

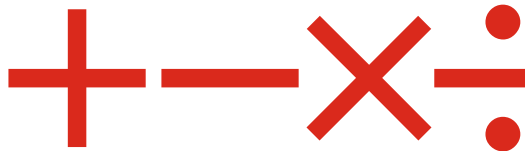
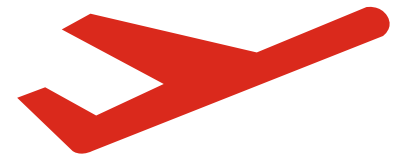
Crap.

**Why the single biggest threat to
content marketing is content marketing.**

**and how building a Great Content Brand
will help you survive the deluge.**



**Do the math.
Content marketing has
taken off.**



9

—

10

Nine out of ten B2B marketers will be producing much more content next year than they did this year.

The tenth is clueless and probably won't be bothering anyone anyway

Most of these will produce
even more content the year
after that.

And so on.
And so on.



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-

**This creates some real
problems.**

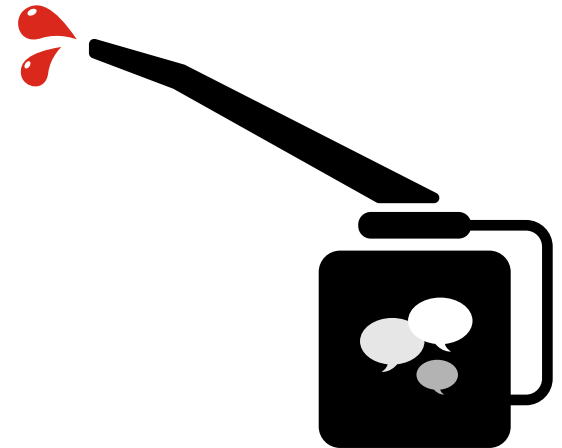
**The first is a content
marketing skills gap.**

**B2B marketing departments
need to build out their
internal content teams.**

SEO agencies are becoming
content marketing shops.



Social media agencies
have discovered content as
the new social lubricant.



Every B2B marketing agency is
cramming the word **'content'**
into everything they do.

Making us old-timers
go all snippy

**Copywriting
Agencies**
are now
content farms.

**Video
production
companies**
are now
“rich content
creators.”

**Contract
publishers**
are rebranding
themselves
as content
marketing
experts.

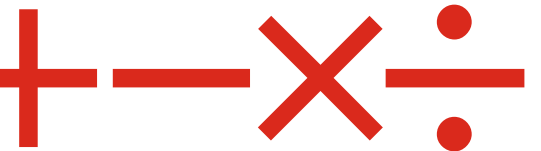
Even their UK trade group
is now called the Content
Marketing Association
— a smart play



All of them need
people and all of them
are **already** struggling
to find the right talent:

People who 'get' content,
understand *context* and can
actually produce things that
audiences want to consume.

**Again:
Do the math.**



Lots and lots and lots
More Content.




**From more and more sources.
From a pool of inexperienced content
creators that are stretched to the limit.**

There's only one conclusion:

We're all about to be buried in

Crap



'Me-too' blog posts.


Three-sentence ideas pumped
up into 36-page eBooks.

*Video interviews that might
as well be subtitled, 'Yadda-yadda-yadda.'*

Microsites full of the obvious disguised
as the profound.

**This doesn't just suck
because we're all
going to be targeted
by all this drek.**

**It sucks because
the people we're
marketing to will
start to raise their
barriers again.**



After all,
a main source
of the power of
content marketing
is that **it gets**
prospects to lower
their Marketing
Defense Systems
for a few minutes.

Long enough,
we hope, to get
their attention and
earn their custom.

But when the Content Effluent Deluge begins (many would say it already has), people will start to invoke those Marketing Defense Systems again.



**And they'll
be right to
do so.**

If you're in the business of

GENERATING GREAT CONTENT

the kind that really helps
people do their jobs;

the kind that entertains
as well as informs;

the kind that blows
people's socks off, then
sells them slippers;

**you're increasingly going to be
up against the other kind of content.**





To make
things worse,

The weak content will look from the outside **a whole lot like the good stuff.**

Snappy titles. Come-hither subtitles. Friendly, open design.

It's only when people actually eat the stuff that they'll discover just how bad it is.

And that will make them **much** more reluctant to trust the next content that comes along.



It's inevitable.

**Marketers are about to experience
diminishing returns from
our content marketing efforts.**

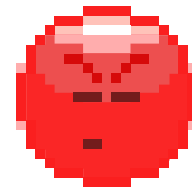
Less traffic.

Fewer page views.

Fewer opens, click-throughs, downloads, form fills.

Fewer leads.

Less revenue.



Ouch.

But we won't **all suffer this fate.
Some of us will be protected against it.**



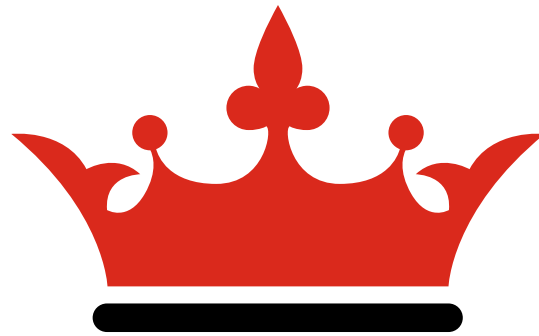
Some of us will find our traffic and open rates and downloads and revenues actually **increasing** – against the market trend.

Who will these people be?

What makes them so damn special?

The winners in the Post-Deluge era
will be the companies that
build something precious.

The winners will be those who build



Great Content Brands



Great.

'Great'

because you
aim high and hit
the target.



Content.

'Content'

because this is
different from
your product or
service brands.
this is about
being known
for producing
top-notch
content.



Brands.

'Brands'

because a brand
is a promise.
And a strong
brand is built on
promises upheld.

**A Great Content Brand
is a brand that's famous for
producing intelligent, useful
and entertaining content that's
always worth consuming.**

A Great Content Brand
is a brand that's **famous** for
producing **intelligent, useful**
and **entertaining** content that's
always worth consuming.

'Well-known'
is not enough.
Go for famous
(in your market).

Never condescending
or over-simplified.

Utility is the essence
of content marketing.
Make yourself useful.

This doesn't
mean a laugh
riot. It means
confident,
clear and easy
to read with
a bit of attitude
and energy.

If you fail once,
you damage the brand.

Even if each piece
doesn't nail their
exact info-needs,
they'll be glad they
invested the time.



Six Principles of Great Content Brands



Six Principles of Great Content Brands

- 1 Be the buyer**
Everything starts with their challenges, needs, prejudices and concerns.

- 2 Be authoritative**
Stay in your Sweet Spot, where the things you understand better than anyone else intersect with the things your prospects really care about.



Six Principles of Great Content Brands

- 3 Be strategic**
One-off content islands
don't add up to a content strategy.

- 4 Be prolific**
Content Marketing is a marathon
not a shot put.

- 5 Be passionate**
If you don't care about this stuff,
why should anybody else?

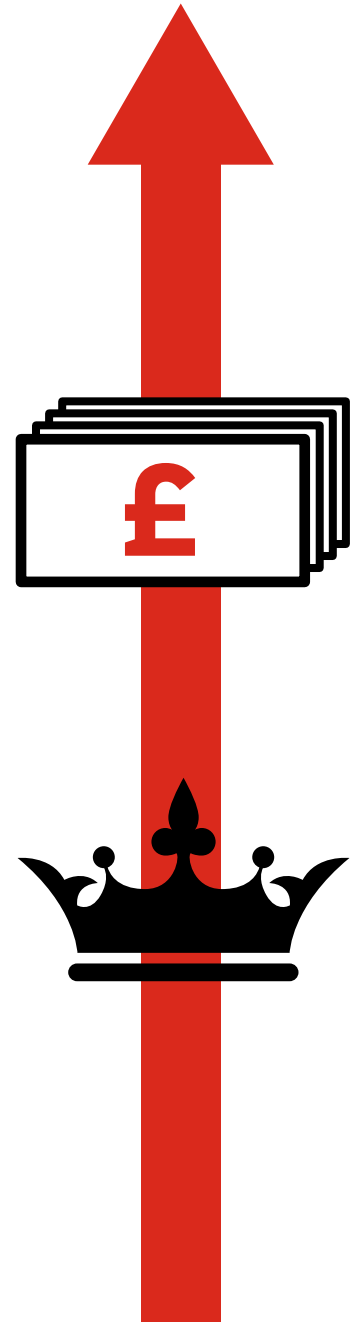


Six Principles of Great Content Brands

- 6 Be tough on yourself**
You'll know if you're being lazy.
Don't be lazy.

**If you build
a Great Content Brand,
you will never struggle
to get your stuff read.**

**Your Return on Content
will always rise.**



Because people
who consume your
content **really like it.**
And they share it
with other people.

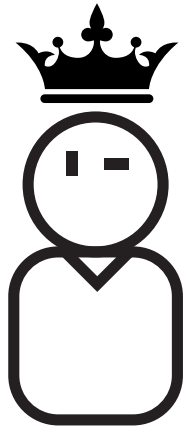
Who **also** really like it.
And share it with other
people. Who **also...**



repeat until famous

There's an added benefit.
Remember the skills gap that
kicked off this whole rant?

**Well Great Content Brands also
attract great content people
who make... great content.**



It's a virtuous circle
and it's FUN to ride.

Finally, a Great Content Brand
will throw a bright, clear light
on your main corporate, product
and service brands.

Just as surely as a weak content brand
will drain hard-earned energy away
from your main brands.

Let's not kid ourselves,
Building a Great Content Brand
has always been hard.

Today — with all the pressure
to produce more and more
and more content — it's harder
than ever.


But as the Content Effluent Deluge
gets nearer and nearer*
building a Great Content Brand
is also more important
than ever before.

In fact, it's critical.



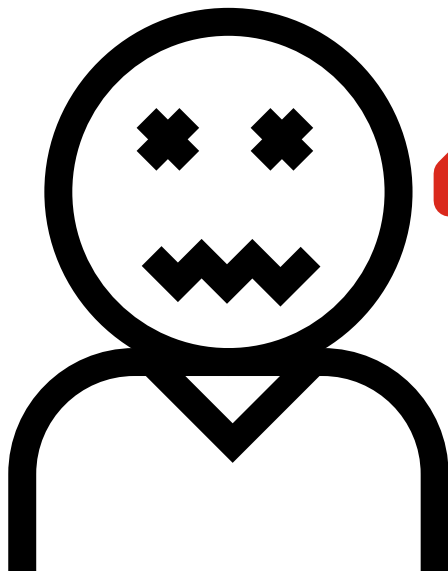
A thought experiment.

Pull out that pocket compact you have in your handbag or bottom drawer. Flip it open and look in the mirror. Now ask yourself,



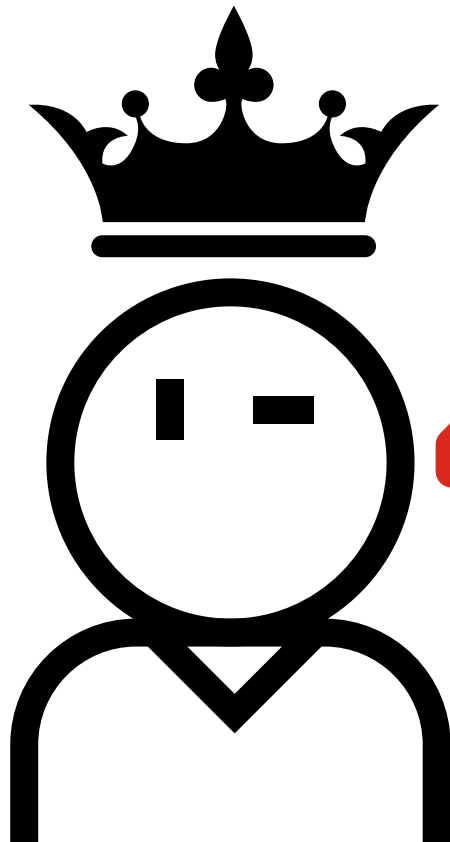
“Am I building a Great Content Brand or am I just building an efficient content machine?”

If the little round face in the mirror says, **'The latter'**, close the compact and go revisit your strategy.



~~“I’m building a Great Content Brand or I’m just building an efficient content machine”~~

But if it says, **‘The former’**,
then may the light of a thousand
beacons shine on your career.



“I’m building a Great
Content Brand ~~or I’m~~
~~just building an efficient~~
~~content machine”~~”

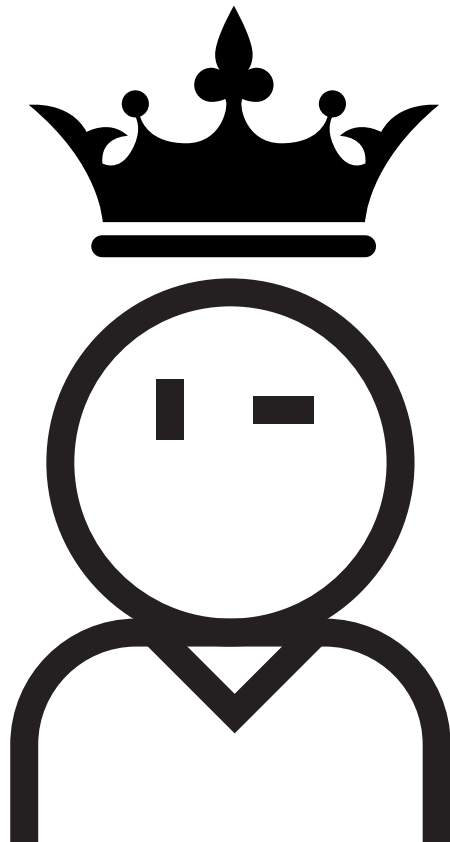


And may the revenue
of a thousand eager
buyers wash over your
naked, quivering body.

Bottom line:

The Content Deluge is approaching.

Raise your game, build a great content brand or prepare to get soaked.



Thank you.

Some more content you may like.



The B2B Marketing Manifesto

A tirade against the reactionary forces of traditional marketing. A wake up call. Okay, a bit of a temper tantrum.



B2B Content Marketing Strategy Checklist

Great content marketing starts with a sharp content marketing strategy. This Checklist will help you sharpen yours.



The B2B Content Marketing Workbook

A short primer on the single most important weapon in the B2B marketing arsenal: content marketing. It's hot!



Three Poisonous Metaphors in B2B Content Marketing

We like metaphors. But sometimes, metaphors leak back into the real world and distort our view of that world.



The B2B Content Marketing Blog

A joyride through the mean streets of B2B

www.velocitypartners.co.uk/ideas-and-insights

Velocity is a B2B content marketing agency.
We help great companies capture all they know
to delight the people they need to meet (then
turn that delight into revenue).

www.velocitypartners.co.uk

