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## Content Marketer Origin Stories

By [Rebecca McIntyre](#) on October 20, 2014

*There's no question that content marketing is big today. Companies of all shapes and sizes are embracing original and curated content to grow customer relationships and sales and, of course, looking for the talent to support their content marketing initiatives.*

*We took a closer look at the individuals behind content marketing, exploring how they got involved in the space. We found that there are, indeed, many compelling paths to content marketing.*

*And so, today we're launching a new mini-series, "Content Marketer Origin Stories." Check out the first in the series below, and if you'd like to share your story in a future post, email [Rebecca McIntyre](mailto:Rebecca McIntyre) at [rebecca@opentopic.com](mailto:rebecca@opentopic.com) and/or join us at this week's [Twitter chat](#).*



"I think anyone who considers themselves a marketer today needs to become an expert on content because education (through content) has become the currency for nurturing prospects and growing brand awareness. The first thing you should do to educate yourself is to immediately start following the blogs and social channels of your competitors to gain an understanding of the types of content your audience is being exposed to—and what's lacking, which provides you with the opportunity to create really valuable content and thus, get in front of your demographic. I am really passionate about content marketing:)"

- Kathleen Smith, Marketing Director, [Visually](#), [@KatSmithTweets](#)

Content has become the currency for nurturing prospects and growing brand awareness.

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"When I first got started in the SEO industry a few years ago, I was taught link building at another company, and it was very effective for our clients. Then, with algorithm updates, we knew there had to be a safer and future-proof way of doing link earning, and that was by creating awesome content and doing outreach to get links and shares and gain brand awareness.

Content marketing isn't just another trend in the SEO industry, but something that you can really see some amazing results from if you do it right. I also saw the importance of building relationships with industry influencers and experts and how they can amplify your content with a single tweet or mention in a post.

To stay educated, you really need to stay up-to-date with everything that is going on in the industry. I'd suggest subscribing to a couple of the best internet marketing blogs and reading them on a daily basis. There are always new tools to discover that you can use in your Swiss army arsenal of content marketing and outreach as well. Just don't get too overwhelmed with too many tools.

There is always more to learn with content marketing. The key is to reverse engineer your campaign so you can analyze how effective your campaign will be, whom you will target, and if the content will be evergreen in getting links and mentions online. The better you plan and have a documented strategy for your content marketing campaigns, the more successful they will be."

- Michael Juba, Content Marketing Strategist, [EZSolution](#), [@MichaelJuba](#)

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"If you think about it, marketers and PR pros have always been content marketers. We just didn't call it that until now!

'Content marketing' started for me because of its necessity. Years ago, when I started in the PR industry, our aim was to create content that informed other PR pros about industry trends and tactics that related to our services. It used to be that we would wait for the media and bloggers to write stories about us, but we decided that we could frame our own stories with content and impact positive perceptions as well as impart thought leadership that attracted customers, so we did just that! Media aren't just the only publishers now, as the rise of blogging and content marketing have made brands the publishers.

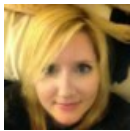
To educate myself and be competent in content marketing optimization and strategy, I look to resources like [MarketingProfs](#) and the [Content Marketing Institute](#). I also make a habit of reading and writing about the industry I'm knowledgeable in every single day. The more you write, the more you'll perfect your craft."

- Stacey Miller, Senior Social & Media Relations Manager, [OutMarket.com](#), [@OutMarket](#), [@staceylamiller](#)

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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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