

Junta42™

PRESENTS

Content Marketing 
PLAYBOOK 
42 Ways to Connect with Customers

OPEN YOUR MIND TO THE CONTENT MARKETING REVOLUTION

Introduction

STOP! Don't go any further with social media until you think about your content strategy

We all know that the rules have changed. Shouting for attention – the old model of traditional advertising – brings little more than customer indignation.

The new model – or new rules of social media or marketing or whatever you want to call it – brings people who are actively looking for something: information, insight, solutions to their problems. If you have that special something, you can attract that special someone – the customer.

But these new rules of attraction require a shift in direction. It's not about "pushing" your message, but "pulling" in your customers. And the way to pull is to publish content.

In the book Joe wrote with Newt Barrett, *Get Content Get Customers*, content marketing is defined very simply. It's worth repeating:

Content marketing is the art of understanding exactly what your customers need to know and delivering it to them in a relevant and compelling way.

That's it. That's the beating heart of content marketing. But the body of your content marketing strategy will take on its own unique form based on a number of factors: your specific goals, what your audience needs, the expertise you can share, learning-style preferences, available resources of time and money, and other factors.

P.S. The Content Marketing Playbook is a work in progress. Have a suggestion for an additional content type? Just shoot us an email at add@junta42.com and we'll get right on it.

And that's where *The Content Marketing Playbook: 42 Ways to Connect with Customers* comes into play. Inside, you'll find a smorgasbord of content options: long and short, textual and visual, simple and sophisticated. The idea is not to present a comprehensive review; content marketing is too big and evolving too quickly for a "definitive" summary.

The goal, rather, is to open our minds to the possibilities. To explore, ponder, imagine and daydream. Then, once inspired, to take action.

Because this is the key take-away from *The Content Marketing Playbook*: perfection isn't necessary. Don't delay participation in anticipation of a future day when you'll be able to get everything "right."

Instead, dive in **now**. You have 42 excellent choices in front of you. At least one of them will make sense for your business. Act on it. Learn from your successes and your failures. Then revise and act again.

Because publishing content your prospects want is the best way to **attract and retain the customers your business needs**.



Joe Pulizzi
@juntajoe
joe@junta42.com



Jonathan Kranz
@jonkranz
jonkranz@kranzcom.com

Long-form Content White Paper

1. White Paper

What it is:

The “granddaddy” of content, white papers are topical reports, typically 8 – 12 pages long, on issues that require a lot of explanation. Also known as “conference papers,” “research reports,” or “technical briefs,” they are perfect for demonstrating thought leadership on issues vital to your buyers.

A cool tool for:

- Technically complex products or services
- B2B enterprises
- Educating prospects on new ideas or changing trends

Not so hot for:

- Commodities
- Impulse purchases
- Retail B2C

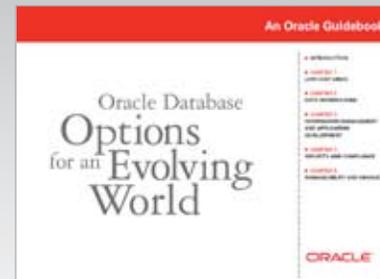
3 key play points:

1. Can generate leads
2. Positions company as a thought-leader
3. Applicable to print, electronic PDF or digital magazine formats

Check out the Junta42’s own whitepaper:

**Whitepaper: Attract and Retain
Customers with Content**

ORACLE

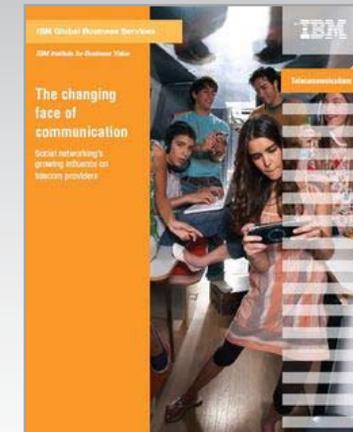


Few topics are as complex as database management, but by investing in a clear white paper that walks business people through their options, Oracle builds buyer confidence while reinforcing its position as a market and thought leader.

*Oracle case study compliments of
Grayton Integrated Publishing.*

For more in-depth information on white papers, check out our [community articles](#) on eBooks and white papers, as well as Michael Stelzner’s definitive website, [White Paper Source](#).

IBM



IBM asserts leadership within the telecom community through its provocative paper, ***The Changing Face of Communications: Social networking’s growing influence on telecom providers.***

2. eBook

What it is:

Think of it as a white paper on steroids (the sexy white paper): a report, generally 12 – 40 or more pages in length, that presents complex information in a visually attractive, reader-friendly format. The content is both informative and entertaining; the tone, collegial; the format, “chunky” rather than linear, to facilitate skimming and scanning.

A cool tool for:

- Companies with complex products or services
- Organizations who can (or want to) promote thought-leaders
- Driving a stake in the ground on an important topic

Not so hot for:

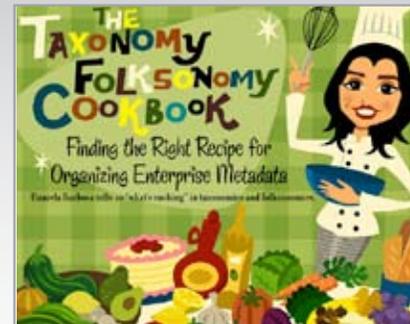
- Organizations with rigid cultures
- Direct promotion of products or services
- Enterprises without deep intellectual capital

3 key play points:

1. Develop your distribution strategy early: how will you get your ebook into reader hands?
2. Think visually: make liberal use of bullets, callouts, sidebars, graphs, etc.
3. Conclude with a solid call to action: what should readers do next?

Want a comprehensive look at ebooks? Download Jonathan Kranz's free guide, [The eBook eBook: How to Turn Your Expertise Into Magnetic Marketing Material](#).

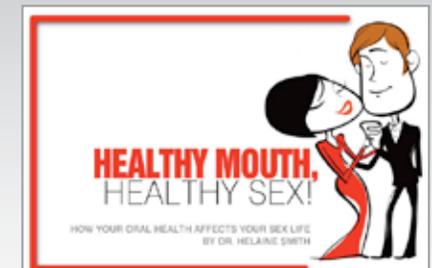
TAXONOMY FOLKSONOMY COOKBOOK



Think librarians are square? Daniela Barbosa, Business Development Manager at Dow Jones Client Solutions, shatters the stereotypes with an inarguably hip and attractive ebook that makes a clear case for an otherwise esoteric field of information: taxonomy.

We eat our own cooking. Just as we encourage you to look toward examples for inspiration, *The Content Marketing Playbook* itself takes a page from Brian Clark's *Authority Rules: 10 Rock Solid Elements of Effective Online Marketing*. Like Brian, we've dropped the gates – anyone can share the work freely – and we've turned our book into individual HTML pages for easy reading online.

HEALTHY MOUTH, HEALTHY SEX



Move over, Dr. Ruth! In *Healthy Mouth, Healthy Sex*, Dr. Helaine Smith makes a powerful case for thinking of “oral” and “sex” in entirely new ways.

3. Book

What it is:

Even in the revolutionary age of Web 2.0, a full-length book still carries an aura of authority. Whether self-published or created via a traditional publishing house, the book is the “big” content piece that often leads to press exposure, speaking invitations and a privileged status as THE expert.

A cool tool for:

- Sole proprietors, service providers and professional service firms
- Organizations with DEEP expertise
- Establishing a reputation for thought-leadership

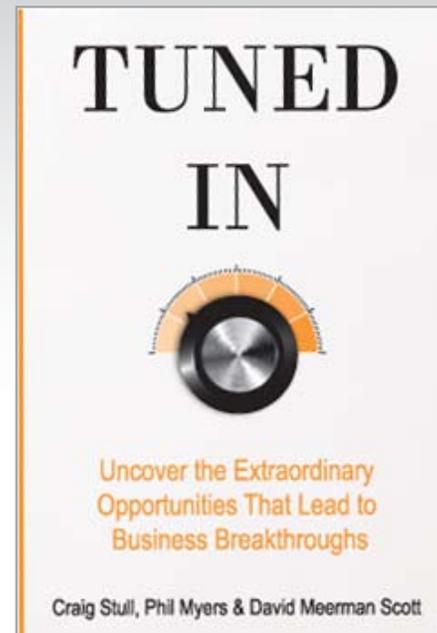
Not so hot for:

- Product, rather than process, based businesses
- Enterprises in which expertise is less relevant
- Short-term marketing results

3 key play points:

1. Books are a major investment of time – plan carefully!
2. Get your PR people on board fast to leverage the media potential.
Blogging early is a plus
3. Consider developing a microsite or Facebook fan page to create communities around your book

TUNED IN



Pragmatic Marketing turned years of training experience into a comprehensive guidebook that positioned its authors as the go-to authorities on product development, management and marketing.

Custom Print Magazine

4. Custom Print Magazine

What it is:

Some marketing gurus say that now, all brands are publishers. The custom print magazine takes this approach quite literally, offering the familiar magazine format with a new twist: it's sponsored, produced and issued by one company or brand.

A cool tool for:

- B2B or B2C companies in information-rich industries: finance, insurance, banking, healthcare, etc.
- Organizations with excellent and highly targeted databases
- Internal communications within very large institutions

Not so hot for:

- Companies without wherewithal to commit serious time and money
- Organizations with weak or "dirty" address data
- Businesses without a reading audience

3 key play points:

1. Be prepared to spend at least \$40,000 for even a small initial distribution
2. The most effective frequency is quarterly or more
3. Many brands think that advertising can defray all costs or even make money. This is hardly ever possible.

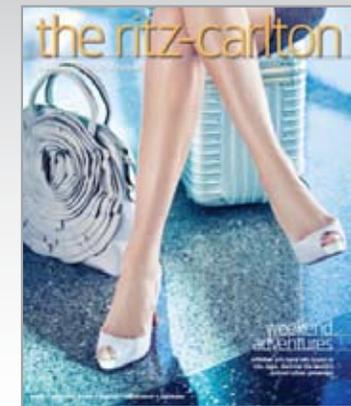
THINKMONEY



According to readership surveys, thinkorswim's thinkMoney magazine has inspired 90% of its readership to take actions that have driven revenue to the company.

thinkMoney case study compliments of T3 Publishing.

RITZ-CARLTON



The Ritz-Carlton Magazine entrances a high-net worth readership with a world of luxury and elegance – the very things the sponsor stands for.

Ritz-Carlton case study compliments of McMurry.

Digital Magazine

5. Digital Magazine

What it is:

A hybrid between the traditional magazine and a souped-up PDF, digital magazines offer self-contained, visually-compelling periodical content that doesn't require special software to open and read. Digital magazines are generally distributed by email via the brand's database. How popular are they? [Nxtbook Media](#) shows you who's reading what, in real time, all over the world.

A cool tool for:

- Saving money by sending customers the digital version versus a print custom magazine
- Useful for adding rich media, but contained in one digital document
- Measuring every bit of user engagement (views, minutes, forwards, etc.)

Not so hot for:

- Organizations without a sustained commitment to generating content
- Institutions without messages that can be communicated effectively in rich media
- Purely product-driven messages

3 key play points:

1. If you don't like the confinement of a digital replica, consider repurposing magazine content on a microsite
2. Digital magazines are great for integrating print content with a Web presence
3. Consider adding video and podcasts to your magazine content

FIDELITY STAGES



Fidelity's Stages magazine captures the look and feel of traditional print content while adding convenient features (like searching and printing) unique to digital.

Fidelity case study compliments of [Nxtbook Media](#).

CALLAWAY



Callaway gets into the "swing" of its customers' mindset via a digital magazine rich with golf tips and player profiles.

Callaway case study compliments of [MacDUFF](#).

6. Magalog

What it is:

Is it a catalog of products consumers can buy, or is it a magazine with stories and features of interest to loyal brand fans? It's both, in one neat, attractive print package.

A cool tool for:

- B2C companies with loyal customers
- Businesses with excellent and extensive customer lists
- Companies that can combine interesting products with interesting stories

Not so hot for:

- Companies without products that attract loyalty
- Service-oriented businesses
- Businesses that don't produce a regular stream of new products

3 key play points:

1. Use customer testimonials to bring the content and product usage to life
2. The product descriptions should be as vivid as the non-product content
3. Test to find the optimum balance between content and product

LEGO



Lego talks the language of kids in its playful magalog loaded with games, comics and customer photos.

Audio Book

7. Audio Book

What it is:

Book-length content you listen to rather than read. When sponsored by a brand, it's a great way to capture the attention of podcast-downloading, iPod-carrying listeners – or when distributed via CD, to get a share of commuters' drive-time listening.

A cool tool for:

- Extending the content assets of the company
- Organizations with long content and audiences that enjoy the audio option versus print
- Reaching travelers, commuters, people on the go

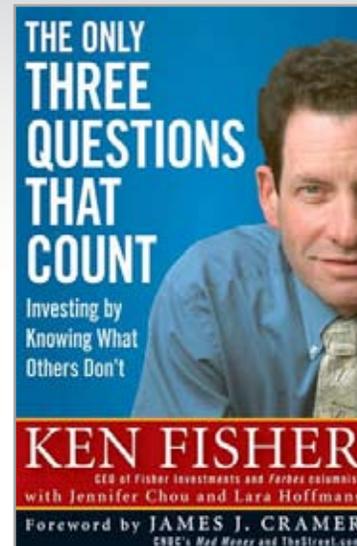
Not so hot for:

- Organizations without an audience of potential listeners
- Those brands who are unwilling or unable to tell a long-form content story
- Companies currently lacking in content-based material or other assets

3 key play points:

1. Vocal talent has to be as strong as the writing content
2. Consider complementing the text with music
3. Get people to sample the content by giving away portions or "chapters" for free.

FISHER INVESTMENTS



Ken Fisher of Fisher Investments continues to position the firm as a leading financial services company with *The Only Three Questions that Count*.

Short-form Content Case Study

8. Case Study

What it is:

The case study is a document, typically 1 – 2 pages long, that combines the first-person authority of the testimonial with the narrative structure of a story. Based on real-life events, it leverages reader empathy with the featured client to build credibility and trust.

A cool tool for:

- Service businesses that need to “sell the invisible”
- Companies that want to overcome customer/client skepticism
- B2B organizations in new or unfamiliar markets/industries

Not so hot for:

- Simple products/commodities
- Companies whose clients won't cooperate
- New businesses without client successes to draw upon

3 key play points:

1. Most case studies follow a simple, three-stage format: challenge, solution, results
2. Use direct client quotes to reinforce the story, especially when addressing the results
3. Share case studies online, in direct mail, in press kits, as sales handouts, etc.

SPAFAX



Through vivid case studies available online, Spafax can show – not just “tell” – the value of its services in entertainment, publishing, interactive, production and advertising.

For practical guidance on writing case studies, download Jonathan Kranz's free ebook, *Making Your Case: Everything You and Your Colleagues Need to Write Compelling Case Studies*.

9. Article

What it is:

A flexible medium, both in length and format, the article opens opportunities for companies to address issues, trends, concerns and topics of immediate interest to their intended audiences. An ongoing article publishing campaign, complemented with a roster of speaking engagements, has been the traditional tool for establishing thought-leadership in numerous industries.

A cool tool for:

- Sole-proprietors, consulting groups, professional service firms that need to demonstrate their expertise
- Companies that have thought-leaders they can promote
- Non-profits addressing public policy issues

Not so hot for:

- Organizations that cannot commit to a stream of articles
- Companies with little intellectual capital
- Articles based on product pitches

3 key play points:

1. Once isn't enough; plan on a series of articles in order to create impact
2. Article marketing is a key search engine optimization effort and should go hand-in-hand with SEO campaigns
3. Always think from the editor's point of view (if you are pitching to outside publications) – your article must conform to the publication's requirements (length and tone for example) and be of immediate interest to its readers

HP EDS THREE INNOVATION DON'TS



EDS, an HP company, attracts and holds Web readers with informative articles addressing urgent industry issues. Notice the call to action next to the article sample, an excellent best practice.

Case study compliments of D Custom.

10. Comic Book

What it is:

Here's what it's not – a gimmick just for kids. By reinforcing text with vivid pictures, comic books communicate in a fun, fast and memorable way that readers of all ages can appreciate.

A cool tool for:

- Fun brands that understand the medium is the message
- B2C companies targeting audiences with literacy and/or ESL (English as a second language) issues
- Organizations, such as those in healthcare, that want to make their products/services less intimidating

Not so hot for:

- Companies afraid of compromising a “serious” image
- Most B2B operations targeting C-Suite and upper level executives
- Products/services that don't lend themselves to visualization

3 key play points:

1. Comic books aren't cheap – good artwork can be expensive
2. Quality comic books can certainly generate buzz
3. As an alternative to a comic book, consider an online comic strip that appears every week for social media buzz

PIVMAN



First Response's Pivman comic book celebrates the heroism of emergency personnel while sharing important information about technical product features and functions.

Industry Ranking System

11. Industry Ranking System

What it is:

People *love* lists. (Remember Moses and his two tablets?) An industry ranking system gives readers a pre-assembled “best of” list that ranks available options in a given topic area – and subsequently ranks high with search engines. A list, whatever it may be, presents you as an industry expert, and gives your prospect a helpful tool they desire or need.

A cool tool for:

- Media-savvy companies that keep up with trends
- Complex industries in which buyers conduct a lot of research
- Organizations that may not have a lot of content assets, but work in an industry with readily available content

Not so hot for:

- Companies that have not set up basic listening posts to understand what is happening in their industry
- Businesses without a solid Web platform or presence
- Organization-rich industries where niches are well covered by media or other brands

3 key play points:

1. Rankings can be determined by some objective, measurable means, or by subjective criteria
2. Make liberal use of links to the listed resources
3. Announce updates to the ranking system via blogs, Twitter, press releases, etc.

JUNTA42 TOP CONTENT MARKETING BLOGS



For marketers investigating the evolving world of content marketing, the Junta42 Top Content Marketing Blogs ranking system has become a priceless resource for educating marketers about content marketing.

Alltop.com describes itself as the “online magazine rack” of popular topics. Why not create your own list of breaking news items or perhaps leading blogs in your industry?

Testimonials

12. Testimonials

What it is:

A quote from the horse's, that is, the customer's mouth. Boasting is unseemly when we do it ourselves. But when praise comes from a trustworthy source – a client or customer – it acquires a credibility that helps overcome skepticism and purchasing hesitation.

A cool tool for:

- Legions of B2B and B2C businesses
- Companies with enthusiastic customers
- Businesses in which customer service is paramount

Not so hot for:

- Industries in which testimonials are prohibited or restricted (financial services, for example)
- Businesses based on confidentiality
- Companies with limited customer contact

3 key play points:

1. Create a process for consistently requesting testimonials from your customers
2. Good testimonials offer specifics – the what, why and how of your work with or for the customer
3. Don't bury them on a "Testimonials" web page – spread them throughout the site

BAYLOR HEALTH ARTICLE



Bariatric surgery is a complex and controversial procedure. But many of the misunderstandings can be overcome by sharing the real-life experiences of patients like Ammie Gordon.

Case study compliments of McMurry.

13. eNewsletter

What it is:

A permission- and subscription-based means of regular communication with current and future customers, usually distributed monthly or weekly. Available electronically, via text-based or HTML pages, they can include complete articles, or brief descriptions with links to articles on your website.

A cool tool for:

- Businesses with lots of helpful information to offer
- Companies that need a nurturance tool for long sales cycles
- Organizations with strong opt-in email lists

Not so hot for:

- Companies dependent on brokered email lists for subscribers
- Organizations without resources to make a sustained commitment to a publishing schedule
- Continuous product-driven messages

3 key play points:

1. Don't spam your enewsletter – get permission and offer opt-out links
2. Can be a good vehicle for promoting other content: webinars, ebooks, white papers, live events, etc.
2. Can be co-branded to gain third-party credibility

CPE



Launched by Thomson Reuters, the very first issue of CPE & Training Solutions had an average read time of 6:40 and generated hundreds of leads.

Case study compliments of Prism Media Group.

Print Newsletter

14. Print Newsletter

What it is:

Whether it's merely a double-sided sheet or a 16-page document, print newsletters offer attention-grabbing content meant for rapid consumption. The average print newsletter is generally between four and twelve pages.

A cool tool for:

- Reaching audiences who may not be Internet savvy
- Brands with customers and prospects that work outside an online environment
- Companies with deep mailing lists

Not so hot for:

- Companies that can't resist making glorified sales pitches
- Organizations without time/money for print production and mailing
- Businesses without unique and relevant stories to tell

3 key play points:

1. Print newsletters are terrific for on-the-go audiences: business travelers, commuters, strap-hangers
2. Production quality counts – the way your content is presented is as important as the content itself. Design matters
3. Make sure you know your audience's precise information needs before you commit to an editorial platform

RSM MCGLADREY ADVANTAGE NEWSLETTER



As part of an integrated content marketing program, RSM McGladrey's newsletter helped the consulting firm increase top-of-mind awareness among target CEOs and CFOs by nearly 60 percent.

Case study compliments of Hanley Wood Marketing.

GREAT AMERICAN



Great American newsletter uses a six-page tri-fold newsletter to make an impact with customers and prospects.

Case study compliments of BeTuitive.

LEADING EDGE



The Leading Edge turns the standard newsletter into a 20-page, original content, business magazine for clients and prospects. Through the Leading Edge Alliance, member firms contribute 25 percent of the content and can distribute a custom version of the publication with its name on the cover.

Case study compliments of The Wise Group.

15. Blog

What it is:

Shorthand for “weblog,” the blog offers an easy way to present brief chunks of frequently refreshed Web content. Backed with easy-to-use technologies for syndication (e.g. RSS), comments and trackbacks, blogs are often the blazing centers of social media solar systems that can incorporate sophisticated SEO strategies and community-building campaigns.

A cool tool for:

- Businesses eager to build communities around relevant issues/topics
- Using the blog as the repository for your social media strategy
- Improving search engine rankings (search engines love blogs)

Not so hot for:

- Companies that cannot be open with information
- Organizations without the necessary time, talent or expertise
- Businesses who do not like to experiment

3 key play points:

1. Encourage conversations: even “bad” comments can be an opportunity for developing good customer relations
2. Be a good netizen – participate on other blogs as well as your own
3. Loosen up. Authenticity trumps perfection when connecting with readers

HOPEHEALTH.COM



HOPE Health’s blog builds a community of benefits managers who rely on HOPE for the latest insights in a complex field: health insurance and wellness management.

Hope Health case study compliments of Writing Matters.

16. Podcast

What it is:

A podcast is simply an audio file you can listen to on a computer or MP3-type player, often distributed via RSS or iTunes. Podcasts are generally 5 – 30 minutes long, with longer podcast downloads becoming popular.

A cool tool for:

- Connecting with customers who depend on their handheld devices for entertainment and information
- Companies that want to project a more vivid personality
- Supplementing text-heavy Web content

Not so hot for:

- Poor speakers
- A customer base that isn't tech savvy
- Visual content

3 key play points:

1. Define the theme of the podcast and stick to it
2. Establish a release schedule listeners can expect: weekly, biweekly, monthly, etc. Be consistent
3. Focus your podcast content on topics of interest to your audience. Integrate with your blog to gain listener insights

FIND AND CONVERT



Find and Convert podcast series offers insights and interviews experts on new developments in SEO and social media marketing.

ACCENTURE



Accenture has developed a deep library of podcasts to educate and engage clients on a variety of strategic business issues.

17. Video blog

What it is:

A regularly-scheduled series of brief videos built around a hot topic of interest. Available by subscription and for download, and often via video sharing services such as [YouTube](#) or [Vimeo](#), they can be watched at the viewer's convenience.

A cool tool for:

- Projecting authenticity (humans behind the brand)
- Products, services or stories that are inherently visual
- Adding entertainment to the information mix

Not so hot for:

- Companies that don't want messages to go viral
- Organizations afraid of open criticism
- Direct sales and/or pitches

3 key play points:

1. Think in terms of a sustained series, not merely one or two quick shoots
2. The combination of words, sound and visuals gives you an extraordinary opportunity for building a brand personality
3. "Perfect" production quality is NOT necessary; in fact, an imperfect realism can play in your favor (David can compete against Goliath)

WINELIBRARY.COM



Gary Vaynerchuck completely shatters the wine-snob stereotypes with his intensely passionate – and occasionally profane – series of entertaining wine videos that have increased the Wine Library's annual revenues from \$5M to \$60M.

e-Learning Series

18. e-Learning Series

What it is:

A carefully planned curriculum of educational content that may be delivered through a variety of mediums including audio podcasts, video, slide presentations, webinars and more.

A cool tool for:

- Educating customers/potential customers on complex topics
- Reducing customer service issues after the sale
- Increasing opportunities for up-sells and cross-sells

Not so hot for:

- Simple products and services
- Substituting live contact/support
- Addressing needs of customers who are not on the Internet

3 key play points:

1. Tailor the content to the different learning needs of your audiences:
 - buyers doing research, prospects close to making a purchasing decision, current customers
2. Use the mediums most popular with your constituencies
3. Be generous with real-life examples and illustrations

SUN



Sun meets the anticipated needs of its customer base with thorough educational content on complex technology subjects.

Mobile Application

19. Mobile Application

What it is:

Any one of thousands of potential software applications that can be activated on a mobile device, such as an iPhone or a Blackberry. These downloadable tools allow users to turn their PDAs into handy devices that meet their very specific, idiosyncratic needs.

A cool tool for:

- Engaging customers at the point of purchase
- Deepening bonds with brand loyalists eager for the next new thing
- Engaging for-profit and non-profit constituencies

Not so hot for:

- Serving techno-phobic audiences
- Markets with excessive concerns over privacy or ID-theft
- Organizations that cannot commit to flawless execution – expectations run high for application performance

3 key play points:

1. Application must have a regular (daily or weekly) reason for use
2. Should have easy interfaces with social networks such as Facebook or Twitter
3. Include a survey function to gauge satisfaction and collect intelligence for the next release (iPhone Apps collect active user feedback and will make an impact on the number of downloads)

KRAFT IFOOD ASSISTANT



Kraft hits its customers where they live – and more importantly, where they shop – with a feature-rich application that delivers recipes, store locations, meal suggestions and more.

Some key mobile application statistics to keep on hand:

- 300 million (the equivalent of the entire US population) smart phones are shipped every quarter
- As of 9/09, 60,000 applications are available through Apple's iPhone apps store
- The average smart phone consumer spends \$80 on apps

Stats and insights thanks to Eric Wholley of 4GoodMedia.

Online Game

20. Online Game

What it is:

An electronic game like any other – except it's branded. By you.

A cool tool for:

- Targeting young audiences
- Encouraging repeat Web visits
- Fun and/or entertaining, B2C businesses

Not so hot for:

- Projecting a "serious" image
- Companies without (or unwilling to outsource) development resources
- Products or services difficult to package as "fun"

3 key play points:

1. Games should work without burdensome software downloads
2. Must run across multiple browser types and OS platforms
3. Game experience should reinforce favorable experience of the brand

TRAVELPOD



TravelPod's Traveler IQ Challenges reinforce the blog's position as the smart web destination for savvy globetrotters.

21. Widget

What it is:

A kind of mini-Web doohickey that can execute a number of functions (time, weather, ticket sales, content feeds) without redirecting users to a website or requiring the installation of additional software. Like mobile applications, widgets can be custom-made to encourage customer interaction with your brand.

A cool tool for:

- Brands within a niche that has a loyal online following
- Extending the brand into everyday life and activities
- Engaging tech-savvy demographics

Not so hot for:

- Lead generation or contributing to long sales cycles
- Better for valuable, updatable content, not a product pitch
- Audiences with poor Internet access

3 key play points:

1. Could be a huge opportunity for organizations involved in personal health and wellness
2. Be sure it integrates effectively in traditional browsers and mobile devices
3. May be further customized by the end-user

DOVE-MTV FRESH TAKES

put this on your page!

NEW Dove go fresh

go fresh webisodes episode info & listing product gallery chat now! send to a friend

Check out 'Fresh Takes,' a new micro-series created by Dove® go fresh, airing on MTV and starring Alicia Keys.

fresh takes

click to WATCH NOW!

Airs during 'The Hills' on MTV Mondays 10/9c

music featuring DUFFY click play to listen to audio...

iamduffy.com dovefreshtakes.mtv.com

Take a quick survey and automatically enter to win a \$200 Amazon gift card!

The Dove widget gives viewers access to a catalog of "webisodes" from the MTV show Fresh Takes, plus a chat room, music tracks and chances to win prizes.

Facebook Application

22. Facebook Application

What it is:

On Facebook, participants not only share text and pictures, but games, quizzes and other interactive applications they can exchange with their friends. Many of these are created by users themselves, but brand-based applications – if well-designed – can achieve traction as well.

A cool tool for:

- Brands that have established profiles or fan pages on Facebook
- Entertainment and lifestyle brands
- Companies with a sense of humor

Not so hot for:

- B2B companies (yet!)
- Brands without a strong social media presence
- Products or services that don't have an interesting story to tell

3 key play points:

1. Most applications prompt users to direct results/scores to their Facebook friends
2. Think frivolous, fun and light-hearted – this is not the SAT
3. If your customer is a business, think about creating a helpful productivity tool

VICTORIA'S SECRET



With its "Which Angel Are You?" quiz, Victoria's Secret lets its fans indulge daydream fantasies of living the glamorous model's life.

Branded Content Tool

23. Branded Content Tool

What it is:

An electronically-enabled service, the branded application gathers information from prospects and customers then produces, in return, a customized analysis, assessment, report or plan. By virtue of its quality and/or uniqueness, the branded application has the potential to go viral, fast.

A cool tool for:

- Tech-savvy companies
- Businesses with a broad social media footprint or small brands looking to get one
- Companies that can turn intellectual capital into automated processes

Not so hot for:

- Products and services without an inherent process component
- Simple commodities, retail purchases
- Companies without the commitment, resources for application development

3 key play points:

1. Plan a coordinated launch strategy to give your application widespread distribution and publicity
2. Make it easy for users to share the application with associates and colleagues
3. Test, test and test: the application experience will become a stand-in for the quality of your company. Get loyal users to try out the tool in beta before launch

HUBSPOT'S WEBSITE GRADER

The screenshot shows the HubSpot Website Grader interface. At the top, it says 'Website Grader' and 'Badge'. Below that, it reads 'Website Grader by HubSpot - Marketing Reports for 1,000,000 URLs and Counting...'. There are three main input fields: 'Website URL' (with a placeholder 'Ex. www.yourcompany.com'), 'Competing Websites' (with a placeholder 'Optional: Enter websites of competitors to include in analysis'), and 'Your E-Mail' (with a placeholder 'Enter your e-mail address to receive the final report'). There is a checkbox for 'Send me updates from HubSpot on Internet Marketing and SEO (about 2 emails per month). We won't sell, rent or share your email address. [Privacy Policy](#)'. On the right side, there is a 'Grade Your Website' section with a description of the tool and a 'View Sample Report' link. Below that, there are two promotional boxes: 'Join PRO MARKETERS GROUP' and 'FREE INTERNET MARKETING KIT'.

HubSpot's Website Grader not only attracts its core audience of small-medium sized enterprises, but reinforces the brand's positioning as sophisticated experts in the realm of online marketing.

24. Screencast

What it is:

A combination of video, presentation and audio technologies, screencasts offer step-by-step instructions for otherwise complex tasks: using a new software, for example, or managing a complicated project. Familiar screencast technologies include GoView and Jing.

A cool tool for:

- Creating and sharing demos
- Building a library of self-service support documents
- Explaining new or unfamiliar processes

Not so hot for:

- Entertainment or lifestyle brands
- Simple products or services needing no explanation
- Reaching audiences not on the Web

3 key play points:

1. Can be a powerful way of introducing an unfamiliar service or tool
2. Plan your script (sequence of steps) carefully – clarity is everything
3. Great way to mix text content with helpful visuals (tell the story)

MACANGEL'S DAYLIGHT



MacAngel supports its sophisticated productivity and project management tools with simple, easy-to-understand screencasts that guide viewers through features and functions.

Community Engagement Company-Focused Community Site

25. Company-Focused Community Site

What it is:

A microsite that concentrates on a narrow topic or issue, featuring rich content developed by the sponsoring brand itself. Correctly executed, the microsite creates a gathering place that positions the brand as a contributing member of the community.

A cool tool for:

- A brand that can engage communities on specific issues or areas of interest
- Sustaining a brand personality without imposing interrupting messages
- Promoting additional content, such as enewsletters, videos, blogs, etc. Think content, not ads

Not so hot for:

- Companies that cannot or are unwilling to create an ongoing stream of fresh content
- Overt sales promotions
- Lead-gen only. Think lead nurturing

3 key play points:

1. The main point is to cultivate a loyal community, NOT to create another channel for delivering traditional advertising messages
2. You want variety and consistency: a variety of media options (blogs, pod casts, videos) plus a consistent content schedule that people can expect
3. One brand may have multiple microsites, each one tailored to a specific cause or issue

CHANNEL 9 FROM MICROSOFT



Through its Channel 9 microsite, Microsoft offers a steady supply of compelling videos targeted to one its most important audiences: tech people who influence important IT buying decisions.

Customer-Focused Community Site

26. Customer-Focused Community Site

What it is:

A microsite similar to the previous entry, except...the content is largely user-generated, created by the site participants themselves. As sponsors, brands create the context for these microsites, establishing a forum in which enthusiasts can share stories, pictures and videos.

A cool tool for:

- Turning your most ardent fans/believers into your best spokespersons
- Sustaining a community of interest that (almost) cares for itself
- Building a well of good will that can be a buffer against controversy and crisis

Not so hot for:

- Companies afraid of losing control of the brand or the brand message
- Brands that don't excite real passion
- See the first bullet...

3 key play points:

1. Set up the rules of engagement and make them transparent – no secrets, no hidden agendas
2. Consider reward systems that acknowledge the best and/or most frequent contributors
3. Establish a host or contact person who serves as the ombudsman/answer-person for the site

NAVYFORMOMS.COM



Do you believe the promises of military recruiters? Probably not. But what about the authentic voices of real parents? With NavyForMoms.com, the Navy has given a platform for the most credible voice anywhere: mom's.

Case study compliments of *Campbell-Ewald Publishing*.

27. Wiki

What it is:

A platform for collaboration, a Wiki is a website that allows visitors to contribute, edit and comment upon a body of knowledge they themselves are responsible for creating. Wikipedia is the most famous example, but anyone can host and administer one.

A cool tool for:

- Building an information base in a technologically complicated field
- Earning the loyalty of the most committed thinkers/doers
- Driving traffic to a website

Not so hot for:

- Industries with low intellectual capital
- Communicating to passive audiences
- Companies that fear the contributions of “outsiders”

3 key play points:

1. Wikis can be a great way to surface hot-button issues within an industry
2. Be patient – it takes time to build a good database
3. Be prepared to handle conflict and controversy

SUN BLUEPRINTS COMMUNITY



With its Blueprints wiki, Sun lets its own network of customers, clients and partners serve as the experts who can help enterprises make the most of their Sun technology.

Facebook Movement

28. Facebook Movement

What it is:

First, what it's not: a fan page or brand profile. Instead, it's a Facebook page sponsored by a brand yet centered on an area of interest, such as contemporary fashion, green development or animal wellness.

A cool tool for:

- Connecting the brand to consumer passions
- Creating an entry point for greater engagement with the brand
- Generating good will and favorable publicity

Not so hot for:

- Businesses without issues to address or discuss (at least publically)
- Direct sales or lead generation
- Brands who want to control the message

3 key play points:

1. Be prepared to let go and let the participants lead the conversation
2. Feed the movement with rich media including video, surveys, quizzes, games and more
3. Start simple at first. Define a customer pain point and create a conversation platform. See what happens

ACT BLUEPRINT



How do you position yourself as an expert in social media? Invite other experts to join your party. That's exactly what Shama Kabani has done with her ACT Blueprint group on Facebook: gather fellow Web marketers in an evolving discussion of practices and principles.

Photo-sharing

29. Photo-sharing

What it is:

Flickr, of course. But what's less well-known is that you can carve out your own presence on Flickr (or other photo-sharing sites like Photobucket or Picassa Web Albums) that allows you to share information while your customers share their pictures.

A cool tool for:

- Collaborating with your customers in the creation and distribution of information
- Sharing the fun and excitement of your product or brand
- Illustrating the variety of possibilities inherent in your products

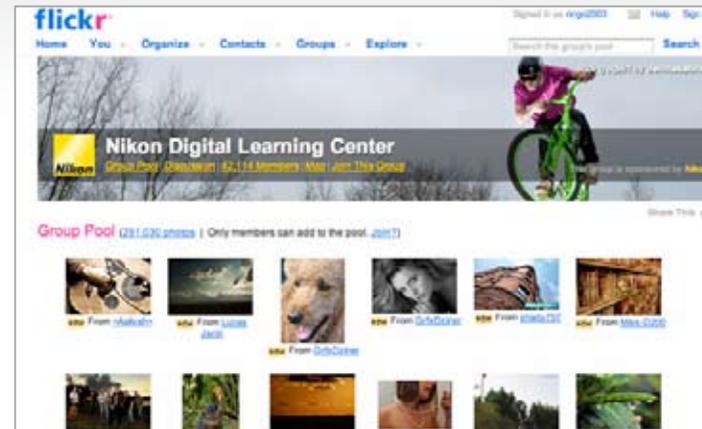
Not so hot for:

- Selling the "invisible" - services or products that can't be seen
- Companies that can't tap into a loyal fan base
- Brands lacking in a basic web presence

3 key play points:

1. Let the participants dominate the spotlight
2. Supplement the photos with discussion threads and archived content
3. Set visible and clearly-understood limits on what and how much can be posted

NIKON DIGITAL LEARNING CENTER



Nikon has created the right watering-hole for its customers by setting up shop in exactly where they live: Flickr. In addition to hosting photos, the site shares insights that make Nikon products more satisfying for amateurs and professionals alike.

Custom Social Network

30. Custom Social Network

What it is:

Today, associations, clubs, organizations and even companies can use the Ning platform as the infrastructure of a full-featured social media site dedicated to its constituents and their issues. All the features are ready to roll: profile templates, “wall” forums, devices for uploading pictures and video, plus tools that allow members to “ping” or email each other.

A cool tool for:

- Professional associations that want to grow beyond their geographic limits
- Internal communications in large enterprises
- Coordinating multiple stakeholders: customers, investors, vendors, suppliers, etc.

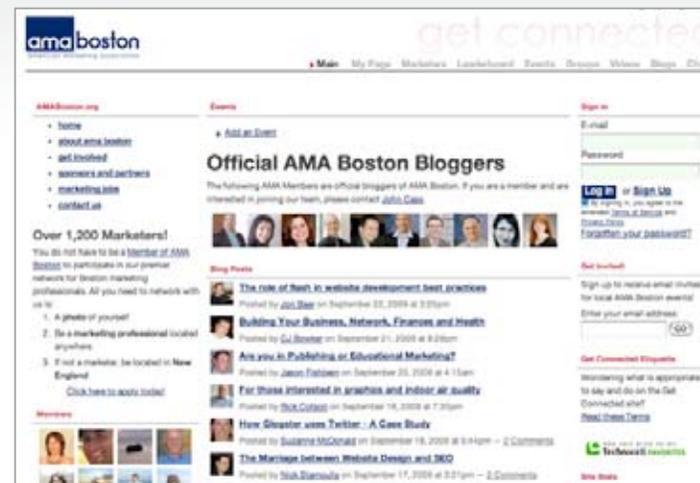
Not so hot for:

- Small businesses
- Tech-challenged audiences
- Commodity product-based companies

3 key play points:

1. A custom social network is an inexpensive way for the traditional professional association to deepen and extend its reach
2. Consider a points/ranking system to reward members for participation with greater visibility
3. The custom network can be the foundation for promoting other group activities, such as live events, seminars, workshops and conferences

CONNECT.AMABOSTON.ORG



Through its branded and customized social networking site, the Boston Chapter of the American Marketing Association delivers value that hadn't been possible before: 24/7 connectivity plus networking reach beyond the limits of Greater Boston itself.

Online Media Site

31. Online Media Site

What it is:

When we think of public relations, we usually think in terms of being in the media. But what if you could be the media itself? That's what an online media site is all about. Like traditional media companies, it offers stories, articles, facts, figures, and pictures of interest to its audience. Unlike traditional media, it's controlled by a company and its readership is largely made up of customers and prospects.

A cool tool for:

- Gathering potential customers within a community of interest
- Creating an aura of expertise (thought leadership), "personality" and good will
- Brands that seek to become their own publishers

Not so hot for:

- Smaller businesses with simpler target sets (try a blog instead)
- Companies with limited product ranges
- Limited budgets! Consistent content is the key to success (once the platform is created)

3 key play points:

1. Either make a big investment or none at all – a compromised site won't cut it
2. Tailor your content to personas: precise constructions of audience segments, their needs, beliefs, habits, values and more
3. An excellent way to integrate products/services with lifestyle content/messages

HOMEMADESIMPLE.COM



HomeMadeSimple.com tackles a complex marketing problem by letting its visitors dictate the kind of content they want to see. End result? An attractive bridge between home lifestyles and life on the Internet. HomeMadeSimple boasts over one million members.

32. Content Platform

What it is:

A “meta” site, like Squidoo, that allows users to assemble a directory of resources – from blogs, bulletin boards and databases to picture galleries, video streams and link lists – around a topic of interest.

A cool tool for:

- Creating a community of interest
- Establishing expertise in a given topic
- Driving attention to new ideas

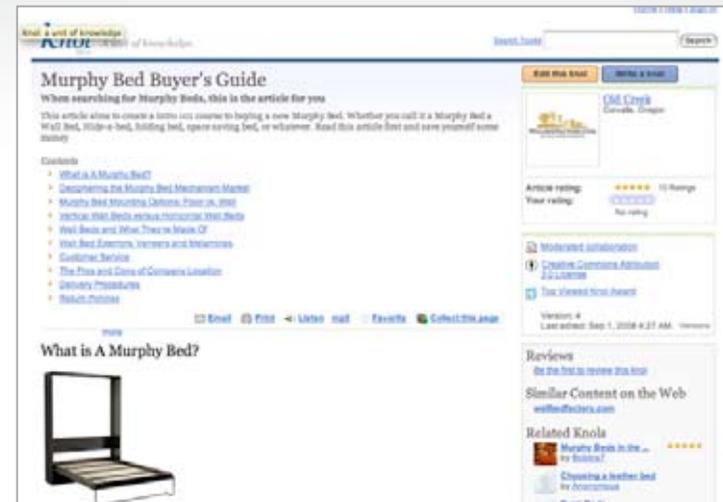
Not so hot for:

- Generating immediate returns, i.e., sales and leads
- Impatient enterprises – results will take time
- Organizations unwilling to invest time and make consistent content updates

3 key play points:

1. Overall strategy: establishing thought-leadership, not by creating content per se, but by assembling it in a convenient location
2. The SEO (search engine optimization) potential can be huge; you’re creating a fountain of keyword search terms almost automatically
3. Think spin-offs: conferences, seminars, virtual seminars that rest on the foundation of the content platform

MURPHY BED BUYER’S GUIDE



With its Knol content platform, Old Creek Wall Bed Factory educates potential customers – and positions itself as the trustworthy authority in a very niche business.

Microblogging

33. Microblogging

What it is:

Basically, we're talking about Twitter. At 140 characters, the limitations on content are severe. But the speed and reach of the microblog create an almost real-time context for conversing with your followers. Better yet, handy search tools make microblogs an excellent thermometer for checking hot issues and emerging concerns.

A cool tool for:

- Directing attention to deeper content elsewhere
- Keeping abreast of hot issues
- Positioning as a trusted content resource

Not so hot for:

- Crafting in-depth messages
- Making sales pitches
- Reaching non-microblogging audiences

3 key play points:

1. Remember, your customers are already talking about you on Twitter. The question is, are you able to hear what they have to say?
2. Give up the illusion of being in control. You're not, so why invest time and money pursuing it?
3. There's a wealth of excellent tools to help you manage Twitter more effectively, including [TweetDeck](#) and [HootSuite](#).

JETBLUE



By its nature, travel is very much an industry on the move with a very mobile customer base. Jet Blue has taken flight with a Twitter presence that addresses customer needs and gives the company important insights on its customers' concerns.

You may want to look at addition tools such as:

Google Alerts: Allows you to set up notifications, via RSS and/or email, for terms you establish

Twitter Search: Gives you access to what Tweeters may be saying about you or your brand

Ping.fm: A way to update multiple networks simultaneously

FriendFeed: Tracks your social media pulse in one place (Twitter, Facebook, Flickr and more)

34. Video

What it is:

Sites like YouTube and Vimeo have greatly simplified a once difficult Web challenge: uploading and sharing videos. With these tools at your disposal, you can embed or link video code easily. And the video sites provide social media options for conversing and sharing that can help your content go viral.

A cool tool for:

- Making your message entertaining and/or informative
- Encouraging others to share your content
- Leveraging the power of the moving picture to tell your story

Not so hot for:

- Companies intimidated by the camera
- Pure product-driven messages
- One-time videos. The true power of online video is in consistency

3 key play points:

1. Think beyond the “talking head” approach. Inexpensive editing tools, like Apple’ iMovie or Final Cut Express, make it easy to assemble professional-looking video content
2. Don’t think in term of one video, but of a series that builds a story over time
3. Don’t sweat “perfection”: many of the most successful online videos have production values that would scandalize traditional media broadcasters

WILLITBLEND.COM



Nothing’s more boring than a blender, right? Wrong! Blendtec’s phenomenally successful “Will It Blend?” video series uses humor to reveal a seriously powerful blender, with similarly serious results: since the videos took off, sales have jumped 500%!

Virtual Trade Show

35. Virtual Trade Show

What it is:

Current technology and high-speed Internet connections enable the creation of life-like happenings (complete with “lounges” and “exhibit areas”). Event managers can create Internet-based virtual trade shows to generate leads, increase event participation, drive revenue and improve communications with current and future customers.

A cool tool for:

- Overcoming the time and travel costs of hosting a live show
- Building an audience for live shows and/or creating interim experiences between live shows
- Coordinating activity among customers, vendors, suppliers, partners and channels

Not so hot for:

- Businesses in which raw transactions, rather than relationships, are of greater importance
- Markets without sufficient breadth to attract attendees
- Companies who aren't prepared to manage a new technology platform

3 key play points:

1. Most virtual shows use the “trade show” metaphor as the navigation model for the virtual show site
2. Just as live shows sell booths, you can sell sponsored presences at your virtual site (bring in your partners for added benefit)
3. For content, consider a mix of live, scheduled events and pre-recorded seminars that can be launched at the visitor's convenience. The content will bring attendees, not the booths

SONY'S HD CREATION & WORKFLOW ONLINE EXPO



Sony brought customers, vendors, experts and partners together in a virtual trade show anyone could attend without leaving their desks.

MS VIRTUAL SUMMIT



Microsoft's WW Enterprise Marketing Virtual Summit strengthens the firm's relationships with its sales and marketing clients. See the project highlights here.

Case study compliments of *Viewstream*.

36. Social Bookmarking

What it is:

Diigo, Digg, delicious, StumbleUpon: they all allow you to turn a personal initiative (bookmarking a Web page) into a social gesture so that the wider world can be alerted to content you admire. By offering social bookmarking buttons on your posts and pages, you let visitors “vote” on your content, thereby lifting its visibility.

A cool tool for:

- Improving your search engine optimization
- Stimulating the distribution of content
- Encouraging greater interaction with your material

Not so hot for:

- Companies that don't have content to share
- Confidential content
- Organizations that lack a social media administrator to consistently keep content fresh

3 key play points:

1. Find the bookmarking sites that make the most sense for your industry
2. Encourage visitors to bookmark your content via visible tools (buttons) on your site
3. Enlist loyal customers to help you submit, vote or comment on specific content

THE STIMULIST



The Stimulist reinforces its blog with cheeky “Sharing Is Caring” options for greater distribution, including Facebook, Digg, Twitter and good, old-fashioned printing.

Online News Release

37. Online News Release

What it is:

Services such as Marketwire and PR Web can post your press releases online for faster and more widespread distribution. The big news? As David Meerman Scott famously explained in *The New Rules of Marketing and PR*, press releases are no longer just for the press anymore. By using the release services effectively, you can appeal directly to your buyers.

A cool tool for:

- Spreading the word about your new content
- Strengthening the SEO of your pages by writing keyword-rich releases
- Accelerating your thought-leadership drive

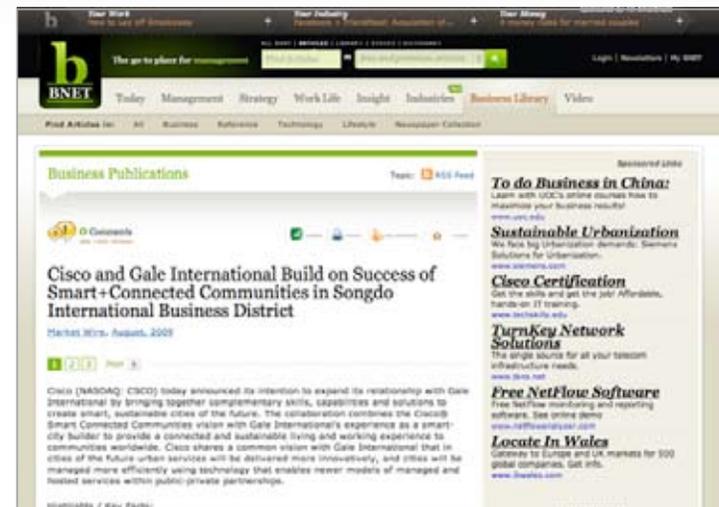
Not so hot for:

- Organizations that do not create a regular stream of content (news releases should be part of your editorial and marketing plan)
- Replacing direct contacts/relationships with media figures
- Solely product-driven releases

3 key play points:

1. Don't wait for big news; find reasons to send releases all the time
2. Include offers that compel customers to respond to your release in some way
3. Add social media tags so that your releases can be found

CISCO



MarketWire gives companies like Cisco a fast and easy way to distribute messages in front of its targeted business audiences.

Online Publishing Center

38. Online Publishing Center

What it is:

Want to reach a wider audience for your white papers, slide presentations and other informative content? Sites like Scribd, Slideshare and Doxtop let you upload your work into various categories where it can be found by visitors hungry for know-how or entertainment.

A cool tool for:

- Attracting more readers to your content
- Simplifying the uploading/downloading process
- Expanding in-person presentations to get participation from those who missed the event

Not so hot for:

- Companies without, well, content to share
- Orgs that want to keep tight control over information
- Businesses with a limited web presence (make sure your website tells the story before you go crazy with these tools)

3 key play points:

1. Be sure to place your content in the categories most likely to be searched by your intended audience
2. Establish and fulfill an editorial calendar for an ongoing stream of fresh content
3. Feel free to experiment, analyze and tweak the program (certain online tools may work better than others)

FORD MOTOR COMPANY



With nearly 16,000 subscribers, Ford Motor Company has become one of the most popular publishers on Scribd, where it offers information-rich, graphically sophisticated data-sheets that tell its side of the story in a complex and rapidly-changing automobile marketplace.

Webinar/Webcast

39. Webinar/Webcast

What it is:

Take a slide presentation and put it online: that's the essence of the webinar (slides and audio) or webcast (slides, audio and video). Visually, the content is delivered slide by slide in the online equivalent of a live presentation. The audio component can be delivered via telephone or computer. A webinar generally refers to slides and audio only. A webcast usually involves video.

A cool tool for:

- Internal presentations across geographic boundaries
- Attracting attendees without imposing travel expenses
- Complementing fixed content with interactive Q&A

Not so hot for:

- Organizations that would struggle to find or build an audience (consider co-branding with a media company)
- Entertaining (think informative and helpful)
- Sharing simple information that could be packaged in a data sheet or other less-imposing forms

3 key play points:

1. Webinars make an excellent call-to-action or follow up offer to other forms of content, such as ebooks, white papers, enewsletters, etc.
2. You benefit twice: first, from the live webcast, then from the people who download the archived event. According to Penton Media, Inc., about 80% of total registrations to a webinar attend the live or archived event over a six month period
3. A successful webinar requires an aggressive promotions strategy, typically via your website, blog, newsletter and other media or social media channels

CROWNPEAK

BtoB WEBCAST
**Online Marketing Revolves Around Content:
When Content IS Marketing**

sponsored by:
CrownPeak
MANAGE CONTENT NOT TECHNOLOGY

Date: Thursday, August 27, 2009 [RETURN TO BtoB HOME](#)
Time: 2:00 PM EDT
Duration: 60 minutes

Remember when marketing was easy? Neither do we, but one thing we are sure of is that the approach to marketing has changed and is changing. Online marketing is now more about publishing than traditional marketing. Customers have access to all the information they need to make buying decisions and if they can't get it from traditional sources, they can get it from the Google search box, their friends on Facebook or reviews on Amazon. Simply put, customers don't need you or your salespeople to make a buying decision.

You'll learn how to:

- Understand who your customers are.
- Determine your customers' needs as it relates to your product or service
- Establish what you want your customer to do
- Settle on the product and content mix

This webcast will look at how content becomes your currency to sell your ideas, products and services in an online ecosystem where hard selling doesn't really work anymore.

Moderator:
Ellis Booker, Editor, BtoB Magazine and Media Business

Speakers:

CrownPeak takes the lead with informative webinars such as **Online Marketing Revolves Around Content: When Content IS Marketing**, featuring Joe Pulizzi of Junta42, Rob Rose of CrownPeak and Ellis Booker, editor of BtoB Magazine and Media Business.

40. Road Show

What it is:

Road shows are mini-conferences or tours that are typically conducted by a single organization, although related companies that don't compete will often participate. Usually, individual events last for a day or less and are conducted in cities where there is a high concentration of prospective customers.

A cool tool for:

- Ongoing customer training on complex product issues
- Expanding brand awareness through education
- Promoting new versions/releases of established products through informative content

Not so hot for:

- Simple consumer products/services
- Companies that don't have problem-solving information to share
- Organizations without the resources for a major city-by-city tour

3 key play points:

1. Concentrate on the take-away: what will participants get by attending?
Content is King!
2. Coordination of event planning and promotions is crucial; allocate the resources for this
3. You may need to train internal talent or outsource event management to maximize road show success

AUTODESK

See The Difference with AutoCAD 2010 Tour

LEARN FROM THE EXPERTS AND TAP INTO THE POWER OF AUTOCAD® 2010.

Register For a See The Difference With AutoCAD 2010 Tour Event Near You

AutoCAD® 2010's groundbreaking new capabilities can help you enhance productivity, improve efficiency and tackle the most challenging design problems with ease. Join Lynn Allen and Shaan Hurley for an insider's look at new AutoCAD 2010 features, with live demos, tips, tricks and much more.

Register Now

Get a Free, Up-Close Look

TOUR AGENDA

7:00 – 8:30 am	Autodesk Exposition and Registration
8:30 – 10:15 am	Take Design Further: Lynn Allen's AutoCAD 2010 Tips & Techniques
10:15 – 10:45 am	Autodesk Exposition and Break
10:45 am – 12:00 pm	Shaan Hurley: Take a Journey through the AutoCAD Family of Products

Register Now

Choose your City and Register Today

October 6	Orlando, FL
October 7	Atlanta, GA
October 8	San Diego, CA
October 13	Columbus, OH
October 14	Montreal, QC
October 15	Edmonton, AB
October 20	Boston, MA
October 22	Washington DC

The See The Difference with AutoCAD 2010 Tour is sponsored by:

Autodesk coordinates a number of events across North America that deepen its bonds with developers, manufacturers, engineers and more.

Executive Roundtable

41. Executive Roundtable

What it is:

An executive roundtable is a gathering of industry executives who are experts in their field and have enough drawing power to pull in your prospects. Through brief presentations and interactions among roundtable participants, you have the opportunity once again to position yourself for as a thought leader. Having a quality editor or journalist to moderate the discussion is key.

A cool tool for:

- Reinforcing relationships with peer leaders
- Attracting high-level influencers and buyers
- Organizations with a deep network of quality contacts

Not so hot for:

- Start-ups without connections
- Consumer-oriented businesses
- Limited financial resources. You'll most likely need to commit to travel and expenses for all attendees

3 key play points:

1. Look for executives whose personalities are as appealing as their ideas
2. Consider asking the roundtable executives for guest blog posts that complement their live topic ideas
3. Turn the resulting discussion into a summary report you can offer as a white paper or ebook

McKINSEY

The screenshot shows a McKinsey website page. At the top, it says 'COUNCIL on FOREIGN RELATIONS'. Below that is a navigation menu with options like 'Region', 'Issue', 'Publication Type', 'Think Tank', 'Media', 'Educators', 'About', and 'Support CFR'. There is also a search bar. The main content area has a title: 'McKinsey Executive Roundtable Series in International Economics: The Euro at 10: State of the Union and Prospects for the Future (Audio)'. Below the title, it lists speakers: Jeffrey A. Frankel, James Harpel Chair for Capital Formation and Growth, Harvard University; James D. Grant, Owner and Editor, Grant's Interest Rate Observer; and John Gansper, Associate Editor and Chief Business. There are also links for 'Print', 'Share', and 'Related Materials'. A sidebar on the right has a section titled 'The Nonproliferation Regime' with a sub-section 'Global Governance Monitor' and a description: 'Explore international efforts to curb nuclear proliferation with a new interactive from CFR's program on International Institutions and Global Governance.' Below that is a 'Publications Information' section with contact details for ordering reports.

McKinsey regularly hosts executive roundtables around key complex topics – and shares the content afterwards for maximum penetration.

42. Teleseminar

What it is:

Hello, content calling. The teleseminar is a virtual presentation stripped to the bare essentials: the only technology required is a phone. Depending on the nature of the content, participants may have an outline, agenda or presentation slide deck sent in advance of the phone call.

A cool tool for:

- Reaching audiences who are not Web-savvy
- Communicating with clusters of attendees: multiple participants can sit around a single speakerphone
- Making presentations simple

Not so hot for:

- Sharing visually oriented content
- Presenting a “cutting edge” brand or position
- Holding attention for more than an hour

3 key play points:

1. For many small- to mid-sized firms, the teleseminar is an ideal way for multiple employees or customers to attend a presentation
2. Record the teleseminar – now you have a podcast, too
3. Schedule your teleseminar for maximum convenience across multiple time zones

VIRTUAL ASSISTANT

Virtual Assistance™
 Chamber of Commerce

FREE SMALL BUSINESS TELESEMINAR ON
 SEP. 17, 2009: Is Your Consultation
 Converting Prospects Into Clients?
 REGISTER TODAY!

...The Association Exclusively for Administrative Experts!

FIND A VIRTUAL ASSISTANT
 You don't have to live in overwhelm.
 Find a qualified Virtual Assistant today. [▶](#)

CLIENT'S GUIDE TO VIRTUAL ASSISTANTS
 Everything you want to know about working with a Virtual Assistant. [▶](#)

MEDIA ROOM
 Get all the facts and statistics you need about the Virtual Assistant industry. [▶](#)

Leading the Way
 Home
 Join Now—It's FREE!
 Member Benefits
 Board of Volunteers
 Ethics Recipe
 Innovative Awards
 Virtual Assistant Survey
 Industry Statistics
 Contact

Expanding Horizons
 Articles
 Definitions
 History of Virtual Assistance
 Free Teleseminars
 Affiliate Program

Strengthen Foundations
 Virtual Assistant Firms
 Free Resources
 Free Software Directory
 VACOC Recommendations

VACOC Monthly Guest Expert Teleseminar Series:
Is Your Consultation Converting Prospects Into Clients?
 Presented by **Danielle Keister**

DATE: Thursday, September 17, 2009
TIME: 5pm PST / 6pm MST / 7pm CST / 8pm EST
DURATION: 60 minutes (call in 10 min. early to secure your seat)
COST: FREE!

WHO SHOULD ATTEND? This teleseminar is just for Virtual Assistants. All Virtual Assistants who want to learn why and how to convert prospects into clients should plan to attend. **Invite your Virtual Assistant buddies!** If you know some folks who would like to attend, feel free to copy and paste the contents on this page, and post invitations on the forums, listservs and groups you participate in.

Virtual Assistant Business Forms
 Everything you need to get started!
[Click Here](#)

The Portable Business™
 The Ebook for Clients
 It's FREE!
[Sign Up Now!](#)

VACOC Community Forum
 Collaborative & Open-Ended
[Join In!](#)

The Virtual Assistant Association serves its membership with a monthly series of teleseminars promoted and archived on its site.

Conclusion

Start small, but get started!

42 content options. Plus there are plenty more we haven't touched. And you can anticipate still more with each passing month.

It's easy to feel overwhelmed by the possibilities. But you needn't. The game isn't won through one heroic effort, but by a consistent series of smaller, consistent actions. In sum:

- ▶ **Launch small.** Test the waters with the content options that make the most sense for you and your audience, right now.
- ▶ **Get feedback.** Sure, measure where you can. But don't forget to solicit comments – you can make your audience your collaborators in the development of successful content.
- ▶ **Adjust.** Tailor your content to different audience types, influence levels, learning styles. Pursue options that work; dump ones that don't.
- ▶ **Stick to a schedule.** Sustained, consistent effort steadily positions you and your organization as the go-to authority in your industry.
- ▶ **Enhance sharing.** Set the program up from the start to make available social media sharing options (many of them discussed in the playbook).

For further help...

There are a number of ways we can help you on your journey.

Come join the conversation on *The Content Marketing Revolution Blog* and *Kranz On Content*.

What if you don't have the resources or mindset?

Organizations are set up to sell products and services, not distribute valuable content on a regular basis. If you feel that way, please take a look at Junta 42's free *content marketing matching service* that can find you expert, turnkey providers fast, easy and free.

Why is all this content free?

We try to eat our own dog food at Junta42, giving you consistent content like this free eBook to help you navigate the content marketing waters. What do we get out of it? We want you to look at Junta42 as a helpful resource for you. When you are ready, we want you to use our free service. But if you aren't ready, please sign up for our free weekly eNewsletter (see the signup on the right side), to give you ongoing updates on the best content marketing has to offer.

Finally, this ebook doesn't really end. We will continue to revise the content, add new options, and revise old ones. You can help – we'd like to hear your suggestions by letting us know on our Facebook page, or send us email directly at add@junta42.com if we happened to forget something (we know we've only scratched the surface here).

Good luck!



A Final Thought About this Playbook

The majority of case studies provided throughout the playbook came from the expert content marketing vendors at Junta42.

About Junta42



Besides putting together cool little content marketing projects such as the Content Marketing Playbook, Junta42 is the “eHarmony for Content Marketing” - we match your company’s content project with pre-qualified, turnkey content marketing experts. Junta42 is a free service - so try it and let us know what you think. See who’s using Junta42.

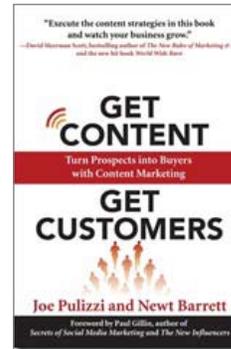
More Helpful Information

- ▶ [The Latest Content Marketing Articles from Junta42](#)
- ▶ [How to Attract and Retain Customers with Content \(free white paper\)](#)
- ▶ [The Seven Ways to Gain Trust with Savvy Customers \(free eBook\)](#)
- ▶ [Find and Share Content – Join the Junta42 Community](#)

Need Help Getting Started?

If you are “just not there yet” with content marketing, or your executive team doesn’t quite believe in the power of content as a part of your marketing program - then get the book *Get Content Get Customers*. Called THE content marketing handbook, Get Content Get Customers will clearly show you (with examples) why publishing is the new marketing.

[Click here for a free excerpt.](#)



Feel free to republish excerpts from this report, as long as you link back to <http://www.contentplaybook.com> or <http://www.junta42.com> for attribution.

And it’s also okay to share this report in its entirety with anyone you think might be interested. In fact, we’d be delighted.

Copyright © 2009 Z Squared Media LLC. Some rights reserved.

“Junta42” and “Content Marketing Playbook” are trademarks of Z Squared Media LLC.