


2022 KILLING MARKETING 6 MONTH WORKSHOP

6 Monthly Sessions To Develop
Your Content Marketing Strategy





1

LET'S SET SOME EXPECTATIONS

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.”

DO WE REALLY WANT TO KILL MARKETING?

No.

But the key is to develop a modern approach to building audiences that can serve our business needs.

Why?

You'll all have different reasons, and different priorities. But this is modern marketing as a business strategy



I AM GOING ON THIS JOURNEY WITH YOU.

Yes. For Real.

I want to expand my business. I am a Small Consulting firm and I'm looking to expand my service offering into the world Of Web 3.0 - including Crypto, NFTs, De-Fi

So - I'm planning on an expansion and building a content-brand in that space.

I'll be reporting MY activities and progress as you go through yours.



**But that doesn't mean that
you have to stay at the
same step as me.**

**Anything - in any session is
up for discussion.**

INTRO

WHAT MAKES A CONTENT MARKETING STRATEGY DIFFERENT

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.”



MARKETING'S PURPOSE

REACH, & MOVE
AUDIENCES TO
ACTION



DEFINITIONS

1 *“Content marketing is the business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood audience - with the objective of driving a profitable customer action”*

- Content Marketing Institute

A SIMPLER DEFINITION

2

“Brands no longer have to ‘rent’ the media in order to reach, engage and inspire audiences to action. We can become the media, and create the content that builds audiences, and moves them to profitable action.”

- Robert Rose & Joe Pulizzi
Killing Marketing

THE SIMPLEST DEFINITION

3

“Product and service companies have the ability to create valuable content that engages an audience. Instead of selling, we can inspire, teach, or entertain customers as to WHY they should know, like and trust us enough to buy from us.”

**- Robert Rose & Joe Pulizzi
Killing Marketing**

- 1. What marketing challenge/opportunity do I have?**
- 2. What audience and what action will help me solve that problem - or meet that opportunity?**
- 3. What value can I deliver to them, and how will I differentiate.**
(*SPOILER ALERT: THIS IS THE HARDEST QUESTION.*)
- 4. *What does success look like?***

2

THE PRODUCT MODEL: BUILDING AND MONETIZING AUDIENCES

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.”



WHERE IS YOUR BUSINESS?

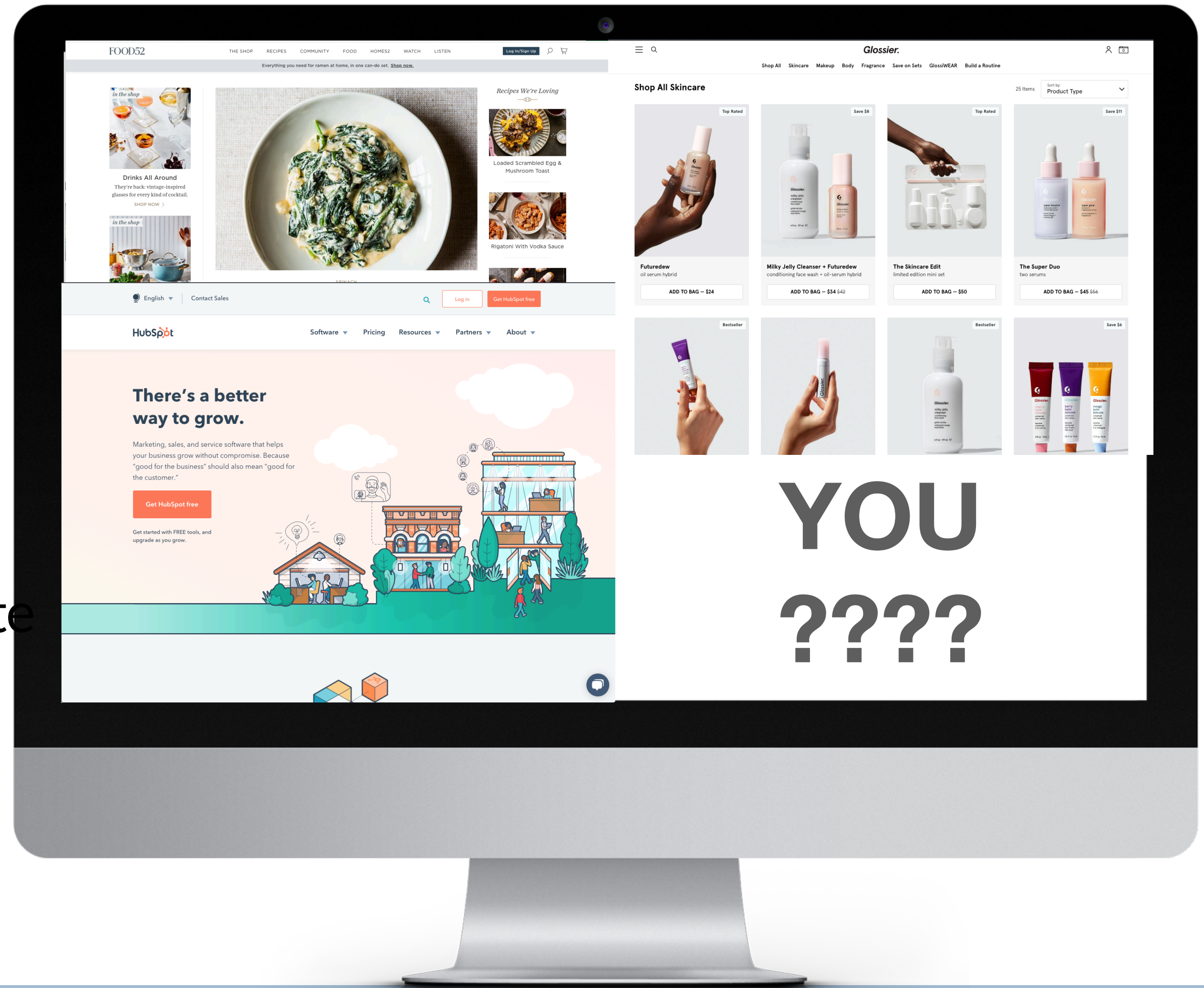
AUDIENCE PLATFORMS

A startup blog, looking to products?
(Food52, Glossier, Mint, The Hustle)

Small startup looking to scale?
(Terminus, TeachBetter)

In a crowded space looking to differentiate
(Buzzfeed, TCA)

An established brand looking to establish
sustainability
(Cleveland Clinic)



**CONTENT IS AS IMPORTANT
AS PRODUCT/SERVICE**



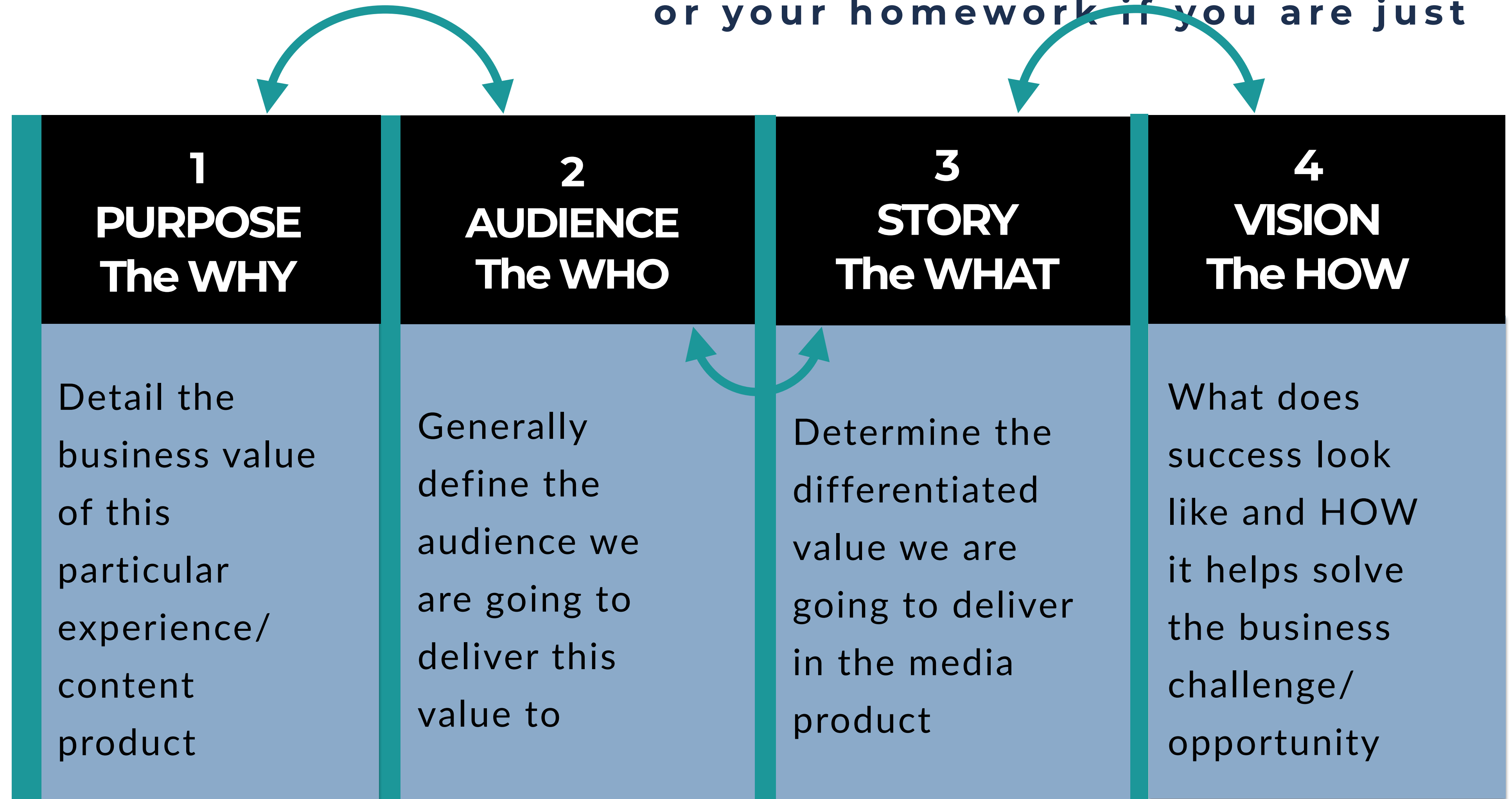
FOUR STEPS

This is our discussion if you are just beginning but have ideas, or your homework if you are just

THIS IS
ITERATIVE

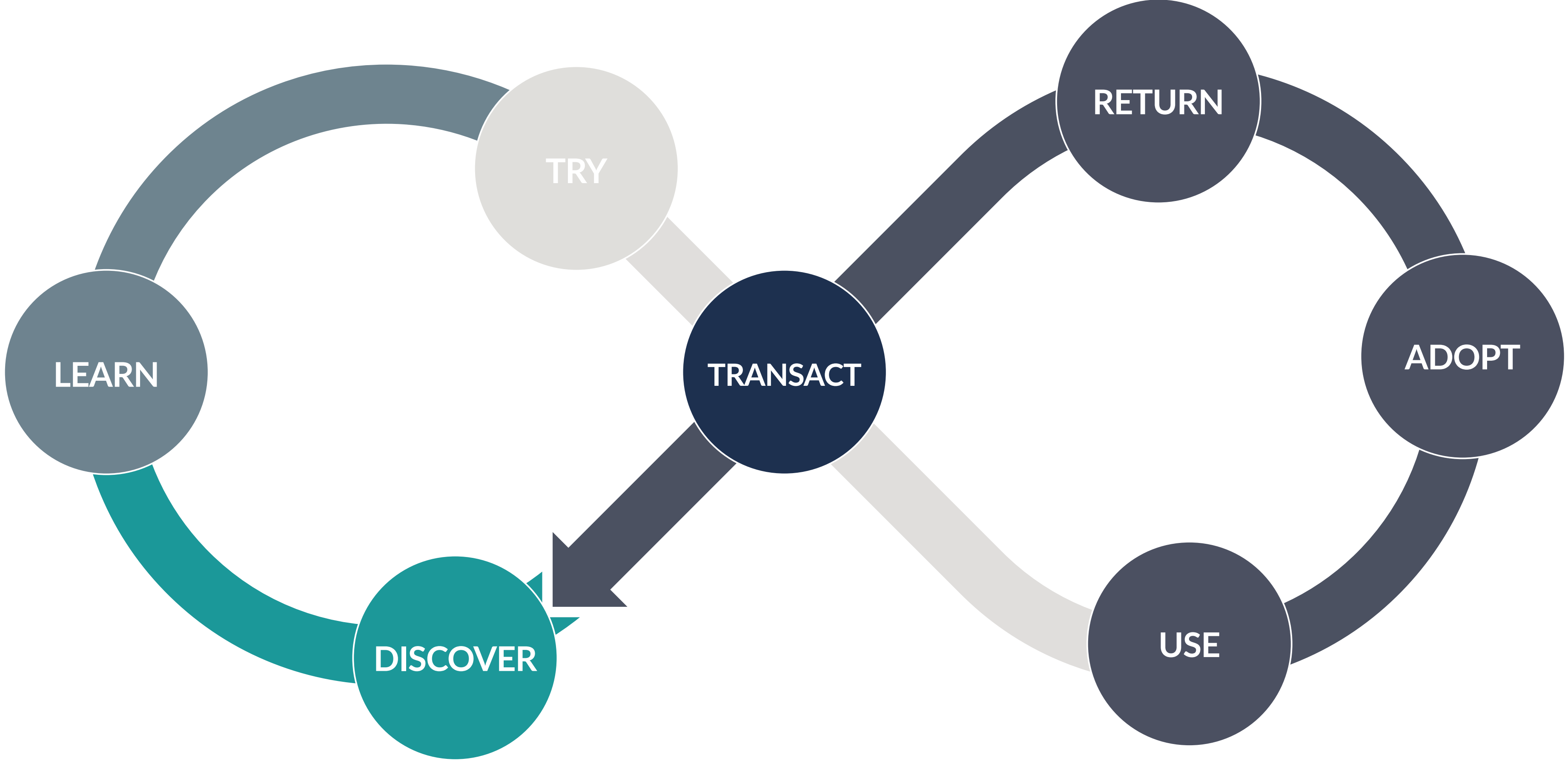
FLUID

WORK
THIS PLAN



PURPOSE: WHERE WE START

Remember our first question: What's our marketing problem/opportunity?



PICK A PURPOSE

SUBSCRIBE Learn & Earn Trust

Inspire a new approach to gain insight into how to develop a better relationship

PUT SIMPLY:

I'm trying to establish trust with an audience that either doesn't know me, or doesn't know me for something new

WIN Build & Evolve Trust

Reinforce differentiated value to inspire self-discovery of value

PUT SIMPLY:

I'm trying to deepen trust so that this audience will actually transact and purchase something from me

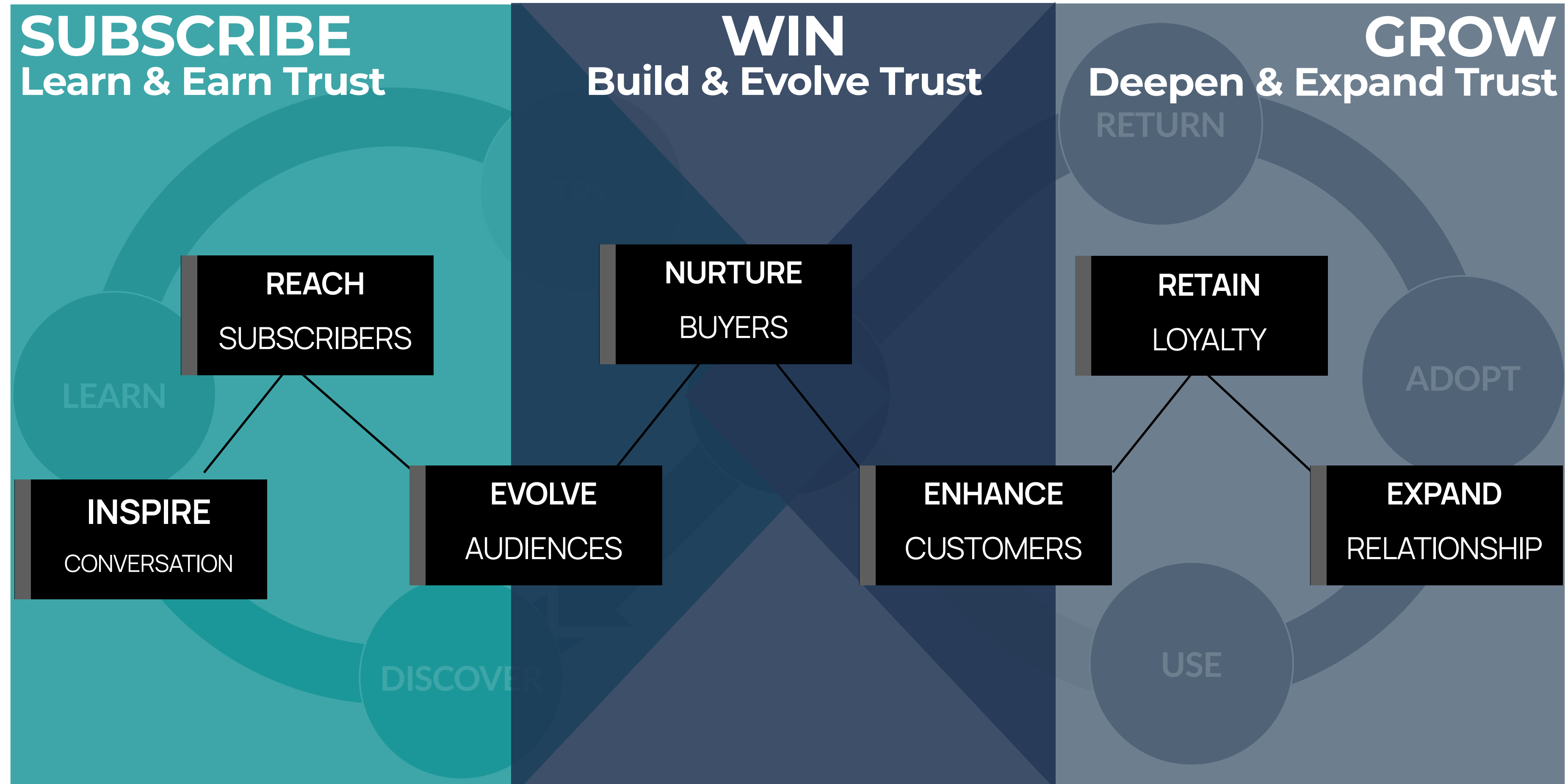
GROW Deepen & Expand Trust

Engage and add experiential value to a known audience to add differentiating value

PUT SIMPLY:

I'm trying not to expand trust with an audience that knows and trusts me for one thing so that they deepen that trust or expand it into something new

FOCUS ON OBJECTIVES



WHERE I AM! ON THE FOUR STEPS

MY CRYPTO BUSINESS

MISSION

The business purpose
and
focus The platform's
business plan and
differentiation

1

WHY - An existing audience that can trust me with insight into something new that is mysterious and that builds trust and opportunities

WHO - Marketing leaders and senior practitioners at larger brands that are struggling with what Web 3.0 means for marketing strategy

WHAT - Some kind of thought leadership resource center or informational hub on best practices in

HOW - A subscribed audience that can be monetized through advertising and sponsorship opportunities, and also provide new opportunities for consulting

WHAT DOES THAT MEAN? EXACTLY?

1. 11 days into January, my whiteboard is still messy.
2. But I know that right now this whole space is messy and filled with jargon and that I can offer value based on my skills of making complex concepts easier to understand.
3. Not sure if it should be news or not. So many news sites right now - do we really need another? But opportunity for SEO and I could fight for it.
4. Want it to be a practical resource that people trust and that differentiates to the point of real loyalty - a niche audience of trusted people. Decided that I want to teach crypto to marketers, not marketing to crypto people. Which means a “longer game”.

ACTIONS

I need to research audience more.

I have a few names that I'm toying with - domain registrations, models I'm exploring - I'm in research mode right now. No firm decisions

Shooting for a Spring Release - to keep myself honest.

WHAT DOES THAT MEAN? EXACTLY?

1. **Three Areas Of Progress**
 1. I know what I want to call it - Name Settled
 2. Research Plan has been developed (I'm down rabbit hole) My Web 3.0 profile has begun...
 3. Competitive Media identified
2. **Where Am I Stuck**
 1. **Objective (Subscribers for sure - but Explicit Subscribers or general Awareness)**
 1. Means Newsletter over Podcast or Blog etc.
 2. News or University learning model...
 3. Audience and Real Case studies are sparse on details
3. **Top Three Actions**
 1. Schedule Interviews with noted consultants (use my connections)
 2. Make decision on objectives and write it down
 3. Finalize some seed content calendar based on that
4. **Biggest Takeaway**
 1. Need to be more organized in my product planning... suffering a little "cobbler's kid" syndrome.

FOCUSING SPRINT™

Name: ME' Date: _____

3 Biggest Areas of Progress	Where Am I Stuck?
<ul style="list-style-type: none"> • NAMES SETTLED • RESEARCH DEVELOPED • INTERVIEWS SCHEDULED • COMPETITIVE MEDIA IDENTIFIED 	<ul style="list-style-type: none"> • OBJECTIVE → SUBSCRIBERS — AWARENESS (NEWSLETTER, PODCAST OR BLOG) • NEWS OR UNIVERSITY MODEL • AUDIENCE & REAL CASE STUDIES
Top 3 Actions	Biggest Takeaway
<ul style="list-style-type: none"> • SCHEDULE INTERVIEWS W/ TOP CONSULTANTS • MAKE DECISION ON OBJECTIVES • START FINALIZING SEED CONTENT CALENDAR 	<ul style="list-style-type: none"> • NEED TO BE MORE ORGANIZED IN PRODUCT PLANNING "COBBLER'S KID"

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**NOW LET'S TALK ABOUT YOU
COACHING TIME**

ROBERT@CONTENTADVISORY.NET

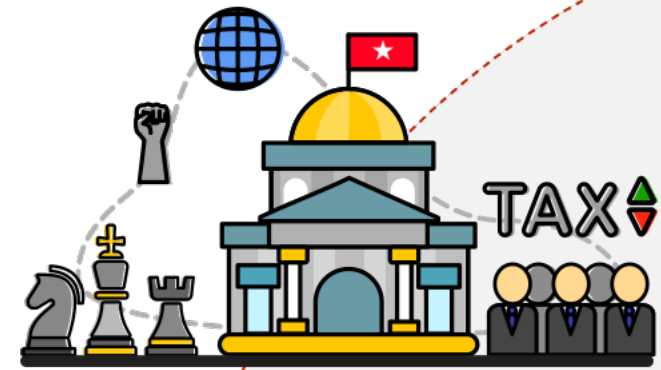


APPENDIX SLIDES

DO A PEST(EL) ANALYSIS IF YOU CAN

Political & Legal

- Do we face regulation, deregulation?
- What is the political perception?
- What are legal issues in our way?



Technological

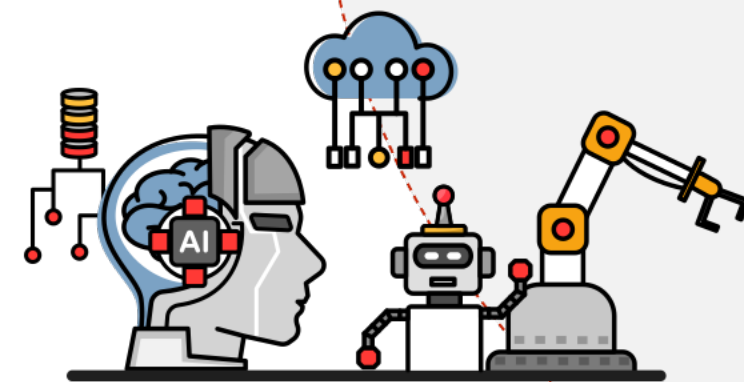
- Digital disruption?
- Short term and long-term view?
- What tech helps us be better?



PEST(EL)

Economic

- Globalization pressure?
- Economic outlook? Up? Down?
- What are our buyers facing?



Social & Environmental

- Conservative? Cutting edge?
- Are we good for the planet?
- General opinion of our business?
- Perception of our products?



(See Resources #2)

DO A PEST(EL) ANALYSIS IF YOU CAN

CASE STUDY: TERMINUS

- Company launch in 2014
Started as marketing automation, but market trends suggested focus on B2B marketing to one or small groups of targeted accounts.
- Account Based Marketing
A change of positioning, the target market, and core differentiators driven by ongoing research
- Become thought leader
Understand the category so well, they became a thought leader within the industry, a core piece of their marketing

The screenshot shows the Terminus website homepage. The navigation bar includes links for TOUR, PLATFORM, SUCCESS, GO TO MARKET TEAMS, RESOURCES, and ABOUT US, along with GET A DEMO and LOG IN buttons. The main headline reads "We Power High-Performing Go-to-Market Teams™" with a sub-headline "Transform how your company generates revenue." and a GET A DEMO button. A video player is embedded on the right. Below the main content are three promotional cards: "May 19th: 10 amazing speakers, 3 hours, 1 Saxsquatch." with a REGISTER NOW button, "Read our Total Economic Impact™ Study" with a READ IT NOW button, and "How To Survive In A Post-Cookie World" with a LEARN HOW button. At the bottom, there is a call to action "Create More Opportunities With Less" and a testimonial from Forrester. A chatbot icon is visible in the bottom right corner.

SOURCES OF INFORMATION

1. **Thought leaders/analysts/researchers**
Find the most prominent thought leaders in your industry. Subscribe to them, network with them, pay them.
2. **Associations and communities**
Join and participate in your industry's trade association. Discover what research on the industry that they offer.
3. **Direct information/research sites**
Distributor or sales feedback sites. Review sites like Yelp, Amazon or others.
Resourcing trend sites like Fiverr or Elance for trending skills.
4. **Cross industry research**
Look to resources outside your industry and create a regular exploration. You'll find trends that may be early indicators.

CASE STUDY: CONTENT MARKETING INSTITUTE

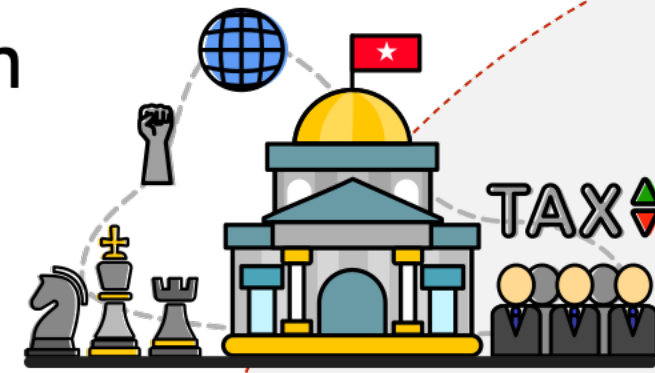
- Came from B2B Software
In 2008 there was very little trends that even mentioned Content Marketing as a trend in marketing. No one in marketing was really talking about the term except a very few people.
- Publishing industry
Was seeing astronomical growth and interest in their “custom content” programs and the way that content could be developed for advertisers
- We began to capture
The information from the publishing industry and ask what the implications were for marketing organizations that wanted to “build” this strategy



WHAT TYPES OF QUESTIONS?

Political & Legal

- Is our industry looking at regulation or deregulation?
- Will we face pressure on taking a stand on political issues?
- Is our industry considered one way or another on political or legal issues?



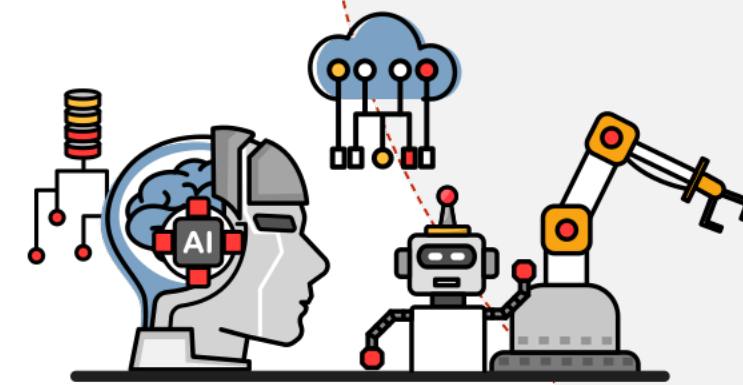
Technological

- What are the technological disruptions in our business?
- Are we being disrupted?
- What is the short term and long-term view of our industry regarding tech



Economic

- What does market segmentation look like in our industry?
- Is our customer base aging out?
- Are there regional, economic or cultural segmentations?
- Do we understand the economics of our buyers? Are their industries in decline or growing?
- What are the financial models for our business? Are they changing?



PEST(EL)



Social & Environmental

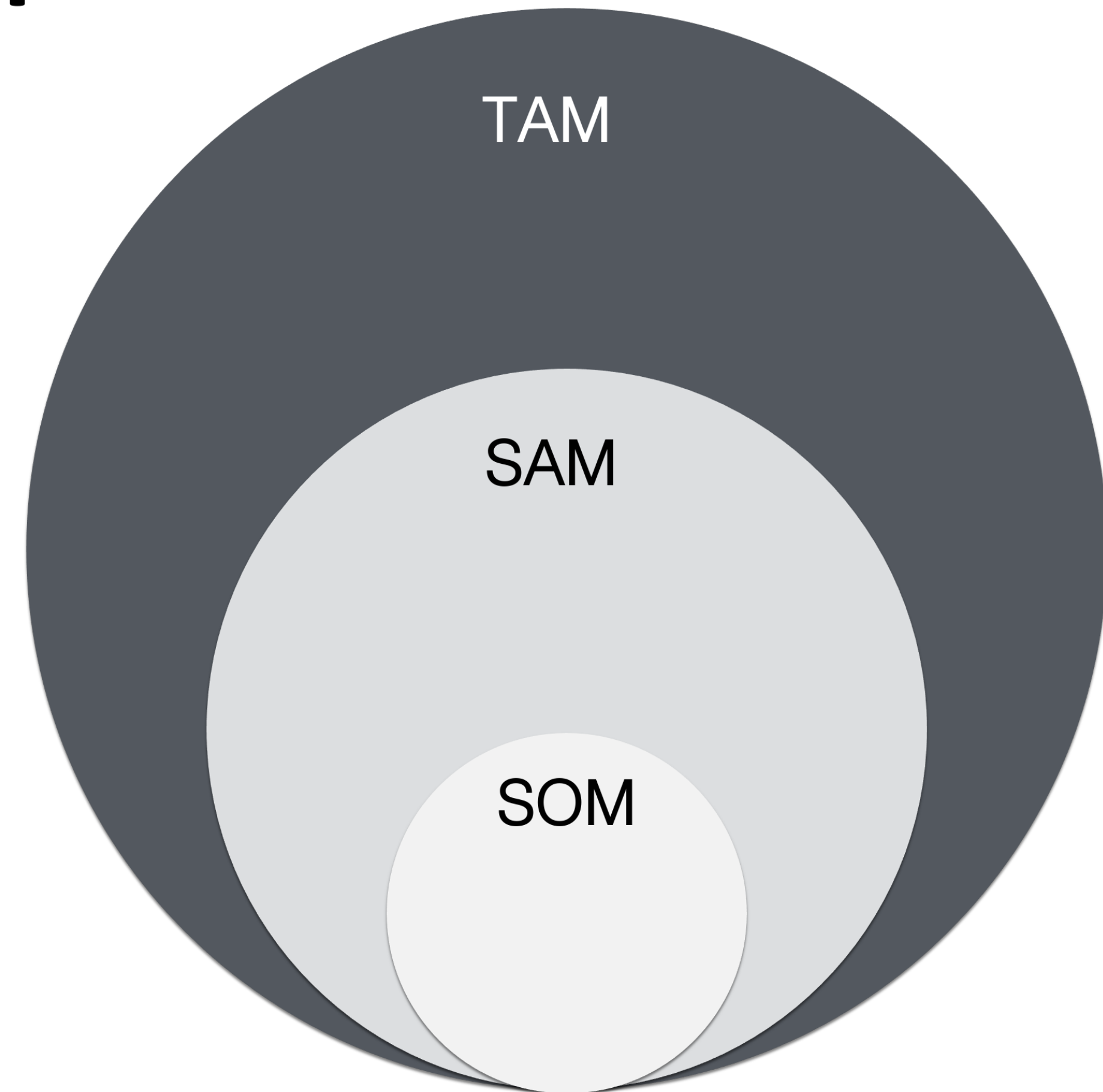
- What is the cultural environment for our industry?
- Are we considered old school? Cutting edge? Boring? Exciting?
- How does the world see our product?
- Are we good for the planet? Bad for the planet?

(See Resources #2)

VALIDATE YOUR AUDIENCE SIZE

MARKET SIZING INSIGHT

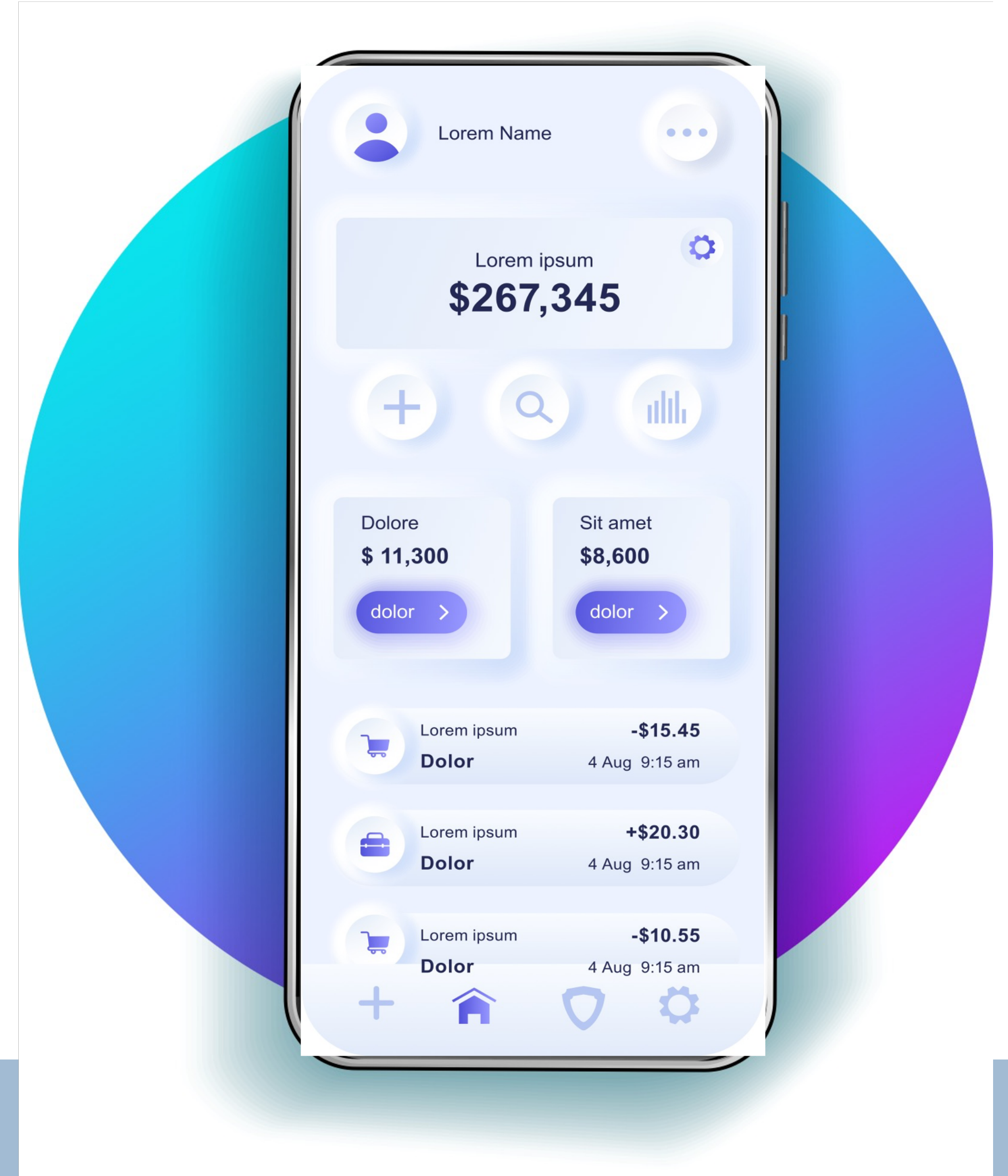
- TAM (Total Addressable Market)
The total market demand or opportunity for a product or service. The TOTAL number of people who could have useful need for what you offer
- SAM (Service Addressable Market)
This represents the number that you can realistically expect to serve, or that can realistically acquire your product
- SOM (Service Obtainable Market)
The portion of the SAM that you could realistically capture. Given your maturity and market conditions, what share of the market can you actually transform



(See Resources #3)

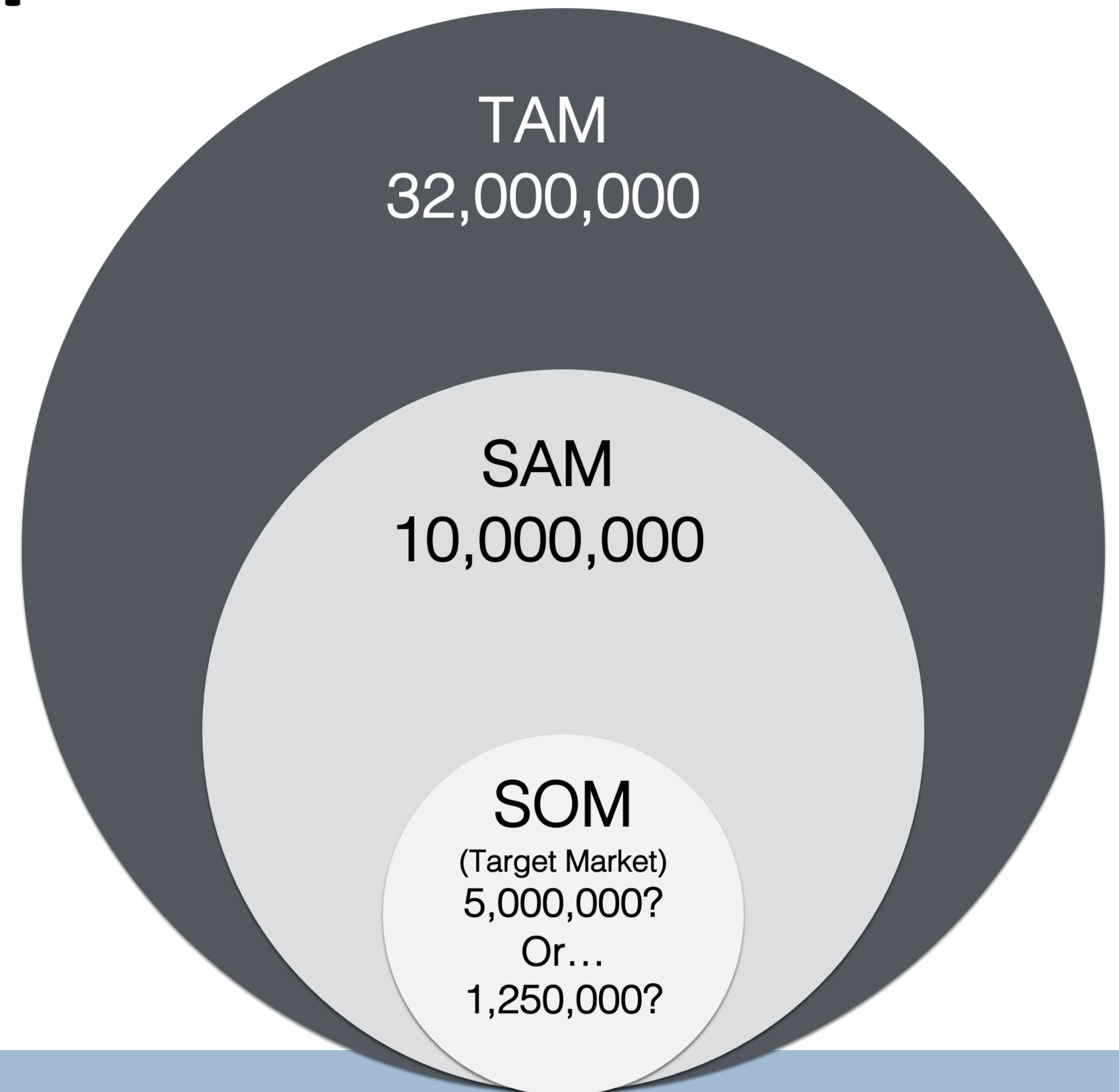
AN EXAMPLE – A B2B SOFTWARE COMPANY

- **Product: A Mobile App**
It helps Finance Managers or Business Owners manage their small business finances online.
- **Their TAM**
All SMB's that are less than 100 employees in the United States - ~ 32 Million Businesses
- **Their SAM**
Product is only available on iPhone
- **Their SOM**
SMB Owners who are of an age and attitude to manage their banking online. And – there are four other competitors.



MARKET SIZING INSIGHT

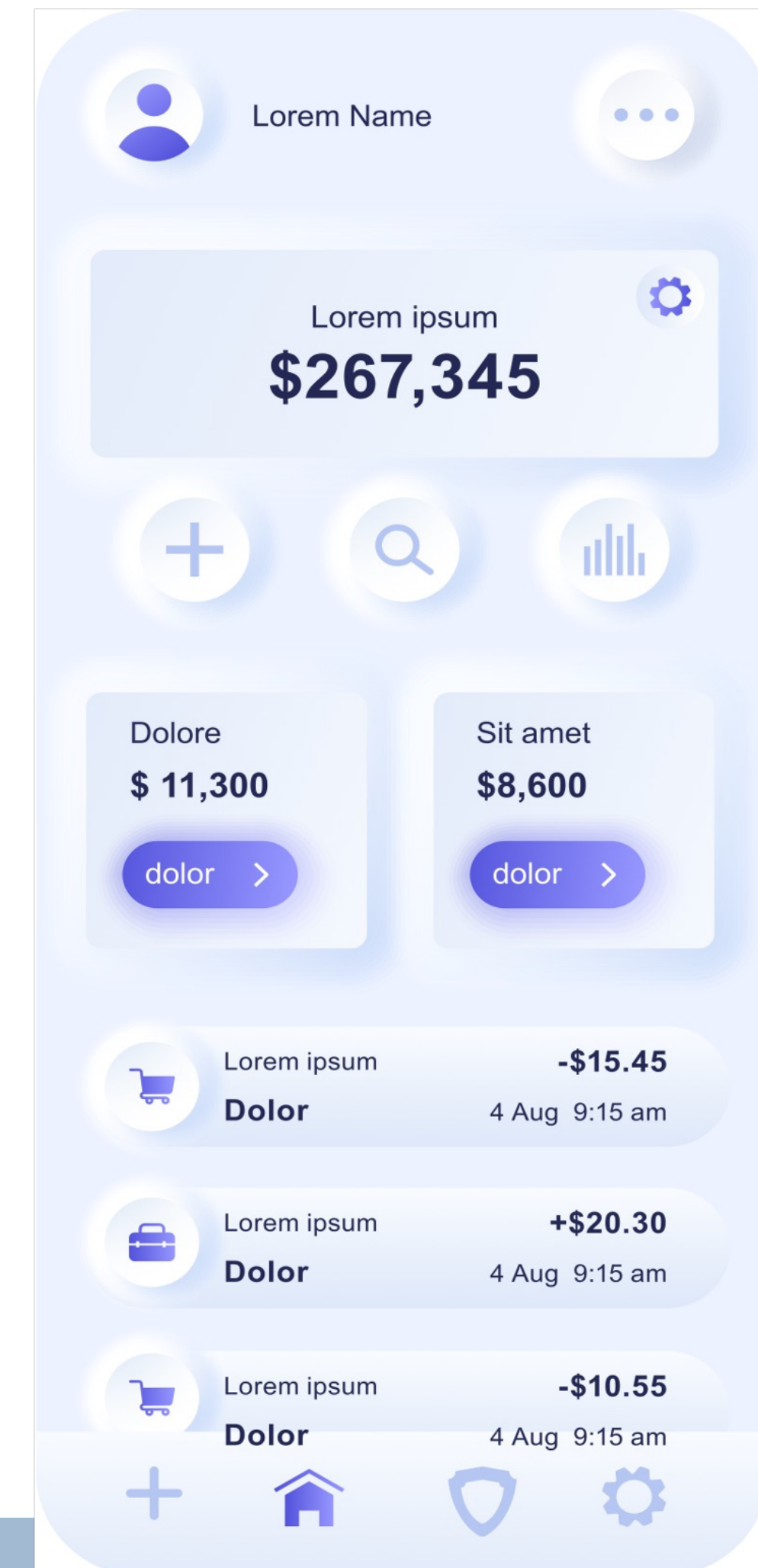
- Their Total Addressable Market
Is 32 million businesses
- Their Service Addressable Market
Represents only people who have iPhones. It's about 27% of the total market share today – or ~10 million
- Their Target Market or SOM
Not all SMB Owners currently utilize electronic banking. And they are not the only provider of this solution. There are four other competitors



(See Resources #3)

NOW WE CAN SET CLEARER OBJECTIVES

- Product pricing
We know that we will be pricing our product at \$50
- Three other competitors
They believe that if they focus on the “net new” marketplace they can capture 25% of market
- 25% of marketplace
\$62.5 Million in revenue for the 25% market share.
- But if....
They had an Android version – the SOM goes to 14.8 million and capturing 25% of that target market takes the revenue potential to \$185 million.



WHAT IS USEFUL IN A COMPETITIVE ANALYSIS?

MICHAEL PORTER'S FIVE FORCES



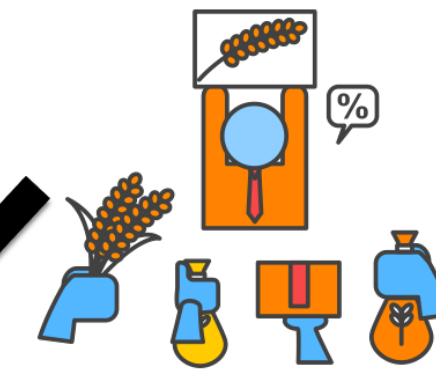
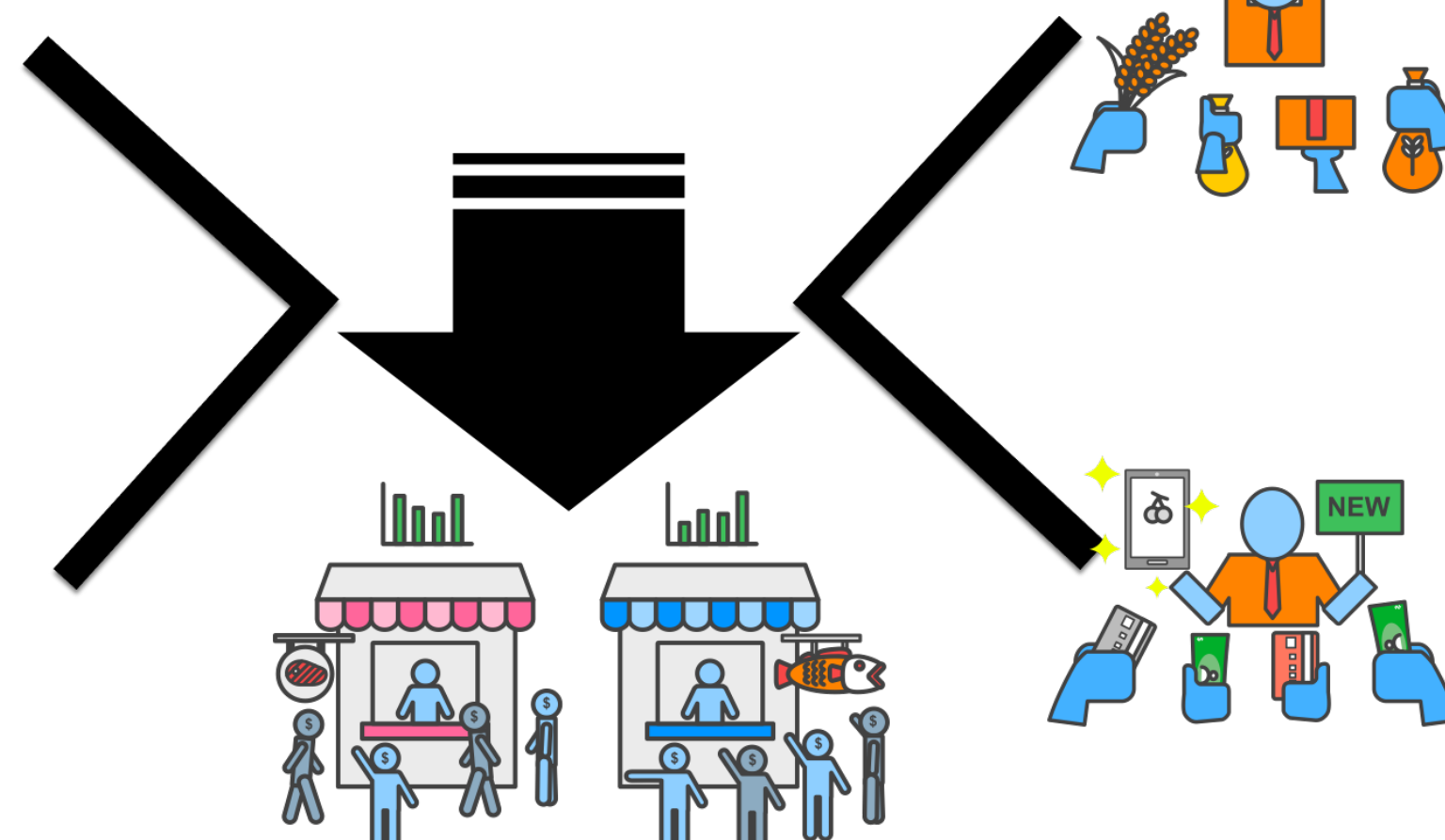
Substitute Products

What other products exist for your market that can substitute the need or want that your product meets?



Threat of New Entrants

What other products exist for your market that can substitute the need or want that your product meets?



Bargaining Power of Suppliers

What exclusivity or relationships to you have with the “ingredient makers” or the suppliers who enable your business? Do other competitors have this as well?



Bargaining Power of Buyers

What alternatives are available that give buyers the power to demand discounts or other bargaining power



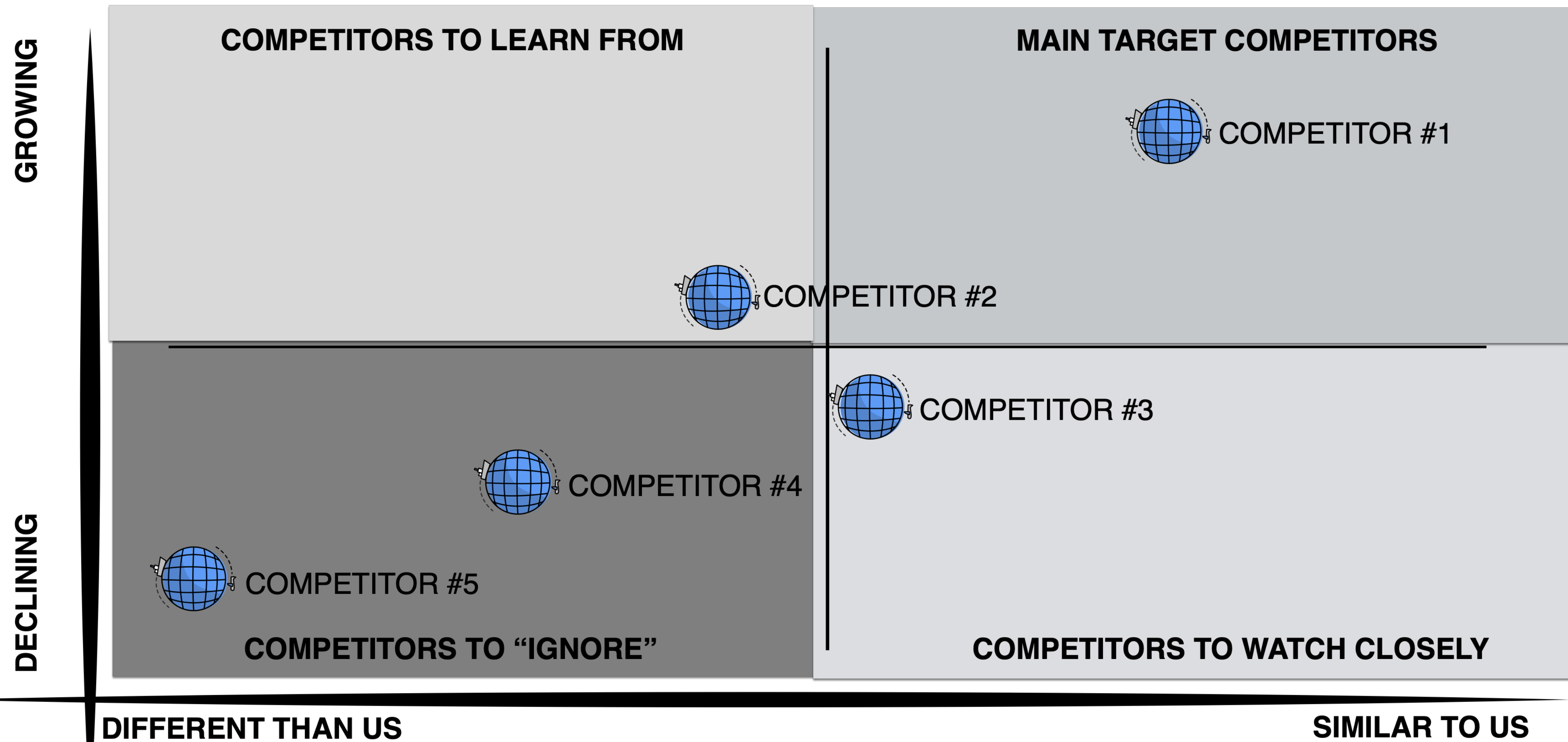
Rivalry Among Competitors

Who are our real and immediate competitors doing that we should do differently? What are they doing that we should copy? What are they not doing that we should do? And what are we all doing that we should stop doing?

COMPETITIVE QUESTION SET

- Direct competitors
When we lose, who do we lose to and why?
- Product offering and position
What is their product offering? Completely different? Or identical?
- Financial
How do they price? What is their financial model?
How much are they spending on marketing and sales
- Market share
Are they growing, shrinking?
- Past and present strategies
What have they been doing, and what are they doing now?
- How competitive are they really
If we're honest, are they better, as good, or worse as a choice for consumers right now.

COMPETITIVE ANALYSIS

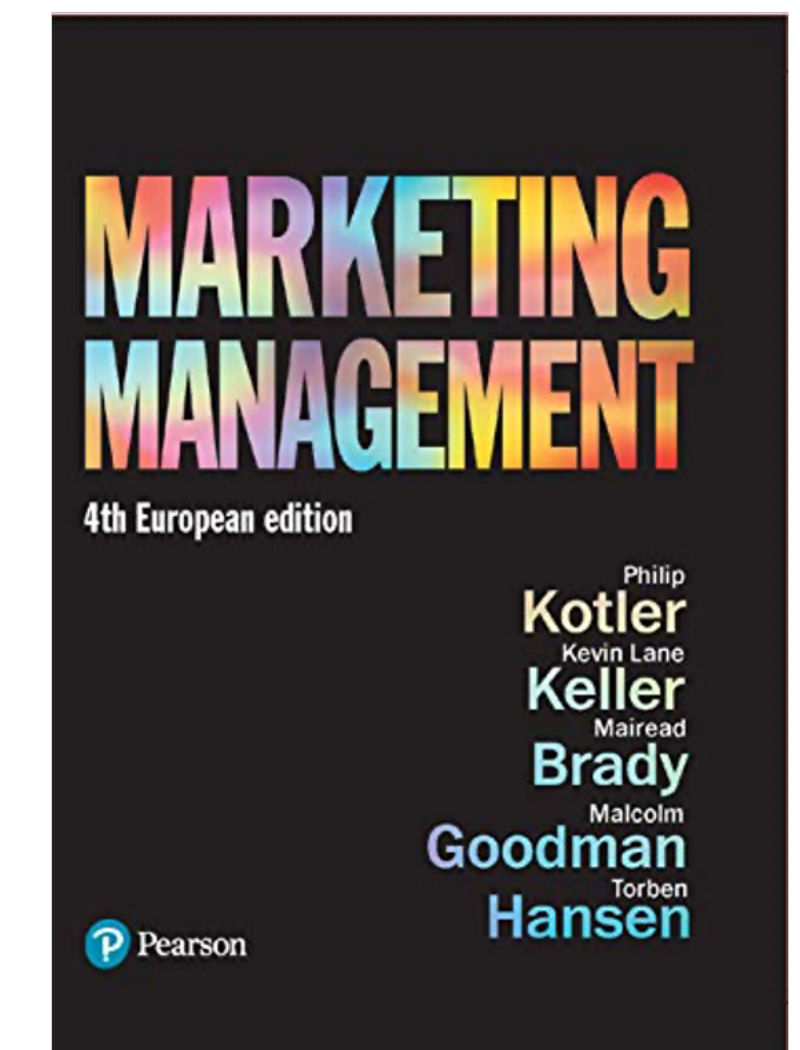


BOOKS TO EXPLORE:

1. [Budget Percentages For Marketing – 2019](#)
2. [Pestel Analysis Overview](#)
3. [Market Sizing Overview TAM, SAM, SOM](#)
4. [Michael Porter's 5 Forces That shape Strategy](#)



[Competitive Strategy](#)



[Marketing Management](#)