

CONTENT MARKETING



Why Content Marketing?

Create real, informative content that will incite customer action.

Content is King. A 2010 B2B Marketing survey showed 9 out of 10 companies incorporating content marketing into their overall marketing strategy.

Marketing organizations are adopting content marketing because it allows them to grow their market share in a number of very effective ways, including - thought leadership, brand awareness, and customer retention/loyalty.

What makes it different? With content marketing, you connect with customers and prospects. With traditional marketing, you talk at customers and prospects.

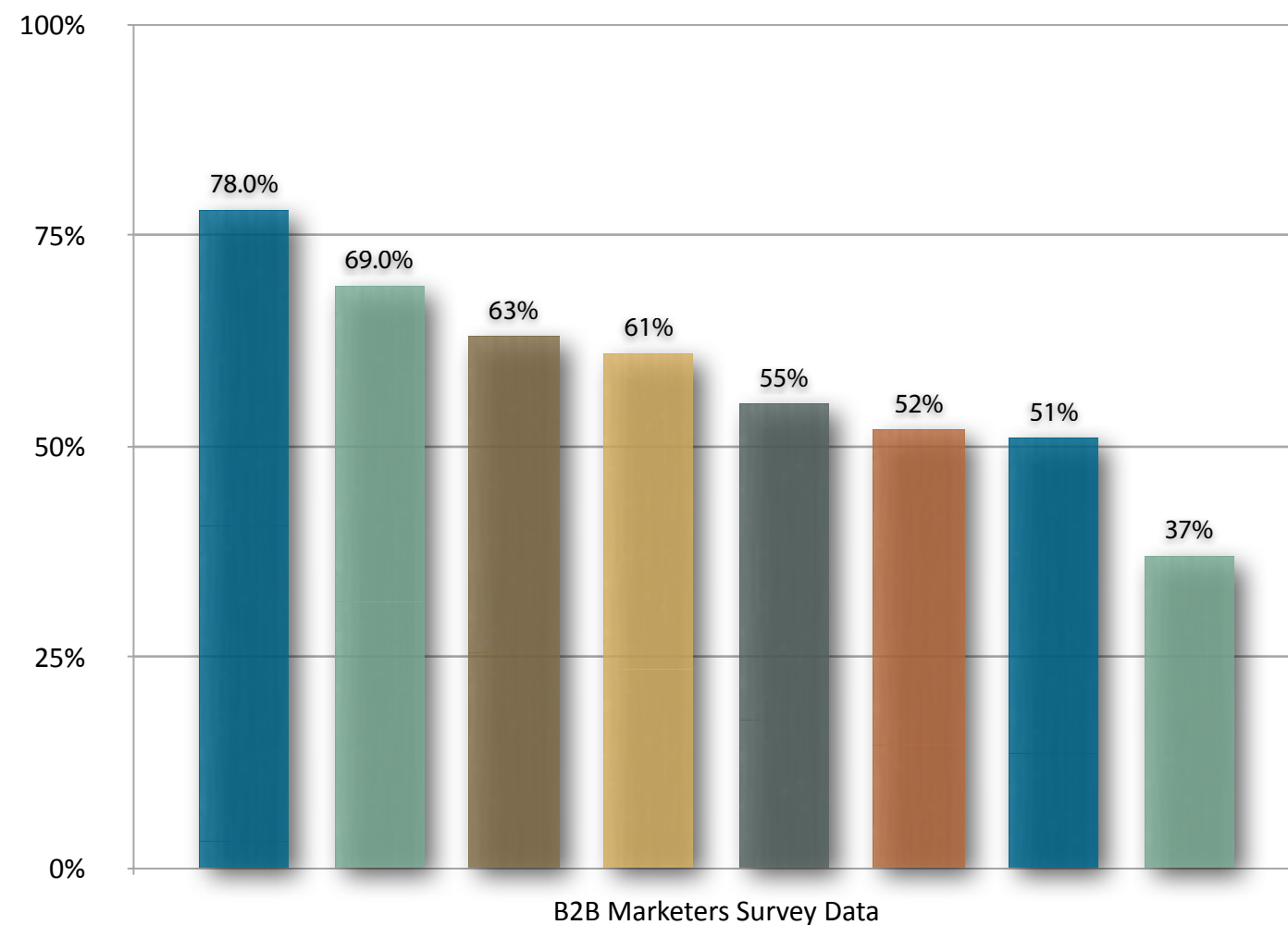
Connect with your customers and prospects on their priorities and not yours. Content marketing is about issues and not products or services. As a vendor, you build an audience of customers and prospects by sharing your unique perspective on the market.

The content you create must be impactful. Your content marketing strategy should turn your unique perspective into real, actionable information that will incite action.

Above all else, credibility is the magic ingredient of content marketing.

What Are Your Peers Doing?

Brand awareness, loyalty are top content marketing goals.



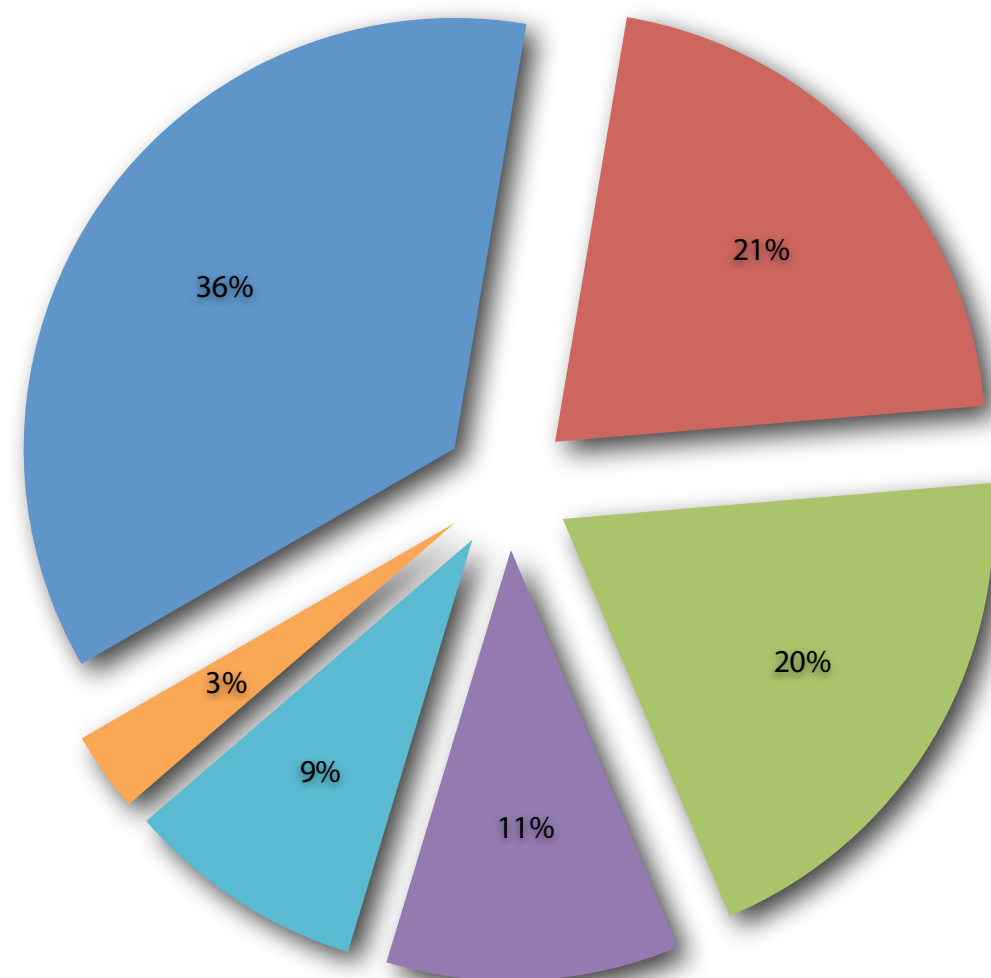
The many different reasons why B2B marketers are adopting content marketing strategies.

- Brand Awareness
- Customer Retention /Loyalty
- Lead Generation
- Customer Recruitment
- Website Traffic
- Thought Leadership
- Sales
- Lead Management / Nurturing

Statistics Courtesy of
*B2B Content Marketing: 2010 Benchmarks,
Budgets and Trends*

The Biggest Challenge

What is your peer's biggest content marketing challenge?



For businesses with existing content marketing strategies, the largest challenge (for 36% of respondents) is “producing the kind of content that engages prospects and customers”

- Producing Engaging Content
- Producing Enough Content
- Budget to Produce Content
- Lack of C-Level Buy-In
- Producing a Variety of Content
- No Answer

Statistics Courtesy of
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What Does it Take to Succeed?

The best practices of effective content marketers

Effective marketers out-invest. Effective marketers allocate a much larger percentage of their budget to content marketing. Effective marketers allocate 30% of their marketing budget to content marketing versus less effective marketers who allocate 18%.

Effective marketers benefit from a more extensive distribution network, using Twitter, Facebook, LinkedIn and YouTube at significantly higher rates than their peers. 82% of effective marketers are using at least one platform compared to 66% of ineffective marketers.

Effective content marketers outpace the rest in the sheer volume of content marketing. On average, effective marketers use eight tactics whereas less effective marketers use six.

Some effective content marketing tactics include -

- Social Media
- Articles
- Events
- Newsletters
- Case Studies
- Blogs
- White Papers
- Webinars
- Magazines/eBooks
- Videos
- Microsites
- Research Reports

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How Can MarketPlane Help?

We make your organization credible.

Product/Industry Oriented Content

- **White Papers, Articles & Case Studies** We position you as a thought leader by writing about your technology, industry, customer success stories, and much more.
- **Presentations, Webinars, Demos & Videos** There are few things more powerful than a simple visual message. We build visual content to engage and influence your audience.
- **Web Content & Dedicated Microsites** It all begins with your website message. We help you build content that addresses and informs your prospects and customers on your product, as well as thought leadership issues.

Informative/Business Oriented Content

- **Guides, eBooks, Checklists & Handbooks** We write guides, ebooks, and handbooks that put real, practical business information in your buyer's hands.
- **Blogs** We cover it all and we keep your customers and prospects informed. From business how to topics, to market news to product updates and integrations.

About MarketPlane

Integrated B2B Marketing

Our expertise is in B2B technology marketing and the majority of our clients are high tech software, SaaS, services, and hardware vendors in the information technology, healthcare, business services, and business software sectors.

We're strong on strategy, creative in our approach, and adept at bringing together the right mix of copy and visuals to attract your customers. And with over fifty years of combined B2B marketing experience, our team has the knowledge and expertise to deliver marketing programs that produce tangible results.

Research, plan, execute, and measure.

That's the iterative process we use to design, develop and manage our projects, and campaigns. With it, we can ensure objectives, content, and execution meet client expectations.

Our website: www.marketplane.com

THANK YOU

MarketPlane
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