



7 STEPS TO EFFECTIVE B2B CONTENT MARKETING

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WHAT IS IT?



B2B buyers go through

52%

of the purchasing process before
ever talking to sales

– *Kapost*

BENEFITS



**CONVENTIONAL
MARKETING**

A large orange circle containing the text 'CONVENTIONAL MARKETING'. To the left of the circle are five yellow person icons arranged in a vertical line, with two more yellow person icons positioned above the top one.



**CONTENT
MARKETING**
*ROI, per dollar, produces
three times more leads
than conventional
marketing*

A large blue circle containing the text 'CONTENT MARKETING' and a testimonial. To the right of the circle are ten blue person icons arranged in a vertical line. Below the circle are five blue person icons arranged in a horizontal line.

93%

of **B2B** marketers use
some form of content
marketing

90%

of **B2C** marketers use
some form of content
marketing

42%

of **B2B** marketers feel their content marketing efforts are as effective as they would like.

34%

of **B2C** marketers feel their content marketing efforts are as effective as they would like.

CHALLENGES

**Lack of
focus**

**No
coordinated
strategy**

**Limited
resources**

**Incomplete
analytics/
lead tracking
systems**

HOW TO OVERCOME CHALLENGES

**Develop goals/
strategy**

**Perform a
content
audit**

**Clean
marketing
database**

**Know your
audience**

**Create
buyer
personas**

**Take
personas
on customer
journey**

**Align
internal
resources**

**Develop
editorial
calendar**

**“Content marketing is
the only marketing
that’s left.”**
– *Seth Godin*





7 STEPS TO EFFECTIVE CONTENT MARKETING

STEP

1

PERFORM A CONTENT AUDIT

- What strengths can we highlight through content?
- What stories do we have to tell?
- What topics do our customers find compelling?
- What are our audiences' pain points?
- How can we make their jobs easier?
- What questions come up in the buying cycle?
- What themes emerge?
- Can you identify a content niche?

STEP

1

DO A SERIOUS CONTENT AUDIT

- Review websites, press releases, articles, newsletters, blog posts, case studies and videos
- Create your content inventory
 - *Spreadsheets of assets*
 - *Label items with URLs, downloadable files and content relationships*

***Chances are
you didn't even
call it content
at the time***



mower.com

EMA CONTENT SPREADSHEET

Title	Content Type/Format	Group	Persona	Buying Stage	Description	Location/Reference URL	Date Released	Premium Content (Y/N)	Homepage Feature (Y/N)
[Title of content]	[Blog, video, ebook, article, infographic, white paper, webinar, etc.]	[Company department or product group, etc.]	[Target Audience: CEO, CMO, Product Manager, etc.]	[Learner, Shopper, Buyer, etc.]	[Description of content]	[URL of where this piece lives: microsite, website, landing page, etc.]		[Is there a form required to access?]	[Is content being featured on your website?]



STEP

2

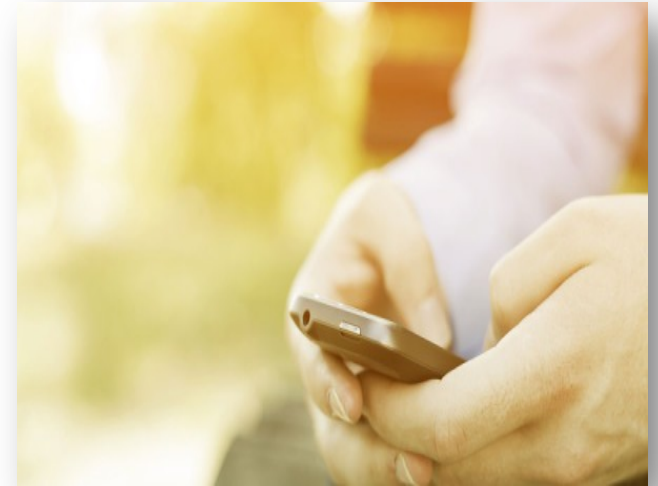
CLEAN YOUR MARKETING DATABASE

- Get all the data in one place
- Bring all contacts over
- See what data needs to be updated
- Locate duplicate data points and consolidate
- Delete excess data
- Review database structure
- Consider opt-ins

STEP
3

KNOW WHAT YOUR BUYERS CARE ABOUT

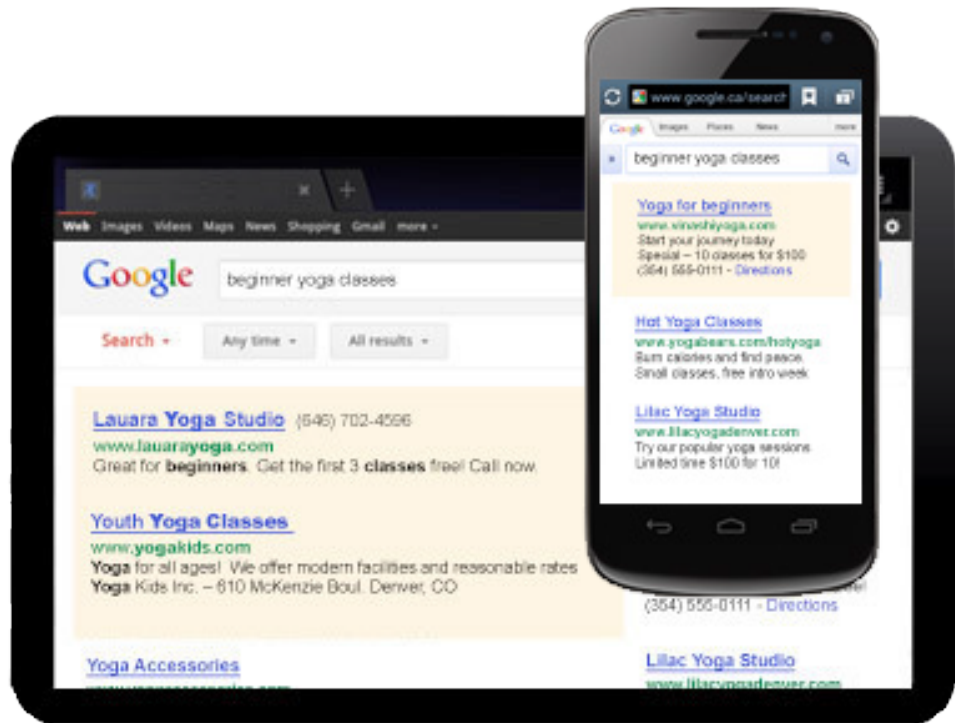
- Understand your audience — eavesdrop
- What websites or forums do they visit?
- How do they interact there?
- What are they talking about?
- What do they share?
- Make it an ongoing part of your marketing regimen



STEP 3

GET CLOSER WITH KEYWORDS

- Think about what your customers search for
- Use tools like Google AdWords, Keyword Planner or Wordtracker



STEP

4

CREATE BUYER PERSONAS

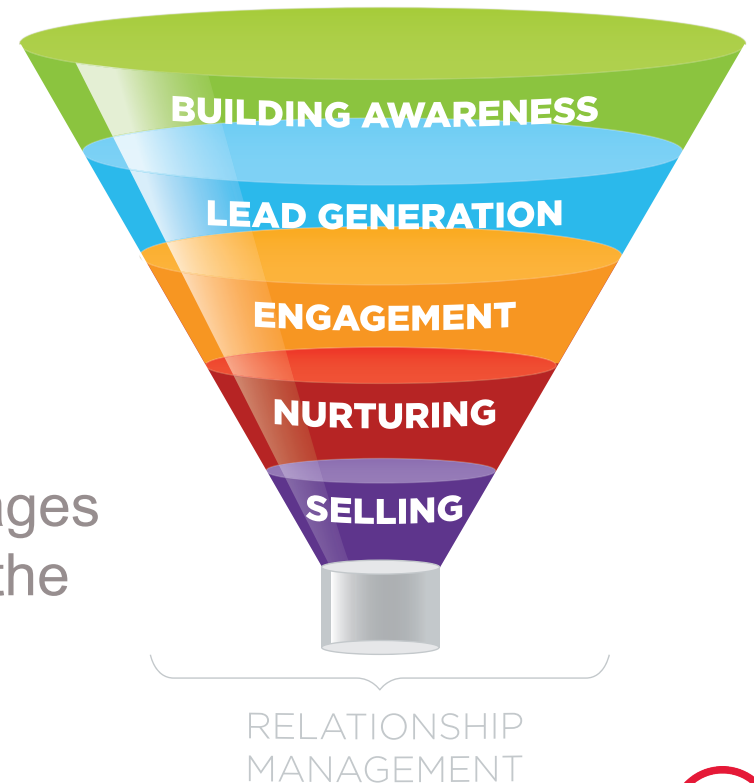
- How well do you know your audiences?
- Use what you know
- Persona development workshop
- Sketch out segmentation details
 - Demographics/Psychographics
 - Pain points
 - Everyday concerns
 - Hopes/Dreams/Aspirations
 - Barriers to overcome

How will each piece of content elicit a desired result for each persona?

STEP
5

TAKE YOUR PERSONAS ON A CUSTOMER JOURNEY

- Consider prospect stages:
 - *Awareness*
 - *Lead generation*
 - *Engagement*
 - *Nurturing*
 - *Point of sale*
- Map the assets, resources and messages to different stages in the customer journey



STEP

6

ALIGN YOUR INTERNAL RESOURCES

Ask these important questions:

- How will different departments support or contribute?
- What people and processes will we use to create (and repurpose) content?
- How can we effectively use thought leaders and internal knowledge to produce content?
- Are there changes required to our IT infrastructure?

Who does it make sense to have in the room for these discussions?

STEP



DEVELOP AN EDITORIAL CALENDAR

- Why create an editorial calendar
 - Organizes themes, objectives and interactions
 - Maps out timing
 - Keeps production and publication on track
- How it works
 - Identify theme arcs, product arcs and events
 - Develop content pillars

CALENDAR SAMPLE						
	MONDAY 3/3	TUESDAY 3/4	WEDNESDAY 3/5	THURSDAY 3/6	FRIDAY 3/7	SATURDAY 3/8
	Press Release				Content Retrospective - What went well, Lessons Learned, Plans for next week	
	Product Launch	LinkedIn Announcement of new product	Ebook on Educational Industry topic (tied to the theme of the week)			Customer Newsletter
	Product Announcement		Blog How To Type Content - by Tom		Blog How To Type Content - by Tom	
	Blog Post - by Meghan					
	Campaign Week 1	Campaign Week 1	Campaign Week 1	Campaign Week 1	Campaign Week 1	
SUNDAY 3/9	MONDAY 3/10	TUESDAY 3/11	WEDNESDAY 3/12	THURSDAY 3/13	FRIDAY 3/14	SATURDAY 3/15
		SlideShare using repurposed content - by Tom		LinkedIn Announcement of upcoming webinar	Content Retrospective - What went well, Lessons Learned, Plans for next week	
			Blog How To Type Content - by Tom		Blog How To Type Content - by Tom	
SUNDAY 3/16	MONDAY 3/17	TUESDAY 3/18	WEDNESDAY 3/19	THURSDAY 3/20	FRIDAY 3/21	SATURDAY 3/22
	Holiday	LinkedIn Announcement of upcoming webinar		LinkedIn Comments Follow up	Content Retrospective - What went well, Lessons Learned, Plans for next week	
			Webinar			Customer Newsletter
		Blog How To Type		Blog post summarizing webinar		



STEP

7

MEASUREMENT, TRACKING AND MARKETING AUTOMATION

Leverage tracking capabilities to measure effectiveness of content program using the following measures:

- Email KPIs (opens, clicks)
- Conversions
- Asset interactions — downloads, video views, etc.
- Engagement (website analytics — depth of visit, time on site, etc.)

STEP

7

MEASUREMENT, TRACKING AND MARKETING AUTOMATION

Track all interactions to the individual prospect level and leverage data to:

- Score individuals and mark their progress through stages of their journey
- Add or remove leads from campaigns
- Deliver qualified leads to sales at the right time
- Gauge velocity of leads moving through the pipeline



CONTENT MARKETING EXAMPLES



PAYCHEX | IHS

Small BUSINESS Jobs Index

News from Paychex

911 Panorama Trail South • Rochester, NY 14625 • www.paychex.com

For Immediate Release

Paychex | IHS Small Business Jobs Index Shows Small Business Employment Growth Slowed in May, Yet Remains Near Record High

National index drops slightly from peak level in April, but small business hiring remains strong; Mountain region again shows highest increase in small business employment growth rates; Washington and San Francisco remain in top spots for state and metro areas

Rochester, NY (June 3, 2014) – The Paychex | IHS Small Business Jobs Index grew 0.05 percent in the 12 months leading up to May. Although the national index decreased to 101.15, the pace of small business job growth remained positive. While Washington and San Francisco continue to lead the index among the states and metro areas measured, Arizona had the greatest improvement among the states, driven by employment growth in Phoenix.

"Though the index gave up its April gains, small business hiring conditions remain strong," said James Dillley, chief regional economist at IHS. "Indeed, it has been the best quarter in a decade."

"While small businesses grew at a slower rate in May than they did in April, it's encouraging to see the growth trend continue," said Mario Mucci, president and CEO of Paychex. "With real estate markets rebounding in the Southwest and increases in tech jobs in the Pacific Northwest, we're hopeful that the slow, steady growth we've been seeing will continue to advance."

The May 2014 Paychex | IHS Small Business Jobs Index

News Release

PAYCHEX IHS

Small Business Jobs Index

Small businesses play a pivotal role in the U.S. economy, accounting for nearly 50 percent of employment. They are a vital source of entrepreneurship and innovation. The Paychex | IHS Small Business Jobs Index tracks small business employment trends by measuring aggregated payroll data from the Paychex client base, and provides timely, actionable insight into national, regional, state, and metro employment activity.

0.00%
3-Month National Trend

After significant index gains across the U.S. in April, the pace of small business job growth remained positive, slowing slightly in May.

1-Month Performance

Highlighting the best and worst short-term performance, below is a one-month analysis of the index percent change for all nine U.S. regions and the 20 largest states and metro areas based on U.S. population.

BY REGION		BY STATE	
BEST PERFORMING +6.20%	WORST PERFORMING -4.20%	FLORIDA +5.20%	MINNESOTA -4.20%
MOUNTAIN +6.20%	MIDDLE ATLANTIC -4.20%	KENTUCKY +0.40%	ILLINOIS -0.80%
BY STATE	BY METRO	PHOENIX +0.45%	INDIANA -0.20%
NEW YORK +0.40%	PHOENIX +0.45%	PHOENIX +0.45%	NEW JERSEY -0.80%
TEXAS +0.20%	PHOENIX +0.45%	PHOENIX +0.45%	NEW JERSEY -0.80%
NEW YORK +0.20%	PHOENIX +0.45%	PHOENIX +0.45%	NEW JERSEY -0.80%

Infographic



PAYCHEX | IHS
small BUSINESS
Jobs Index

This Month's Index

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GET NOTIFIED WHEN A NEW RELEASE IS AVAILABLE

First Name

Last Name

Email Address

JANUARY
100.65 **-0.38%**
12-MONTH CHANGE



The Paychex | IHS
Small Business Jobs Index

With small businesses representing nearly 95 percent of all employers in the U.S., the Paychex | IHS Small Business Jobs Index serves as an indicator of the overall economy, providing a monthly, up-to-date measure of change in small business employment. The data for the jobs index comes from a subset of the Paychex client base, approximately 350,000 businesses with less than 50 workers in the U.S.

This Month's Highlights

TWEET THIS

The Paychex | IHS Small Business Jobs Index analyzes year-over-year worker count changes, trending the results to reveal movement in small business employment. Analysis is provided each month by the economists at IHS, a leading global source of critical information and insight.

TRENDS & ANALYSIS

"The Paychex | IHS Small Business Jobs Index began 2015 on an upswing, gaining 0.09 percent during January. Though still below 2014 levels, at 100.65, small business employment

SMALL BUSINESS
BIG IMPACT

FROM LOCAL AND PERSONAL TO NATIONAL AND POWERFUL
YOUR BUSINESS MOVES AMERICA

COMMUNITY

SMALL BUSINESSES EMPLOY 50 MILLION AMERICANS.



50 MILLION?

That's two times the population of Texas.



THE 20/20 CLUB

20 million people are employed by businesses with fewer than 20 employees.

ECONOMY

SMALL BUSINESSES GENERATE OVER \$11 TRILLION IN RECEIPTS PER YEAR.



HEAVY LIFTING

Small businesses beat large business employees* in total yearly receipts.
* Businesses with more than 50,000 employees.



KEEPING BUSY

Small businesses make up 38% of all business receipts in the U.S.

PHILANTHROPY

90% OF ENTREPRENEURS DONATE MONEY TO CHARITABLE CAUSES.



TIME IS MONEY

70% of entrepreneurs donate both their time and money to charitable causes.



GOD NEIGHBORS

Most businesses (72%) look to support a local charity that benefits the area where their company and employees are based.

INNOVATION

SMALL BUSINESSES PRODUCE 13 TIMES MORE PATENTS PER EMPLOYEE THAN LARGE FIRMS.

TOP SELLERS

What are some of the top patent categories for small business?



Diagnostic, Surgical & Medical Instruments



Biotechnology



Pharmaceuticals

SMALL BUSINESSES LOVE MOBILE TECHNOLOGY

Recent trends reveal that small businesses are using mobile technology more than ever to save time and increase productivity.



SMALL BUSINESSES LOVE SAVING TIME

78% of small business owners believe mobile apps save them time.

BUSINESSES THAT HAVE SAVED TIME BY EMPLOYEE COUNT



AVERAGE HOURS SAVED



SMALL BUSINESSES LOVE PRODUCTIVITY

85% of small businesses report using smartphones for their operations, more than double the usage five years ago.

MOBILE NECESSITY



SMALL BUSINESSES ON-THE-GO



National



Industry/Trade

accountingTODAY
FOR THE WebCPA

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Paychex Sees Small Business Employment Picking Up in July

ROCHESTER, NY (JULY 28, 2014)
BY MICHAEL COHEN

Payroll processor Paychex and the research firm HIS reported an increase in small business employment in July, with states like Washington and Michigan leading the way.

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Regional

The Dallas Morning News

Report: Dallas continues to lead metro areas in small business employment

By Hannah Cho [Follow @hannahcho](#)
hcho@dallasnews.com
10:21 am on July 29, 2014 | [Permalink](#)

Dallas leads U.S. metro areas in small business employment over the last 12 months, according to the Paychex/HIS Small Business Jobs Index released today.

Houston is closely behind Dallas, which held the spot for the second straight month.

Overall, the index showed a slight increase in the 12 months ending in July. The national index increased to 101.11, nearing the peak of 101.26 in April 2014.

PAYCHEX

July 101.11 +0.34%
12 MONTH TREND

Small businesses play a pivotal role in the U.S. economy, accounting for nearly 95 percent of employees. They are a vital source of entrepreneurship and innovation. The Paychex | HIS Small Business Jobs Index tracks small business employment trends by measuring aggregated payroll data from the Paychex client base, and provides timely, accurate insight into national, regional, state, and metro employment activity.



"You are seeing housing come back in some areas of the country," said Martin Mucci, CEO of Paychex, "that has helped because a lot of small business jobs are around housing." He also note that energy is helping build small business employment in Texas and now North Dakota. "Areas like that are bringing consistent employment to people who are then buying other services," he added. "Discretionary spending, we think is up a little bit. The jobs that have increased are around personal services, laundry services, personal care, thing like that. When people spend on those kind of discretionary things I think there is a little more confidence. I think that is a positive sign."



RESULTS

489
MEDIA HITS

70 media hits/month

- New York Times • Wall Street Journal
- Huffington Post • Forbes • Bloomberg • CNBC

\$17.6 million
PUBLICITY VALUE





NOW YOU'RE READY!

To get started with your content marketing plan
contact John O'Hara at johara@mower.com