

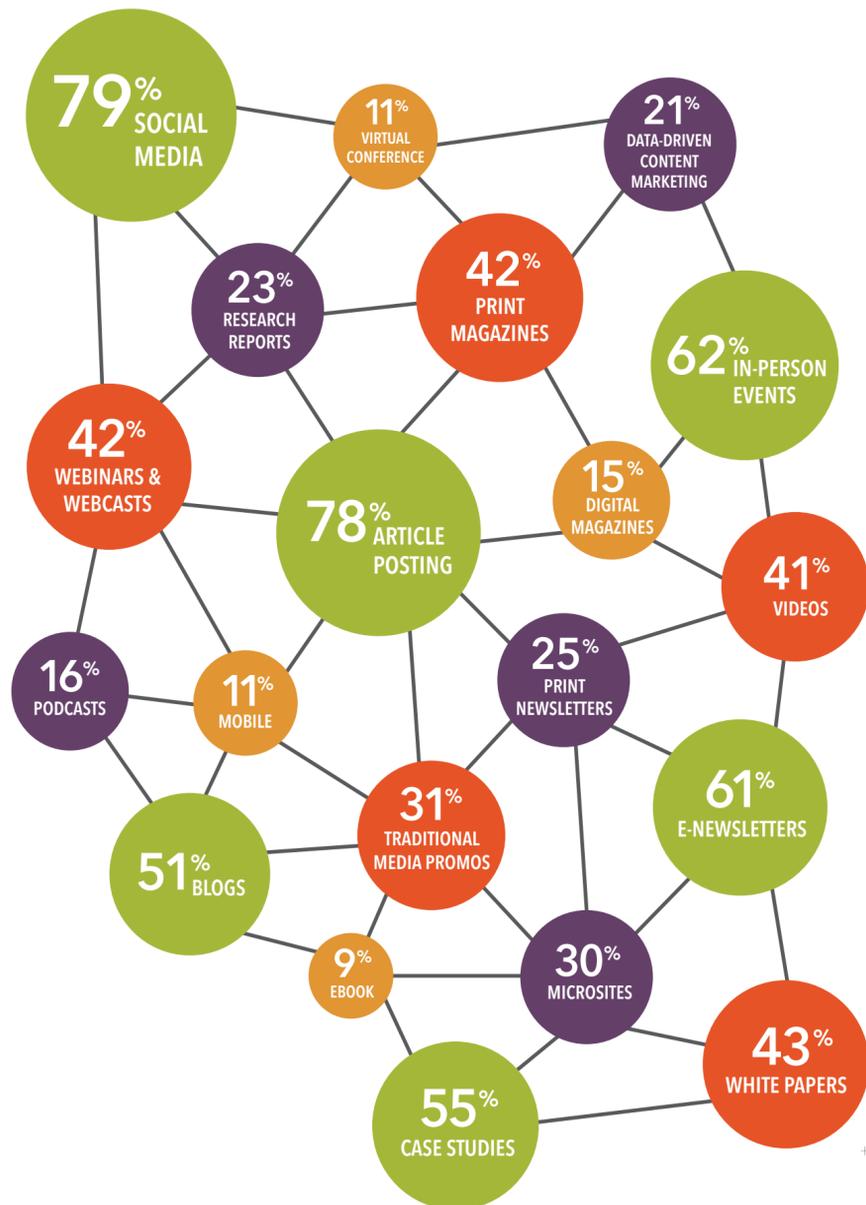
# THE ROI OF CONTENT MARKETING

Brought to you by CrownPeak: Helping marketers deliver great digital experiences.

## WHAT IS CONTENT?

Messages, images, offers and more....

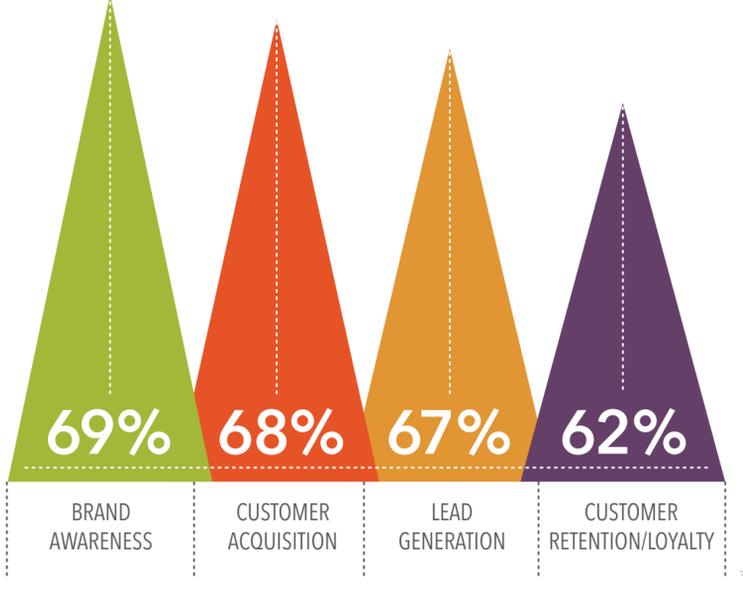
CONTENT USED TO BE LIMITED TO PRINT AND BROADCAST MEDIA. NOW, CONTENT CAN BE ANY BRANDED INFORMATION IN ANY FORM THAT IS COMMUNICATED FROM YOUR COMPANY TO ANYONE VIA WEBSITE, SOCIAL MEDIA AND OTHER CHANNELS.



## WHY USE BRANDED CONTENT?

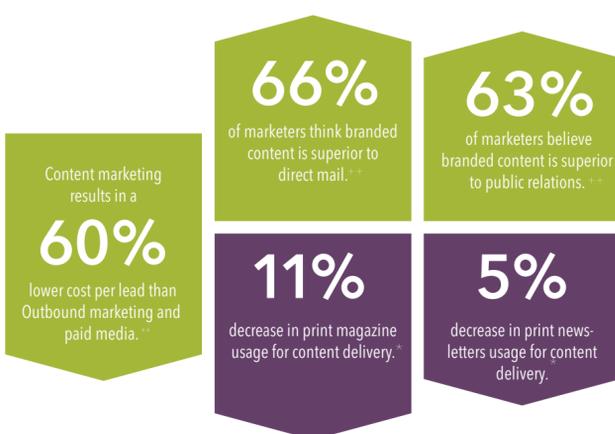
RESEARCH DONE BY CONTENT MARKETING INSTITUTE AND MARKETINGPROFS FOUND THAT:

"MARKETERS ARE ADOPTING CONTENT MARKETING STRATEGIES TO ACHIEVE A VARIETY OF GOALS."



## HERE ARE SOME REASONS WHY

COMPANIES ARE MOVING AWAY FROM THE TRADITIONAL MARKETING MIX, TOWARD COMPANY-BRANDED CONTENT DISTRIBUTED ACROSS THE SOCIAL WEB.

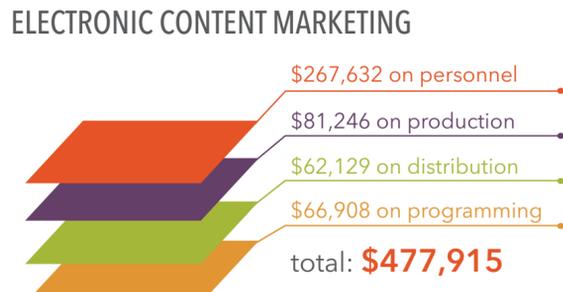


### COST ARE SHIFTING

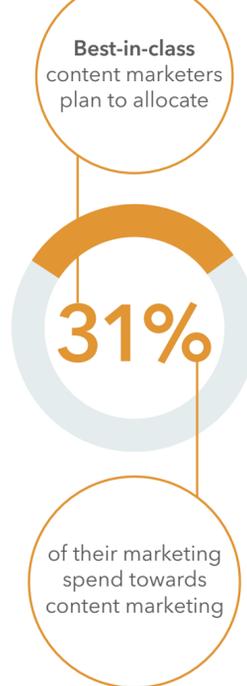
#### TRADITIONAL PRINT



#### ELECTRONIC CONTENT MARKETING



### AND SO ARE OUR BUDGETS



## CONTENT MARKETING TRENDS

60% OF B2B MARKETERS EXPECT TO INCREASE SPENDING ON CONTENT MARKETING

### REAL-TIME MARKETING

Capturing visitors at the "Zero Moment of Truth" or ZMOT. Providing visitors with exactly the type of content they need increases engagement and therefore open the doors for better experiences. Web content management platforms like CrownPeak can help you engage during this critical period of customer engagement.

### MARKETING AS A REVENUE GENERATOR

Content drives conversations, which drive conversions. The role of marketing shifts from pushing messages into the market towards pulling customers into the funnel. With sophisticated web content management capabilities from CrownPeak, monitoring and measuring this impact is clearer than ever.

### SOCIAL MEDIA REQUIRES CONTENT

What makes social media interesting is content. As social media is integrated across the marketing mix, the need for quality branded content increases. CrownPeak enables marketers to leverage content across channels with just a few clicks of your mouse.

### SOCIAL AND CONTENT DRIVE SEO

Content is made up of words which search engines love. As SEO algorithms evolve, real value-added content that is shared freely will differentiate the good from the great!

### CONTENT PERSONALIZATION

What is more impressive than a website that knows who you are and delivers content according to your preferences, interests and behaviors? Nothing. At least not when it comes to online marketing. CrownPeak helps companies deliver dynamic content and improve the overall digital experience.

