

# CONTENT MARKETING SCRIPT

---

**Title Slide:** Content marketing changes the way you look at advertising and campaigns. But why does it change the game so much?

**Slide 1:** People are more connected and more easily reached than ever before. This connectivity means people see way more advertising. The result is: It's harder to make a difference with advertising.

**Slide 2:** On average Click-through-rates decline 9% the first 5 months of a campaign.

**Slide 3:** Industry wide, email marketing open rates have declined from bad to worse.

**Slide 4:** As we said, people are more connected than ever before. This means your message is one among thousands of messages a prospect sees everyday. Your marketing is easily ignored.

**Slide 5:** Though marketing is getting harder, the burden of marketing has remained the same. Research shows that 57% of purchase decisions are made before a prospect talks to sales. Even though marketing is getting harder, you play the largest part in revenue.

**Slide 6:** Can you make a difference? Of course.

**Slide 7:** You need to change the way you think about advertising. Content marketing is the secret weapon.

**Slide 8:** Look at how content marketing revives your marketing. If your conversion rates are declining, content marketing can fix that.

**Slide 9:** Have prospects stopped opening your emails? One study showed a 200% increase in open rates when content marketing was used.

**Slide 10:** Are you worried that prospects are ignoring your ads? 82% of your prospects find content targeted to their industry useful.

**Slide 11:** So what is this "magical content marketing?" Let's see how Joe Pulizzi, the founder of Content Marketing Institute, defines its. (Read definition on presentation)

(Allow time for questions. Good point to allow the client to have input and ensure they understand what has been said so far.)

**Slide 12:** Content marketing seems difficult to pull off.

**Slide 13:** 91% of you are trying to do it.

**Slide 14:** But only 32% of you feel like you are doing it right.

**Slide 15:** Why do companies feel they struggle?

**Slide 16:** Not enough time?

According to research, that is the most common reason cited.

**Slide 17:** Not enough resources?

Well over half of B2B companies outsource their content, and that number is growing.

**Slide 18:** Maybe you don't see the value?

Statistics show B2B companies with blogs generate 67% more leads.

**Slide 19:** Why are companies struggling to execute with content? Is it really that hard?

**Slide 20:** Not at all. Businesses mess up because they don't understand content marketing.

**Slide 21:** They make their content about themselves. Let's look at another quote from Joe Pulizzi: (read quote from presentation)

**Slide 22:** Maybe we should review our content marketing definition. (read definition from presentation)

**Slide 23:** Essentially there are 3 elements to content marketing, or rather, as we say, 3 pillars to content marketing. (read through the 3 pillars on presentation) If your content is not valuable, relevant, or up-to-date, it won't revolutionize your advertising.

**Slide 24:** Maybe it will help to think of it like a conversation. Or as a way to better introduce yourself. Your brand says hello and offers something that is valuable.

**Slide 25:** Your audience is interested in what you are offering and wants to know how to get it.

**Slide 26:** All you are asking is that they introduce themselves or engage with your brand a little.

**Slide 27:** As a result, you start to build a business relationship, or rather capture a new lead.

**Slide 28:** What does this conversation or brand introduction look like? It is essentially the difference in these two ads. One starts a conversation and provides value. The other one just brags.

(This is another good point at which to review and ask questions.)

**Slide 29:** What is the first step to producing content that changes how your prospects think about your brand and interact with you? How do you ensure your content is valuable, relevant, and up-to-date?

**Slide 30:** It all starts with a good plan, and we have made it simple for you.

**Slide 31:** Introducing the Randall-Reilly content marketing planner. It begins by asking a question. The answer to that question leads to a fully formed campaign that will produce better results, more leads, and ultimately revenue.

**Slide 32:** Let's say you have expertise in the area of equipment maintenance. That is a pain point of your audience that you can help with.

**Slide 33:** This gives you the theme of your content. Daily/Weekly maintenance education.

**Slide 34:** Now you ask yourself "What is the most effective way to communicate this information?" For this topic, how about an instructional video and a downloadable maintenance checklist?

**Slide 35:** Now that you know the format, you will know the best ways to distribute the content. For checklist and video, we would suggest YouTube, Facebook, and Native Advertising.

**Slide 36:** We are almost there. We know our content, the format, and how it will be distributed. Now we just need the metrics that define our success. With video and a checklist, we would want to look at views and downloads. . .voila! You just planned a comprehensive campaign empowered with content marketing.

**Slide 37:** Content marketing is simply a better way to introduce yourself to your prospects. Would you like to go through the planner together and answer the questions for yourself?