



The Content Marketing
Manifesto

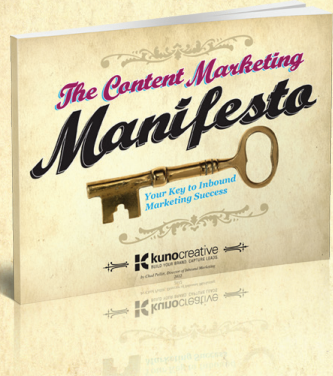


*Your Key to Inbound
Marketing Success*

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Forward



The Content Marketing Manifesto is about content and why you should be creating, sharing and publishing as much of it as possible.

This eBook accomplishes two important goals:

- 1) To teach our clients, prospective clients and the general public how to implement content marketing the correct way.**
- 2) To attract new prospective customers into our own pipeline.**

These goals are the essence of content marketing and the backbone of inbound marketing when combined with social media marketing, lead generation and analytics.

For information on inbound marketing services please contact us at (800) 303-0806 or

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Glossary

Content Marketing is the creation and sharing of content in order to engage current and potential consumer bases.

Inbound Marketing is a marketing strategy that focuses on attracting prospective customers by offering useful information.

Social Media Marketing refers to the process of gaining website traffic or attention through social media sites.

Search Engine Optimization (SEO) is the process of improving the visibility of a website or a web page in search engines' "natural," or un-paid ("organic" or "algorithmic"), search results.

Internet Marketing, also known as web marketing, online marketing, or e-marketing; is referred to as the marketing of products or services over the Internet.

Referral Traffic is website traffic from sources other than search engines, pay-per-click advertising, email marketing, direct and sometimes social media.

Conversion is the act of a website visitor filling out a form and submitting it.

Link Building is the process of encouraging and establishing relevant, inbound links to a website, which helps it achieve higher ranking with the major search engines while driving targeted referral traffic.

HubSpot is a venture-funded marketing software company based in Cambridge, Massachusetts.

Inbound Channels include, but aren't limited to, website traffic from search engines, non-paid social media, referring websites, and in some situations, direct sources, mobile sources and email.

Infographics are graphic visual representations of information, data or knowledge.

- Definitions from Wikipedia

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What is Content Marketing?

Content marketing is the fuel that drives successful inbound marketing, social media marketing and search engine optimization. With consumers becoming more advanced and demanding, it is up to brands to quench their expectations with content.

Content marketing is the creation and sharing of content in order to engage current and potential consumer bases.

Delivering high-quality, relevant and valuable content to prospects and customers drives profitable consumer action.

- paraphrased from Wikipedia

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Dictionary

4 Reasons to Deploy Content Marketing

Companies are recognizing the power of telling a story, solving problems and entertaining on the web. Tactically, content marketing provides benefits that span across the many disciplines of Internet marketing, too.

It can improve and increase most of the positive metrics associated with website success while minimizing or eliminating those negative metrics. From referral traffic to lead conversions, content marketing powers many of the top web destinations in the world today. Below are four major reasons why content is the foundation of inbound marketing.

1. Search Engine Optimization (SEO)

In 2011, Google ushered in many algorithm and indexing updates that mostly favored frequently published, unique and popular content. The end result is that content marketing is required in order to drive traffic from the greatest number of keywords to a website. It is also the catalyst that drives natural link building.

According to SEOmoz's 2011 Search Engine Ranking Factors Report, content marketing can have an 82% impact on a website's ability to rank in the search engine results pages. This is achieved because content marketing positively affects inbound links, keyword usage (URL/on-page), social media and brand popularity.

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2. Referral Traffic

Good problem-solving and/or entertaining content is natural link and syndication bait; other websites and blogs want to link to it. Content marketing drives referral traffic, which tends to convert at a three-to-five times greater conversion rate than organic search traffic.

3. Social Media Marketing

Mike Volpe, CMO of HubSpot, once said, “Without content a social media campaign is hollow.” Without real problem-solving and/or entertaining content to post in social media, what would a brand share? Other people’s content or conversation would be the resulting content. This neither tells the brand’s story nor converts community members to leads in a scalable and trackable fashion.

4. Reputation & Sentiment Management

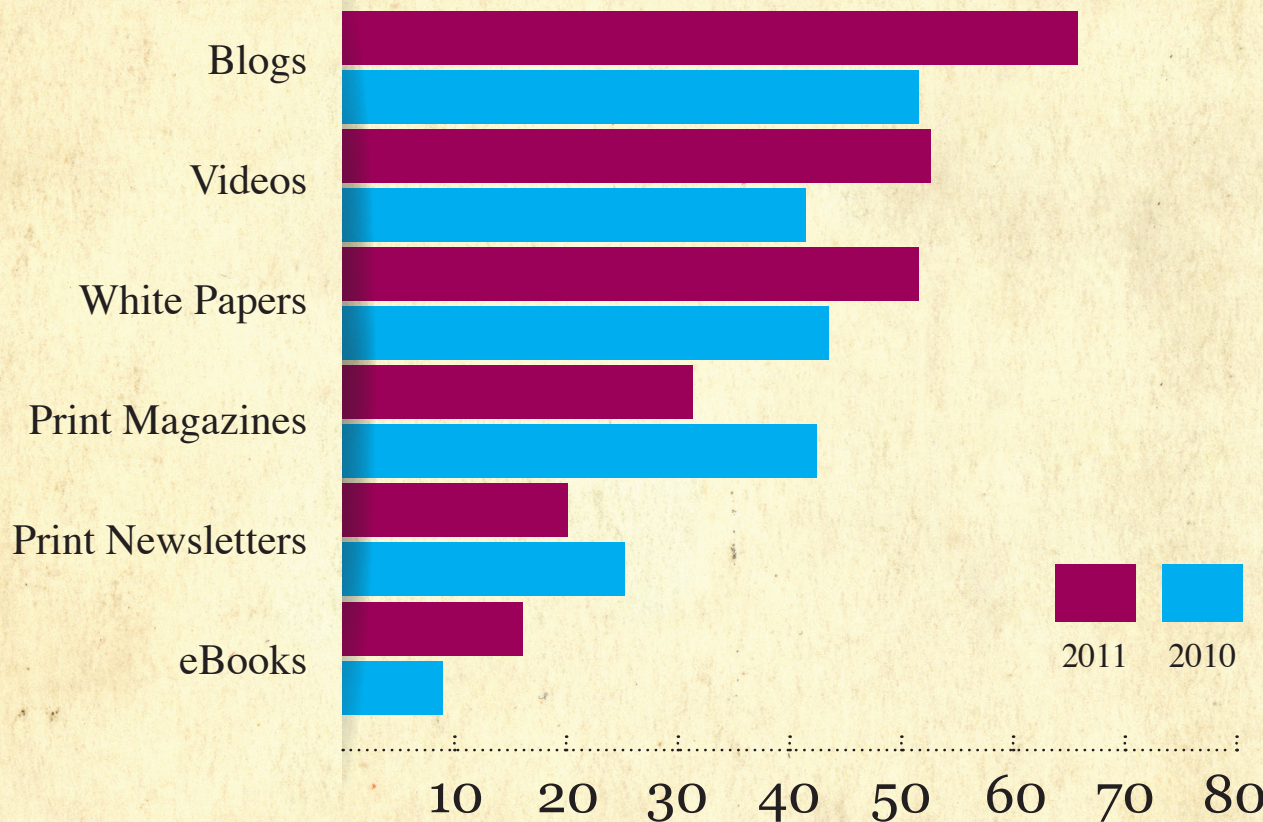
If you don’t tell your brand’s story someone else will. In fact, it’s being told right now online. Brands can choose to either lead the conversation, which builds trust, positive sentiment and brand equity, or trust that job to others with little or no stake in the brand’s success.



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The Content Marketing Landscape

The Differences in Content Marketing Usage (By Tactic)



INDUSTRIES WITH THE
HIGHEST RATES OF CONTENT
MARKETING ADOPTION

Professional Services

94%

Computing/Software

93%

Advertising/Marketing

89%

Healthcare

89%

Business Services

84%

**Manufacturing/
Processing**

83%

B2B Content Marketing: 2012 Benchmarks, Budgets and Trends
www.contentmarketinginstitute.com

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The Content Marketing Landscape

Organizational Goals for Content Marketing

Brand Awareness 68%

Customer Acquisition 68%

Lead Generation 66%

Customer Retention/Loyalty 61%

Website Traffic 56%

Engagement 55%

Thought Leadership 55%

Sales 47%

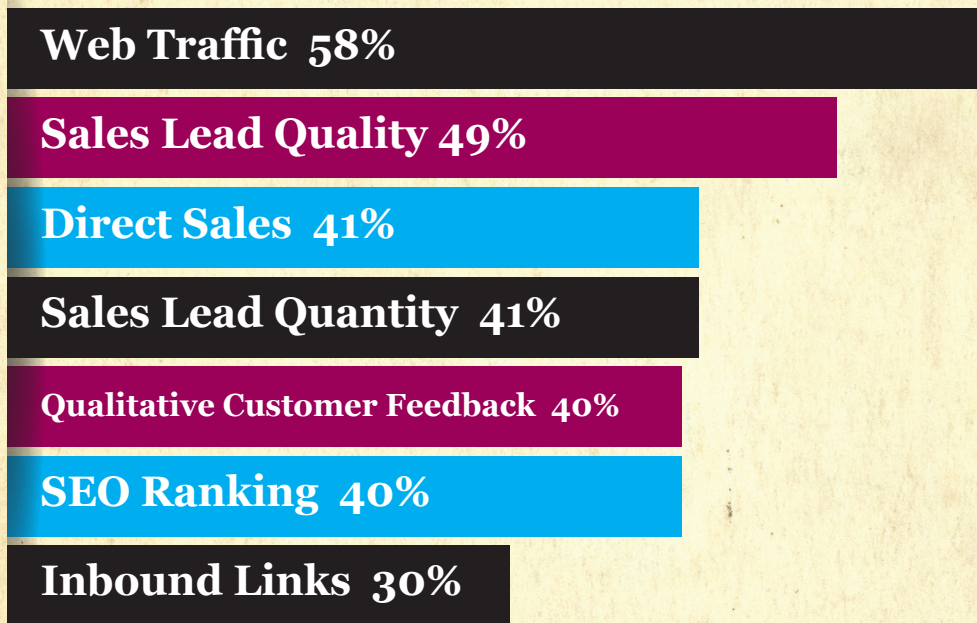
Lead Management 39%

B2B Content Marketing: 2012 Benchmarks, Budgets and Trends
www.contentmarketinginstitute.com

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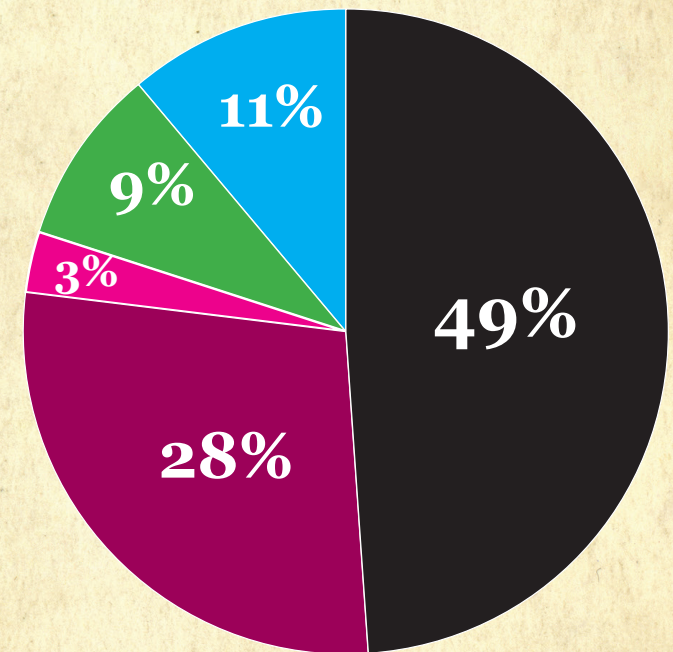
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Measurement Criteria for Content Marketing Success



B2B Content Marketing: 2012 Benchmarks, Budgets and Trends
www.contentmarketinginstitute.com

Content Marketing Spending (Over Next 12 Months)

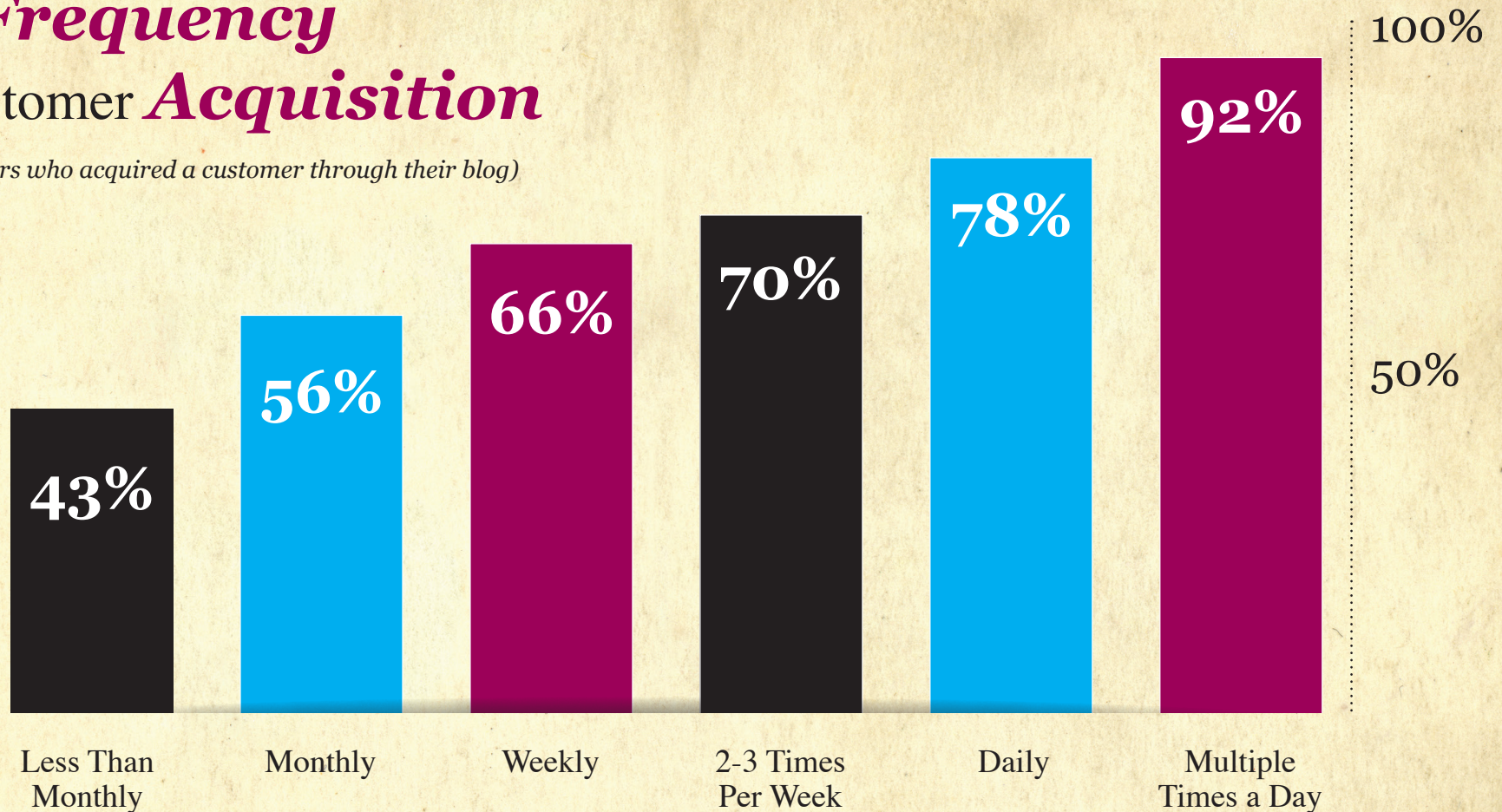


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Blog *Frequency* & Customer *Acquisition*

(% of blog users who acquired a customer through their blog)



The 2012 State of Inbound Marketing • www.hubspot.com/SOIM

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The Content Marketing Landscape

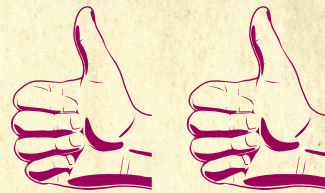
81% rated their blog as **USEFUL** or **BETTER**

≡ The Importance of Blogging ≡



Critical

25%



Important

34%



Useful

22%

The 2012 State of Inbound Marketing • www.hubspot.com/SOIM

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Content Marketing by the Numbers



Kuno recently did a thorough, 37-month examination of its website analytics. This led to splitting the data in half, pre-content marketing and full-fledged content marketing, in order to compare and contrast the effects content marketing has on a website's traffic and conversions across several inbound channels. *The following is a breakdown of website traffic & leads over time...*

2 to 3
BLOG POSTS
PER WEEK

+2 White Papers/year

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5 to 10
BLOG POSTS
PER WEEK

+12 White Papers/year
+1 Webinar /month
+1 Video /month

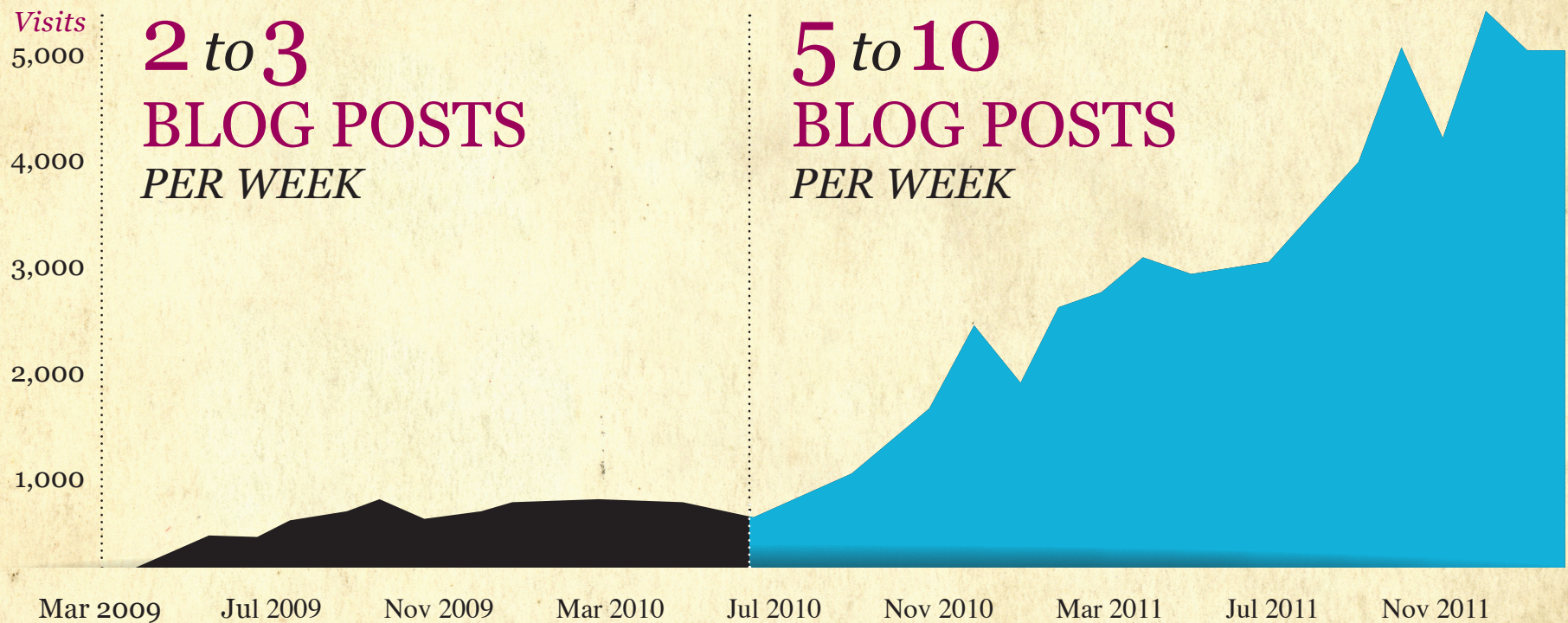


A Look at the Numbers



Organic Search Traffic

Mar 1, 2009 - Mar 30, 2012



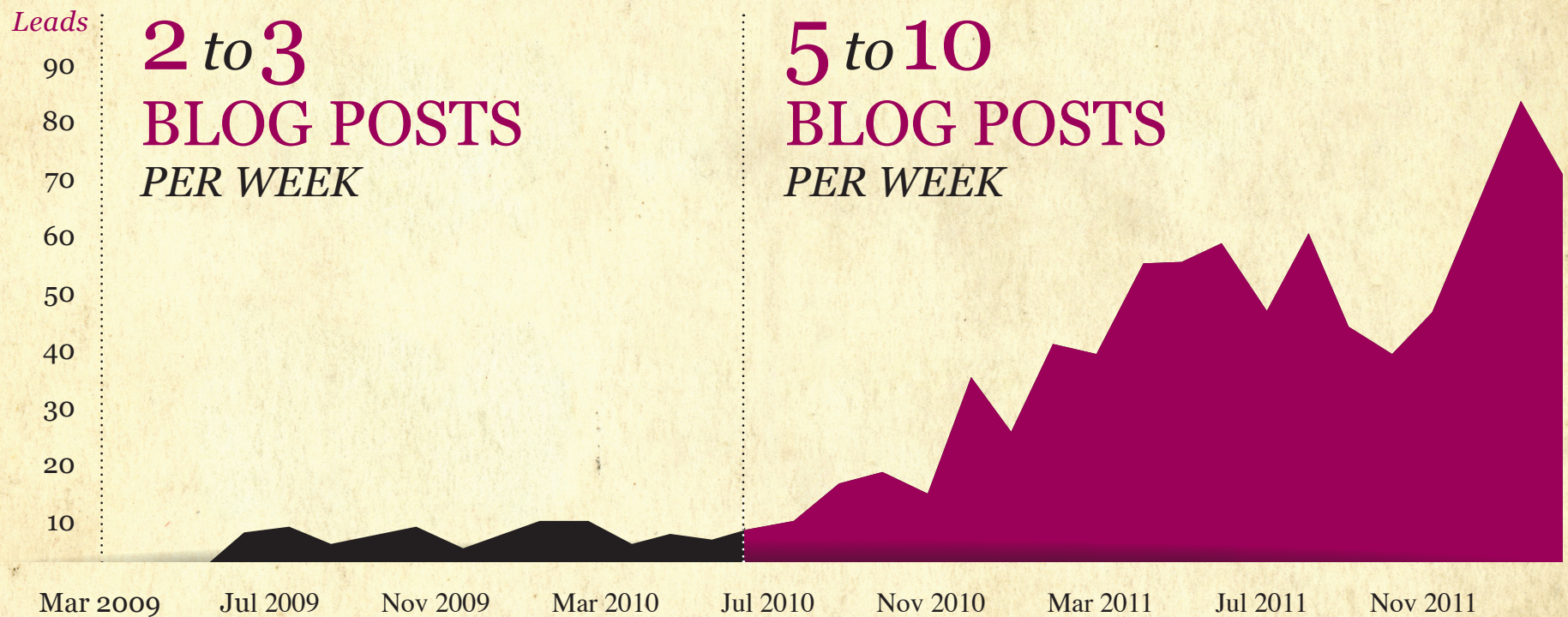
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A Look at the Numbers



Organic Search Leads

Mar 1, 2009 - Mar 30, 2012

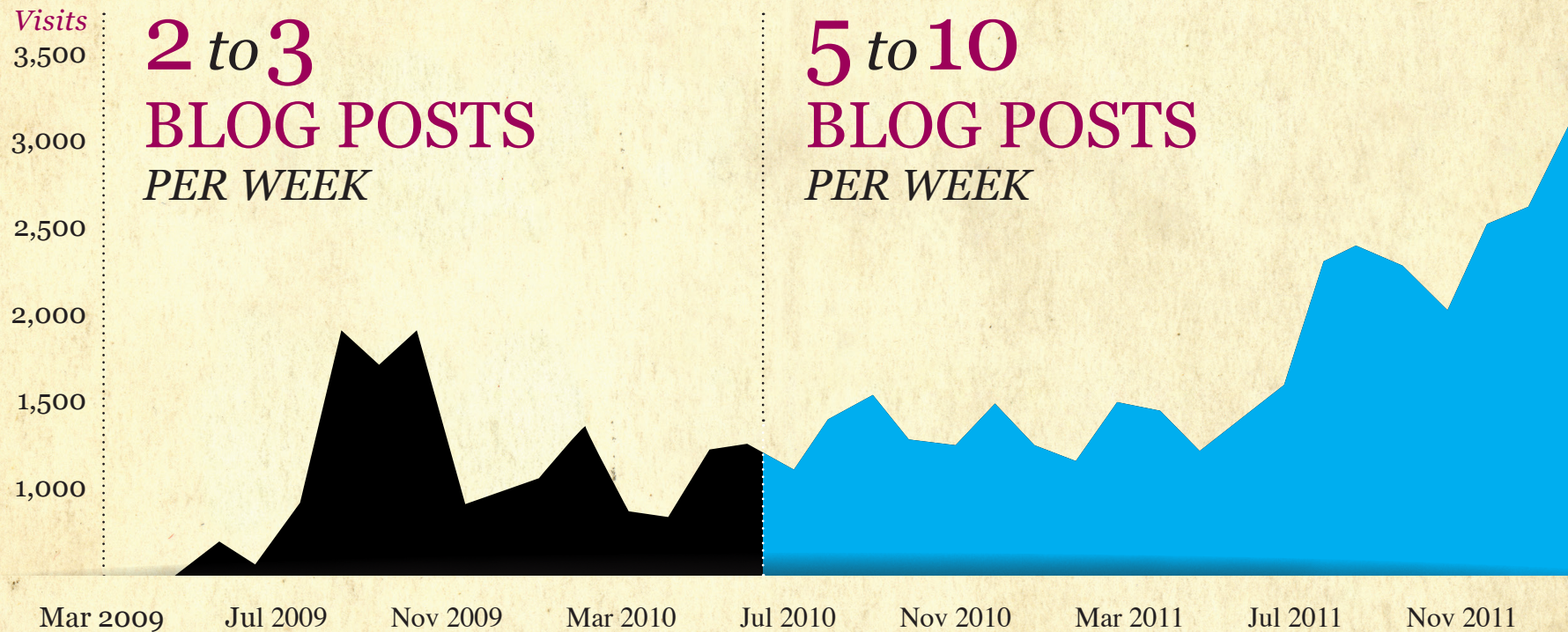


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A Look at the Numbers

Social Media Traffic

Mar 1, 2009 - Mar 30, 2012

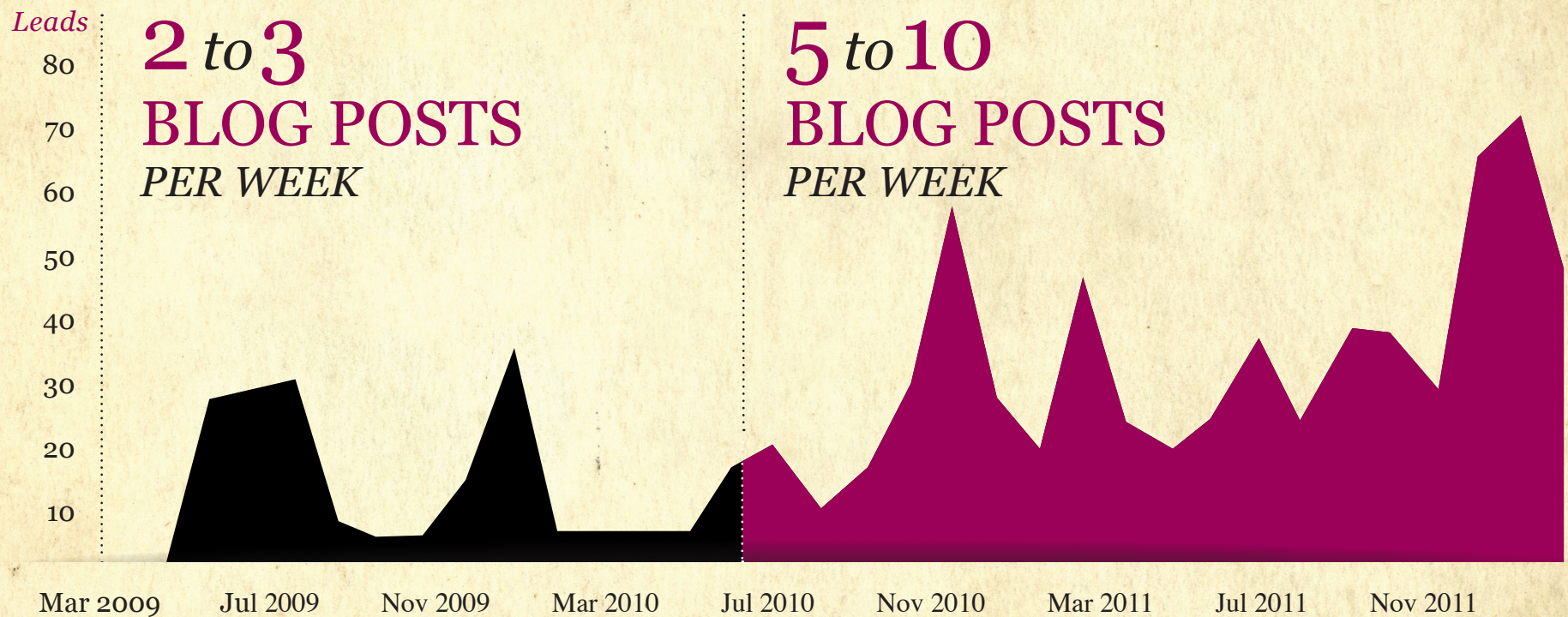


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A Look at the Numbers

Social Media Leads

Mar 1, 2009 - Mar 30, 2012



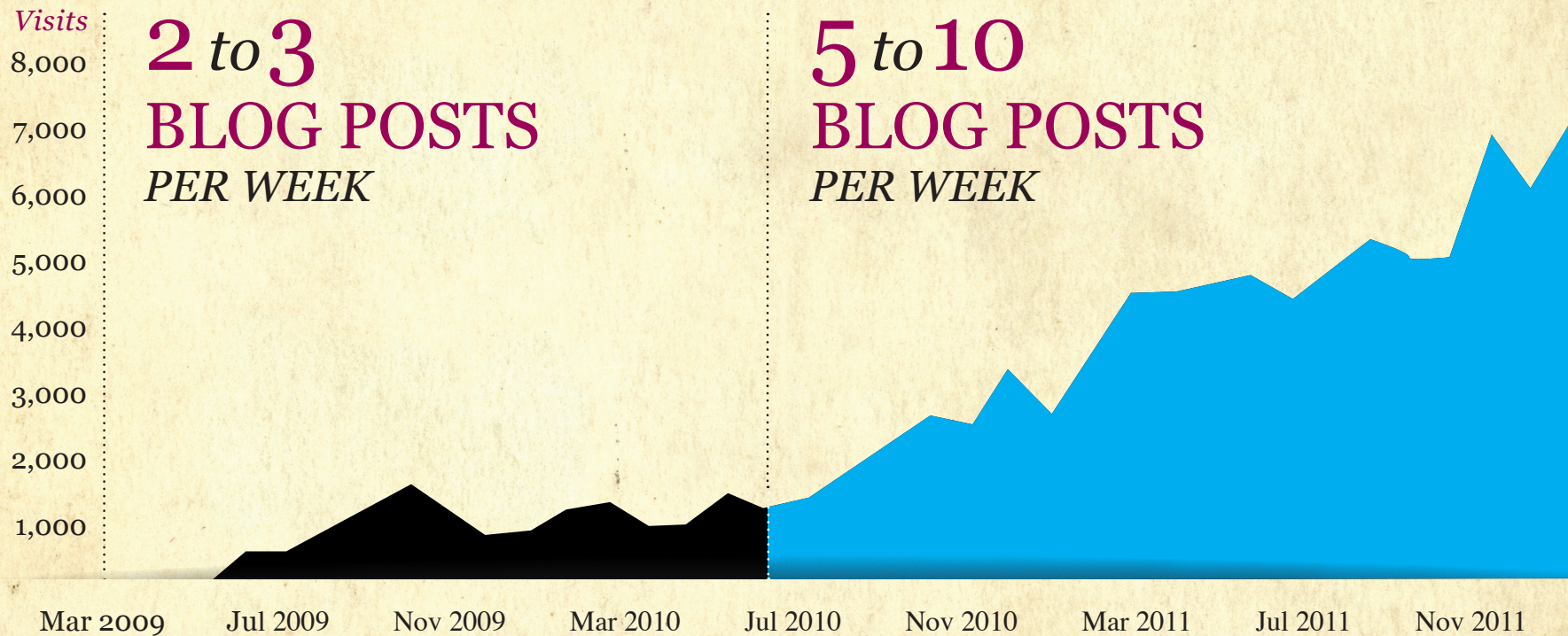
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Direct Traffic

Mar 1, 2009 - Mar 30, 2012



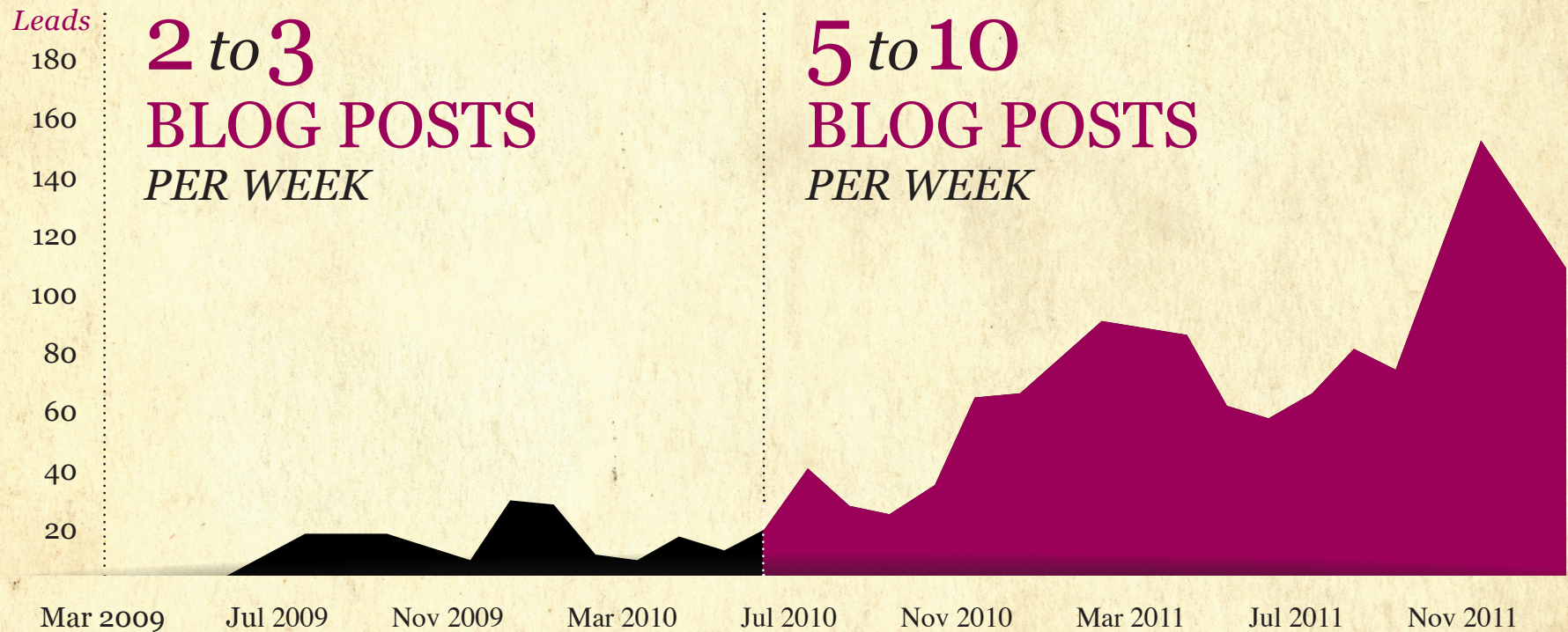
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A Look at the Numbers



Direct Leads

Mar 1, 2009 - Mar 30, 2012



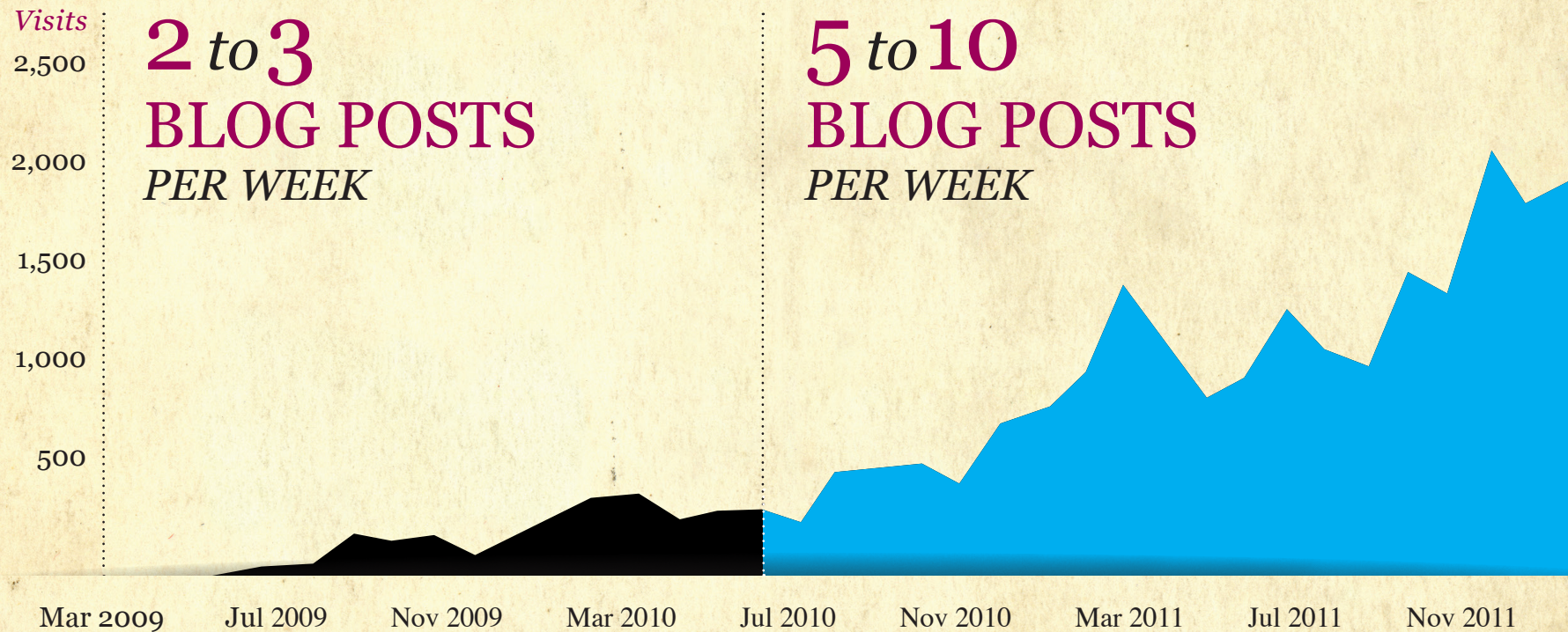
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A Look at the Numbers



Referral Traffic

Mar 1, 2009 - Mar 30, 2012



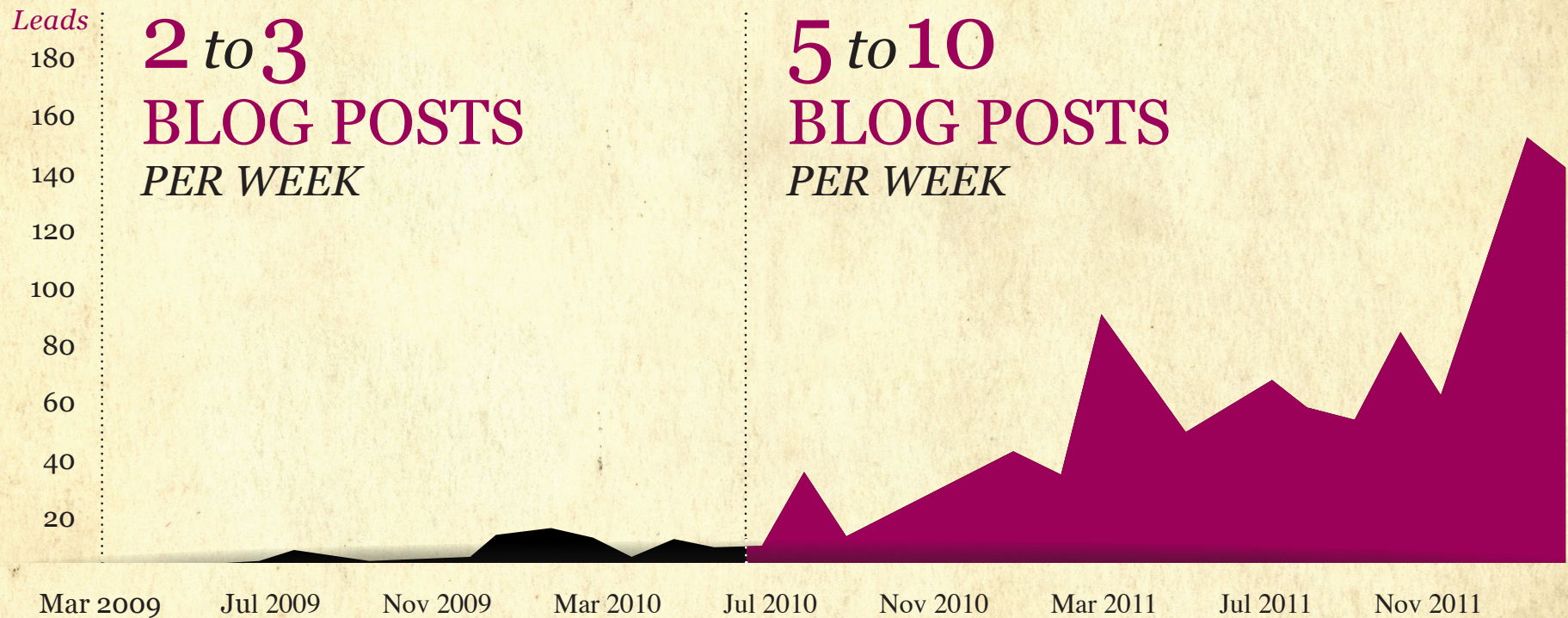
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A Look at the Numbers



Referral Leads

Mar 1, 2009 - Mar 30, 2012



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10 C's of Content Marketing



Armed with the 10 C's of content marketing, you'll be able to deploy more powerful and efficient campaigns that tell your brand's story, solve consumers' problems and/or entertain them in a robust and profitable fashion. They can help your marketing team grow most of the progressive metrics associated with online marketing success and can serve as a guide and checklist for deployment. From search engine optimization and referral traffic to social media marketing and sentiment management, content marketing has proven to be one of the most efficient ways for harvesting online marketing benefits.

In order to deploy content marketing successfully, consider these 10 C's. . .

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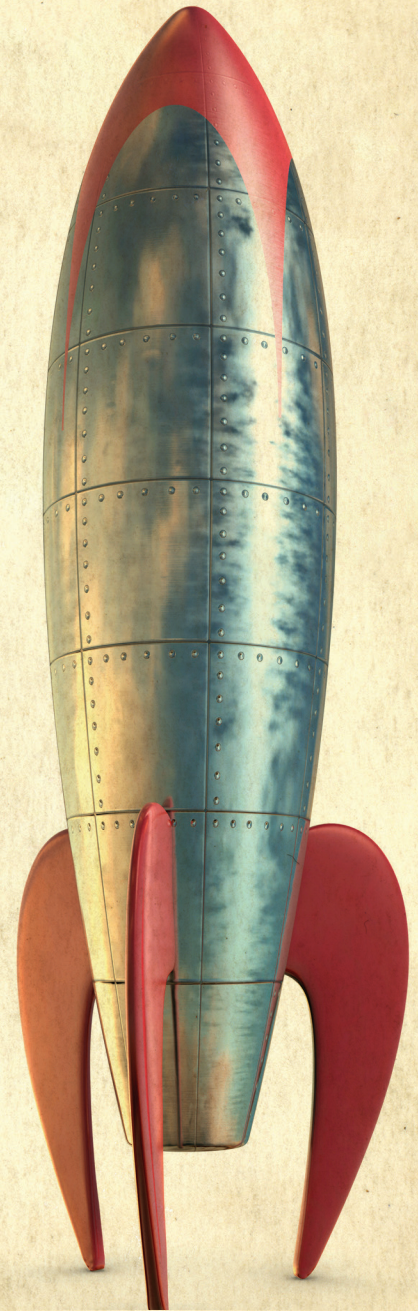
1 Content

There is no content marketing without content.

Content can take many forms, including blog posts, videos, podcasts, webinars, press releases, infographics, newsletters, whitepapers, downloads, guides, cheat sheets, ezines, ebooks, etc.

The more diverse the deployment the better.

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2 Consistency

In order to be successful, content must be deployed consistently.

This can be three times per week, three times per day or somewhere in between. According to HubSpot, the number of customers acquired through a blog is directly related to blog post frequency. Being consistent in content marketing will make customer acquisition more consistent, too.

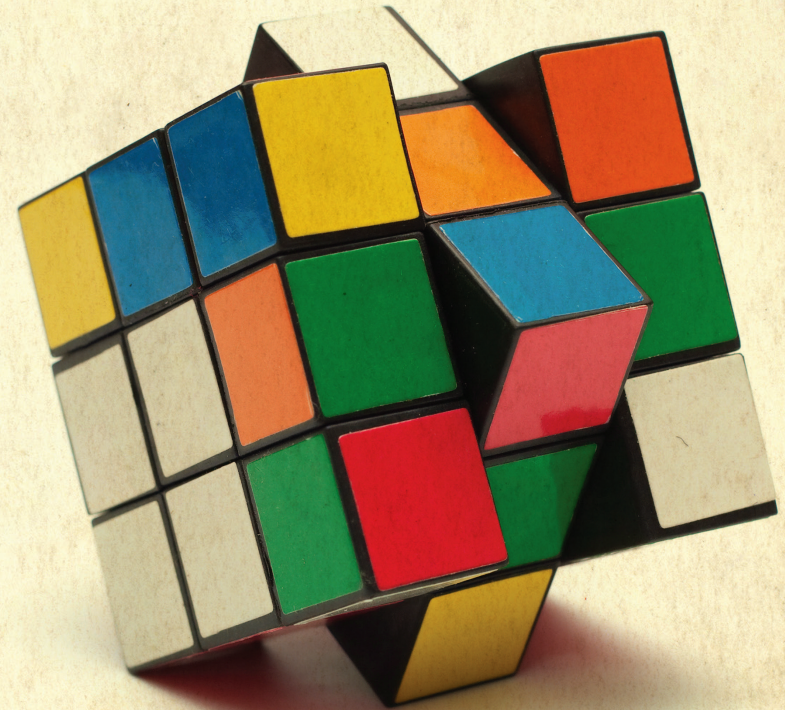


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3

Contagiousness

Good problem solving and/or entertaining content should be contagious. Make sure it's easily shared via social media by including share buttons on content pages. Enticing headlines increase the likelihood of the content spreading virally throughout others' networks.



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4

Compounding

With more than three years worth of web analytics, **it is clear that content marketing substantially benefits both search engine & referral traffic to a website.**

It is also clear that traffic and conversion increases from these sources compound and gain momentum over time and are directly related to publishing frequency.



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5 *Compulsory*

Given the current state of SEO, **content marketing isn't optional for doing well in search engines anymore.**

It's an absolute requirement for maximizing the number of keyword phrases that drive traffic to a website.

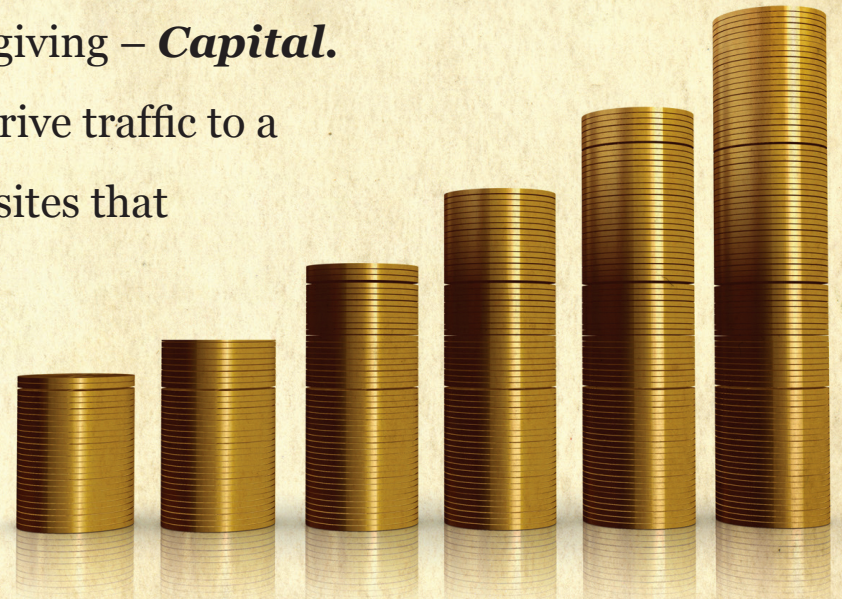


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6 *Capital*

This is hard for many to believe, but the **content produced in a content marketing campaign can be an appreciable asset.** It's the gift that keeps on giving – *Capital*.

Google and the other search engines may continue to drive traffic to a content page for years after publication. Referring websites that link to the content will most likely maintain that link forever. Lastly, the content produced, regardless of when, can be shared with prospects by the sales staff to overcome objections in order to nurture prospects down the funnel.



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7

Concurrently

With capacity being a challenge across all organizations, it is critical to create content concurrently. Most call this content repurposing. Rather than making one stand-alone slide presentation for a webinar, consider taking each slide and using it to produce blog posts. Also, consider taking a series of blog posts and using it to create a whitepaper. The possibilities are virtually endless. The key is to identify up front in the content planning process how many different types of content can come out of one or more finished products. *Have a repurposing plan and schedule.*

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8 Call-to-Action

Visitors to a website need to be told what to do next. CTAs are the most effective way to draw attention to advanced content, moral bribes or unique value propositions while telling visitors to download, sign up, watch or listen. They can be deployed using graphics, audio instruction in a video, or lines of text in a blog post, whitepaper or download. CTAs allow content marketers to optimize profitable website action.



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9 *Creativity*

Of course, creativity is in the eye of the beholder. However, it's also **the secret sauce that makes a piece of content popular and desirable.**

It can be reflected online in the written word, video, audio, graphics and artwork. While most ideas distributed across the Internet in the form of content are not new, the most popular are successful because they were developed in a unique and creative way.

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10 Calendar

Saving the best for last, a content publishing schedule, complete with due dates, topics and go-live dates, is critical to successful content marketing. It holds people accountable and keeps things moving forward.



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Conclusion

Content marketing has a positive effect on organic search, referral and direct traffic while building social media reach and solidifying brands as industry thought leaders. Consumers are relying on the Internet more and more in order to make purchasing decisions. These facts are becoming more apparent to companies, both B2B and B2C, and budgets are shifting to reflect this.

If the aforementioned 10 C's are considered, acted upon and landing pages deployed, the content marketing campaign will improve website traffic, conversions, leads and, ultimately, customers. The only exception to this is if the quality of the content is poor. Even in the cases where the content isn't very palatable, modest improvements may follow.

However, if an organization can't create quality content and tell a story around its own expertise and passion, it probably isn't very good at what it does. No amount of content marketing will fix that.



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2012



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