CONTENTS

About the author xi Preface xiii Acknowledgements xv

01 The shift to content marketing 1

Better content analytics combat advertising's foothold 10 Recommendation: build a customer-centric marketing strategy 11

Notes 13

02 Content marketing versus content strategy 17

Content strategy is the foundation of content marketing 18 Breaking down the content strategy formula 19 10 steps to building a content strategy 21 Content marketing connects strategy with customers 30 Finding the right content mix: Coca-Cola's 70/20/10 plan 34 Notes 36

O3 Converged media 39

Defining converged media terminology 40
Brands lag in deploying a converged media experience 44
Converged media: 11 success criteria 46
Savvy brands deploy successful converged media 51
Recommendations for marketing leaders 53
Notes 54

04 Native advertising 55

Why native advertising? 56
Native advertising: the pros and cons 58

Native advertising landscape 60
Recommendations: critical elements for successful native advertising campaigns 65
Notes 68

Organizing for content 71

The content challenge: feed the beast 71
Organizations must organize for content 74
Organizational content requirements 75
Content orchestration: organizational models 78
Recognize it's time to organize for content 83
Notes 85

06 A culture of content 87

Defining a 'culture of content' 87
Why a culture of content is emergent now 87
The anatomy of a culture of content 89
Inspiration: the intangibles that fuel a culture of content 89
People: the human foundation of a culture of content 92
Process: components that streamline and scale a culture of content 95
Converged media results in content begetting more content 99
Success criteria 100
Notes 105

07 Global content strategy 107

Overcoming the challenges of global content marketing 108 Setting the foundation with the right people 110 Streamlining and scaling global content strategy 112 Global content strategy success factors 116

08 Real-time marketing 123

The benefits and challenges of RTM 123 Six use cases of RTM 125 Preparing for RTM requires two types of planning 137 Notes 148

09 Content marketing software 151

Why content marketing tool selection is so difficult 151 A tangled vendor landscape complicates the picture 153 Content stacks will emerge 155 Content tool best practices 160 Notes 164

10 Content marketing performance 165

A framework for content measurement 166
Brand health 167
Marketing optimization 170
Revenue generation 173
Operational efficiency 177
Customer experience 181
Innovation 182
Measuring by business goal 184
Content measurement recommendations 188
Notes 189

11 Contextual campaigns 191

Contextual campaigns: definition 192
Drivers and trends 193
Contextual marketing: the rewards 196
Contextual marketing: the risks 202
Strategically planning contextual campaigns 205
Partners and ecosystem 206
Budgeting for contextual campaigns 207
Technology integrations 209
Best practices and recommendations 211
The future of contextual campaigns 216
Notes 217

Index 219