

# CONTENTS

*Foreword by Doug Kessler* xii

*About the authors* xiv

## **Introduction** 1

Diagnostic 6

## **PART ONE** Why valuable content? 9

---

### **01** **Buying has changed. Has your marketing caught up?** 11

The business development challenge 12  
Who is winning with their marketing? 13  
So what are these companies doing right? 15  
The three factors transforming buyer behaviour 16  
Take action 21

### **02** **What is valuable content and why does it win you business?** 22

Content versus valuable content 23  
Hang on a minute. Is this form of marketing new? 26  
Eight reasons to love valuable content marketing 28  
Take action 34

### **03** **Guiding principles for your valuable content** 35

Eight guiding principles for valuable content marketing 36  
Take action 45

## **PART TWO** What valuable content? 47

---

### **04** **Blogging** 50

Some blogging back to basics 51  
How to create a successful business blog 54  
How to write a valuable blog article 57

- Making your blog look good and read well 58
- Promoting your blog articles 61
- Blog content can be visual 63
- Blogging Q&A 65
- Take action 67

## **05 Social media 68**

- Social networks: the main arenas for businesses 71
- Which social platform is best for sharing content? 80
- Valuable content guidelines for all social networks 83
- The future of social networks 86
- Take action 87

## **06 Email newsletters 88**

- The importance of keeping in contact 89
- Email newsletters, the valuable way 90
- Email marketing tools – you have options 91
- Build a community 92
- What should your newsletter say? 95
- Autoresponders – a valuable addition to your email strategy 99
- Launching your newsletter 100
- Take action 101

## **07 Search engine optimization 102**

- Why it's smart to get search engine savvy 103
- How people use search engines 104
- Use keyword research 106
- What search engines want from you 107
- Design your website for search 109
- Getting the right help with SEO 111
- What's new for search engines? 112
- Take action 113

## **08 Deeper written content, e-books, white papers, SlideShares and published books 114**

- Stock and flow: the value of going deeper 114
- The most valuable content of all takes work 117
- Your deeper written content options 118

- What to write about in your key content pieces 124
- Deeper content demands great design 125
- The importance of a strong landing page 126
- Should you make people fill out a form to download your content? 127
- Repurposing and the value of integrated content campaigns 129
- Take action 132

## **09 Video, audio, infographics and more 133**

- Different formats to connect with more people 134
- The rise, rise and rise of video content 135
- Awesome animations 141
- Wonderful webinars 142
- The power of infographics 143
- Podcasts for business 143
- Online games as sales tools 145
- Mobile apps 145
- Mix it up 146
- Take action 146

## **10 Widen your reach: PR, guest blogging, events and paid advertising 147**

- The value of getting your content published in industry-leading media 148
- Valuable content wins you PR opportunities 149
- The etiquette of guest blogging 150
- Events as content marketing 152
- Paid advertising options 154
- Take action 156

## **PART THREE How to supercharge your business with valuable content 157**

---

## **11 Pulling together a valuable content strategy 159**

- Creating and documenting your valuable content strategy 160
- Step 1: Get clear on your goals 163
- Step 2: Know your business 164
- Step 3: Know your customers 165

Step 4: Find the story behind the content	171
Step 5: Nailing your valuable content sweet spot and vision	176
Step 6: Your content commitment and plan	180
Step 7: Prepare your platform and pick your tools	182
Step 8: Organizing to make it work	183
Step 9: Measuring for success	189
Step 10: Work out where you are now and plan the change	194
Content strategy on a page	195
Take action	195

## **12 Making your website valuable** 196

Build your content strategy on firm foundations	197
Evaluation time: is your website up to the job?	197
The role of a valuable business website	200
The 80:20 rule of content	202
Provide content for every step along the path to a sale	203
Traditional website versus valuable website	206
Working with your website design and development team	209
Two important web design features	210
Marketing automation and the future of websites	211
Instructions for your web team	214
Ideas for key sections of your site	216
Launching your new website to the world	220
Take action	220

## **13 How to write valuable content** 221

Can anyone learn to write valuable content?	222
Planning makes perfect	223
Some basic writing rules to improve everything you write	224
The right tone of voice for your business	229
Help with headline writing	231
Become a confident content writer	232
And finally: how to stop procrastinating and just do it!	233
Take action	234

## **14 How to sell with valuable content** 235

Outbound selling isn't dead in the era of inbound marketing	236
Valuable content, not sales brochures	237
How to use valuable content to start sales conversations	239

Valuable content and the power of good sales follow-up	240
How should you follow up content downloads?	241
Getting marketing and sales working together on content	244
Action for sales people	246

## **15 Winning the challenge of constant content generation** 247

The valuable content production process	249
What do you write about every month?	250
Getting your content read	252
Hold regular content planning meetings	256
Planning and using a content calendar	258
Building team spirit: a culture of valuable content	260
And continue	264
Take action	264

## **16 Troubleshooting Q&A: answers to the big content questions** 265

Question 1: How do I find the time to write great content?	266
Question 2: How can I squeeze every drop of value out of my content and my team?	268
Question 3: How do I get over my fear of writing?	269
Question 4: How do you keep it interesting over time?	271
A final note: happy people create the best content	273
Take action	274

## **Conclusion and your new manifesto for marketing people love** 275

### **Valuable resources** 277

1. Get to know your customers questionnaire 277
2. Example measurement report 280
3. Content planning questions 281
4. Checklist for your website content 282
5. Questions to help you write a good case study 285
6. Checklist: Is this content valuable? 288
7. Recommended reading 289

*Acknowledgements* 293

*Notes and references* 295