

## Content Marketing

Today brands are facing a paradigm shift in marketing – so called Content Marketing. This means the **common outbound marketing** approach is changing to an **interactive inbound marketing** strategy. The essence of this strategy consists of informative, educational or **entertaining content with a high value for customers**. Banner advertising and big claims are being replaced by brand storytelling. As a result, brand awareness, brand trust and sales are increasing measurably.

### New ways to your customer: avoid ignorance and generate sustainable traffic

Customers are being overwhelmed by information and therefore ignore advertising claims. In comparison, high quality branded content attracts your buyer persona's attention. It supports an intensive interaction and a sustainable relationship with your brand. Therefore brand loyalty as well as traffic on your owned media will increase.

### The key to success is quality content

As long as your content is relevant and valuable to your target audience, it can lead to communication and sales success. It is important that your content is not written for the general public. Instead, it should be more specific and related to the individual needs of your buyer persona.

### »Content is King, Content Distribution is Queen«

Without paid media your content marketing strategy will struggle to succeed. Sustainable interaction with your branded content will change the brand perception and influence their consumer behavior in a positive way. That is why you need a content distribution strategy to measure the relevance as well as performance of your content and to optimize your KPIs.

## Content Marketing Strategy

### 1. Definition of goals/KPIs

Integrate analysis tools and analyze your current situation.  
Define KPIs: page views per click, bounce rate, unique visitors, traffic etc.

### 2. Definition of buyer persona

Define your target audience by creating a buyer persona profile.  
Analyze the customer journey.

### 3. Content plan

Create a content plan.

### 4. Content creation

Focus on your buyer persona: quality and relevance of content will determine success.

### 5. Content distribution

Raise the impact of your content and make sure that it will reach your buyer persona.  
Use social media channels and native content distribution ("You might also like") on special interest publisher sites, e.g. plista Content Distribution as an alternative to AdWords.

### 6. Measurement and ongoing optimization

Measure your content performance and find out what kind of content is relevant to your customers.



Owned Media · Earned Media · Paid Media

Ideally your content distribution is always on to create consistent customer communication 365 days per year.

A successful content marketing strategy needs ongoing optimization of the content itself as well as content distribution activities.

**Which content is relevant?** Owned media, earned media and paid media (advertorials) address different touch points of the customer journey and influence buying behavior in a sustainable way.