

According to research by Sitecore
there is a content crisis.

97% of marketers say content
is their biggest concern.

There's a place for these good people
to go. We call it Content Wonderland.

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CONTENT WONDERLAND

ROCKSTAR CMO



97% OF MARKETERS SAY CONTENT IS THEIR BIGGEST CONCERN

"..buyers are much further down the path of making a decision before they engage with a sales rep. Companies that do not engage customers effectively online are at risk of losing opportunities before they are even aware they exist."

(Boston Consulting Group)

WHY?

Marketers have to create personalized, relevant content, optimized for each channel, for each persona in their audience and compete with all the other distractions that take an audience's attention.

Marketers are now story tellers and the content they create needs to build trust in the eyes of an increasingly cynical audience. Many studies show that a buyer will touch multiple content assets before making a decision.

If you are in B2B, buyers start to make decisions about products and services solely based on their research and the content they consume, before they meet a salesperson.

In B2B or B2C consumers are a tough, demanding audience. It has never been easier for errors, whether of fact, sentiment or tone, to be exposed. Content needs to be authentic, accurate and true. **Brands are all one viral post from being booed offstage.**

No wonder content keeps the majority of marketers up at night.





IT'S A TRUST THING

The role of marketing is to create ART (Awareness, Revenue & Trust) and it's the content that will create trust.

Ignore all that rubbish about people having the attention span of a goldfish. When they are committed to you, want to learn, have a decision to make, need something useful, they will **make time for all of your content.**

With each piece of informative, accessible, well-constructed content, organizations build trust that they can solve the consumer's problem, the relationship deepens, the commercial opportunity gets closer.



"Content builds relationships. Relationships are built on trust. Trust drives revenue."

(Andrew "Drew" Davis, author of Brandscaping)

BE CONSISTENT, COHERENT & CUSTOMER FOCUSED

To create consumer trust organizations need a content experience that is customer focused and delivers a consistent, coherent story of who they are and how they can solve the consumer's problem.

Organizations need to implement a content strategy and supporting technology that is focused on the customer, developed independently of the channel or consumer touch point and available as a utility within the organization to be reused, shared and published.



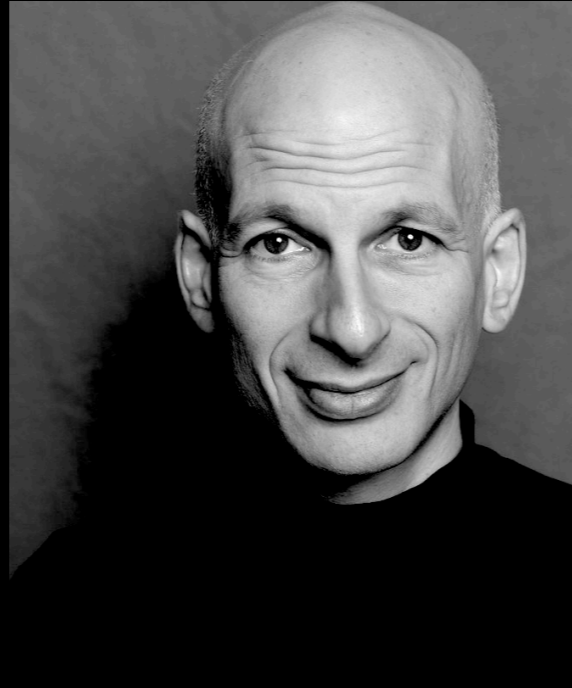
At Rockstar CMO we call this Content Wonderland and here we share 6 stops on the tour to Content Wonderland that your marketing band should play.



“Consistent experiences create trust in the organization. Each interaction is part of the overall user experience with a company. If the user experience isn’t consistent across channels, users will question the organization’s credibility.”

(Nielson Norman Group)





Marketing is no longer about the stuff that you make, but about the stories you tell.

Seth Godin
Marketing Rock God



Yes! But, you can't just say it, man. You've gotta feel it in your blood and guts!

Dewey Finn
School of Rock



THE ROAD TO CONTENT WONDERLAND

**Six stops on the tour to
content wonderland**





#1 CONTENT IS THE ANSWER

Good evening Cleveland!

At the first stop on the tour, get off the bus and ask:

Why are we doing this?

Why should the audience care?

Content might be a marketer's biggest concern, but at the first stop on the road to Content Wonderland we need to cut the crap and focus on the good stuff.

"We don't need more content; we need to do less and obsess"

(Ann Handley author of Everybody Writes and Content Rules)



Why are we doing this and why should the audience care?

In the introduction we suggested a reason.

Content needs to create ART (Awareness, Revenue & Trust).

Running around the marketing hamster wheel creating collateral that is unloved by the audience, yet demanded by the business (it's always been done this way) is not ART.

ART adheres to the principles of being customer focused, consistent and coherent.

ART provides the best answers to buyers' questions.

Does this content create ART ?

If it does, you'll have your WHY?

START WITH WHY?

".. of course, that's what we want to achieve with content marketing... It should ultimately answer the question of 'why' our consumers care about us."

(Robert Rose, Chief Strategy Officer, Content Marketing Institute)



#2 **CONTENT** **IS VISIBLE**

Ever Googled for your own content?

Content needs to be open to the whole organization so it can be widely used, duplication is eliminated, and asset creation costs reduced. Oh, and so you ensure messaging is consistent.



FREE MONEY

There's ROI gold in the diaspora of content that shelters in the fragmented marketing technology stack, hard drives, agency archives and the web of machines of any large organization.

It's a story as old as content management. Organizations as varied as large CPG companies and publishers have discovered free money tucked in the sofa cushions of not reshooting or recreating images they discover they already have.

"Industry analysts estimate that up to 30 per cent of all content is recreated because it is lost or otherwise mismanaged. Avoiding such costs, as well as unnecessary expenses such as stock or custom photo fees, licensing fines and other costs that are a direct result of poorly tracked assets, can contribute to earning returns"



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#3 CONTENT IS UNDERSTOOD

We invest a lot of time in understanding our customers.
How much time do we spend understanding our content?

"I call metadata a secret sauce because when it works right, it's invisible: You don't notice the metadata; you just notice that things work right."

(Michael Adrews, Content Marketing Institute)



MATCH MAKING

“Metadata helps content creators provide better connections so they can reveal related content to their audience, and it makes those connections much more precise.”

(Michele Lin, Content Marketing Institute)

As marketers, we are rightly obsessed with our customers, who they are, what they like and our marketing technology investments reflect that. But, when we meet them, what can we offer them?

Many, many more large organizations have a strategy for a single view of their customer supported by a centralized CRM than have a similarly joined-up and coherent content strategy to engage them.

We get excited about the customer’s buying journey, and about their needs as they progress along the path to purchase. Yet, when we talk about understanding content through metadata and taxonomies, eyes glaze over.

Open those eyes, **THIS IS THE SECRET SAUCE.** If you want your marketing machine to deliver relevant, useful content, the machine has to understand it.





#4 **CONTENT IS** **COMPLIANT**

Uh oh!

“Sometimes, all it takes is a rumor, a hint of impropriety or malfeasance, or a social media post gone viral, to negatively impact shareholder value and damage - or worse, destroy - corporate and brand reputations in an instant.”

(Keith Darcy, independent senior advisor to Deloitte & Touche LLP)



DO THE RIGHT THING

Accessibility

Brand compliance

Digital rights

Regulatory compliance

Legal compliance

When they can't find an image, it's easy for a hard-pressed marketer to turn to Google, a place where low quality, digital rights abuse and licensing litigation lurks.

When we talk, we often refer to brand names to describe something. If it's non-stick it's "Teflon™". But we'll realize how sticky it is if we mistreat the trademark in our content and the lawyers from The Chemours Company come calling.

Building compliance into a content strategy is not just about making it accessible to the consumer. A solid governance model protects the business from a whole range of corporate risks.

"The legal risks of ignoring accessibility are significant, and the benefits have also been demonstrated by leaders like Apple, Barclays, NPR, IBM, Microsoft and hundreds more. Organizations can have tremendous social impact and a healthy return on investment if they follow a roadmap that leads to equal access."

(W3C Web Accessibility Initiative (WAI))



#5 CONTENT IS FIRST

Don't create content for channel, product or publication. Create the story, relevant message or best answer and then decide how to package it.

"You don't have to create content, day in, and day out. You just have to work on getting the content you already have in the hands of more people"

(Derek Halpern, Social Triggers)



COPE UNDER PRESSURE

“Content repurposing is a great inbound marketing tactic as it’s all about connecting audience with the right content in the right places, to help drive traffic and delight customers.”

COPE - Create Once, Publish Everywhere - was a hit among content management professional in the noughties. It’s still a classic tune today.

Content is expensive. If organizations can author content unencumbered by the format of its intended channel, free of the silos, stored in a way that enables colleagues to re-use, remix and share it, they get more bang for their content buck.

Remixing content also enables organizations to offer it in a form that suits the customer. It fits where the customer is in their evaluation of the product.

Maybe they are not ready for the detailed whitepaper or user manual, they just want the highlights, the stat to include in a presentation to their boss. It also fits where they are right now, browsing on their phone waiting for the train on the way to that meeting.





#6 CONTENT IS CORE BUSINESS

The importance of content for business success means content publishing is every company's second business and organizations need to think like publishers.

"In order to implement a successful strategy, think like a publisher. Marketers at the organizations successfully using the new rules recognize the fact that they are now purveyors of information and they manage content as a valuable asset with the same care that a publishing company does"

(David Meerman-Scott, author of New Rules for Marketing & PR)



CONTENT PUBLISHING IS EVERY COMPANY'S SECOND BUSINESS

"Marketing is no longer about the stuff
that you make, but about the stories
you tell."

(Seth Godin)

Our final stop on the tour to [Content Wonderland](#) is the realization that as products become commoditized, consumers make decisions based on the emotions brand stories stir within them.

The importance of being consistent and coherent with the story means that within every single business or organization today there is a shadow publishing business.

This isn't one of your fade in, fade out shadows. It's a shadow that looms further than just the marketing team and content technology. The whole business needs to think like a publisher.

The content an organization produces needs to sit as a first-class peer at the top table of the company's purpose, alongside the products or services it provides.



IF YOUR CONTENT IS:
#1 THE ANSWER #2 VISIBLE
#3 UNDERSTOOD #4
COMPLIANT #5 FIRST #6
CORE BUSINESS

WELCOME TO
CONTENT
WONDERLAND



THE SITECORE CONTENT HUB

Take charge of your entire content lifecycle

Sitecore Content Hub helps you manage every aspect of your marketing content for all your channels with a single, integrated solution.

Manage all your digital assets

Stop searching through multiple sources and systems to find what you need. Centralize all your marketing assets with a digital asset management (DAM) solution that integrates seamlessly with your CMS.

Boost the impact of content marketing

Get ahead of the curve, instead of always putting out fires. Be confident that content is always ready when needed for all your channels, audiences, campaigns, regions, etc.

Get your marketing teams in sync

Keeping teams focused on a singular outcome can be a major challenge when multitasking. Get everyone on the same page with visibility and collaboration across the entire content workflow.



Discover more: www.sitecore.com





SLEEVE NOTES

About Rockstar CMO

Our jam is to create a diverse community of marketers, share big marketing opinions and ideas undiluted with business-speak, create and share stuff that people really give a crap about, and give some daytime airtime to those that might otherwise be on late night marketing radio. Rockstar CMO is a new voice in the marketing industry.

Rockstar CMO is published by appropingo London Ltd.

References

We raided the following fine publications for the quotes and we encourage you to take a look at their work:

- [SoDa research sponsored by Sitecore](#)
- [Boston Consulting Group](#)
- [Neilson Norman Group](#)
- Robert Rose, Chief Strategy Officer, Content Marketing Institute – [How Asking “Why” Helps Us Get to Our Larger Story](#)
- Henry Stewart - [Journal of Digital Asset Management](#)
- Content Marketing Institute - [Robust Metadata: The Secret Sauce of Relevance](#)
- Content Marketing Institute - [Metadata 101 for Content Marketers](#)
- [W3C Web Accessibility Initiative \(WAI\)](#)
- Deloitte - [Building world-class ethics and compliance programs](#)

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