

Importance of Content Marketing in the Age of the Customer

By Shamanth Shankar



Proud to have been part of Series A rounds at two software product companies, a private manufacturer who went public and a decade of a proven track record at the largest public OFS company.

I continuously learn from challenges I take on, people whom I meet and books that I read. I think like an entrepreneur and follow through with strong discipline in execution.

I work towards making my world bigger by paying attention to small things, “staying hungry & foolish” and by connecting people in their path to success.

What is the purpose of Marketing

To is educate the Market (prospects & leads) and Customers on

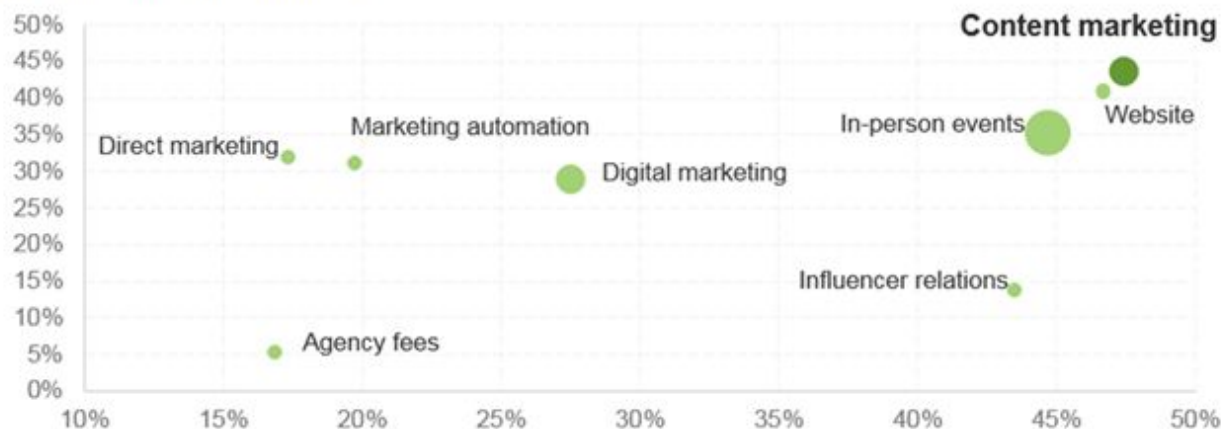
- Problem Research**: Identifying a problem and recognizing the understanding of the problem
- Solution Research** : Guiding in explanation of solutions that meet the voice of the customer
- Solution Selection** : Provide clear value proposition and differentiation on why your product is best suited to solve the problem

Current State of Consumer Behavior

- 61% of Consumers feel better with a company that delivers custom content
- People spend more than 50% of their time online looking at content
- 70% of the consumers prefer getting to know a company via articles rather than ads
- 90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them

Content marketing is more important than creating an “ideal” marketing mix.

Percent of respondents rating as “very effective at creating demand, leads, pipeline opportunities”

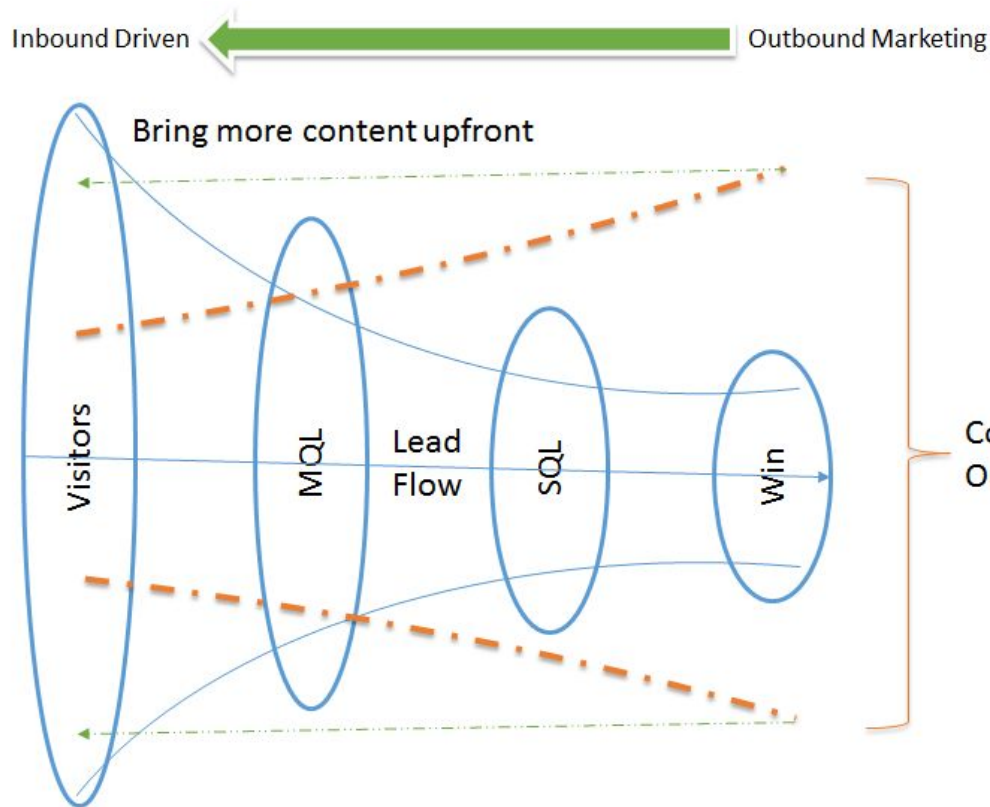
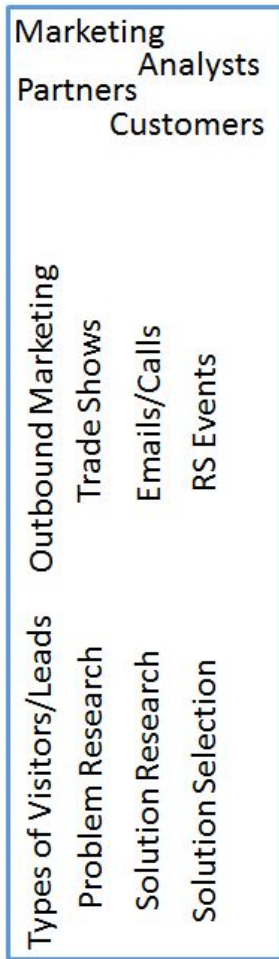


Percent of respondents rating as “very effective at building brand awareness/reach”

Marketing is Collaboration across all Functions

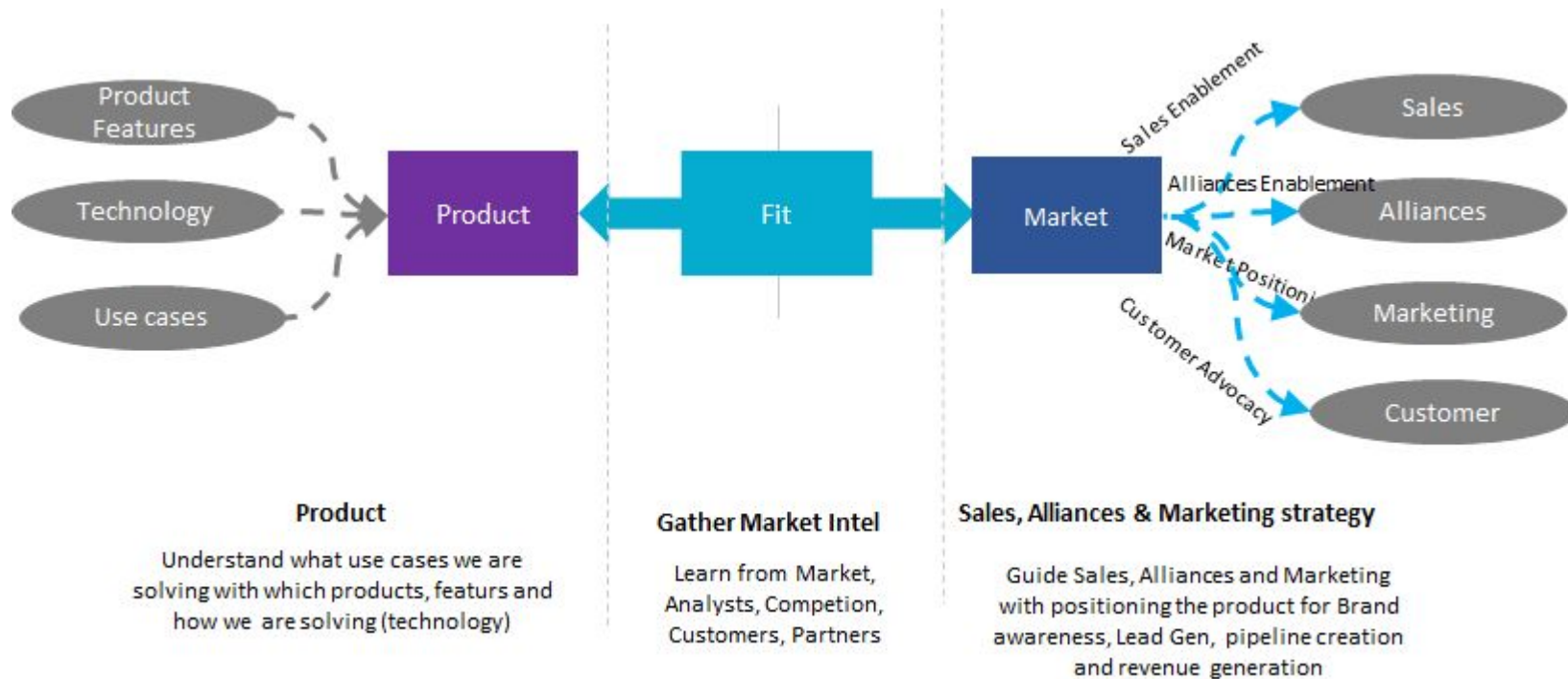
Professional Service	<ul style="list-style-type: none">ImplementationCustomer SuccessCross Sell + Up Sell	
Product Management	<ul style="list-style-type: none">Product StrategyEngineeringReleases + Fixes	<ul style="list-style-type: none">RoadmapTechnology Partners
Marketing	<ul style="list-style-type: none">BrandingCorporate MarketingLead Generation	<ul style="list-style-type: none">Pipeline CreationCompetitive AnalysisAnalyst Relations
Business Development	<ul style="list-style-type: none">Partner SuccessAnalyst Relations	<ul style="list-style-type: none">Sales enablementOpportunity Influence
Sales	<ul style="list-style-type: none">Pipeline ClosureRevenue Generation	





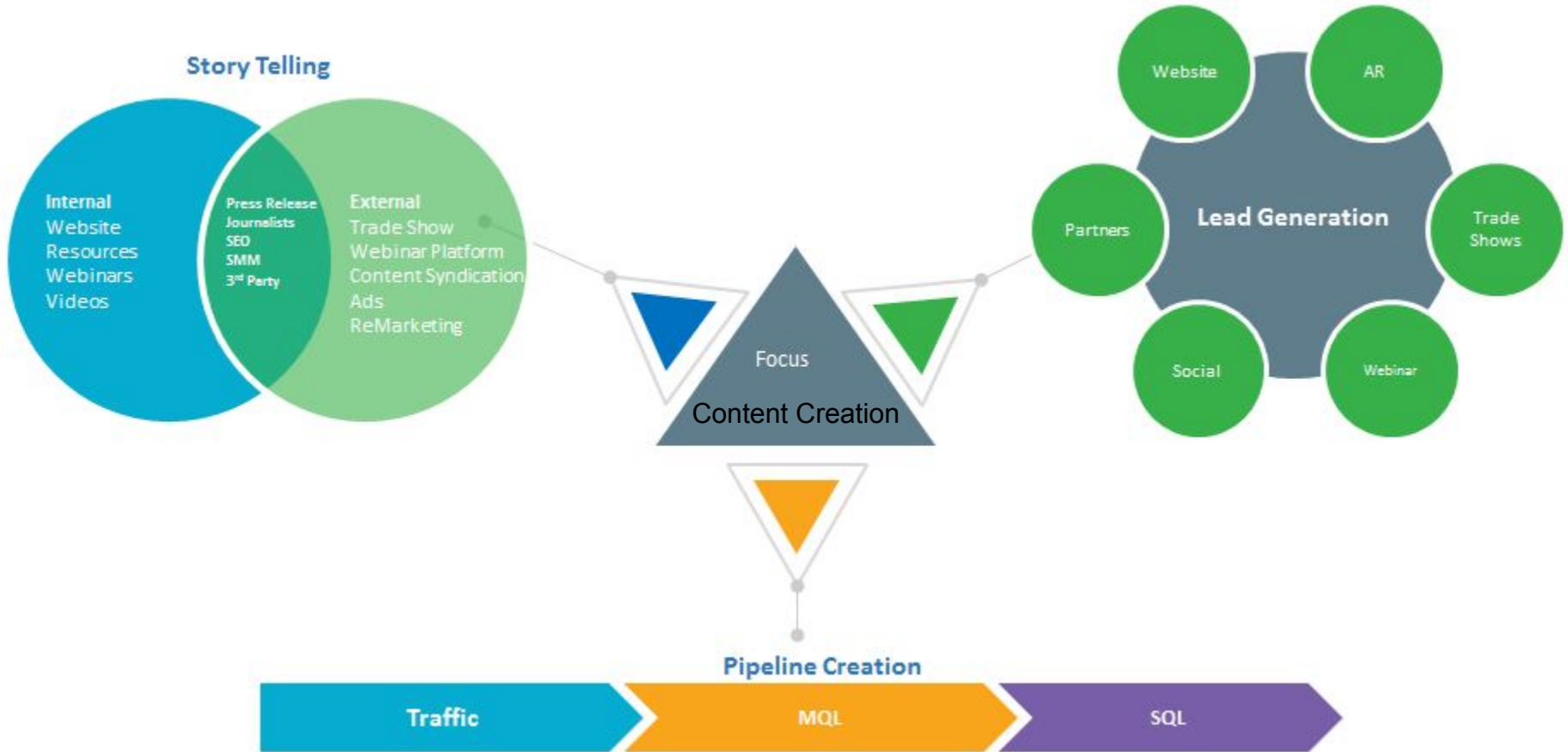
Content Flow in Outbound Marketing

to bring **Product <=> Market** fit for Sales, Marketing, Alliances & Customer Success



Ref: Riversand Technologies (www.riversand.com)

Content Communication, Lead Gen, Pipeline Creation



Content Creation and Communication



Articles, Whitepapers, Blogs & Landing page

Speaking at Conferences

Customer Advocacy

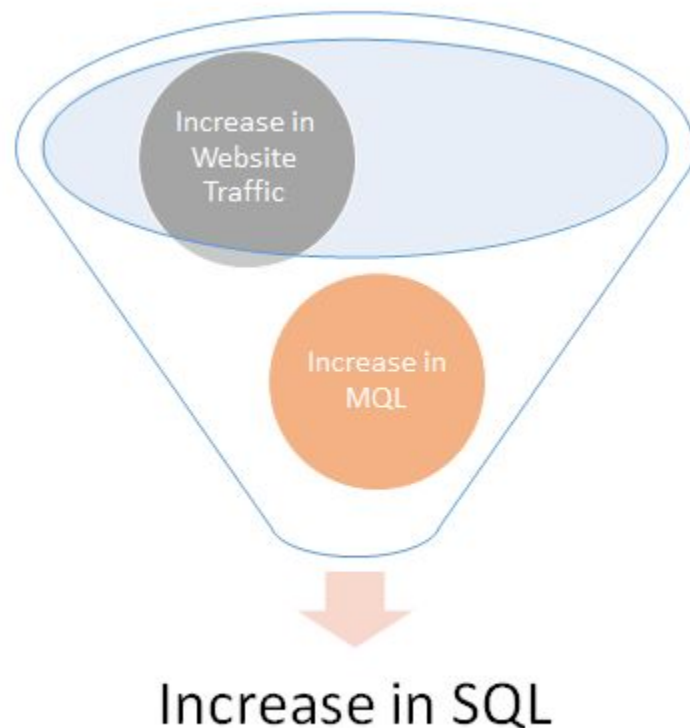
Lead Generation

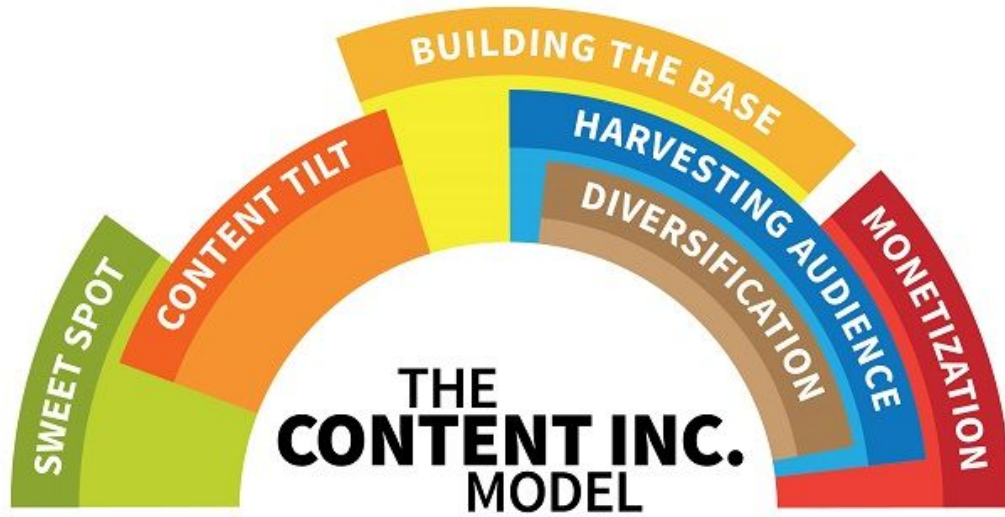


Increased Marketing Engagement



Inbound Lead Generation through Digital interventions – Search, Social, Webinars, ABM, Retargeting





The Sweet Spot - Mixing a Knowledge area or skill with a passion area

The Content Tilt - Looking at traditional content niche defined as slightly off-center, to create a true differentiation area

Building the base - Consistent publishing in one core channel

Harvesting Audience - Converting the publishing activity to the asset of subscribers

Diversification - At the proper time, expanding the publishing process to additional channels

Monetization - Monetizing the audience through the selection of products or services that will be the source of revenue and profit for the business

Successful Content Marketers

Jon Loomer
For Advanced Facebook Marketers

ABOUT

400k page views & 50k email subscribers

About Me

A HUSBAND, FATHER OF THREE BOYS, BASEBALL NERD AND "ACCIDENTAL MARKETER"

<https://www.jonloomer.com/>

matthew patrick

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I wanted to share my side of the story to my viewers who has been supporting me since day 1. This video is dedicated to you. Thank you for all your support and inspiration you have given me during my 10

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Pure Indium Spread % per Surface Finish

Posted On: November 15th, 2017
By: Jim Hisert

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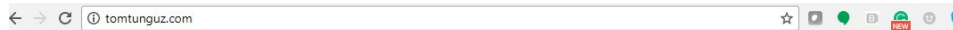
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Surface Finish	Flux 1	Flux 2	Flux 3	Flux 4	Flux 5	Flux 6	Flux 7	Flux 8
Immersion Silver	~200	~180	~160	~140	~120	~100	~80	~60
CSP	~180	~160	~140	~120	~100	~80	~60	~40
ENIG	~160	~140	~120	~100	~80	~60	~40	~20
Copper	~140	~120	~100	~80	~60	~40	~20	~10
Nickel	~120	~100	~80	~60	~40	~20	~10	~5
Oxidized Copper	~100	~80	~60	~40	~20	~10	~5	~2
Alloy 42	~80	~60	~40	~20	~10	~5	~2	~1

21 bloggers, more leads at 25% investment

Ref: The Content Inc: Joe Pulizzi

Very successful content marketers that I follow



**TOMASZ
TUNGUZ**

venture
capitalist at
redpoint



I'm a partner at [Redpoint](#). I write daily, data-driven blog posts about key questions facing startups. I co-authored the book, [Winning with Data](#). Join more than 20,000 others receiving these blog posts by email.

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helping you grow your expansion stage software company.

Your Content Strategy is Also your Recruiting Strategy

Imagine that the ideal candidate finds an article that you published in an outside publication. As she reads the article, she develops a deeper understanding of your industry niche.

Clicking through to your social media presence, she finds herself immersed in your team's content. Your blog posts, LinkedIn discussions, and tweets come together to create a clear picture of what it's like to work at your company. The candidate feels a sense of connection to your corporate culture and decides to send in her résumé.

Some books on Content Marketing

