

**CONTENT MARKETING
REVOLUTION**

*SEIZE CONTROL OF YOUR MARKET
IN FIVE KEY STEPS*

DANE BROOKES

INTRODUCTION

“Content marketing is the only marketing left.”

Seth Godin

We are in the midst of the greatest marketing revolution since the advent of the internet.

Within your marketplace, a leadership cabinet is being assembled and there is a space for you at the head of the table. But, you must arrive early before somebody else takes your seat.

This marketing revolution isn't fuelled by classic promotion or selling concepts; it is being driven by a cultural shift in consumer behaviour. Gone are the days when traditional marketing messages had critical power on buying decisions. Instead, customers want to make empowered decisions based on useful information, valuable engagements and brand affinity.

INTRODUCTION

Welcome to the ‘content age’, where the most astute businesses are nurturing customers with highly-relevant content that goes way beyond the traditional sales funnel.

Right now, there’s an opportunity to transform your relationship with customers and firmly position your brand as a market leader. Are you ready to rethink your marketing strategy and, in turn, attract more prospects, make more sales and excite brand loyalty?

Come with me and, together, we will stage our own content marketing revolution and dominate your marketplace.

FALL OF THE OLD REGIME

Traditional marketing just isn’t working anymore. Consumers are no longer listening to advertisements and other promotional messages, which has led to dwindling returns on investment in conventional marketing activities. But why?

At a relentlessly increasing rate, consumers have been bombarded with marketing tactics of all types, from webpage banners and pop-ups, to video overlays and sponsored interruptions. Packed in front of, in-between and over the top of content they actually want to access, these disruptions have become so normal that most people no longer notice them, never mind take heed of the messages. Even when they’re forced to wait or click something, the audience often just glazes over and waits, skips or moves on.

INTRODUCTION

It doesn't matter how aggressively marketers push traditional strategies, without acknowledging the cultural shift towards information-based decision-making, they're in trouble.

WHY CONTENT MARKETING?

Content marketing taps into the consumers need to take back the decision-making process. It empowers consumers by providing content that is valuable to them on an informative, useful or entertaining level.

Content marketing involves creating, sourcing and targeting specific audiences with valuable and engaging content. The aim is to establish long-term relationships with new and existing customers that ultimately generate profitable actions. It can be used at every stage of the buyer's journey and crosses all channels, platforms and formats, including online, print, in-person, in-place, mobile and social.

While traditional marketing aims to sell with overt sales and persuasive messaging, content marketing aims to drive sales by providing content that will enable the customer to make their own informed decisions.

RISE OF THE NEW ORDER

The content marketing revolution is already underway. Look around and you'll see evidence of it everywhere in the form of free, high-quality content published by brands of all sizes, within all sectors. How about that free sales webinar you just attended? Or perhaps that complimentary recipe book you picked up from the supermarket checkout. Even that amazing free river event you visited last week to celebrate a cruise line's 175th anniversary.

INTRODUCTION

According to the Content Marketing Institute^[19], nine out of ten brands are already marketing with content.

Content picks up the slack on the shortcomings of traditional marketing; it enables brands to influence customers and start building relationships much earlier, thus tapping into a larger pool of prospects, increasing brand awareness and qualifying leads at a much lower cost. In fact, research by DemandMetric^[27] suggests that content marketing costs 62% less than traditional marketing and generates about three times as many leads.

STEP UP, YOU

The time has come for you to take your rightful place at the head of the table, but first I'm going to share everything I have learnt over the past decade working as a content producer, strategist and consultant for leading brands, across a range of industries.

Over the course of this book, I will take you through the crucial five steps that will form your content marketing revolution. From research and planning through to implementation and holding power, together we will cover everything you need to do to position your brand as a market leader through compelling, valuable content.

Here's to the revolution!