarking on its social media journey, Kinaxis conducted rigorous research to understand where customers were currently getting information and meeting one another. It hired **Forrester Research** to guide the team in the early stages, but Watson admits that LinkedIn was also an invaluable research tool.

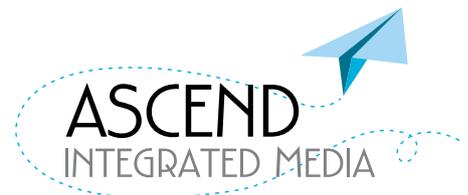
DISTRIBUTION

The Kinaxis team publishes two to five blog posts per week then goes on a social stampede, distributing the posts through dozens of LinkedIn groups, Facebook, Twitter, as well as traditional media, such as *IndustryWeek*. This recycling tactic ensures a social media echo-effect for all content published by Kinaxis.



ASCEND KNOWS CUSTOM.

custom (kus'təm) *adj.* **1.** Original content from an award-winning team of experts **2.** Created especially for you **3.** Distinct from the rest **4.** Targeted to your specific audience **5.** Tailored to your needs: *print, digital, mobile and social.*



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EXPANDING THE POSSIBILITIES OF CUSTOM MEDIA

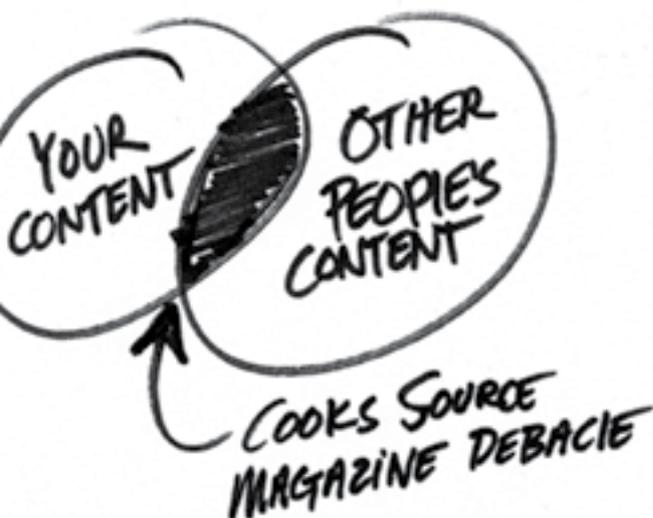
COLLAGE

A CONTENT SMÖRGÅSBORD.

Content Curation or Plagiarism?

The nasty-gram heard round the web.

Writers issued a collective gasp when they caught wind of the *Cooks Source* debacle, in which the magazine reprinted a 2005 blog post by Monica Gaudio, without her permission. When Gaudio complained to the magazine, she received a rather harsh denouncement from the magazine's editor:



[H]onestly Monica, the web is considered "public domain" and you should be happy we just didn't "lift" your whole article and put someone else's name on it!

Monica blogged about the experience and it became an immediate social media firebomb. If you don't believe us, search "Honestly Monica" and view the wreckage. For companies that rely heavily on third-party content as part of their content strategy, the *Cooks Source* conflagration is an important lesson: ensure your marketing department understands the difference between a content curation strategy and plain-old plagiarism. A good place to start: **The Yahoo! Style Guide**, which includes a chapter about U.S. laws for online content.

► Check out The Yahoo! Style Guide: <http://dlvr.it/BskB2>

iPad APP



Want to understand why content creators are swooning over the iPad? It's all about ease of consumption, and there's no better place to see this live than **Flipboard**, one of the most popular media apps for the iPad. Flipboard assembles content based on what you love most (and what your best buds are reading), and presents it in a glossy, magazine-style format. It's a must-view for all content marketers.

► Check out the CMI Blog "10 Hottest iPad Apps" <http://dlvr.it/BskGy>



Sharpie® Uncapped

Sharpie, the waterproof marker produced by **Newell Rubbermaid**, has shed its utilitarian image. Teenagers now use them to transform ho-hum prom dresses into graffiti-chic evening wear. Interior design bloggers use Sharpies to draw high-fashion wallpaper. Taylor Swift uses black fine-tip Sharpies as eyeliner when she's in a pinch.

What's behind this brand renovation? A killer Sharpie social media community that includes art galleries, Sharpie-squad experts, and how-to videos demonstrate, among other things, how to turn your tennis shoes from bland to kah-pow!

► Check out the Sharpie Community: <http://dlvr.it/BskGG>



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While there is no shortage of information online or in print, there's a real need for content that browsers and customers recognize as relevant. By working *en veritas*, Latin for "in truth", we can help you educate and empower your customers and grow your business using proven processes and proprietary technology to create, manage, market and distribute content. EnVeritas Group content is marked by strategy, clarity and accuracy and designed to nurture loyalty for your brand and business. And even though we are at the forefront of the content revolution, we already have a decade of experience behind us. If you would like to learn how to capture more customers, then we invite you to engage one of our content marketing specialists and call **EVG at 864.241.0779 ext. 104 for a complimentary consultation.**



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