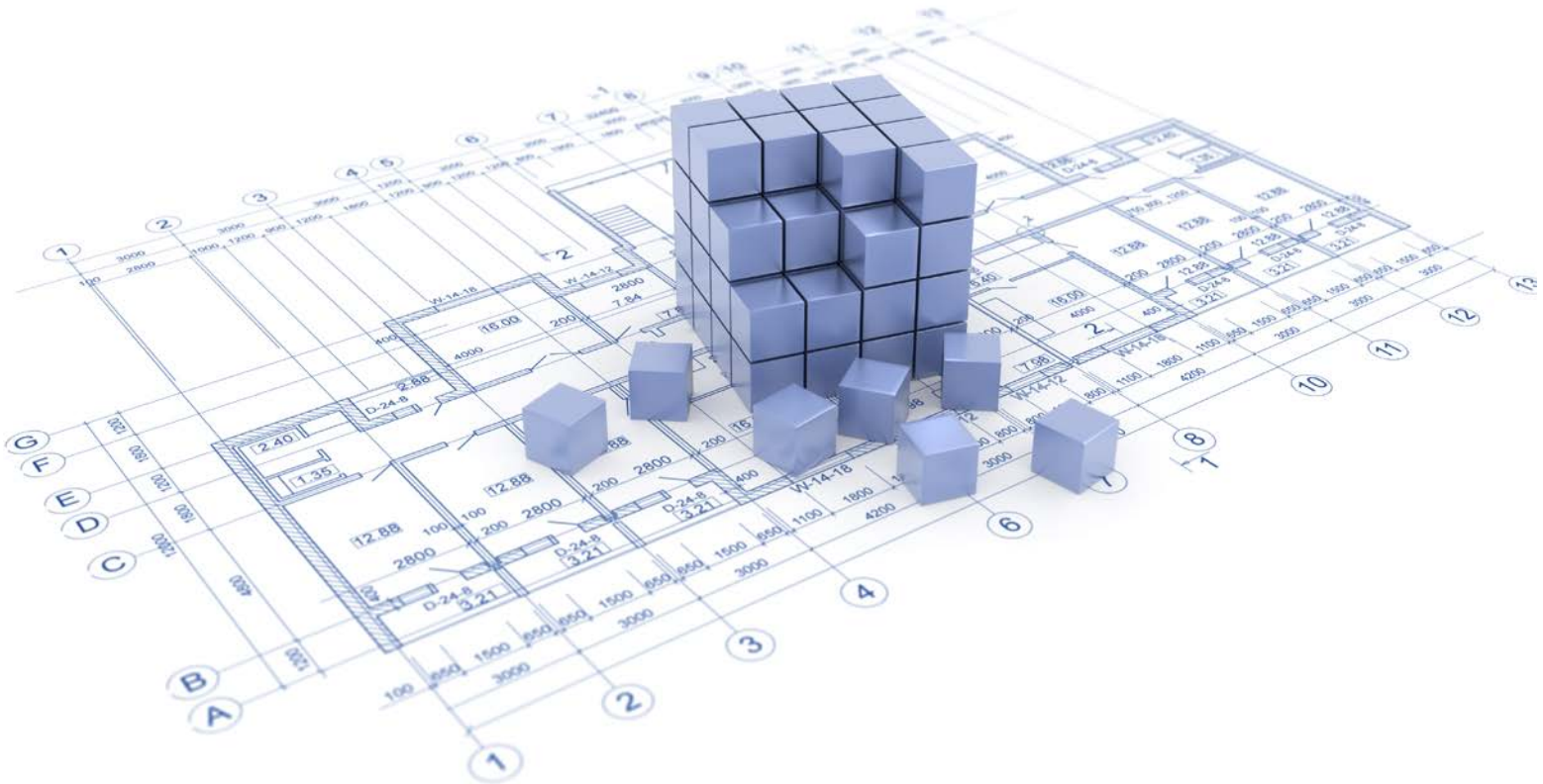

The Future of Marketing

CONTENT MARKETING

SEMINAR GUIDE AND

NOTEBOOK

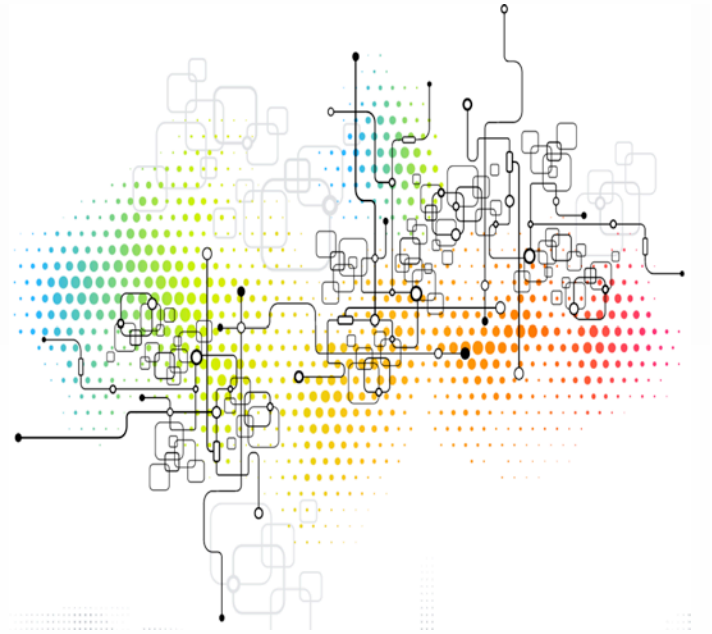
Building a Content Marketing Strategy



INTRODUCTION

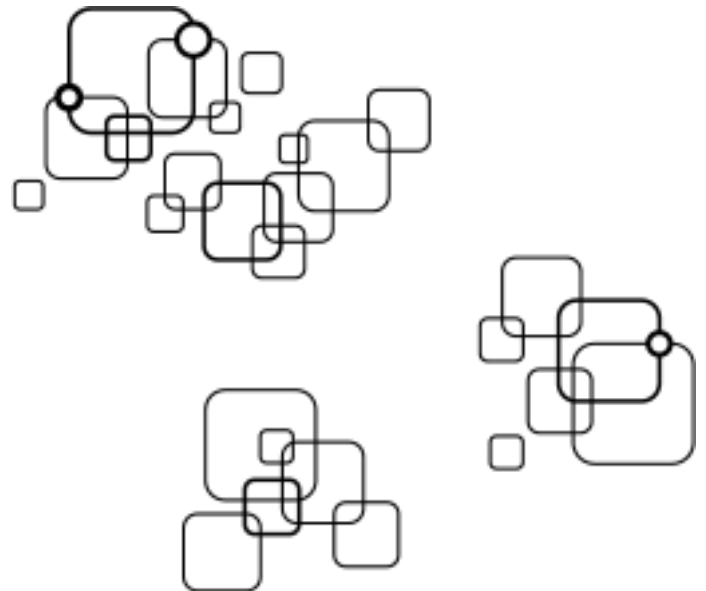
In 2016, content marketing is a marketer's number one priority. Today's prospective B2B and B2C buyers have greater access to information than ever before, and they are using it to make informed purchase decisions. By failing to build a strong content marketing presence around their products and services, brands are effectively letting outside parties control the conversation about their offerings.

And, it is for this reason that we have advocated so strongly for brands to develop and deploy an effective content marketing strategy.



Discover how your brand can benefit from content marketing. Learn to create and publish marketing content across all relevant touch points where your brand interacts with customers. **Create a content marketing blueprint** that meets your customer's informational needs, drives leads, and helps to achieve the revenue goals of your company.

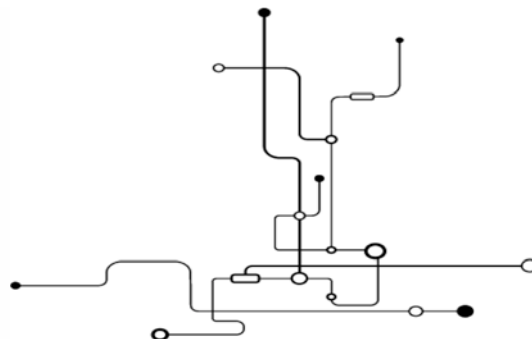
*Brands today can actively
shape customer decision
journeys.*



Mark Burgess @mnburgess
– President, Blue Focus Marketing

Part 1: THE WHAT

*Content is the currency of
Customer Experience*



Experience Marketing

- The days of “Mad Men” are over. Today, marketers create messages but we do not necessarily consume them.
- It is about creating a conversation, and a meaningful experience for the customer.
- Today customers educate themselves, often with content delivered by and about your brand across numerous digital channels. Consumers decide the content to consume, and when, where and how to consume it.



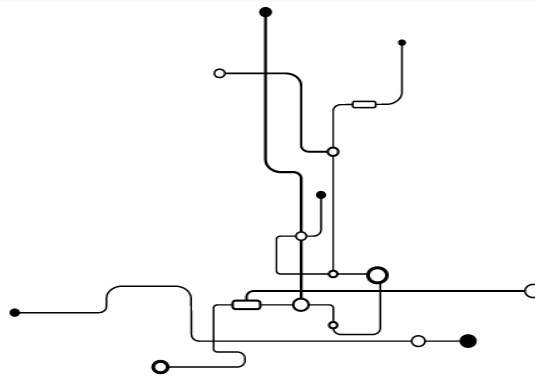
Your Customers Are Changing

Millennials will soon make up 75% of the workforce.

- More and more people are using new technologies for micro-moments
- People have shorter attention spans
- We are all becoming more visual

Part 2: THE WHO

Strategy Starts with Who



What is a Persona?

A fictional representation of the actual person who represents the different user types who buy or influence purchase.

Why is it important?

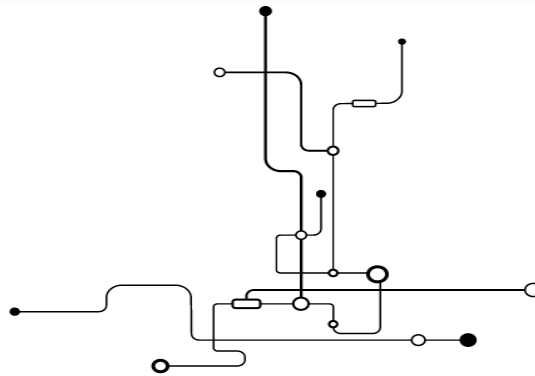
- A persona enables you to create a compelling message strategy.
- A *persona* provides a real context about who they are, their pain points, and enables the marketer to see how their journey through channels and interactions tells a story of how they make decisions and interact with a brand.



Visualize Your Customer's Needs

Part 3: THE WHY

We Connect With Stories



People remember
stories, not lists.

- If you want to connect, have influence, be memorable, it takes stories.
- A story about your brand – and how it makes a difference.
- And, how your brand can tell a story about how one can interact with and learn about the brand, experience it and tell others.

Source: David C. Edelman, McKinsey & Co.



David C. Edelman, McKinsey & Co.
@davidedelman

Cheryl Burgess – CEO Blue Focus Marketing

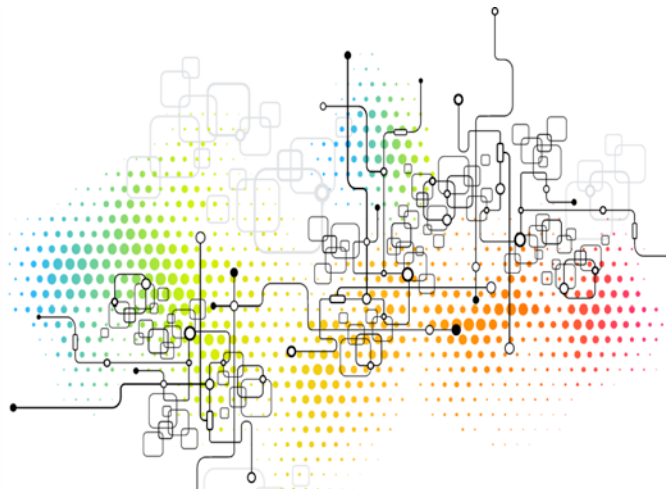


Cheryl (@ckburgess) is co-founder, and CEO of Blue Focus Marketing. She helps transform brands from the inside out by implementing strategic social business initiatives that empower social employee engagement, and social executive leadership.

She is the co-author of the best seller, *The Social Employee* (McGraw-Hill), which includes success stories from IBM, AT&T, Dell, Cisco, Southwest, Adobe, and Domo. Management guru, Tom Peters, hailed her book as “his favorite #1 social business book.” *The Social Employee* was featured in *MIT Sloan Management Review 2015*, and *The Boston Globe*.

Burgess served as a special advisory board member for The Economist Intelligence Unit, research arm of *The Economist Group*. Cheryl is a Lynda.com + LinkedIn author, creating online video courses for global organizations. She is also on the advisory board of CultureSphere, the world’s first social media platform powered by employee-inspired media. Burgess is an IBM VIP Futurist, and is listed as “*Forbes* Top 5 Influential CMOs. She is a contributor to *Harvard Business Review—Italia*.

Cheryl is an international speaker. She has spoken at AMP, Australia and New Zealand; Social Business Forum Milan, Italy; IBM Connect, Dell World, and Pivotcon. She is a contributor to the Wharton Future of Advertising 2020 project. She is the winner of five Twitter Shorty Awards in Marketing, hailed by *The New York Times* as the Oscar of Twitter.



Mark Burgess - President - Blue Focus Marketing

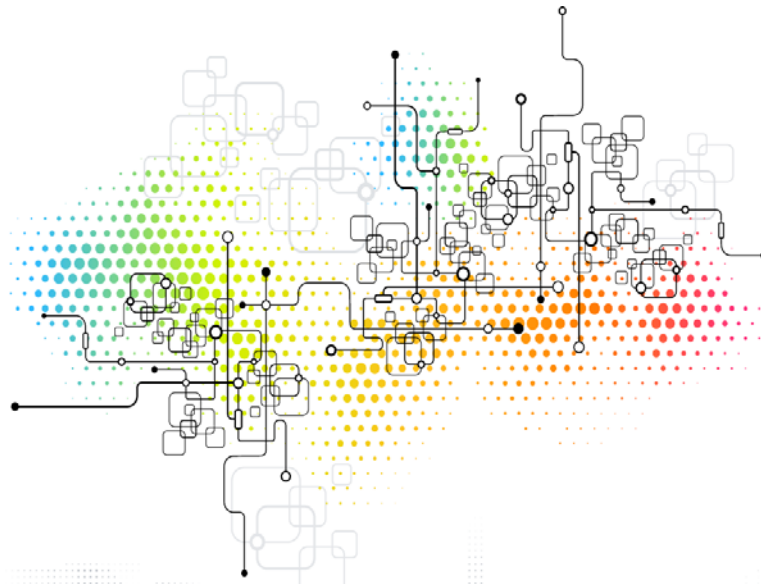


Mark (@mnburgess) is co-founder and President of Blue Focus Marketing, a social branding firm that helps businesses realize the power of the social employee. Mark is a TED speaker, and co-author of best-seller *The Social Employee* (McGraw-Hill) "How Great Companies Make Social Media Work." His book features success stories from IBM, AT&T, Dell, Cisco, Southwest, Adobe, and Domo. Mark is a digital marketer, content marketing strategist, speaker, marketing executive, and educator. He is also an online course author for Lynda.com + LinkedIn, and HBR Italia contributor.

Mark is adjunct marketing professor at Fairleigh Dickinson University. He is Part-Time Lecturer at Rutgers Business School teaching MBA Marketing courses and executive education. Mark has held senior level B2B and B2C positions at PwC, McCann, and AT&T.

Mark delivered a TEDx Talk in May 2014 on *The Rise of the Social Employee*. Mark is listed on *Forbes* Top 100 Must-Follow Marketing Minds on Twitter. He is ranked #19 in the Top 200 Content Marketing Influencers, and is a contributor to the Wharton Future of Advertising 2020 project.

Mark holds an Executive MBA from Fairleigh Dickinson University.





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