



A Primer on Content Marketing: Thirty Ways to Make It Easier for Your Customers to Buy

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**“ . . . every piece of content matters,
every type of content has a role to play.”**

— Adapted, Jane Goodall

Introduction

Over the last several years, with little notice, the use of content marketing has grown exponentially. While good numbers don't exist, some say the total amount spent on this marketing category is more than \$25 billion a year.

Most marketers use some content marketing, in one form or another, in their communications mix. This category does not receive much media hype because most people don't realize it's become a major category of its own. Plus it lacks the intrigue of advertising, cache of public relations or the buzz of social media.

As the power of Internet marketing technology keeps expanding, and people continue to dislike traditional advertising, content marketing is gaining more credibility as a cost effective way to build brand performance and increase sales.

The purpose of this primer is to provide you the answers on how to master and use this powerful marketing tool.

No longer do magazines, newspapers, radio and TV networks control the distribution of content. Today, with the democratization of publishing, the ball is in your court.

Your challenge is to learn the language of relevant content that provides customers with the knowledge they need to make informed purchase decisions, and deliver it in a convenient and compelling way.

Over time, if you do it right, you will gain the confidence of the customer and become a trusted resource — the key first step in getting someone to buy.

How This Booklet is Organized

We have chosen to put the information you need to know in a short booklet form to make it easy to scan and comfortable to read.

For simplicity, the content is divided into two main sections: Questions & Answers and an Appendices Section that includes a Glossary of Terms.

Questions & Answers

■ The 54 most important things you need to know about content marketing are presented in a FAQ style to make it easier for you to learn. It is also recognized that many of you probably already know a fair amount about content marketing, so just skip around as appropriate.

Summary of Questions

1.Q. *What is content marketing?*

2.Q. *How does today's content marketing compare with that of the past?*

- 3.Q. *Where does content marketing fit in with the other forms of marketing?*
 - 4.Q. *Why is content marketing so popular today?*
 - 5.Q. *Why do you need content marketing?*
 - 6.Q. *If already using content marketing, how you do move to the next level?*
 - 7.Q. *Why do some people describe content marketing as soft-marketing?*
 - 8.Q. *How much does content marketing cost?*
 - 9.Q. *What type of people should you use to help with content marketing?*
 - 10.Q. *How do you measure the results of content marketing?*
 - 11.Q. *Are there any economies of scale in content marketing?*
 - 12.Q. *How do you know when your content is good enough?*
 - 13.Q. *How many formats of content marketing are there?*
 - 14.Q. *How many content formats are needed to make an impact on your target?*
 - 15.Q. *Should you outsource content marketing or do it with in-house staff?*
 - 16.Q. *What constitutes a content marketing campaign?*
 - 17.Q. *How do you get your content seen or heard by your target audience?*
 - 18.Q. *Do people ever get tired of too much content marketing?*
 - 19.Q. *How much content exposure do people need before deciding to buy?*
 - 20.Q. *How does content marketing interact with an organization's Web site?*
 - 21.Q. *How does content marketing interact with social media?*
 - 22.Q. *Is content marketing better suited for a product or a service?*
 - 23.Q. *Is content marketing better than advertising?*
 - 24.Q. *Does content marketing help with search engine rankings?*
 - 25.Q. *How effective are formats like white papers?*
 - 26.Q. *Aren't white papers too academic for most product or service categories?*
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- 27.Q. *How much effort should you put into marketing your content?*
 - 28.Q. *How do you market your content?*
 - 29.Q. *If you don't have any content, where should you start?*
 - 30.Q. *How can content marketing help increase your brand's performance?*
 - 31.Q. *What are the first steps in developing a content marketing plan?*
 - 32.Q. *How long does it take to create content marketing pieces?*
 - 33.Q. *Is there a process for content marketing that makes it easier to produce?*
 - 34.Q. *Should you use any pre-packaged, off-the-shelf content?*
 - 35.Q. *What are some of the common sources for finding content material?*
 - 36.Q. *How important are interviews in creating content marketing material?*
 - 37.Q. *How high in quality should the various content formats be?*
 - 38.Q. *How helpful is the Internet in researching your writing project?*
 - 39.Q. *How many people does it take to produce content marketing material?*
 - 40.Q. *How many pages are normally involved with the various content formats?*
 - 41.Q. *How important are podcasts in delivering content messages?*
 - 42.Q. *Where should you put content marketing material on your Web site?*
 - 43.Q. *What is the most important content marketing format?*
 - 44.Q. *How do you decide which content formats to use?*
 - 45.Q. *What is an example of cross-marketing a piece of content?*
 - 46.Q. *How long does a piece of content marketing last?*
 - 47.Q. *How does a brand's architecture fit into, or relate to, content marketing?*
 - 48.Q. *How do you handle acknowledgements, attributions and quotations?*
 - 49.Q. *When should you start marketing your content?*
 - 50.Q. *How long should I market my piece after its publication date?*
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- 51.Q. *Should you do any marketing, even just a little, in content marketing?*
- 52.Q. *How important are design and layout to content marketing pieces?*
- 53.Q. *Should content marketing be developed for mobile phones?*
- 54.Q. *Should you copyright your content?*



“The best way to become acquainted with a subject is to write a book about it”

— Benjamin Disraeli

Postscript

If there are any questions not covered that you would like answered, please contact us at comments@BrandingCommunications.com

About Content Marketing

The Q. and A.'s that follow are intended to give you enough knowledge and perspective so you can create and use content marketing like a pro.

1.Q. *What is content marketing?*

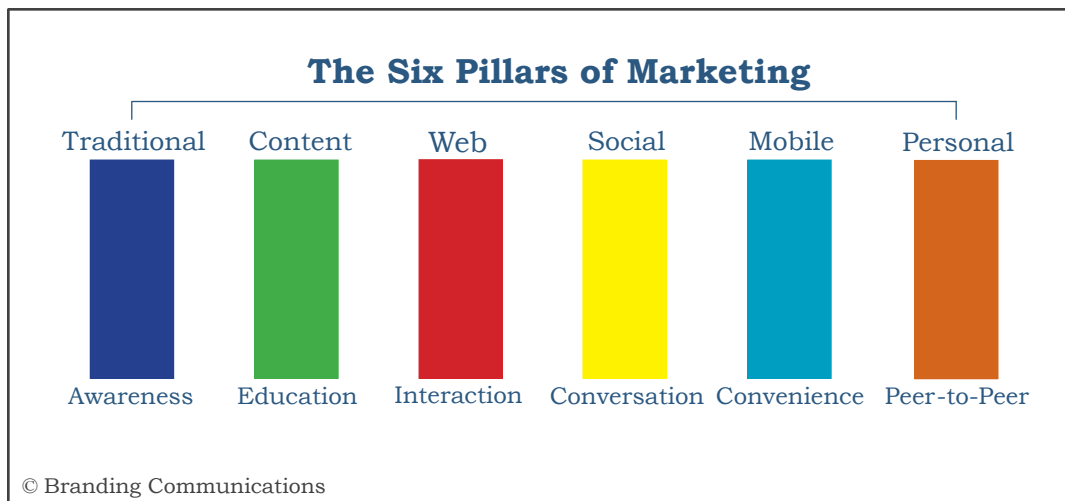
- A.** Content marketing is a term for all marketing formats that involve the creation or sharing of education-based content for the purpose of engaging current and potential customers. In contrast to traditional marketing methods (e.g., advertising) that aim to increase sales or awareness through interruption techniques, content marketing believes in the notion that delivering high-quality and relevant information to prospects and customers will help them make informed purchases decisions. It's customer-centric.

2.Q. *How does today's content marketing compare with that of the past?*

- A.** Before the advent of Internet technology and its ability to produce and distribute information, content marketing was somewhat limited in scope. Over the past ten years, however, the number and efficiency of formats, and the ability to market those formats at a low cost, has dramatically increased, the marketing power of this category.
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3.Q. *Where does content marketing fit in with the other forms of marketing?*

- A.** Although there is some overlap, content marketing is considered one of the six main categories of marketing. It's unique in that it's the only category that includes print, digital and personal campaigns.

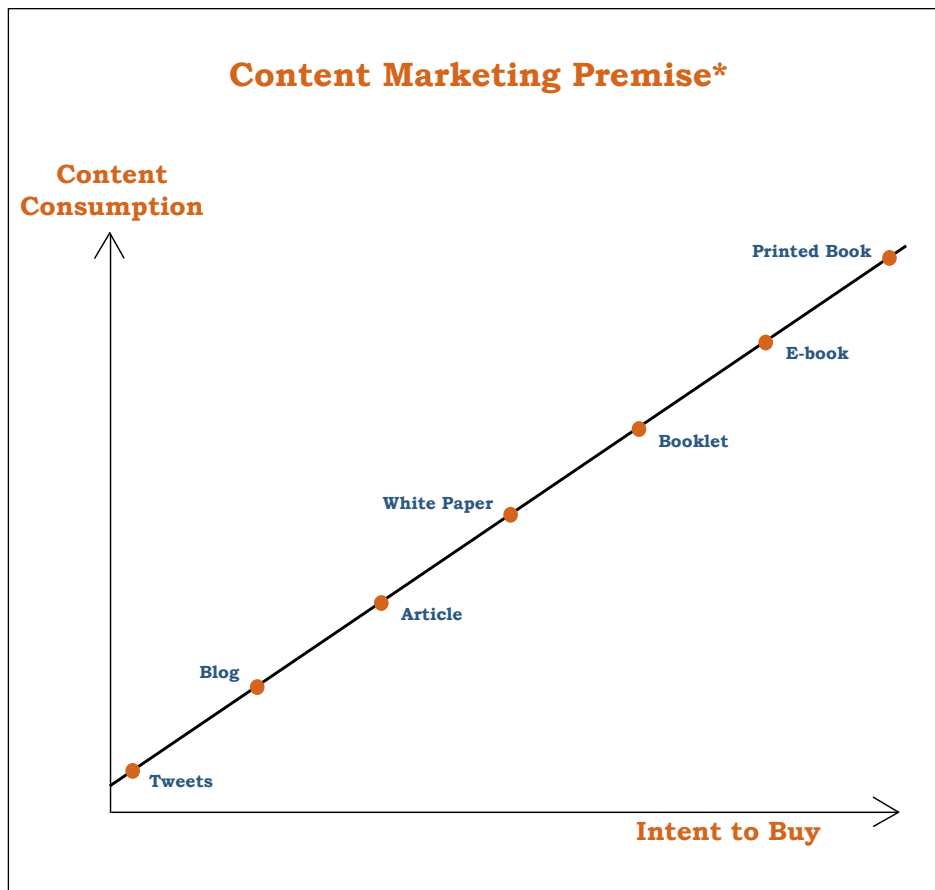


4.Q. *Why is content marketing so popular today?*

- A.** Content marketing continues to gain popularity because it has become easier and cheaper to develop, distribute and market than ever before. The number of formats available today numbers more than two dozen — giving you a wide range of opportunities to customize your message.

5.Q. *Why do you need content marketing?*

- A.** The primary reason is your customers need more information about your product or service to make, or justify, an informed purchase decision. The more your customers know about your brand, the easier it is for them to buy.



* The more people know about your brand, the more likely they are to buy.

6.Q. *If already using content marketing, how you do move to the next level?*

A. The best strategy in this situation is to add additional content marketing formats and bundle them into integrated content campaigns supported by multiple marketing efforts.

7.Q. *Why do some people describe content marketing as soft-marketing?*

A. Content marketing is considered soft-marketing, or branding-lite, because it's primarily education-based. Its approach is to help people get better informed, as opposed to try and force an immediate sale. You want the sale, but you would rather do it in a way that's comfortable for the buyer so they become a customer for life.

8.Q. *How much does content marketing cost?*

A. It depends on the format you use, whether any content exists, and whether you count staff time, etc., but it generally is a lot less than traditional media. For example, an e-zine vs. a printed newsletter eliminates the printing costs, envelopes and postage, but either of these are much cheaper than advertising on TV. In the B to B market, a rough rule of thumb is to allocate 20-25% of your marketing budget to content marketing.

9.Q. *What type of people should you use to help with content marketing?*

A. Because almost everything in content marketing involves some form of writing, you should recruit people with both expert subject knowledge and superior writing skills. If you are looking for someone part-time, a high school or college professor, or a journalist, would probably be a good fit.

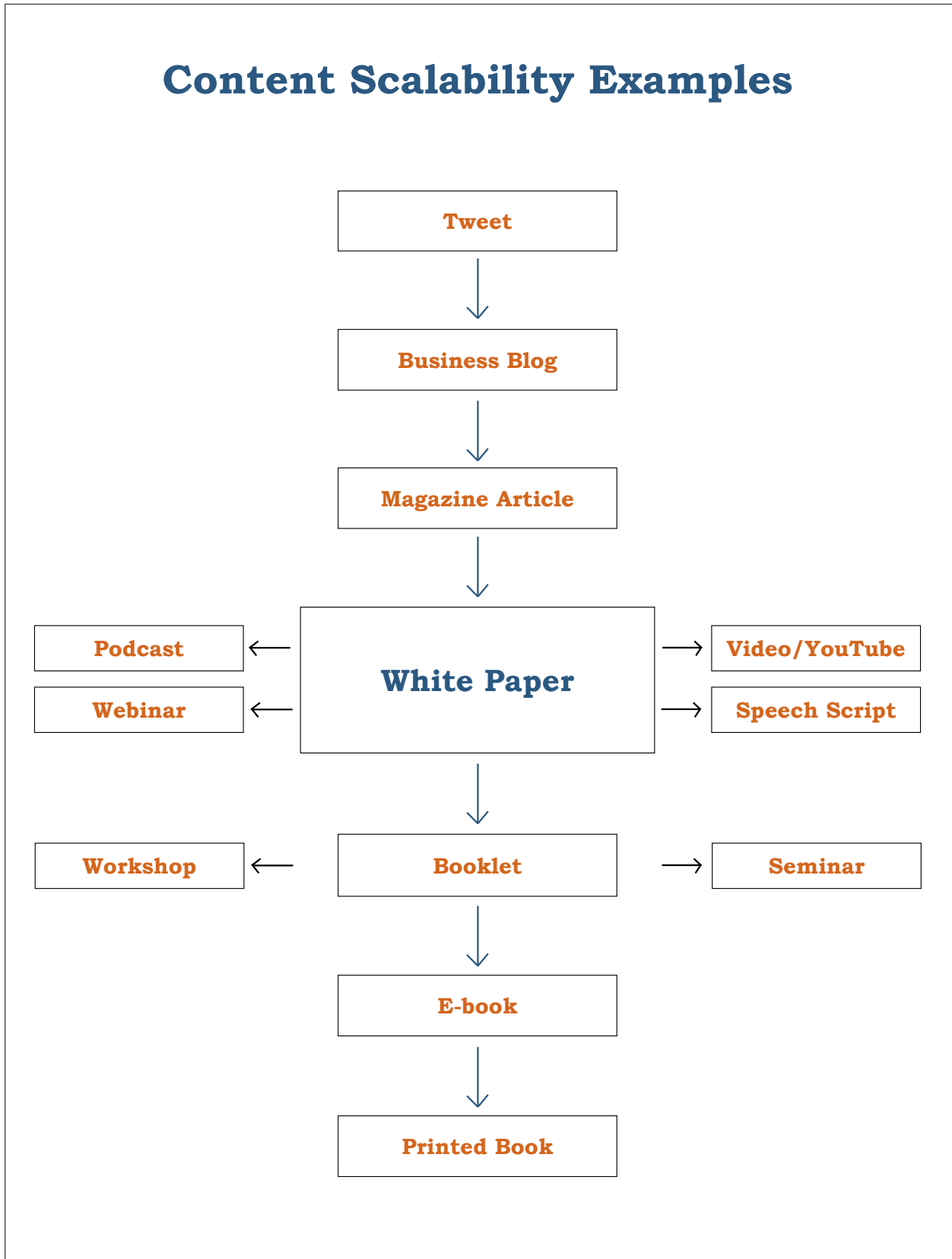
10.Q. *How do you measure the results of content marketing?*

A. As a guide, try to apply the same metrics you use for your other forms of marketing. It might seem complicated — like measuring advertising — but you can measure the digital parts by using Google Analytics, (e.g., how many times a white paper is downloaded, etc.). It is also difficult because with soft-marketing, the sales cycle might be a little longer, and when content marketing is integrated with other forms of marketing it's hard to measure a discrete action.

11.Q. *Are there any economies of scale in content marketing?*

A. There are, and this is one of its biggest advantages. Because the content is often scalable, both vertically and horizontally you can repurpose content into various formats with minor adjustments to copy. For example, maybe a series of blogs can be aggregated into a white paper, or a series of white papers can be developed into an e-book. The chart on the next page illustrates some scalability examples.

Content Scalability Examples



12.Q. *How do you know when your content is good enough?*

- A. Content is good if it is well written and provides the relevant information a person needs to formulate or justify a decision.

13.Q. *How many formats of content marketing are there?*

- A. There are 30+ forms of content marketing, and the category is growing. The key is to focus on those that will best reach your target.

Examples of Content Formats		
Booklet	Media Kit	Seminar
Brand Story	Monograph	Speech Script
Business Blog	Newspaper Article	Special Reports
Case Studies	Online Video	Teleseminar
Custom Magazine	Podcast	Tip Sheet
E-Book	Primer	Twitter Stream
E-Zine	Printed Book	Webinar
Facebook Page	Print Newsletter	Web Site
Informational CD	Product Sheets	White Paper
Magazine Article	Resource Guide	Workshop

14.Q. *How many content formats are needed to make an impact on your target?*

A. The more the better, but five is considered the bare minimum if you are serious about building your brand's competitiveness and generating sales. For example, a Web site, business blog, e-zine, white papers and product or service sheets are a good foundation.

15.Q. *Should you outsource content marketing or do it with in-house staff?*

A. You can do either, but generally an organization will use a combination of in-house and outsource staff. Evaluate where your team's strengths are, then fill in the gaps with specialists from the outside.

16.Q. *What constitutes a content marketing campaign?*

A. It generally is a combination of formats (3+) targeted toward the same audience, run in conjunction with one another. A content marketing campaign can also work in tandem with other traditional marketing programs, with the Web often acting as the content distribution system.

17.Q. *How do you get your content seen or heard by your target audience?*

A. There are multiple free or low-cost ways to promote your content.

For example, putting a notice of a new white paper in more than one place on your Web site, adding an RSS feed, sending a tweet to your Twitter list, handing it out at trade shows, etc. See Q.28 for a list.

18.Q. *Do people ever get tired of too much content marketing?*

A. People will get tired of, or ignore, your content if you let it get stale or if it's not relevant. The key is to provide information customers and prospects need and look forward to receiving on an ongoing basis.

19.Q. *How much content exposure do people need before deciding to buy?*

A. The amount of content a consumer needs depends on whether it's a "considered" or an "impulse" purchase — and how insecure a buyer is in terms of cost, risk, etc. Generally, five or more content touchpoints over a 90 day period is considered a good start.

20.Q. *How does content marketing interact with an organization's Web site?*

A. Your Web site acts as your marketing hub — in one instance it's one of the most important formats of content marketing, and in another, it's one of the most valuable tools in distributing the various forms of educational content. For example, your Web site will be where most people will come to download a white paper, e-zine, video, podcast, e-book, etc.

21.Q. *How does content marketing interact with social media?*

A. The various social media platforms you use can also be one of the channels for distribution of your content, or it can also be a form of content, in and of itself. For example, a link on your Web site can help drive traffic to your blog or Twitter streams and vice versa.

22.Q. *Is content marketing better suited for a product or a service?*

A. It doesn't really matter if it is a product or a service. The difference is determined by the amount of information a person needs to make an considered or impulse purchase decision.

23.Q. *Is content marketing better than advertising?*

A. In many situations, yes. If immediacy or breadth of reach are not a key issue, content marketing campaigns are superior to advertising for some of the following reasons:

- It's almost free, if you don't count the cost of in-house staff.
- People don't hate content marketing. They look forward to it.
- Content marketing is able to tell the whole brand story in context; it's a long-form vs. a short-form of marketing.
- A good percentage of readers forward content marketing to others, and in some cases it can go viral. Very few ads are shared.
- Content marketing has a long shelf life because it can sit on your Web site forever, while advertising media is perishable.
- Decision-makers often rely heavily on content marketing vs. ads when researching a solution to a problem because it's judged to be information vs. hype.

24.Q. *Does content marketing help with search engine rankings?*

A. Fresh content posted on your Web site always helps with search engine rankings. For example, you should ensure in your white paper description (abstract) that you use descriptors, key words and meta tags appropriately to help your organic ranking.

25.Q. *How effective are formats like white papers?*

- A.** White papers are great for situations where a lot of information is needed. They help people make decisions. It's a step-up from the lead article in a newsletter with very little additional work. For example, white papers often get passed along to supervisors, whereas newsletters rarely do.

26.Q. *Aren't white papers too academic for most product or service categories?*

- A.** You should always pick a writing style based on the type of product or service you are trying to support, and the needs of the target audience you are trying to educate — sometimes being academic (or technical) is a good thing, but sometimes it may not be the right format choice.

27.Q. *How much effort should you put into marketing your content?*

- A.** You should put at least as much effort into marketing your content as you to do in developing it — and more as appropriate.
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28.Q. *How do you market your content?*

A. Listed below in the chart are some marketing suggestions.

Tips on How to Market Your Content

Traditional

- Submit adapted content to magazines/newspaper stressing its educational value.
- Issue press release on availability and submit to newswires, etc.
- Print and mail content to clients and key prospects.
- Hand out at events (e.g., trade shows).
- Put in corporate press/information packets.
- Co-market it with other brands.

Content

- Cross-link and reference your various content marketing formats, as appropriate.

Web

- Place content on your Web site in multiple locations.
- Optimize metatags for search engines.
- Offer Webinars to promote white papers, booklets, e-books.
- Employ keyword advertising on search engine sites.
- Use banner ads to drive traffic your Web site.
- Submit to Web sites that specialize in distributing articles.
- Send to your in-house e-mail database.
- Buy and send to a third-party e-mail list.
- Put link to your content in your e-mail signature block.
- Put your content into an online press kit.
- Translate content into a podcast.
- Submit to online syndication services.

Social Media

- Set up a Facebook page for your content.
- Post availability on your blog and Twitter accounts, etc.
- Invite readers to forward to a friend.
- Convert/adapt content to video version — e.g., YouTube.
- Make content available through RSS.
- Forward to bookmarking sites (e.g., Digg)
- Mention in online communities.

Mobile

- Develop app for content download from Web.
- Adapt content to e-readers and smartphones.

Personal

- Present at speaking engagements — have slides, white papers as leave-behinds.
- Use word of mouth.
- Get on business radio to discuss your content.
- Get testimonials to promote your education-based content.
- List Web URL of content media on your business card.

29.Q. *If you don't have any content, where should you start?*

- A.** One good place to begin is to define what branding objectives you would like to accomplish with this category of communications. Second, audit your competitors to see what content marketing they are currently using.

30.Q. *How can content marketing help increase your brand's performance?*

- A.** Content marketing, like all the marketing categories, helps build brands. However, content marketing, because it's considered long-form marketing, has some unique abilities that marketing tools like advertising do not. For example, because content marketing is education-based, it helps fill in some of the information gaps that a 30-second TV or radio spot cannot.

Content Marketing Can Help With:

- brand awareness
- brand credibility
- lead generation
- perception changes
- customer retention
- customer education
- start a dialogue
- sales support

On the next page is a chart detailing various impacts by format.

Education-Based Content Marketing Impact*

Content Formats	Lead Generation	Brand Awareness	Thought Leadership	Perception Change	Customer Retention	Customer Education	Sales Support
Booklet	●	●	●	●		●	
Brand Story				●	●	●	
Business Blog	●		●	●	●	●	●
Case Studies			●	●		●	●
CD - Informational	●		●	●	●	●	
Custom Print Magazine		●	●	●	●	●	●
E-book	●	●	●	●		●	
E-zine	●	●	●	●	●	●	●
Facebook Page	●	●		●		●	
Magazine Article	●	●	●	●		●	
Media Kit		●		●		●	
Monograph			●		●	●	
Newspaper Article	●	●	●	●		●	
Online Video/YouTube	●	●		●	●	●	●
Podcast	●	●	●	●	●	●	
Primer	●	●	●			●	
Printed Book	●	●	●	●		●	
Print Newsletter	●	●	●	●	●	●	
Product/Service Sheets				●	●	●	●
Resource Guide	●	●			●	●	
Seminars	●	●	●	●		●	
Speeches	●	●	●	●	●	●	
Survey/Special Reports		●	●	●	●	●	
TeleSeminar	●	●	●		●	●	
Tip Sheet	●	●	●			●	
Twitter Stream	●	●		●		●	
Webinar	●	●	●	●		●	
Web Site(s)	●	●	●	●	●	●	●
White Papers	●	●	●	●	●	●	
Workshops	●	●	●	●		●	

* Adapted from *Get Content, Get Customers*, Pulizzi & Barrett

31.Q. *What are the first steps in developing a content marketing plan?*

- A.** The first several steps in developing a plan, after setting objectives, are to conduct an audit to determine what type of content assets your organization currently has, and make an honest appraisal of its quality. Most content marketing campaigns generally include a blend of repurposed current content, plus some new content, as appropriate.

32.Q. *How long does it take to create content marketing pieces?*

- A.** It varies by format, and depends on whether some content is available or if 100% has to be researched and created from scratch, but listed below are some rough estimates for various formats:

Estimated Time Requirements:

- | | |
|---------------------|-----------------|
| • tweet | 2 minutes |
| • blog post | 15 - 30 minutes |
| • magazine article | 1 - 2 weeks |
| • newsletter/e-zine | 2 - 4 weeks |
| • white paper | 3 - 6 weeks |
| • booklet | 4 - 8 weeks |
| • e-book | 6 months |
| • printed book | 1 year |

33.Q. *Is there a process for content marketing that makes it easier to produce?*

- A.** There is, but it will vary by the type of format you decide to use. For example, the diagram below shows an example of a process flow for developing and marketing a white paper. It is recommended that you develop a process for every type of format you use.



34.Q. *Should you use any pre-packaged, off-the-shelf content?*

A. It is not advisable. Most readers today view this type of content as a short-cut, and it may reflect negatively on your brand.

35.Q. *What are some of the common sources for finding content material?*

A. It's reviewing what written or audio/video materials that are available to you, plus reviewing what you can get from public sources (e.g., Internet, related white paper, brochure, etc.).

Examples of Internal Source Material

- product sheets
- brochures
- catalogues
- ads
- press releases
- press kit
- case studies
- newsletters, e-zines
- article reprints
- copies of speeches
- Web site
- podcast
- videos
- special reports
- company blog
- manuals
- proprietary CD-roms
- technical papers
- previous white papers
- PowerPoint presentations

Adapted from "The White Paper Marketing Handbook."

36.Q. *How important are interviews in creating content marketing materials?*

- A.** It differs a little by format, but according to Robert Bly, who wrote “The White Paper Marketing Handbook,” it’s about 80% written or recorded source material and approximately 20% interviews.

37.Q. *How high in quality should the various content formats be?*

- A.** The quality of content marketing pieces needs to be consistent with the image of the brand as defined by the brand’s architectural blueprint. It is recognized that a blog is less formal than a white paper, but your content quality needs to be equal or surpass your competition’s in similar formats. Every piece of communication reflects on your brand.

38.Q. *How helpful is the Internet in researching your writing project?*

- A.** Very helpful, but you need to verify the factual accuracy of the information that turns up. Pre-Internet, it was very hard to write a lot of the content formats because of the lack of information. Today, it’s just the opposite.
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39.Q. *How many people does it take to produce content marketing material?*

A. It varies by the content format you choose. For example, one person can write a blog, a product sheet or a magazine article, but writing a white paper or a booklet generally takes a team.

If you are creating a white paper, it might take as few as three people or as many as seven. The difference is how many various functions each individual can do.

Required White Paper Skill Sets:

- project manager
- researcher
- subject matter expert (SME)
- writer
- editor
- proofreader
- design/layout
- marketer

Tip: To streamline development of content marketing pieces, make sure every member clearly understands the objectives, the timeline, and what roles everybody plays.

40.Q. *How many pages are normally involved with the various content formats?*

A. It varies by situation, but the chart below can be used as a guide.

Estimated Content Size	
Formats	Avg. # of Pages
Tweet	2 sentences
Business Blog	1/2 - 1
Case Study	1
Product Sheet	1
Tip Sheet	1 - 2
E-Zine	1 - 3
Article	1 - 4
White Paper	8 - 12
Special Report	8 - 20
Booklet/Primer	15 - 25
Custom Magazine	24 - 32
E-Book	50+
Printed Book	100+

41.Q. *How important are podcasts?*

A. About 5% of customers prefer to get their information via podcasts. It is viewed as valuable because it allows them the luxury of getting the information wherever they want (gym, car, bus, beach), whenever they want, with the least amount of effort. You can produce a podcast for less than \$1,000 and it can be as simple as having someone read your white paper into a microphone and upload it to your Web site for downloading.

42.Q. *Where should you put content marketing on your Web site?*

A. First, you should put the content where it fits best in context. For example, a press release should be put in the media relations section of the Web site. Second, new content releases, as appropriate, should be flagged or linked off the home page for an introductory period of time. Third, any brand that will produce a considerable variety of content formats should have a separate 'resources' section where all the most popular formats can be archived. This section should be carefully planned so it gives the visitor the impression that everything they need to know about the brand is right there.

43.Q. *What is the most important content marketing format?*

A. Your Web site — because your Web site is your brand. It's the first place where prospects will go to seek information about your brand.

44.Q. *How do you decide which content formats to use?*

A. There are several key components to consider when selecting format types. First, some types of information lend themselves better to certain types of formats than others. For example, a position on a subject may lend itself better to a white paper than a primer or monograph.

Second, you need to recognize that people, no matter what the subject matter, want to get information delivered to them in different ways. You need to segment your market and determine what works best. For example, the younger, under-40 crowd will definitely want your content digitally — not in a paper format.

Third, you need to consider how your content will be marketed. A white paper, for example, will normally be e-mailed to your target list, but a hard-copy might also be mailed to a group whose e-mails you don't have.

45.Q. *What is an example of cross-marketing a piece of content?*

- A.** When you write a new piece (article, e-book, white paper, etc.) you can reference other pieces of content you have written. This is most effective when done in a digital format with links.

46.Q. *How long does a piece of content marketing last?*

- A.** A content marketing piece can last indefinitely — as long as the information is still relevant or perceived as relevant. One way to extend the life of content is to review it periodically and update it appropriately. For example, an e-book (with no print edition) can easily go through as many editions as you like. This is one big advantage that the e-book format has over a printed book. The world changes so fast that written content starts to decay the instant it is published.

47.Q. *How does a brand's architecture fit into, or relate to, content marketing?*

- A.** A brand's architecture is the set of strategies that form the communications foundation for marketing tactics. When developing content, make sure you know what your brand stands for to ensure that the content you develop is consistent with the brand's objectives.
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48.Q. *How do you handle acknowledgements, attributions and quotations?*

- A.** This is a place where many of us may not do as good a job as we should. Be sure to make notes when you are researching your content. The more attributes you give, the more credible your piece will be. You can also benefit by association with link backs, where appropriate.

49.Q. *When should you start marketing your content?*

- A.** You should start marketing your content the instant you decide to write the piece. Well, you should start thinking about it, anyway. Actually, when you get close to finishing the project, and have settled on a headline or title, you can promote it on your Web site as ‘coming soon’.

50.Q. *How long should I market my piece after its publication date?*

- A.** You should market your piece as long as the content is still relevant. Remember, it is also important to look for ways to update and improve it so you have good reason to re-send it to your e-mail list.
-

51.Q. *Should you do any marketing, even just a little, in content marketing?*

A. The jury is split on this. Obviously, you don't want to do any hard marketing, but our opinion is no. Other than the acceptable (About the Author or Contact pages), we believe it is in bad form and will be ill received. Readers are very tuned-in to when you cross the line of helping them versus helping yourself.

52.Q. *How important are design and layout to content marketing pieces?*

A. The key is not to over design it. You want to be careful the design doesn't push the piece into looking like marketing collateral. Your objective should be to keep it simple, attractive and easy on the eyes.

53.Q. *Should content marketing be developed for mobile phones?*

A. Yes, as appropriate. A smartphone app linking to a Web site (or micro-page) will be almost be standard for most brands in the near future. Five billion people use cell phones vs 1.7 billion for the Internet. It's a market that should be planned for.

54.Q. *Should you copyright your content?*

- A.** It varies by format. You should check with your legal advisors on which ones should be, and which ones don't need to be. You obviously don't copyright your tweets, but your printed book would be. It's the grey area that you need advice on, and obviously it will differ by organizational policy.

Be patient. When the prospect is ready, they will give you the sale.



Postscript

If there are any questions not covered that you would like answered, please contact us at comments@BrandingCommunications.com

III. Appendices Section

- Glossary of Terms

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**Insanity: marketing the same way, over and over again,
and expecting different results.**

— Adapted, Albert Einstein

Glossary of Terms

This glossary is included to help you better understand the language of content marketing as it relates to marketing and branding. The descriptions are a blend of public information and the writers' experiences.



Booklet

A booklet is a little book or pamphlet of roughly 15 -25 pages.

Brand Story

A brand story is an executive summary of how a particular organization works and what it stands from a branding perspective.

Business Blog

A blog is a type of Web site, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. Many blogs provide commentary or news on a particular subject, e.g., a business; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability

of readers to leave comments in an interactive format is an important part of many blogs. In 2009, it was estimated there were approximately 30 million blogs with an aggregated readership of more than 100 million.

Case Studies

A case study is an in-depth investigation/study of a single individual, group, incident, or community. Case study methods involve an in-depth, longitudinal examination of a single instance or event: a case. They provide a systematic way of looking at events, collecting data, analyzing information, and reporting the results. As a result the researcher may gain a sharpened understanding of why the instance happened as it did, and what might become important to look at more extensively in future research. Case studies lend themselves to both generating and testing hypotheses.

Case studies are an important marketing element in answering

prospects questions regarding a firm's particular experience.

CD - Informational, Proprietary

CD is short for "computer disk" that holds digital information. Often is included as part of a printed book.

Custom Print Magazine

A custom print magazine is a publication, published by an organization on a regular schedule, containing a variety of articles, and information about the organization and to promote the products and/or services offered (e.g., GM High Performance Magazine). These magazines can be mailed or freely distributed at selected locations. Generally, they are 16-24+ pages in length and are more newsworthy than traditional marketing materials.

Digital Magazine

A digital magazine is a publication, published on the Web on a regular schedule, containing a variety of articles, and information. An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards

who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership. Online magazines are sometimes called webzines.

E-Book

An e-book (short for electronic book), also known as a digital book, is digital media equivalent to that of a conventional printed book. An E-book, as defined by the Oxford Dictionary of English, is "an electronic version of a printed book which can be read on a personal computer or hand-held device designed specifically for this purpose". E-books can be printed off or read on dedicated hardware devices known as e-Readers or e-book devices. Personal computers, some cell phones and tablets can also be used to read e-books. E-books can also have fewer pages (100+) as self-publishing has eliminated the need for extra "fluff" pages.

E-Zine

Also spelled Ezine, is a more specialized term appropriately applied to small magazines and newsletters distributed by any electronic method, for example, by electronic mail. Some social

groups may use the terms cyberzine and hyperzine when referring to electronically distributed resources. Similarly, some online magazines may refer to themselves as “electronic magazines” to reflect their readership demographics, and more importantly to capture alternative terms and spellings in online searches.

Magazine Article

A news or feature article that discusses current or recent news of either general interest or on a specific topic (e.g., political or trade news magazines, club newsletters, or technology news websites) published in a print magazine

Feature articles are nonfiction articles that intend to inform, teach or amuse the reader on a topic. The topic centers around human interests. Feature stories may include conventions found in fiction such as dialogue, plot and character. A feature article is an umbrella term that includes many literary structures: personality sketches, essays, how-to’s, interviews and many others

Media Kit

A media kit, often referred to as a press kit, is a pre-packaged set of educational materials of a person, company, or

organization distributed to members of the media for promotional use. They are often distributed to announce a release or for a news conference. A media kit generally exists in both printed and digital formats.

Monograph

A monograph is a written account about a single subject; a learned treatise on a small area of learning.

Newspaper Article

A newspaper article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader’s attention on a particular (or main) part of the article. The writer can also give facts and detailed information about a company or organization following answers to general questions like who, what, when, where, why and how.

Online Video

Video that has been uploaded to the Internet. Online video can reside on a company’s Web site or social media site (e.g., YouTube).

Podcast

A podcast is a series of digital media files (either audio or video) that are released episodically and downloaded through web syndication. The mode of delivery differentiates podcasting from other means of accessing media files over the Internet, such as direct download, or streamed webcasting. A list of all the audio or video files currently associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs software known as a podcatcher that can access this web feed, check it for updates, and download any new files in the series. This process can be automated so that new files are downloaded automatically. Files are stored locally on the user's computer or other device ready for offline use, giving simple and convenient access to content.

Primer

A primer is a small introductory book on a selected subject. Its purpose is to educate a person on that subject.

Printed Book

A printed book, in the context of content marketing, is generally a non-fiction

book that gives an in-depth look into a specific or broad subject. It normally has at least 150 pages, and is intended to educate the reader. It may contain technical or how-to information, lists of data, charts, definitions, processes and other educational information about a product, service or industry. A printed book may be written by one or more authors and often establishes the author as an expert on the subject. Generally sold in bookstores or from an online vendor such as Amazon. Often digitized into an e-book format for download.

Printed Newsletter

A newsletter is a regularly distributed publication (e.g., monthly or quarterly) generally about one main topic that is of interest to its subscribers. Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers, prospects or employees. Sending newsletters to customers and prospects is a common marketing strategy because of its low cost and ease of publication.

Product Sheet

Generally one page, or two-sided, in length, a product sheet describes the

features and benefits of a particular product or service. It can also include product specifications and pricing. It's primary use is to act as the most basic marketing tool in the sales process.

Resource Guide

A resource guide is a written source of information or expertise on a single subject. For example, a list of hotels in a particular geographic area.

Seminar

A group meeting with high level discussion on information on a particular subject matter.

Speech/PowerPoint/Script

A spoken presentation of information in person, to an audience, often using visual aids such as slides in a PowerPoint presentation.

Surveys

Surveys are used to collect quantitative or qualitative information about items from a representative sample group. A survey may focus on opinions or factual information depending on its purpose, and many surveys involve administering questions to individuals.

When the questions are administered by a researcher, the survey is called a structured interview or a researcher-administered survey. When the questions are administered by the respondent, the survey is referred to as a questionnaire or a self-administered survey.

Teleseminar

A monitored group meeting with high level discussion on information on a particular subject matter, with participants at multiple locations, participating remotely by phone.

Tip Sheet

A tip sheet is usually a 1 - 2 page how-to sheet focused on a particular subject.

Twitter Stream

The reverse chronological listing of tweets in a Twitter account.

Web Site

A Web site (also spelled website) is a collection of related web pages, images, videos or other digital assets that are addressed relative to a common Uniform Resource Locator (URL), often consisting of only the domain name, or the IP

address in an Internet Protocol-based network. A Web site is hosted on at least one web server, accessible via a network such as the Internet or a private local area network.

A Web page is a document, typically written in plain text interspersed with formatting instructions of Hypertext Markup Language (HTML, XHTML). A Web page may incorporate elements from other Web sites with suitable markup anchors. All publicly accessible websites collectively constitute the World Wide Web.

The pages of a Web site can usually be accessed from a simple Uniform Resource Locator called the homepage. The URLs of the pages organize them into a hierarchy, although hyperlinking between them conveys the reader's perceived site structure and guides the reader's navigation of the site.

A company's Web site is considered its face to the public and often acts as its main marketing hub.

Webinar

A webinar is a specific type of Web conference. It is typically one-way, from the speaker to the audience with limited audience interaction, such

as in a webcast. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter.

In some cases, the presenter may speak over a standard telephone line, while pointing out information being presented onscreen, and the audience can respond over their own telephones, speaker phones allowing the greatest comfort and convenience. There are web conferencing technologies on the market that have incorporated the use of VoIP audio technology, to allow for a completely Web-based communication. Depending upon the provider, webinars may provide hidden or anonymous participant functionality, making participants unaware of other participants in the same meeting.

White Paper

A white paper is an authoritative report or guide that often addresses issues and how to solve them. White papers are used to educate readers and help people make decisions. They are often used in politics and business, and technical subjects. In commercial use, the term "white paper" has also come to refer to documents used by businesses as a marketing or sales tool. According to

Michael Stelzer, “The term *white paper* is an offshoot of the term *white book*, which is an official publication of a national government. A famous historic white paper is the *British White Paper of 1922* (also known as the *Churchill White Paper*), which addressed political conflict in Palestine. Although white papers have their roots in government policy, they have become a common tool used to introduce technology innovations and products.”

Workshop

A workshop is a brief intensive course, a seminar or a series of meetings emphasizing interaction and exchange of information among a usually small number of participants. Often is used as a training session for a particular subject.



Reference Section

A deep debt of gratitude is to owed to those who authored the books listed below. It's not a complete list, but if read collectively, it will give you a better understanding of the issues addressed in this branding e-book.



The Anatomy of Buzz — Emanuel Rosen, Doubleday, 2000

Blog Marketing — Jeremy Wright, McGraw Hill, 2006

Corporate Blogging — Debbie Weil, Penguin Group, 2006

Facebook Marketing — Steven Holzner, Que Publishing, 2009

From Entrepreneur To Infopreneur — Stephanie Chandler, Wiley, 2007

Get Content, Get Customers — Pulizzi & Barrett, McGraw Hill, 2009

Leap! — Stephanie Chandler, Career Press, 2009

Professional Services Marketing — Schultz & Doerr, Wiley, 2009

The Twitter Book — O'Reilly/Milstein, O'Reilly, 2009

Twitter Power — Joel Comm, John Wiley & Sons, 2009

Twitter Revolution — Whitlock & Micek, Xeno Press, 2008

Twiterville — Shel Israel, Penguin Group, 2009

Web Copy that Sells — Maris Veloso, AMACOM, 2005

Words that Work — Frank Luntz, Hyperion, 2007

YouTube for Business — Michael Miller, Que, 2008

About the Authors

Dave Dunn is the managing principal of Branding Communications and BrandEquity Consulting, located in the San Francisco Bay Area. He has spent more than 35 years as a branding professional working for start-ups, Fortune 500 firms and not-for-profit firms.



He is recognized as an expert brand strategist and has gained hands-on experience with more than two dozen brands of some of the nation's largest firms. His experience includes new product introductions, brand building and brand restaging for:

- HP
- General Foods
- Warner Lambert
- Seagram's
- AT&T
- Cheeseborough-Ponds
- Heublein
- Georgia-Pacific
- Kentucky Fried Chicken
- Foster Farms
- Tenet Healthcare
- Oakland Airport

In 2002, Dave was honored as the "Entrepreneur of the Year" by the Oakland Metropolitan Chamber of Commerce. Dave is a graduate of Stanford University and has an MBA from the Wharton School of Finance and Commerce. He is active in the community and was chairman of the Oakland Convention & Visitors Bureau from 2005 - 2007.

Dave, a sought-after speaker, has authored numerous articles, a series of white papers, and written six e-books on branding:

- Branding: The 6 Easy Steps
- Inventing Big Ideas: On Demand
- Brand Architecture: Your Blueprint for Success
- Web Site Audit Handbook
- The Social Media Planning Guide
- A Primer on Content Marketing

Forrest W. Anderson

Forrest has 30+ years of branding, research and communications experience with numerous Fortune 500 companies. Companies he has worked with include:

- Disney
- Glaxo
- IBM
- McDonald's
- Nature Conservancy
- Sara Lee
- Cisco
- Weyerhaeuser
- Sun Microsystems
- Fujifilm



Forrest received a B.S. with distinction from the University of New Mexico and graduated from Northwestern's Kellogg School with an MBA in marketing and management policy. Forrest is a founding member of the Institute for Public Relations Commission for PR Measurement and Evaluation. He has written and co-authored a number of white papers and is a recognized leader in the marketing and market research community.

White Papers:

- Setting Measureable Public Relations Objectives,
By Forrest W. Anderson and Linda Hadley
http://www.instituteforpr.org/research_single/measureable_public_objectives/
- Additional articles at:
www.forrestwanderson.com/free.htm
<http://forrestwanderson.blogspot.com>

Books:

- The Social Media Planning Guide

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About the Firm

Branding Communications is a boutique communication services firm specializing in building brands. We focus on helping clients combine the latest marketing technologies with well thought-out brand strategies to optimize brand performance. Our focus is on social media, content marketing, Web, ideation and mobile media.