



# Digital Marketing & Finding Your True North

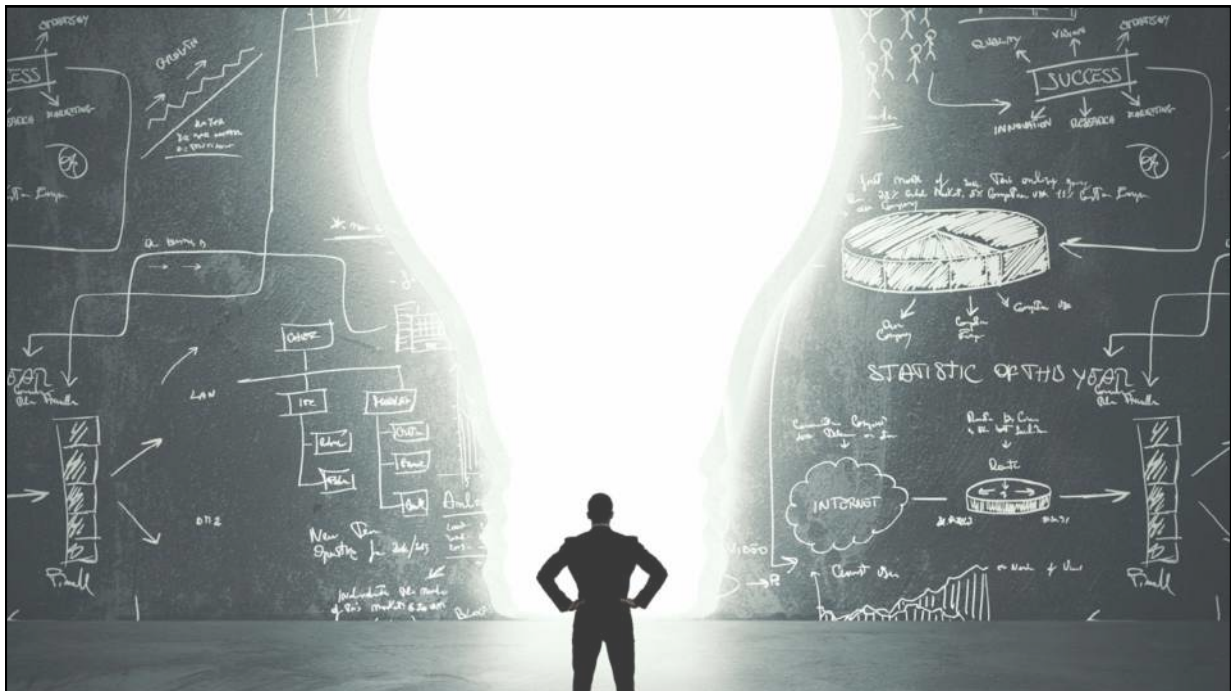
Jeanne Hopkins  
SVP & CMO  
Continuum Managed Services







true north





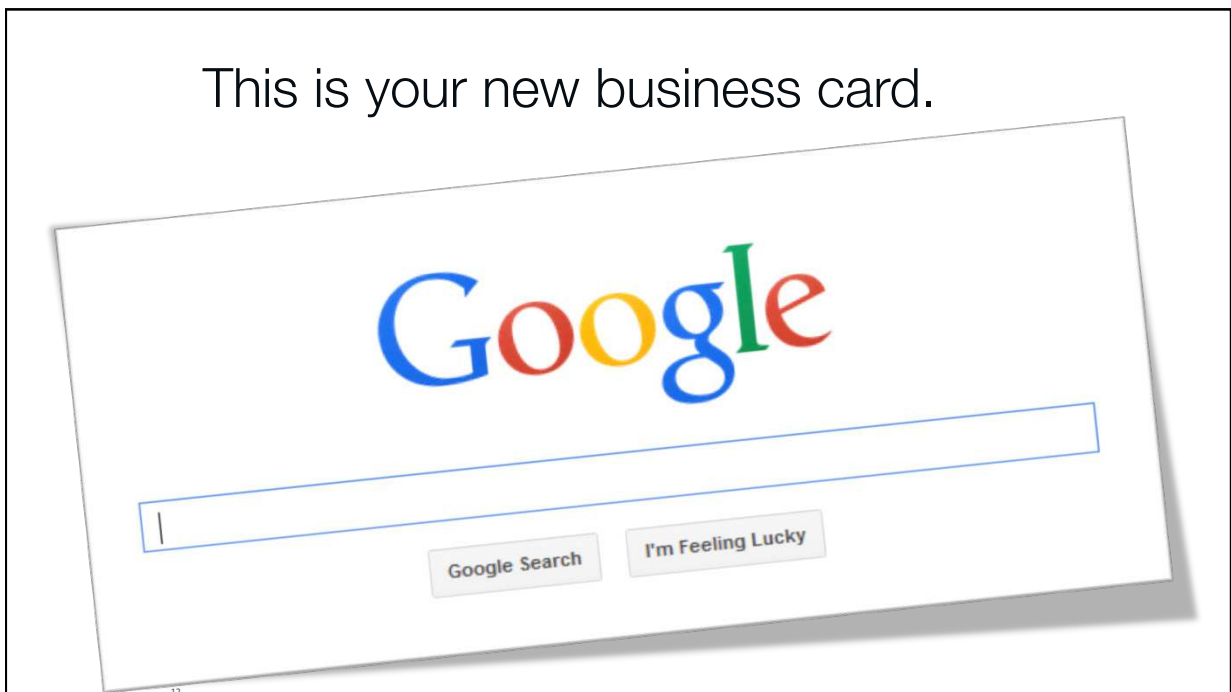


“...the Internet has turned what used to be a controlled, one-way message into a real-time dialogue with millions.

DANIELLE SACKS  
THE FUTURE OF ADVERTISING  
FAST COMPANY, NOVEMBER 17, 2010



This is your new business card.



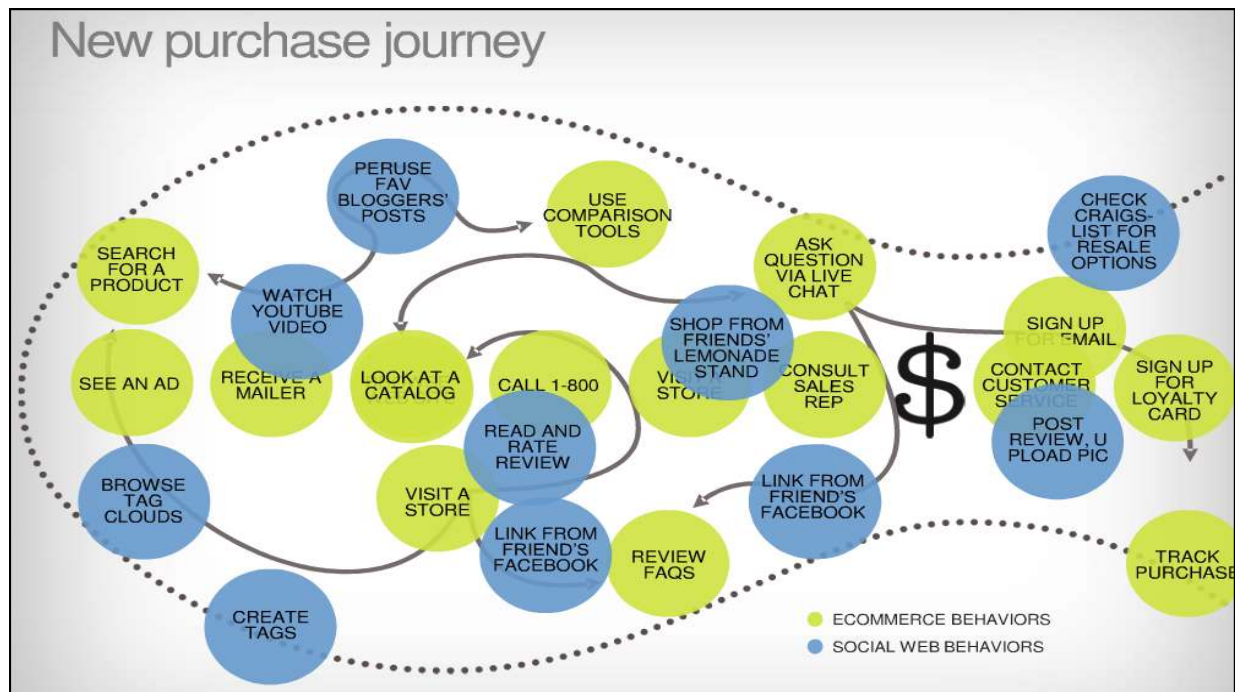
## Old purchase journey



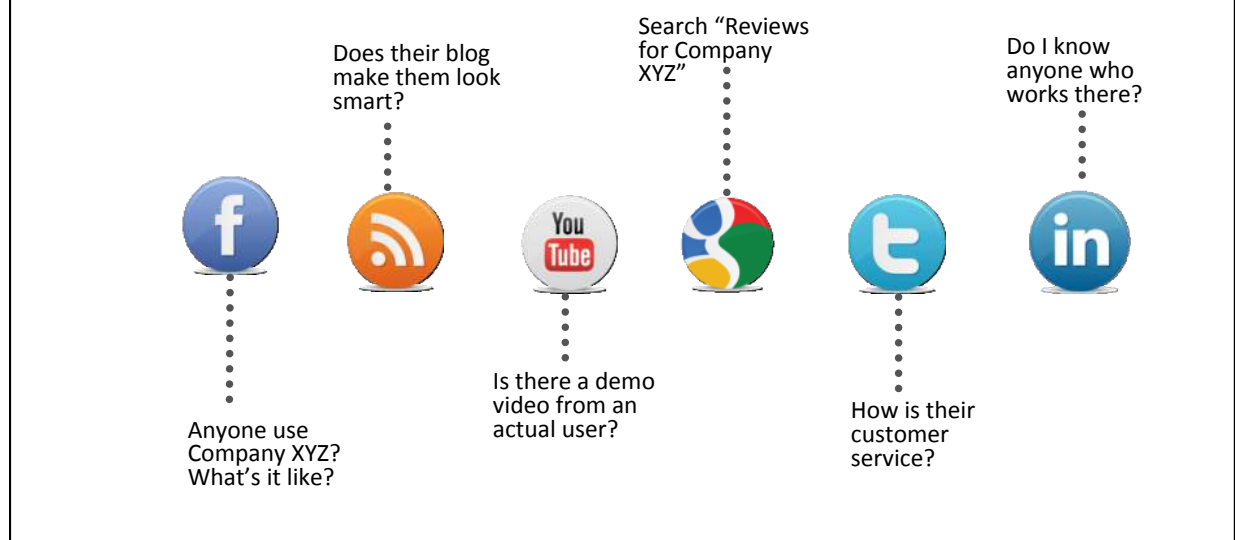
## Sales Demo: 1996

Please tell me  
about your product.  
You have my  
undivided  
attention.



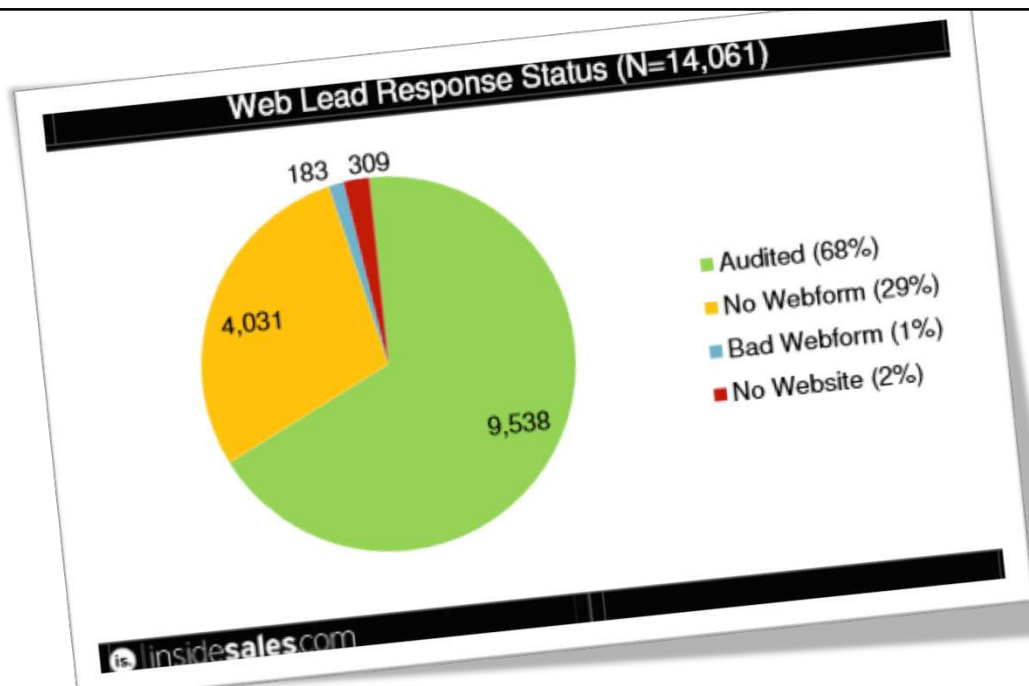


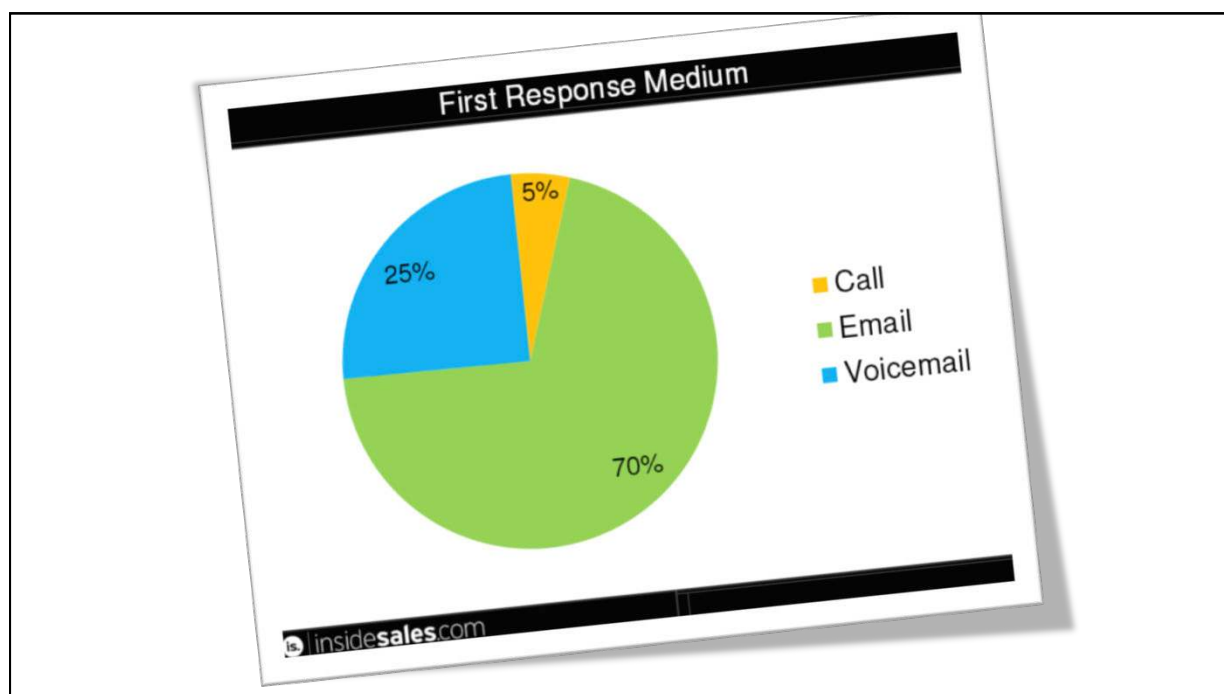
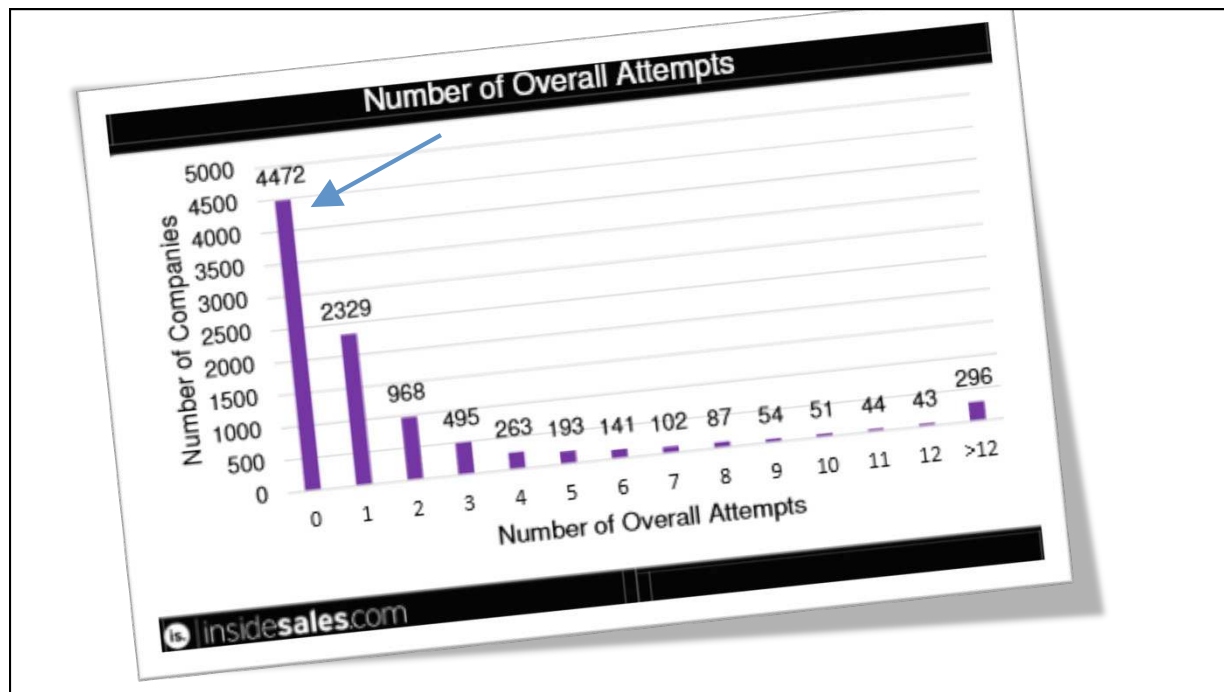
## Sales Demo: 2016



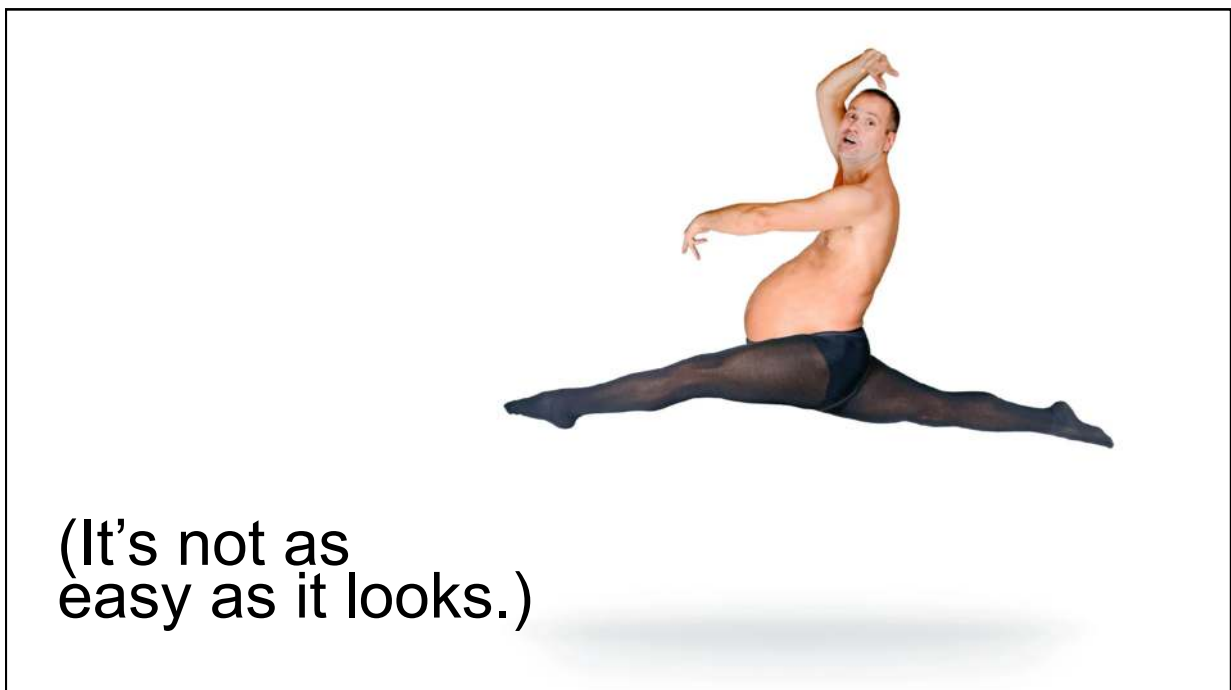


**bonus**













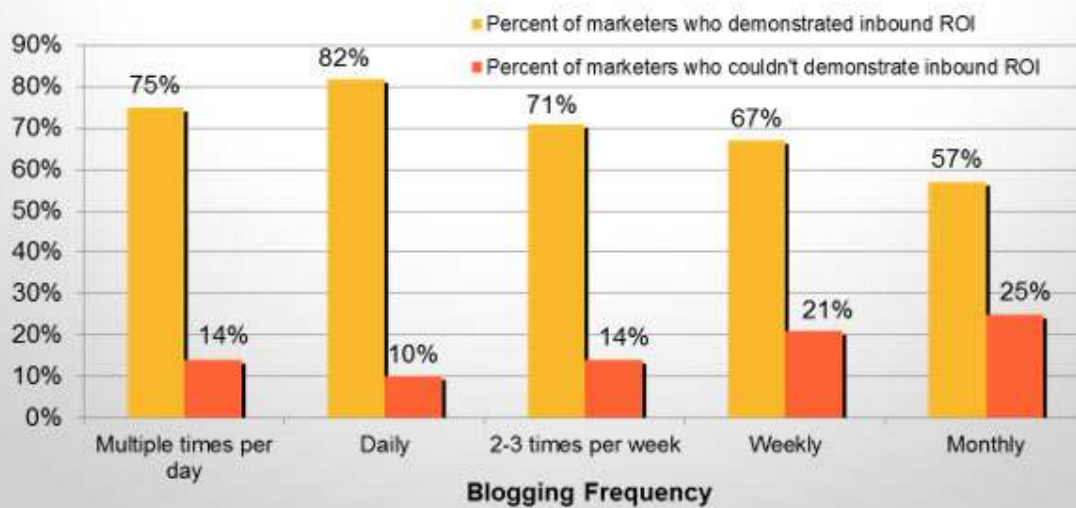


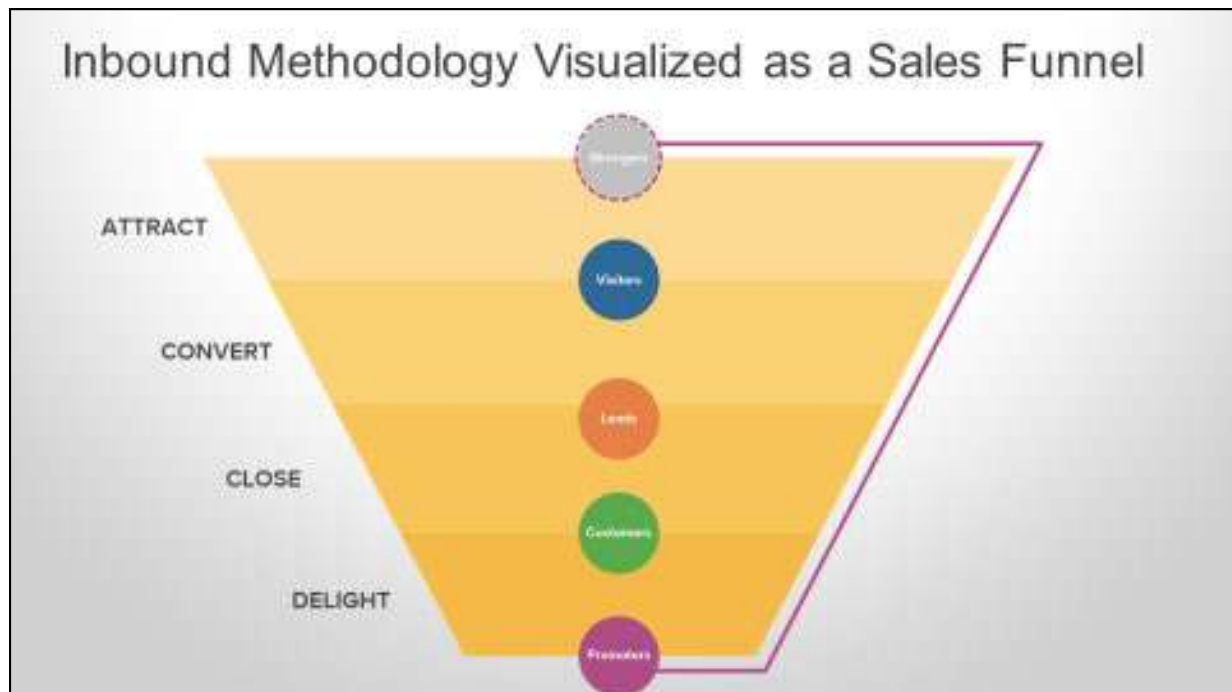
## Top Challenges for B2B Content Marketers

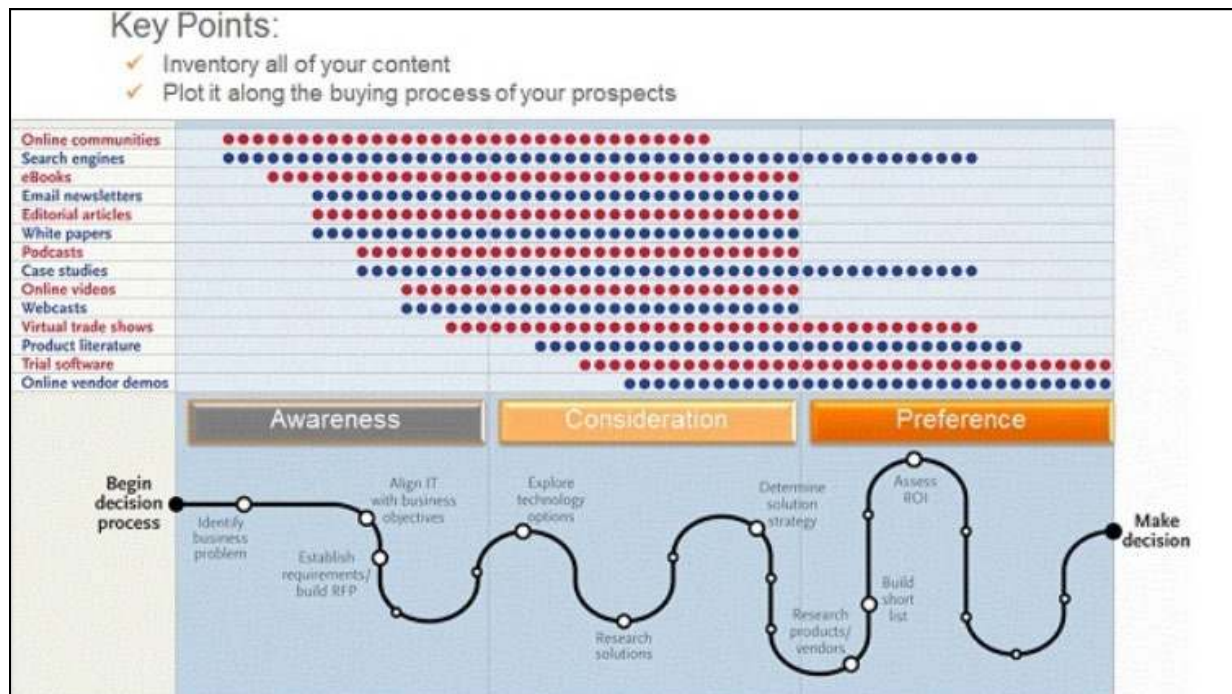


2016 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

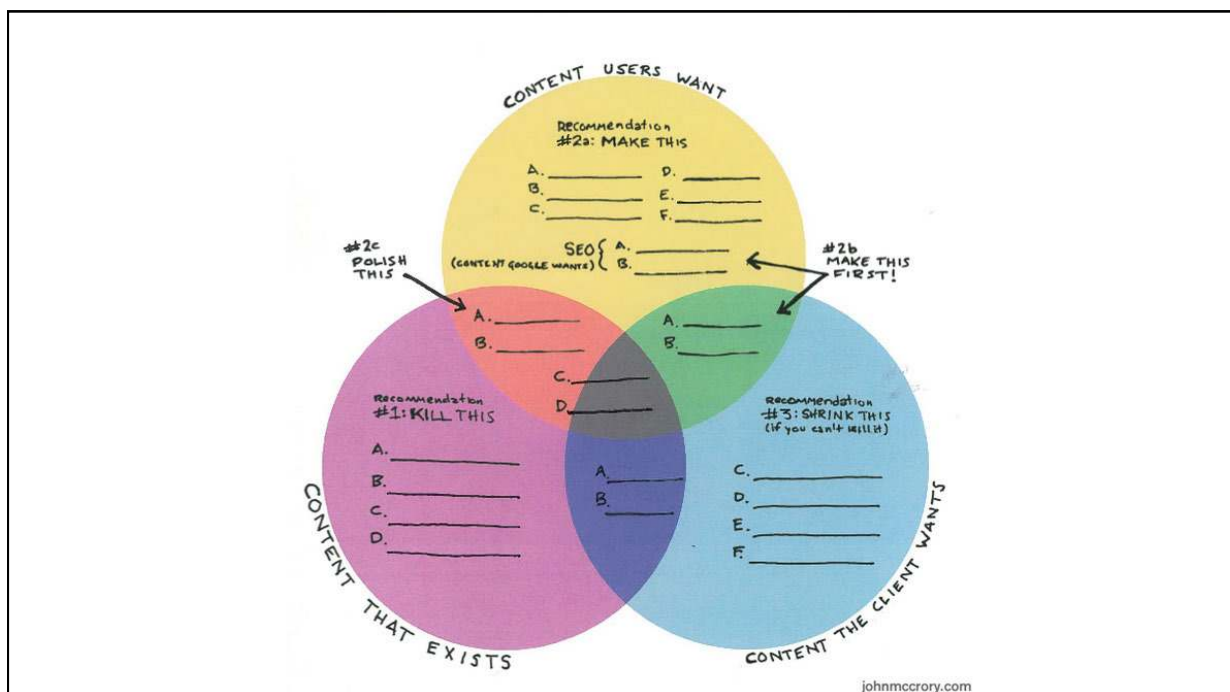
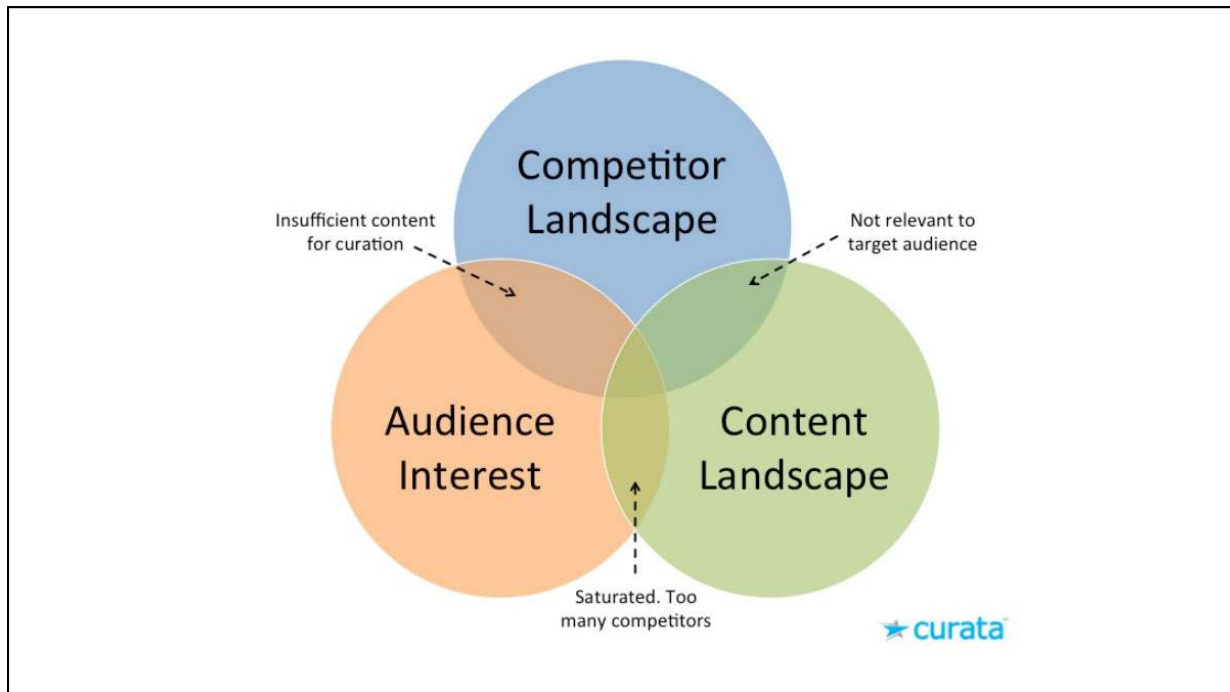
## Why Create Content? Blogging = ROI



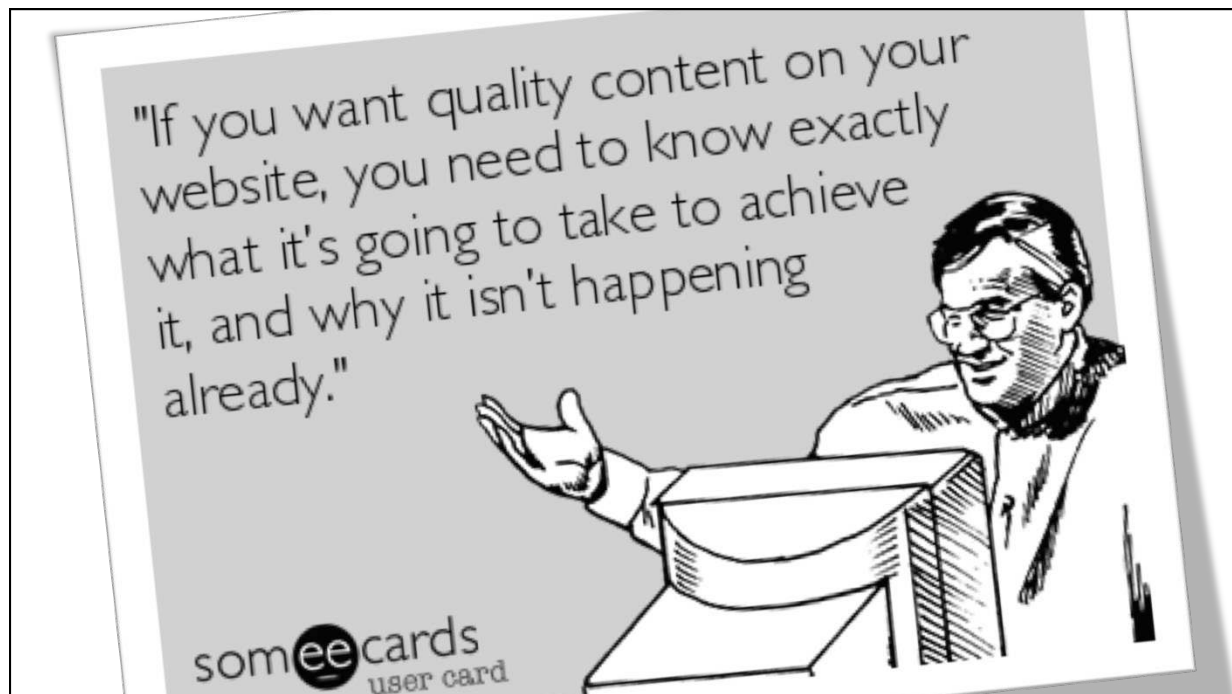












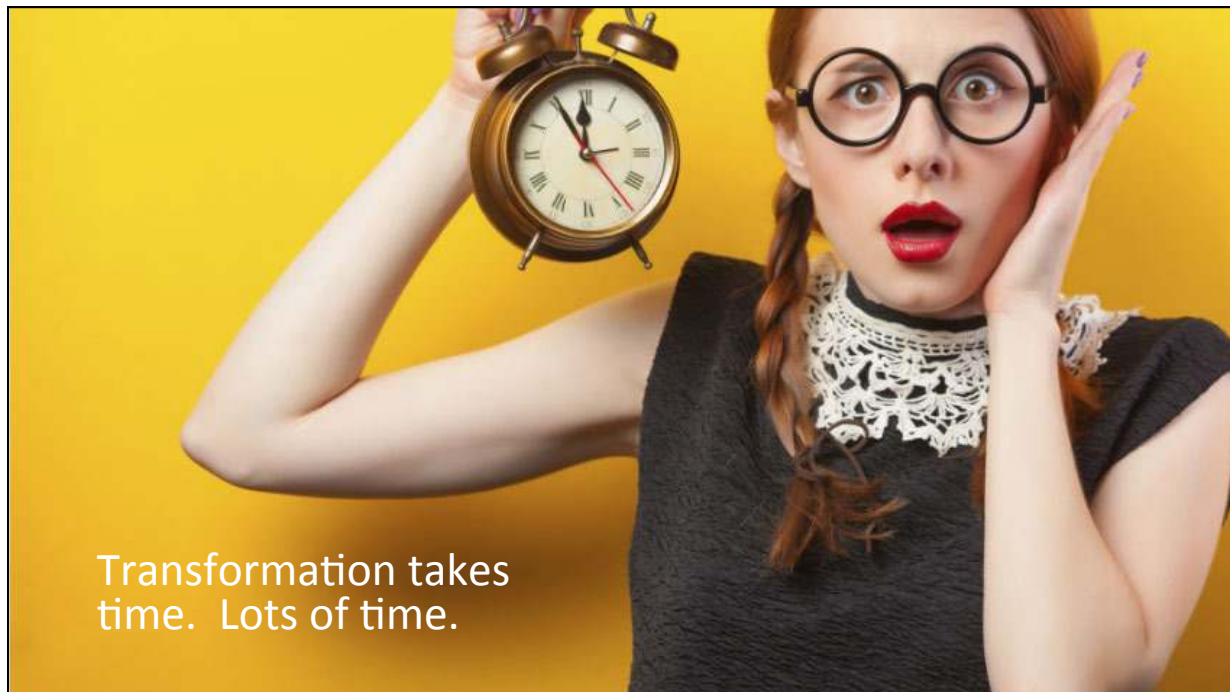
## Great Content Is:

1. Informative
2. Fact-based
3. Borrows from book formatting:
  - Headings, Block Quotes, Sections
4. Brief
5. Images
6. Conversational

## (Micro) Publish Everything!

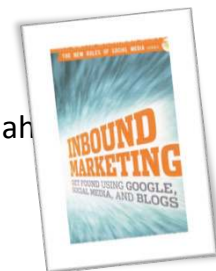
- Blog
- Podcasts
- Videos
- Photos
- Presentations
- eBooks
- Press Releases
- Slide Share Decks
- Testimonials
- FAQs
- Checklists
- Research

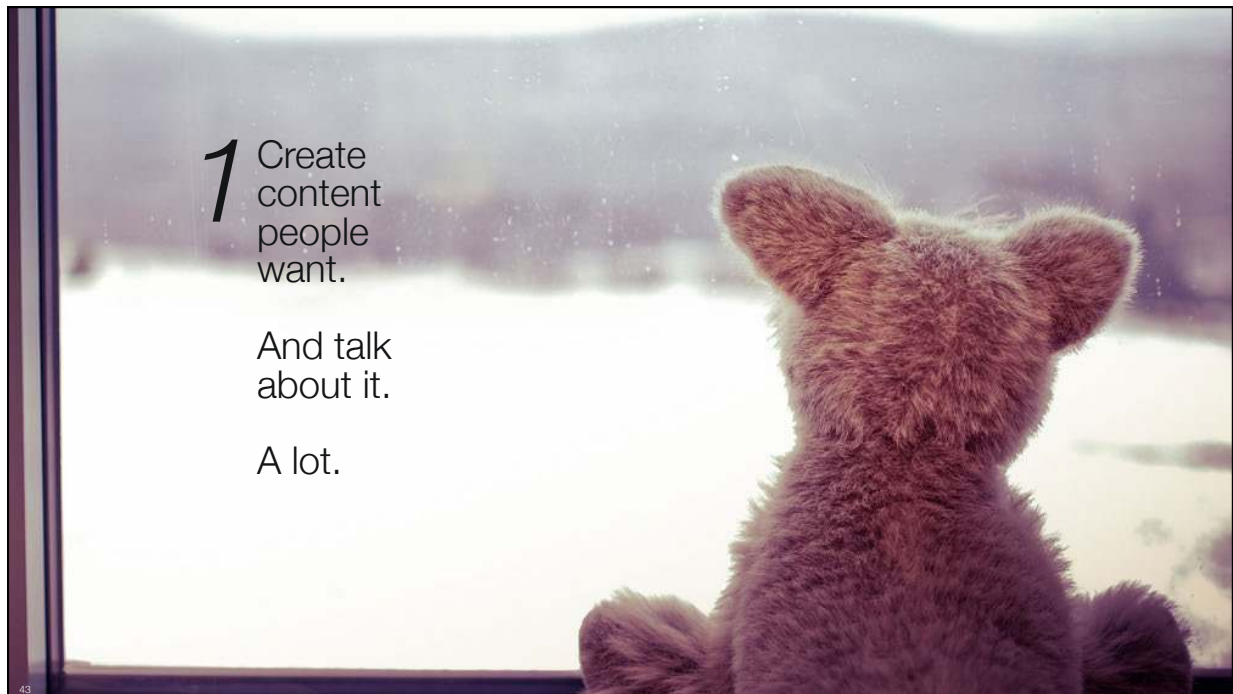




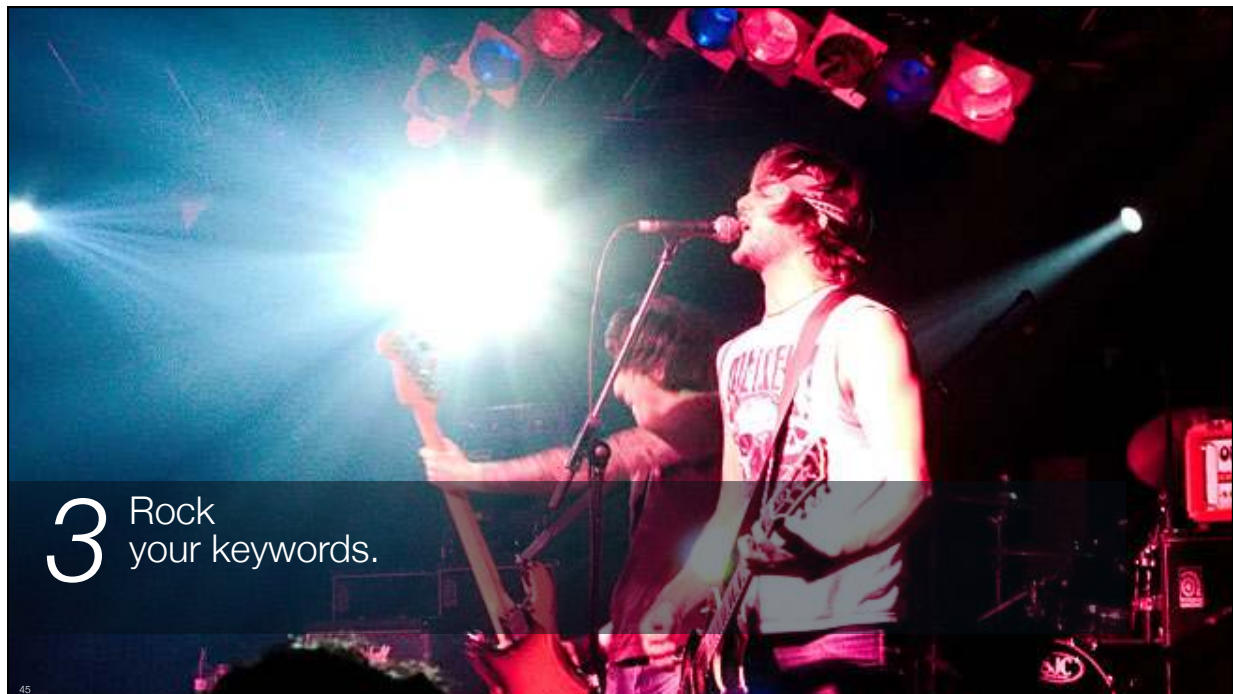
## Getting Started

- Read “Inbound Marketing” by Brian Halligan and Dharmesh Shah
- Score your website on
  - <https://website.grader.com>
- Create new, relevant content
  - Ask five customers (face to face, phone, email, any way you want): what one thing is keeping you up at night about your business? Make your responses into short-form blog posts or whitepapers.
- Test, analyze, adjust, and repeat











# 5 Evolve. Adapt.





