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Sales and Content Marketing: Friends or Foes?

By [Rebecca McIntyre](#) on September 19, 2014

Content marketing is all about helping your customers and avoiding sales-like language. But that doesn't make sales and marketing adversaries. Rather, it makes them partners toward achieving an ultimate goal: customer acquisition and retention.



As a marketer, you want to communicate with your audience in a personalized, highly relevant way. You want to target the right person, with the right message, at the right time across every channel. If you're in sales, you want to continue that relationship as you help prospects move throughout the purchase process—which can be aided through highly relevant, personalized content. Although seemingly different, both functions ultimately have the same goal and perform similar functions, just in diverse ways.

"Effective content marketing can revolutionize the way we sell." by @ajulietw via @cmswire

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So, what's the conclusion? Simply put, content marketing and sales should authentically join forces for the common good of the company. In an [article](#) written by Amanda Wilson and published on CMSWire, she talks about why it's time for sales to evolve and how content marketing can help them get there. Read on for more detailed advice.

www.cmswire.com – Effective content marketing can revolutionize the way we sell. The Corporate Executive Board (CEB) reported that 53 percent of organizations select and stay with a vendor based on sales experience over factors such as product features or price. Customer loyalty is driven by the sales experience, yet sales leaders continue to arm sales teams with the same content portals and tools as they have for years.

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.

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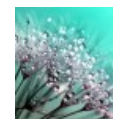
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