

CONTENT MARKETING

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WHY CONTENT MARKETING IS THE ANSWER

Consumers reject banner ads at rates greater than **99%**



The average CTR
for display ads is
0.11%



The average CTR for
mobile banner ads is
0.35%

82% of brands that blog see positive ROI for their content-driven marketing

BLOG

Brands that create
15 blog posts per month average **1,200** new leads per month

CONTENT MARKETING IN THE NEWS



- 5 Reasons Content Marketing is More Than Just a Fad
- 25 Stats Content Marketers Need to Know
- 7 SEO Tools to Improve Content Marketing
- 5 Ways You're Messing Up Your Content Marketing

CONTENT MARKETING EVENTS



- **Content Marketing Summit**
Half Moon Bay
- **Content Marketing World**
Cleveland
- **Content 2 Conversion**
Scottsdale

6 KEY COMPONENTS

Set Clear Goals & Metrics

Establish Customer Personas

Track Customer Journey

Follow Messaging Guide

Utilize Content Calendar

Amplify Your Content

Visual, streaming and **interactive** content is rapidly becoming more popular as consumers seek quicker ways to **recieve, interpret** and **engage** with content in condensed formats

MAIN CHALLENGES

Strategy documentation
Measuring ROI
Dealing with ROT content