



**B2B CONTENT MARKETING ADVANCING B2C RESULTS**

Let us provide content marketing for your social channels to **drive digital acquisitions...**



**Want to know more?**

**Tim Lawrenson | Scommerce Manager**

Email [tim@evolutionpowertools.com](mailto:tim@evolutionpowertools.com) or call 0114 251 2730

**“Nobody cares about what your company does. Nobody cares about your products. Nobody cares about your services. What they want to know is what you can do for them.”**

David Meerman Scott is an American online marketing strategist and author of several books on marketing, most notably the new rules of marketing and PR with over 350,000 copies in print in more than 25 languages.

**“Content marketing is a technique for creating, distributing and sharing of relevant content to engage customers with brands at the appropriate point in their consideration processes such that it encourages them convert to a business building outcome.”**

**EARNED MEDIA**

**By the use of:**

- Original Content
- Curated Content
- User Generated Content

**MAKE THEM THE HERO**

**DRIVING PROFITABLE CUSTOMER OUTCOMES**

**SCOMMERCE**



**“If you have more money than brains, you should focus on outbound marketing.  
If you have more brains than money, you should focus on inbound marketing.”**

Guy Kawasaki is a Silicon Valley marketing executive. He was one of the Apple employees originally responsible for marketing the Macintosh in 1984.

## CONTENT MARKETING (INBOUND)

TEACH / HELP →

ATTRACT / INTERACT / CONNECT →

BRAINS →

THE MAGNET →



## ADVERTISING (OUTBOUND)

← SELL

← DISTRACT / INTERRUPT

← BUDGET

← THE HAMMER



**“Any information provided by a brand in a format which is relevant, compelling and timely to the audience’s needs at the point at which they engage with it and that does not overtly seek to sell the brand or its products.**

**Content marketing is anything that adds value to the customer. It can add value by making them smarter, making them smile, making them do their job better.”**

Holliman, Journal of Research in Interactive Marketing, Vol 8: Iss 4, 2014.

**MAKING THEM  
SMARTER!**



**“WORK FASTER”**

ULTIMATE HANDYMAN, PRO VLOGGER

69K AUDIENCE SIZE & GROWING 1K PER MONTH

SEEING IS BELIEVING: **CLICK ME!**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=DPSEBUPLHH4](https://www.youtube.com/watch?v=DPSEBUPLHH4)

**MAKING THEM  
SMILE!**



**“CUTS EVERYTHING ONSITE”**

TOMMY CROSS, PRO LANDSCAPER

OVER 50K VIEWS FROM THIS ADVOCATE’S VIDEOS

SEEING IS BELIEVING: **CLICK ME!**

[HTTPS://WWW.FACEBOOK.COM/PHOTO.PHP?V=690024861125589](https://www.facebook.com/photo.php?v=690024861125589)

**MAKING THEM  
DO THEIR JOB BETTER!**



**“EATS UNI STRUT FOR BREAKIE”**

RUSSELL HOLMES, PRO DRY LINER

JOB DONE WITH RAGE3 - 1.5K VIEWS, 25% ORGANIC REACH

SEEING IS BELIEVING: **CLICK ME!**

[HTTPS://WWW.FACEBOOK.COM/EVOLUTIONTOOLS/VIDEOS/VB.348573071937438/673223646139044/?TYPE=2&THEATER](https://www.facebook.com/evolutiontools/videos/vb.348573071937438/673223646139044/?type=2&theater)



WHAT IS CONTENT MARKETING?

CONTENT MARKETING IS THE OPPOSITE OF ADVERTISING...

WHAT IS CONTENT?

WHAT CONTENT ISN'T...

WHY DOES CONTENT MATTER?

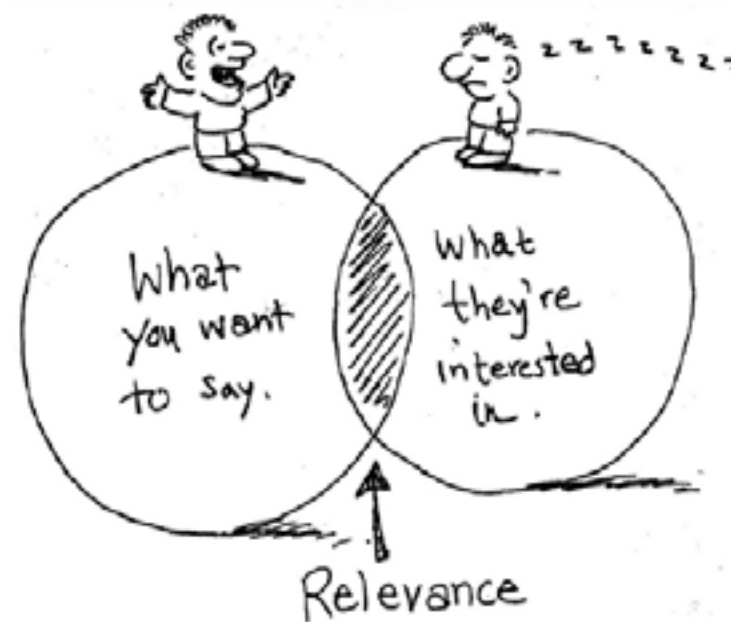
HOW TO MAKE CONTENT GREAT!

CONTENT MARKETING COMPANIES THRIVE!

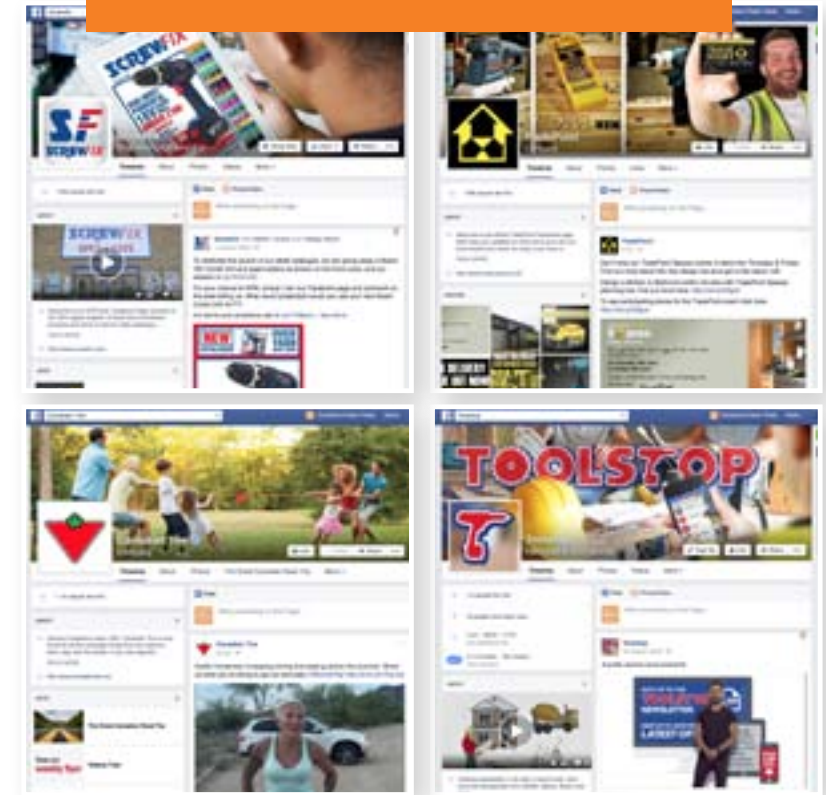
EVOLUTION'S CONTENT STRATEGY...

# WHAT CONTENT ISN'T...

ME! ME! ME! (90:10 RULE)  
MAKE THEM THE HERO!



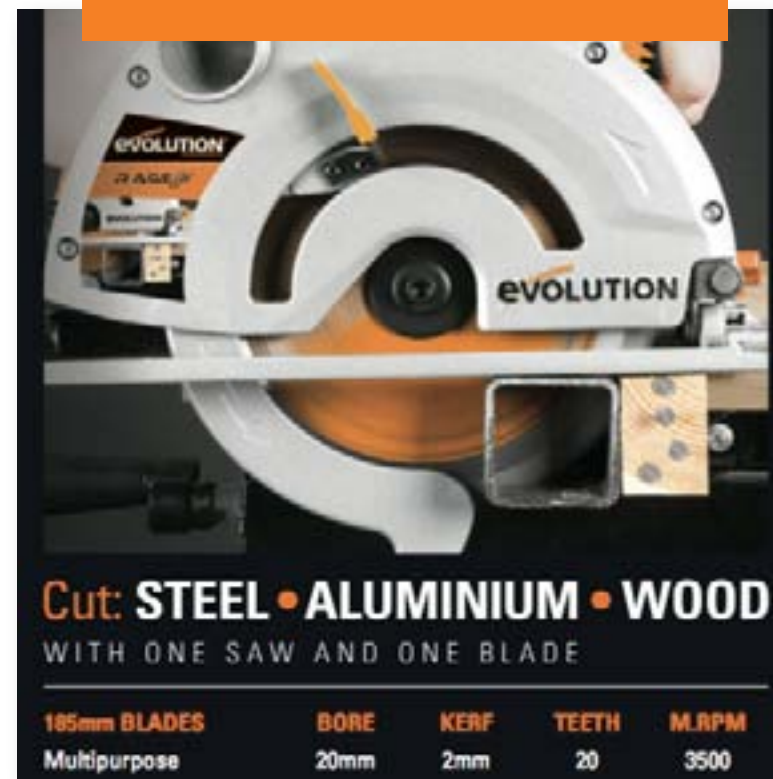
ALWAYS UNIQUE EVERYTIME:  
AMPLIFY ITS POWER!



FULL OF OVERT  
SELLING MESSAGES



SAME OLD STORY IN  
A DIFFERENT CHANNEL



JUST REPURPOSED  
BROCHUREWARE





**“By helping customers make a better decision through content which seeks to help not hype. Content builds trust in the brand. Trusted brands then become the ‘authority’ and thought leaders in the market space.”**

Managing Customer Relationships 2004, Peppers & Rogers.



**GOOGLE TURNS CONTENT INTO CURRENCY! ✓**



**CONTENT FACILITATES THE “INBOUND” EFFECT ✓**



**CONTENT HELPS CUSTOMERS MAKE BETTER DECISIONS ✓**



**CUSTOMERS LEARN TO SEEK IT OUT ✓**



**CONTENT INCREASES REACH, BUILDS AWARENESS & FUELS SOCIAL MEDIA MARKETING ✓**



**93% OF ALL BUYERS USE SEARCH TO BEGIN THE BUYING PROCESS ✓**



## MAKE THE CUSTOMER THE HERO



- ✓ Keep it simple
- ✓ Demonstrate uniqueness
- ✓ Keep it relevant
- ✓ Demonstrate value
- ✓ Make it memorable
- ✓ Mind your own experience
- ✓ Highlight a struggle
- ✓ Don't make yourself the hero
- ✓ But incorporate your brand!  
(90/10 Rule)
  - ✓ Be human





**“Content is fire. Social media is gasoline.”**

Jay Baer, 'Youtility' 2013.

## CASE STUDY: BLENDTEC 'WILL IT BLEND?'

- ✗ Struggling blender manufacturer
- ✗ Declining share, big competitors
- ✗ Great product + weak comms = weak sales

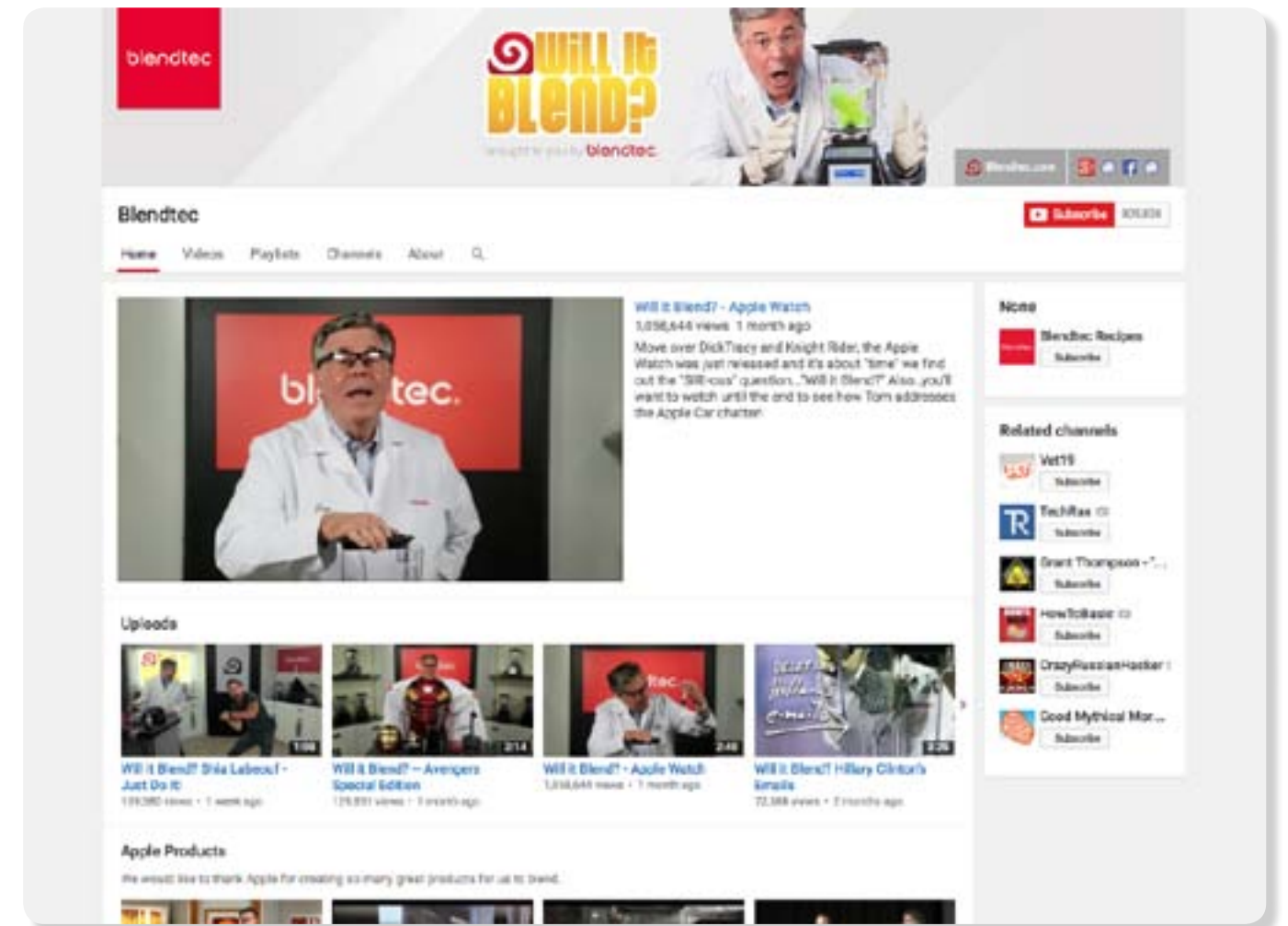
## SOLUTION: OCTOBER 2006

- Emailed customer 'What should we blend?'
- Video camera + one white coat
- CEO Tom Dickson presents

## SOLUTION: BY 2013

- ✓ 180 videos
- ✓ 294 million You Tube views
- ✓ 700,000 subscribers to You Tube channel
- ✓ They only tweet and Facebook their videos
- ✓ **700% increase in retail sales attributed solely due to videos**

**THE DIGITERATI**  
Relentless pursuit of digital excellence™



<https://www.youtube.com/user/Blendtec>





## FRONT-END EXECUTION