CONTENTS

List of figures and tables xiii About the author xv Foreword xvii Acknowledgements xix

01 Why use brand journalism as part of your content marketing mix? 1

Making your brand a contender 2 A crisis of trust 5 The opportunity: brand purpose 8 The complex path to a sale 10 Finding ways to connect 12 The rise of brand purpose 13 Notes 17

02 A newsroom approach: defining brand journalism for the B2B marketer 21

Brand journalism: a definition 21 How to create brand journalism 23 Approaches to story creation 33 Notes 38

03 Building your storytelling strategy 39

Creating your approach 39
Define your goals and outcomes 40
Map your audience 46
Agree your style and tone 49
Find your rhythm 51
Develop a commissioning process 58
Notes 60

04 Finding the narrative: telling the stories that matter 63

Sourcing stories with impact 63

Which stories should your organization create? 67

Finding stories that resonate 69

Planet: Researching the conversation ecosystem 70

Purpose: Leading with your values 71

People: Demonstrating your human side 73 Process: Researching your business or industry

environment 74

Product: Your business making a difference 76

Don't forget 'the brand' 77

Notes 79

05 Story mining: uncovering your powerful brand journalism 81

Establishing your process 81
Building a range of story types 90
Sons charling with an editorial b

Sense-checking with an editorial board 93

Know your rivals 93

Notes 97

O6 Choosing your format: audience needs and the power of text 99

Planning your approach 99

How to start writing great content 102

Choosing the right approach 103

Arresting the scroll with your content 117

Notes 121

07 Choosing your format: developing visual, video and audio content 125

Video delivering brand journalism 127

Short-form social videos 129

Interview video 133

Live video coverage 135

Using imagery for your complex storytelling 137

Audio: the rise of podcasting 140

Notes 144

08 Content hubs: finding a home for your stories 147

Taking the blog to the next level 148
The standalone brand name 149
Find the right stories 153
Create a clear structure 158
Notes 158

09 Distribution and amplification: growing loyal audiences 161

Optimize organic distribution 162 Integrate search 166 Max out on social media 168 Build with paid distribution 169 Other paid strategies 172 Other paid approaches 177 Notes 178

10 Thought leadership: insight from your people 179

Establish your vision and outcomes 180 Developing your talent pool 181 Employees hold the key 182 Thought leadership inspiration 183 Content success factors 186 Ideation and creation support 190 Notes 191

11 Measuring impact: building a metrics framework 193

Investing for the long term 194 Measurement throughout the customer journey 198 Stretching the value 203 Notes 206

12 Bringing your newsroom to life 207

Finding the smarts 207 Outsourcing of content 208 The perfect team 209 Reflecting the newsroom structure 209 Notes 216

Index 217