



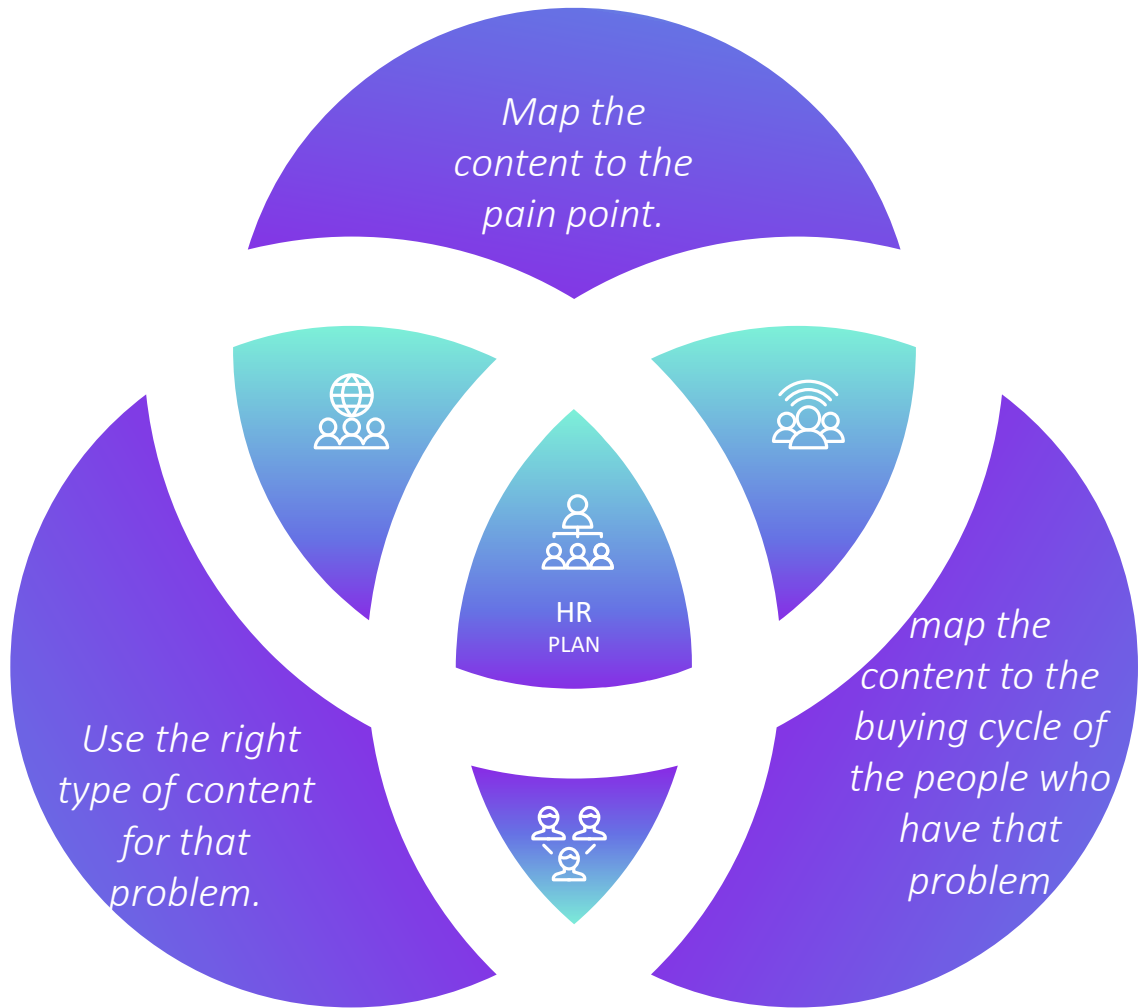
Content Marketing

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Dynamisers.com
Dynamisers Solutions

What?

Content Marketing is a **long-term strategy** that focuses on building a **strong relationship** with your target audience by giving them **high-quality content** that is **very relevant to them** on a **consistent basis**.





STRATEGY

Tons of different content marketing strategies exist today.



Map the content to the pain point.



use the right type of content for that problem



map the content to the buying cycle of the people who have that problem

Developing a Content Marketing Strategy: **KEY TAKEAWAYS**

**A content marketing strategy is different
than a content strategy.**

There are no universal templates for developing a strategy.

**Your strategy should outline your key business and customer
needs, and how your content efforts will address them.**

Document your content marketing strategy —
a verbal strategy is not enough.

**Your content goals and mission are critical to success.
Internalize them, or post them in your workspace.**

Refer to your strategy often, and give it a periodic tune-up.

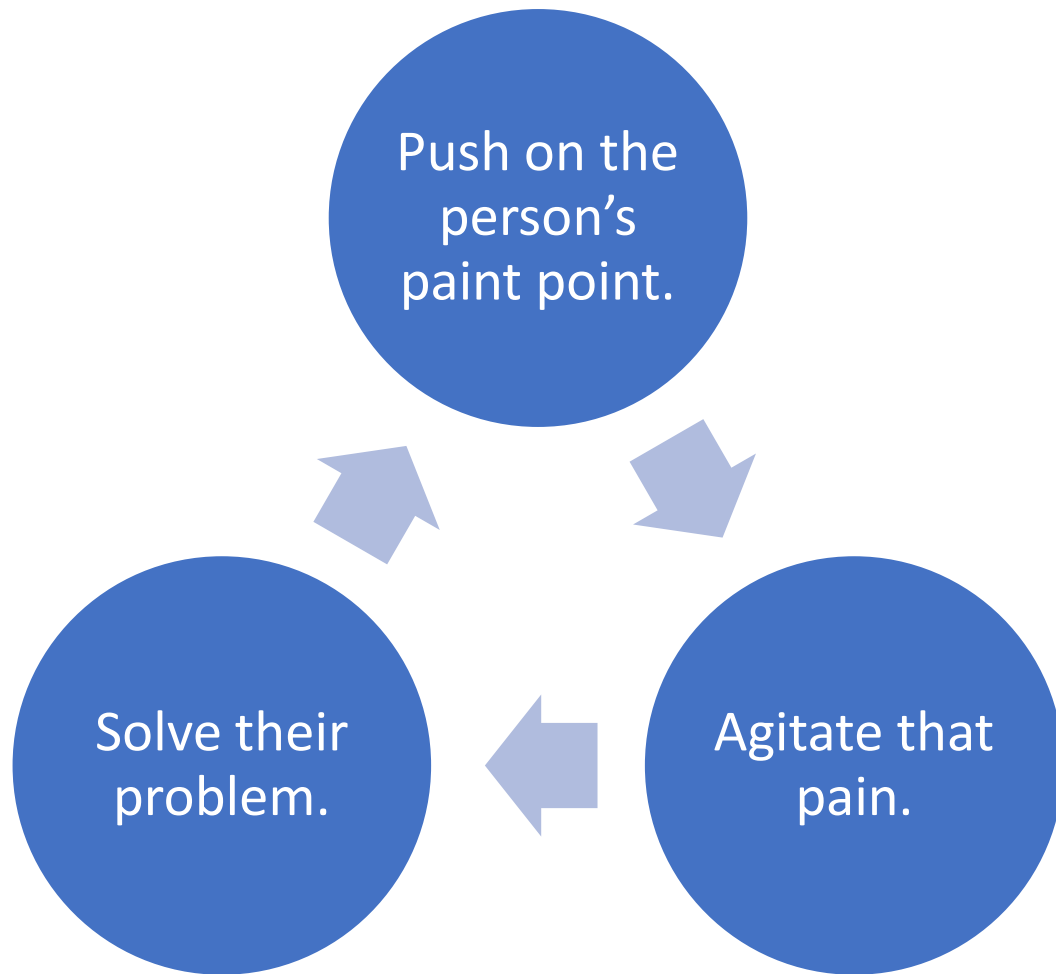
List of Content Formats

- | | |
|--|--|
|  How-to's |  Helpful Application / Tool |
|  Content Curation |  Opinion Post |
|  Case Studies |  White Papers |
|  Charts/Graphs |  Vlog |
|  Ebooks |  Videos |
|  Email Newsletters / Autoresponders |  Templates |
|  Cartoons / Illustrations |  Surveys |
|  Book Summaries |  Slideshares |
|  Tool Reviews |  Resources |
|  Giveaways |  Quotes |
|  FAQs |  Quizzes |

- | | |
|---|--|
|  FAQs |  Quizzes |
|  Q&A Session |  Polls |
|  Webinar |  Podcasts |
|  Guides |  Pinboards |
|  Dictionary |  Photo Collage |
|  "Day in the Life of" Post |  Original Research |
|  Infographics |  Press releases |
|  Interview |  Photos |
|  Lists |  Predictions |
|  Mind Maps |  User Generated Content |
|  Meme |  Company News |
|  Online Game |  Timelines |

Formula

It's the same formula for getting people to buy your products.



The 80/20 Guide to Finding a Job You Love

problem



Hi, I'm **Ramit Sethi**, New York Times bestselling author and founder of I Will Teach You To Be Rich.

agitation

We know that our **Dream Job** won't just fall into our laps... and that the best jobs usually aren't listed on any job boards.

But when tired old job hunt "tricks" fail us, we end up frustrated, embarrassed, scared of wasting time, and paralyzed by the fear of being stuck.

In this video, you'll get **insider information** thousands of students have already used **to get out of a "rut"**, get raises, find their Dream Jobs, and take control of their future, **including:**

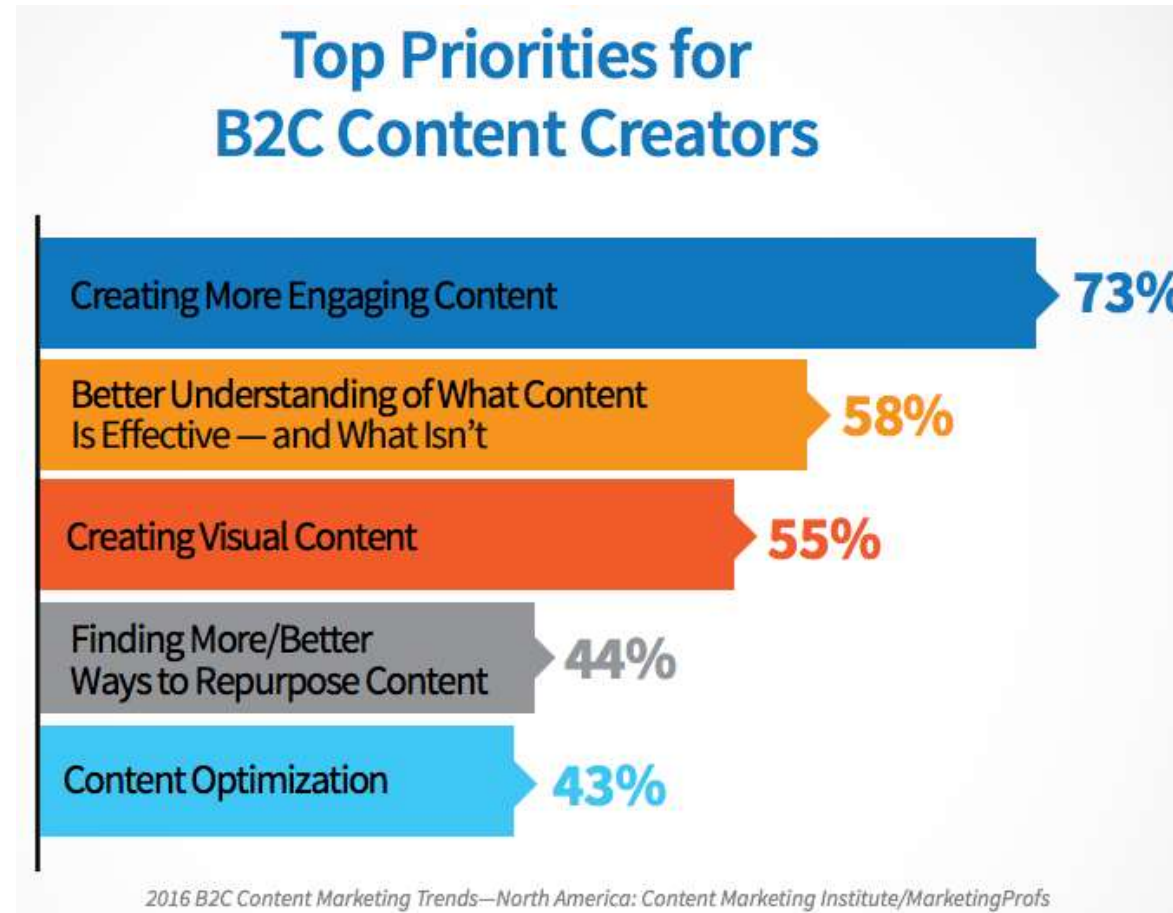
- **A simple word-for-word script** that can save you years of wasted effort
- **Invisible Scripts that affect our behavior**...without us even knowing it

solution

- **Which 3 job hunting activities are most effective** – delivering 80% of the results in 20% of the time (most people don't even know about them, giving you an advantage)
- **How to stand out** in a sea of faceless applicants and avoid the resume "Black Hole of Doom"

Why content marketing?

is content marketing right for your business?

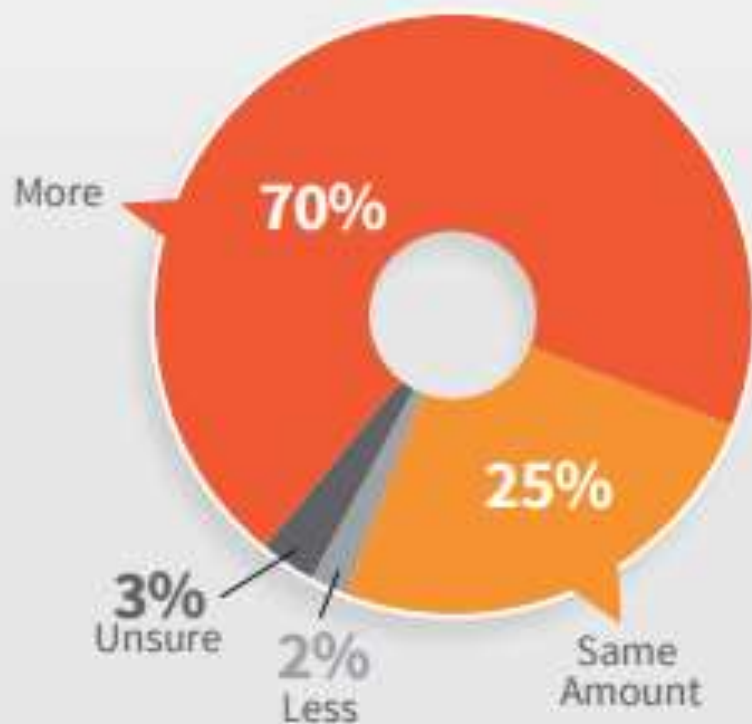


Content marketing Challenges?

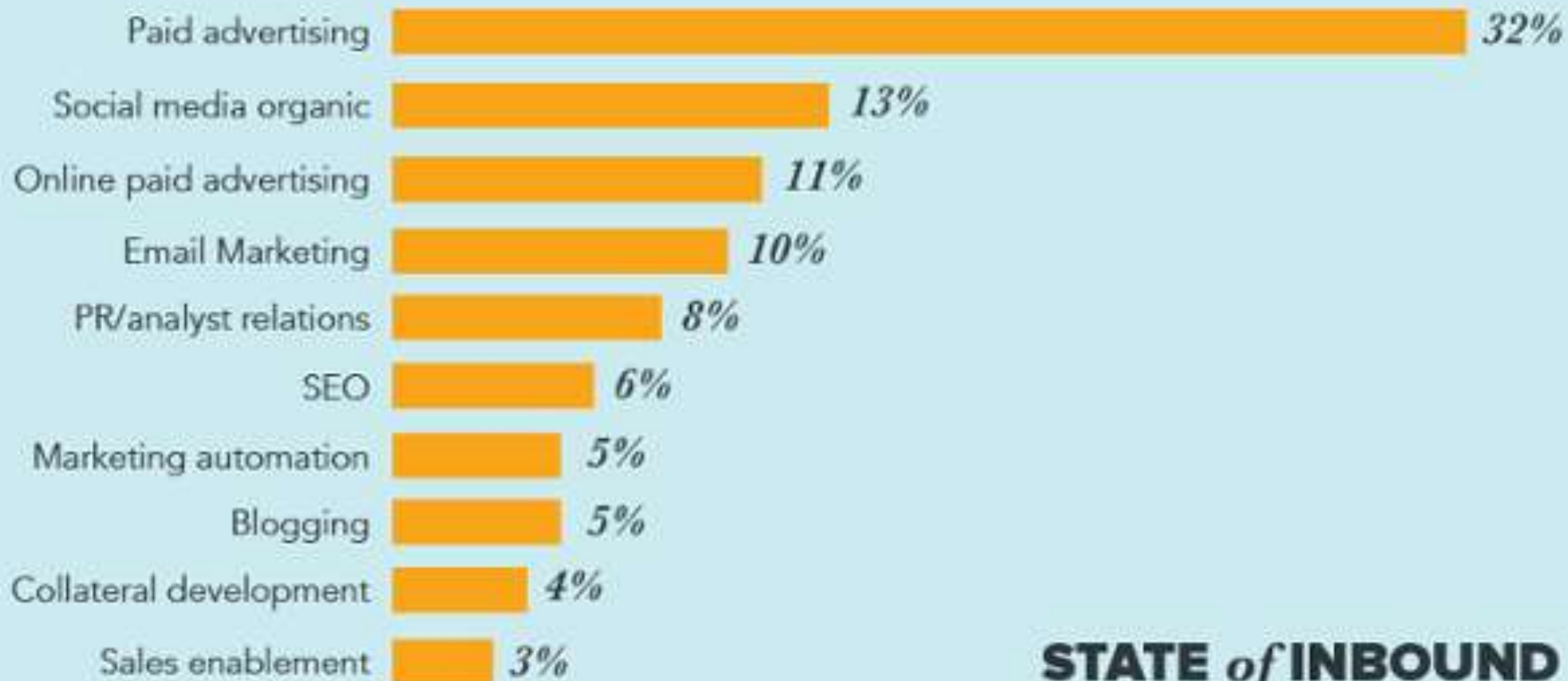


Compared with 2016, do you expect your organization to produce more, the same amount, or less original content in 2017?

**Expected Change in B2B Content Creation
(2016 vs. 2017)**

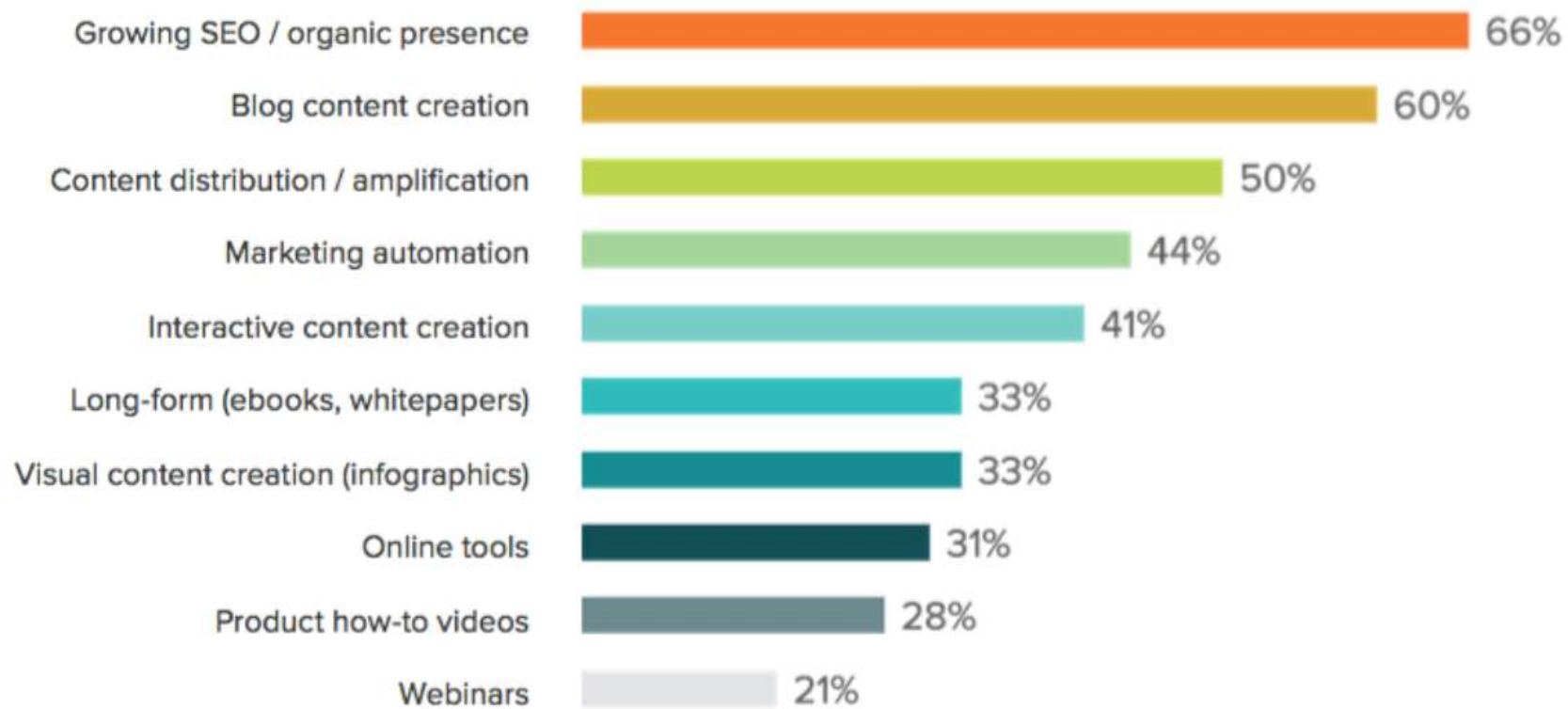


What is the most overrated marketing tactic?



STATE of INBOUND

**Thinking specifically
about inbound marketing
projects, what are your
company's top priorities?**

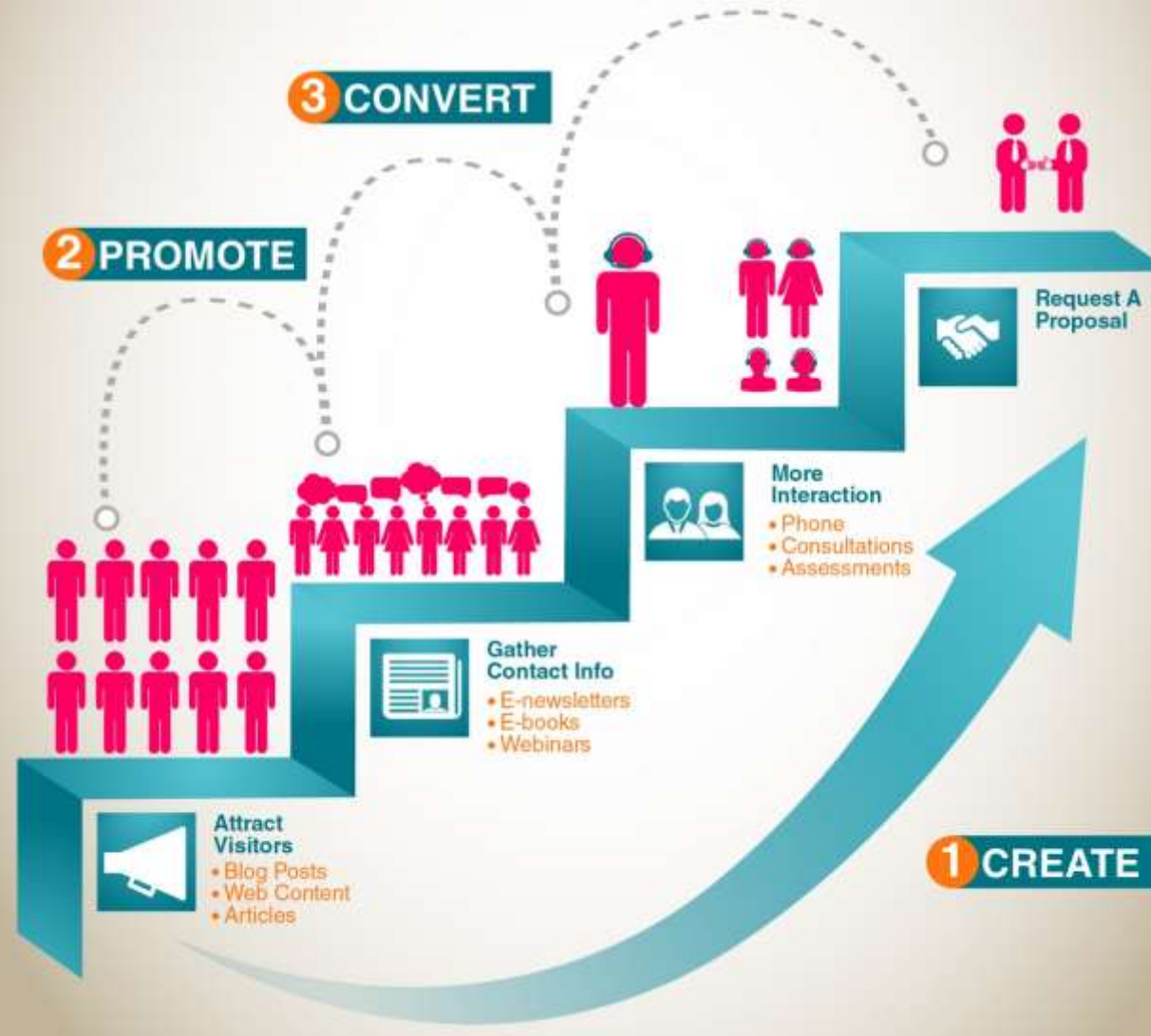


Content Marketing Sales Funnel



Content Marketing Builds Brand Awareness, Engagement, And Evangelism.

CONTENT MARKETING STRATEGY





89%

Of consumers have stopped doing business with a company after experiencing poor customer service

(RIGHTNOW CUSTOMER EXPERIENCE IMPACT REPORT)



A customer is 4 times more likely to buy from a competitor if the problem is service related vs. price or product related

(BAIN & CO.)



86%

of buyers will pay more for a better customer experience

— BUT ONLY —



of customers feel that vendors consistently meet their expectations

(FORBES)



55%

of consumers would pay more for a better customer experience

(DEFAQTO RESEARCH)

There are three basic stages:

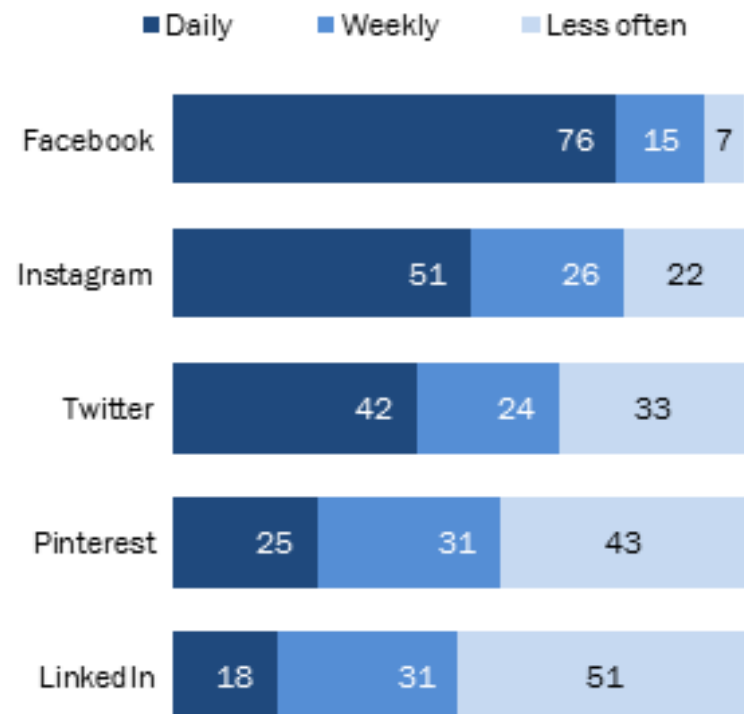
- Awareness
- Consideration
- Decision

And each stage requires a different kind of content marketing.



Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

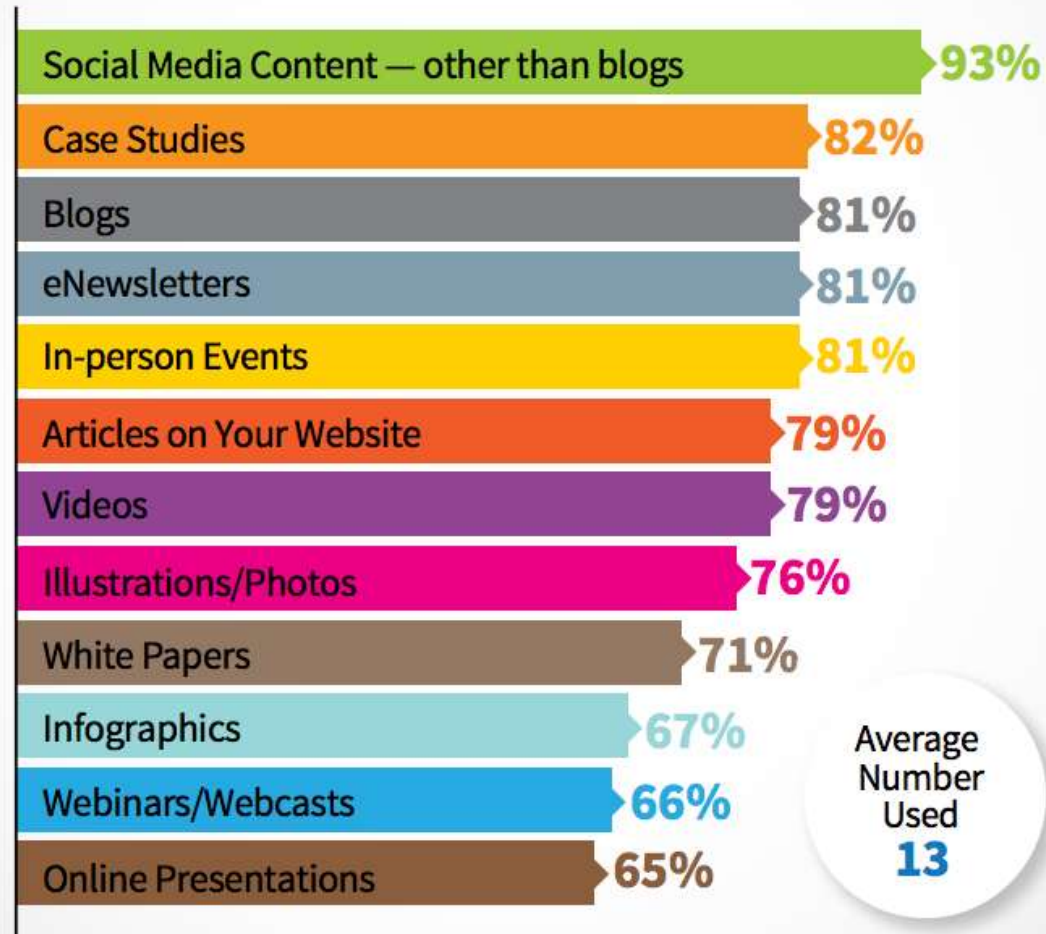
PEW RESEARCH CENTER

Since most people access their accounts every day or every week, the chances of people seeing your posts skyrocket.

people don't go onto social media platforms because they want to see your posts and buy your products (unless we're talking about Pinterest).

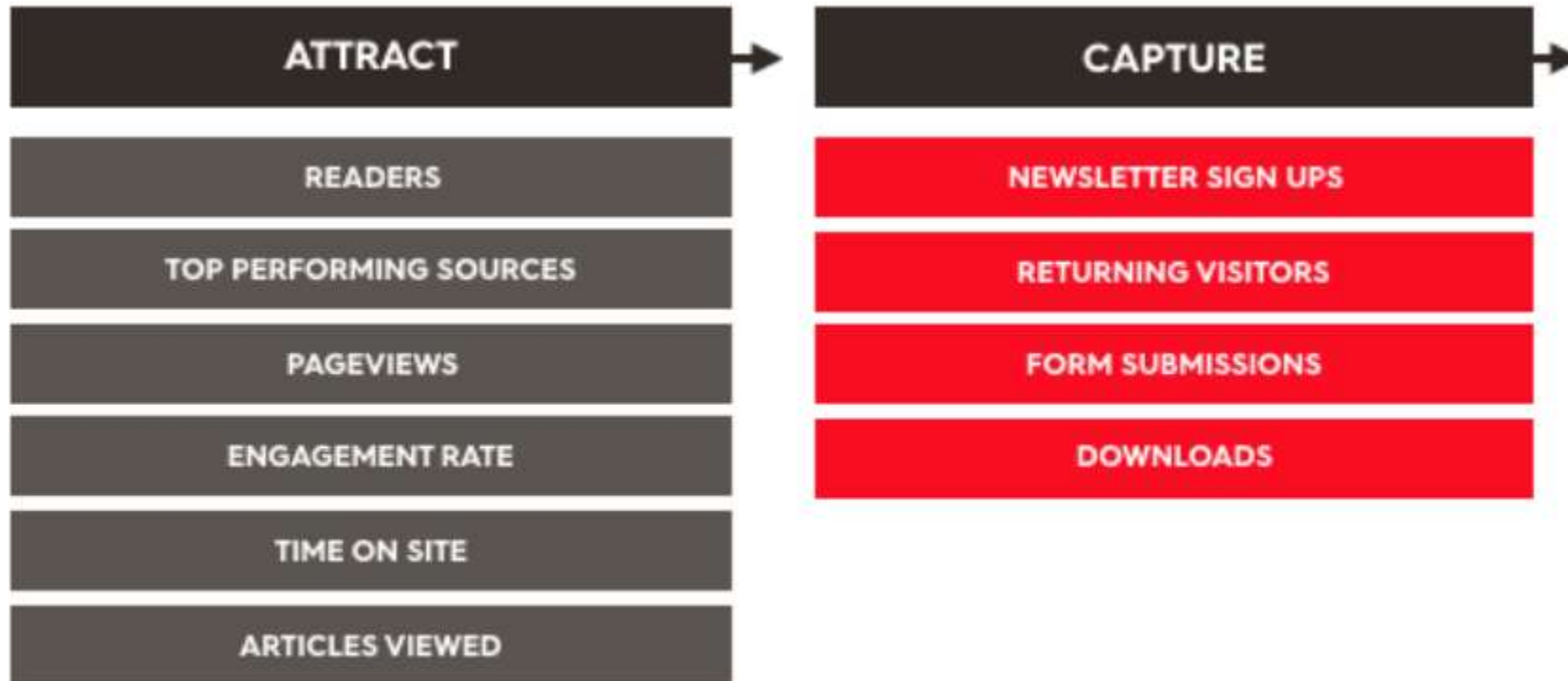


B2B Content Marketing Tactic Usage



2016 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Consideration stage content



HIGH COST
& COMPETITION

1 Word Phrases

"shoes"

2-3 Word Phrases

"mens shoes"

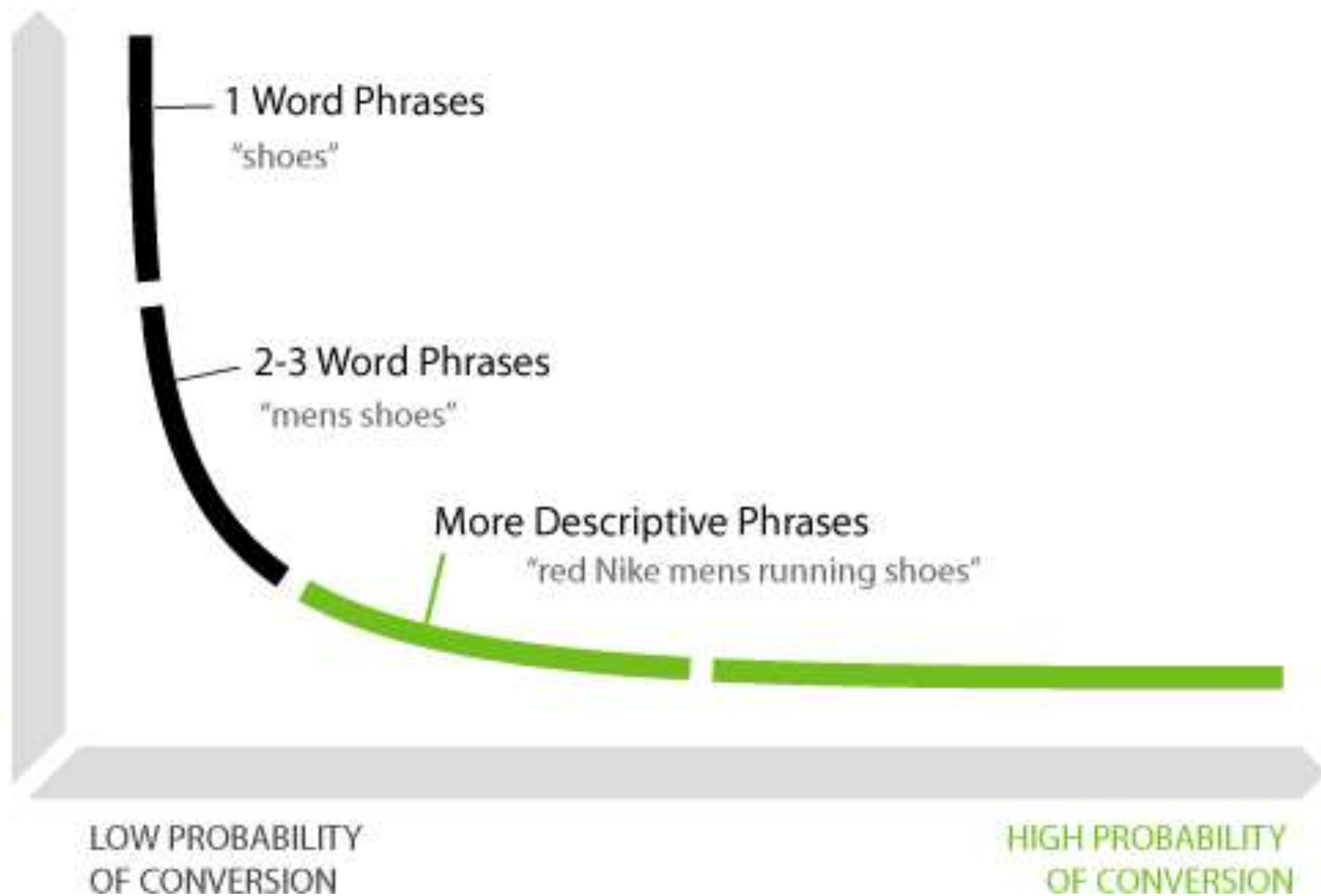
More Descriptive Phrases

"red Nike mens running shoes"

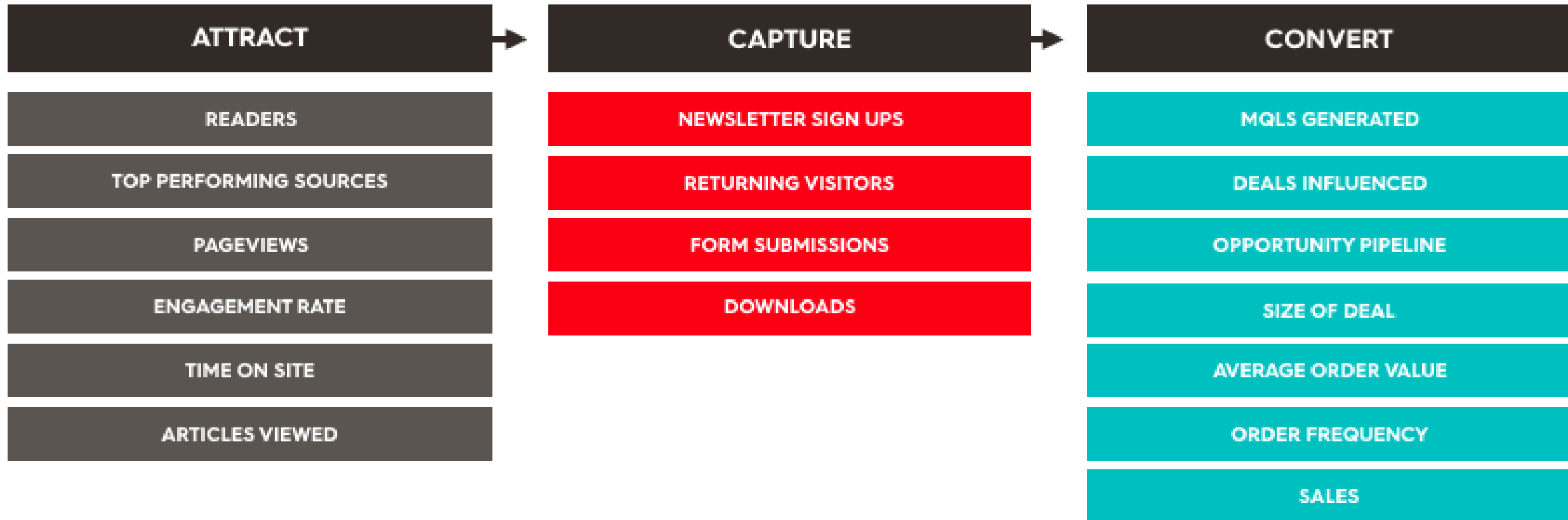
LOW COST
& RISK

LOW PROBABILITY
OF CONVERSION

HIGH PROBABILITY
OF CONVERSION



Decision stage content



80%
of users **recall a video ad**
they have viewed online
in the past month

- Online Publishers Association



52% of marketing professionals name **VIDEO** as the type of content with **the best ROI.**

- Invodo



facebook video Statistics 2016

Are you taking advantage of the possibilities with Facebook Live Videos?

Here are some statistics that may persuade you



8 Billion Daily Views

Facebook has stated that there are an average of 8 billion daily views of video which is double the volume from 2015



700% Growth In Video Views

Facebook has seen a staggering 700% growth in video views since June 2015, compared with 150% growth for Snapchat



135% Greater Organic Reach

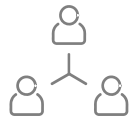
Facebook video content has 135% greater organic reach when compared with image posts



Live Video vs Recorded

People spend 3x longer watching live video compared to pre-recorded video clips

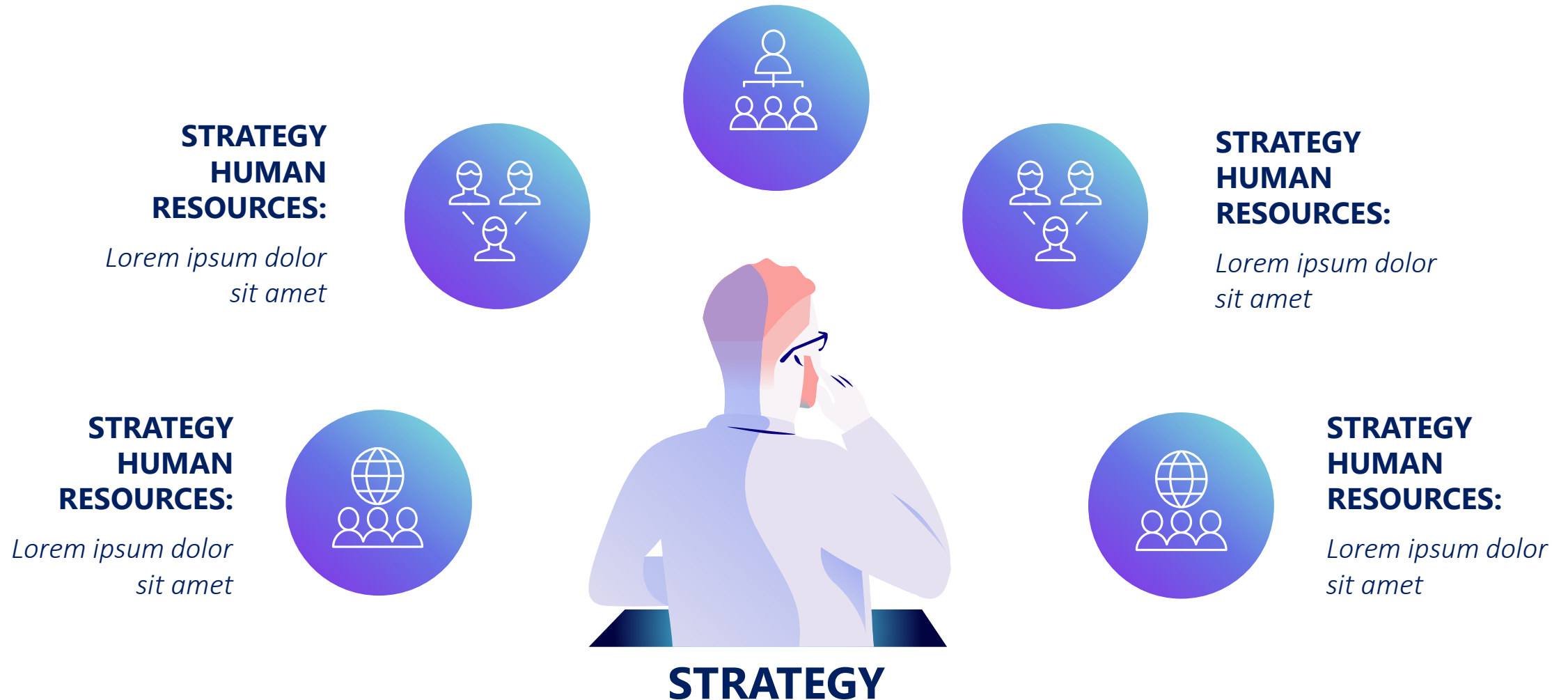


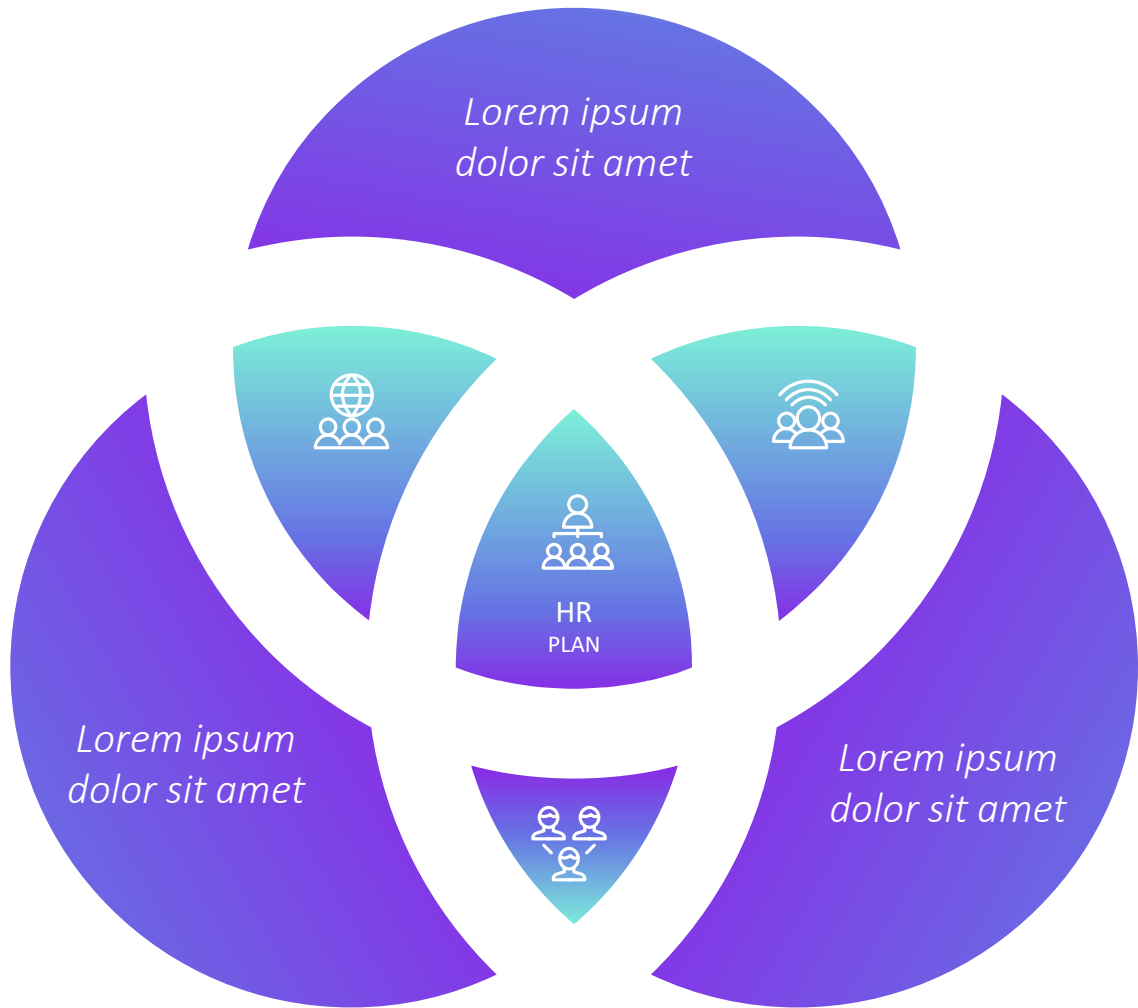


Thank You

Why content marketing?

is content marketing right for your business?





HUMAN RESOURCES

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80% HUMAN RESOURCES PLAN

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and typesetting industry.

EMPLOYEES ARE MOTIVATED BY:



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65%



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50%



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80%



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STRATEGY HUMAN RESOURCES:

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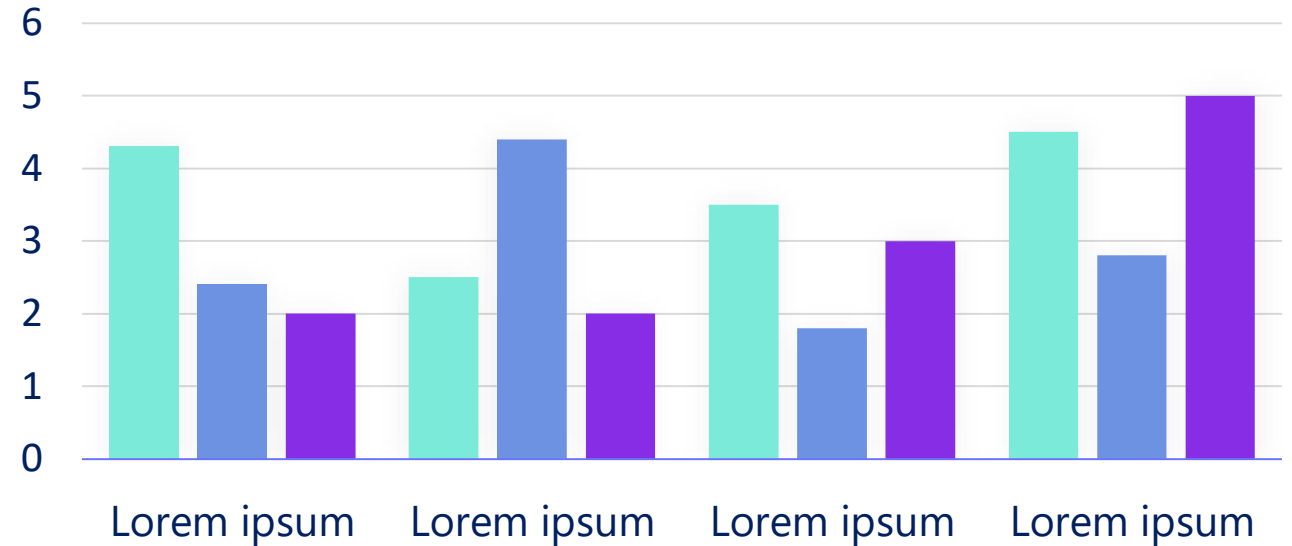
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STRATEGY

HUMAN RESOURCES

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HUMAN RESOURCES



45%

Lorem Ipsum

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Meet The Team

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Our Team around the world

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

www.example.com



Editing Data

If you would like to edit the data in the graph attached to this template, simply right-click on it and select *Edit Data in Excel*.

