

# TAP INTO THE POWER OF **CONTENT MARKETING**

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# EVERY COMPANY CAN BE A MEDIA COMPANY

@jessclifton

#prdigital





# BUT YOU MUST THINK LIKE A MEDIA COMPANY

- 1 Content: Media companies are content machines with an “**always on**” mentality.
- 2 Relevant: They are relevant to someone at **every moment** in time.
- 3 Recent: They are recent and in many cases, real-time.
- 4 Omnipresent: Media companies own search and everything else.
- 5 Agile: Media companies move quickly when it comes to content creation/distribution.

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# THE FIVE CONTENT ARCHETYPES

CURATED

CONTENT YOUR BRAND DEEMS  
OF HIGHEST VALUE TO CONSUMERS

CO-CREATED

CONTENT WHICH IS CO-PRODUCED EITHER  
PEER TO PEER OR BRAND TO PARTICIPANT

ORIGINAL

CONTENT PRODUCED BY THE BRAND  
NOT TO BE FOUND ANYWHERE ELSE

CONSUMER GENERATED

CONTENT PRODUCED BY CONSUMERS  
WITHOUT THE BRAND'S INVOLVEMENT

SPONSORED

CONTENT THE BRAND INVESTS IN  
FINANCIALLY OR LEVERAGES  
PAID MEANS TO PROMOTE



# CREATE A CONTENT PLAYBOOK

- 1 Translate your brand identity for social/digital
- 2 Understand your audience, define content themes and create a content strategy
- 3 Establish performance goals
- 4 Determine approval process
- 5 Operationalize your team



# ESTABLISHING PERFORMANCE METRICS



## Start simple

- Quality over quantity
- Make small bets
- Participate in the conversation



## Report on

- Reach, impressions and total engagement, as a priority
- Measure likes, comments, shares
- Cross-reference fan growth and negative feedback



TAP INTO THE POWER OF  
**CONTENT MARKETING**

**THANK YOU**

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