

The Content Marketer's Toolkit

*Tips & Strategies for Creating and
Leveraging Custom Content*

By Megan Tsai

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WHY CONTENT MARKETING?

In marketing, content is now king. As consumers and companies cut back on spending, marketers are relying on custom content to build brand loyalty among their customer base and provide prospects with a stronger reason to buy. A recent BtoB/Junta42 study found most marketers are spending nearly 30-percent of their marketing budget on custom content. And, it discovered 42-percent of marketers are increasing their custom content budgets this year.

Custom content strengthens the bonds between your customer and your brand. It's about creating valuable editorial content your customers will enjoy and find useful. While they are engaged with your content, they are also engaged with your brand. With this value-added content, you are gently leading customers toward a more powerful brand relationship.

Another major benefit of custom content is the ability to target selected customer groups. In the Wall Street Journal, Burger King CEO John Chidsey credited the restaurant chain's turnaround to "Finding who our target customer was, figuring out who was the super fan and not wasting our time trying to be all things to all people." Unlike more traditional advertising, custom content give you the ability to create targeted content for individual customer groups – or even individual customers. You no longer have to be all things to all people.

Just what is custom content? It can range from a glossy custom magazine to a short monthly e-newsletter. The key is it provides value-added information-based content (which can be paired with soft-sell service offerings). In general, it should not contain ads.

Top forms of custom content, by popularity:

1. *E-mail newsletter*
2. *White papers / Reports*
3. *Case studies*
4. *Custom event or road show*
5. *Intranet*
6. *Webcast/Webinar*
7. *Newsletter (employee)*
8. *Blog*
9. *Newsletter (external)*
10. *Web portal/Microsite*
11. *Advertorials*
12. *Online video*
13. *Magazine (external)*

Source: BtoB/Junta42, March 2008

Now is the time to join the many marketers who are increasing custom content's role in their marketing mix. With its countless advantages and proven ability to deliver results, it can give your marketing plan the boost you've been looking for.

In my e-book "*The Content Marketer's Toolkit*," you'll learn the most effective tips and strategies (more than 50!) to succeed in the content marketing game. Here's to your marketing success!

Best Regards,

Megan Tsai

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"CUSTOM CONTENT STRENGTHENS THE BONDS BETWEEN YOUR CUSTOMER AND YOUR BRAND. IT'S ABOUT CREATING VALUABLE EDITORIAL CONTENT YOUR CUSTOMERS WILL ENJOY AND FIND USEFUL."

THE BASIC BROCHURE

A brochure is your most basic marketing piece – but many of the brochures floating around could use a little (or a lot!) of help. In the world of brochures, what separates the good from the great? While there is no one-size-fits-all formula, here are seven tips for better brochures to get you going in the right direction.

KNOW YOUR AUDIENCE

The first step to writing a good brochure – or any marketing copy – is to know your audience. What are their biggest problems? What is their demographic? What do they look for when purchasing your product or service?

If you don't know who your audience is, make it your top priority to learn more about them. Send out a survey, create a focus group and tap into the knowledge of your sales staff. Consider offering a discount or gift card as an incentive to your customers for completing the survey.

EMPHASIZE THE BENEFITS

Make sure the content of your brochure emphasizes the benefits of your product – not the features. For example, a lawn service business wouldn't talk about how they have a state-of-the-art mower. They'd explain how their new mower allows them to cut more grass in less time, saving the customer money and ensuring their lawn gets cut even if it rains five out of seven days in one week.

LESS IS MORE

When it comes to word count, remember that less is more. Don't try to pack every page full of writing. Leave some white space and room for pictures and graphics. Include bulleted lists to emphasize important selling points. Most customers won't read your brochure front-to-back, but they will look at visual elements and easy-to-read lists.

GET AN OUTSIDE PERSPECTIVE

Hiring a freelancer brochure writer is an easy and affordable way to get an outsider's perspective. Good freelancer writers have seen a lot of brochures and have a great deal of marketing experience, so they can help you figure out what works and what doesn't. In addition, experienced copywriters will ask you in-depth questions about your customer base and help you come up with selling points you probably hadn't thought of before.

GET SPECIFIC

Most business need more than one brochure – but many don't realize it! For example, the lawn service may need one brochure for their fall clean-up offering, another for fallen tree disposal, a third brochure for their lawn mowing services and a yet another brochure for landscaping consulting services.

By getting specific, you can spend more time highlighting the benefit of each service without overwhelming your customers with information. And, you can target your sales efforts to specific customers or seasonal events. For example, the lawn service would mail its fall clean-up brochure to its current mowing customers in September and send their fallen tree disposal brochure out immediately after a big spring storm. This could create a lot of additional business for the company from their existing customer base.

THINK ABOUT FORMAT

When most people think of a brochure, they think of a standard tri-fold – an 8.5" by 11" piece of paper folded into thirds. This can be a good option, but it's not your only choice. If you have just a few tidbits of information consider a rack card format – a standard-size sheet of paper cut into three pieces, or a legal-sized sheet cut into four pieces. A full-color rack card can be an incredible value over a tri-fold brochure, because you are getting three or four pieces for the price of one tri-fold.

RETHINK YOUR SALES PITCH

While most brochures are aimed at selling consumers a service, informational brochures can be just as effective in building your business. A lawn service could offer a brochure "Five Tips for Better Mowing". A painter might want to develop a brochure titled "Seven Questions to Ask Before Hiring a Painter". Brochures like these position you as a knowledgeable, helpful expert and develop trust between you and your customer. While an informational brochure may not replace a traditional sales brochure, a combination of the two is a reliable sales strategy.

THE COMPELLING CASE STUDY

The case study is a useful - but often overlooked - marketing piece. While many business professionals read case studies in trade journals, they don't always think about having one written for their own company or adding to the few they may already have.

A case study is simply the story of how your company or organization solved a unique problem in a creative or interesting way. The stories of a technology company tackling a major network installation on a tight deadline or an agency creating an advertising campaign generating millions in new revenue would make great topics for a case study. Like a news story, the case study is supported with facts, illustrations, photos and quotes from company executives and your customers.

A new case study can give your marketing efforts a major boost. Many trade journals are eager to publish well-written case studies - a priceless publicity tool for your organization. On top of the major lure of free editorial publicity, consider the many other uses for your case study:

USES FOR YOUR CASE STUDY

- Serves as the basis for a powerful press release
- Helps your sales team close big deals
- Becomes an article in your newsletter
- Provides a compelling testimonial for your firm
- Adds valuable content to your Website

COMPLETING YOUR CASE STUDY PROJECT

Writing a case study can be time-consuming and requires a unique skill set. Hiring a freelance writer is an easy way to make use of this invaluable marketing tool without taking time and energy away from on-staff marketing and writing professionals. A freelance writer with a background in both journalism and marketing can strike the right balance between editorial and advertising copy, boosting the chance your case study will be accepted for publication in your top industry trade journals.

HOW TO WRITE A MARKETING CASE STUDY IN SEVEN STEPS

Case studies – often called customer success stories – are a valuable marketing tool. Sure, your prospects will read your brochures and websites. But, they'll take what they hear from you with a grain of salt. Customer success stories tell the story of your company through your client's eyes, and as a result they carry a great deal of weight with your prospects.

Writing a marketing case study has seven basic steps:

STEP 1: CLIENT SELECTION

First, pick the client you would like to see featured in your customer success story. Their overall experience with your company should be positive, and they should have measurable results to show your company has created a return on investment for them. Once you've selected your client, ask for their permission to tell their success story and explain what's in it for them – for example, increased brand awareness and possible media attention.

STEP 2: WRITER SELECTION

You have two options for writing your case study: outsource the project or create it in-house. Many companies choose to use freelance copywriters because it's often easier for clients to share their opinions with someone outside your company.

STEP 3: INTERVIEW PROCESS

Before interviewing your client, the writer should gather all the information they can internally. It pays to be prepared. During the interview, ask open-ended questions about the challenges the company faced, why they chose you as their solution, and what type of results your solution has generated.

STEP 4: WRITING

The typical format for case studies is background, challenge, implementation, and results. Essentially, you are presenting the customer's story from beginning to end. But, feel free to use creative headings or even change up the format if it makes sense. Customer stories can tend to be formulaic, and a little variety shakes things up. Be sure to include as many hard facts and return on investment numbers in the case study as possible – facts and figures are the best way to demonstrate results.

STEP 5: REVIEW AND APPROVAL

Carefully review the final customer story, and have your client do the same. Keep in mind that several people at your customer's organization may have to sign off on the case study project – including marketing, public relations, and the legal department. This can sometimes take time, so be patient and follow up when necessary.

STEP 6: DESIGN

Use a graphic designer from your in-house graphics department or a freelance designer to lay out the case study with plenty of graphics and white space. Pull quotes, sidebars, charts, graphs, and photos make interesting additions to your customer story's layout. If you don't know any freelance graphic designers, your freelance writer can likely recommend one.

STEP 7: DISTRIBUTION

Once your case study is finished, get the word out. Send it to bloggers in your industry, trade journals, the local media, your email lists, and include it in your newsletter. And, make sure to print up some copies for your sales force. They'll find it's a powerful tool to use throughout the sales process.

REUSING YOUR CASE STUDY

Most marketers agree: providing valuable, relevant editorial content to prospects has become one of the most effective ways to attract and retain customers. But, the days of simply creating content and posting it on your Website have come and gone. Marketing budgets are tightening, and in today's Web environment there are many inexpensive (even free!) ways to gain exposure for your product or service with custom content.

Once you create your quality content – such as a high-level article, special report, white paper or case study – it's important to leverage the content to gain exposure and publicity. Here are six easy ways to use and distribute your valuable custom content:

USE IT AS A SALES TOOL

Different types of custom content can be used throughout the sales cycle. White papers help your company identify prospects, while customer success stories help seal the deal. And remember, it's not always necessary to hand your prospect the content. Sales representatives can commit key facts, figures and stories from your content to memory and use that information to move prospects through the sales cycle.

NURTURE YOUR EMAIL LIST.

An opt-in e-mail list is a valuable marketing tool, and needs to be nurtured. Send your list a short e-mail explaining the value of your new content, and ask them to download the content from your Website. Your customers and prospects will come to appreciate you as a trusted source of information – not just as a business trying to sell them something.

ADD SUBSCRIBERS

Offering high-quality content on your website homepage encourages browsers to opt-in to your e-mail list (in return, you'll send them your content). This allows you to form an ongoing relationship with a prospect who might otherwise have been just a one-time website visitor.

Gain exposure. Use content to pitch your industry's influential bloggers, trade journals and local business publications. Gaining interviews and stories positions you as an expert in your field.

CREATE SPIN-OFF CONTENT

Webinars, audio interviews and presentations are just a few examples of spin-off content you can create from your articles, case studies and white papers. Many of these materials can be created inexpensively. For example, the writer who authored a high-level article could also record an interview with the article's thought leader.

BLOG POSTS

Just one article or white paper can be fodder for any number of blog posts. The blog posts can then drive readers to download the full version of the content (while opting into your e-mail list).

THE BOTTOM LINE ON CASE STUDIES

VALUABLE INFORMATION DOESN'T DO ANY GOOD WHEN IT'S SITTING ON A STACK IN YOUR MARKETING DEPARTMENT OR LANGUISHING ON YOUR WEBSITE. CREATING CONTENT IS ONLY HALF THE BATTLE. PUSHING IT INTO THE MARKETPLACE WHERE YOUR PROSPECTS AND CUSTOMERS CAN USE AND APPRECIATE IT IS WHERE THE CONTENT MARKETING BATTLE IS WON.

THE POWER OF PRESS RELEASES

THE MOST COMMON MISTAKE MARKETERS MAKE WHEN CREATING PRESS RELEASES IS ASSUMING JOURNALISTS WRITE STORIES "ABOUT" COMPANIES.

Your new business, new company president, new hire or new product may seem great to you – but the sad truth for marketers is most reporters just don't care.

As a former TV news reporter, I can assure you most press releases news organizations receive go directly to the trash can. The few releases that do catch journalists' eyes have a few things in common. *Here are seven press release ideas that really work:*

STUDIES AND SURVEYS

A company with healthy marketing budget can pay a survey firm to conduct a newsworthy survey, essentially creating news whenever they want it. For example, an apartment listing Website could conduct a survey about how more Americans are choosing renting over buying in the current economic downturn.

LISTS

You see these stories in the news all the time: "10 Most Congested Cities," "15 Fattest States," "Best Cities to Start a Small Business." Simply think of a list that ties to your business and hire a research firm to crunch the numbers. For example, a lawn care company could publish the list "20 Best Cities for Beautiful Lawns."

HERO NARRATIVES.

You'll know this story when you see it. The snowplow driver who clears off a nursing home parking lot in his spare time. The fireman who removes kittens from trees. The CEO who prepares inner-city children for the management track. To identify these stories, it's important to have open lines of communication among employees at all levels of your company.

NEWS YOU CAN USE

These are often similar to list releases, but a lot cheaper – no need to hire a pricey research firm. They can often take the form of lists or bullet points. For example, "Seven Ways to Avoid Foreclosure," "Top Tips for a Healthier Pet," or "How to Save Money on Your Apartment Rental."

LEGITIMATE NEWS TIE-INS

To take advantage of this type of press release, you'll need to act fast. Current events can become old news in a matter of days. Story ideas in this category include a church holding a vigil for a missing child and a company filling a truck with supplies for disaster victims.

FAR-OUT FEATURES

The stranger the story, the more likely it is to gain publicity with a press release. A local restaurant offering a \$500 hamburger is the type of far-out feature story that may get the media's attention.

TRENDS

Are local rodent populations on the rise? If you're in the pest control business, that's a press release opportunity. Ideally, you'll have facts and figures (bonus points for a graph) to demonstrate the trend. Be sure to include the relevant numbers in your press release.

THE HARDWORKING NEWSLETTER

So you've decided to write a newsletter? Good for you. Newsletters are one of the most effective communication tools whether you run a business, manage a non-profit organization or organize a community group. Business owners find newsletter help boost sales and improve employee morale. Community groups and non-profits find they increase member involvement and enhance fundraising.

Writing a newsletter can be tough at first, but with *these seven tips for effective newsletter writing*, you'll be on your way to creating a quality newsletter in no time.

DEFINE A SCHEDULE AND SCOPE

To determine the schedule, ask yourself how often you'll publish your newsletter. Monthly? Bi-weekly? Quarterly? To define the scope, establish who the audience is and decide what subjects your newsletter will cover. Laying out the goals and timetable for your newsletter before getting started will help you come up with relevant story ideas and build your newsletter's reputation.

THINK AHEAD

Every newsletter should have an editorial calendar. Sticking to this schedule ensures your newsletter always goes out on time. Include important newsletter milestones in your calendar such as your editorial meeting (where you brainstorm story ideas and assign the stories to writers), your articles due date, your revisions date, the date for layout completion and your newsletter release date.

CONSIDER YOUR AUDIENCE

Think about your readers, then make a list of the topics they would be interested in reading about. Employees of a bank would enjoy articles about the bank's new high-interest savings account and ways to

further their education while working full-time. A bird-watching club would want to know about a new park being built or ways to make their backyard more bird-friendly. Parent-teacher association members would find a profile of the school's new principal or an article on how to pack healthy lunches interesting.

DON'T START FROM SCRATCH

Most businesses and organizations have an abundance of pre-created content that just needs a little editing to work in a newsletter. Letters from satisfied customers, memos from organization leaders, press releases and meeting minutes can all be the basis for informative newsletter articles.

WRITE IN THIRD PERSON

Many newsletter editors are tempted to write personal stories or make first-person comments. Avoid this temptation! An article written in third-person, journalistic style will give your newsletter more credibility and be easier for readers to digest.

REMEMBER, LESS IS MORE

If you fill every inch of your newsletter with print, readers will have a tough time tackling your publication. Leave plenty of room for graphics, photos, bulleted lists, and white space. Don't forget that many readers only read headlines and captions, so include important information in these elements.

CONSIDER BRINGING IN PROFESSIONAL HELP

Many businesses and organizations find their members or employees either don't have the right skill set or lack the time to produce a quality newsletter. A professional copywriter can help with every step of the newsletter process, from start to finish. Most copywriters can also partner with freelance designers, allowing you to outsource the design and printing of your newsletter as well.

MARKETING WITH ARTICLES, REPORTS AND WHITE PAPERS

For decades, being quoted in the media was the Holy Grail of marketing and public relations. Companies spent countless hours and resources to land that all-important interview. The results were often disappointing, because the finished article wasn't favorable or your quote didn't make the cut.

Now, the days of waiting impatiently to be featured in the media are far behind us for two reasons:

First, buyers no longer depend on the traditional media for information. According to Forrester Research, 90-percent of buying decisions now begin online. Your target prospects go to the Web in search of educational information, and they'll take it anywhere they can find it – including your company's site.

Second, buyers are savvy. Buyers are no longer distrustful of content that comes from companies. As traditional media companies cut costs, buyers understand that businesses have stepped in to fill the void of quality information. But, buyers still recognize a sales pitch when they see it, and know how to separate good content from bad.

"BUYERS STILL RECOGNIZE A SALES PITCH AND KNOW HOW TO SEPARATE GOOD CONTENT FROM BAD."

CREATE AN ARTICLE IN SEVEN STEPS

What does this mean to you? It means you're no longer at the mercy of the traditional media. You can be featured in any article you want – simply by creating it yourself. Here's how:

STEP ONE: DECIDE ON A TOPIC.

Choose a timely topic your target prospects want to learn about. For example, a home improvement chain could choose the topic "Save Grocery Money with a Backyard Vegetable Garden." If you're drawing a blank, your writer can help you brainstorm effective article topics.

STEP TWO: HIRE A WRITER.

If you have a talented writer on staff, you might be able to create the article in-house. But, your best bet is finding an outside writer with a journalism background. An outside writer will be more objective and give the article greater credibility. Many freelance writers (including myself) are also journalists. And due to the decline in traditional media, there are also many laid-off journalists looking for work.

STEP THREE: DETERMINE THE INTERVIEW SUBJECTS.

Work with your writer to choose a subject matter expert from your company to be interviewed for the story. For added credibility, it's also worthwhile to include outside experts from non-competing organizations, such as academics or analysts.

STEP FOUR: BACK IT UP WITH DATA.

Give the writer any supporting data or statistics you have related to the story topic. Keep in mind that a good writer with a journalism background will also be to find relevant facts and figures through independent research.

STEP FIVE: EDITS.

Once the writer turns in the article draft, it's your turn. Give the writer your feedback, but resist the urge to turn it into a sales brochure. Remember, your savvy prospects will be able to tell the difference between quality content and a sales pitch.

STEP SIX: LAYOUT.

Once the article is edited, turn it over to a graphic designer. They can make the article look like a magazine feature story. Graphic elements to consider include photos, pull quotes (large-typeface quotations), graphs, and information sidebars.

STEP SEVEN: DISTRIBUTION.

There are dozens of uses for your completed article. Print it up and hand it to prospects, post it on your website, include it in your e-mail newsletter, share it with bloggers in your field, and offer it to industry trade journals. You can even use it to approach editors in the traditional media – many are increasingly willing to run sponsored content like yours as their budgets dwindle.

Creating and sharing valuable and relevant articles costs relatively little and comes with big benefits. You become a trusted expert your prospects turn to when they're ready to buy, and you cut out the time, energy and uncertainty of relying on the traditional media to tell your company's story. Instead you become the media, empowering your company to tell its story directly to your prospects.

FIVE STRATEGIES FOR CREATING EFFECTIVE CONTENT OFFERS

It's Marketing 101. The easiest way to get your prospects to opt-in to your e-mail list, take your survey or respond to your direct mail is by creating a valuable information product they can't resist and giving it away for free. But while the concept is a basic one, marketers often find themselves at a loss when the time comes to create a concept for their information offer.

Not to fear. Here are five simple formulas for creating special reports your prospects will want to get their hands on.

TOP 10 MISTAKES

Pain avoidance is a powerful motivator, and that's why this report formula works so well. On the report's first page, list the "Top 10 Mistakes" your prospects make. For example, a direct mail firm's report would be titled *The Top 10 Direct Mail Mistakes and How to Avoid Them*. On the following 10 pages, describe each mistake in more detail and tell your prospects how to avoid it.

101 SECRETS TO SUCCESS

It may be easy for your prospects to ignore just one secret for success, but ignoring a whopping 101 secrets is a lot harder. This report is easier to create than it sounds. Simply ask your writer to contact 101 different people: these can be both people within your company and outside subject matter experts (authors, bloggers, professors and the like). Have each contact contribute their "secret for success" in a few short sentences. These 'secrets' are then edited for clarity and presented in the form of quotes.

COMPLETE CHECKLIST

Organizing is tough, and isn't it nice when someone does it for you? That's the power of the "Complete Checklist" report. First, think of what your prospects are trying to accomplish. Then, create a checklist

describing each step needed to achieve this goal, breaking it down into smaller lists as necessary. For example, a lawn care company's report would be titled *The Complete Lawn Care Checklist for a Beautiful Lawn*, and could include separate checklists for things like selecting a lawn care provider, choosing a mower and maintaining a weed-free lawn.

"PRINCIPLES OF" REPORT

This type of report works best when you have a complicated subject or product, or have recently experienced a new development in your industry. It fulfills your prospect's desire to be up-to-date on industry trends.

For example, a caveman consulting firm helps their cave-dwelling prospects make axes more efficiently. One day, along comes the assembly line. The consulting firm could create the report *The 10 Principles of Assembly-Line Ax-Making*. It would list the key principles of this new technology and explain the value of each principle to the prospect.

QUESTIONS ANSWERED

One of the easiest ways to understand what your prospects want to know is by looking at the questions they're asking. For a "Questions Answered" report, simply compile a list of the questions you've received on a topic and answer them. To save time and effort, ask your writer interview the thought leader at your organization. Then, send the interview to a transcription service and have the writer edit the transcript for clarity. For example, a golf school could create a report called *Your Most Urgent Golf Swing Questions: Answered*.

With the help of a freelance copywriter, you can easily and inexpensively create any of these reports. Then, simply offer the report to your prospects for free in your next e-mail or direct mail message, and wait for the responses to come rolling in.

MARKETING WITH CASE STUDIES, WHITE PAPERS AND OTHER CUSTOM CONTENT - SIX TIPS

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MARKETING WITH AUDIO

When creating marketing collateral, most marketers tend to gravitate towards the written word. But while written materials should be the primary collateral, supplementing the standard assortment of written case studies, fact sheets, brochures, and white papers with audio is a smart move.

Marketing with audio has many benefits. For on-the-go prospects, it's easy to transfer an audio file to an MP3 player and listen to it while on the road. Audio also lends a 'human touch' to your marketing, allowing prospects to get to know your organization on a more personal level. And finally, some prospects simply prefer listening over reading – and creating audio collateral may be the best way to reach out to these prospects.

Here are seven ideas for adding audio to your marketing collateral:

EXPERT INTERVIEW

Select a focused topic your prospects want to know about, and then have an interviewer record a conversation on the topic with a subject matter expert from your organization. This interview can be distributed on your blog, through an email to prospects, or on your company website or microsite.

WEBINARS

A topic too big to cover in a brief interview is good subject matter for a webinar – a one-way audio conference (often accompanied by PowerPoint slides) conducted over the Web. Send out several emails in advance to prospects asking them to RSVP, and consider offering an e-book or white paper as incentive to attend. The live webinar can be recorded and used as marketing collateral in the future.

TELECONFERENCES

When participants have many questions about a specific topic, a teleconference is a useful tool. Start with a brief overview of the topic, and then take questions. Participants can also be asked to submit questions in advance so your subject matter expert can be well-prepared. Again, the teleconference should be recorded and re-purposed in your marketing program.

SUPPLEMENT COLLATERAL

When you create a white paper or special report, why not create an audio supplement to that material? It can be as simple as an interview with the subject matter expert expanding or rehashing the content of the white paper.

QUESTION OF THE WEEK

If your organization gets frequent questions from prospects, why not answer one of these questions each week in an audio format? This could make a good topic for a company blog, or simply add valuable content to your organization's website.

AUDIO TESTIMONIALS

Written case studies are great, but sometimes it helps to hear stories of success from a satisfied client in their own words. Have an interviewer from outside your organization call up a satisfied client and record the conversation (after getting the okay from your client, of course!). Then, use this recording to supplement your collection of written customer success stories.

ON-HOLD MESSAGES

When your callers are on hold, you have a captive audience. Any of these pieces of audio collateral can be used as your organization's on-hold message to make use of that marketing opportunity.

ABOUT MEGAN TSAI

Megan Tsai is a seasoned communicator and award-winning writer with high-profile experience in media relations, marketing communications and journalism. Megan graduated from the nation's top journalism school - University of Missouri-Columbia - with honors. She went on to a broadcast journalism career as an on-air reporter and anchor for KOMU-TV (NBC) in Columbia, Missouri and WTHI-TV (CBS) in Terre Haute, Indiana.

As a marketing and media relations specialist, Megan gained extensive experience writing press releases, crafting business letters, conducting high-pressure media interviews, executing marketing campaigns, developing collateral materials and planning major media events.

Today, Megan is a marketing copywriter, consultant, and content specialist based in Indianapolis, Indiana and serving clients across the nation. In addition to crafting commercial copy, Megan's byline has appeared in local and national magazines and trade journals, including *Minnesota Meetings and Events*, *Legacy Magazine*, *Nuvo Magazine* and *American Fitness*.

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