

The logo for 'creative' is displayed in a white, lowercase, sans-serif font. The background is a teal gradient with a blurred image of a person's profile wearing glasses.

creative

WEB DESIGN • UX/UI • ONLINE MARKETING

# How to Attract and Convert Leads with Content

Creative MMS & The Alternative Board



## Ben LeDonni

### CEO & Founder, CMMS

- Founded Creative in 2005
- Geeks out over using data to make marketing effective
- Loves to spend time outside with 3 kids, wife and dog, "Nova"



## Jennifer Greenjack

### Director of Marketing, CMMS

- 15 year marketing experience with 7+ years at an agency
- Always looking for unique ways to market digitally
- Loves to go 'glamping' with my husband and out 3 labs.

## Quick Poll Question to Kick Things Off

If you could choose ONLY one, what is your #1 most important goal for content marketing?

- A. Gain more eyeballs to my business
- B. Turn website visitors into sales opportunities
- C. Assist sales team with hot topics
- D. Build brand loyalty with current clients and evangelists



# What are we talking about

- Why Create Content?
- Your Audience and the Competition
- Where Should Your Content Live?
- SEO & Search Engines
- Building Trust
- Promoting Your Content
- Does All This REALLY Work?
- What Do I Do Next? [FREE Template]

**Stick Around for Our Strategic Marketing  
Plan Template**

# Why Do You Need Great Content?

**61% of  
consumers**  
are influenced by  
custom content

(HubSpot)

Companies with 30+  
landing pages on their  
website generated  
**7X more leads**  
than companies with 1 to  
5 landing pages

(HubSpot)

Conversion rates are  
**6x higher**  
for content marketing  
adopters than non-  
adopters  
(2.9% vs 0.5%)

(Aberdeen)

# More Reasons Why You Need Great Content

Content marketing costs

**62% less**

than traditional marketing  
and generates about

**3x**

as many leads.

(Demand Metric)

While roughly

**60% of marketers**

stated that content marketing is 'very  
important' or 'extremely important' to  
their overall strategy, only

**24% of marketers**

plan on increasing their investment in  
content marketing in 2020.

(Demand Metric)

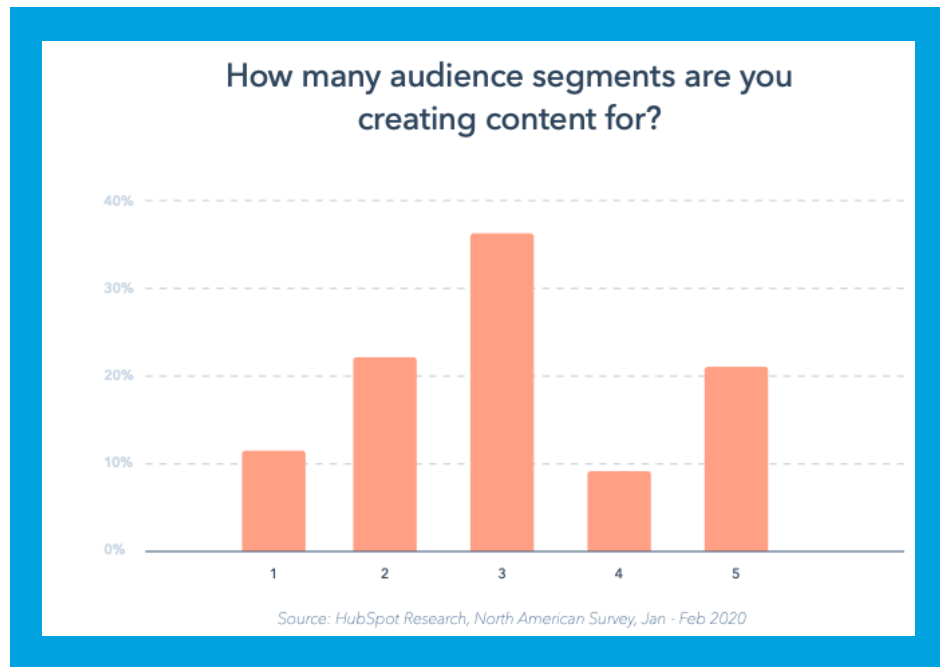
# It All Starts with Identifying Your Audience

Help ensure that all activities involved in acquiring and serving your customers are tailored to the targeted buyer's needs.

- **Create content for multiple audiences** (3 audiences tend to be most common)



- KISS: Top 2-3 personas = **80-90% of your sales**





**MAGGIE, 52**

#### DEMOGRAPHICS



Owens a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.



Human Resource Director of a small media company for 5 years with a \$68,000 salary.



Happily married for 12 years with 2 sons and a household income of above \$220,000.



Well educated with an HR degree from a state university. Graduated without debt.

#### BEHAVIORAL IDENTIFIERS



Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.



Strong need for customer service and support. Values face to face communication and rewards systems.



Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.



Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.



Owens an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.



Well traveled in Europe. Prefers traveling in off peak times in chain hotels and loves pre-planned travel like cruises.



Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.



In very good health but very busy and often stressed. Visits group exercise programs.

# Facts You Need to Know About Your Personas

- What pain points and/or problems are they trying to solve?
- What questions do they ask and how do they ask it?
- Where do they go for information?
- What are their trigger points? What causes them to seek a solution?
- What is their ultimate goal(s)? How does your product/service help them reach that goal?
- What journey do they take from awareness to consideration to decision?

**Check out this example**



# Brian, the Brand Champion



## Background:

- CMO, Director of Marketing
- College degree, MBA perhaps
- Overwhelmingly male
- Average age of 52
- Described as:
  - Creative
  - Sharp
  - Decisive
  - Compelling
  - Visionary

## Goals:



- Wants to shape the company's image and recognition, as the champions for the brand
- Needs to define or evolve the marketing function
- Responsible for alignment and delivery of the company goals, not just marketing goals

## Challenges:



- Responsibilities have expanded; busy and stretched thin; time is valuable so succinct messages and presentations are critical
- Greater emphasis on their work in response to changes in the marketplace and the shift in a customer engagement
- Receives tremendous pressure from organizational leadership and Board to further the reputation and recognition of the company while also protecting the brand's integrity

## How the InnerView Group Can Help:



- Educate internal audiences (even the CEO) about the value and critical importance of smart, comprehensive marketing strategies
- Justify their budget and advocate for investments to the C-suite within the organization (and possibly their Board members)
- Can help advance their personal reputation and image as a professional and prove their value and impact on the bottom line

## Brian's Journey

- Realizes there is a disconnect in the company messaging
  - Learns of the disconnect through customer feedback, observations, other employees, or an assessment
- Seeks additional knowledge to define the real problem
- Begins researching the problem/solution
  - Needs to ensure any effort on brand alignment will result in positive, measurable changes
- Searches for a more defined solution - agency/company/consultant to help fine-tune brand messages and communicate to the organization
  - Uses referrals/recommendations from others
  - Conducts an online search

## Research questions Brian needs answered

- Who can help solve our internal messaging challenge?
- What will the results be and how will they be measured (metrics/ KPIs)?
- Is there a trusted partner who can guarantee high-performing results?
- Will this effort save time (because it cannot cost time and money without a measurable return)?
- How does it work?

A black and white portrait of a middle-aged man with short hair, smiling, wearing a dark blazer over a light-colored button-down shirt. He is standing with his arms crossed.

PERSONA ONE

## Brian, The Brand Champion

"The InnerView Group will support your brand goals and help the company as a whole by aligning your brand messaging for employees through to your customers."

BRIAN, THE BRAND CHAMPION

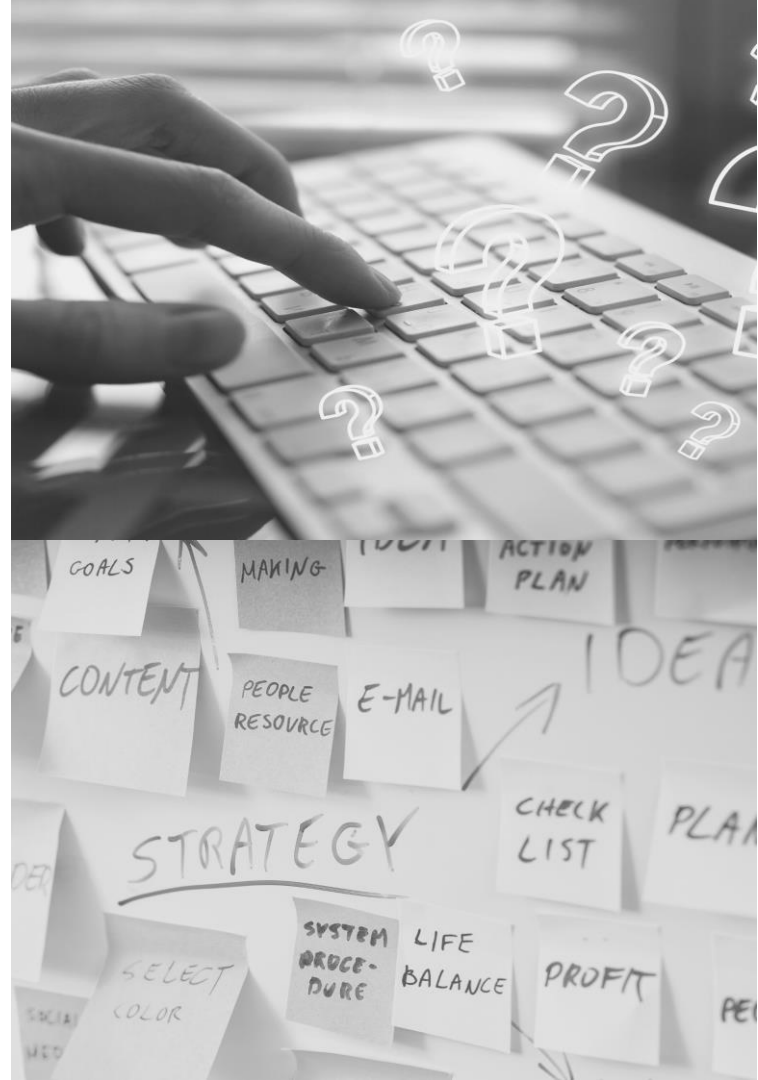
# Search Intent

## Keywords

- internal brand engagement
- brand alignment
- internal marketing strategies
- internal branding campaign
- internal marketing campaign
- customer experience

## Content Topic Opportunities

- Ensuring Brand Alignment from the Inside Out
- Motivating Employees through Internal Marketing Strategies
- Internal Branding Campaigns to Ensure Brand Understanding and Compliance
- Brand Alignment for Employees Results in a Better Customer Experience - Here's How
- Improving the Customer Experience through Brand Alignment



# Keep Your Eye on the Competition

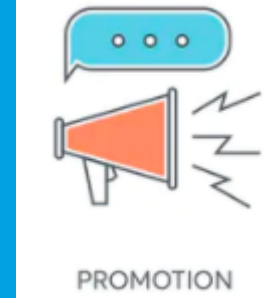
- Search for your persona's questions on Google
  - ◆ Helps you find your 'true' competitors
- What can you add to the conversation?
  - ◆ Identify and track them
  - ◆ SEO, etc.
- Where are they promoting their content?
  - ◆ Find the conversations
  - ◆ Understand the challenge



# Where Should My Content Live?

- Where your audience is looking for content
- Look at competition and promote content where they are as well

B2B Marketers use an average of  
**12 content marketing tactics**



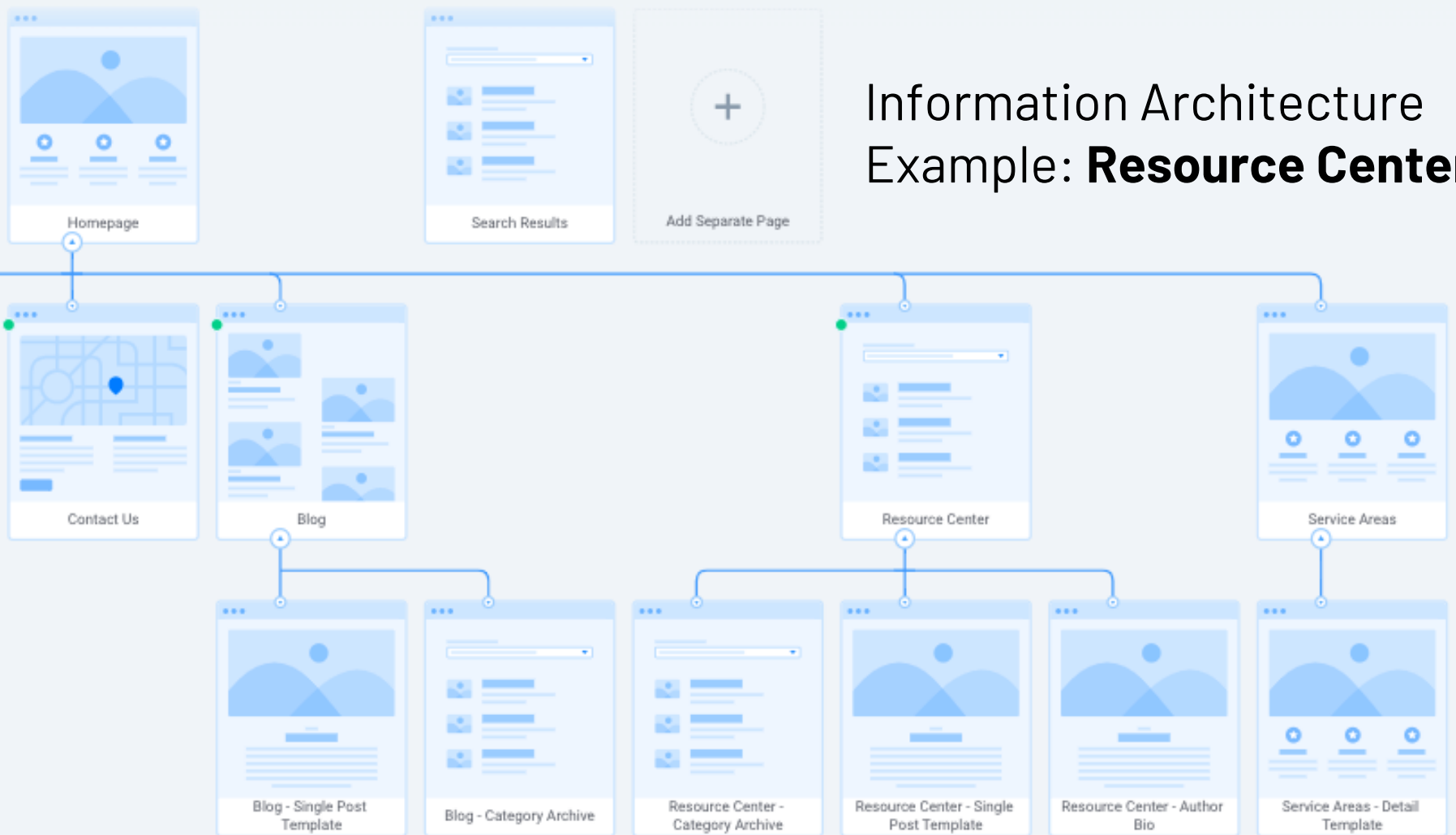
# On Your Website

- Simplicity in finding it, providing a quick and easy user experience
- Organization is key
- Use keywords/SEO but remember to speak conversationally to the prospect, lead, and customer
- Leverage data / KPIs to see what's working



# Information Architecture

## Example: **Resource Center**



## Resource Center

### Content Types

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Articles

Blog & News

White Papers

Webinars

Case Studies

Videos

### Articles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut laoreet, tortor ultrices varius sollicitudin, libero magna fermentum diam, eget trincidunt est mi et fells.

[View All Articles](#)

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

### Whitepapers

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut laoreet, tortor ultrices varius sollicitudin, libero magna fermentum diam, eget trincidunt est mi et fells.

[View All Whitepapers](#)

Excepteur sint occaecat cupidatat non proident


Excepteur sint occaecat cupidatat non proident

Excepteur sint occaecat cupidatat non proident

### Videos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut laoreet, tortor ultrices varius sollicitudin, libero magna fermentum diam, eget trincidunt est mi et fells.

[View All Videos](#)



Excepteur sint occaecat cupidatat non proident sunt



Excepteur sint occaecat cupidatat non proident sunt



Excepteur sint occaecat cupidatat non proident sunt

## Resource Center

### Content Types

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Articles

Blog & News

White Papers

Webinars

Case Studies

Videos

Filter by:

All

### Articles

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

 02/12/2020

Category Tag

Excepteur sint occaecat cupidatat non proident

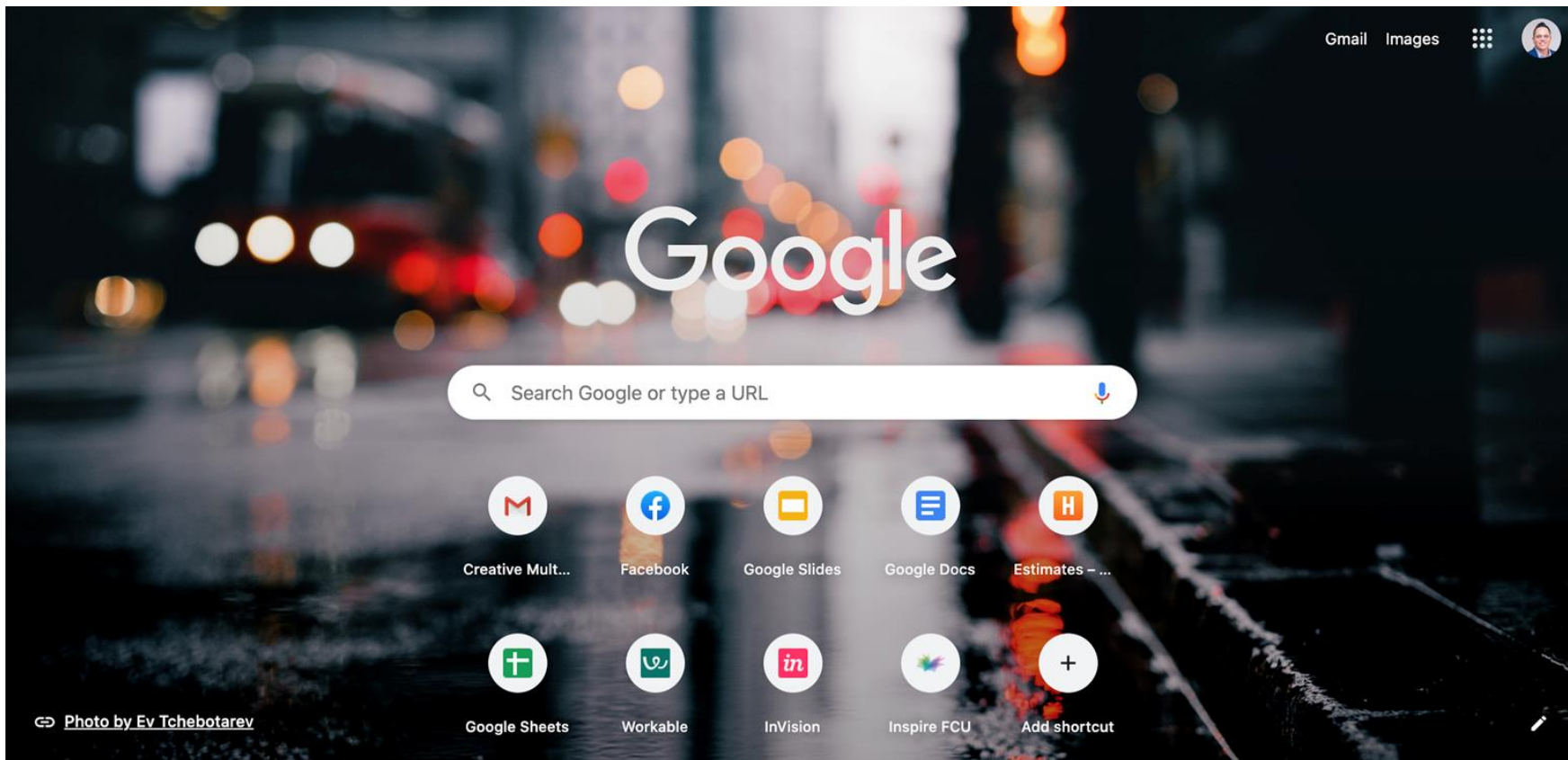
 02/12/2020

Category Tag

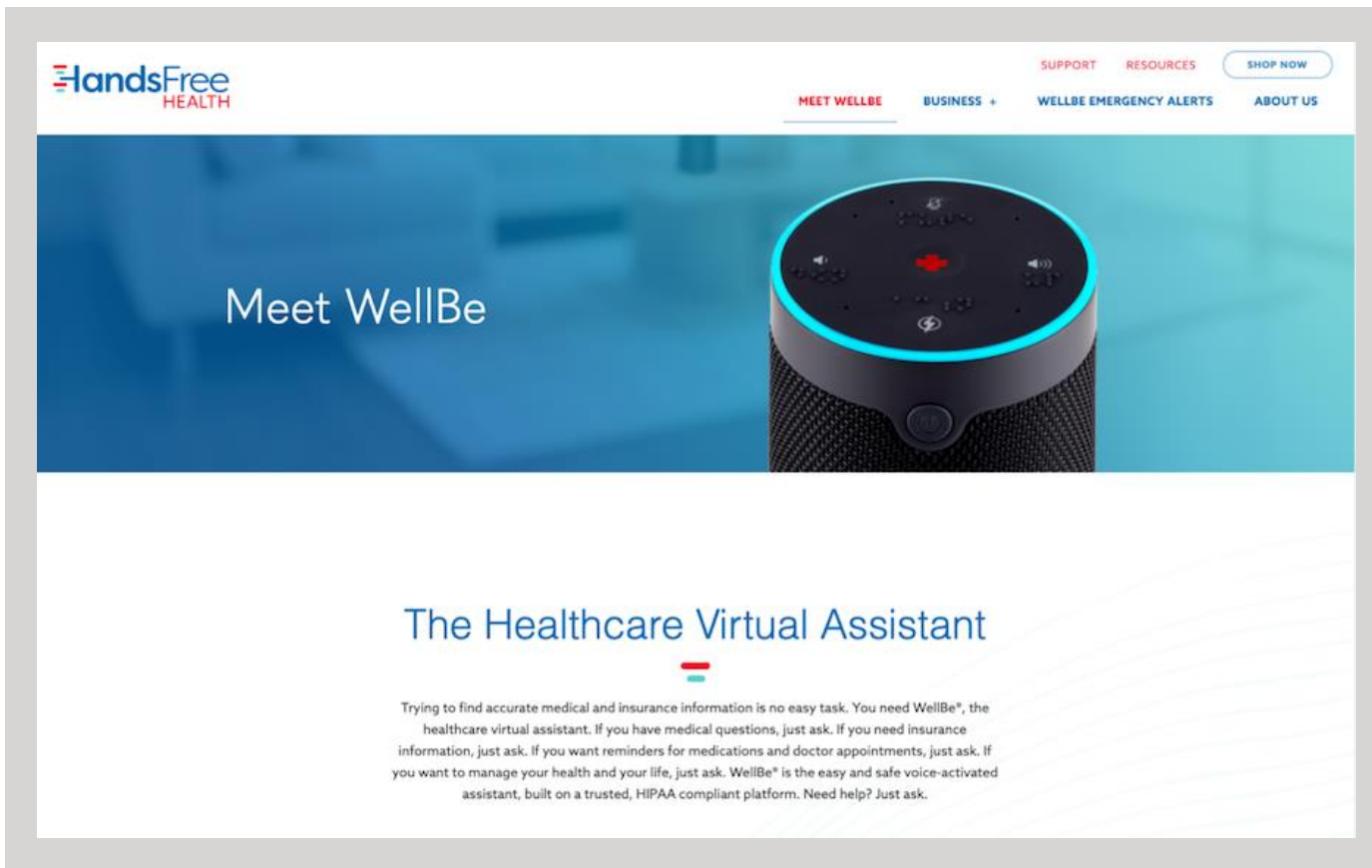
Excepteur sint occaecat cupidatat non proident

 02/12/2020





# Architecture of a Web Page



# Architecture of a Web Page



## Product Features

WellBe® provides features to help make healthcare information more accessible for seniors and family members with our unique in home care assistance and entertainment features.



Curated Health Information



Remote Registration



Medication and Appointment Reminders



Music & Audiobooks



Weather Forecasts



## WellBe® Virtual Assistant

WellBe® Virtual Assistant app has a user-friendly interface that allows you to set up your custom profile, stay connected with loved ones, and manage your healthcare information and notifications from anywhere.



## Room Filling Sound

The WellBe® smart speaker was designed for interaction and entertainment. Beyond its 4 integrated microphones for far-field voice control, this small speaker delivers big sound with internal speakers engineered to fill any room with rich layers of sound.

# The Ten Commandments of SEO

1. **Identify Keyword** term or topic (focus on one aspect and not several)
2. **Post Title** – 65-70 characters max
3. **H1 Heading Tag** – use keyword in the first part of the H1 tag
4. **Content** – use secondary keyword terms within the content (avoid keyword stuffing)
5. **H2 Heading tags** – just as important as your H1, and should have supporting content
6. **Internal Links** – to provide additional value, don't just link one word -- make sure your keyword is part of the linked text
7. **Images** – Always add image alt tags. Try to make sure it has your target keyword
8. **URL Length** – under 100 characters
9. **Meta Description** – at or about 150 characters – not too long or too short
10. **Proofread** – make sure the page can be read and digested easily on and for multiple devices

# In Content They Shall Trust... Hopefully

→ Share your brand's story

→ **E.A.T. = Expertise, Authoritativeness, Trustworthiness**

- ◆ Answer questions high up on page or optimized to answer specific search intents
- ◆ Show that you know your stuff through resources, backlinks, content, social and other elements that prove your industry expertise
- ◆ Be accurate with what's said in content, page title, and other SEO KPIs that add trust and value

→ The importance of visual consistency for trust building

- ◆ When people hear information, they're likely to remember only **10% of that information three days later**. However, if a relevant image is paired with that same information, people retained **65% of the information three days later**. (Brain Rules)

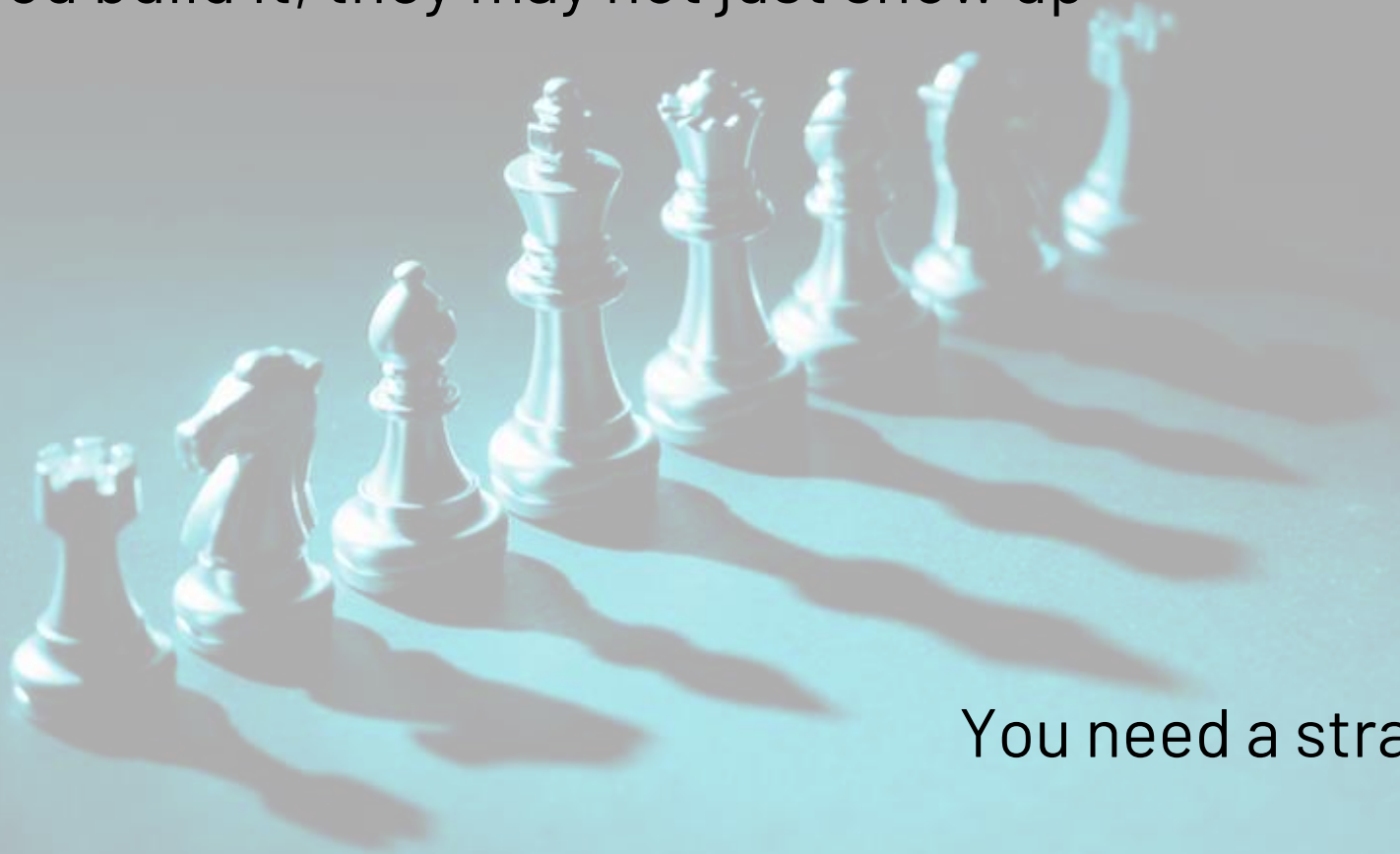
# Create and Promote Your Content

- Join the conversation, wherever it may be!
- Become part of the group and a digital thought leader
- Provide the solution and details of it within your content
- Be a storyteller
- Focus on what's in it for your audience

Website  
SEO  
Social  
PPC  
Guest Articles

Blogs  
Backlinks  
Email  
Direct Mail  
And more!

If you build it, they may not just show up



You need a strategy

# Strategic Marketing Plan Example

## Marketing Content Calendar

[Link](#) to Content Calendar



Helps plan and execute content marketing strategy in an efficient and timely manner



Provides a view of how content will be created and published over a specified course of time



Planning is based on existing content strategy and focused on where personas seek information



Includes channels and timeline for distribution of existing and new lead generation assets



Takes an omni-channel marketing approach that provides the customer with an integrated experience



Categorized by content type, prioritized by importance, and organized by execution timeline



# Content Calendar Example

	Quarter/Year	Q4 2019:				
Resource Color	Week Beginning	10/7	10/14	10/21	10/28	11/4
Website / SEO	MUST Have	Website IA & Quick Wins	Website IA & Quick Wins		Website Top Pages - Update structure based on approved IA; optimize content	Website Top Pages - Update structure based on approved IA; optimize content
Blog		How Internal Marketing Breakthroughs Clear Away Customer Confusion		Why Brand Alignment Has the Power to Shrink Go-to-Market Headaches		Solving the Commodity Problem: Why Brand Trumps Product
Content Marketing / Whitepaper				The Consistency Challenge: In Search of Internal Brand Alignment	The Consistency Challenge: In Search of Internal Brand Alignment	The Consistency Challenge: In Search of Internal Brand Alignment
Organic Social		Organic Social - Blog	Organic Social - Ongoing/Guest Article	Organic Social - Blog	Organic Social - Ongoing/Guest Article	Organic Social - Consistency Challenge
Guest Articles		How the Power of Storytelling Begins With Your Internal Customers			Untangling Complex Communication Channels Leads to Brand Engagement	
Direct Mail	SHOULD Have			Branded Manufacturing	Branded Manufacturing	Branded Manufacturing
Email Communication						Email - Consistency Challenge
Paid Ads			Paid Ads - Launch	Paid Ads - Ongoing	Paid Ads - Ongoing	Paid Ads - Ongoing / LinkedIn - Consistency Challenge
Video / Customer Testimonial	NICE to Have				Video/Customer Testimonial - Branded Manufacturing	
Prospect Events						Prospect Event - Branded Manufacturing

# Social Media Calendar Example

October 2019											
Week/Day	Date	Twitter	Link	Character #	Image Link or Comment	Comments	LinkedIn	Word Count	Link	Image Link or Comment	Comments
Monday	10/21/2019			0			Why is a brand representative important in the #customerexperience economy? We'll tell you.	13	<a href="https://www.youtube.com/watch?v=Q1GQRjx5igQ">https://www.youtube.com/watch?v=Q1GQRjx5igQ</a>	Image from content link	
Tuesday	10/22/2019	A big congratulations to our client for winning #1 on the #BestPlacetoWork list by @HeraldTribune! (RTW link)	<a href="https://twitter.com/PestDefense/status/1179899934700687360?s=20">https://twitter.com/PestDefense/status/1179899934700687360?s=20</a>	109	Image from content link		Congratulations to our client, @HomeTeam Pest Defense, for winning #1 in @Herald-Tribune Media Group's #BestPlacetoWork list!	16	<a href="https://www.heraldtribune.com/news/20190925/hometeam-pest-defense-wins-2019-title-in-annual-sarasota-herald-tribune-contest">https://www.heraldtribune.com/news/20190925/hometeam-pest-defense-wins-2019-title-in-annual-sarasota-herald-tribune-contest</a>	Image from content link	
Wednesday	10/23/2019	Chances are your company suffers from #brand dilution – it occurs when a brand story loses its original meaning going from marketing to other internal teams. Our CEO, Chris, shares how to combat this on @businessdotcom 🍌	<a href="https://www.business.com/articles/end-brand-dilution/">https://www.business.com/articles/end-brand-dilution/</a>	220	Image from content link		Brand dilution is taking companies by storm. It occurs when a brand story travels from the marketing department to other internal teams and loses its original meaning. Our CEO, @Chris Wallace, shares 4 ways you can combat this on @business.com	40	<a href="https://www.business.com/article/s/end-brand-dilution/http://bit.ly/3211MLj">https://www.business.com/article/s/end-brand-dilution/http://bit.ly/3211MLj</a>	Image from content link	
Thursday	10/24/2019	1) A peak of Chris Wallace in action as he leads the monthly Master of #Marketing roundtable at @pyramidclubphl on how to align your brand story #PyramidClubPHL		160	Image from content link		We fully agree with @Gartner! Companies need to "gain clarity on the current state of alignment between brand values and actions" by pulling in "numerous data sources or establish new channels of insight." Thoughts?  2) At the Pyramid Club's monthly Masters of Marketing roundtable, our CEO @Chris Wallace leads a talk on actionable tips for aligning your brand story and improving customer experience. Thanks for having us @Pyramid Club!	68	<a href="https://www.gartner.com/en/newsroom/press-releases/2019-10-21-gartner-says-only-19-of-marketing-leaders-believe-th">https://www.gartner.com/en/newsroom/press-releases/2019-10-21-gartner-says-only-19-of-marketing-leaders-believe-th</a>	Image from content link	
Friday	10/25/2019	What do you think of when you hear the term "brand alignment"? What if we tell you that it's actually more complex than that and your company could be losing out on customers?	<a href="https://innerviewgroup.com/our-view/what-is-brand-alignment/">https://innerviewgroup.com/our-view/what-is-brand-alignment/</a>	175	Image from content link		Most people think "brand alignment" is just about making all the company marketing points consistent, but there's actually another category. And it can make or break you	27	<a href="https://innerviewgroup.com/our-view/what-is-brand-alignment/">https://innerviewgroup.com/our-view/what-is-brand-alignment/</a>	Image from content link	

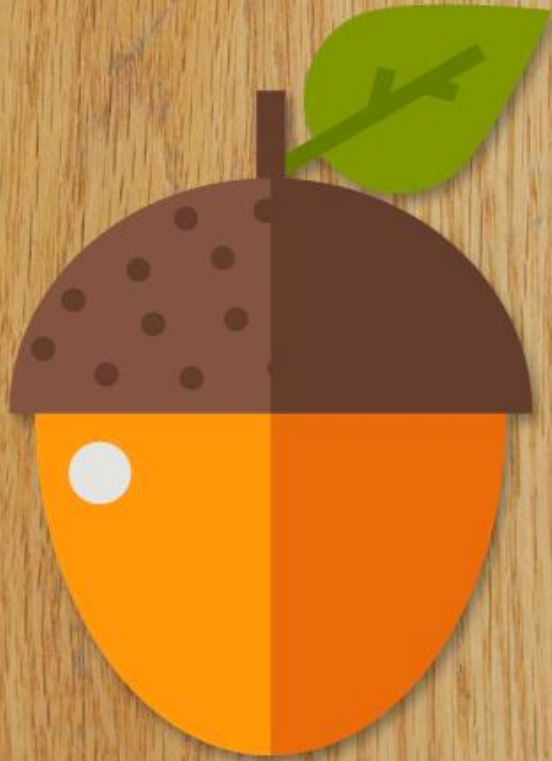
# Pulling It All Together

Only **44% of B2B content marketers** have a  
documented content strategy

(Upland Kapost)

## Why do you need it?

It provides a roadmap of your company's goals  
and how you hope to achieve them.



## In a Nutshell

- There is no one-size-fits-all marketing strategy.
- SEO and content marketing will continue to drive visibility in 2020, but page rank is based on content more than keyword terms.
- Don't churn out content just for the sake of it - this is counterproductive.
- To win the content marketing game, brands need to focus more on optimized, personalized and influencer activated content experiences.
- 'Promote' on the channels where your audience 'lives'!

# Great Content Starts with Great Strategy

Download your strategic marketing plan template - [go.creativemms.com/template](https://go.creativemms.com/template)



(Your Company Name)

## Strategic Marketing Plan (Month, Year)

(Your Company Logo)



# Questions? We're here to help.

hello@creativemms.com  
creativemms.com/contact-us

