

# CONTENT MARKETING

TELLING STORIES THAT ATTRACT AND RETAIN CUSTOMERS

"Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action."\*

The complexity of content marketing is of course changing as media and channels grow. Here we identify some of the current trends and the insights we can gain from them.

Good content has great value. Don't give it up too easily without getting direct value from it for your own brand.

The channels you select will continue to change, don't become too focused on the latest cool route – tomorrow there will be another must-have-media.

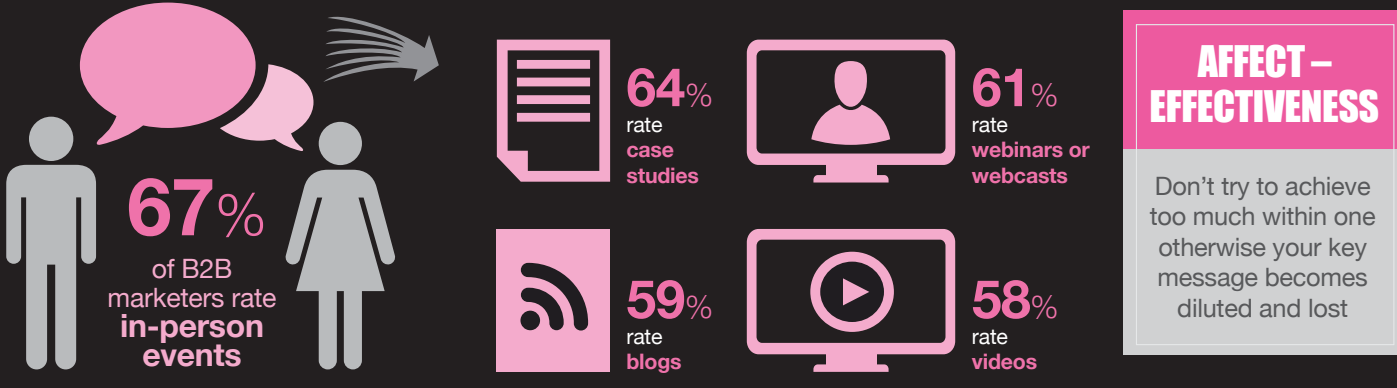
In the majority of cases your audience is interested in what you can do for them. Tell them this part of the story first and then your own brand story.

## TOP 5 MOST USED CONTENT TYPES



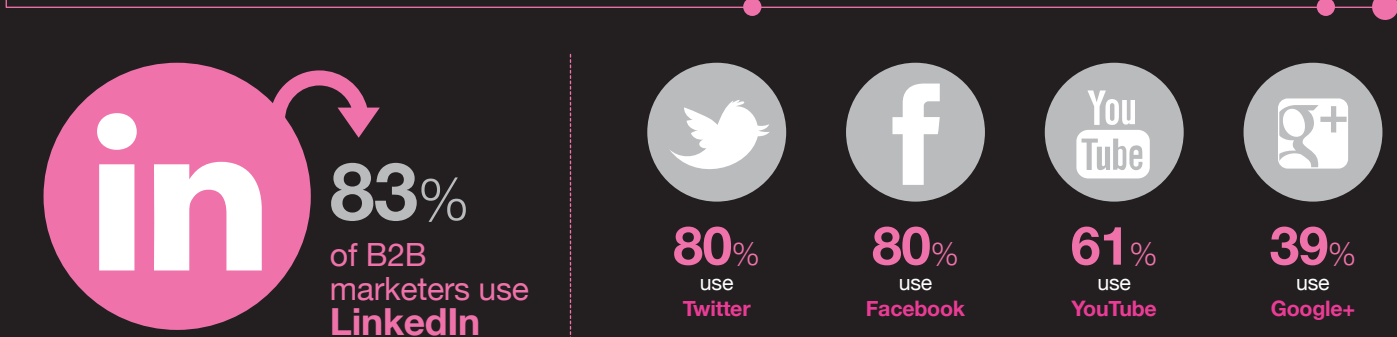
**DON'T TRY TO COMMUNICATE TOO MUCH WITHIN ONE TYPE - OTHERWISE YOUR KEY MESSAGE BECOMES DILUTED AND LOST**

## TOP 5 MOST EFFECTIVE CONTENT TYPES

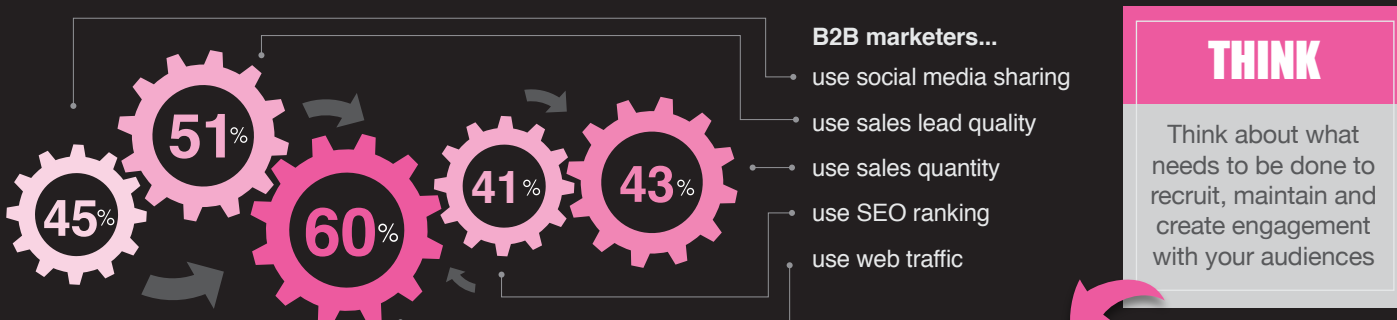


**INTERESTINGLY, 'IN PERSON' WAS RATED AS THE MOST EFFECTIVE (67%) MEDIA BUT THIS IS NOT STRICTLY A CONTENT MEDIA**

## TOP 5 DISTRIBUTION CHANNELS

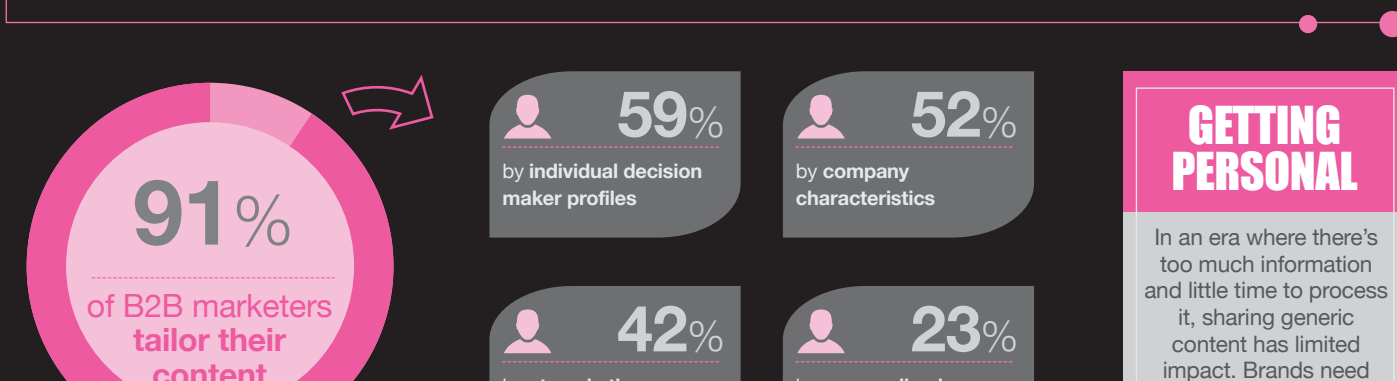


## TOP 5 WAYS TO MEASURE CONTENT MARKETING EFFECTIVENESS



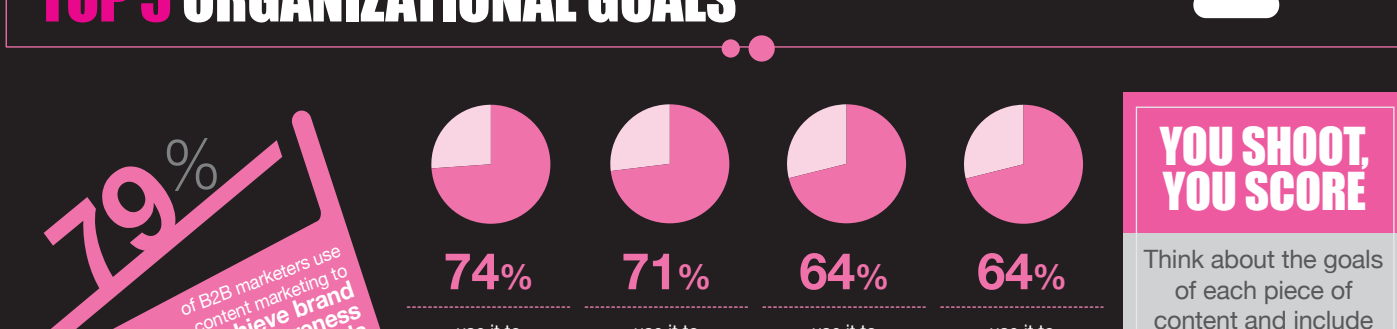
**MANY OF THE CHANNELS ARE GENERIC AND FAIL TO FILTER FOR JOB ROLES AND RESPONSIBILITY SO YOUR CONTENT IN THESE CHANNELS NEEDS TO CONSIDER THIS**

## TOP 5 TACTICS FOR PERSONALISING CONTENT MARKETING



**PERSONALISATION, CARE, LOYALTY ARE THE KEY WORDS**

## TOP 5 ORGANIZATIONAL GOALS



**WHILST IT'S TRUE TO SAY THE SAME CONTENT CAN ACHIEVE DIFFERENT THINGS, DON'T FORGET THAT IF YOUR GOAL IS LEAD GENERATION TO MAKE SURE THAT THE CONTENT INCLUDES A WAY OF DELIVERING THEM!**

## Connecting customers, brand, content and campaigns

B2B marketing is not online or off, not inbound or out, not digital or analog. It's everything connected.

Our integrated approach to customers, brand, content and campaigns has a simple purpose: to enlighten and engage B2B brands. We focus on objectives, needs, message and audience, knowing that the communications we employ need to be diverse, relevant, compelling and engaging. Refusing to be restricted by choice of channel, the way we do what we do will continue to change as media and audiences evolve.

A creative B2B brand communications agency, we produce strategic integrated marketing that is independent and objective, and focused on measurable outcomes.

*Creative thinking; creative doing™*

LEARN MORE

[www.origindesign.uk.com](http://www.origindesign.uk.com)

[hello@origindesign.uk.com](mailto:hello@origindesign.uk.com)

01494 722211



Source

B2B Content Marketing Benchmarks, Budgets and Trends [Research Report]  
Top Rank Blog

\*Content Marketing Institute