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

Ref: The Sales Acceleration Formula, Mark Roberge
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

Ref: The Content Inc: Joe Pulizzi
Content marketing is more important than creating an “ideal” marketing mix.

Source: Forrester's Q4 2015 International B2B Marketing Budget and Spending Online Survey
Marketing is Collaboration across all Functions

Ref: Riversand Technologies (www.riversand.com)
Bring more content upfront

Content Flow in Outbound Marketing

Ref: Riversand Technologies (www.riversand.com)
to bring **Product <-> Market** fit for Sales, Marketing, Alliances & Customer Success

Ref: Riversand Technologies (www.riversand.com)
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

Increase in Website Traffic
Increase in MQL
Increase in SQL

Ref: Riversand Technologies (www.riversand.com)
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

Ref: The Content Inc: Joe Pulizzi
Successful Content Marketers

400k page views & 50k email subscribers

About Me

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

https://www.jonloomer.com/

21 bloggers, more leads at 25% investment

Ref: The Content Inc: Joe Pulizzi
Very successful content marketers that I follow
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