



# CONTENT MARKETING ESSENTIALS

Create relevant, valuable, and branded content to engage and capture the attention of your audience. The steps below are the essentials to a successful content marketing program.

*Content marketing generates over three times as many leads as outbound marketing and costs 62% less.*



## STRATEGY

Plan for the future of how your where your content will live and how your audience will be connecting with your brand.

*Connected devices are projected to double by 2020. Reaching up to over **30 billion** devices across households and companies.*

## SUGGESTED SOLUTIONS

- Build audience profile
- Determine success metrics
- Plan for multiple media types:
  - Video
  - Graphics
  - Print



## PRODUCTION

Turn your ideas into engaging, and valuable content.

*Images, graphics, and videos are **80% more likely** to capture the attention of your audience as opposed to straight text, or simple audio recordings.*

## SUGGESTED SOLUTIONS

- Infographics
- Videos
- Animated images (GIFs)
- Designed case studies



## DELIVERY

While preparing your content to be sent via email, or posted online, make sure that it is formatted for the devices your audience will view them on.

***52%** of all web traffic is generated on mobile. This means shopping, browsing, chatting, sharing, and streaming all of the content available on one small screen.*

## SUGGESTED SOLUTIONS

- Design mobile first
- Optimize content for web viewing
- Automate delivery on social or email



## ANALYTICS & ACTION

Data and analytics move businesses toward better decisions. Collecting useful data to prove ROI is imperative for determining success.

***54%** of marketers are not sure if their marketing technology investments are producing tangible business value.*

## SUGGESTED SOLUTIONS

- Build Google Analytic reports
- Track email deliverability and open rate
- Compare collected data to success metrics