Content Marketing Tactics 2014: Creation, Curation and Syndication

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@michaelgerard

#CMTactics
@GetCurata
Which animal spirit best describes your organization?
Content Marketing 2014

• Source of Insight
• Current State of Content Marketing
• 2014 Content Marketing Strategy
• Getting Tactical
• Additional Resources
Source of Insight

• **Survey: Dive deep into the tactics of digital content marketing practices**
  – n=502 marketers
  – 53% BtoB; 12% BtoC; 28% Both
  – Revenue: 56.8% <$10M; 21.3% $10M to >$100M; 12.6% $100M to <$1B; 9.3% $1B+
  – Title: 21% VP Marketing or CMO
  – Verticals: 28% tech; 22% marketing agencies; 20% professional services; 11% healthcare

• **Interviews with content marketing leaders**
  – Thought leaders: CMI, B2B MarketingProfs, Industry Analysts
State of Content Marketing: “Full Steam Ahead!”...

• Strategy
  • Priorities: More leads, engage buyers, build brand awareness
  • Top challenges: More... staff, budget, content

• Investment – Increasing
  • “30% of (2013) marketing budget spent on content marketing.” - MarketingProfs and CMI
  • “71% of marketers will increase content marketing $ in 2014” – Curata

• Content – Increasing Production
  • “73% of B2B content marketers are producing more content than they did 1 year ago.”
    - MarketingProfs and CMI

Source: Curata’s 2014 Content Marketing Tactics Planner #CMTactics
But Be Careful Following the Herd

• **Strategy – Work in process**
  • “43% of companies have a content marketing strategy executive.” Curata
  • Few companies have an integrated content management process

• **Investment – “Blind ambition”**
  • Size and allocation unknown
  • “Measuring the impact of content” is a low priority

• **Content – Quantity is everything**
  • Marketers produce more content than they can handle
  • Marketers fail to market their marketing

Source: Curata’s 2014 Content Marketing Tactics Planner  #CMTactics
Content Marketing 2014: Regardless of Your Animal Spirit . . .
Just to be Clear about Content Marketing... “Leads are Important, But Engagement Takes Priority”

Q. Please estimate the impact of content marketing on the following areas during the past 12 months.

Source: Curata’s 2014 Content Marketing Tactics Planner
Content Marketing 2014: Organizational Changes

1. Hire a Content Marketing Lead
2. Build a Team
3. Align Internally

Ed Youngblood
Director of Content Strategy
Alcatel-Lucent

Noriko Morimoto
VP Brand and Content Marketing
ZipCar
Content Marketing 2014: Process Changes

Map out Your Content Workflow

Align Content with Buyers

Drive Innovation in Content Development

Content Marketing 2014: The Struggle Continues for Many

- Building Awareness Internally
- Working Longer Hours
Content Marketing 2014: The Path to Extinction

We Plan to do Nothing

ZZZZZZZZ

#CMTactics
Getting Tactical
**Definition of Content Marketing**

**Content Marketing:** The process for developing, executing and delivering the digital content and related assets that are needed to create, nurture and grow a company's customer base. Stages: strategy; content development; asset development; channel leverage across outbound marketing and inbound marketing; analysis.

- **Created content**: Original content authored on behalf of your organization. (internally or externally sourced)
- **Curated content**: Portions of 3rd party content published on your digital property that have been contextualized (e.g., annotated, commentary added) for your audience.
- **Syndicated Content**: 3rd party content published in full form on your digital property that has already been published on another site. (paid or unpaid model)
The Content Mix: Created, Curated, Syndicated

Q. What is your [current; desired] content marketing mix for each type of content?

Current

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>% of Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created</td>
<td>63.4%</td>
</tr>
<tr>
<td>Curated</td>
<td>24.0%</td>
</tr>
<tr>
<td>Syndicated</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

Source: Curata’s 2014 Content Marketing Tactics Planner #CMTactics
Marketers can’t create enough of their own quality content to feed the content beast.

And...
Most content is still in our own voice!
STOP
EGOCENTRIC
CONTENT MARKETING

Q. What is your [current; desired] content marketing mix for each type of content?

The Content Mix: Created, Curated, Syndicated

Current

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>Current %</th>
<th>Desired %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created</td>
<td>63.4%</td>
<td>60.4%</td>
</tr>
<tr>
<td>Curated</td>
<td>24.0%</td>
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</tr>
</tbody>
</table>

Source: Curata’s 2014 Content Marketing Tactics Planner
Q. What is your [current; desired] content marketing mix for each type of content? [CREATED CONTENT]

### The Shifting Content Mix: “Created” Content

<table>
<thead>
<tr>
<th></th>
<th>Aggregators</th>
<th>Enlightened Marketers</th>
<th>Egocentric Marketers</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 30%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>31% to 49%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>50% to 59%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>60% to 79%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>80% to &lt;90%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>90-100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

% of Content that is “Created” (vs. curated and syndicated)

Source: Curata’s 2014 Content Marketing Tactics Planner
What will the Content Marketing Mix be for Leaders in 2014?

Q. What is your [desired] content marketing mix for each type of content?

- Created Content: 65%
- Curated Content: 25%
- Syndicated Content: 10%

Source: Curata’s 2014 Content Marketing Tactics Planner #CMTactics
“In-House” will Remain the Main Source of Created Content

Q. What is your [current; desired] mix of created content?

Source: Curata’s 2014 Content Marketing Tactics Planner #CMTactics
“Content curation is when an individual (or team) consistently finds, curates and shares the most relevant and highest quality digital content on a specific topic for their target market.”

-Curata

Curation 101 Webinar:
Have you ever...

Published a “best of” post? 📝

Commented on and shared a link on Twitter? 📡

Posted a link to Facebook with your commentary? 🌐
Then you’ve curated.
Then you’ve curated.

And so have these folks...
Curation in Action

Content Curation Provides Inspiration to Best-in-Class Content Marketers
Posted in Best Practices, Trends By Content Curation Marketing On November 16, 2013

Jasmine Henry puts together an excellent post here about the "15 Habits of Legendary Content Creators". Creating great content on a regular basis is not an easy accomplishment! Following these tips will certainly help out. Two in particular I like are:

"Read News Daily: \ldots When you get to work, grab your tea, sit down and dive into your carefully-curated RSS feeds, favorite blogs, and news websites. You’ll be far more informed because of this pattern. This is something that I try to do everyday leveraging my content curation software. That is, my curation solution (Curata) has a self-learning, discovery engine on the front end to get me the freshest content every day. Not only do I curate from content in this que, but it inspires me to create my own content."

"Think Like a Scientist: \ldots Now, content creators are publishers, and it’s up to you to dive into the research and distribution that presents handled in the past. I take a slightly different perspective on this one. My advice is to think and comment like an analyst. That is, tap into quantitative data as part of your created comment, and provide your own opinion and insight on that data."

It may be difficult to abide by all 15 habits, at least initially, but if you hit 8 to 10 of them you should be on a great path for content creation success.

Read original article at Business 2 Community...

http://www.contentcurationmarketing.com
Curation in Action: Alcatel-Lucent

Network Virtualization Solutions — Ready for Prime Time?

Speaking from personal experience, SDNCentral founder Roy Chua says network virtualization wasn’t mature enough early in 2013. But that’s changed quickly, as reflected in SDNCentral’s recent NV report and some new products on the market.

Network virtualization, regardless of whether you deem it part of SDN or not, is certainly one of the more common projects that our clients look for assistance on, usually in the context of building or improving a private cloud deployment.

The post Network Virtualization Solutions — Ready for Prime Time? appeared first on SDNCentral.

http://www.itstrategist.net/
Curation in Action: 360Chestnut

360Chestnut's Home Energy Efficiency Blog

About our blog:
360Chestnut's blog aims to help our readers find the most cost-effective home improvement solutions and trends that will help you save money and live better. 360Chestnut hopes to inspire you in taking the next step in making your home more energy efficient, more sustainable and healthier without having to break the bank. Save Energy. Save Money. Live Better with 360Chestnut.

Current Article | RSS Feed

SolarCity Will Utilize Tesla Batteries to Bring Solar to the Masses
Posted on Mon, Dec 9, 2013

SolarCity’s new battery system might help solar become a significant source of electricity. Today, SolarCity—a company that’s grown quickly by installing solar panels for free and charging customers for the solar power—announced a new business that will extend that

http://www.360chestnut.com/blog/
Content Curation & Fair Use

- Share only a portion of the original content
- Always attribute sources
- Drive visitors to the original publication

Create, curate, but never pirate content.

For more tips download full eBook: http://bit.ly/curataethicsebook
Q. How often do you curate/share content from 3rd party sources such as from blogs, social media, industry publications or news sites with your customers and/or prospects?

Source: Curata's 2014 Content Marketing Tactics Planner
Sharing Curated Content

Q. On what channels do you currently share your "curated" content?

Source: Curata’s 2014 Content Marketing Tactics Planner #CMTactics
A Journey through the
Content Marketing Tools Universe

Pawan Deshpande
CEO, Curata
Gilbane Conference 2013

#CMTactics
The Content Marketing Tools Universe

Lead Tracking Tools
- webtrends
- mixpanel
- mixpanel
- KISSmetrics

Marketing Automation, & CRM Ecosystem
- Marketo
- Action
- Eloqua
- Silverpop

Email Marketing Tools
- HubSpot
- Campaign Monitor
- Campaign Monitor

Personalization Tools
- Monetate
- DemandBase

CMS Ecosystem
- WordPress
- Joomla!
- Drupal

Social Media Tools
- Twitter
- Facebook
- Pinterest

By Channel

Blogging & CMS
- Sprinklr
- TweetDeck
- Buffer

Distributing

Syndicating
- Brightcove
- Cadence
- Slideshare

Promoting
- ReadyTalk
- Webinars
- GoToMeeting

Measuring

Marketing Automation

Email

What’s your Content Marketing Challenge?

Producing

Sourcing

Curated
- Curata
- Magnify.net
- Scribd

Optimizing
- Inbound Writer
- Scribe
- SEOmoz

Enriching
- Zemanta
- Storify
- Silk

Collaborating
- GatherContent
- Compendium
- SocialCast

By Form

Graphics
- easelly
- visual.ly

Video
- Adobe Creative Cloud

Audio
- Knowledge Vision

Presentation
- Brainshark


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56% of Companies Are Using Some Type of Content Marketing Specific Software

Q. Which type of technology do you use for your content management process? (e.g., editorial calendar, internal and external collaboration) (select all that apply)

Source: Curata’s 2014 Content Marketing Tactics Planner
Content Marketing Priorities in 2014?

• Do invest in content marketing... It’s not just a fad
• Build your team (internal and external)
• Develop a content workflow and mix
• Market your marketing!
• Tap into the power of new content marketing technologies

Don’t Forget, Content Marketing is an Extension of Your Nurturing Process
Additional Resources

**eBook**: Content Marketing Done Right: Ethical Curation

**eBook**: 5 Steps to Becoming a Content Curation Rockstar

**eBook**: Stop Egocentric Marketing: Content Marketing Strategy

**eBook**: Look Book Content Curation Case Studies


**Guide**: Content Curation Annotation Methods

**eBook**: Open & Shut Case for Curation

Industry Resource & News: Content Curation Marketing Site www.contentcurationmarketing.com

...and more online at: [www.curata.com/resources](http://www.curata.com/resources)

Email: marketing@curata.com  
Twitter: @GetCurata

LinkedIn Group: Content Curators