

A publication of Phillips MediaSource

# AUTHENTIC CONTENT MARKETING™

A guide to converting prospects into customers



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# Introduction

Advertising is not dead, but content marketing is a driver that leading companies now use to capture the hearts and minds of their customers.

Your customers don't care about you, your products or your services. They care about themselves.

**WHAT IS  
CONTENT  
MARKETING?**

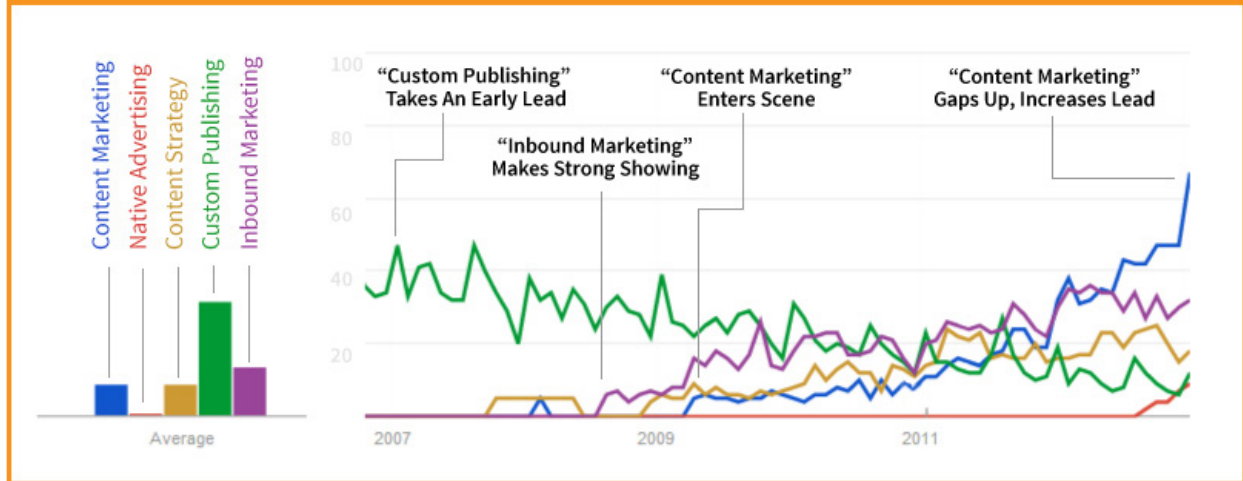
# Content Marketing

## A Collection of Definitions

Content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire and engage a clearly defined and understood target audience - with the objective of driving profitable customer action.

A content marketing strategy can leverage all story channels (print, online, in person, mobile, social and so on).

## “Content Marketing” Dominates Search in United States



A Content Marketing Institute chart using Google Trends data - 01/09/2013

“

Traditional marketing and advertising is telling the world you're a rock star. Content marketing is showing the world that you are.

- Robert Rose, Lead Strategist  
Content Marketing Institute

## CHAPTER TWO

# WHY CONTENT MARKETING?

# Fish Where the Fish Are

## Attracting and Keeping an Audience

Your customers are exposed to more than 5,000 messages per day. Are your messages cutting through the clutter and making impact?

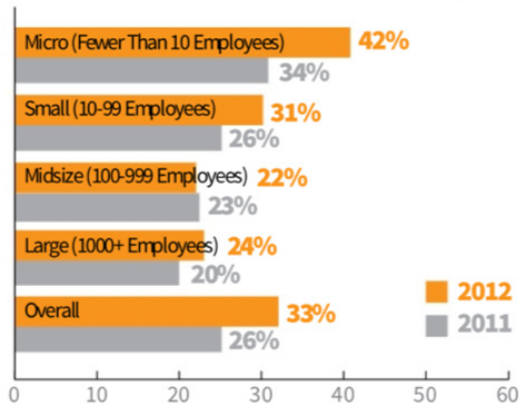
The future of media is not the media; it's brands like yours.





## 33% of B2B marketing budgets are now allocated to content marketing.

### Total Marketing Budget Spent on B2B Content Marketing



- ▶ The average amount of marketing budget spent on B2B content marketing is 33%, up from 26% in 2011.
- ▶ Most companies are spending more on B2B content marketing, with the exception of midsize companies, which are spending slightly less.

A Content Marketing Institute chart along with MarketingProfs and Brightcove

“

If all you have in your toolbox is a hammer, everything looks like a nail.

- Bernard Baruch

## CHAPTER THREE

# THE BUSINESS CASE

# Traditional or Content?

## The Content Marketing Difference

It is about the customer, not you.

It pulls customers in with relevant content instead of one-size-fits-all blasts.

It's a two-way conversation, not a monologue.

(You're talking to your customers instead of shouting at them.)

It is more dynamic and easier to change.



# Conclusion

“You do not lead by hitting people over the head -- that’s assault, not leadership.”

-- Dwight D. Eisenhower

“History will be kind to me for I intend to write it.”

-- Winston Churchill

If the facts don’t fit the theory, change the facts.

-- Albert Einstein

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