



Content Marketing.

# Topic 1: Introduction to content marketing

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[verapetrovna.com](http://verapetrovna.com)

[Facebook.com Group](#) - “Content Marketing | verapetrovna.com”

## Examples. Content Marketing

1. [Adidas Group's Blog](#) offers “Personal insights into our business in sports.”
2. [Adidas' GamePlanA](#) provides stories for “creators, tackling work life with an athlete's heart”
3. [Adobe](#)
4. [Air B'n'B](#): The revolutionary accommodation solution provider have been lighting the way when it comes to content.

And more

<https://marketinginsidergroup.com/content-marketing/best-content-marketing-examples/>

# History

# A BRIEF HISTORY OF CONTENT MARKETING

For years brands have been telling stories to attract & retain customers. Here are a few great examples...



**4200 B.C.**

One of the first signs of custom publishing found in cave paintings

Loosely translated to "6 ways a spear can save you from wild boar."



**1895**

**John Deere launches customer magazine**

*The Furrow* launches in 1895 and now has a 1.5 million circulation in 40 countries and 12 different languages.



**1900**

**Michelin develops *The Michelin Guides***

400-page guide, now with its iconic red cover, helps drivers maintain their cars and find decent lodging.<sup>1</sup>

**1904**

**Jell-O Recipe Book Pays Off**

Jell-O distributes free copies of a recipe book that contributes to sales of over \$1 million by 1906.<sup>2</sup>



**1913**

**Burns & McDonnell Engineering Launch *Benchmark***

Kansas City engineering and consulting firm, Burns & McDonnell, launches *Benchmark* magazine (still produced today).



**1982**

**Hasbro partners with Marvel to create G.I. Joe Comic Book - Leads to Revolution in Toy Marketing**

The comic book series launches in 1982, spurring the G.I. Joe pop culture phenomenon. It was the first comic book ever advertised on TV and later led to a cartoon series.



**1930s**

**P&G begins foray into radio soap operas with brands such as Duz & Oxydol - hence the "soap opera."**<sup>3</sup>



**1922**

**Sears launches *World's Largest Store* radio program**

The station helped keep farmers informed during the deflation crisis with content supplied by Sears' *Roebuck Agricultural Foundation*.



## Content

### **Content** is

something that is to be expressed through some medium, as speech, writing, or any of various arts.



# Marketing brochures

A home inspection protects what matters most—your family.

As a home inspector trained and certified by the International Association of Certified Home Inspectors (InterNACHI), I adhere to their comprehensive Residential Standards of Practice. This means that I will inspect all of the following (when accessible):

- roof, vents, flashing and trim;
- eaves, soffits and fascia;
- gutters and downspouts;
- roof penetrations;
- decks, stoops, porches, rails and walkways;
- grading and drainage;
- foundation, basement and crawlspace;
- heating system;
- cooling system;
- water shut-off valves;
- water heating system;
- plumbing fixtures and faucets;
- drainage sump pump (with accessible float);
- electrical service line and meter box;
- main disconnect and service amperage;
- electrical panel, breakers and fuses;
- grounding and bonding;
- GFCIs and AFCIs;
- fireplace damper door and hearth;
- insulation and ventilation;
- garage doors, safety sensors and openers;
- and much more!



Flexible appointment scheduling  
Evening and weekend appointments available  
Schedule your appointment today!



Steve Rinner

PO Box 172  
Norwalk, OH 44857

(419) 681-1057

Steve@GLHhomeinspections.com  
www.GLHhomeinspections.com



Anyone else is just looking around.\*



(419) 681-1057  
Steve@GLHhomeinspections.com  
www.GLHhomeinspections.com

A professional home inspection benefits everyone buying or selling a home.

### For the Home Buyer

A home inspection is an assessment of potential fire hazards, home safety and health risks to you and your family. My inspection will provide you with a solid foundation of knowledge about your new home and an understanding of its components and systems, as well as home maintenance tips and information to help you protect your investment. You will feel confident about your home purchase!



I'll help answer your questions, including:

- Is everything operational at this time?
- Is the home safe?
- Were the components installed properly and professionally?
- Are there deficiencies or signs of potential failure?
- Are there any small items that need to be repaired or replaced now to avoid future problems and expenses?

### For the Home Seller

A Move-In Certified™ home seller's inspection is a great marketing tool, giving you a competitive advantage over other homes on the market and helping you sell your home faster at the highest possible price. It provides for full disclosure and gives you an opportunity to make repairs to your home in advance, helping expedite the sale of your home. Pre-sale inspections are a wise decision for all homeowners!



I will inspect for and report on:

- the condition of every major system and component, from the roof to the foundation;
- visible major and minor deficiencies;
- potential major expenditures;
- safety concerns;
- helpful home maintenance tips;
- and much more!

### Why choose GLH Home Inspections?

- I'm a trained and certified member in good standing of InterNACHI, the International Association of Certified Home Inspectors.
- I meet or exceed InterNACHI's Standards of Practice.
- I am trained and certified by the American Home Inspection Training Institute (AHIT).
- I have 17 years' experience in the construction industry.
- I provide flexible scheduling, with evening and weekend appointments available.
- I provide easy-to-read, computer-generated inspection reports, complete with photos.

### Services

- Pre-Purchase Inspections
- New Construction Inspections
- Warranty inspections
- Multi-Unit Housing Inspections
- Seller (Pre-Listing) Inspections
- Condominium Inspections
- Commercial Inspections
- Termite/WDI Inspections
- Radon Testing

Delivering peace of mind...  
one home inspection at a time!

(419) 681-1057

## Native ad

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Examples <https://www.copyblogger.com/examples-of-native-ads/>  
<https://adespresso.com/blog/19-amazing-native-advertising-ad-examples/>

## “viral video”

“viral video” is  
a video that becomes popular  
through a viral process of Internet sharing,  
typically through video sharing websites, social media  
and email.

2007 - 1 million views

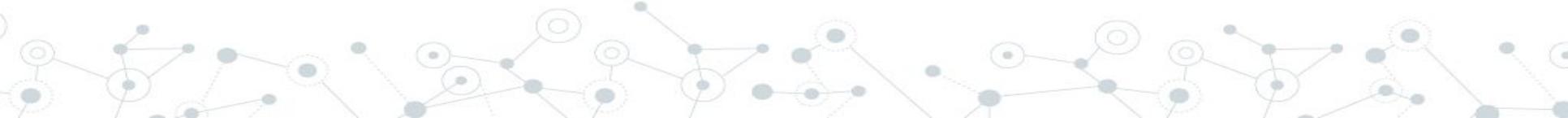
2011 - 5 million in 3-5 days....

Examples <https://blog.hubspot.com/marketing/viral-video-marke>





## Content vs. Traditional Marketing



# Traditional Marketing



# VS

# Content Marketing



**Intrudes**

Intrudes clients, trying to get attention

**3 fatal flaws:**

- ❌ Only briefly holds attention
- ❌ Intrusive, talking at the client
- ❌ Expensive if campaigns are not successful

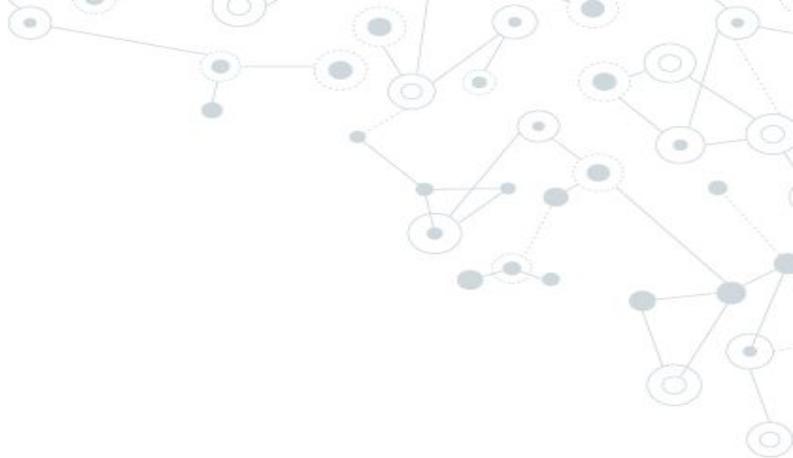
**Gives Valuable Information**

**Forms of valuable content:**  
Forms of valuable content: blog articles, podcasts (mp3 recording), downloadable guides, infographics, videos.

**Advantages:**

- ❤️ Provides value and brand loyalty
- 📺 Blogs and videos, educate, build trust and relationship
- 🛒 Create mutual benefits among your clients—buy out of gratitude
- 💬 Blog writing attracts clients searching for your service
- 👍 Content can go viral and links with your website
- 📻 Multimedia formats attract a wider range of clients

## Content vs. Traditional Marketing



## Content Marketing

**Content marketing** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

## Why Content Marketing

- ① Increased sales
- ① Cost savings
- ① Better customers who have more loyalty

## Is Content Marketing Advertising?

- ⦿ Advertising means occasionally interrupting the content your audience actually wants, in order to sell them a product or introduce your brand.
- ⦿ Many of us opt-out of unwanted advertising.
- ⦿ Advertising is not something we typically want to read and share.
- ⦿ Advertising is how publishers monetize their traffic.
  
- ⦿ Content marketing is NOT advertisement.

# Branded Content vs Content Marketing

- BRANDED CONTENT: Brand or product promotion
  - *“It’s advertising.”*
- CONTENT MARKETING: Providing value to the reader
- Examples
  - <https://www.linkedin.com/pulse/know-difference-jody-sigmund/>

An illustration for Native Advertising featuring a hand holding a smartphone in the center. Surrounding it are various icons: a laptop, a magnifying glass, a shopping cart, a lightbulb, a gear, a mail envelope, and a factory. A world map is visible in the background, all enclosed within a circular dashed line with arrows.

## NATIVE ADVERTISING

An illustration for Content Marketing featuring a hand holding a megaphone on the right. To the left, there are icons for a smartphone, a shopping bag, a credit card, a high-heeled shoe, and a briefcase. A circular dashed line with arrows connects these elements.

## CONTENT MARKETING

### PURPOSE

- Useful content is secondary to selling a product or service.
- Buying the brand's product or service solves the problem.

- Build trust by providing relevant, useful information.
- Generate sales or sales leads over the long run.
- Sales are not expected solely as a result of one content marketing piece.
- Engage with the reader and build rapport.

### VALUE TO READER

- Content generally does not have inherent value without the reader buying a product or service.

- Provides value to reader that's independent of buying a product or service. The content is valuable in itself.

## NATIVE ADVERTISING

An illustration for Native Advertising featuring a hand holding a smartphone in the center. Surrounding it are various icons: a laptop, a magnifying glass, a shopping cart, a lightbulb, a gear, a mail envelope, a factory, and a globe. Dashed lines connect these elements, suggesting a network or flow of information.

## CONTENT MARKETING

An illustration for Content Marketing featuring a hand holding a megaphone on the right. To the left, there are icons for a smartphone, a document, a shopping bag, a high-heeled shoe, and a laptop. Dashed lines connect these elements, suggesting a network or flow of information.

### TONE

- Sometimes pushy and salesy.
- Or a faux friendly to emulate the writing style of the publication.

- Knowledgeable, yet authentic tone that doesn't try to pressure the reader.
- Acknowledges the reader's challenges or pain points and offers actionable tips or solutions. Even if those solutions don't involve the brand.

### BENEFITS

- Fairly limited since readers can smell a sales pitch a mile away.

- Builds trust with readers, helps create shareable content for blogs, social media feeds, email lists, and avoids some of the potential legal issues associated with native advertising because it doesn't try to mislead.

A decorative background featuring a network diagram with nodes and connecting lines, primarily visible on the left and bottom right sides of the slide.

# **Content Marketing Strategies**

Introduction

# Quality content is part of all forms of marketing:

- ◎ **Social media marketing:** *Content marketing strategy before social media strategy.*
- ◎ **SEO:** *Search engines reward businesses that publish quality, consistent content.*
- ◎ **PR:** *Successful PR strategies address issues readers care about, not their business.*
- ◎ **PPC:** *For PPC to work, you need great content behind it.*
- ◎ **Inbound marketing:** *Content is key to driving inbound traffic and leads.*
  - *Inbound Marketing Funnel Infographics*  
<https://www.smartinsights.com/wp-content/uploads/2012/02/inbound-marketing-funnel.jpg>
- ◎ **Content strategy:** *Content strategy is part of most content marketing strategies.*

# CONTENT MARKETING'S WINNING DRIVE



For more explanation  
of this infographic, go to  
<http://bit.ly/cm-not-im>

<http://contentmarketinginstitute.com/wp-content/uploads/2011/1/1/content-marketing-infographic-600x465.jpg>

# Content Marketing Strategy

A decorative network diagram in the top right corner, consisting of various sized circles (nodes) connected by thin lines, some solid and some dashed, creating a complex web-like structure.

- ◎ What is strategy?
    - Long-term perspective.
  - ◎ Why companies need Content Marketing Strategy?
    - Plan
    - Develop
    - Implement
    - Control
    - Improve
- 
- A decorative network diagram in the bottom left corner, similar to the one in the top right, with nodes and connecting lines.

# Content Marketing Strategy

## Content marketing plan

- ① Market Research.
  - Environment analysis (micro and macro)
- ① Target audience analysis
  - Buying persona <http://makemypersona.com/>
- ① Content audit
  - What have been done and what will need to be done?
- ① Marketing Plan Development
  - Mission and Vision, Goal.
- ① Content curation
  - Search, Curate, Share
- ① Measurement and improvement

# Content Marketing Strategy

Content Curation. How to choose topics?

- ◎ For who?
- ◎ Which problem will solve?
- ◎ How it will be unique?
- ◎ The formats you'll focus on?
- ◎ The channels where it will be published?
- ◎ How you will schedule and manage creation and publication?
  - Determine a content management system - for example, using [HubSpot software](#).
  - Branded content “*on domain*” (the same as your company url) or “*off domain*” (different one).

# Content Marketing Strategy



## HOW TO BECOME A GREAT CONTENT MARKETING EXAMPLE FOR OTHERS?

- ◎ Publish content
    - your audiences want
    - on regular basis
    - from named authors
    - cover a unique topics of your expertise
  - ◎ Building subscribers
  - ◎ Measure Content Marketing ROI
- 