

opentopic

Surprisingly Simple Content Marketing™

Insights



October 31, 2014

Greetings Rebecca McIntyre,

Welcome to Opentopic's weekly Insights newsletter, in which we share with you the latest happenings in the world of content marketing. This week, we have a frighteningly insightful roundup for you. What should be on your radar? Scroll down to find out.



TAKE IT FROM THE CONTENT MARKETING INSTITUTE'S ROBERT ROSE

Want to stay ahead of the curve? Build into your marketing plan the projections of the Chief Strategy Officer for the Content Marketing Institute. Check out the exclusive interview below to learn what a champion and leader of the content marketing space is looking out for in terms of industry trends over the next few years.

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**Content Marketer
Origin Stories:
Part II**

**Don't Let Content
Marketing Scare
You**



Our inaugural "Content Marketing Origin Stories" was a big hit, so we're back with another round. Check out the second in our series, and **use the experience shared** to help you continue to carve out your career in content marketing.

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Turning Customer Experience Into Success



You hear it all the time: “the



In the spirit of Halloween, Opentopic compiled **three considerations** as to why you shouldn't let content marketing scare you. We're here to remind you that it's simpler than you think. In fact, it can be surprisingly simple and affordable.

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Making the Most Out of a Group Brainstorm



Most companies tout them as great

customer is always right.” But, how often does that ring true? A look at what's happened to the the golden rule of customer satisfaction, and **how to turn customer experience into success.**

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ideas, but how well do they really work? Productive, idea-generating work takes a team commitment. Inspired by a recent [CMI](#) article, Opentopic put together **three quick tips** to for more effective brainstorming.

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We're here to support your content marketing initiatives, and we hope this week's roundup was helpful. If you have any questions or feedback, or if you'd like to learn about Opentopic's content marketing platform, **contact us by replying to this email.**

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