

November 2011

Dear Friend,

For the past several months, I've been focusing on how to create articles you can use to help you market your business.

But writing articles is just one way to market yourself. There are many other ways to generate content for your website and mailings as well, including videos, podcasts, infographs, and newsletters (both subscription-based and free).

This issue shows you which trends are appearing most often in both business-to-business (B2B) and business-to-consumer (B2C) companies today.

## Which Types of Content Marketing Will Work Best for You?

If your company markets itself to other companies (B2B), you may be interested in the results of a survey conducted last year by Content Marketing Institute (CMI). Here are some of the results:

- The top two forms of marketing are social media (not including blogs) and article postings.
- The next four favorites - also rated very high - are in-person events, e-newsletters, case studies, and blogs.
- The #1 goal for organizations using content marketing is to *increase brand awareness*. #2 is *customer retention and loyalty*.
- Twitter is the favorite social media site being used to distribute content. Facebook is just 1% behind (54% vs. 55%), and LinkedIn comes in at 51%.
- Over three-fourths of companies with 1,000 or more employees outsource their content marketing.
- The biggest content marketing challenge faced by over one-third of the companies surveyed is ***producing engaging content***.
- The next biggest challenge (according to one-fifth of those surveyed) is producing ***ENOUGH*** content.

### What If Your Marketing is B2C, Not B2B?

One big difference between B2C marketing and B2B marketing is that you're focusing on narrower niches with B2C . . . and a greater variety of them.

[Chris Baggott](#), co-founder of [Compendium](#) - a popular business blogging platform - says "Content marketing is about being 'discoverable.'" He explains that if you can't be found by your customers, you can't begin a relationship with them!

Baggott also says the trend in marketing is moving more and more toward **attracting and converting first-time visitors**. Two ways companies are likely to do this is by:

- Encouraging blogging by their employees.
- Using email to solicit their customers to share their stories.

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You can find more detailed information on this topic with the resources I've listed below.

## RESOURCES

**["5 Quick Tips to Make Your Content Live Longer"](#)** by Joe Chernov. This article was published on Content Marketing Institute's website last week and explains why *keeping your content in the public eye as long as possible* is actually more important than simply creating more content.

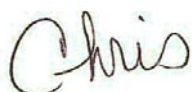
**[B2B Content Marketing: 2010 Benchmarks, Budgets and Trends](#)** by [MarketingProfs](#) and [Junta42](#). If you like statistics and graphs, you'll love this resource! Based on a survey of over 1,100 North American marketers in the B2B world, this report has info ranging from favorite social media sites to the biggest content marketing challenges faced by companies today.

**[Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand](#)** by [Robert Rose](#) and [Joe Pulizzi](#). Content marketing expert Joe Pulizzi (founder of CMI) teamed up with Robert Rose (CMI's lead strategist who helps marketers become storytellers) to write a step-by-step book that shows companies how to create successful content marketing programs.

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Do you have a favorite form of content marketing? If so, I'd like to hear about it! If I hear from enough people, I'll post the results at some point in the near future.

To your success,



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