CONTENTS IS KING
HOW CMOs CAN HARNESS THE POWER OF CONTENT MARKETING

By taking a more horizontal approach to managing content creation across functions, CMOs can achieve more cohesive messaging while realizing efficiencies across brand, engagement, advocacy and commercial content types.

DEFINING CONTENT MARKETING

Content Marketing can mean different things to different people. Here, it refers to the evolution from solely campaign-driven activities to calendaring, creating, curating and syndicating content for "always-on" brand messaging.

CMO ROLE & OPPORTUNITY

Level set on the definition of Content Marketing and why it’s important—if your consumer is always on, shouldn’t your brand be? Consider beginning with a documented content strategy that identifies the primary content messaging pillars that not only showcase the value proposition of your brand but drive it in the marketplace.

EVOLVING THE MARKETING ORGANIZATION

Producing enough compelling content for the always-on consumer requires different disciplines, collaborations and activities to drive an efficient and cohesive horizontal content marketing initiative.

CMO ROLE & OPPORTUNITY

Marketing leadership can augment their current brand / product-centric organizations with the integration of editorial function from inside and outside the marketing organization to be more agile and better positioned to generate content at the speed of conversation and community.

ESTABLISHING CONTENT GOVERNANCE

There are various tested governance models and tools for how content can be planned, calendared, created, curated and syndicated in cohesive alignment across brands and business units.

CMO ROLE & OPPORTUNITY

The CMO can help sponsor and implement a governance model that defines the objectives, strategy, structure, roles, responsibilities, processes and metrics for the enterprise. The CMO not only helps drive content supply chain efficiency but also helps surface more cohesive brand messaging across brands, products and business units.

MEASURING SUCCESS

Content Marketing requires that brands measure ROI on investment by tracking a broader set of metrics across a blended scorecard.

CMO ROLE & OPPORTUNITY

Marketing leadership can develop meaningful metrics that blend the KPIs used by participating functions across business units, engagement, advocacy measures and commercial metrics.

TOP 5 CONTENT MARKETING METRICS MARKETERS USE TO MEASURE SUCCESS

1. Downloads (61%)
2. Website Traffic/Visits (58%)
3. Views (%)
4. Clicks/Click-Throughs (39%)
5. Social Media Sharing (36%)