

Phillips MediaSource WhitePaper

The 4 Tactics of Content Marketing

Customer engagement is the foundation of a marketing strategy. Content is the currency we trade to acquire new leads or deepen relationships with existing customers.

Video is an efficient way to go. The following tactics will help you plan your content strategy:

Tactic 1 - Content

Step 1

Start with a goal. Determine what you're trying to do with the content you have and the content that you will create. Brand recognition? Recruitment? Fund raising? Training? Then, write it down.

Step 2

Take an inventory of the content assets already on hand.

Step 3

Match each content piece to buyer stages such as: awareness, interest and evaluating.

Step 4

Create content that your audience is looking for at each stage of their journey.

Step 5

Develop a content calendar and have a repeatable formula for how these assets will get produced.

Step 6

Measure the impact of your content pieces and optimize accordingly.

Tactic 2 - Context

Context is the fundamental understanding of your audience. The more you know, the more effective your marketing will be.

- Customers demand relevancy, and without context, your marketing team will not be able to deliver.
- Marketers must align the content they deliver with the context of their customers and prospects.

[> read more](#)

Behavior

These are explicit or implicit actions taken by your customers and prospects - have a user navigates your content.

Environment

Trigger relevant offers using the location of your customer. You can even geo-target specific offers and promotions to provide hyper local content to mobile visitors.

Traffic Source

This offers a picture of how the user found your company.

Social Graph

There's a tremendous amount of content available inside a customer's online profile and their social graph.

Customer Data

Applying customer data to content marketing programs is an excellent way to ensure relevancy.

Deliver Better Business Results

Context lets companies do more with each customer interaction, encouraging customer intimacy.

Tactic 3 - Channels

You must reach your customers wherever they are. It's called location-based engagement (LBE).

Hierarch of Media Content Targeting

(least efficient)

Broadband TV

Cable Networks

Radio Formats

Print

Outdoor

Direct Mail

Behavior Targeting

Online Content

Opt-in Email

Internet Search

(most efficient)

[> read more](#)

It's extremely important to make sure you are synchronizing your message across all of the content media platforms. Go where the conversation is.

Tactic 4 - Community

Community is about expanding the reach of your media content allowing it to be easily shared where your customers and prospects live.

Two Important Lessons

- 1.** Create amazing content. Your media content should strive to educate, entertain and inspire your audiences.
- 2.** Make your content easy to share.

Conclusion

Determine your business goals and write them down. Implement a strategic media content strategy keeping in mind the 4 tactics:

- **Content**
- **Context**
- **Channels**
- **Community**

Let's talk.

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