



# CONTENT IS KING

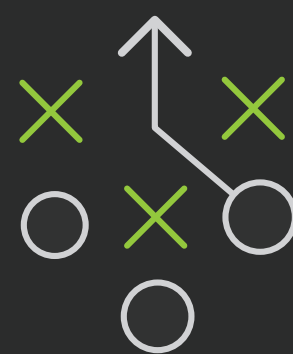
## HOW CMOs CAN HARNESS THE POWER OF CONTENT MARKETING

By taking a more horizontal approach to managing content creation across functions, CMOs can achieve more cohesive messaging while realizing efficiencies across brand, engagement, advocacy and commercial content types.



### DEFINING CONTENT MARKETING

Content Marketing can mean different things to different people. Primarily, it refers to the evolution from solely campaign-based activities to calendaring, creating, curating and syndicating content for “always-on” brand messaging.



# 70%

of marketers lack a consistent vision or definition of content marketing and have a written content strategy.<sup>1</sup>

#### CMO ROLE & OPPORTUNITY

Level set on the definition of Content Marketing and why it’s important—if your consumer’s always on, shouldn’t your brand be? Consider beginning with a documented content strategy that identifies the primary content messaging pillars that rest beneath the north star of the brand’s value proposition or purpose in the marketplace.



### EVOLVING THE MARKETING ORGANIZATION

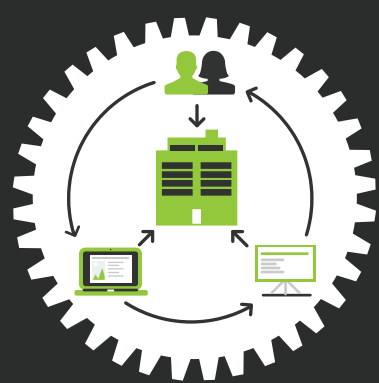
Producing enough compelling content for the always-on consumer requires different disciplines, collaborations and activities to drive an efficient and cohesive horizontal content marketing initiative.

#### CMO ROLE & OPPORTUNITY

Marketing leadership can augment their current brand / product-centric organizations with the integration of editorial function from inside and outside the marketing organization to be more agile and better positioned to generate content at the speed of conversation and community.

#### TOP 5 AREAS RESPONSIBLE FOR CREATING CONTENT:

- Corporate Marketing
- Product/Brand Marketing
- Subject Matter Experts
- PR/Communications
- External Agency/Consultant

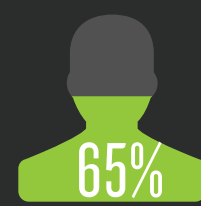


### ESTABLISHING CONTENT GOVERNANCE

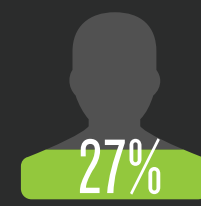
There are various tested governance models and tools for how content can be planned, calendared, created, curated and syndicated in cohesive alignment across brands and business units.

#### CMO ROLE & OPPORTUNITY

The CMO can help sponsor and implement a governance model that defines the objectives, strategy, structure, roles, responsibilities, processes and measures for the enterprise. This not only helps drive content supply chain efficiency but also help surface more cohesive brand messaging across brands, products and business units.



of senior marketing and IT executive believe that video content assets are key to communicating a compelling brand story.



#### HOWEVER...

have processes in place to aggregate, organize, and manage these assets across teams.<sup>3</sup>



### MEASURING SUCCESS

Content Marketing requires that brands measure return on investment by tracking a broader set of metrics across a blended scorecard.

#### CMO ROLE & OPPORTUNITY

Marketing leadership can develop meaningful metrics that blend the KPIs used by participating functions across brand measures, engagement measures, advocacy measures and commercial measures.

#### TOP 5 CONTENT MARKETING METRICS MARKETERS USE TO MEASURE SUCCESS

- 📄 Downloads (63%)
- 🌐 Web Traffic Visits (59%)
- ➕ Quantity (42%)
- ⭐ Lead Quality (39%)
- 🔄 Social Media Sharing (36%)<sup>4</sup>

1. Altimeter Prophet, 2015. “The content marketing software landscape: Marketer needs & vendor solutions.” <http://www.altimetergroup.com/content-marketing-software-landscape/> 2. LinkedIn B2B Content Marketing Report, <http://www.slideshare.net/hschulze/b2b-content-marketing-report-40688285> 3. CMO Council, 2015. “From creativity to content: the role of visual media in impactful brand storytelling.” 4. LinkedIn Technology Marketing Community, 2014. “B2B Content Marketing Spotlight Report.” <http://www.slideshare.net/hschulze/b2b-content-marketing-report-40688285>