



Lean
**CONTENT
MARKETING**

How to Create Content on a Budget

Introduction

Content is king. If you're a modern marketer, you know why— it is the fuel for your lead generation and nurturing programs, driving leads through your funnel to become customers.

But getting your content machine up and running is tough, and the idea of regularly creating quality content can make marketers break into a cold sweat. Why? Because many marketers, in both large organizations and small, lack the budget, resources, and time to implement a content strategy that can truly drive leads through all stages of the funnel.

Luckily, by learning to leverage the resources you already have and doing more with less, even marketers with limited resources can start to create the content needed to fuel demand.

This ebook goes through tried and true strategies for lean content marketing— so you can extend the value of all your thought leadership.



A Short Explanation

In the interest of saving time, we'll spare you the long and drawn out explanation of why content is so important. But, for the sake of being thorough, we do want to give you a quick breakdown.

Today's buyer is different. A pitch from the sales team is no longer the first contact a buyer has with your company. Instead, due to the abundance of information on the internet, your buyers will do their own research first. In fact, **66-90%** of the buyer's journey is complete before he or she even reaches out to a sales person. So, it is your job as a marketer to help your customers self-educate through their buying

journey. High quality, educational content marketing helps you become a trusted resource for your buyer. It helps your brand stand out from the noise, and it also reduces risk for the buyer because you are creating a lasting relationship.

But as we've said, many marketers worry that creating great content is an uphill battle. Where do you even start?

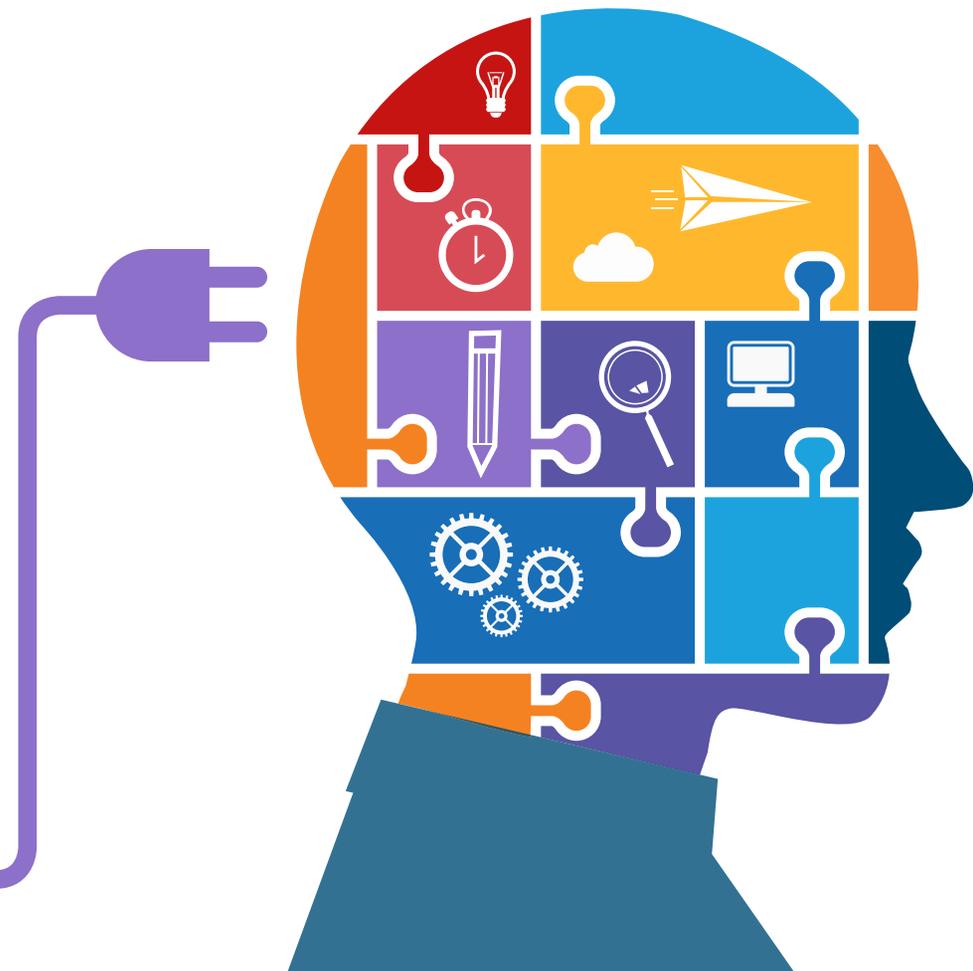


Crafting the Perfect Content Team

First you need to craft the perfect team—the people or person who will project manage, create, curate, and distribute your content to the rest of your marketing department.

Ideally, you would have at least one person to own the function of content marketing. Why? There is a lot of strategy, project management, and creative skill that goes into making sure your content is consistent, on brand, and on schedule. In our experience, teams that don't have content owners tend to fall short.

However, we know that many companies don't have the budget or resources for dedicated headcount. If you find yourself in this situation, make sure that you at least have a member on your team who takes responsibility for your content. It is important that whoever owns content creation be a content consumer, a great communicator, and an excellent project manager.



Crafting the Perfect Content Team

Here's how we think of the ideal content team structure at Marketo:



Chief Content Officer

This person has many titles. Some companies have embraced content marketing enough to have their own C-level title—Chief Content Officer. Other companies might have a Director of Content. And some companies will make their content strategy part of Product Marketing, Corporate Marketing, or Demand Generation.

Your CCO's responsibilities could include:

- Owning the story of the business
- Content final approval
- Audience development and influencer relationships
- Measurement and business accountability



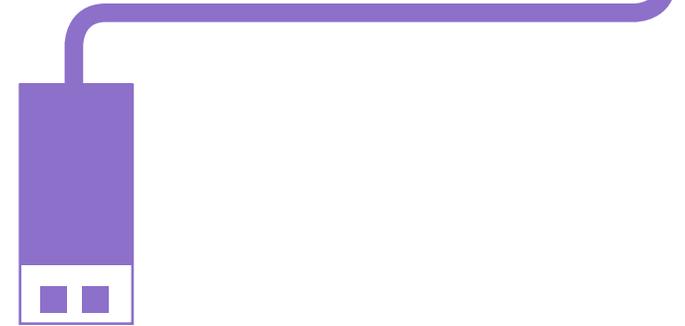
Managing Editor

This is a critical role for content management. We advise that you hire someone solely devoted to content if you really want strategic consistency. However, if your budget is tight and you don't have the headcount, these responsibilities should at least be part of a Campaign Manager or Program Manager role.

Your Managing Editor's responsibilities could include:

- Content strategy and creation
- Consistency in messaging
- Vendor coordination
- SEO
- Content production
- Content publishing
- Content calendaring
- Blog Management

Crafting the Perfect Content Team



Content Creators

In addition to your CCO and Managing Editor, who else is creating content for your organization? You want content creation to become part of your organizational culture. The more people you have helping to create content, the better and more informed your content assets can be. You can also leverage outside vendors as extensions of your content team. The more you leverage those within and without your organization, the easier it will be to create a robust content strategy with a lean team.

Crafting the Perfect Content Team

When looking for additional content creators, consider the following:



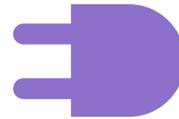
Team Members:

Content creation and writing should be an important skillset for your marketing hires. Leverage other team members' expertise and hold them accountable for creating content. Consider including content creation in your team's job descriptions.



Outsourced Writers:

You may need to outsource some of your writing if you don't have the internal bandwidth. There are many content marketing agencies that can write copy for you; if you are on a limited budget, you can explore a service such as Scripted, which connects you with low-cost writers who bid on your projects.



Internal Subject Matter Experts (SMEs):

You need to create content about various aspects of your organization and business expertise, and you simply can't be an expert on everything. That's why it is critical that you leverage members of your organization who are experts—your Subject Matter Experts.

Note that your SMEs don't necessarily need to be writers. Your goal as a content marketer is simply to soak up their knowledge. The best way to work with SMEs? Set up an information sharing session (or "brain dump") for between 30 minutes and an hour, in which you or another writer can jot down thoughts and record the SME's particular knowledge.

Crafting the Perfect Content Team



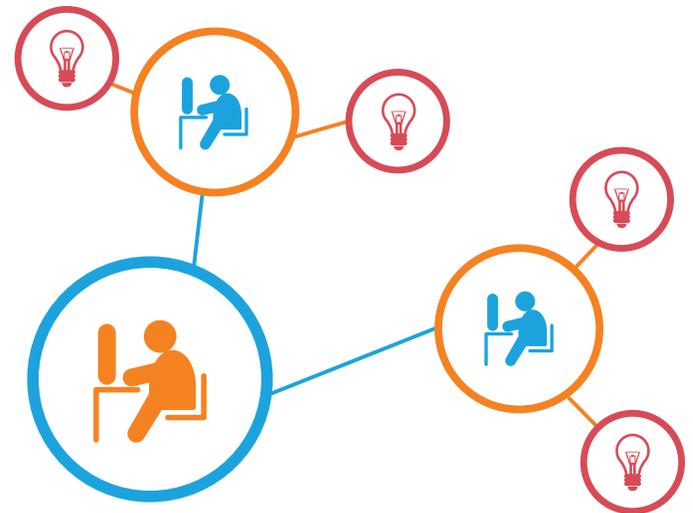
Internal and Outsourced Design Agencies:

Your content needs to be designed, even if only at a very basic level. If you are lucky enough to have an internal design resource, take advantage of his or her expertise. To save time, your design team can simply create and reuse a template. Alternatively, you can supplement your team with outsourced design firms. Much like outsourcing writers, you can use sites like 99designs to access low-cost design resources. Also consider hiring on an intern who is interested in learning more about content design.



Partners, Customers, and Thought Leaders:

We encourage you to think outside of the box when it comes to content creation and leverage resources within your community. At Marketo, we frequently use partners, customers, and thought leaders to help create additional content. Just remember, it usually is a give and take—one party writes, the other designs, both edit, etc. Make sure you come up with some guidelines before engaging with a third party.



Content Contribution Incentives

Another powerful technique for getting more content is to incentivize contribution to your blog, ebooks, or other types of content.

At Marketo, we set up a formal internal blog program including tiered prizes.

The more blog posts an employee writes, the more prizes they are eligible for. If you have some budget, it's a great idea to put some high-value incentives to this program—ie. giftcards, ipads, beats headphones, or whatever you think your colleagues would like. However, you don't need a big budget to make it fun! Think about giving away company swag items—branded water bottles, t-shirts, blankets etc. Or give away a day off, a group pizza party, etc. The key here is to get creative and gamify your content contribution.



Content Planning

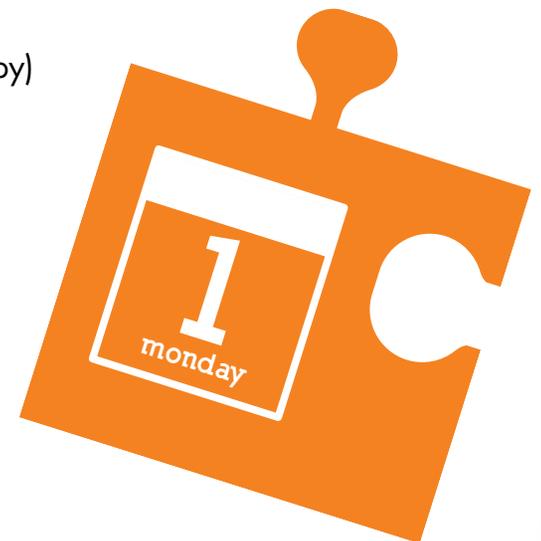
You have a team, now you need to plan. What are you going to create? What are your themes? When will you launch each asset? And so on. By creating a baseline plan, you can more easily allocate your resources to the best projects, instead of engaging in “random acts of content.”

Buyer Persona and Buyer Journey Creation

The first step to planning out your content is creating buyer personas and buyer journeys. A buyer persona is a fictional profile of your customer. Most companies will have more than one persona. A buyer journey consists of the steps that your persona takes before he or she makes a purchase decision. This usually maps to your sales funnel.

The best way to create your buyer personas and journeys is to set up informational interviews with the following people:

- Current customers (both happy and unhappy)
- Prospects
- Former customers
- Your sales teams
- Your customer service teams



Content Planning

And you want to ask questions that address the following:

Background: basic details about your ideal customer and his or her company

Job Details: key job responsibilities, likes and dislikes about job

Goals: persona's primary goals

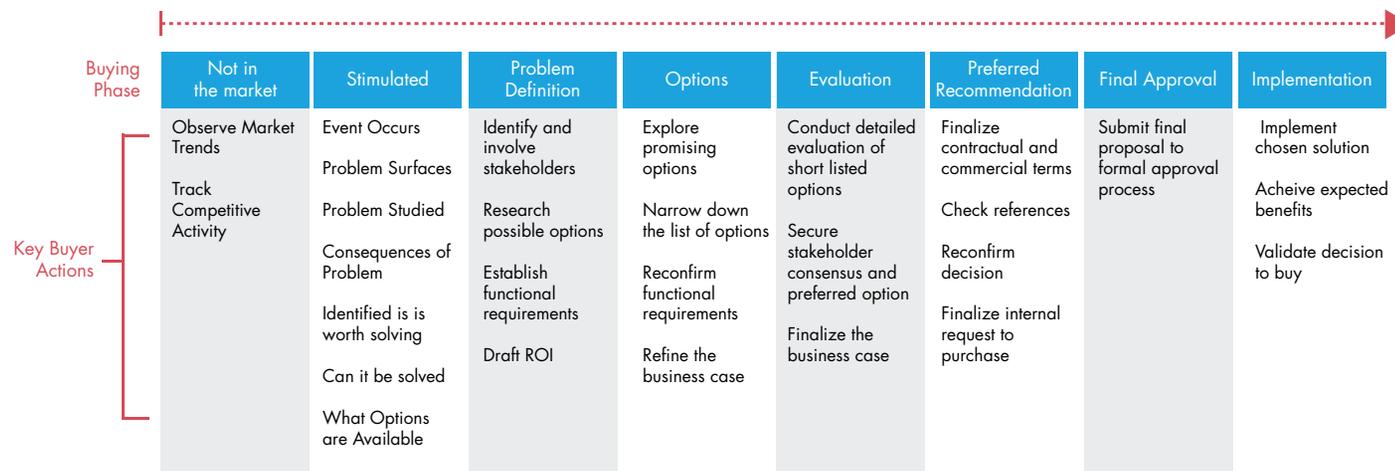
Challenges/Pain Points: your persona's challenges and the emotions that accompany them

Preferred Content Medium: how your persona consumes content, and what sort of content he or she consumes

Objections: the objections you anticipate from your persona during the sales process

Quotes and Ideal Marketing Messages: bring your persona to life with actual quotes and make sure to craft messaging that resonates with him or her

Once you have all of those details, you can create your personas and your buyer journey. Your buyer journey might look like this example below:



Ideation

Generating ideas on a consistent basis is reportedly one of the biggest content marketing challenges. Luckily, understanding your persona and walking in his or her shoes throughout the buying journey gives you a leg up when determining what topics to write about.

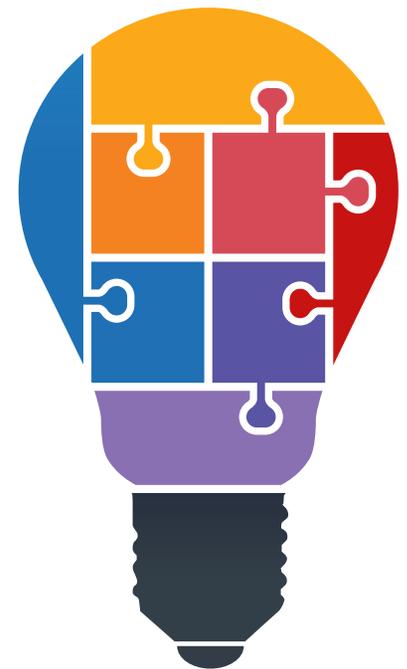
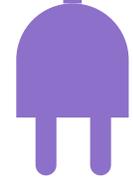
To get you brainstorming about your next content piece, here are our suggestions:

- **Engage** your organization and ask them what the hot topics in your industry are
- **Listen** on social channels to see what your network is talking about
- **Interview** customers to find out what they want to hear from you
- **Send** out a survey to your database to determine what is top-of-mind
- **Do** some research to determine the hot topics and trends
- **Create** content that maps to your SEO priorities and keywords

- **Create** content that maps to business priorities and product launches

Content Arcs and Themes

A good way to organize your content is to work with business stakeholders to create quarterly or bi-yearly themes, or “content arcs”. Each arc has its own messaging and is assigned a set of assets over a period of time. For instance, if we were planning a social marketing content arc at Marketo, we would make sure we had messaging baked and a solid plan for delivering social marketing content over a period of time. This helps us drive home our corporate initiatives.



Mapping Content

Your buyer journey outlines the process your buyers go through when making a purchase decision. Typically, this maps well to your sales funnel, which you can typically break up into early, mid, and late stage content.



Early stage content should be purely educational—no mention of your product, just thought leadership. Mid stage content should also be educational, but it can include some product-specific information, as long as it is helping to solve a pain point. And late stage content shows true buying intent—this is content that talks about the benefits of your product or solution.

Mapping Content

Take a look at this example of Marketo's own content mapping:

Early Stage



Mid Stage



Late Stage



Our early stage assets are purely educational and/or trend related. You can see in the example that we have an ebook about sharing contagious content on Facebook, and our big marketing activity book. Neither asset is tied closely to marketing automation, but the assets each speak to our persona as a whole.

The next row of examples illustrate our mid stage content. This is content that shows more buying intent because the subject matter is more closely related to marketing automation. In this example we have our marketing automation internal selling PowerPoint template (this is for marketing teams trying to get stakeholder buy-in for marketing automation throughout their organization), and we have an ROI calculator that helps marketers determine the ROI of marketing automation.

Lastly, we have our late stage content—content like customer testimonials, pricing sheets, and data sheets. When a prospect downloads one of these assets, this signals that the prospect is potentially ready to make a purchasing decision.

By mapping your content to the buyer journey and funnel stages, you can ensure that you are speaking to your persona at every stage, as he or she self-educates through the purchasing process.

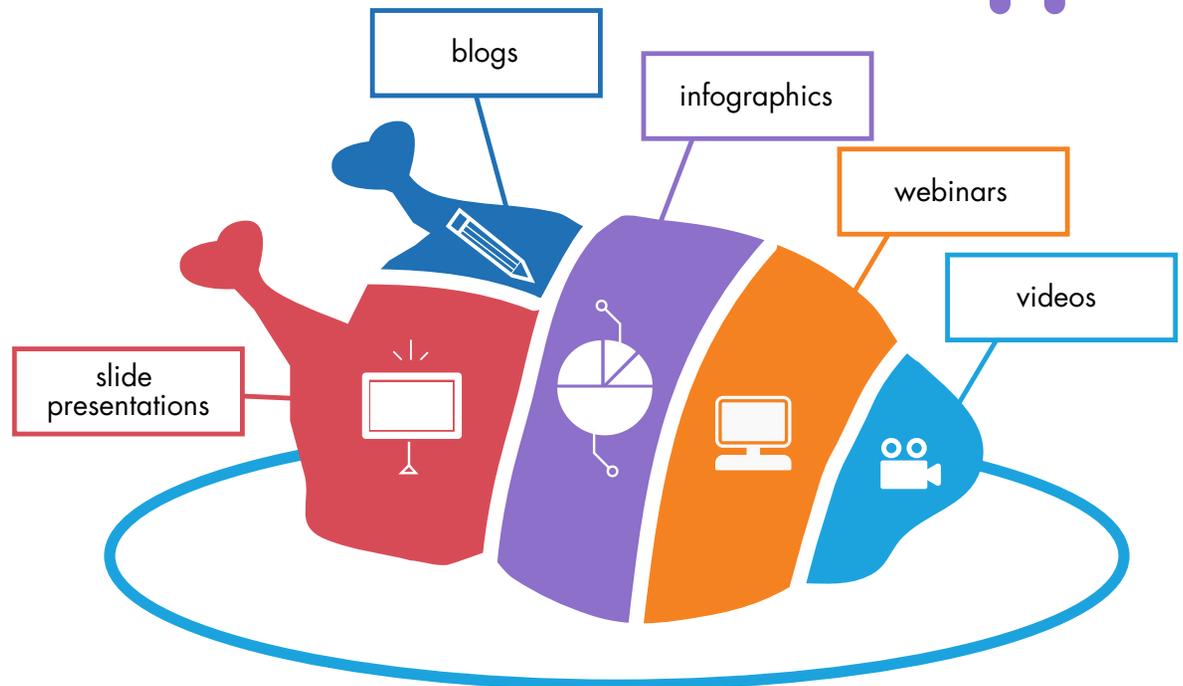
Lean Content Creation

Once you have curated your content team, created your personas and journeys, and determined your organizational content themes or arcs, it's time to get creating! And as a marketer on a budget, you'll need to have lean content creation tactics in your back pocket if you want to get more out of less. And we assure you, it can be done!

Turkey Dinner Analogy

One of our favorite lean content analogies is "the turkey dinner" popularized by Rebecca Lieb from Altimeter group. Essentially, she recommends that marketers create one "big rock" piece of content and slice and dice it to create "leftovers". The turkey is the time-consuming main course, but everyone can eat the leftovers for days!

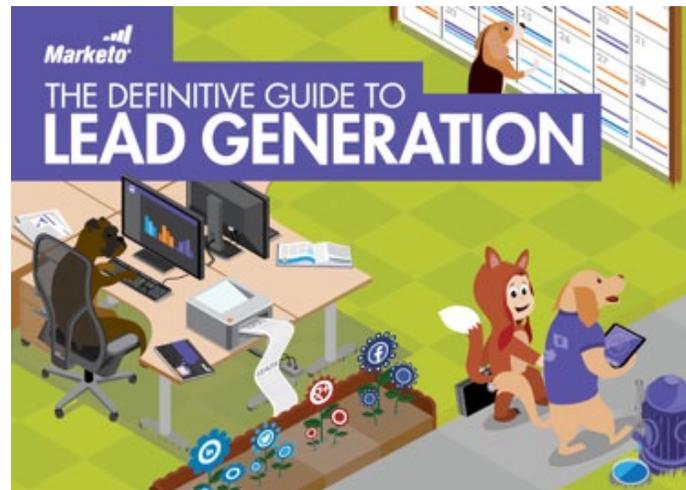
The idea is that if you have one large ebook or report, you can leverage it to create additional content. Simply break your large asset up into smaller chunks.



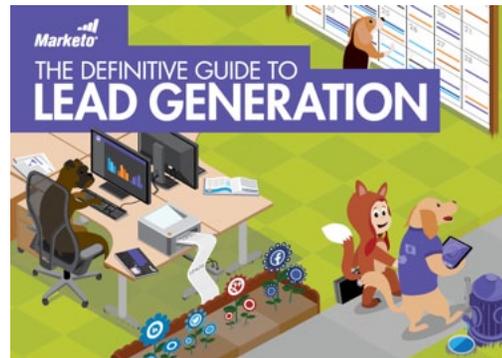
Slicing and Dicing

Everyone likes to consume content in different ways. You might like to read an ebook, while the person sitting next to you might want to watch a video. Slicing and dicing your content in the same way you'd slice up leftover turkey enables you to stretch your content and do way more with less. Just get creative!

Let's take a look at one of Marketo's Definitive Guides, *The Definitive Guide to Lead Generation*, as an example. This is one of our "big rock" pieces, in that it took a lot of time and internal effort to create. This particular guide is 160 pages long.



Slicing and Dicing



Each of these ebooks got separate social promotion, both organic and paid, and we included each of these ebooks in our demand generation mix.



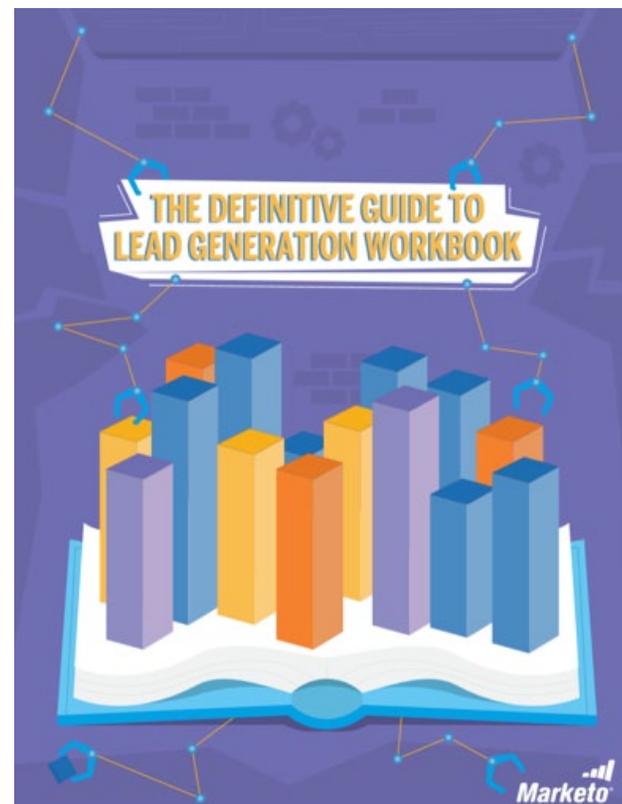
From this guide we created multiple ebooks, simply by slicing up chapters that we thought people would be interested in reading separately.

We also create cheatsheets from our Definitive Guide content. These consist of smaller tidbits of information or any checklists we have included in the guide.

From there, we start to think about any visual assets, like a slide deck, activity book, video, or infographic we might be able to create.

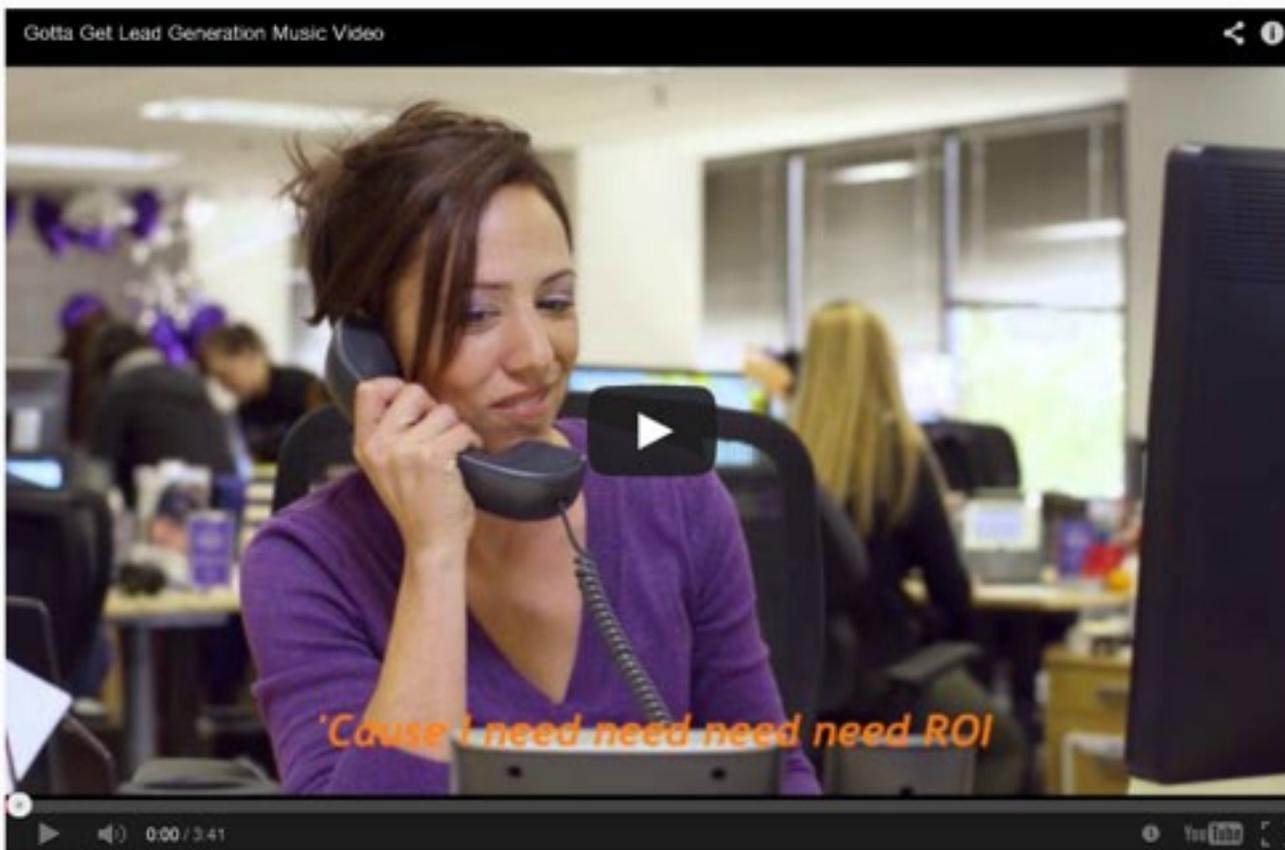
Slicing and Dicing

From this asset, we created an infographic called “How to Define the Lead of Your Company’s Dreams”, again using content and stats taken directly from the guide. We also took content from the guide and created a workbook that readers could fill in.



Slicing and Dicing

And then we also made a music video called “Gotta Get Lead Generation” which was a lot of fun and entertaining for our audience. Again, using the same content from the guide.



Just a note—we know that videos can be expensive to create, however you can do them on a budget! This video was created using our office as the set and our marketing department as the actors. You can also consider making quick cell-phone videos or Vine videos.

Slicing and Dicing

We also create blog posts from Definitive Guide content. These can be taken directly from the copy of your initial asset. Just remember to link to your asset in the post to prompt downloads!

The Definitive Guide to Lead Generation

898 SHARES | 740 Likes | 98 Retweets | 37 Shares | 22 Comments | 1 +1 | Like our blog? Share the love!

Marketo
THE DEFINITIVE GUIDE TO LEAD GENERATION

By: Dayna Rothman
Posted: January 15, 2014 | Demand Generation

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. In today's complex marketing climate, lead generation has become a popular strategy to help create demand and get your marketing messages heard across multiple channels. Lead generation helps your company increase brand awareness, build relationships, generate qualified leads, and ultimately close deals.

But how do you get started? What are all of the channels you need to perfect? And how do you measure and optimize your efforts? In *The Definitive Guide to Lead Generation*, a 150+ page guide to everything you need to know about generating leads, we answer all of those questions and more.

Why is Lead Generation Important?

Just because someone downloaded a whitepaper doesn't mean he or she wants to talk to a sales rep. You don't want your sales teams wasting time cold calling from a list of unqualified leads. Simply put, cold calling doesn't work in today's world of information abundance. You want your sales team closing deals and spending time actively selling, instead of wasting time calling down a list of cold leads.

Dayna Rothman is the Sr. Content Marketing Manager at Marketo. She runs the Marketo content initiatives and is the managing editor of the Marketo blog. Dayna has extensive experience in content marketing, social media, marketing automation, and inbound marketing. She has an MBA from Golden Gate University and lives in Oakland, CA.

Ready to generate qualified leads? Learn all you need to know in our new Definitive Guide to Lead Generation. #dgtg

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6 Must-Have Website Calls-to-Action that are Sure to Convert

1.2k SHARES | 869 Likes | 224 Retweets | 98 Shares | 44 Comments | 1 +1 | Like our blog? Share the love!

Are you using your website for #leadgeneration? Convert leads with our 6 must-have calls-to-action. @dayroth

By: Dayna Rothman
Posted: February 5, 2014 | Demand Generation

When it comes to converting leads and making lasting impressions, your website is where the magic happens. Calls-to-action (or CTAs) are at the center of your website's lead generation power. Because your website is often your first line of communication with a lead, make sure that your website contains numerous targeted CTAs, speaking to leads in every stage of the sales funnel.

Here are our six must-have CTAs for collecting leads on your website. And for more lead generation tips and tricks, download our brand new Definitive Guide to Lead Generation.

1. Contact Us

If a lead wants to contact your company directly, make it as easy as possible. There is nothing more frustrating than failing to find a company's contact information or contact form. At Marketo, we display our phone number in our header, embed a "Contact Sales" form in our product pages, and display a "Contact Us" button (which links to a landing page) on every page of our site. Our "Contact Sales" embedded form asks leads for their first names, last names, work emails, phone numbers, companies, and the number of employees at their companies. We also leave a field for comments and questions.

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Tweet this!

Are you using your website for #leadgeneration? Convert leads with our 6 must-have calls-to-action. @dayroth

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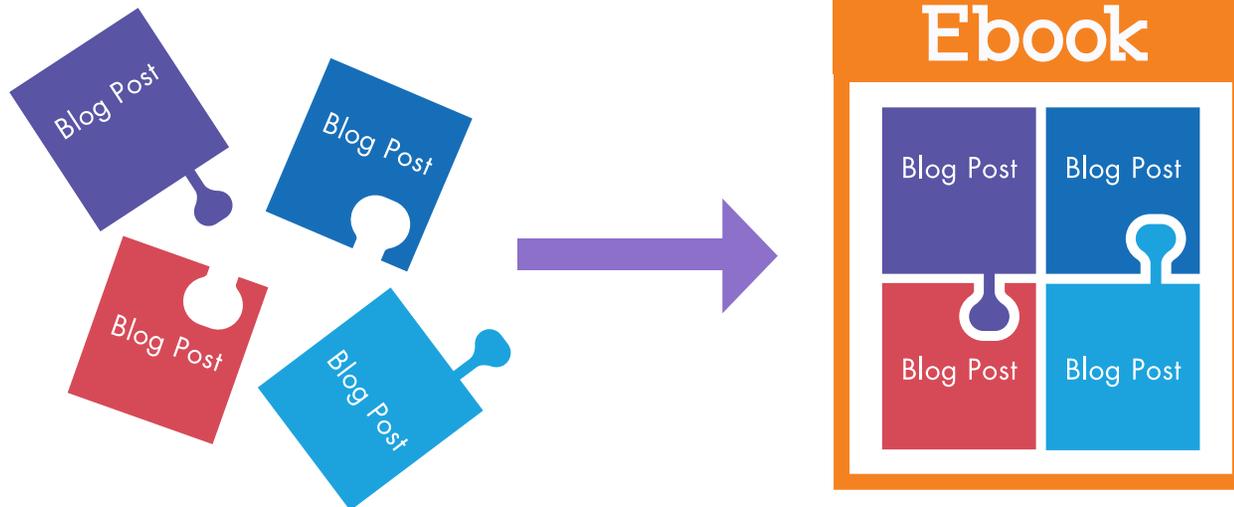
Most Shared: What Your Instagram Filter Says About You (Infographic) (8.7k shares), True Colors: What Your Brand Colors Say About Your Business (Infographic)

Repurposing

Repurposing, the technique of turning one type of content into another, is another great way to stretch the value of your already-created content.

Say your demand generation team is looking for an ebook to do a program send around lead nurturing. You look at your resources center and realize you don't have any ebooks or reports about the topic. But you do have a blog post that

you wrote a few weeks ago. Simply repurpose that blog post into an ebook. You'll quickly have a downloadable piece of content to send out in demand gen programs.



Repurposing

Let's take a look at an example:



Who, What, and Where Can You Personalize? Real-Time Personalization is Simpler Than You'd Think

626 SHARES | 269 Like | 142 Tweet | 154 Share | 60 +1 | 1 Share | Like our blog? Share the love!



By: Mike Telem

Posted: March 24, 2014 | Targeting and Personalization

If you're in marketing, you've probably heard a lot about *personalization* lately. Given the rising expectations of customers, the difficulty of marketing to anonymous prospects, and the need to create campaigns that are heard above the noise, *real-time personalization tools* have a lot of appeal. But many marketers think personalization will be too complicated to implement, or will



First, we created a blog post, "Who, What, and Where Can You Personalize? Real-Time Personalization is Simpler than You'd Think", to support Marketo's Real-Time Personalization.

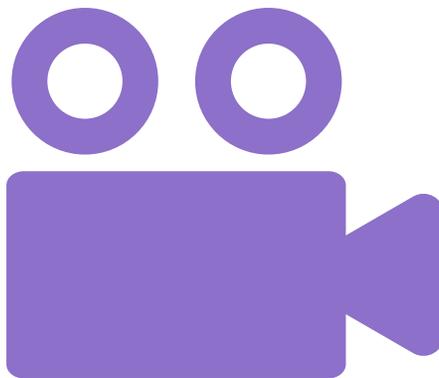
Next, we realized that we needed content around the same topic for some of our demand generation programs, so we took the exact content from this blog post and created an ebook!

Repurposing

Or what about repurposing a webinar into an ebook? Webinars are a fantastic resource for content. Don't hesitate to take your webinar recording and create an ebook or a series of blog posts.

You can use the concept of repurposing for so many content types. Here is a quick list of ways to repurpose, to help get the gears moving:

- Blog to ebook
- Blog to slide deck
- Blog to infographic
- Webinar to ebook
- Webinar to podcast
- Podcast to ebook
- Infographic to slide deck
- Ebook to slide deck
- Ebook to infographic
- Ebook to blog post
- Ebook to video
- Ebook to cheatsheet

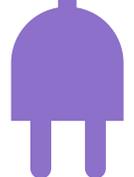


Conclusion

Content marketing is tough for any marketer, and it is even tougher when you have a small budget or constrained resources.

But that doesn't mean that marketers without huge teams or budgets shouldn't bother with content marketing—it just means those marketers need to do more with less. By assigning roles, mapping content to buyer personas and buying

journeys, and becoming experts at repurposing your existing assets, you can master lean content marketing. You might be surprised by the difference a bit of strategy (along with creativity) can make.





Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries.