



How to Develop a Successful Content Marketing Program

Presented by: Elizabeth Harr & Chris Ourand





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Chat live on Twitter!

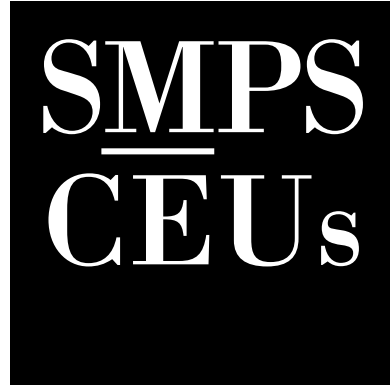
Today's Hashtag:



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Today's Speakers



Elizabeth Harr

Partner and Account Director
Hinge Marketing

eharr@hingemarketing.com

Connect with me on LinkedIn:
in/eharr

Connect on Twitter:
@elizharr



Chris Ourand

Account Director
Hinge Marketing

courand@hingemarketing.com

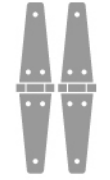
Connect with me on LinkedIn:
in/chrisourand

Connect on Twitter:
@ChrisOurand

Agenda

- The case for content marketing
- Conducting an assessment
- Develop your content marketing strategy
- Tips to follow and blunders to avoid
- Real world example





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THE CASE FOR CONTENT MARKETING

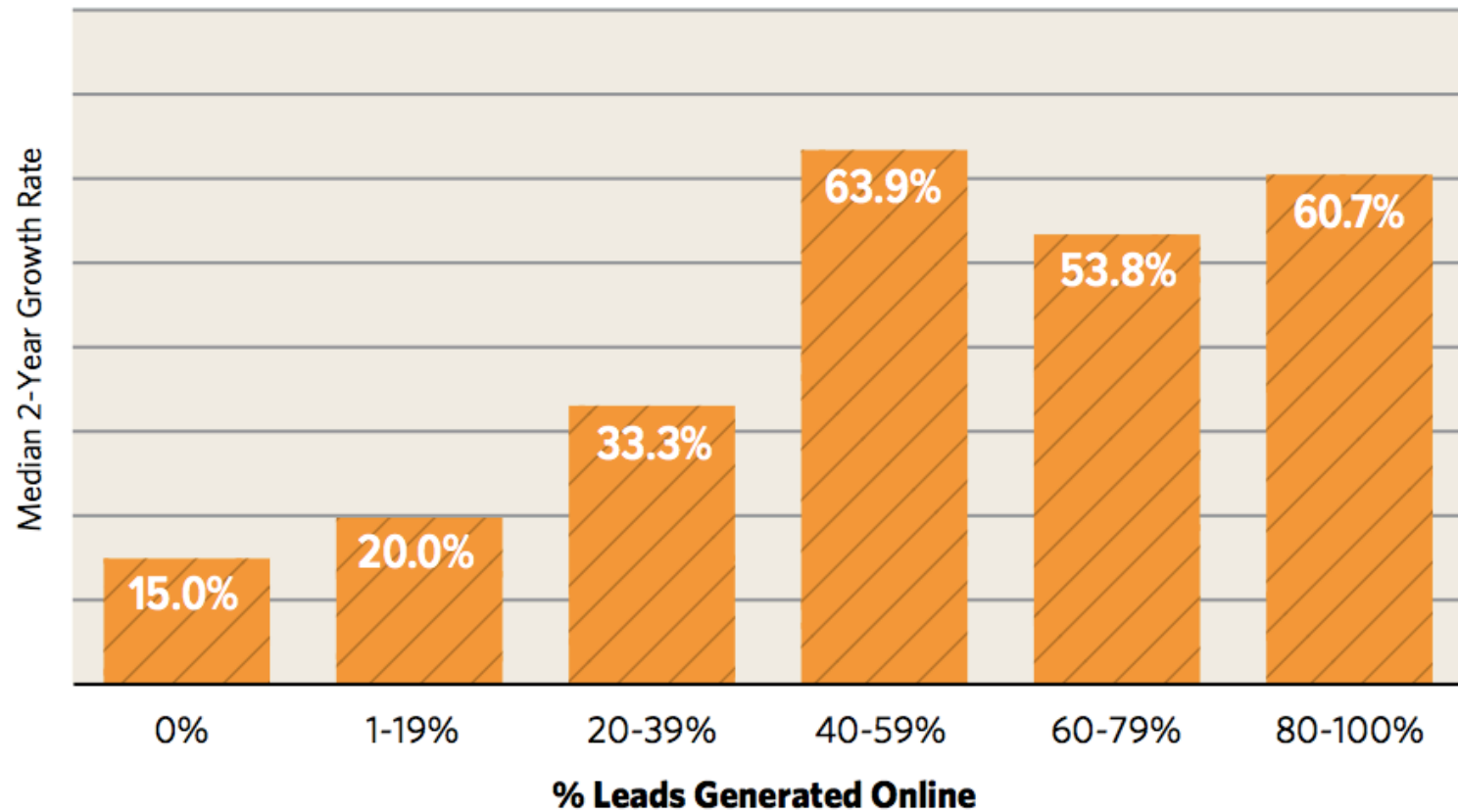
Content Marketing Defined

**Producing and distributing
material that is valuable
and interesting to your
target audience.**

The Case for Content Marketing

- It demonstrates expertise.
- It lets prospects understand your thinking and approach.
- Search engines love content.
- It helps qualify and nurture leads and build your brand.
- It's less expensive than traditional outbound marketing.
- It works around the clock and around the globe.
- Online leads from content drive growth and profitability.

The Impact of Online Leads on Firm Growth

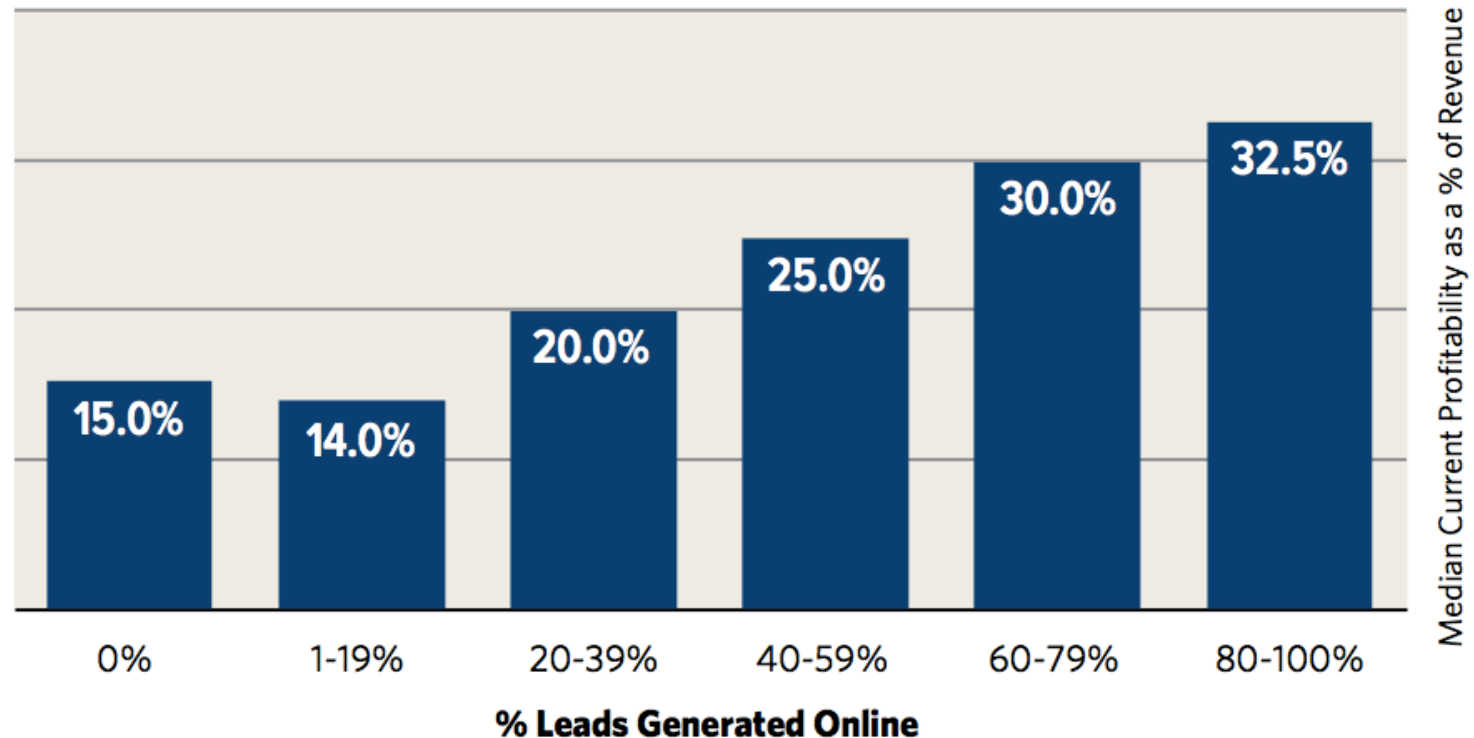


**Firms that generate at least
40% of their leads online
grow 4x faster.**



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The Impact of Online Leads on Firm Profitability



**Firms that generate at least
60% of their leads online
are 2x as profitable.**



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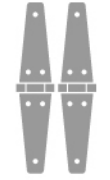
The Case Against Content Marketing

- It's not easy.
- It takes time to build up a stock of valuable content.
- You have to keep at it.
- Competition is increasing.



If Content Marketing is Right for Your Firm

**How do you go about
developing a content
marketing program?**

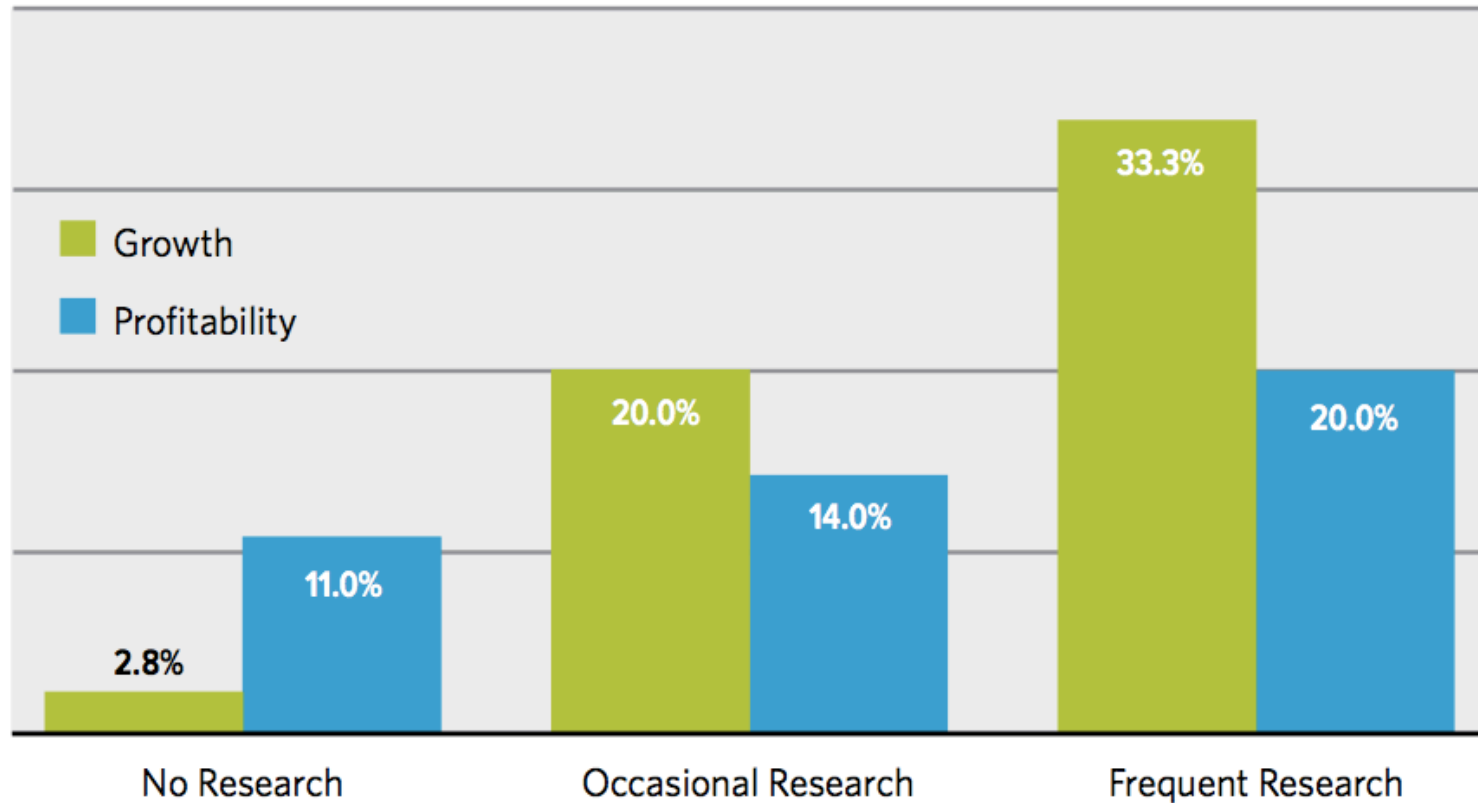


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CONDUCT AN ASSESSMENT

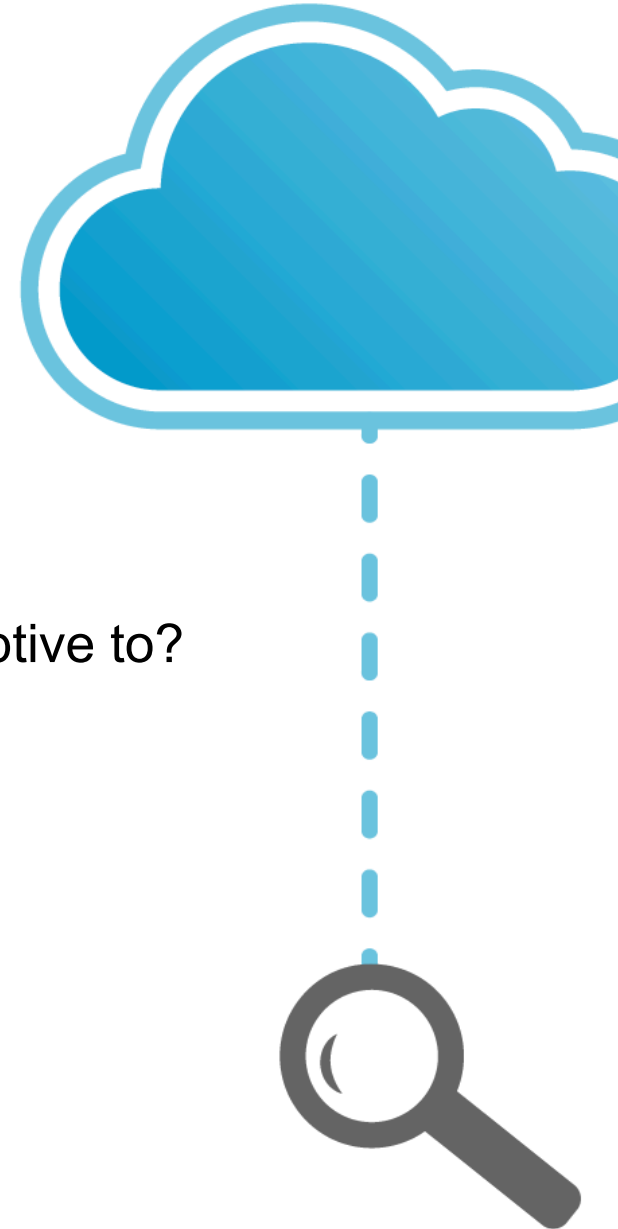


Impact of Research on Growth and Profitability



Who is Your Target Audience?

- How do you want to reach them?
- How do they want to be found?
- What kinds of content are they most receptive to?
- What topics are they most interested in?



What Are Your Differentiators?

Steps to finding and owning your differentiators

1. Choose an approach to differentiation.
2. Assess possible differentiators through research.
3. Identify the differentiators you want to pursue.
4. Validate the differentiators with the marketplace.
5. Live your differentiators.



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What Are Your Differentiators?

A strong differentiator must meet three criteria:

1. It must be true.
2. It must be important to the client.
3. It must be supportable.



What Are Your Differentiators?

Differentiation examples:

- Industry specialization
- Client demographic
- Specialized staff
- Specialized services
- Business model
- Geographic focus



What Topics Should You Create Content On?

1. Identify the problems and issues that your firm can address.
2. Identify the problems and issues that your clients and prospects face.
3. Pick out the problems and issues that overlap.
4. What topics are relevant to those issues?
5. Determine the appropriate types of content for those topics.

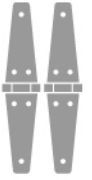
What Tools Are You Going to Use?

- Find a balance between traditional and online marketing techniques.
- Be everywhere your target clients are with a message that speaks to their needs.



Can You Handle a Content Marketing Program?

- Who creates a content marketing strategy?
- Who will plan and manage content efforts?
- Who will create the content?
- Who will post and track content?
- Does your firm have the technical readiness to handle a content marketing program?



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DEVELOP YOUR CONTENT MARKETING STRATEGY

Build Your Content Marketing Playbook

- Content marketing drives growth and profitability.
- Effective content marketing is non-sales focused.
- Give away the secret sauce.
- Staff the function adequately and appropriately.
- Leverage employees and partners to create content.
- Build a community of influencers.
- Have content at different levels.

The Modern Content Marketing Model

1. Get the Strategy Right
2. Create
3. Promote
4. Nurture & Convert
5. Analyze & Adjust



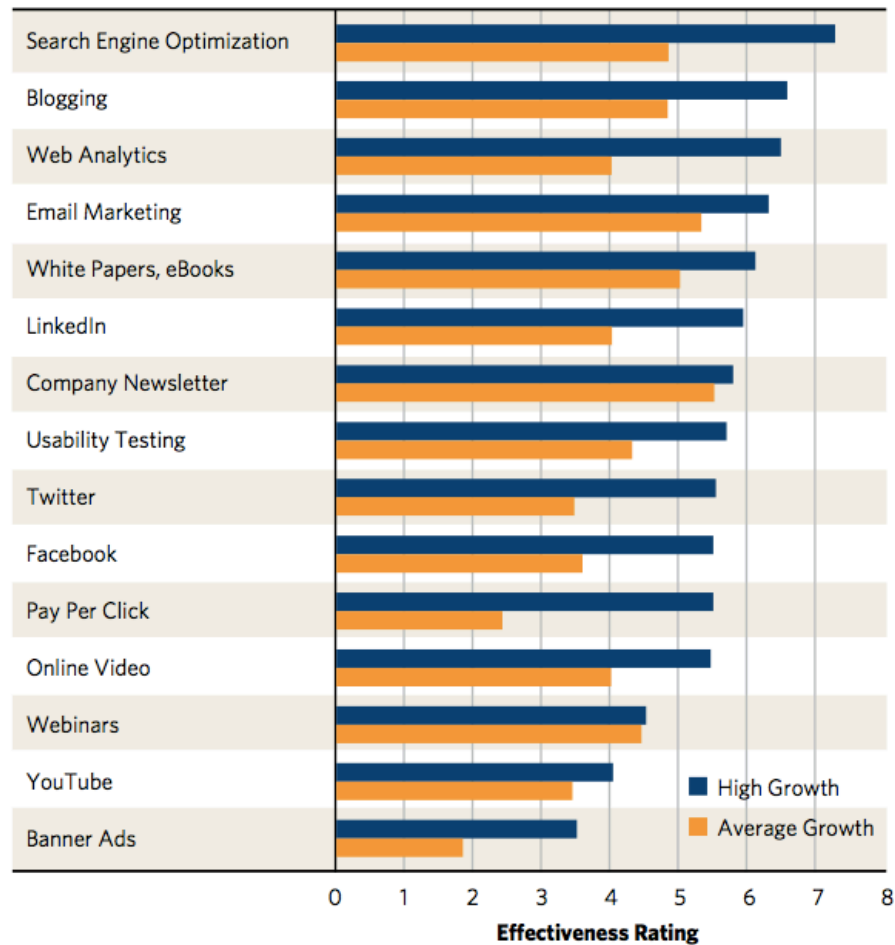
Make the Right Impression Online with Content

Educate prospects with new ideas and perspectives:

- Blog posts
- Articles
- Videos
- Newsletters
- Webinars
- Speaking engagements
- Whitepapers
- Research studies
- Books and guides



Effectiveness of Online Marketing Techniques





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TIPS TO FOLLOW AND BLUNDERS TO AVOID

10 Tips for Better Marketing Content

1. Make your content useful and practical.
2. Write to a real person.
3. Your reader is in the 5th grade.
4. The title is the most important part of your content.
5. Make it easy to scan.

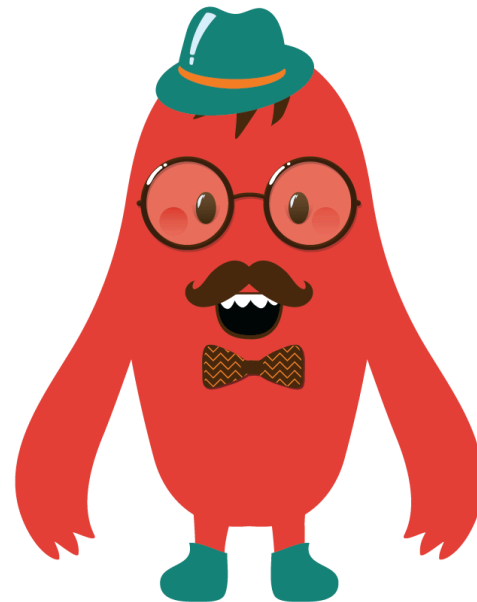




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10 Tips for Better Marketing Content

6. No sales pitches.
7. Always offer a next step.
8. Tell a story.
9. Be specific.
10. Add personality.





5 Blunders to Avoid

1. The right content in the wrong place.
2. Too much detail.
3. Superficial blather.
4. Focus on the right problem.
5. Don't be self serving.



REAL WORLD EXAMPLE:

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Investing time and resources in gathering lots of survey data?
Questioning the ROI?

[Learn How We Can Help](#)

Voice of the Customer

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Voice of the Employee

How about your employees?

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SURE, I SURVEY MY CUSTOMERS, BUT WHERE'S THE ROI?

At PeopleMetrics our singular focus is on helping companies discover the One Thing they should do now to deliver positive, memorable experiences that drive ROI. If you want to start listening or need to translate what you are hearing into what you should be doing contact us at 215.979.8030.

COMPLIMENTARY CX IQ



Receive advice tailored to your responses by taking this short assessment.

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CUSTOMER EXPERIENCE STRATEGY BLOG

MARCH 21, 2014

How To Disappoint Customers on Social Media: A Cautionary Twitter Tale

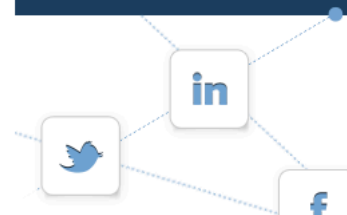
BY XAND GRIFFIN



Last week we wrote about a bank that has exceptional customer service in our post "How to Amaze Banking Customers: A Simple Story". This week we are going to focus on a story that happened right in @PeopleMetrics Twitter feed. I had read an interesting article

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INDUSTRY SPECIFIC ORIGINAL RESEARCH? WE HAVE THAT

The Most Engaging Customer Experiences (2013 MECx)

The 2013 Most Engaging Customer Experiences study was designed to uncover the negative and positive emotional tags associated with major B2C and B2B industries. The ultimate goal is to help companies determine where they should focus their customer experience improvement efforts to create a stronger emotional tie with their customers. Would you like to know more about the methodology of the 2013 MECx? Click [here](#).

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OUR EXPERTS IN CUSTOMER EXPERIENCE SPEAK

Videos



PeopleMetrics CEO Sean McDade speaks on how customer experience plays a key role in closing the sales cycle. Watch his presentation titled "Is Your Sales Team Ready to Compete in the Age of the Customer?". For the full video, please click [here](#).



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Webinars

Using Voice of the Customer Software to Drive Better Banking Experiences [Webinar]



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[Telecommunications Uses VoC to Realize True ROI Through Customer Feedback](#)

Pharmaceutical: *Cx and Sales Rep Tracking*
[Pharmaceutical Company Uses Feedback to Drive Customer-Centricity](#)

Employee Experience Case Studies

Beverage: *Employee Engagement*
[Coca-Cola Hellenic Uses VoE to Drive Positive Shifts in Employee Perceptions](#)

Consulting: *Employee Engagement*
[Penna Doubles Engagement by Focusing on the Right Priorities and Taking Action](#)



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PeopleMetrics: eBooks

The screenshot displays the PeopleMetrics website. At the top right, there are links for 'Client Login', 'Blog', 'Want to Work Here?', and a phone number '215.979.8030'. The main navigation bar includes 'OUR COMPANY', 'OUR SOLUTIONS', 'LEARNING CENTER' (which is highlighted with a blue underline), and 'CONTACT US'. The 'LEARNING CENTER' section features a header 'HOW-TO GUIDES FOR IMPROVING THE CUSTOMER EXPERIENCE'. Below this, there are two main content areas. On the left, under the heading 'New to Customer Experience?', there is a card titled 'Compare Cx SOLUTIONS' with a subtext 'Click here to learn how to transform your Cx today' and a 'Read the eBook' button. On the right, under the heading 'CUSTOMER EXPERIENCE TRANSFORMATION', there is a list of three items: 'Customer Experience Strategy' (with a binoculars icon), 'Voice of the Employee (VoE)' (with a group of people icon), and 'Voice of the Customer (VoC)' (with a microphone icon). At the bottom left, under the heading 'Want to learn how to Customer Journey Map?', there is a card titled 'Understand your CUSTOMERS'.

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Cx SOLUTIONS

Click here to learn how to transform your Cx today

Read the eBook

CUSTOMER EXPERIENCE TRANSFORMATION

- Customer Experience Strategy
- Voice of the Employee (VoE)
- Voice of the Customer (VoC)

Want to learn how to Customer Journey Map?

Understand your
CUSTOMERS



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eBook

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- The 4 things to look for in the perfect Voice of the Customer solution
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INSIGHTGRAPHICS

Want to learn about our clients improvements?




CLIENT SUCCESS: RECOGNITION
Insightgraphic


At PeopleMetrics we're incredibly proud of the success our clients are seeing when using customer feedback to craft exceptional experiences.

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Want to learn 3 different ways to manage alerts?



3 APPROACHES TO CLOSING THE LOOP ON CUSTOMER FEEDBACK
Insightgraphic

Looking across our clients we found three approaches to managing customer feedback in real-time. Which one is best for you?



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PeopleMetrics: Twitter

The screenshot shows the Twitter profile of Xand Griffin (@PeopleMetrics). The profile header includes a blue square icon with 'PM', the name 'Xand Griffin', and the handle '@PeopleMetrics' with a 'FOLLOWS YOU' badge. The bio reads: 'Do you know how to make customers love you? We do. Tweets by Xand Griffin. Want to join us? Open positions: bit.ly/1iAcmXh Philadelphia, PA · peoplemetrics.com'. Below the header, statistics show 4,840 tweets, 1,690 following, and 2,292 followers. A 'Following' button and a settings gear icon are present. A section titled 'Followed by' shows three profile pictures and the text 'Followed by Jeff Bullas, HootSuite, Kirsten E. Ross and 29 others.' The 'Tweets' section displays two tweets. The first is a retweet by Xand Griffin of a tweet from Social Media Today (@socialmedia2day) about disengaged customers on Twitter, posted 14 hours ago. The second tweet is from Xand Griffin (@PeopleMetrics) posted 17 hours ago, discussing digital banking consumers in Asia reaching 1.7 billion by 2020, with a link to hub.am/1fAaxuc. Both tweets show interaction options: Reply, Retweet, Favorite, and More.

PM
Xand Griffin
@PeopleMetrics **FOLLOWS YOU**

Do you know how to make customers love you? We do. Tweets by Xand Griffin. Want to join us? Open positions: bit.ly/1iAcmXh
Philadelphia, PA · peoplemetrics.com

TWEETS 4,840 FOLLOWING 1,690 FOLLOWERS 2,292 **Following** ⚙️

Followed by Followed by Jeff Bullas, HootSuite, Kirsten E. Ross and 29 others.

Tweets

Retweeted by Xand Griffin

Social Media Today @socialmedia2day · 14h
An actively disengaged customer running wild on #Twitter? @peoplemetrics ow.ly/uRq6c
Expand Reply Retweet Favorite More

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Digital banking consumers in Asia might reach 1.7 billion by 2020: hub.am/1fAaxuc
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We help companies become more customer-centric. We do this through software and intelligence that gets you closer to your customers and employees, allowing you to close all open loops and identify the... [see more](#)

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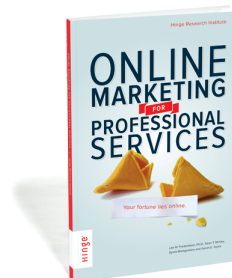


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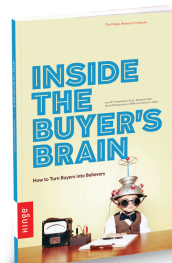
Free Resources



Content Marketing Guide



Online Marketing for Professional Services



Inside the Buyer's Brain

Available at:
www.hingemarketing.com/library

Thank you! Questions?

Chris Ourand

Account Director, Hinge Marketing

courand@hingemarketing.com

Connect with me on LinkedIn:
in/chrisourand

Connect on Twitter:
@ChrisOurand

Elizabeth Harr

Partner and Account Director, Hinge Marketing

eharr@hingemarketing.com

Connect with me on LinkedIn:
in/eharr

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