

The **BUSINESS CASE** for **CONTENT MARKETING**

The beautiful thing about marketing your product, service or company with content is that potential customers, current brand evangelists and potential employees are much more likely to read it, and much more likely to learn. That learning then leads to a change in thinking, which results in movement – like a purchase decision, a valuable new hire or more satisfied customers.

CONTENT MARKETING WORKS:

REACH MORE CUSTOMERS

80% of business decision makers prefer to get company information in a series of articles versus an advertisement. – *Exact Target*

HOW TO DO IT:



Listen to and engage with potential new customers by participating in LinkedIn group discussions.



Use your website to showcase how your customers use your product or service.



Publish useful information – not sales material – like DIY tips, short video guides on quick life hacks or inspiring photos with smart quips.

RECRUIT TOP TALENT

94% of professional recruiters use social media to recruit, while only 39 percent of all employers use it for hiring. – *CareerBuilder*

HOW TO DO IT:



Establish a careers page or online hub with interesting stories from employees, infographics about company benefits and photos of employees on the job.



Update your company LinkedIn profile often with short videos of employees talking about why they really need another player on their respective teams.



Get the hiring conversation going with a dream-team candidate by sending a personal letter from your president.

ENHANCE CUSTOMER SERVICE

85% of customers' purchasing and service needs will be managed without talking to a human, by 2020. – *Gartner*

HOW TO DO IT:



Build an online knowledge hub with constantly fresh content that answers the questions your current audience asks most often.



Set up a blog and regularly publish posts with best-practice tips and user instructions specific to your products.



Post pictures and "how-to" guides on Pinterest.