

## Content Marketing

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# CONTENT

## Secret Of Content Marketing



#### Attract Visitors

- · Blog Posts
- · Articles
- Web Content
- · Videos



#### Gather Contact Info

- · E-newsletters
- Webinars
- · Ebooks
- · White Papers



#### More Interaction

- Phone
  Consulations
- Assessments



Request A Proposal

### Types of Content Marketing



#### STRATEGIC PLAN

Who do you want to reach?

How will you deliver that content to them?

How will you achieve and measure your targeted results?

#### **POSITIONING**

What is your brand's unique value personality?

What makes it a better choice over your competitors?

## **Content Marketing**

#### **BUSINESS CASE**

What business goals do you need to achieve?

How will Content Marketing bring the business closer to those goals?

#### **VALUE PROPOSITION**

What value do you provide to your audience with your content?

How do you stand out from other content creators?





#### **AWARENESS**



TRAFFIC



**LEADS** 



**CUSTOMERS** 



RANKING

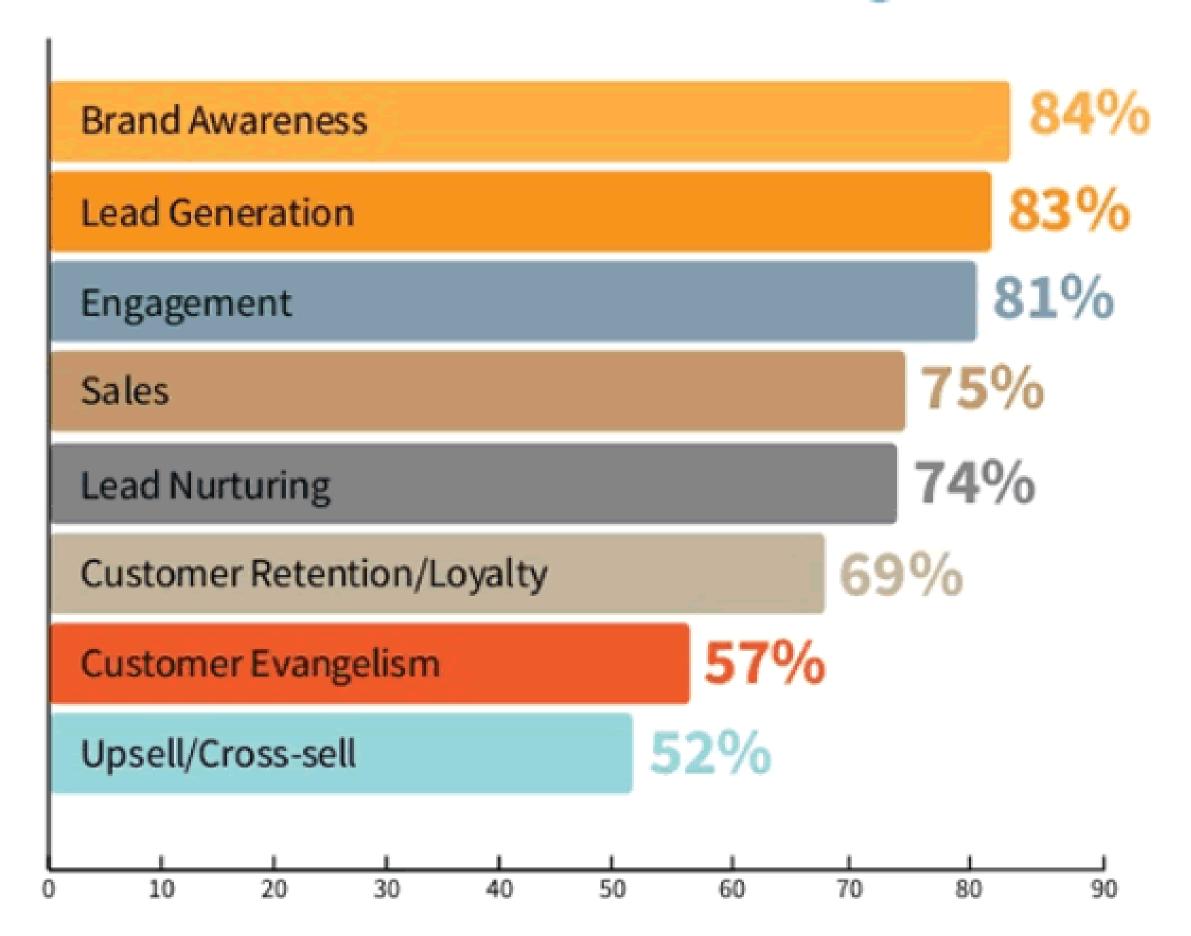


VISIBILITY





## Organizational Goals for B2B Content Marketing



## Thank You

