

Phillips MediaSource E-Newsletter

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THEY'RE NOT CUSTOMERS, THEY'RE HUMAN BEINGS

3 Steps to Speaking Human

Be storied. Storytelling is an essential human activity and must be the cornerstone of any meaningful content strategy. Story instantly communicates your history, values, beliefs, and more. Unless you have a real story, loyalty is out the window.

Be humble. In a word, kill the id and step back. Don't sell products. Sell information, education, and inspiration. Don't sell me a camera. Teach me how to take a great picture. You say your brand is great? No one's listening. Goldman Sachs got out of the way by

profiling the companies in which it has invested, and the positive changes those companies made in the world.

Be relevant. Mass marketing is last century. Cast too wide a net, and the meaning of your content marketing is lost. If you publish a newsletter for neurosurgeons, don't blog about breakthroughs in orthopedics just because it's also in the medical field.

My thanks to Kevin Lund and Eileen Setton of Chief Content Officer magazine for their help with this article.

> Learn more

<http://contentmarketinginstitute.com/chief-content-officer/>

FEATURED CLIENT

Balfour Beatty
Construction

Balfour Beatty Construction is the third largest general builder in the nation, a commercial construction business delivering more than \$3.4 billion each year in complex, one-of-a-kind custom buildings that enhance people's lives and alter the landscape of our communities and our nation.

The company motto is "It's time to expect more." And they do. They expect more of themselves so that they may give more of themselves – to their customers, to their partners, and to the communities in which they live and work. Their company vision is "to differentiate ourselves so significantly that we change the industry."



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