

# → Get Content. Get Customers. →

## How to Turn **Prospects** into **Customers** with **Content Marketing**

a complimentary eBook by

**Joe Pulizzi**  
and  
**Newt Barrett**

# Get Content. Get Customers.

How to Turn Prospects into Customers with Content Marketing

Joe Pulizzi • Newt Barrett

## What You Will Learn By Reading This eBook

- The 3 reasons traditional marketing isn't working.
- Content marketing is the biggest industry you've never heard of.
- What content marketing really is and why it is important.
- Why using the B.E.S.T. strategy can be the litmus test for your content marketing efforts.
- Why you must think like a publisher today!
- The 6 reasons why you can communicate with buyers directly.
- The 11 biggest benefits of content marketing.
- The 7 deadly sins of content marketing.
- What MindJet, Best Buy and ThomasNet are doing to drive business through the use of great content.
- What content channels are available to launch content marketing efforts and when to choose the right one.

**and much more...**



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If you answer **‘Yes’** to these questions, **this eBook is for You**

- Are you disappointed with results from traditional marketing efforts?
- Do you have difficulty proving a return on your marketing investment?
- Are you spending a lot of money on your marketing and you're not sure if it's working?
- Do your marketing materials talk more about you and not enough about your customer?
- Do you fall asleep reading your marketing collateral?
- Do your customers fall asleep reading your marketing collateral?
- Do your sales people ignore your marketing materials?
- Is your marketing plan built on hope rather than strategy?

*‘Yes’ answers mean that you need to design and deploy a content marketing strategy.*

## Why?

*Buyer behavior has changed. Businesses must adapt today.*

Buyers no longer buy the way they did ten, five and even two years ago.

The sad truth is that most companies don't realize this...yet.

Changes in technology, distribution, and buyer behavior have shifted the landscape and created an opportunity for businesses to communicate directly with consumers. This eBook shares the reasons for this evolution. It details how you, as a marketing professional, can create content marketing programs that deliver genuine customer benefits and a measurable return for your company.

***First we need to understand why the tried and true isn't worth trying and isn't true any longer.***



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## Fundamental Changes in Buyer Behavior Force Rethinking & Reinvention of Marketing Strategy

**Jack & Suzy Welch** in response to a bewildered vendor's question about customer retention:

***"Time was, you could "earn" a customer's loyalty with tickets to a big game, a Disney World vacation, a few nice dinners. And you could keep that loyalty with what used to be called belly-to-belly selling, or put less graphically, relationship-building."***

*(BusinessWeek, Aug. 13, 2007)*

But that's no longer enough. Here's what's required now, according to the Welch duo:

***"You are delivering something—anything—that makes you indispensable to your customer's success ...The more fervently committed you are to making your customers win big in the long haul, rather than just meeting their immediate demands, the more fervently committed they will be to you."***

**To get customers today, and to keep them tomorrow, you must develop a content marketing strategy to deliver indispensable information in addition to the products and services you provide.**

**That's what this eBook is all about. But don't take our word for it...**

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## Content Marketing: Becoming an Indispensable Information Source for your Customers

**It's not just us! A number of recognized business leaders have addressed and commented on the changing nature of marketing as it relates to content and customer communications!**

"It's essential to invest in our best customers before we can expect them to invest in us. That's why we publish Best Magazine -- to deliver great content that shares our passion about how technology can enhance their lives. We believe that we will become more valuable to them by looking after their interests first. We are able to build a trusted rather than a transactional relationship."

**- Barry Judge, Sr. Vice President, Marketing, Best Buy**

"Content marketing is the cornerstone of our strategy. We've learned that it's all about relevance. Without relevance, no sexy tagline will bring customers into the fold. We believe that if we can deliver relevant content to our user community, it will amplify word of mouth dramatically."

**- Lisa Arthur, CMO, MindJet Corporation**

"Buyers are hungry for information. They want more content. They want to know everything. Advertising hasn't begun to connect the brand and the appetite to buy. It's great content on the web that increases the appetite to purchase. The content you deliver must be based on a vivid understanding of your customer's information needs so that it is truly relevant."

**- Bob Bloom, author of The Inside Advantage and retired US Chairman and CEO of Publicis Worldwide**

"Your website needs to serve as your 24-7 sales person. It needs to inform and persuade a visitor to become a customer. If it doesn't, your visitors will make a brief stop, hit the back button, and never return. You may never know this is happening. We learned that driving traffic to ThomasNet.com and our advertisers' websites wasn't enough. We had to help our clients develop meaningful content and tools that could be implemented easily and economically. ThomasNet's business model has been instrumental in helping our clients succeed. In the end, it's all about providing content that makes it easy for customers to buy."

**- Linda Rigano, Director, Strategic Alliances,  
Thomas Industrial Network**

"Customers need and seek out relevant, accurate information for appropriate buying decisions, information that provides a better knowledge of the marketplace and its products, is clear and easy to understand, and which doesn't add to the customer's already oppressive information overload."

**- J. Nicholas DeBonis and Roger S. Peterson, authors of  
Managing Business-to-Business Marketing Communications**

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## The 3 Reasons Traditional Marketing Isn't Working Anymore

*The combination of technology with changing buying patterns has caused a consistent and ongoing decline in traditional media. Here are three reasons traditional marketing isn't working.*

### Reason #1 – Advertising Is Easily Ignored

Every day buyers are ignoring advertising placed along side traditional media. It's all about having too much and too many:

- **Too many media choices.**
- **Too many competing messages.**
- **Too much noise.**
- **Too many distractions.**

**The net result:** It's easy and tempting to breeze by all kinds of advertising without paying attention or taking action. Corporations must find a way to engage prospective buyers with content that is meaningful and relevant to their particular needs and concerns.

### Reason #2 – Traditional Media is Under Siege

For decades, marketers could count on predictable results from predictable efforts in predictable media. That was fine when traditional media outlets had a monopoly on buyer attention and buyer trust. Today, everything has changed:

- We all know that print newspapers are facing dramatic drops in readerships & revenues.
- Network TV has been clobbered by competition from dozens of Cable alternatives (the 2007 Emmy's dropped 20% in viewership from the previous year).
- B2B print media companies are retrenching as their readers and advertisers are looking elsewhere for relevance and results. Often they are providing less content to fewer buyers than they were just a few years ago.
- Word of mouth and referrals, always important, are vanquishing traditional media as a primary buying influence. Buyers trust one another more than they trust the media.
- Suddenly vendor organizations are positioned to generate game changing word of mouth by providing relevant content to their target audience.

### Reason #3 – The Buyer Is More in Control than Ever

The buyer can find everything they need to make informed purchasing decisions on the Internet. They don't need to rely on old-fashioned marketing collateral. Nor do they depend on a salesperson to educate them about a product or service. Today, businesses that market only through traditional means don't understand the importance of the fundamental changes in buyer behavior that make compelling content so critical to the decision-making process.

## You Have the Edge over Traditional Media in Delivering Great Content to Your Current & Future Customers

*Disruptive changes to traditional media have opened up an opportunity for all businesses to communicate directly with buyers. Here are six reasons that you can now communicate with buyers more directly and effectively than ever before.*

- 1. Change in buyer behavior.** Today's internet-savvy consumer looks everywhere for essential content in order to make smart buying decisions. This buyer doesn't care if the content comes from "credible, traditional sources." A publisher's traditional advantage as "the authoritative information resource" is vanishing. Media in North America is evolving much like the United Kingdom's, where seven of the top ten newsstand publications are corporate-driven publications.
- 2. Distribution.** Publishing companies drew strength from their unique ability to deliver target demographics on a myriad of definable markets. Technology has destroyed that advantage. Many businesses today have better buyer information in their CRM systems than publications do. As businesses refine their databases, they have little need to access magazine subscriber names.
- 3. Budgets.** Corporations often have bigger budgets and more resources to find and pay for the best research and content in the markets they serve. Unfortunately, too many media companies have been cutting both research and editorial budgets. The quality of corporate publications today are excellent

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and ever-improving. At some point in the future, their quality will surpass independently-produced publications.

## You Have the Edge over Traditional Media in Delivering Great Content to Your Current & Future Customers

*The six reasons that you can now communicate with buyers more directly and effectively than ever before. (continued)*

**4. The “Anti-Sell”.** The more informed the consumer or buyer is, the more difficult it is to sell them. Smart marketers know this and are creating strong brand relationships by providing, authoritative, even leadership-type content. Media companies are often in reverse, weakening their editorial product by conceding more and more to advertiser demands in the hope of maintaining ad revenues.

**5. Technology.** Technology underpins much of this change. Exponential improvements make content creation and distribution faster and easier. Corporate marketers are taking advantage of all the technical tools they can get their hands on.

**6. Editorial.** The key to successful corporate media programs is great content. Not just any content. Compelling and relevant content. Consumers know the difference between great content and a blatant sales pitch with no inherent value. Corporations can and do establish editorial standards that exceed those of some media companies.

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## Since the OLD model of marketing doesn't work anymore... ...What does Work?

Since we know that delivering valuable information to buyers is THE key to long-term, profitable relationships, marketers must communicate differently.

**Today's marketers must create, distribute, and promote content targeted to their buyers...  
all the time...in many different ways.**

If that sounds a lot like publishing, it's no accident. To succeed today--

### **You Must Think Like a Publisher!**

#### **Here's how:**

When you boil it down, publishing is simple to explain:

- **First, define a critical group of buyers.**
- **Second, determine what information they really need and how they want to receive it.**
- **Third, deliver that critical info to that core group of buyers in the way they want it.**
- **Fourth, continually measure how well you're doing and adjust as you go.**

For a **publisher**, success means selling lots of ads.

For a **marketer** who begins to think like a publisher,  
**success means attracting and retaining lots of customers.**

***The rules of publishing have changed... in your favor!***

***You now have the content edge that enables you to build enduring relationships with your customers.  
That's why smart companies have already begun to invest heavily in content marketing.***



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## Content Marketing: The Biggest Industry You've Never Heard of.

*Even though some of these concepts seem quite new, content marketing is one of the largest media industries on the planet.*

The transition in the control of editorial content that started over a dozen years ago is gaining momentum and traction with increasing speed. The [Custom Publishing Council](#), [Veronis Suhler Stevenson](#) and others put the value of content marketing projects somewhere between

**\$28 billion to \$55 billion and growing at 20% plus every year.**

*Those are startling statistics.*

To put that in perspective, the all-encompassing Internet advertising industry we hear so much about will do about \$20 billion in 2007 (according to the [Internet Advertising Bureau](#)).

This is not even half of the higher-level estimates for content marketing.

**But...believe it or not...**

**Businesses are just starting to get it... so you haven't missed the revolution!**

**Executing content marketing programs begins with the basics.**

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## How Do You Begin with Content Marketing?

***Stop interrupting your customers with obtrusive marketing.  
Start Listening. Start Connecting. Start Responding.***

### **Content Marketing is Critical to Attract and Retain More Customers**

We live in a world where both consumer and business buyers want to make up their own mind about what they need to solve their problems. By the time they are ready to talk to you, they will be armed with information about your company, its people, and its products. This is true whether they plan to buy a Mazda or machine tools.

**Benefit from this new buyer behavior by becoming  
the content source that solves their problems.**

You know that buyers will have done serious homework before they contact you. *This presents a great opportunity.*

Help them solve their problems by educating them about your industry, about possible solution choices, best practices, and the right questions to ask.

Start delivering indispensable information before they ever call you or walk through your front door.  
Become a trusted content source.

In this way, you have already begun a relationship that that will make it easier for them to buy.  
That's what content marketing is all about.

**By delivering content that is vital and relevant to your target market,  
you will take on an important role in their lives. By using the B.E.S.T. formula,  
you can succeed with content marketing.**

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## Simplify Content Marketing. Use the B.E.S.T. Formula!

**Content marketing may not be easy, but it's definitely not complicated.  
Simply apply the B.E.S.T. formula so that your marketing is:**

**Behavioral** – Everything you communicate with your customers has a purpose.  
What do you want them to do?

**Essential** – Deliver information that your best prospects need to succeed at work or in life.

**Strategic** – Your content marketing efforts must be an integral part of your overall business strategy.

**Targeted** – You must identify targeted buyers precisely so that you can create truly relevant content.

***Opportunity is at hand to transform prospects into customers!***

Apply the B.E.S.T. approach to all of your online, print, and in-person communications. That's how you can play the same role that newspapers, magazines, TV, radio, conferences, workshops, and Web sites have played in the past. Now it's your turn to become the trusted source that persuades them to become loyal, long-term customers.

**How do you deliver great content that will attract and retain loyal customers?  
*Begin by asking the right questions of your customers and of yourself.***

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## Start First with the B.E.S.T. Questions to Ask:

### First understand, then be understood.

You cannot hope to implement a successful content marketing strategy without understanding exactly what outcome you require. Equally important is an in-depth understanding of your targeted prospects. Only then can you craft a content marketing approach that will deliver more sales, more customers, and more measurable results.

#### Behavioral

- How do we want the end user to feel?
- What effect must we achieve with them?
- What action do we want them to take?
- How will we measure their behavior?
- How will we put them on the path to purchase?

#### Strategic

- Does this content marketing effort help us achieve our strategic goals?
- Does it integrate with our other strategic initiatives?

#### Essential

- What do our buyers really need to know?
- What will provide the most benefit personally or professionally?
- How can we present the content for maximum positive impact?
- What are the mandatory elements of the campaign?
- What media types must we include?

#### Targeted

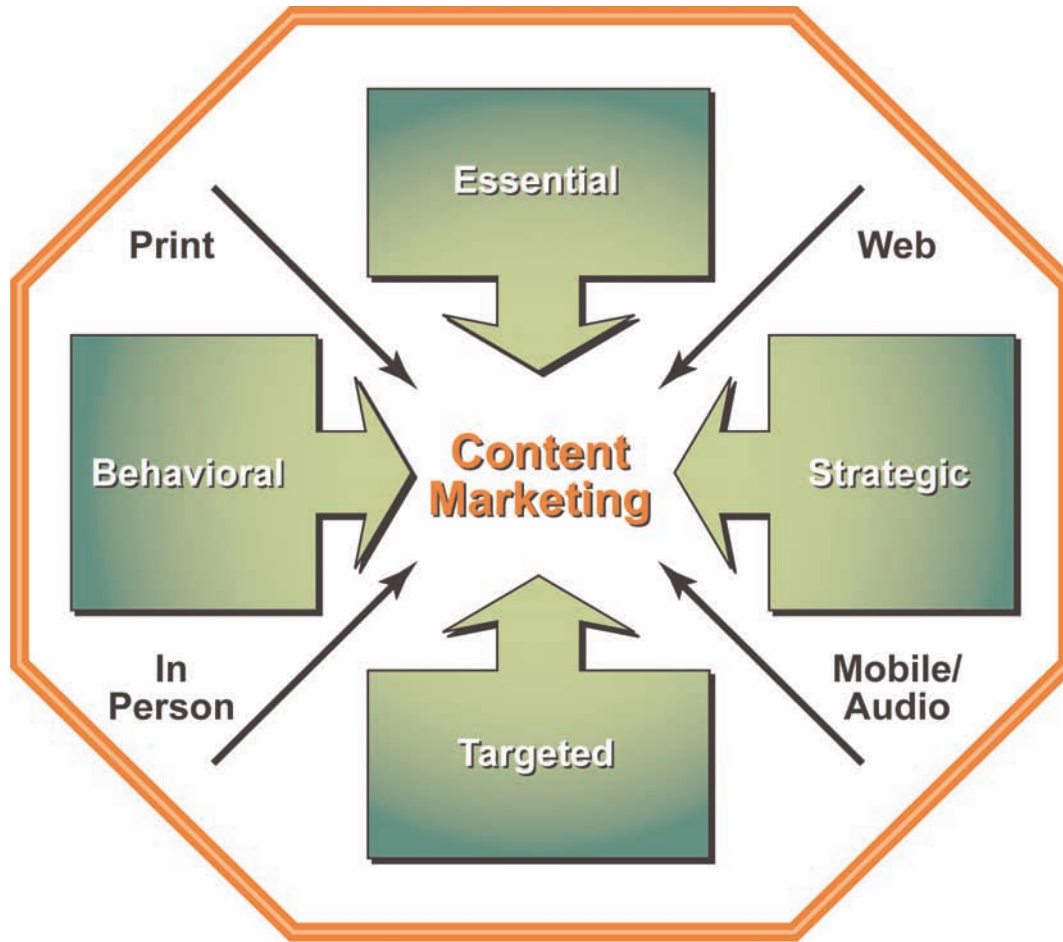
- Have we precisely identified the prospects we want to target?
- Do we really understand what motivates them?
- Do we understand their professional roles?
- Do we understand how they view the product or service we offer?

*The answers to these questions will guide you to a profitable content marketing strategy.*

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**If it's not  
B.E.S.T, it's  
simply NOT  
content  
marketing.**

**Measurable**

**By doing  
what's  
B.E.S.T, you  
can achieve  
measurable  
results!**

*Use this chart as a litmus test against all your content activities.*

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## 11 Biggest Benefits of Content Marketing

By using the B.E.S.T. formula, you can achieve some of these content marketing benefits:

- **Control your outgoing message and all related communications efforts.**
- **Give your customers something they actually want to read.**
- **Engage your customers in an open, ongoing dialogue!**
- **Educate and share your industry knowledge (raise the bar).**
- **Separate your brand from your competitors.**
- **Reward your best customers. Increase loyalty.**
- **Create customers out of prospects.**
- **Reach your target market.**
- **Get maximum benefit from your customer database.**
- **Integrate your marketing efforts.**
- **Explain a complex product or service.**

*But content marketing is not easy.  
It requires a new marketing mindset.*



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## Content Marketing Is Not Easy! It Requires a New Mindset

Developing and executing content marketing initiatives that work takes time, effort and expertise. It's extremely difficult to extract content from organizations that have no experience doing it.

***Most companies are set up to sell products, not to provide relevant and valuable information to customers and prospects.***

Very few organizations have the expertise in-house to create content-rich editorial product on a regular basis... but more businesses are learning this fine art.

Few marketing and PR agencies have been trained in this art, and if they have, even fewer are helping their customers develop content programs that resonate with buyers.

***Most marketing agencies still focus on INTERRUPTION campaigns.***

Interrupting customers is much easier than delivering relevant and valuable information to buyers on a frequent, consistent basis.

**Beware of the Seven Biggest Content Marketing Sins!**

## Seven Biggest Content Marketing Sins

Many businesses fall into these seven content marketing traps...

- 1. They fail to research their buyers and their needs.**
- 2. They confuse information that's important to the business with information that is important to the customer.**
- 3. They don't integrate their content initiatives with the rest of their marketing programs.**
- 4. They try to dress up sales information as quality content.**
- 5. They don't integrate visual elements into their content.**  
Unless your customer is drawn into the content, they won't engage with it.
- 6. They have no measurement process that establishes key benchmarks BEFORE beginning the initiative.**
- 7. They fail to develop content that's just right for their readers, often aiming too high or too low.**

*Let's look at how three companies are avoiding these traps and using the B.E.S.T. model to attract and acquire customers through content.*

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## So Much for The Theory -- Who's Actually Using Content Marketing?

### Case Study #1

### Mindjet® : Creating a Blockbuster Product Launch with a Highly Targeted Content Marketing Campaign

In early 2007, Mindjet faced the challenge of introducing a new version of its flagship product, MindManager 7. The biggest challenge is that relatively few analysts or media professionals are familiar with the concept of mind mapping, not to mention the product, MindManager®.

Lisa Arthur, CMO, decided to create a highly targeted mind map that would be truly relevant to the reporters and to the analysts who would be receiving presentations. Rather than using a slide show with a billion bullet points, she developed a mind map that was all about how to write an article in the world of Web 2.0 (*see the next page for the actual MindMap*). For example, it showed how to use an RSS feed to stay current on topics related to mind mapping. In fact, the map contained two live links to RSS feed tools on the web.

**Here's the genius of this strategy:** It made mind mapping not only understandable but truly relevant to reporters and analysts who were frequently skeptical about new product launches. Although the targeted mind map was used for in-person presentations, it is also available for reporters to download over the Net.

**Did it work? Absolutely!** MindJet received more than 4000 blog links and 232 media mentions. Perhaps most importantly, there are now hundreds of reporters around the world who understand what mindmapping is all about—and why MindManager is such a powerful product. And, of course, MindJet's sales are powerful as well.

It's worth noting that MindJet uses content marketing extensively to grow its sales because word of mouth is the single most important factor in the success of its products.



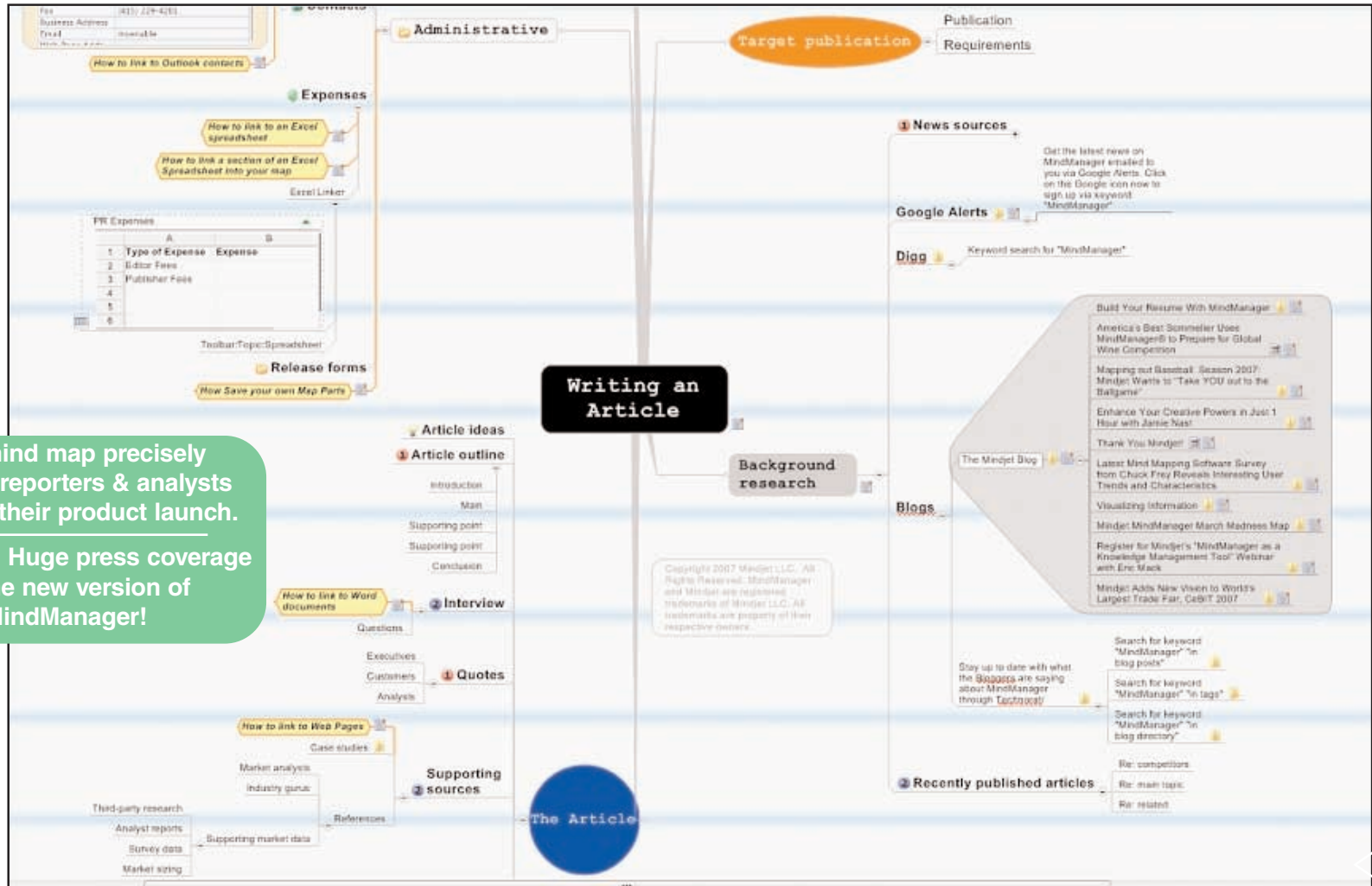
Mindjet®  
**MindManager® PRO 7**  
Work Smarter, Think Creatively,  
Save Time...Everyday

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## Mindjet MindManager “Writing an Article” Map



This mind map precisely targeted reporters & analysts covering their product launch. The result: Huge press coverage for the new version of MindManager!

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## So Much for The Theory-- Who's Actually Using Content Marketing?

### Case Study #2

### BestBuy: Delivering a Cool Print Magazine to its Best Buyers

You might be surprised to find that electronics retailer, BestBuy, is using a terrific print publication to build a stronger relationship with some of its best customers. According to senior VP, Barry Judge, Best Magazine is designed to "share our passion about how technology can enhance their lives."

For those familiar with BestBuy's story, you know how carefully they study their customers in order to enhance their buying experience. They have developed customer personas around which many store operations are based. BestBuy has learned that a deep understanding of their customers results in a host of trusted relationships, which in turn drives sales and profits.

Best Magazine contains absolutely no promotion for BestBuy. In fact, except for a welcoming icon on the cover, sales messages from BestBuy are nonexistent.

The magazine itself is an enthusiast's paradise chock full of product information about everything from iPods to sports cars. Barry Judge believes that it is essential "to build credibility from a trusted perspective by making it clear that there is no obvious way that BestBuy will benefit" from the creation and distribution of Best magazine (i.e., advertising or special offers).



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## So Much for The Theory-- Who's Actually Using Content Marketing?

### Case Study #3

### ThomasNet: Using Content Marketing to Help Customers Succeed

If you're not immersed in the world of manufacturing, you may not have noticed the disappearance of the venerable Thomas Register. This green printed shelf-filling directory is now 100% online as ThomasNet.com

After their first year online, they faced a big problem. Although they drove lots of traffic to customer websites, too many customers were cancelling their advertising. Here's what they found: Although they were sending thousands of highly qualified visitors to clients, these prospects weren't buying. Why? The majority of client websites weren't designed to make it easy for visitors to become buyers.

As soon as they understood the problem, [ThomasNet](#) began building a solution. They conducted research about online B2B buying patterns to determine just what is critical to a successful site. They found that relevant content is essential.

[ThomasNet](#) developed a formula and tools to guide the creation of websites that make it easy to buy. Advertisers who have built or rebuilt websites that follow their methodology have achieved dramatic increases in web-based sales.

For example, [FlexProducts](#), a small plastics packaging company with \$3.5 million in 2005 sales had never spent more than \$5,000 on promotion--all of it in the old Thomas Register. They turned to ThomasNet for the creation of an online catalogue.

In less than 2 years the results were spectacular. Sales jumped to \$10 million. 50% of those sales came from their new web catalog. For FlexProducts it boiled down to having really useful, relevant content online.



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## You Have a Wide Variety of Content Choices

### Content Types to Consider

Print

Magazine

Newsletter

White Paper Series

Online

Content Web Portal

eBook Series

White Paper Series Online

Digital Magazine

eNewsletter or eZine

Video Series

Webcast Series

Virtual Trade Show

In Person

Road Show

Executive Roundtable

Once you understand your buyer base and determine your marketing objectives, the content choices for your marketing becomes clearer!

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## Variety of Content Choices to Connect with Customers

Many information vehicles can connect to your prospective customers. Therefore, it's essential to understand which types of content best match your communication requirements. What follows are brief descriptions of some popular choices you may want to consider to achieve your content marketing objectives.

### Print

Although printing and mailing costs may require a significant investment, relevant, well-written, and well-designed print publications can make a dramatic impression on your target audience. Unlike a Web site, where visitors must find your site, you have precise control over the outreach of a print publication. In addition, print publications are highly portable and can be read anywhere (even without a Wi-Fi connection).



#### MAGAZINE

The magazines we enjoy the most are those that match our interests most precisely. This applies both in our professional and personal lives. So it is with magazines that you create for customers. You must understand exactly what information is most important to this target group—and the way in which they would like to receive it. In other words, you need to pay attention not just to your subject matter but also to the style and length of the articles you write—as well as overall design and layout. Every element is critical to your success.

#### NEWSLETTER

Your newsletter may be just two sides of the page, meant to be folded and mailed or it may extend to 16 pages or more. Whatever the length, newsletters are designed to be consumed quickly and should have attention grabbing headlines with concisely worded articles. In terms of content, you must also focus on the precise information needs of your target audience. Beware--too many newsletters are glorified sales pitches...today's consumers know better.

#### WHITE PAPER SERIES

These focus on topics or issues which require a lot of explanation. They tend to cover technical topics, but may extend to any number of subjects. White papers are perfect for demonstrating thought leadership on subjects vital to your buyers. They aren't meant to replace sales collateral, so don't use them as an excuse to promote your products and services. Technical or not, they should be written in a style that immediately captures the reader's attention and pulls them through to the final paragraph. In other words, white papers must be educational but they don't need to be boring.

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## Types of Content to Consider

### Online

#### WEB SITES

Think of your Web site as your primary corporate presence on the Internet. If you are a small organization, it may be the only exposure you have. In that case, design it so that your visitors will be immediately engaged when they arrive. Make it easy for them to find exactly what they're looking for. You have less than 10 seconds to grab their attention before they head off somewhere else. Make it obvious how you can help your visitors achieve professional or personal objectives. As your corporate web presence, it must provide complete information about your company, the products and services you provide, and why they should buy from you. Be sure to use visuals that are closely connected to your written content. [Mindjet](#) is a good example of a small company that combines content and corporate information effectively.

#### CONTENT WEB PORTAL

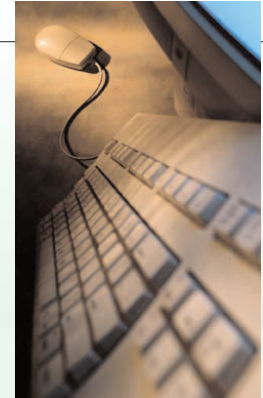
Many larger organizations—and even some small ones—will have multiple mini-sites (or microsites) on the Internet. These would typically concentrate on a narrowly targeted area of content. For example, check out Home Made Simple from Proctor & Gamble. [Home Made Simple](#) is P&G's content marketing web portal dedicated to solutions for the home. They offer ongoing original content and a monthly eNewsletter and have managed to sign up more than 600,000 consumers.

#### EBOOK SERIES

When you have a strong body of knowledge inside your organization that you want to share broadly across the net, eBooks offer you the opportunity to reach out to customers and prospects. They in turn can pass along your eBooks to friends and colleagues. eBooks are typically 20 to 40 pages designed in landscape format with lots of bullet points and helpful graphics. An eBook can be sent in chapters or as an entire book. Here's a good example from web 2.0 guru, Stephanie Diamond: [Small Business 2.0](#). Some successful eBooks are 50+ pages and look like basic Word documents.

#### WHITE PAPER SERIES

As noted above in the previous print section, white papers provide another method for you to take thought leadership and content areas that are vital to your customers. Even online, they tend to be very content focused with relatively few graphics. [Grant Thornton LLP does an excellent job with targeted white paper series.](#)



# Online

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## Types of Content to Consider

### Online (continued)

#### DIGITAL MAGAZINE

Today, you can replicate the look and feel of a print magazine online. You can deliver every bit of the brilliant design and colorful graphics that your print cousin would provide. In many cases, companies that have created print magazines place digital versions online to complement them. This provides an excellent way to integrate your print content with your web presence. Digital magazines combine the beauty of print with the interactivity of the internet. They reside on or are linked to your website. Numerous software tools exist to create them. To see the possibilities, [check out nxtbook's Linked.](#)

#### ENEWSLETTER OR EZINE

Use these to communicate regularly with current and future customers by supplying relevant content that's carefully targeted to their information needs. Typically, you provide a brief paragraph or two for a set of 5 to 7 articles with links back to the complete articles on your website. As long as you are providing valuable content, your readers will also be receptive to requests that they take action to sign up for a newsletter or white paper. A good example is [Tendo Communications' The View.](#)

#### BUSINESS BLOG

Blogs--or 'web logs'-- began as individual expressions of opinion about deeply felt topics or issues. Today they play key content marketing roles, enabling honest dialogue with customers who care deeply about your company and its products. Be sure to establish a blogging strategy that integrates with your content marketing strategy. Begin by asking the right questions: Why are you blogging? What will you blog about? Who will blog? Can you maintain frequent blog entries? Can you accept negative feedback--and respond open-

ly and honestly? If you can answer affirmatively, business blogging could be a core component of your content marketing strategy. Check out [Sun Microsystems CEO's blog](#) for a cool example.

#### WEBCAST SERIES

If you are looking to provide an interactive venue for content, webcasts enable you to gather hundreds or even many thousand participants in a virtual room. One or more presenters will deliver audio (or audio and video) content combined with a slide presentation. Participants typically have the opportunity to ask questions of the presenters and have them answered in real-time. Archived webcasts can be extremely valuable because they can reach perspective customers many months after the initial event. Microsoft is one of the kings of webcasts. [Check them out here.](#)

#### VIRTUAL TRADE SHOWS & CONFERENCES

Current technology and high speed Internet connections enable the creation of lifelike happenings. Event managers can create Internet-based virtual trade shows and conferences to generate leads, increase event participation, drive revenue, and improve communication with current and future customers. Here's an example of one provider's approach: [iCongo](#). An example that Meredith produces for scrap bookers is [Scrap-a-Faire](#). Here is an article on how [Nortel produced their own virtual trade show.](#)

#### VIDEO SERIES

It's easy today to add video to your Web site, your digital magazine or your eNewsletter. Video enables you to convey even very complicated content simply and convincingly. It also gives you the chance to humanize members of your team so that visitors feel as if they know them before they meet in person. The [New Fangled Web Factory](#) uses video effectively.

## Types of Content to Consider

### In-Person

*Although the popularity and effectiveness of trade shows and conferences is suffering from cost pressures and the effectiveness of the Internet, you may still want to be physically right in front of your target buyers. Here are two ways that you can grab their undivided attention.*

#### ROADSHOW

This is a mini conference on tour that is typically conducted by a single organization, although related companies that don't compete will often cooperate on a road show. Usually, individual events last for a day or less, going to cities where there's a high concentration of prospective customers. As always, it's essential that attendees walk away believing that they have been the recipients of essential, problem-solving information.

#### EXECUTIVE ROUNDTABLE

This is a gathering of industry executives who are experts in their field and who have enough drawing power to pull in your prospects. Through brief presentations and interaction among roundtable participants, you have the opportunity once again to position yourselves as thought leaders.

Content choices can't happen in a silo.  
Cross check your choices with the desired buyer behaviors you are trying to influence.



In addition, you can use the photography, transcript, audio, and video from your in person events to leverage additional content for magazine articles, newsletters, white papers, websites, podcasts or vodcasts.

# In-Person

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## When to Use What?

### Content Initiative

Understanding how your buyers will engage with the information is *critically* important.

### Marketing Objective

	Custom Magazines	Newsletters	White Papers	eBooks	Roadshows	Executive Roundtables	Webcasts	Web Portals
Lead Generation			●	●			●	
Brand Awareness	●		●	●	●	●	●	
Customer Education	●	●	●	●	●	●	●	
Thought Leadership	●		●	●	●	●	●	●
Perception Modification	●		●	●				●
Customer Retention	●	●					●	●
Internal Communications	●	●						●
Sales Support	●	●			●			●

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## Putting it All Together: Content Gets Customers.

We'll end where we began, with the Welch's heartfelt advice:

***"You are delivering something—anything—  
that makes you indispensable to your customer's success."***

The goal is not for you to sell something. The goal is to help your customers, in any way that you can, TO WIN! In order to help them win, as a marketer, you must deliver ongoing content that gives them the tools TO win. You must deliver content in many different ways, to wherever your customers are, in whatever form they will digest it in.

**Remember:** This is not better sales material, better copywriting on your web site, or better direct mail collateral. Get rid of the fluff, the hype, the pointless flash graphics, the meaningless mission statements.

Replace those messages with targeted, relevant, and compelling content that gives your current and future customers the tools they need to win.

Your content will reflect a deep understanding of the challenges your customer is facing. Your content will then help them overcome these challenges. This means investing in industry and buyer research, just as **BestBuy**, **MindJet**, and **ThomasNet** have done.

This means hiring the best researchers and journalists in your industry to create content that enables true customer "wins".

**Traditional marketing is out...content marketing is in.**

When you put the customer "win" scenario at the heart of your marketing plan, you'll create an ever expanding base of loyal customers who will not only buy from you. They'll tell their colleagues and friends to buy from you, too. You will generate a dramatic and easily measurable return on your content marketing investment.

**Content marketing pays off—for you and for your customers.**

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Praise for the authors of

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How to use content marketing to deliver relevant, valuable,  
and compelling information that turns prospects into buyers.

by **Joe Pulizzi** and **Newt Barrett**



*“Joe and Newt are two of the foremost thought leaders in content marketing. If you want to create long-term relationships with your customers through the use of great content, listen to what they have to say.”*

- **David Nussbaum**, CEO, Sundance Business Enterprises; Former CEO, Penton Media, Inc.

*“It’s about time that someone came out with THE source for everything a business would need to communicate effectively with their customers through content marketing.”*

- **Chuck Connor**, Senior Vice President, Marketing, Major U.S. Not-For-Profit

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About the Authors –

## Joe Pulizzi

Joe Pulizzi is founder and chief content officer for [Junta42](#), a content marketing/custom publishing community search engine. Junta42, which launched in 2007, offers a “*digg-like*” service for marketers, publishers, and association professionals who are responsible for content marketing initiatives.



Joe is also president for [Z Squared Media](#), LLC, a content marketing consulting firm for marketers and publishers. Z Squared Media works with clients to create better content, that ultimately helps generate new and lasting revenue streams.



Previously, Joe was vice president of custom media for [Penton Media, Inc.](#), the largest independent business-to-business publisher in North America. From 2000 to 2007, Joe worked to develop Penton Custom Media into one of the leaders in b2b custom publishing, developing custom communication programs for top-level brands in a number of industries.

Joe currently serves on the board of the [Custom Publishing Council](#). He recently served two terms as chairperson of [American Business Media's](#) Custom Media Committee. Pulizzi was also voted a Northeast Ohio's “Top Mover & Shaker under 35” by the [Cleveland Professional 20/30 club](#).

A former public speaking instructor at Penn State University, Joe speaks around North America about the growing importance and influence corporate content has on business decision makers.

You can read Joe's thoughts on a daily basis through the [Junta42 blog](#), [The Content Marketing Revolution](#), and weekly at the [Custom Publishing Council blog](#).

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About the Authors –

## **Newt Barrett**

Newt is president of [Succeeding Today](#), a division of Voyager Media, Inc. Succeeding today helps small- and medium-sized companies attract new customers through the use of relevant content practices.

Newt has also recently launched [Content Marketing Today](#), an educational Web site dedicated to helping marketers find new ways to reach their customers in print, on-line, and in-person.



Newt is a leading thinker on the new discipline of content marketing. He urges marketers to think like publishers by delivering essential, relevant, and timely information that makes customers smarter and wiser—and much more likely to become buyers.

Newt is a successful publishing executive with more than 25 years of experience as both a manager and business owner. He has launched profitable publications in the high tech arena for CMP and Ziff-Davis. He was an early player on the web in 1996 as Publishing Director of [NetGuideLive](#).

As an entrepreneur, he launched Southwest Florida Business and BusinessNewsNow.com in the late nineties, later selling them to Gulfshore Media. His publication still thrives under its new name, [Gulfshore Business](#). He currently serves on the board of the Southwest Florida Leadership Foundation

In addition to his sales and marketing skills, Newt is a published writer for Business Currents and Gulfshore Business magazines. He writes on topics as diverse as healthcare, education, public policy, growth, business best practices, and technology.

He knows how to build great brands that serve client marketing needs. He is comfortable driving dramatic market-driven changes. Newt is recognized as a leader with the ability to move teams in new, unexplored directions.



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## We Could Use Your Help!

Do you have any ideas on how we can make our book better?  
If so, or even if you have general comments, please email us at

[ideas@getcontentgetcustomers.com](mailto:ideas@getcontentgetcustomers.com)

Thanks again for taking the time to read this eBook.  
We truly hope it helps you to **Get Customers!**

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Thanks to all those who helped contribute to this eBook.

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for his guidance on today's buying behavior.

*Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it.*

**THANK YOU!**