



## CONTENT MARKETING STRATEGY

# *Delivering content that delivers results*

Content is currency. Content is king. Content marketing is the new advertising. As marketers, we know the importance of content marketing and the critical role it plays in an integrated marketing communications strategy. We also know it can require significant investment in people, process and technology to effectively master this evergreen approach to customer engagement.

### *Here's how we get there*

EMA provides robust content marketing strategy and planning services to B2B and B2C clients, designed to move customers through the buyer journey and build lasting customer relationships.



#### OUR APPROACH

The right content strategy should not only yield strategic insights into how to connect with customers, it should drive results for your business. Here is EMA's Content Marketing Process:

##### **Strategize and Plan.**

Before we create anything, we want to know the target. We'll start by defining your business goals, marketing objectives and KPIs, informed by SEO trends and smart keyword strategies.

##### **Create and Deploy.**

Next, we'll develop an editorial calendar, define a process and create content that's mapped to your buying cycle and tailored to your customers.

##### **Measure and Optimize.**

With performance metrics and analytics reporting, you'll have the valuable data you need to optimize your strategy.



#### KEY DELIVERABLES

When partnering with EMA you will receive a complete and documented content strategy that highlights business goals, marketing objectives and recommendations for how to best engage with your customers through content. This may include:

**Target audience personas.**

**Documented customer journey.**

**Keyword strategy and recommendations for content themes.**

**Measurement and optimization plan.**

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## STRATEGIC OUTPUT

Our content strategy and planning yields strategic insights into how to connect with customers in a highly effective and personalized manner that drives results for your business.

**Key messaging points** designed to answer the questions customers have at every stage of the customer journey.

**Recommendations** for content execution will include content types, delivery channels, paid distribution recommendations and an editorial calendar.

**Review analytics data in real time** and key messaging designed to answer customers' questions at every stage of their journey.

## *What you can expect*

Our strategy and planning services include content creation for:



## FIND RELATED EMA SERVICES

- Product Innovation Consulting
- New Brand Identity
- New Product Launch
- Employee Engagement Audit

## TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend**. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



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