

Content Marketing: **Why Content** **Marketing is King**

rePUTATION^{ink}

YOUR REPUTATION. **OUR EXPERTISE.**

About Me @MichelleCKing

» Reputation Ink

- *Media relations, content marketing, issues management, crisis communications and social media*
- *Clients include professional services and B2B companies*

- » Previously **head of client services** for legal industry marketing/PR firm
- » Former B'ham Legal Marketing Association Chair
- » Member of winning team – PR News' **Legal PR Award** in "Marketing Communications" category, 2011

*The development of content that
informs and educates your prospects –
without any obvious marketing message
or motive – in order to win their
ATTENTION, TRUST, RESPECT, AND
ULTIMATELY, THEIR BUSINESS.*

More Definitions

- » Letting clients “peek under the hood”
- » The art of attracting prospects and clients with your brilliance —without the hard sell
- » You practically invented it!



Adoption Rates

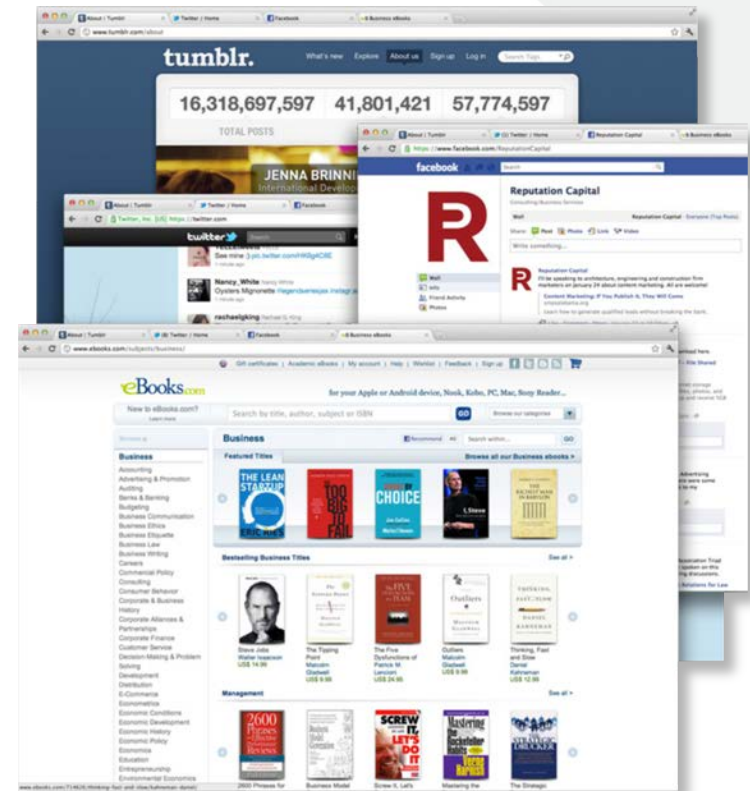
» Professional services	94%
» Computing/software	93%
» Advertising/marketing	89%
» Healthcare	89%
» Business services	84%
» Manufacturing/processing	83%

Many Names...

- » Custom publishing
- » Custom media
- » Custom content
- » Branded content
- » Branded media
- » Brand journalism
- » Brand storytelling
- » Customer publishing
- » Member media
- » Private media
- » Corporate media
- » Corporate publishing
- » Corporate journalism
- » Inbound marketing
- » Content strategy

Top 10 Content Types

- 1) Blog: *the sun in your content marketing universe*
- 2) eNewsletter
- 3) White paper
- 4) Article
- 5) eBook
- 6) Case study
- 7) Testimonials
- 8) Microblogging (Twitter)
- 9) Webinar/Webcast
- 10) Video



Other Content Types

- » Research/survey
- » Infographic
- » Executive roundtable
- » Mobile app
- » Podcast
- » Online news release



LIFE BEFORE GOOGLE: A SHORT STORY

I JUST THOUGHT OF
SOMETHING I'D LIKE TO
KNOW MORE ABOUT.

THAT'S A
DAMN
SHAME.

-brian-

SHOEBOXBLOG.COM

THE END

The Trends

- » Buyers are now in control
 - *They find you*
- » Buyers expect more
 - *Want a track record in exactly what they need*
- » How they buy has changed
 - *No longer just personal referrals*
 - *It's not who you know, it's who knows what you know*
- » Death of the intermediary
- » Geographic proximity matters less

“ Audiences everywhere are tough.
They don't have time to be bored or brow
beaten by orthodox, old-fashioned advertising.

We need to STOP INTERRUPTING *what*
people are interested in and BE WHAT
PEOPLE ARE INTERESTED IN.

– Craig Davis, Chief Creative Officer, Worldwide
J. Walter Thompson (world's 4th-largest ad agency)

Not Just B2C

- » “Power lunch” on the decline
 - *February 2012 Robert Half Legal survey; one in two lawyers say lunches are less common than they were three years ago*
- » Legal buyers’ purchases have significant impacts
 - *You must establish credibility and expertise*
- » Legal buyers must “sell” their recommendations to others
 - *They seek more information and referrals*



Classic Objections

- » We'll give away all our secret sauce
 - *Having the grocery list doesn't make you the chef*
- » It doesn't apply to law firms
 - *Research shows C-level executives research law firms online, read blogs, etc.*
- » I don't have time to create content
 - *It's worth it*

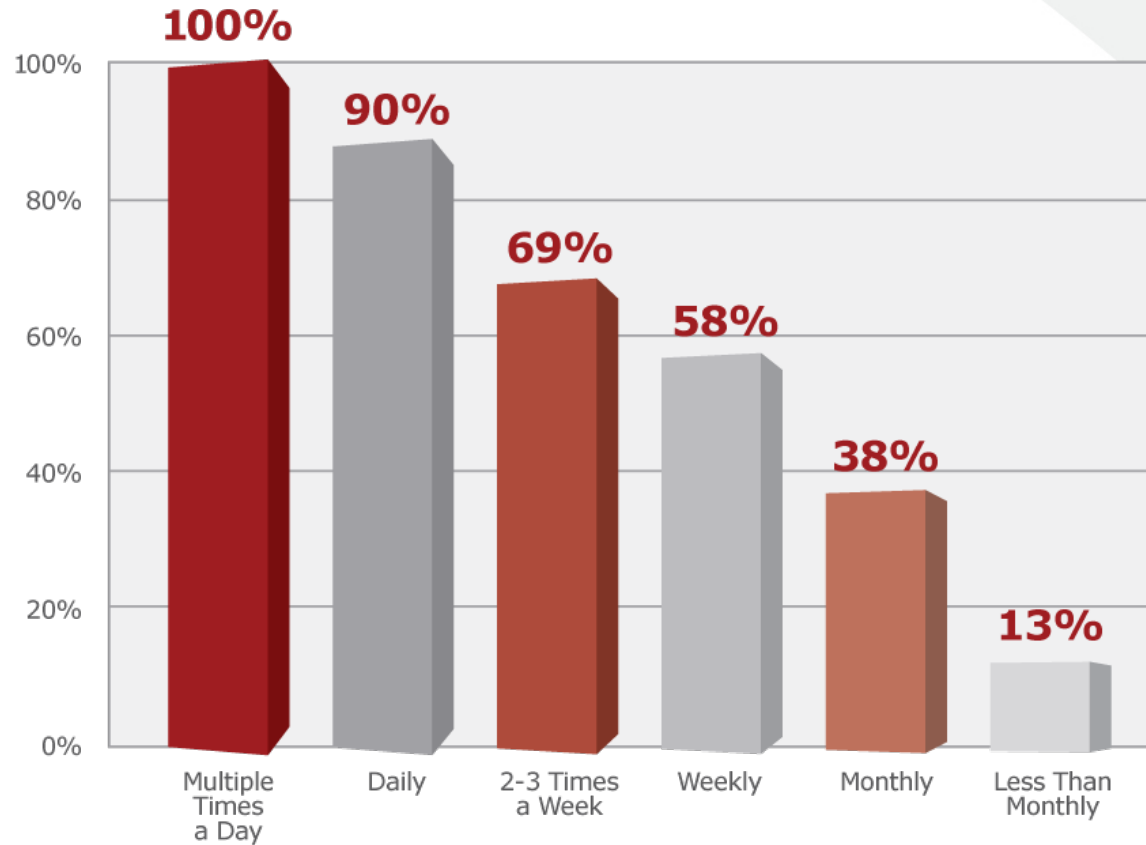


“ Companies that provide helpful information as part of their marketing are 60% MORE LIKELY to get the sale versus those that do not.

– Custom Content Council
www.customcontentcouncil.com

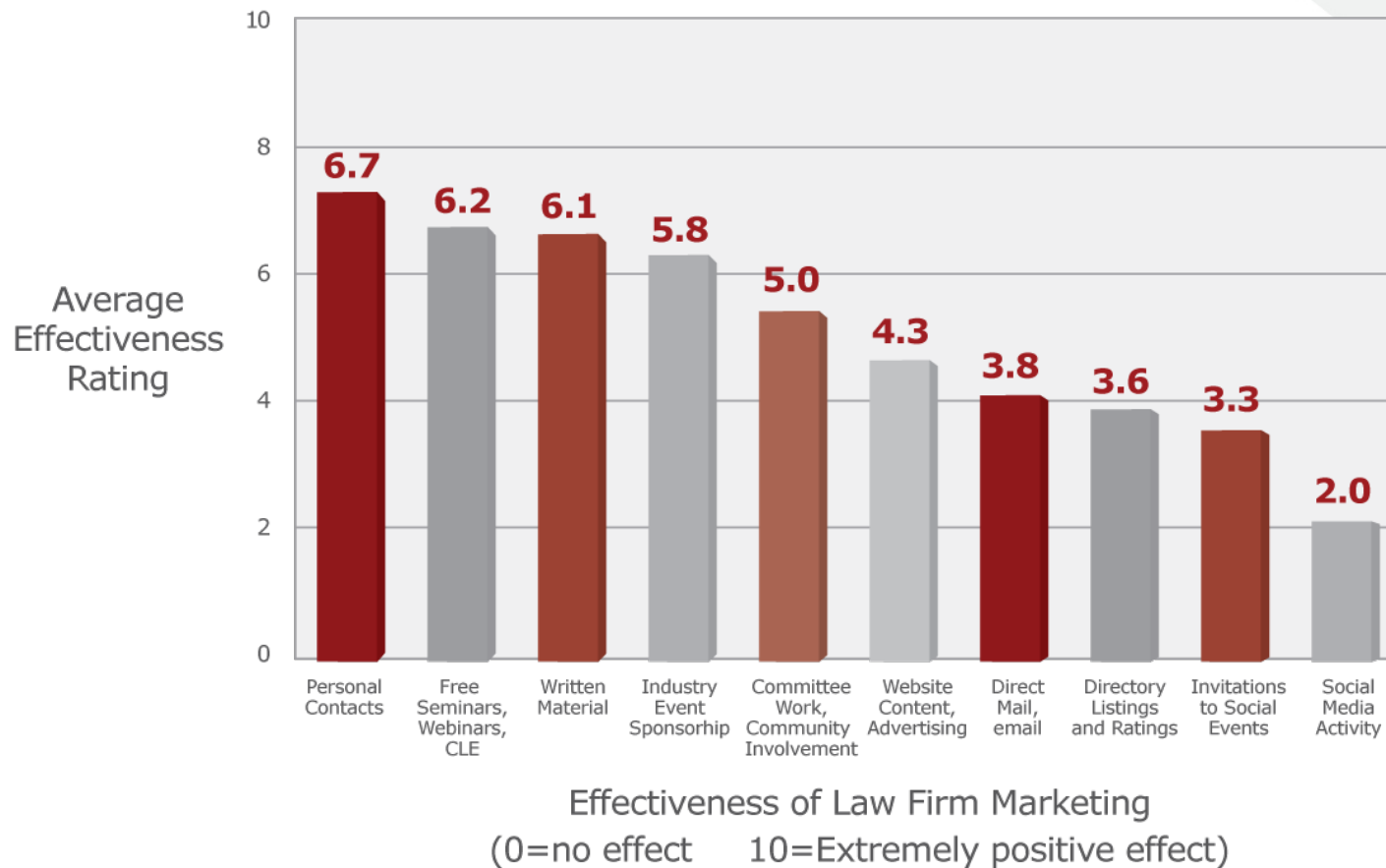
Blogging = Clients

Percentage of
Businesses Who
Have Acquired a
Customer Through
Their Blog



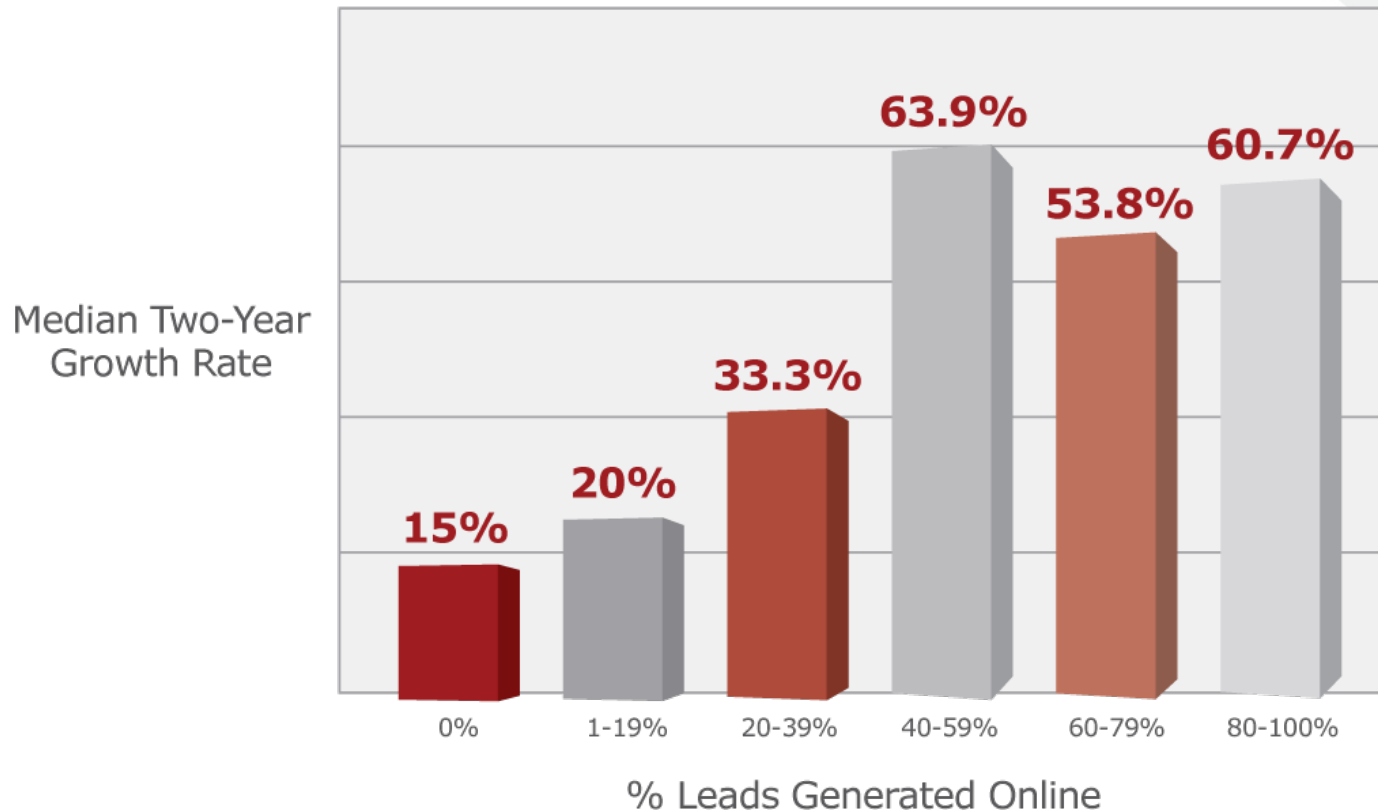
Frequency of Company Blog Posts

Altman Weil 2011 Chief Legal Officer Survey



High-Growth Firms

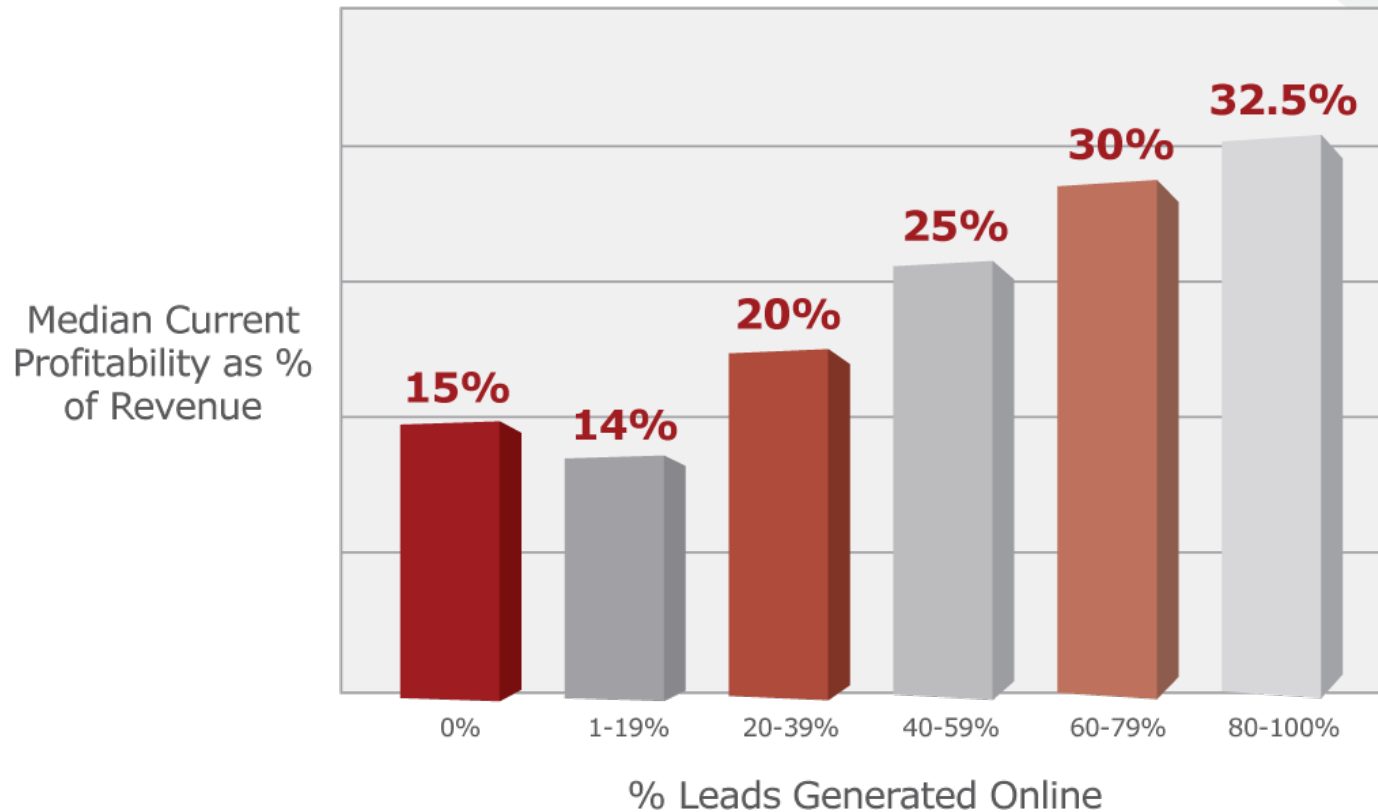
- » The more leads you generate online, the faster your firm grows.



Source: The Online Marketing for Professional Services Firms study from the Hinge Research Institute

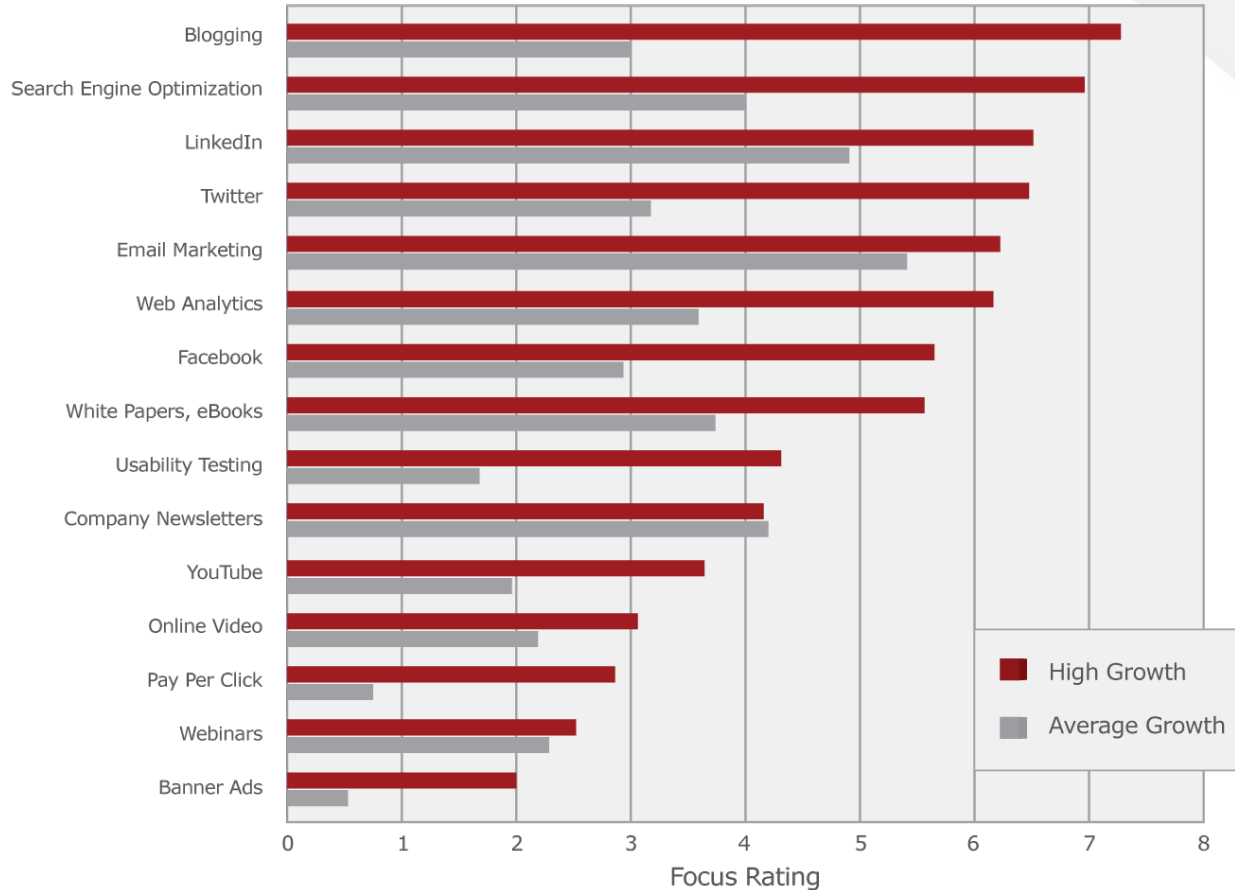
Profitable Firms

- » The more leads you generate online, the more profitable your firm is.



Source: The Online Marketing for Professional Services Firms study from the Hinge Research Institute

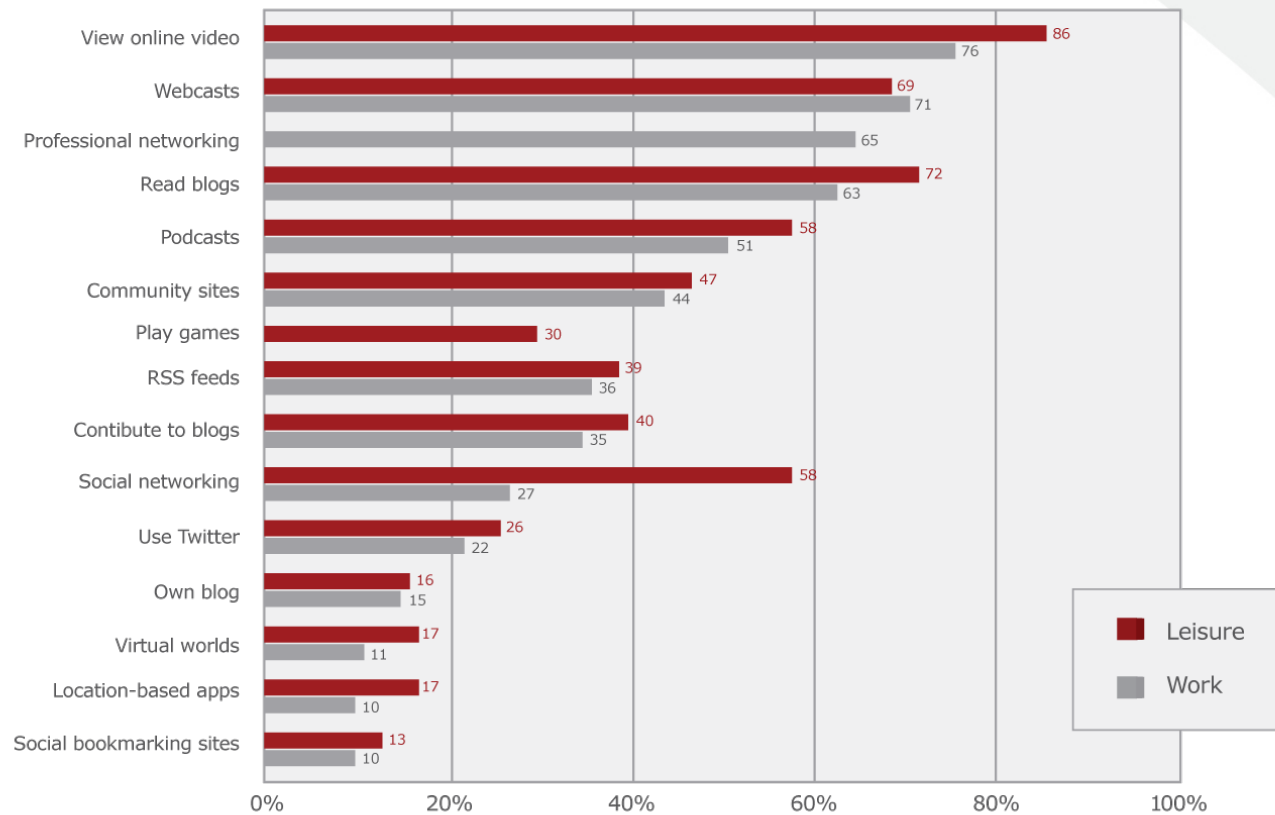
What High-Growth Firms Do Differently



Source: The Online Marketing for Professional Services Firms study from the Hinge Research Institute

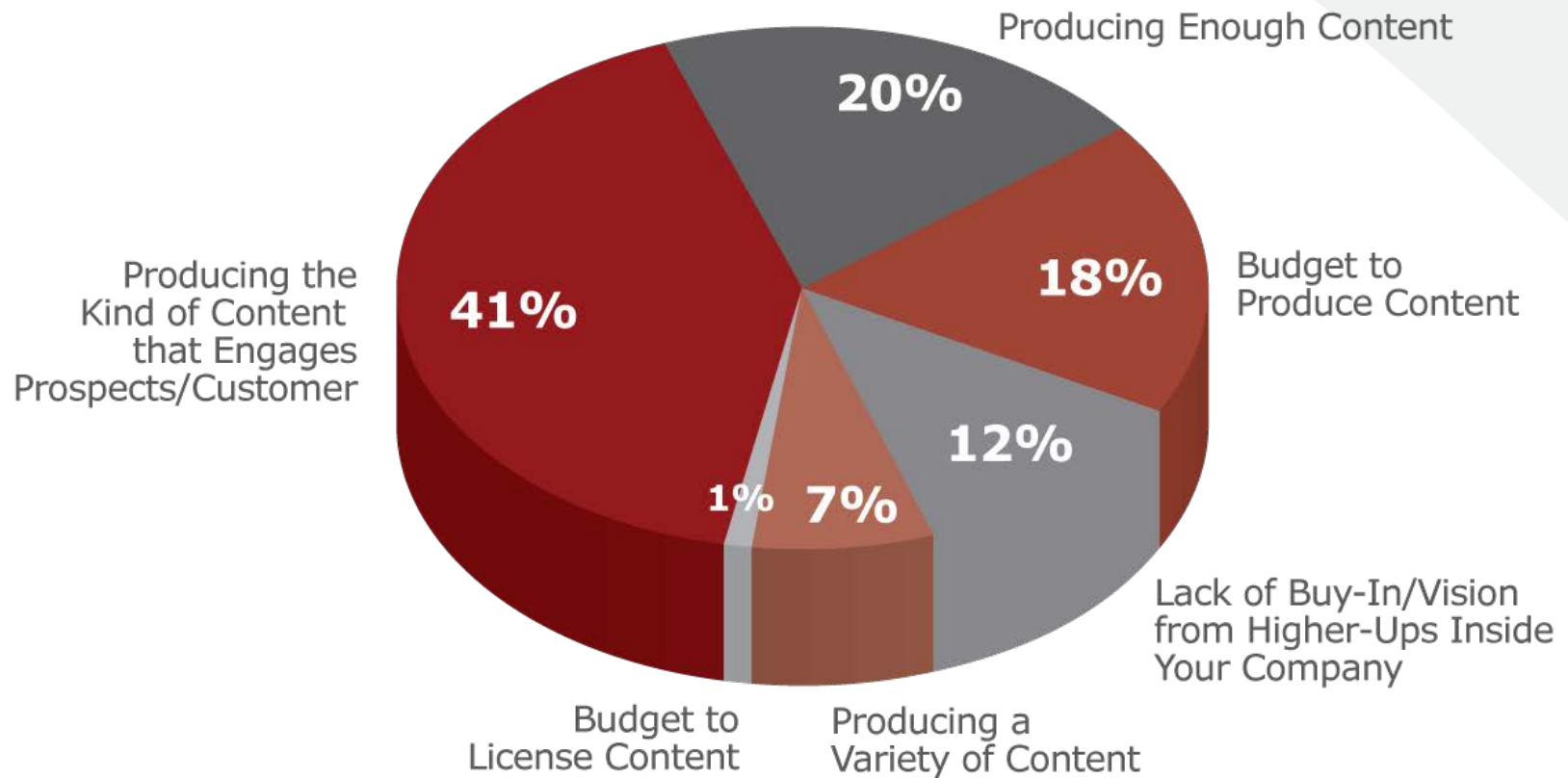
Senior Execs' Habits

Digital and Social Activities: % Do Frequently or Sometimes



Decision Dynamics 2011: Technology and Media, Doremus and The Financial Times, March 2011

Biggest Content Marketing Challenges



B2B Content Marketing: 2012 Benchmarks, Budgets & Trends by the Content Marketing Institute and MarketingProfs

1904



"A Brief History of Content Marketing" by Aprix Solutions

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Roberts & Durkee, P.A.

chinesedrywallproblem.com

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Chinese Drywall

- » Spring 2009 – connection between Chinese drywall and public health issues was becoming apparent
- » *“If you feel you’re an expert in an area, don’t spend three years figuring it out. Buy your URL, plant yourself, and start moving forward.”*

– Jolie Balido-Hart of Roar Media

Facts and Solutions for the

Chinese Drywall Problem

ROBERTS
& DURKEE
Attorneys at Law

HOW CAN WE HELP?
(305) 442-1700

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Chinese Drywall Facts

- 20 mil sq. ft. of Chinese drywall entered the U.S. since 2001
- More than 65,000 American homes could be affected
- Emits harmful sulfur gases
- Corrodes copper wiring
- Contaminates furnishings & fabrics
- Damages air conditioners and appliances

LEARN MORE >

CNN-Lou Dobb's Chinese Drywall Report



Breaking News

- [U.S. Senators Urge Gypsum to Replace Toxic Drywall; U.S. Judge Makes Unprecedented Trip to](#)

Does Your Home Have Chinese Drywall? Legal Rights & Advocacy

State officials and other experts recommend certain... Victims interested in a [Chinese drywall lawsuit](#)

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Strategy

- » Register the **URL**
- » Provide overview of the issue, current and breaking news, details
- » Do in tandem with traditional **media coverage**
- » Focus on **SEO**
- » Use **social media** to spread message further

Results

- » **150 new cases**
- » Site ranks in top 10 organic search results
- » 3,000 to 4,000 monthly unique visitors
- » Media attention – TIME magazine, ABC World News, The Wall Street Journal, The Associated Press and more

Kinaxis
blog.kinaxis.com

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perspectives on innovative supply chain management strategies

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« [Focusing on the PEOPLE in the traditional people, process, technology triad.](#)

[Control Tower Concepts: Where do profitability management and human resource management meet?](#) »



Did the Japan earthquake impact your supply chain? What if something similar happens in China?

Published January 10th, 2012 by [John Westerveld](#)

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MONTHLY PROCESS

- » Choose **keyword** phrase
- » Write an **article** or **white paper** that incorporates that phrase
- » Break the white paper up into **blog posts** and repurpose the content
- » **Video** interview the author and post it on the website
- » Create a **podcast** on the topic
- » Host a **webinar** on the topic
- » Continually promote the content through **social media** and **email** channels

OpenView Venture Partners

openviewpartners.com

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openview BLOG!

PRODUCT

CUSTOMERS

SALES & MARKETING

RECRUITMENT

MEET THE AUTHORS



The Grande Guide to B2B Content Marketing by Eloqua

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Sign Up for Our Weekly Newsletter!

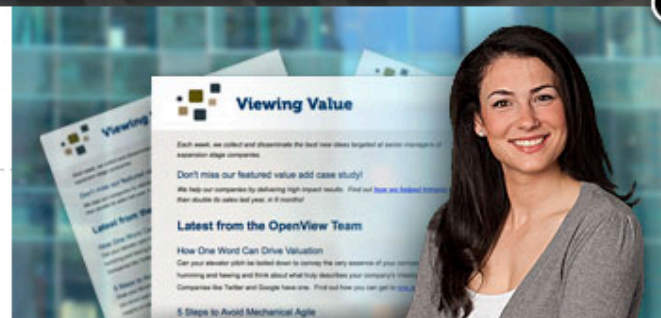
Join 10,000 subscribers and enjoy the best new ideas for senior software managers each week.

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IBM **GIGAom** **.406 Ventures**

MIT **EMC²** **Google** **BV**
Battery Ventures



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Viewing Value



February 2, 2011

Each week we collect and disseminate the best new ideas targeted at senior managers of expansion stage technology companies.

[Are you clear?](#)

Read our latest case study to learn how we bring clarity to our portfolio companies with our [Rapid Strategic Planning Workshop](#).

Latest from the OpenView Team

[14 Ways to Burn Capital Now](#)

Few people can be called Professional Money Incinerators. But with the right training, you too can blow through raised capital with few obstacles. The key will be making quick work of the most common mistakes. For more on throwing away capital, read [this](#) post from Scott Maxwell. [Tweet this.](#)

[Gobs of Features are No Match for Refined Features](#)

You've heard it time and time again: "quality over quantity." If you're still unsure whether or not this is true, at least when it comes to software features, think again. To see why quality features always trump a mass of features, check out this [video](#) we shot when Brad Feld stopped by the OpenView office. [Tweet this.](#)

[4 Don'ts of B2B Social Media](#)

Operating a social media campaign in the B2B realm can pose some distinct problems. Overcoming them is a matter of avoiding the obvious stumbling blocks. Being childish, overbearing and selfish are all no-no's. For more detailed tips, follow [this](#) link for more from Corey O'Loughlin. [Tweet this.](#)

[What is Your Opinion of Recruiters?](#)

Chances are if you've ever held any sort of corporate position, you've also fashioned an opinion on recruiters. Love them or hate them, you must share an operating space with them. For this reason, you should at least get a better understanding of them. For more on the subject, click [this](#) link from Vic Mahillon. [Tweet this.](#)

Top Ideas from the Industry

[Too Much Inside Sales Management can be Bad](#)

If your sales process has slowed to a crawl and you prescribe to inside sales management

Top Ideas from the Industry

[Too Much Inside Sales Management can be Bad](#)

If your sales process has slowed to a crawl and you prescribe to inside sales management methodologies, perhaps it's time you changed the tired routine. Many companies can stand to benefit from the new perspective that outside coaching can bring. For more on outside coaching versus inside sales, read [this](#) post by Mike Weinberg.

[How to Maximize Your Employees' First 90 Days](#)

What if the entire recruiting process truly came down to your new hire's first 90 days in the office? Well, it does. The decisions you make (and don't make) in this time period are critical. For more on why this is so, read the [article](#) by Inc.

[Keeping Managerial Obstacles from Slowing You](#)

Most serious issues within a company arise at the managerial level. Poor training and insufficient skills reverberate throughout the company. Bottlenecks are then formed and a company begins to show signs of struggling. To find out how to prevent this at your business, read [this](#) article by Joe Little.

[Why You Should Pay Attention to the Entire Sales Funnel](#)

A sales funnel is a two-part device. The first part involves preparation and the second involves execution. Sadly, people are overlooking one or the other. To learn from their mistakes, read [this](#) article by April Dunford on the subject.

Additional Resources

Read our [blog](#).

Meet [OpenView Labs](#).

Join the conversation on our [LinkedIn group](#).

Meet the [Team](#).

Understand [how we help](#) our companies.

Help Us Share the View

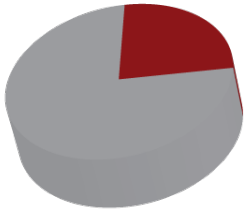
If you enjoy this email please help us spread the word by [sending](#) it to a friend or colleague. Trust us. They'll be glad you did.

[Tweet This](#) ! I get great valuable tips on building my company from the @OpenViewVenture team. You should too!

Results



1,000% Web traffic increase



More than 6,000 e-newsletter subscribers, with 25% open rate



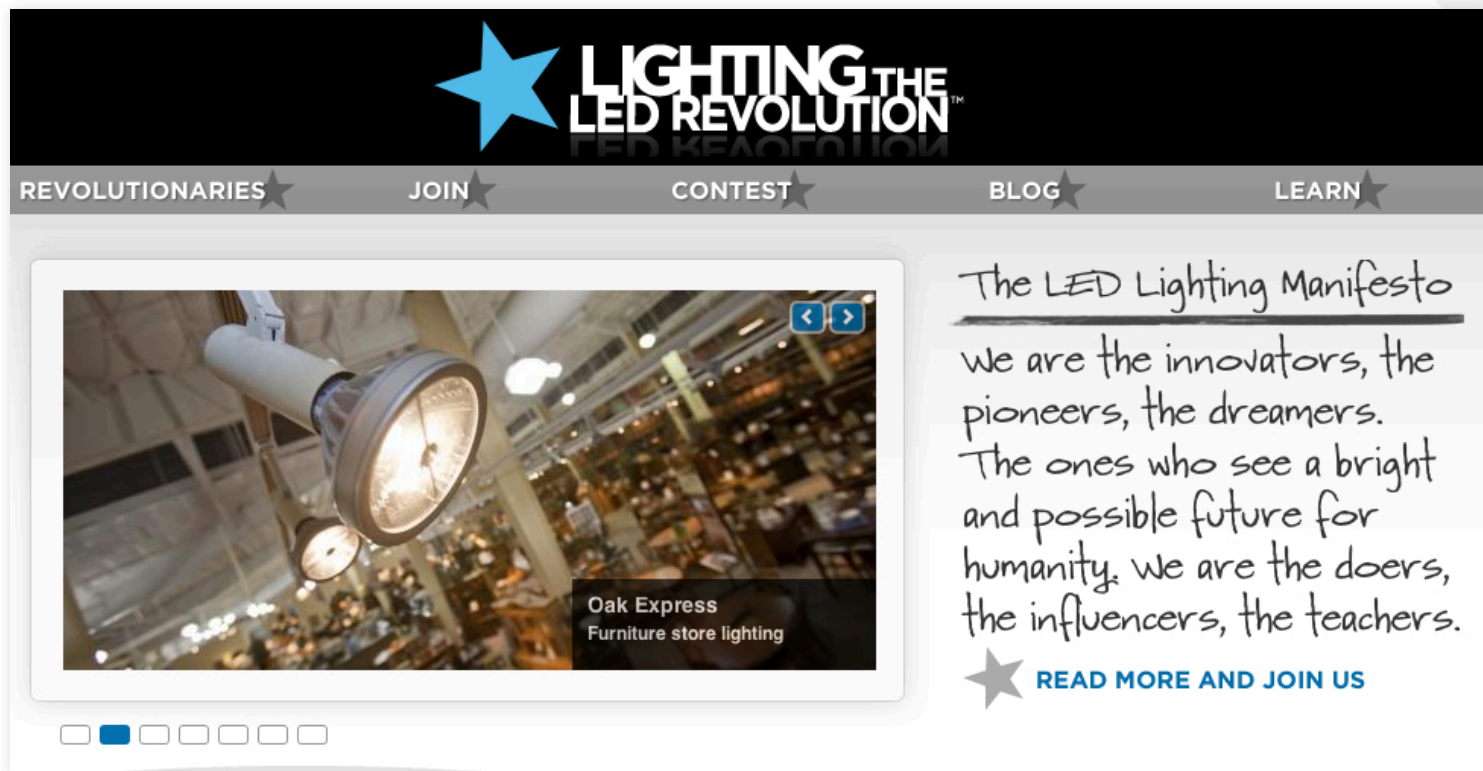
Closed business through online lead generation

Cree
creeLEDrevolution.com

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Goal

- » Raise awareness of LED's benefits so architects and contractors will specify the technology



LIGHTING THE LED REVOLUTION™

REVOLUTIONARIES★ JOIN★ CONTEST★ BLOG★ LEARN★

Oak Express
Furniture store lighting

The LED Lighting Manifesto
We are the innovators, the pioneers, the dreamers.
The ones who see a bright and possible future for humanity. We are the doers, the influencers, the teachers.

★ [READ MORE AND JOIN US](#)

If you've been living or working under the oppression of inferior lighting, we want to know. We also want to see. Submit your photos of dismal lighting here. Each month, we'll give away five Cree CR6 recessed downlights to revolutionize one person's poorly lit space.

www.creeledrevolution.com/criesforhelp

I Joined the REVOLUTION

★ LIGHTING THE
LED REVOLUTION™



You can too!

CreeLEDRevolution.com

SCAN OUR CODE

Cree's QR (Quick Response) bar code offers instant access to the LED Lighting Revolution website. Scan the code with your smartphone's QR reader to instantly view the site.*

*Need a free QR reader for your smartphone?
Visit mobile-barcodes.com and start scanning.

- ★ LED lighting can save up to 85% of electricity used by incandescent bulbs.
- ★ LEDs don't contain any hazardous materials, such as mercury, like fluorescent bulbs.
- ★ LEDs can save the US over \$280 billion in energy costs.



Follow us @Cree on Twitter



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What Happens?



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History of Light

400,000 BC

The caveman discovers fire. 402,006 years later that same caveman will become a Geico pitchman.

13,000 BC

Prehistoric man makes lamps out of rocks and horns filled with grease, allowing for many late-night carving sessions in caves.

5000 BC

Fireflies are captured and ordered to light-up on command. Results were mixed.

4000 BC

Lamps are fueled by olive oil, fish oil, sesame oil and other plant oils. Sometimes lamp owners would get hungry and eat their own lamp fuel. They also leaked.

600 BC

Lamps are created with handles for more portability. They still leaked.

500 BC

Oil Reservoir Lamps are developed. No more leaks.

400 AD

Candles are invented. Romantic dinners ensued.

- ★ [LED 101](#)
- ★ [History of Light](#)
- ★ [Anatomy of an LED](#)
- ★ [Energy Savings Calculator](#)

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Energy Savings Calculator

If you're a lighting contractor, this calculator makes it easy to see how much you can save with Cree LED lighting. Just select the products to compare and change the values based on your average usage and costs. Your total savings information and the Lifetime Cost Comparison will update automatically to reflect the information you have entered.

If you're not a master of the lighting world, you might just want to stick to the basics and use the drop down menus to compare an "LED Lighting LR6" to a "Generic Incandescent Can." That should help you get the picture.

1 HOW MUCH WILL I SAVE?

Cree Products: ★

LED Lighting LR6

Other Products: ★

Generic Incandescent Can

Number of Luminaires: Hours Used Per Day: Inflation Rate: %Weeks of HVAC Cooling: [Reset to Defaults](#)Cost per kWh: \$ Days Use Per Year: Energy Inflation Rate: %Relamping Costs - Labor: \$ / hr**Time until Payback**

10 months 29 days

Internal Rate of Return

113.1%

Total Savings

\$1,330.50

- ★ [LED 101](#)
- ★ [History of Light](#)
- ★ [Anatomy of an LED](#)
- ★ [Energy Savings Calculator](#)



Products

Support

About Cree

Investor Relations

Press Room

Careers

LED Chips

LED Components

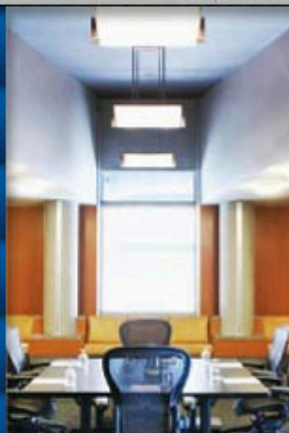
LED Modules

LED Lighting

Power

RF

Materials

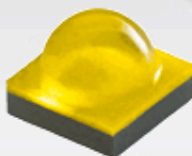


LED Light. Power. Communications.

News

Cree Introduces the next generation of lighting-class LEDs
- [Learn more](#)

[More news](#)



Featured Product

Cree LMH2 LED Modules bring unrivaled efficacy and light quality to lighting manufacturers
- [Learn more](#)



Events

Learn more about Cree Power products at **APEC**, February 4-9, in Orlando, Florida.

[Learn about more opportunities to see Cree products](#)

How To

- » Define and segment your audiences
- » Determine what information they need and how they want to receive it
- » Deliver in a non-salesy, non-legalese way
- » Measure and recalibrate



Best Practices

- » Start with a specific **objective**
- » Focus on a **niche**
- » Content strategy comes **before social media**
- » Create content about **what you know**, not what you sell
- » **Invest** in your content; create a unique point of view; don't forget to market your content
- » Create a content marketing **editorial calendar**
- » Appoint or hire a chief editor who owns and is **accountable for** content

Common Mistakes

- » Legalese
- » No value – announcing new partners and verdict wins is not content marketing
- » Too much detail
 - *Business executives are busy people. They are looking for content that simplifies and explains complicated, esoteric topics.*
- » Creativity before clarity
 - *Good writing is good thinking expressed clearly*

Legalese

- » What we have here is a failure to communicate
 - *Stilted, formalistic writing*
 - *Long words and long sentences containing multiple ideas*
 - *Archaic words*
 - *Passive voice*
 - *Illogical ordering of ideas*
 - *Has the appearance of extreme precision but often results in confusion, instead of precision*

Get Rid of It

Lawyerism

as to
bring an action against
herein
inasmuch as
in the event that
said (adj.)
same (pron.)
subsequent to
therein

Plain language

about, of, by, for, in
sue
in this (agreement, etc.)
since, because
if
the, this, that
it, them
after
in it, in them, inside



*“The green beans are excellent.
Please pass said green beans.”*

Better Writing

- » Make everything you write **speakable**
- » Resist the urge to sound formal
- » Omit unnecessary detail
- » **Be concise**: keep average sentence length below 25 words
- » In most sentences, put only one main thought
- » Use mainly **active** voice
- » Use concrete words, not abstractions
- » Completely get rid of **shall**
- » Refer to people and companies by name
- » Write in a **familiar** voice with familiar words

Act Like a Publisher

- » Avoid legal terminology as much as you can
- » Make every sentence as **clear** and **succinct** as possible
- » Imagine a CEO called you into his office two weeks before trial and wanted you to summarize the major strengths and weaknesses of a case. Write **the way you would talk** to him

CORPORATE COUNSEL

Act Like a Publisher

- » In general, be **concise**
- » Try to be economical in your account or argument
- » “The best way to be boring is to leave nothing out”—Voltaire
- » “As a general rule, **run your pen through every other word** you have written; you have no idea what vigour it will give to your style.” —Sydney Smith

The
Economist

Citations

- » Legal readers are used to citations and, frankly, are apt to skip over them. To the uninitiated, they are road bumps
- » How many citations do you see in The Wall Street Journal or The New York Times?
- » Option 1: omit them altogether
- » Option 2: Put them in footnotes. Or add: citations available at www.lawfirm.com/article or upon request to alawyer@lawfirm.com
- » Option 3: Use shorthand
 - *According to a Texas case called Fitzgerald, the court would apply...*
 - *One qualification arises from a Texas Supreme Court case called Continental Casualty decided in 2000...*

Ethics & Legal Issues

» Avoid

- *Deceptive and misleading statements*
- *Claims of specialization*
- *Discussion of “live” cases*
- *Use of monikers or prohibited logos*

» Read the Bar rules for your jurisdiction

- *Links to states’ advertising ethics:*
<http://www.abanet.org/legal/services/clientdevelopment/adrules/states.html>
- *Comparative analysis:*
<http://www.abanet.org/cpr/professionalism/state-advertising.pdf>

Ethics & Legal Issues

» Disclaimers

- *Content addresses general matters and should not be considered legal advice*
- *Specify the states where lawyers are licensed to practice and can handle cases*

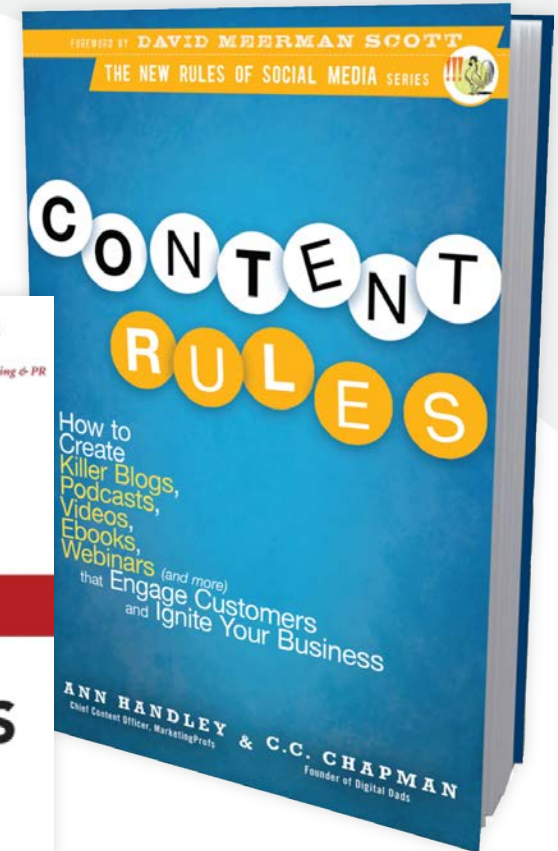
» Be transparent – disclose personal interests, relationships

» Fair use

- *Link to another blog post or include a small extract (with attribution)*
- *Don't “reprint” wholesale*

Resources

- » Content Marketing Institute
- » HubSpot
- » Get Content Get Customers (2009)
- » Content Rules (2010)
- » Managing Content Marketing (2011)
- » Social Media for Lawyers: the Next Frontier (2010)



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rep-ink.com



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