



NOVEMBER 2012

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**@juntajoe** Joe Pulizzi

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# CONTENT HEROES



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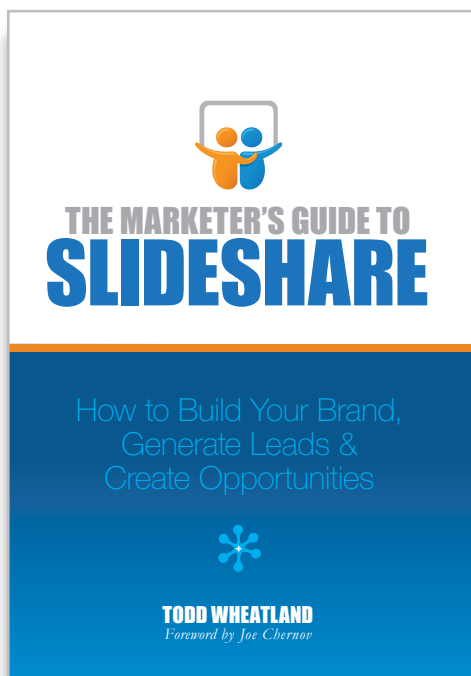
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## CONNECTING WITH THE C-SUITE:

### Strategies For Shaping Exceptional C-Level Events



Getting top executives to attend an event can be a particularly daunting hurdle. CCO columnist Roanne Neuwirth explains the tactics her firm uses to produce C-worthy events, ensuring a “yes I’ll attend” response rather than “I’ll send someone from my team.”

<http://bit.ly/csuiteevents>



### Are Your Calls To Action Missing These Proven Formulas?

Blogger Mark Sherbin runs down the different types of calls to action and how to optimize each one for better results. <http://bit.ly/contentcta>

### Readability Tips For Designing Engaging Content

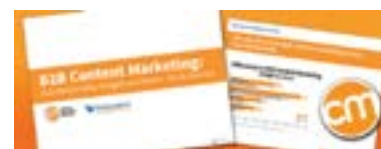
Is something as simple as readability slowing down your success? Roger Parker offers a primer on readability for content marketers.

<http://bit.ly/engagingcontent>



### 7 Content Marketing Strategies For 2013

Find out what energizes Joe Pulizzi when he thinks about 2013. If you're responsible for content marketing strategy in your organization, this list will sharpen your focus for the new year. <http://bit.ly/7contentstrategies>



### 2013 B2B Content Marketing Benchmarks, Budgets and Trends

It's that time of year! The Content Marketing Institute (CMI) and MarketingProfs are excited to publish our third annual research results.

<http://bit.ly/b2b2013report>





# Your Content



Blogs



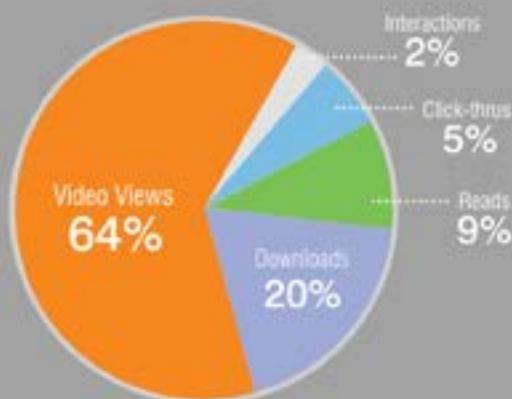
Forums



Content Sites



Mobile Devices



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- Content insertion
- Optimization based on response rates
- Tracking and analytics: reads, video views, click-thrus, and shares
- Works on mobile and tablets



Average time  
on content  
**01:25**

## Food Company or Media Powerhouse? Both.

Joe Pulizzi talks to Julie Fleischer, director of CRM at Kraft Foods, about how the company delivers the right content at the right moment to millions of customers.

**J P:** How is Kraft using content to stand out? What are you doing differently than your direct competitors, as well as other food-related media sites?

**Fleischer:** We developed our content marketing platform over more than a decade, so the size and reach of our content activities are really unique. Our paid subscription magazine in the United States, called *Food and Family*, is bigger than *Food & Wine*—in fact, our audience is about the size of *Food Network*'s. Our subscription renewal rates are about twice the industry average and our consumers tend to hold on to back issues for years.

At Kraft, we create content—and specifically recipes—that our customers try out and make over and over again. Our website has about 85 million visits per year; it's one of the top 20 food websites on the web. Our scores for “time spent on site” and “page views” are significantly higher than the competition. Our mobile website is growing at 100 percent per year. We also have our social channels and an influencer program. We oversee an email program that reaches about 5 million opt-in consumers weekly. Essentially, we try to create content that people will come back to and they spend time with.

Looking at it from 10,000 feet, we have this vast array of channels that provide us with the opportunity to intercept with consumers where they want, at just the right moment. To do that well, we closely study our consumers, from an attitudinal and behavioral perspective. We mine our data and look carefully at search trends to understand which recipes people are making at any given day of the year, and then we serve those recipes up to our consumers in the manner, and at the moment they're most interested in.

**Tell us more about what you mean by “in the manner, and the moment.”**

We feel it's really important to provide the right food idea, the right recipe, at the right moment, as in “You know, I really wasn't sure what I was going to make tonight, but this is exactly



perfect; this is what I want.” We spend a lot of time understanding who our consumer is, how she cooks, what kinds of food she wants to cook. Even more, we understand on any given day the kinds of recipes our customers want to make.



We use pantry items to know what's already in the house because we don't want you to have to go out and get extra ingredients to make something. We know

what produce our customers are more likely to have in their refrigerator, as well as those they're unlikely to ever purchase.

If you look at our competitors (e.g. *Cooking Light*, *Bon Appetite*, *Martha Stewart*, *Rachael Ray*), all of those magazines exist to sell advertising. Readers may look at a recipe and think “that looks beautiful,” and move on without ever considering making it. At Kraft, we publish in order to sell products, so we want to create recipes our customers really want to make and share.

**Once you've developed great content, what does Kraft do to support and accelerate sharing?**

We monitor everything that we put out to see how many clicks and what type of engagement we get. Are customers printing a recipe? Saving it to their recipe box? Adding it to the shopping list? “Liking” it, emailing it and pinning it on Pinterest? When we see something hit a spark of high interest, we pull it into our weekly email (which in turn ignites it on Facebook and Pinterest—it's a virtuous cycle).

When we have content that's really performing well, we quickly use other platforms to promote and share it, and support that viral spread. Pinterest has been really important to us this year. It took us by surprise because it so suddenly became a critical referral site. Though we manage our Pinterest page, most of what happens on Pinterest is entirely organic. Best of all, Pinterest has been a great real-time indicator of which emailed recipes are a hit.



### What have you personally found most challenging as a marketing executive working in a discipline that is changing so quickly?

There are so many new channels, and bright and shiny objects. Budgets are limited, team size is limited, resources are limited, and so there's this constant battle between relying on what's working today versus making smart choices about what will be effective down the road. There are so many emerging tactics and technologies today that may never become widely used. We need to experiment, but also allocate our resources wisely. I find that tension to be the most challenging.

### What are some of those emerging ideas and technologies you have your eye on?

We're beginning to consider smart appliances and whether we should customize content for that medium. Online video is another interesting channel we are investigating.

The challenge is deciding whether you will be a first-mover—and benefit from the early advantage—or wait to see how things play out. Before the tablet came out a year and a half ago, nobody really understood how consumers would use it. Was it going to be a giant iPhone, a little desktop or something else entirely?

I'm a firm believer you have to match consumer behavior, channel and content—and it's a very difficult

problem to solve. Our mobile strategy will be changing for next year because we believe there's a bigger opportunity in mobile than simply creating a very mobile-optimized, friendly version of the desktop. [See sidebar, *Kraft's Mobile Play*.]

We've seen some high-profile collaborations between brands and traditional media, as well as brands and mobile app makers. How does Kraft sort out which companies are competitors versus collaborators in the race for your customers' attention?

Like every organization we've evolved strategies over time. We strongly believe there is something magical about having a permission-based relationship with our consumers, who come back to us over and over again. We don't try to be everything to everyone. There's a big chunk of our audience that we see weekly or every other week, and they keep coming back.

So for quite a while we've been very focused on creating that ecosystem—that meaningful relationship with the consumer—and not trying to be everywhere. That doesn't mean that in the future we won't say, "You know what, there's a really good reason to syndicate our recipes to this other place."—or— "There's a very, very good reason to build this tool into our site, or our content into some other tool." So we're always exploring those kinds of things.

**Joe Pulizzi** is the founder of the **Content Marketing Institute** and *Chief Content Officer* magazine, as well as the co-author of *Managing Content Marketing*.



## KRAFT'S MOBILE PLAY: Not just a smaller, friendlier website.

Kraft is undergoing a mobile site redesign to capture what works best in that medium. The new site will take full advantage of the touch screen, of course. But Kraft's Julie Fleischer notes the biggest change will be in capturing the essence of

how consumers behave with their mobile devices: What types of content do they favor? At what moment of the day? And what m-site (mobile site) features will help them make the most of that moment in time? Says Fleischer, "We've looked at consumer behavior and matched it

to all the different mobile channels. It's so critical to understand how each of these channels interrelate. Mobile is not just a carbon copy of a traditional website, made smaller.

Recipes are a great example. You may look up some recipes while taking a break at work and see something you're interested in making for dinner that night. You may save those ingredients to a shopping list that you pull up on your smartphone in the grocery store. And when you get home, you may put your tablet on the kitchen counter to refer to while cooking.

Of course all three devices need to refer to the same recipe, but they are three completely different experiences, and marketers need to understand this better."

# Be Relevant:

**Often taught, but rarely explained. Let's understand—step by step—how content marketers get inside their customers' heads.**

By Mark A. Evertz

## Using listening posts to understand your customers.

**O**K. A quick show of hands. Who uses the word “persona” regularly during conversations or presentations?

You can't see it from where you're sitting, but my hand is up. And I'm wincing a little.

Leave it to us word-mashers on the marketing mountaintop to take out all of the innate humanness of people by labeling them personas, and then gang-tackling those personas with a litany of adjectives, adverbs and reported job duties—all to illustrate we really understand our customers' true needs.

Fret not. We're going to put the “person” back in persona by walking through some really practical ways to understand exactly what your customer wants to consume.

I offer you a method we use at **Left Brain** that's been very successful: Listening posts.

### Getting started with listening posts.

First, pull your company's past purchaser data to compile initial assumptions about the titles and the topics you believe will be of interest in a given campaign. Keep in mind, you'll be tracking online conversations for each of these topics so try to limit your list to about five key topics you want to follow—or you'll quickly feel overwhelmed by the task.

Now let's go about the painstaking process of proving or disproving your theories by setting up “listening posts” and testing what you learn.

## ► CAPTURE

**STEP 1: Give your research its own email address.** To begin every discovery process, you need a system for collecting and reviewing data. I try to use a single inbox for key roles, topics or relevant discussions to keep them out of my existing workflow. Doing this also gives me a place to consume when ready. I'd

suggest using **Gmail** to create a segregated inbox because it will be easier to integrate into the other steps. Something like <topic>@gmail.com to sign up for e-news and LinkedIn alerts will keep you focused.

### STEP 2: Use an online news reader to automate the news-gathering process.

A multitude of free and not-so-free news readers is available, but I'll call out **Google Reader** here. After logging into Google using your new email address, you are automatically logged into Google Reader. Here you can pre-select existing topics, create your own using simple or advanced search logic, import RSS feeds or bring in any Google Alerts as newsfeeds—all on a single online dashboard. Trust me, this will become your knowledge hub if it isn't already.

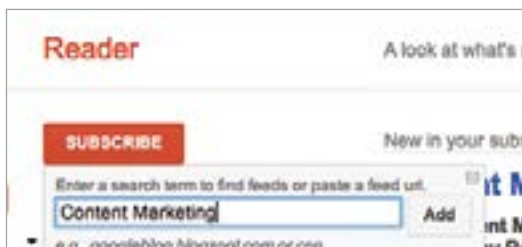
**STEP 3: Set up a “Readability” account to quickly push information you discover in your online news reader** that appears relevant into the “read-later” bin. You can also send the most relevant newsletter content directly to Readability when you're done gathering.

## ► FILTER

**STEP 4: Set up Google Alerts that align with topics and audiences.** This step will create less of an email deluge if you set up alerts as RSS newsfeeds. Check this out:



*Creating News Alerts in Google and delivering them to Google Reader*



*Subscribing to a Topic of Interest to Track*



*A News Dashboard with Key Topics*

**STEP 5: Look for LinkedIn Groups that include discussions about your topic.** Where appropriate, I have participated in discussions. If it's likely to be intrusive, I've watched discussions unfold, glean key insights about participants and what is working or frustrating the heck out of them. This is an example of hanging out with humans online to bring the sexy back to your supposition. If you're a member of a topical LinkedIn Group, be sure to sign up for its email alerts—always forwarding them to your topic-specific Gmail account.

## ► LISTEN

**STEP 6: Monitor social traffic on the topics of interest.** If you're lucky, you have Radian6 and a team of social media users who alert you to key conversations and places to engage on Twitter, LinkedIn, Google+, Facebook and other communities. If you're like the rest of us, however, you "MacGyver" everything together with tools like TweetDeck, HootSuite, your news reader and your topic-specific email account for anything else you've missed. Sounds messy, but with a process in place you'll find it's very doable.

**STEP 7: Engage with people online in the social streams or communities relevant to the subject matter.** Pay close attention to influential bloggers in the area you are researching. Mine the comments sections to see who is seeking additional insights or offering their own. As you begin to understand the subject matter, this can also be a venue to ask questions or share knowledge. If you decide to

share, speak as a curious-being with a level of interest or expertise—not a brand megaphone.

## ► ASSESS

**STEP 8: Set a time to review information collected—and stick to it.** For example, you may decide to start your day with a 30-minute scan of any information gathered overnight—flagging seemingly relevant news using your Readability app. Do a similar sweep at the end of the day to flag new items online and in your topic-specific inbox. Use Readability to narrow the best of the bunch to review in-depth after the research phase ends.

**STEP 9: Look for patterns, odd ducks and hot data points or quotes.** After amassing this content and combing through it, you'll start to see similarities emerge, as well as a few eyebrow-raisers or quotes that set the tone for your work. I often bring these forward to my team to breathe a little life into my findings.

**STEP 10: Confirm your insights or assumptions with people in your desired audience.** Again ... these are people. Treat them that way. At my company, this is where we validate our secondary research and theories, or adjust them based on one-to-one interviews with the people we know or want to know in our ideal prospect segments. I've been pleasantly surprised at how open people are willing to spend five minutes on the phone, a Skype call, a Google Hangout or a brief email swap to add some flesh and bone to my analysis or take shots at my initial findings. I've also been shocked at how many people want to clear up misconceptions so they don't receive the same tired, cliché-ridden communications reporting to know how they feel and what they need.

Using these steps, you can set up a system that delivers the right information to you in real time rather than spending countless hours chasing down hunches. Spend more time publishing great content, and less time batting at the ever-elusive content piñata.

Mark Evertz is the senior content strategist & campaign strategist for Left Brain DGA, a Silicon Valley-based, sales-acceleration firm delivering next-generation demand programs today for some of the world's largest companies. Mark's specialties include: devising and executing on market outreach strategies, unifying brand value propositions for end-user consumption, and integrated storytelling across offline and digital mediums. Engage with Mark directly @markaevertz.

# Content For The Captive Audience

Digital place-based media—the screens you see at the grocery checkout or in the back seat of your taxi—offers brand marketers a unique way to reach a particular customer at a particular moment. But does filling up these moments of boredom make sense?

**W**e spoke to Garry McGuire, CEO of RMG Networks, about why digital place-based media is taking off, and what to consider before jumping in.

## CCO: First, why even consider digital place-based media?

**Garry McGuire:** The industry launched about five years ago when we as marketers and advertisers found it very difficult to reach the same audiences we were reaching with traditional media. The number of TV channels, websites and custom publications has become so large that consumers have more choice, and the audience is more fragmented.

The context of location or “place” is an important filter for the message. If you think about place-based media, it allows us as marketers to know something about the people who’s consuming that content. We know where they are (e.g. on an airplane, in a particular city), we may have the ability through credit card data to know where they live and their economic status, and we may even know—based on their location and time of day—their frame of mind at that moment.

## Give us an example of how a brand uses digital place-based media in an interesting way.

Every marketer has different challenges they’re trying to overcome. **Lincoln**, the car company, has been working very hard over the past few years to change the look and perception of the brand to appeal to a luxury car buyer who’s a little bit younger—someone who might currently be driving a **Lexus**, **BMW** or **Mercedes**. Traditional advertising is a great way to introduce the product, but much more difficult to persuade people to change their opinion about a product; it takes a much longer conversation to do that.

Lincoln streams content across almost all of the U.S. airlines, using long-form content combined with 30-second TV spots on seatback screens across all of the fleets. The company uses custom, long-form content to show—in a reality TV moment—the experience and reactions of luxury car owners as they test-drive a Lincoln. Lincoln shot around the country, interviewing people comparing Lincoln cars

with other luxury cars.

The interesting thing about that example is this: You could never afford to buy the traditional TV time to show that type of long-form content, and you’d probably have a hard time getting people’s attention while they’re at home sifting through 200 channels of **DIRECTV**. But an airplane is a really interesting opportunity to have a longer conversation, when the consumer is looking for something to pass the time.

Lincoln has done a lot of research around this particular campaign, and it showed. Lincoln had a 286 percent lift in “intent to consider” the Lincoln brand going forward by luxury car buyers.

## How do CMOs sort out whether these micro-channels truly serve their particular customer?

Individual place-based media companies typically own a particular slice of the market. For example, **Adspace** has leadership in shopping malls. Adspace set up most U.S. shopping malls with what is effectively a private advertising network targeting consumers based on what time of day they shop. Then there’s **Zoom Media**, which owns most of the content you see in a gym as you’re working out. They also can tell, based on time of day, who’s most likely to be working out (e.g. business people, moms, singles) and the programming varies based on those audiences.

Each of these networks works with **Nielsen** to understand the attributes of the audience served by its channel. There’s a lot of data and analytics that go into understanding who exactly is watching the content in a particular place, at a particular time.

## How does a CMO begin to solve this problem of developing a custom message for a custom place and “moment”?

We’re so accustomed to producing television spots that broadcast to the masses, so many marketers are still adjusting to this notion of customization. If you think of the upfront TV-buying process, major advertisers buy most of their media at just one point each year, and commit to this



traditional TV model in one gulp. This past year was an exception in that many CMOs challenged their agencies to find a video-neutral ad strategy that combined things like broadcast TV with online video, digital place-based video and mobile video. The latter three all allow for extremely high degrees of customization to target your message based on time of day, what someone is doing at that moment and the extrapolated needs and wants of that consumer at that point.

**Creating custom video upends how marketers and agencies work. Instead of a single, big-budget ad, we're talking about multiple videos, messages and channels. How are marketers and agencies adjusting?**

The agency world is really embracing this because it's so difficult to produce a piece of content that works in every environment with very broad audiences. Digital agencies in particular seem to be embracing it the fastest—largely because they've been doing it the past two years with online video.

There's a massive paradigm shift going on in the TV world right now, which is sort of the 800-pound gorilla of advertising and media. That transformation is called IPTV (Internet Protocol Television). As it becomes fully rolled out, IPTV offers you, the advertiser, the ability to say, "I'm really only looking to target people who drive this particular type of car or have this particular demographic profile." You'll be able to drill right down to the ZIP code or the street address for your media buy.

Companies like **TIVO** have always done very customized, targeted advertising content to specific consumers—but it was always for such a small percentage of the total population that it was a niche-style media. If you look at some of the big place-based media companies, they are starting to rival television in terms of reach. For example, our company's network only serves airports and airplanes, but we reach more than 35 million people per

month with our content. As you look at the next generation of TV with targeted IPTV and IP advertising, you'll see a lot of major Fortune 100 brand advertisers moving quickly towards this type of customized content and customized message for a specific location.

**You mentioned Lincoln as an example of a sophisticated brand in this space. Can you think of a sophisticated B2B brand using place-based media?**

**Dell** is a great example. Dell already had educational content on its website on topics ranging from enterprise storage to servers and security. All this content was searchable and segmented for small businesses, medium businesses and large enterprises. Using digital place-based media, Dell is beginning to repurpose that content and put it on airplanes. If you're flying and you're a small business owner, you can learn something while you're flying. Is it an ad? Not quite. It's sponsored by Dell, but it's really more topical information that informs and educates a B2B audience while they're traveling.

**Last question, Garry. Are you telling me that every moment of my day—these little moments of time when I'm content to daydream—are going to be crowded out?**

We've become so programmed as a society to consult technology. As we stand in line to get coffee, we're on our **iPhone**. As we're sitting in a cab, we're playing with the TV in the back seat. Like it or not, we as a society are always plugged in. We seek out content to fill these moments of what we call "micro-boredom." That's really what precipitated this digital place-based advertising industry—the fact that you actually don't like sitting there and staring out the window anymore!

Garry McGuire leads RMG Network's strategic business development and M&A activities. He joined RMG with more than 15 years of advertising, marketing and general business experience. McGuire is on the board of directors of RMG Networks and the Digital Place-Based Advertising Association.

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# Content Rx:

## Hospitals retool marketing efforts to win patients.

By Ahava Leibtag

**T**oday's health-care consumers—baby boomers in particular—are hungry for reliable health information and more than ever are using the web to educate themselves.

The **Pew Research Center** reports that nearly 80 percent of Internet users go online for answers to health questions.

Perhaps more surprising is the rising role social media plays in consumer health education. According to PwC's Health Research Institute (HRI), 42 percent of consumers have used social media to access health-related consumer reviews (e.g. specific treatment therapies or physician reviews) and 20 percent have joined a health forum or community. Younger consumers in particular tend to trust social media as a credible source of information—90 percent of individuals

age 18 to 24 would engage in health activities or trust health information found via social media (see sidebar 1).

Consumers also are demanding tools to help them take charge of their own health-care decisions. Currently, more than 40,000 health-related apps are marketed to consumers—covering everything from diet counters to smartphone-enabled blood-pressure monitors and glucometers.

This change in consumer behavior represents a huge opportunity for fast-moving hospitals to provide an alternative to Google search, Everyday Health and any of the thousands of health-centered sites and apps available today. Let's take a look at which hospitals are moving fast, launching marketing news portals, community sites, videos and mobile apps to satisfy their customers' appetite for health information.



The **Cleveland Clinic's Health Hub** is a one-stop shop for health tips and news, videos, physician blogs, expert Q&As and live online chats—and has been popular since its official launch in May. The site drew about 100,000 visitors in August and was expected to surpass that figure in September, said Scott Linabarger, the clinic's director of digital marketing.

All of the content is written or approved by the hospital's doctors and nurses, and many of the health articles feature Cleveland Clinic providers who are recognized experts in their field. The site is fairly unique in the hospital arena and is being watched closely by industry experts.

### Young Consumers Share Health Info via Social Media

Health-care institutions should pay attention to the wide disparity between how younger and older consumers use social media to gain knowledge and share information.

#### INDIVIDUALS AGE 18-24

- More than 80 percent likely to share health information via social media.
- 90 percent would engage in health activities or trust information found via social media.

#### INDIVIDUALS AGE 45-64

- 45 percent likely to share health information via social media.
- 56 percent likely to engage in health activities found via social media.

Source: PwC Health Institute: "Social media 'likes' health care." April 2012



What about patients looking for more in-depth knowledge about their particular condition? Some creative hospitals are using video to offer a richer perspective.

**Miami Children's Hospital** launched a YouTube channel to spotlight complex surgeries routinely performed on infants and children with congenital heart defects. While the videos are graphic, each has generated tens of thousands of views. The video series does far more to boost the hospital's reputation as a leader in pediatric surgery than any list of awards or quality indicators. And it appeals directly to the parents who would love to take the child's place on the operating table by easing their anxiety.



## Children's Hospital Boston

A big part of any hospital's reputation—and the patient experience—is access to convenient care. Several hospitals have launched mobile applications that offer directions and parking information, tools to book appointments and emergency room wait times.

In April, **Children's Hospital Boston** combined most of those features and more with its MyWay app, designed to make visiting a huge urban hospital less daunting for local and out-of-state families alike. It helps patients navigate the hospital and satellite locations, find local restaurants and hotels, and even locate activities to entertain siblings during a child's hospital stay.

Children's Hospital Boston is a social media standout. The hospital not only hosts a primary Facebook page—with more than 700,000 “likes”—but also hosts disease- and disorder-specific pages and online support groups (e.g. a Facebook page for the Down Syndrome Program at Children's Hospital Boston). “Our patient support groups serve as a real-time referral network, which is very different than giving people a list of quotes regarding our patient care,” says Ryan Paul, social media specialist at the hospital. “This serves as the best type of validation for new patients looking for a hospital and for people to connect with others like them.”

## Health Consumers Value Convenience & Choice

Convenience and choice top the list of what consumers value

Facilities offering multiple services in one location **69%**

Online and mobile information exchange **65%**

Patient education during visit **57%**

Entertainment (TV, WiFi), cafeteria **53%**

Source: PwC 2011 Customer Experience Radar Research.



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# CONTENT HEROES

CMI's inaugural **Orange Awards** called out the leading brand marketers and content agencies—those people and organizations publishing the most creative, effective and just plain awesome content marketing projects. Here we present our Orange Award winners, all of whom were feted at **Content Marketing World 2012**.

## BRAND MARKETER AWARDS



### ■ WINNER: VISIONARY

**JOE CHERNOV**

VP of Marketing, KINVEY  
(formerly with Eloqua)

Chernov is well known among content marketers for his unique combination of curiosity, creativity and drive.

### **CCO:** What does it take to be successful as a content marketer?

**JC:** Good partners. I read the transcript from Michael Lewis' commencement

speech at Princeton. He argues his career is built more on luck than anything else. He claims if he wasn't in a certain place, at a certain table, sitting next to a certain person, none of his books would have come about. We want to feel in control of our careers and our destiny, so we reverse-engineer insight or wisdom onto whatever accomplishments we've achieved. The truth is, we'd all be terrified if we knew how much luck had to do with it.

A large part of the reason I was up for this award is due to our work with **JESS3**. Eloqua, my former employer, was their second client. I met co-founder Leslie Bradshaw at a conference and we just hit it off. She was starting JESS3 and I thought, "Why don't we be one of your first clients?" We also hired Jessie Noyes as our brand journalist, which was a stroke of luck. He used to be a reporter covering a company that I worked for. I always liked the way he approached the CEO and asked questions, and he happened to be looking for a job at the

time Eloqua was hiring.

Is it 100-percent luck? I hope not. But working for a company like Eloqua gave me a long leash and a good budget. There's a lot you can do when your leash is long and your budget is healthy. I made a few good decisions, too.

### **CCO:** What are you most proud of?

My personal favorite is the Content Grid from Eloqua. It's an infographic that offers a visual depiction of content marketing. I like it because it's functional; it's not just a pretty picture. People still write and ask me for a high-res version to turn it into a poster. It's really durable. **Salesforce.com** produced a video about lead nurturing and they said "create your own content grid." I felt we built something with an eponymous quality when we developed the Content Grid.

### **CCO:** Where do you get information about the craft of content marketing?

Through osmosis. I don't look at my RSS feed. I have a list of people on **Twitter**, and I listen to them. It's a finite list. I rely on information to find me because I just don't have the bandwidth to find it. I also try to find inspiration in unconventional places. My inspiration for content marketing is less focused on what a company in our space is doing and more focused on what, say, **Louis Vuitton** is doing. Try to find ideas in industries that nobody in your own industry is paying attention to.

I would love to come up with the technology equivalent of the **DeBeers's** "three-month salary" guideline. There's no content marketing more brilliant than that. The diamond monopoly tells you, Mr. Paramour, to spend an inordinate amount of money on a ring to prove your love. It puts a



financial value on your love and you thank them for it. If I could come up with the tech equivalent of that, it would be something to be proud of.

### CCO: What are your favorite apps?

Evernote. If **Evernote** was hiring I would drop everything. Everybody jokes, “How come they haven’t hired you yet?” Hired me yet? They haven’t even retweeted me yet. They haven’t even messaged me and I’m sweating Evernote. Evernote has made a 4 percent improvement in the quality of my entire life, for free.

I’ve done blog posts about my Evernote taxonomy. But get this: I read an interview with the CEO of Evernote and the journalist asked him about his Evernote taxonomy, and he said, “Oh, I have so many notes in there, I just use the search function.” It was like hearing Steve Jobs uses a PC! I was frantic, thinking, “You don’t deserve to use your own product; you’re not loving it the way you’re supposed to.”

**Wunderlist** is another contender. It’s a simple list app but you can share lists with people. We just bought a new house and so I share my home to-do list with my wife. We can both check off tasks as they’re done. I also like **Clear**, another list app but one that’s very stripped down.

I use Buzz to organize my address book. I idiotically imported all of my LinkedIn contacts so now my contact list is too long. Buzz is a really easy and interesting way to organize your contacts by categories like family, friends, helpers and colleagues—and then you prioritize how you communicate with each of them (e.g. text, phone or email).

## ■ WINNER: LEADER

### JACKIE BEBENROTH

Director of Marketing + PR, **Spice of Life**

Judges were most struck by Bebenroth’s passion for content marketing. She has used content and social media to grow a family catering business into a well-recognized, epicurean brand focused on sourcing and serving locally grown

food. Her approach emphasizes strategy and methodology over chasing all that’s new.

### CCO: Tell us about **Spice of Life**.

**JB:** My husband and I started **Spice of Life** as a catering company out of our basement in 2006. My husband, Ben Bebenroth, was working 60 to

80 hours a week as a chef and I was pregnant with our first daughter. We both wanted a change.

Ben felt strongly about sourcing local, organic foods. My background was in advertising and marketing. We began with a \$10,000 from my grandmother, and founded a catering company dedicated to sourcing 90 percent of ingredients within a 100-mile radius, drawing from small family farms using sustainable forms of agriculture. The business has doubled each year over the last six years. Most recently, we’ve opened up a new restaurant (**Spice Kitchen + Bar**) as well as a series of farming initiatives (**Spice Acres**).

### CCO: What does it take to be a great content marketer?

First and foremost, a strong position and voice. Before any decisions are made about developing or distributing content, you must have a strong understanding of your position in marketplace.

For Spice, our position was local foods. Then we had to decide what voice we would use for each line of business. For the catering brand, which is very upscale and has price points 30 percent higher than average, our voice is more formal. We use alliteration and longer, stylized sentences.

When we developed the restaurant brand, our goal was to take upscale food and bring it to a mass audience. With that brand, we wanted to capture a more everyday, down-to-earth feel. The **Spice Kitchen + Bar** voice is like the snarky younger brother to the catering brand. We use lighthearted, shorter and snappier statements.

### CCO: What are you most proud of?

I wanted to experiment with the idea that an awareness-based ad campaign could be compelling enough to move people to the next stage of consideration.

My husband periodically gets on a soapbox about genetically modified crops. I used this theme to develop a print ad for a local weekly publication with an edgy, alternative vibe. The ad headline was “Bite me, Monsanto.” Using a unique URL, I connected the ad to a Spice blog post about genetically engineered foods. The ad was part of a four-part series, running over 12 weeks.

The tactic let me measure direct hits from print to blog, and it also helped me figure out whether that particular publication was working for us.

Customers tell us they’ve hung the ads up as posters. They’re really excited to see something other than a list of happy hour specials. It deepens the brand experience with an emotional connection—content marketing has allowed us to be more transformational through storytelling, instead of purely transactional and promotional.



**CCO: What new ideas or tactics are you focused on to improve your game?**

I think print magazines can be a really exciting tactic for businesses looking to stand out. I personally admire *Drive* magazine from Subaru.

When I began using content marketing for Spice, I thought it was going to be effective as a long-term, brand-building tactic, but I've been amazed at how we can use it for immediate conversion by posting specials on our Facebook page. So I think it's important that brands embrace content marketing not only as a "slow-burn" tactic, but also to generate short-term business.

I also think marketers can understand better how their traditional marketing tactics align with their content marketing. With so many options, marketers must carefully and artfully align strategy with objectives, and optimize accordingly.

■ **WINNER: TACTICIAN**

**AMANDA MAKSYMIW**

**Content Marketing Manager, Lattice Engines**  
(formerly with OpenView Venture Partners)



Winning the "on-the-ground" content marketing category, Maksymiw has been learning and teaching how to use content marketing for years. The judges believed her entry was particularly powerful because of her success in an industry (i.e. financial services) not usually known for embracing content and social.

**CCO: What does it take to be a great content marketer?**

**AM:** First, you need big-picture thinking. You can't just dive in and say, "I think we should create some content because people are talking about it and it's time." You have to align what you are doing with your business goals.

Second, you have to know your audience. Anyone can start firing off blog posts, but if you don't know who you're writing for, your message tends to be muddled.

**CCO: What made you successful during your time at OpenView?**

**OpenView** is a great example of an organization that understands, appreciates and supports content marketing strategy. One of the common challenges I hear from other content marketers is, "How do you get your employees



engaged and contributing?" It's really important to have someone at the top explaining the value of content marketing to others.

At OpenView our senior managing director, Scott Maxwell, clearly explained the importance of content marketing to the entire organization when we began, and he tied blogging to employees' annual goals during the first year. Everyone had to contribute a blog post every week. To have that support and accountability was key—we would not have gotten so far without it. In short, I was very fortunate to work with a great team who was so actively involved and supportive of the content marketing program overall.

**CCO: Is there a particular project that you're proud of?**

The OpenView Lab's website. The site shares how-to information for senior managers, helping them build better growth-stage companies. The site covers sales, marketing, customer service, go-to-market strategy, product development, recruiting, HR, finance—basically every functional area of a business. We published podcasts, articles, roundtable discussions, eBooks, research reports, infographics, videos and curated content.

I'm also proud of our email newsletter. We started the newsletter almost three years ago. It combines the week's top four blog posts and the top four pieces of curated content. It's been wildly successful getting people on our site and consuming content, but it's also been a great tool that we leverage to show off our ideas to our prospect companies.

**CCO: Looking out on the horizon, what do you see as the next big shift in thinking or technology?**

As more and more companies and brands create content, there's been a tremendous rise in popularity of content tools. Look at Compendium. It was once a blogging platform, and is now a whole content marketing solution. The market for content marketing technologies is expanding so quickly, and it will be important for marketers to stay on top of what's available. We also need to continue to focus not only on how to engage a particular audience, but how do we get them to do what we want after they consume the content?



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## AGENCY AWARDS

### ■ WINNER: LARGE AGENCY

#### Imagination

Chicago, IL

Imagination began as a traditional custom publisher in the mid-'90s, but founder Jim Meyers—an *Ad Age* “Best and Brightest” winner—transformed the company into a print and digital content powerhouse. The agency works on behalf of major brands such as **General Mills**, **Aveda**, **Wells Fargo** and **Lowes**. Its most recent project: a brand new magazine for a national pharmacy chain with a 60 million-copy print run.

Says Meyers, “I wanted to create an environment free of outside interference such as board members or venture capital. A place where people come to work each day and feel free to be creative, have fun and pursue whatever opportunity excites us.”

### ■ WINNER: MID-SIZE AGENCY

#### Babcock & Jenkins

Portland, OR

Babcock & Jenkins embodies Portland's high-energy, creative culture, combined with a decidedly disciplined approach to content-based campaigns. The agency uses the phrase “brand to demand” to describe its approach, which maps strategy and execution to every aspect of a company's marketing and sales goals. Says Julie Wisdom, vice president of creative and content, “When you understand the intricacies of how your customer makes buying decisions, you can assert influence when and where it matters in the buyer's journey.”

BNJ counts **Google**, **Xerox** and **Imation** as clients. One of the agency's more recent content initiatives is an interactive infographic for **Adobe** that updates in real time as the user enters his or her own data, and also shares the user input from other relevant or socially respected users. Says Wisdom, “The project highlights how to integrate corporate data and social sharing in a truly meaningful. Call us geeks, but it makes us giddy.”

### ■ WINNER: SMALL AGENCY

#### King Content

Sydney, Australia

King Content began with a lofty ambition: to position Australia as a content marketing hot spot even while the term was completely new to almost every brand marketer in the country. The small agency with big ambitions has grown 500 percent in the last year, signing on major clients such as **American Express**, **Yahoo!** and the **Commonwealth Bank of Australia**.

Says Craig Hodges, CEO of King Content, “The best way to measure our performance is not our revenue growth nor

our client list. It's our people. If we have great people, the rest will sort itself out.” Add to that, King Content believes a successful engagement begins with clear criteria in place from the beginning—from which metrics the client will follow to how those metrics will be tabulated, analyzed and optimized.

King Content recently launched **Live4**, a content-driven web and mobile site developed for **NRMA Publishing**. The site is designed to speak to the 20- to 40 year-old demographic in a fun, relaxed way, broadening NRMA's market and updating its brand image.

### ■ WINNER: INDUSTRY PACESETTER

#### Story Worldwide

Norwalk, CT

Calling itself a “post-advertising agency,” Story Worldwide is committed to unearthing the story behind every brand. The agency has been involved in well-known brand storytelling projects, including a multimedia content campaign for **Chrysler**, as well as less visible but highly powerful stories, such as an interactive video about date rape for **The Havens Centre**, which won an award at the **Cannes Film Festival** in 2011.

This post-advertising agency also practices what it preaches, publishing an arsenal of informative and entertaining content, including the popular “Post-Advertising Survival Guide” eBook series. Says communications director, Jon Thomas, “It's not just about revenue. It's about ridding the world of interruptive messaging and delivering branded content that's truly amazing, truly wonderful and truly wanted.”

### ■ WINNER: FASTEST GROWING

#### Switched on Media

Sydney, Australia

Switched on Media recognized the value content marketing well ahead of its peers, actively investing in growing its expertise and experience even before the discipline was well-recognized or understood in the Australian market. Says Andy Jamieson, director of Switched on Media, “From the beginning, we invested in journalists, not copywriters, to bring client stories to life.” Content is now a key value proposition for many of the agency's digital offerings, including SEO, PPC and social media. The agency has also been particularly successful using infographics, such as those created for **Commonwealth Bank**. Explains Wai Chim, head of content, “Infographics are a great technique for presenting complex or dry information in an engaging format; and after all, that's what content marketing is about!”

Check out all the Orange Award finalists and winners here!





# Using Automation for Better Customer Engagement

*“Engagement with the customer today ... is understanding that you must be present in a conversation when they want to have it, not when you want to. It's just the way people buy today.”*

— Bob Thacker, former CMO of OfficeMax

By Darren Guarnaccia

**M**arketers face a serious challenge engaging customers with content: Customers rarely march through the sales funnel in a linear, conventional fashion. Your carefully scripted marketing programs may feel organized and linear to you, but they often feel chaotic and random to the end customer. Delivering a seamless, exceptional experience using content requires some form of customer engagement automation.

Engagement automation lets you orchestrate a consistent conversation no matter where and how your customer engages with your brand, streamlining transitions and interactions across channels to improve conversions.

Let's consider why engagement automation—loosely defined as any technology tool, platform or suite of products used to automate the demand generation process—is essential to close the loop on customer engagement and drive more conversions.

## REASON 1:

### The Customer Journey Isn't Linear

#### KEY STATS:

- The average shopper used 10.4 sources of information to make a decision in 2011, up from 5.3 sources in 2010.
- 70 percent of Americans look at product reviews before making a purchase.
- Nearly 30 percent of consumers visit blogs to get product recommendations.

If you're still defining a linear process where prospects enter at the top of the funnel, go through a set of defined steps and then finally convert, you're not reflecting reality.

With many channels and options, prospects may start anywhere: websites, social media, downloads or brick-and-mortar stores. From there, they may go some place else. With all the information that's available and different sources and channels for that information, it's simply not a predictable, linear process anymore. That means you need to respond appropriately anywhere during the customer's journey.

Automation lets you anticipate and accommodate the different paths prospects may take during the buying process, listening to cues about where the prospect would like to go next and offering suggestions or signposts.

## REASON 2:

### Real Conversations Need Context

#### KEY STAT:

- Customers who engage with brands online report spending 20 to 40 percent more on that brand or on that company's products.

Basic principles of conversation don't change just because the conversation happens online. For example, we typically remember what we've talked about with someone we've met in the real world—we remember the context and so don't ask the same questions over and over again. This principle needs to extend to online engagement between companies and buyers.

Engagement automation is not only about mapping the customer journey, but listening and remembering the conversation as well. It allows marketing to proactively guide cross-channel conversations that stay in context as the individual crosses channels.

## REASON 3:

### Customers Switch Channels Seamlessly and So Should You

#### KEY STATS:

- 78 percent of consumers shop across multiple channels—from online and mobile to in-store.
- 31 percent of consumers research a product on their mobile device before buying it in-store, while 40 percent of consumers research a product from their smartphone before purchasing it online.

Mobile, website, email, social—you name it, your customers are using it. Savvy marketers know they can't risk leaving out a channel or they might miss an opportunity.

But worse than leaving out a channel is creating an inadvertent disconnect between channels. It happens a lot with silo-based marketing teams and tools, each focused on an individual channel. Your engagement automation technology needs to support the different channels your prospects and customers use, letting you orchestrate the process seamlessly across the entire experience—no

matter where your prospect goes next.

You also need to close the loop between marketing and sales by ensuring your engagement automation platform integrates with your CRM. This way, the information you glean about prospects' needs and behaviors can help your sales force engage more meaningfully, and close more deals, faster.

#### ► Automation Tip

Conversational-style marketing lets you listen and learn about a prospect as that person goes through the customer journey. Look for an engagement automation solution that collects profile data and lets you coordinate conversations across multiple channels, effectively picking up the conversation wherever it left off.

#### REASON 4:

### Nothing Engages Better Than Personalization

#### KEY STATS:

- The number of e-retailers using personalization on their sites jumped from 32.6 percent in 2010 to 50 percent in 2011 Retailer Top 500 Guide.
- Forrester Research reported that 62 percent of consumers like it when an e-retailer recommends products.

#### ► Automation Tip

Bring together your various teams that work on email, web, social media and mobile marketing to swap information about outcomes for campaigns and tactics. Lessons learned in one channel can often be applied back across your other channels. Take it a step further: Deploy engagement automation that integrates website, email, mobile and social channels into a single engagement platform, keeping the context of the conversation across channels as prospects move toward conversion.

Personalization is one of the top ways to engage with prospects and compel them to buy. This means delivering only relevant, targeted content and offers based on the history of your brand's engagement with each prospect or customer. But to do this effectively, you need to listen and respond individually to your target audience.

Engagement automation lets you accumulate prospect information across channels so you can personalize the experience each step of the way. By maintaining the context of the conversation, you speak to each potential customer as an individual across every interaction.

Darren Guarnaccia is senior vice president of product marketing at Sitecore. His responsibilities include product planning and management, technical briefings with analysts, press, and major clients, and business development and alliances.

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# Demand Generation Experts Weigh In

**Carlos Hidalgo**  
Annuitas Group

**We've noted an anxiety among marketers about selecting marketing automation technology.**

Marketers often feel overwhelmed because once they invest in technology, they're essentially "on the clock." With all due respect to a lot of the vendors out there who we work with and respect, vendors often tell marketers that by using marketing automation, they'll become more efficient and effective, and drive more revenue. I've never seen that happen.

More often I hear, "I've purchased automation. Now what do I do?" Many don't have the right skills in demand gen, content marketing and lead management to make that technology successful. Marketers need to take the time to develop the proper foundation—including both strategy and process—before going out to buy technology.

**Jason Stewart**  
DemandBase

**What's most misunderstood aspect of demand gen?**

There needs to be a radical change in how we select the activities and programs we use to generate leads.

A typical B2B organization has leads sourced through marketing campaigns, as well as leads sourced by sales. Generally speaking, leads sourced by sales are more likely to generate an appointment and enter the pipeline. This has to do with the fundamentals of how sales approaches the prospecting process. They look at the accounts in their territory and gauge which are most likely to be interested, which are the most similar to existing customers and which share characteristics that make them more likely to close. Sales pursues high-value accounts, going after multiple people in the organization (because they understand that to sell in B2B, you're typically selling to a committee.)

Marketers judge new programs based on a blend of quantity (e.g. how many people will I reach) and quality (e.g. will they become customers). They take the good with the bad, and write off unproductive leads as the cost of doing business. And unfortunately, most of the time we chase volume over quality.

If we want to become more successful and spend more time generating quality leads, we need to take a tip from sales and focus on the accounts that are most likely to become revenue.

**Jon Miller**  
Marketo

**Your company published a study recently that demonstrates how top performers in demand generation embrace transformative change top performers have in common?**

What drives success is everything that happens outside of technology—things like process, content, skills and data. I like the quote from Bill Gates that says, "Automation applied to an inefficient process will only serve to magnify the inefficiency." You apply technology to a sales and marketing process that isn't good to begin with, and you're going to waste money.

At the same time, you don't have to get all these things in place immediately to drive success. It's better to do what I call, "dream big, start small, fast wins." I've seen a lot of companies wrap themselves around an axle thinking they can't begin demand generation without having 18 weeks of content lined up. It's better to begin small, and then iterate, evolve, adapt—always moving up the maturity curve.

**Lisa Cramer**  
LeadLife

**What aspect of demand gen do marketers struggle with most?**

We see marketers struggle to create the necessary fuel (i.e. content) for their lead nurturing engine. Marketers tend to be very haphazard about creating content.

A recent study by Corporate Visions found something fairly disturbing: most content creation is ad-hoc. In fact, only 3 percent of companies "always" follow a process for creating content. We use a content map to help our customers map out the buy cycle, personas and/or target audiences, and find out what content they have or need to fulfill each quadrant on the content map.

**Doug Sechrist**  
Eloqua

**What new trend or idea will influence demand gen in 2013?**

We're seeing a few key trends that are leading to a deeper understanding of buyers. The explosion of information beyond demographics that captures 'digital body language' has resulted in more targeted communications, and the technological advancement in marketing automation is a driving force behind this. Because the platform is built on SaaS, applications are "speaking" to one another, providing a more holistic measurement of prospects and the program. The future of marketing automation is not about what the platform does on its own, but how it integrates multiple channels to create an ecosystem that informs the overall marketing strategy.

Business intelligence and tie-in to revenue is perhaps the biggest advancement in marketing automation. The platform has evolved to provide greater visibility into how companies create revenue, allowing marketers (and those with advanced knowledge of marketing automation expertise) to be more strategic and lead the executive conversation around revenue performance.

# Followers Don't Make You A Leader

Do your social media KPIs include Twitter followers, Facebook “likes” and LinkedIn connections? If so, you’re not alone. But having plenty of followers isn’t enough. Where and how you lead them are far more important.

By Jonathan Crossfield

**D**igital marketing, particularly social media, has led to an obsession with meaningless numbers.

Followers, likes and connections may give some indication of the size of your potential audience. But those numbers say nothing about whether your audience is really following your lead, liking what you have to say or connecting with your message.

If followers are all you care about, hundreds of services and tricks can help you drive up those numbers with very little effort at all. You can buy hundreds of likes for your Facebook page for just a few cents each. Or you can use a Twitter follower service that automatically or manually follows hundreds of people every day from your account in the hope that a percentage will follow you. And then, after a few days, automatically “unfollow” those who don’t.

But you have to ask yourself: Why? What does any of that actually do for you, your business or the reputation of marketers in social media?

To like, follow or share a campaign requires approximately one second of commitment. Then what?

## How much is a follower worth?

There are many possible goals you might have: Improved service, increased customer retention and higher brand

reputation are just three. But let’s pick apart one common goal: lead acquisition.

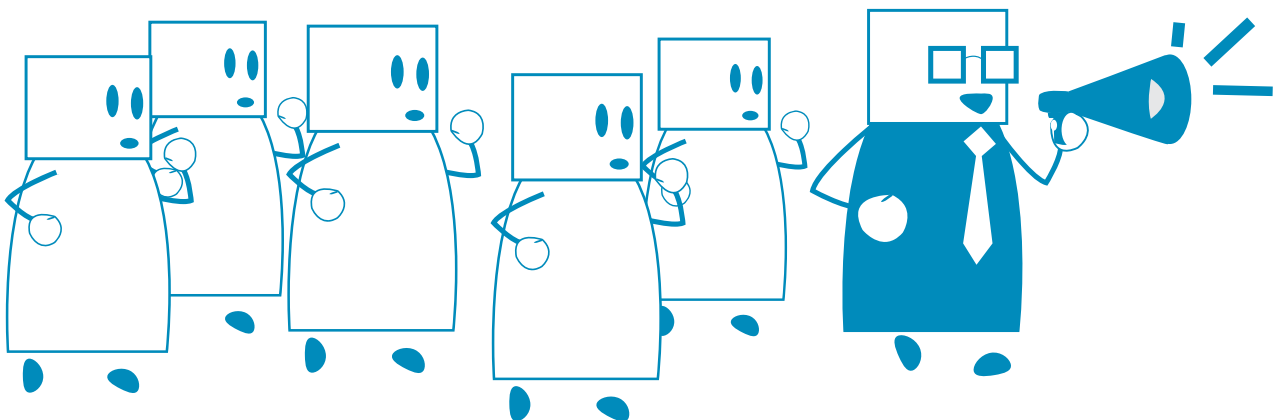
If management believes that by merely gathering followers and likes there should be a corresponding upward trend in leads, they’re probably going to be disappointed.

It’s not their fault. Other digital marketing techniques, such as search-engine advertising and banners, have conditioned them to view clicks as leads, and calculate the worth of each with a simple ROI equation. But clicking “like” on Facebook is nowhere near the same as clicking on a promo banner, despite what some marketers may say.

## The DJ doesn't sell drinks

Social media marketing is far more akin to a nightclub. Your content strategy may attract and build your audience, like a DJ attracting people through the door and onto the dance floor with the right mix of music. But the business model of a nightclub relies on a large enough proportion of the crowd also buying drinks from the bar.

It’s not the job of the DJ to sell the drinks, but merely to fill the room with prospects that the bar staff and a few cocktail promotions can convert into sales.





### Lead your followers to the bar

A nightclub usually has the bar and the dance floor in the same room—a short and simple sales cycle. But most businesses don't convert customers in the same place where their social media followers gather. Plus many, particularly in B2B, have a much longer and more complex sales cycle, navigating around a number of considerations and obstacles along the way.

It's akin to putting the bar in a different building, two blocks down and across a busy road, and then blaming the DJ because beer sales are down.

The only way people will find their way from the dance floor to the bar is with clear signage to motivate and guide them through each step. And even then, not everyone will decide to make the journey.

Your social media should be only a part of an integrated content marketing strategy, designed to lead as

many followers as possible one step at a time towards your goal. Then, follower numbers become far less interesting than how many people made each step; moving from Facebook, to blog, to email signup, to e-book download, to product page, etc.

### Effort in, rewards out

To lead, you have to know where you're going, then create a path for others to follow. It can require a lot more effort to design a strategy and create the content, particularly for those still harboring the belief it's possible to reap benefits from social media with a couple of automation tools and a few button pushes once in a while.

But why should your followers do anything other than the bare minimum when you're giving them about 10 seconds of effort? If you want people to do more than push a button, you need to do more than push buttons.

## How To Convert Social Follows To Leads?

### Jay Baer Convince & Convert

This question assumes you start with social media and those followers become new leads. I fundamentally disagree with that premise.

What the data show is that on Facebook, for example, 84 percent of the people who follow a company page on Facebook are current or former customers of that company. This stands to reason—what you "like" in social media, you like in real life. The people with whom you are interacting in social are the people who have already given you money—so thinking of social as a lead generation vehicle is over-hyped.

I tell people this: Social following is a trailing indicator of business success and revenue, not a leading indicator. Which is why, anecdotally, you don't see a lot of crappy companies with social media followers.

### Nate Riggs The Karcher Group

The content you create, as well as the content you curate and share, helps you build a following of individuals who fit

your customer profile. Still, sales conversion is usually preceded by many micro-conversions.

For instance, someone who follows you on Twitter might end up reading your blog from a link you tweet. That same person might choose to subscribe to your email list if that content resonates and your blog is set up with clear conversion points. Over the next few months, that same person might continue reading or watching your content, which creates a sense of top-of-mind

awareness for your brand, services or products.

Eventually, when that individual does indeed have a need for your stuff, the person might then hit a contact form or simply email you and ask to have a conversation. That's when a lead is generated.

### Todd Lewis Citrix

It's a challenge to do well. At Citrix, social media is not an isolated part of our marketing activities. We know our social media

followers are not necessarily in our CRM, and vice versa. When we have a Facebook competition, we'll promote it to the email list. When we schedule a webinar, we alert our Facebook and Twitter followers. There's a lot of cross-pollination that takes place.

### Leslie Reiser IBM

Consider embedding a rich media "module" or "widget" contextually within a blog post or commentary with either a specific call

to action (e.g. complete this brief profile and download this valuable whitepaper) or drive-to a destination where a highly tailored and/or targeted offering is presented to the viewer. Connecting the customer to an inbound, concierge service is another approach and is quite effective at converting a response into an actual lead. The key is to provide valuable content that (a) meets the audience's expectations and (b) serves to progress them through the purchase decision-making process.

## TECH TOOLS

SOCIAL INFLUENCERS SHARE THE TOOLS THAT HELP THEM KEEP THEIR EDGE.

### Content Management Systems



**Craig Sander**  
**@craigsander**  
Abacus Technologies



We use **Drupal** because of its scalability and ease of use. We're able to do things that just two or three years ago was only possible by spending tens of thousands of dollars on developers. Now, anyone with some basic HTML and a rough understanding of programming principles—not coding—can create enterprise-grade sites for pennies on the dollar. There is no programming needed. You can download, license-free, many different pre-configured profiles, like e-commerce, blog, CRM and the like.



**J.P. Jones**  
**@paige1media**  
Collipsis Web Solutions

We run more than 100 websites for clients built on **Joomla!** We find it to be the most adaptable choice—it's easy for our smallest clients to make changes and updates, and robust enough to grow and expand with the needs of our larger clients that have more than 1,000-plus pages. We can almost always find the custom functionality our clients want or at least a starting point, saving time or getting a jump on the development process.



**Sal Baldovinos**  
**@mayhemchaos**  
TopSpot Internet Marketing

**MODx** stands out to be my pick of the litter. It's fast, search-engine friendly, designer and developer friendly and standards compliant. Above all, unlike other CMS platforms, what you put in to MODX is exactly what you get out of MODX. No bloated plugins, no extra markup. Until someone can show me something faster and better, I'm sticking to it.



**Christopher Flemming**  
**@Storehelp**  
Online Store Help

I started out as a non-programmer so I always look at these systems based on what is easiest for the end customer to use and maintain. For clients who want to run an online store, **BigCommerce** is one of the most robust and easy-to-use shopping cart programs. **3dCart** is similar and offers multiple warehouse destinations and autoship. **Shopify** isn't nearly as robust but offers unique look and feel. It is popular for companies releasing a specific product.



#### DEPARTMENT EDITOR



**Ann Gynn** works with amateurs and professionals in the content marketing world. She provides training so they can do it themselves, or creates the strategies and tactics to get the job done on behalf of her clients. Her high school nickname, Editor Ann, still rings true today (20+ years later). Follow her on Twitter @anngynn or [www.content-marketing-coach.com](http://www.content-marketing-coach.com).

► To submit your **TECH TOOLS** ideas, contact [techtools@contentinstitute.com](mailto:techtools@contentinstitute.com).

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# TAKE THE CHALLENGE(.GOV)

Can good content help solve some of our nation's toughest problems? Challenge.gov is an opportunity for the federal government to find out.



An online challenge platform administered by the **U.S. General Services Administration, Challenge.gov** invites the public to win prizes and recognition by submitting innovative ideas, products or processes that provide a public good. In the first two years, it put out 200 challenges, and 16,000 people responded. Recent contests include mobile apps for improving opportunities for people with disabilities, videos about using technology to safely manage medications, and a middle-school poster contest to raise awareness about the dangers of carbon monoxide.

The Challenge.gov platform is hosted by **Challenge Post**, a company that “powers competition” with a contest-focused technology platform. While it began as a platform for open government and software development, Challenge Post is widening its focus, hosting competitions for video-making, designing and brainstorming. For brands looking to rally their customers around a topic, generate customer-developed content or kick up social conversations, competitive prize money can't hurt.

## A BUSINESS CARD WITH

# Schwing!



**Moo.com**, the company known for producing beautifully creative business cards and mini-cards, now offers the ultimate in novel: NFC chips embedded within your paper calling card. What's NFC, you say? It stands for Near Field Communication, the way two devices communicate and share information. NFC chips are used in hotel key cards, and “contactless” gas card and credit card payments.

Using the new Moo cards, swipe your chip-enabled business card near a colleague's smartphone, and the phone will do whatever it is you've programmed ... download a new whitepaper, make a social network invitation or pin-point a location on a map. Plus, because your card's “delivery instructions” are pulled from the web, you can update what you choose to share at any time, ensuring you offer the latest, most interesting nugget of content.

Great so far, right? Well, while many smartphones are NFC-enabled (including Android phones), Apple intentionally left NFC off the iPhone 5—a move some believe is tied to slow adoption of NFC for mobile payment. Without iPhone users, the NFC business card may be more flash than substance.



# WAKING UP OLD CONTENT



**A**ir New Zealand has turned sleep-inducing safety briefings into a hilarious celebration of camp, hunky brawn, and slapstick humor. In the process, it successfully accomplished the impossible: turning an exhausted message into a brand asset.

The airline invited various iconic figures to re-cast those boring “please ensure your tray tables are up and locked” videos into comedic genius.

In one version, Richard Simmons dances to the safety rundown in his signature short shorts and leg warmers. In another rendition, the iconic All Blacks rugby team keeps it interesting for this sports-mad nation.

But no video got more attention than the so-called Bare Essentials clip used only on domestic flights. With “I’ve Got You Under My Skin” playing in the background, the entire crew performs the safety checklist completely nude, wearing only body paint applied to look like uniforms.

So what’s the lesson in all this? Even the most boring, overdone message can be refreshed.

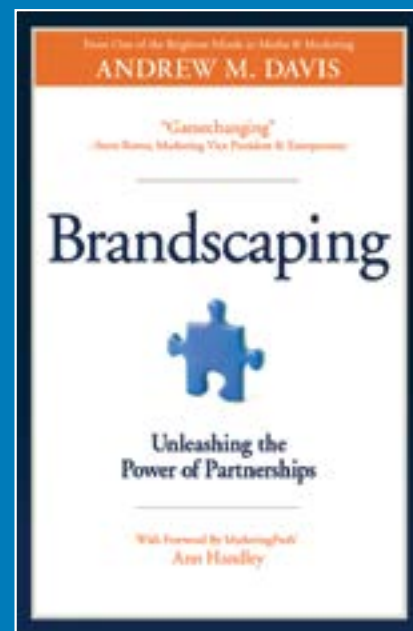
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## DEPARTMENT EDITOR

Natalya Minkovsky (@hejhejnatalya) is a senior strategist and content strategy lead at **Rock Creek Strategic Marketing**, a branding and communications firm in the Washington, DC, metro area. She spends a lot of time thinking about grammar, plain language, open source and user experience.

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## Don't Be A One Hit Wonder: Why Continuity Trumps Virality.



In your content marketing plan, are you trying to be the next Flock of Seagulls?

Last March, after the Kony 2012 documentary generated 70 million views in one week, the marketing community rushed to add a “Kony” to their marketing plans. If a viral video could raise awareness of a Ugandan warlord, they reasoned, maybe it could raise awareness of term life insurance, cloud-computing services or accounting software.

The “go-viral” mindset sets marketers up for disappointment. Every minute, 48 hours of video are uploaded to **YouTube**. An infinitesimally small number of those videos go viral. While YouTube shares tactics that lead to virality (e.g. the role of “tastemakers”—a big factor in the *Kony* video), we never know in advance which video will catch on. For every “double rainbow” or “ultimate dog tease” that spreads like wildfire, countless others eek out an existence in the YouTube desert.

In content marketing, continuity trumps virality.

The long haul is more important than the short spike. Rather than chase the elusive viral video, invest in ongoing content to grow the audience over time. Use less of a campaign mentality and more of a commitment mentality.

I learned this lesson first-hand as a cartoonist. Cartooning is the classic serial medium (epitomized by 50 years of Charles Schultz’ *Peanuts*). Twelve years ago, I started posting

a new marketing cartoon every week. Today, my weekly audience is 100,000 marketers. Sure, some individual cartoons are more popular than others, but the power comes from the full collection. More importantly, the value lies in the readers who tune in for every installment. Content marketing is more about the audience than about any individual piece of media.

One of the greatest viral marketing success stories surprisingly is **Orabrush**. It makes a tongue scraper to fight bad breadth. Dental hygiene is certainly not the most exciting product category, but its YouTube channel has been seen 48 million times. Orabrush credits its success not to a single viral video, but to an ongoing commitment to quality content, such as the weekly webisode series, “Diary of a Dirty Tongue.”

The main advice: Everyone is on a rampage to figure out how to make their viral video—to gain a loyal following, create a steady stream of content; it’s not enough to be a one-hit wonder.



Tom Fishburne is Marketoonist and founder of Marketoon Studios, a cartoon studio that helps businesses like **Kronos**, **Baynote**, **Motista** and the *Wall Street Journal* reach their audiences with cartoons. Follow his cartoons at his Marketoonist blog or on Twitter @tomfishburne.

# 6

Discover **six steps** for getting more out of your content marketing efforts

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1

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