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How to Turn One Marketing Campaign into Hundreds

The thought leader's guide to content marketing

Content marketing is the cornerstone of most marketing strategies. In fact, 86% of marketers consider content marketing a key strategy. Yet, only 37% of B2B marketers have a documented content marketing strategy. For thought leaders, it is doubly important to have a sophisticated strategy in place: content marketing not only differentiates you from the competition, but is also a relationship-building tool that establishes loyalty and trust with your audience.

On the other hand, thought leadership also complements content marketing by leveraging the experts behind your brand to convey real market authority. It positions your company and its leaders as true innovators through high quality, objective content.

“Thought leadership is a natural extension of content marketing.”

However, quality thought leadership certainly isn't cheap. While researching, designing and disseminating a constant stream of high-caliber content may be costly, it may seem that thought leadership is unaffordable to all but the biggest of industry players.

Not so.

There are ways to make thought leadership work for small budgets. Indeed, there is an innovative strategy to generate prime content that is cheap, consistent and effective; that establishes your brand as an industry authority, and that truly engages your followers on multiple channels.

It's all based on cornerstone content.

Thought leadership content can create access to high-value decision makers. 47% of C-suite executives said they have shared their contact information after reading thought leadership.

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Divide, Repurpose, Expand.

Three simple processes, in any combination, can lead to hundreds of unmistakable marketing campaigns; all from one piece of cornerstone content. It can be summed up like this:

Divide:

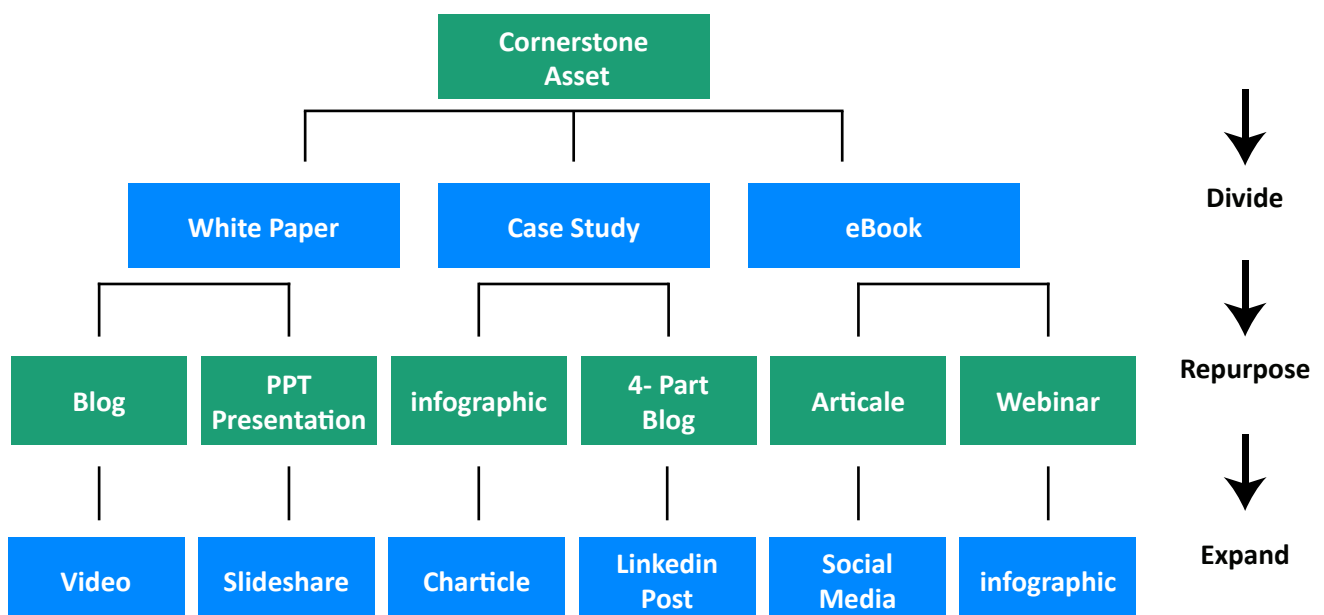
Break down cornerstone content into smaller chunks.

Repurpose:

Re-orient cornerstone content to serve different audiences and distribution channels.

Expand:

Extract new insights from divided or re-purposed cornerstone content





Why Cornerstone Content is a Goldmine for Businesses

Budget-friendly

Properly implemented, cornerstone content is a great way to extract value from your marketing budget. One transparent, front-loaded cost can yield marketing dividends for years to come.

Engage multiple audiences

Instead of limiting yourself to one distribution channel, DRE allows you to meet target audiences on their medium of choice.

“Multi-channel marketing provides all the content your audiences are searching for, in all the places they search.”

Save time

Perhaps the most important benefit of DRE is the time it saves in the content creation process, allowing you to focus less on content creation and more on content promotion.

Reinforce your message

DRE goes a long way toward sending a message that sinks in. The more times a buyer hears your message, the more likely he is to close the deal.

Gain authority

Publishing high-quality content in a variety of mediums will raise your profile in the industry and establish your reputation as an expert on the chosen topic.

Volume

The more content you produce, the more you'll be recognized by search engines and the more you can engage your social media followers.



How to Create Cornerstone Content

The goal here is to create an asset which will be the foundation for all your marketing campaigns for months, or years, to come. To make this strategy work, you need to pre-plan from the outset and invest time, effort and money into producing a quality cornerstone asset.

Master the content creation process with this step-by-step guide:

Step 1: Research

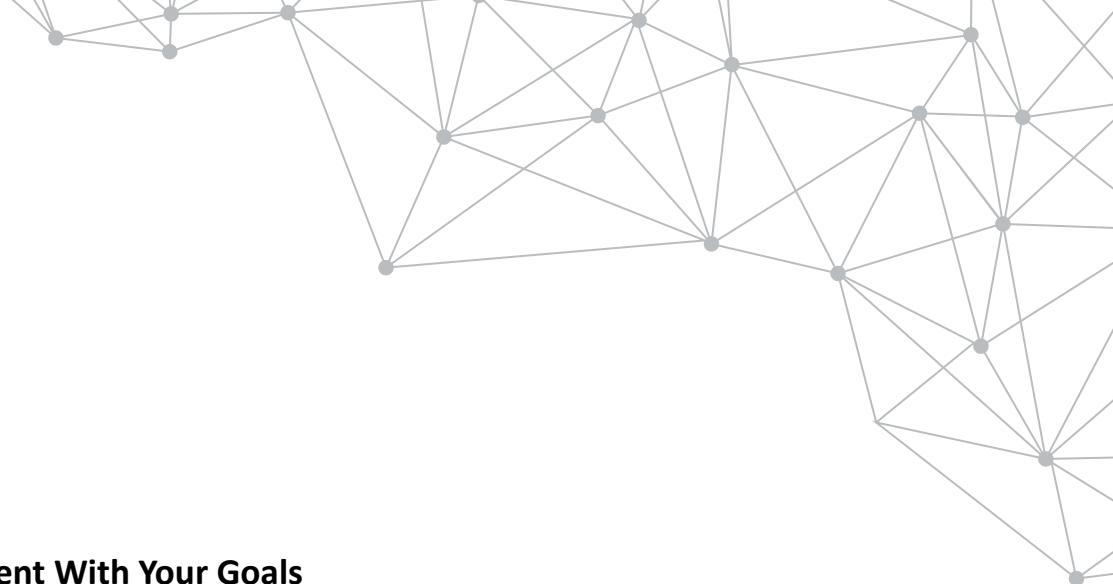
Apply rigorous research to discover your audience's pain points. The aim is to find a subject you're an expert in, your customers are demanding, and has enough depth for cornerstone content. Poll your customers, conduct surveys and interviews, investigate queries and trends, interrogate your in-house marketing team, figure out what your competitors are doing, and consider metrics like bounce rates, likes, shares, etc. Comb your existing archive for supporting assets.

Finally, research your keywords and devise a SEO strategy. Are you going to compete for short tail keywords? You're going to need a big budget. Will you specialize and compete for long tail keywords? You will save money but wait longer for results. Let your budget set the tone, and plan accordingly.

Step 2: Plan

To manage your project effectively, you need to plan for all the milestones and budget accordingly. In other words, you're going to have to think like a project manager. Start by outlining your content goals, before ticking all these boxes:

- Are you going to outsource the content or develop it in-house? What percentage will be outsourced? Figure this out before you proceed.
- Estimate the costs for producing your content, and earmark that budget. Budget generously for research, design, development, outsourcing and promotion.
- Estimate your timeline for content creation and implement a tracking process.
- Outline how the story will differ for each content type. This stage provides an easy pathway for future content. Write down clearly which content you intend to divide, repurpose, and expand. This will be your content roadmap for the foreseeable future.



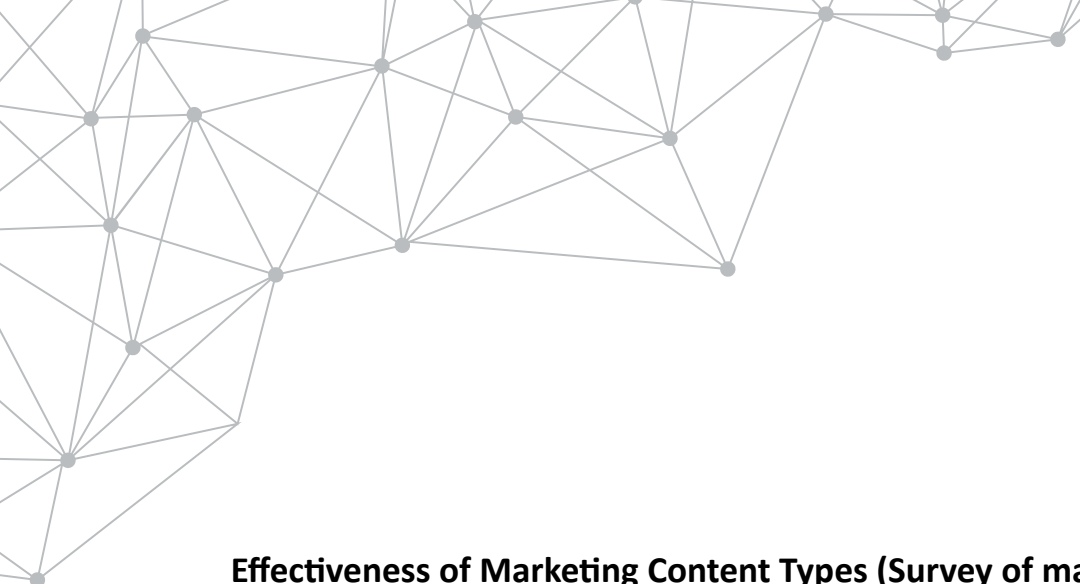
Align Your Content With Your Goals

Content Type	Awareness	Evaluation	Purchase	Retention
eBook		✓		
Blogs & Articles	✓			✓
White Papers		✓	✓	
Case Studies	✓	✓		
Infographics		✓		
Videos	✓		✓	

Step 3: Create

It's time to leverage all your research to create something comprehensive that your audience will find valuable, download, and then share. Although different formats require different approaches, here are some best practices you must adhere to:

- Aim for quality. Growth from thought leadership comes from quality, not quantity.
- Each piece should be as valuable as your budget will allow. Remember: you may leverage this content piece for years to come. Be prepared to invest time, effort and money accordingly.
- Provide a graphically rich presentation. Even the best content is useless if it doesn't get read. Make sure to snare your readers with creative, stylish and artful design.
- Don't forget to incorporate SEO best practices into your content, but remember the golden rule: write for humans, not algorithms.
- Your company values, tone, and brand personality must be clearly discernible in all your content. This is known as your brand voice, and it is a cornerstone of thought leadership. Make it consistent and unmistakable.
- Ensure that every DRE asset and every piece of supporting content links back to your cornerstone content.



Effectiveness of Marketing Content Types (Survey of marketing specialists)

Content Type	Effectiveness
Articles & Case Studies	54%
Videos	46%
Infographics	43%
White Papers	36%
Webinars	30%
Newsletters	28%
Photos	24%

Step 4: Promote

After investing a good chunk of your resources creating a cornerstone content asset, you want to position your content where it can gain peak traction and get shared thousands of times. New content may take time to rank in organic search, but there are a few things you can do to accelerate the process and start reaping dividends immediately.

Extend your reach and engage your audience by ticking all these boxes:

- Tap into your email list. Statistically, these are the people most likely to appreciate the value in your offerings. Send out a dedicated email announcing your breakthrough content, you will reap the benefits almost immediately. A dedicated copywriter works wonders for conversions. If you don't have one in-house, hire a freelancer; they are well worth the expense.
- Next, tap into your social media channels, promoting your content organically on all your social networks. You want to tailor your posts for each social network, customizing your delivery, tone, and images/videos for each channel. Share it multiple times on each social media channel, posting at different times to reach different people.
- Finally, take advantage of paid promotions to market to targeted audiences on social media. Paid promotions are some of the most cost-effective forms of marketing around, so try to factor that into your marketing budget.



Things to Avoid

Avoid these common pitfalls when creating content:

1. Avoid the temptation to add images for their aesthetic quality. Instead, only use images that add value or reinforce your message.
2. Even if you have a capable marketing department, do not rule out outsourcing as a source of affordable, skilled and reliable talent. With some clever use of partitioning and outsourcing, you can significantly speed up your content creation cycle, even if you have in-house specialists at your disposal.
3. Don't neglect measuring the performance of your marketing campaigns. If your company isn't sure what works and what doesn't, it will be that much more difficult to meet your goals.
4. If you're not periodically producing videos, it's time to re-evaluate your strategy. Social videos get 1200% more shares compared to other content types, while landing pages with video content have an 80% higher conversion rate. With the cost of video production going down, now is just the time to add this powerful weapon to your marketing arsenal.

"When you view marketing as a cost, there is a tendency to cut corners. Instead, think of it as an investment."



To Recap

Use cornerstone content and leverage DRE to create hundreds of pieces of targeted content easily and without breaking the bank. With a little pre-planning and initiative, you can dramatically shorten your content creation cycle and position yourself as a genuine thought leader.

Produce, Publish, Promote, Repeat.

Once you've mastered cornerstone content, don't stop there. There are many more bleeding-edge content creation strategies that will help you work smarter and see better results. At eData Analytics, we put our thought leadership expertise at your disposal so you can capitalize with ease.

We are happy to share our body of marketing research with you. Read more at www.edataanalytics.com or reach out if you need some friendly advice.

"True thought leadership is a marathon, not a dash to the finish line. Consistency wins the game."



