

Guide to
Content Marketing



LIVE



NUDE



FREE



BEER

What's inside this eBook?

- Why whole-brain content marketing works
- One surprisingly powerful content marketing tool
- What Richard Simmons and Fabio know about content
- How to build your own Content Marketing Factory
- Why unique selling propositions are worthless
- Creative confidence, consistency and conversion to revenue
- The winning formula for paid, owned and earned media
- Why you need marketing lessons from a lizard



Why Live, Nude, Free Beer?

The sun set low on the horizon and cast long shadows across the cubicles and conference room. Still, the meeting to map out the company's marketing strategy wore on. The team grew tired of reviewing deliverability, click-throughs and conversion rates. After reviewing many months of subject lines, it seemed that the ones that surprised recipients – those that were a little edgy or unexpected – produced significantly better open rates.

Someone suggested a shortcut: Instead of struggling to create dozens of individual surprising subject lines, simply add **Live Nude** or **Free Beer** to all future subject lines to improve campaign results. Live nude client retention strategies. Free beer – and improved data quality! It sounded funny, but it started us thinking about the busy decision-makers we were trying to reach. What's going on in their minds as they filter through the daily glut of unwanted marketing to find something interesting?

Wicked smart neuroscience researchers at the MIT's McGovern Institute may have some answers. Founded in 2000, the Institute has a mandate to use

neuroscience to help people with brain disorders. As part of this research, they have examined three interrelated functions of the brain: perception, cognition, and action. How the brain instantly and effortlessly integrates these three functions provides some insight for marketers:

- **Perception** helps determine what we notice
- **Cognition** allows us to evaluate information and focus attention
- **Action** is the behavioral result of our perception and cognition

Sounds like three things marketers would want to influence in the buyer’s journey, yes? In any type of marketing, your first job is to get attention. Remember the venerable AIDA model from Marketing 101? So it’s best to take advantage of the way humans are wired. In recent years, research has suggested a three-part model of our brains that sheds some light on how we decide what to pay attention to. The

- **Old brain** (also called brain stem or lizard brain) is responsible for fundamentals like hunger, mating and the fight-or-flight response. Fear-based and sexuality based marketing target the old brain.
- **Middle brain** (limbic system) is thought to be responsible for processing emotions and short-term memory.
- **New brain** (neocortex) is the latest to evolve and is said to be responsible for intellectual thought, reasoning and decision-making.

There’s much debate about which parts of the brain are most receptive to marketing messages. For many years it was thought that while multiple parts of the brain are involved in decision-making, the old brain was the section that brings down the gavel. We can’t pay attention to everything, and for centuries the old brain has been in charge of basics like defending our territory and fleeing from saber-tooth cats.

So what? So great content should be surprising, have emotional impact, and include some primitive appeal. It should include some live-nude-free-beer spirit to shock people out of their routines and elicit some emotional response. It makes sense that the most successful marketing

For many years it was thought that while decision-making involves various parts of the brain, the old brain brings down the gavel. Current research suggests the neocortex is responsible for self-awareness, free will and freedom to choose – a more holistic decision process.

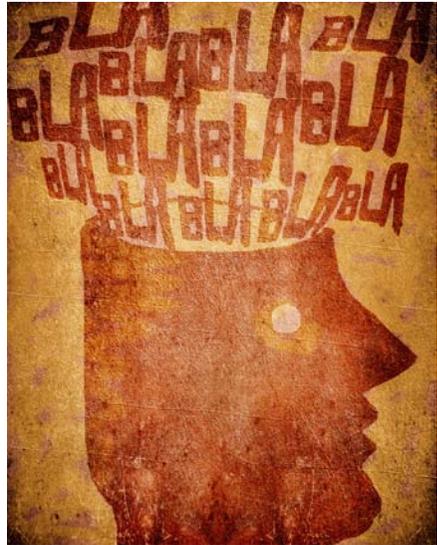
content engages various parts of the brain in a persuasive way. From the age of the saber-tooth cats to the more recent Purple Cow era, it has always been thus.

A surprisingly powerful marketing tool

It's estimated that people are exposed to [3,000 advertising messages each day](#), so getting noticed is foundational for successful content marketing. Whether you're making a scary film, staging a military coup, or creating loyal customer relationships, you need the element of surprise.

The element of surprise helps:

- **Win attention.** What marketers have known intuitively for a long time, technologies such as MRIs (magnetic resonance imaging) have enabled researchers to observe directly. Neuroscientists can now observe how different areas of the brain “light up” in response to surprising events. Companies such as Nielsen NeuroFocus can effectively observe novelty, emotion, memory, and attention occurring through brainwave and eye-tracking measurements.
- **Create emotional connections.** Copywriters strive to make emotional connections because they have repeatedly observed that people tend to buy on emotion and then rationalize their purchases on facts. They know that the combination of a surprise followed by an emotional appeal can be a powerful persuasive tool. Surprise amplifies both positive and negative experiences. There are few comments about average experiences on social networks, but many emotionally charged comments from people surprised by exceptional – or exceptionally bad – experiences.
- **Change attitudes and behaviors.** Teachers, preachers and coaches use the power of novelty to make lessons memorable and thought-



provoking. On the first day of my fifth grade science class, our teacher passed around a large roofing nail for the class to examine. Without explanation, she then poured a glass of Coca Cola, dropped in the nail and placed it on a shelf. Several times throughout the year, we again passed the nail around the class, and the students were surprised to see how corroded it became. If the teacher had simply lectured that drinking too much soda is unhealthy, the lesson would have been lost, along with the children's tooth enamel.

“Surprise is like crack for your brain.”

– Scott Redick

- **Differentiate.** I once worked with a guy named Greg Robertson, a sales and marketing pro with a natural flair for promotions and publicity. His blog is known as the [TMZ of real estate media](#). While other exhibitors handed out branded pens and post-it notes, Greg was hiring campy celebrities like Richard Simmons and Fabio for trade show promotions. Real estate agents and executives wandering the trade show floor were surprised and delighted to see Richard Simmons staffing the booth, offering playful insults and unsolicited diet advice. Greg taught his staff an innovative networking technique: Wait until the elevator doors close, then turn around and challenge the other passengers to a steel-cage wrestling match. A great icebreaker every time, and a refreshing departure from the Dale Carnegie crowd.
- **Economize.** Hiring even a third-rate celebrity may be outside your budget, but the cost of surprise can be very reasonable. In restaurants, people love unexpected appetizers and samples sent to their tables. Even the modest fortune cookies offer some novelty. [Easter Eggs](#) hidden in software, video games, and eBooks frequently receive great press coverage and social shares. Millions of searchers look forward to the highly creative [Google Doodles](#) that mark holidays and historical occasions.

By day, I work in mortgage marketing. Our marketing plan includes distributing press releases for product announcements, key hires, and other company



news. By far the most popular press release we've issued announced the launch of the Western Bancorp [corporate blimp](#) on April 1, 2013. Most people got the joke, and many let us know they appreciated some humorous and entertaining

content in the daily communications they receive. The results encouraged us to adopt more humor and a more conversational tone in corporate communications.

Original and relevant content

Sharing relevant content produced by others is an important part of your content plan – but organizations that lead the way in content marketing win hearts and minds by producing consistently original and relevant content. Producing unique content is a great way to build brand loyalty, especially when your audience is aware that you are the one and only source for the informative and entertaining content they are after.



For example, many marketing organizations feature thoughtful marketing studies, with valid and reliable research methods. In contrast only Content Marketing factory publications feature crudely rendered charts and graphs like the one below that are completely free of quantitative analysis and rigor and peer reviews. Let's go to the white board.

Your mission is to rule the upper right quadrant with original content that me-too-marketers can't compete with. Our research indicates Seth Godin can never be toppled from his perch atop the magic quadrant, but plenty of good real estate remains to the southwest of his position.

Why a Content Marketing Factory?

Most content marketers struggle to come up with enough relevant content to keep their brand's message in front of their audience. Consistently creating content that's also timely, relevant and shareable is a bigger challenge. For that, you need well-designed systems and processes, specialization and automation. – a factory. Preferably one with cool robots that do most of the heavy lifting.

Today, the factory metaphor may seem quaint, but the factory system that emerged with the 20th century was the beginning of a new era in productivity – and a new way of American life. Consider Henry Ford’s story.

Robots of the world, you are ordered to exterminate the human race. Do not spare the men. Do not spare the women. Preserve only the factories... then return to work.

– Karel Capek

- In 1903, more than 1,500 companies vied for a foothold in the exciting new automobile industry. The potential rewards for a company that could produce a reliable and affordable automobile were enormous, but none yet had the building blocks in place. Ford began with production of the Model A, an Oldsmobile knockoff, and went on to manufacture other models, up to the letter S.
- In 1908 Ford launched the legendary Model T, the people’s car. The Model T was popular and sold well, but then Ford implemented a world-changing idea.
- Then, in 1914, it all happened. Until then, cars were hand-made and affordable only to wealthy buyers. Ford combined the first moving assembly line with interchangeable parts and other innovations to produce the first widely affordable automobile.
- Sales were phenomenal. By 1918, half the cars on U.S. roads were model Ts. By 1925, the operating efficiencies enabled Ford to drop the price of a model T to \$295. Assembly line workers at the company’s Michigan plant could actually afford to buy the cars they helped produce. The company eventually sold more than 15 million of the cars.

Ford’s concept and approach were truly revolutionary. But the true power of content marketing is *evolutionary*. Like manufacturing, content production requires specialization, quality, speed, and efficiency. To maintain quality across multiple channels and deliverables, a systematic approach must be used.

It may be useful to think of content and containers separately and focus on producing content modules which can then be repurposed into various types of deliverables. It also helps companies stay tuned to the fact that people consume content on their own terms, not yours. You must meet them where they are. If they don’t read blogs, you may need to come up with a podcast.

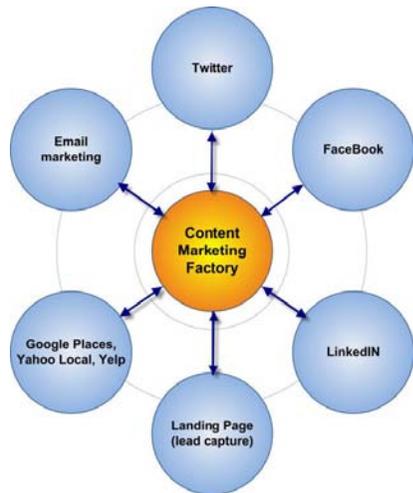
Content marketing is comparable to the management philosophy called Total Quality Management (TQM), in that both strive to achieve long-term success through continuous process improvement and customer satisfaction. The concept changed the way manufacturing was done around the world and was used successfully by Japanese automobile manufacturers to take market share from Detroit's big three.

TQM defines quality through the customer lens and emphasizes collaboration across business units to achieve quality goals. So too with content marketing. The real power lies in the factory the systems and process to create high quality content through ongoing testing and improvement. And unlike traditional manufacturing, customer satisfaction with content marketing can be measured in minutes instead of months.

Why content marketing is so powerful

Content marketing is booming – by some estimates it's a [\\$44 billion industry](#). It's at the heart of search, social and inbound marketing. For businesses that realize they need to deliver utility before sales pitchery, content marketing provides a reliable approach to engaging today's empowered consumers. Content marketing can help:

- Differentiate your offering
- Prospects develop competitive preference
- Enable prospects to qualify or disqualify themselves
- Offset the rising acquisition costs of paid media
- Generate better leads at a lower cost than outbound marketing strategies
- Create sales-marketing alignment
- Build loyalty through every stage of the buying cycle



But perhaps the biggest reason to build your own content marketing factory is this: As you create, test, optimize and improve content, you are building a bulletproof knowledge base about who your audience is, what they value, and what moves them to action.

The most important thing a content marketing factory manufactures is competitive advantage. Every content module you send out in the world can provide you with insight into how people interact with your brand. That's something no consultant or competitor can touch. When you own the media that you used to build a loyal audience, you don't have to keep paying to re-engage and them.

Creative confidence for content marketers

American corporate culture has an odd relationship with creativity.

Confident people are recognized, admired and often promoted to leadership positions. People often talk about confident people...but what about confident companies?

Storied organizations like Apple, Google and Facebook are celebrated for delivering creative products and services. Industry pundits speak earnestly of the need for creativity and innovation to compete in the new global economy. Yet in many organizations, creativity is only recognized in the rear view mirror.

When it's successful, creativity is easy to recognize and reward. But in reality, many creative people fear bringing their ideas to work. The risk of rejection, being judged by management and peers, and fear of failure are enough to make them channel their creative impulses to nights and weekends – or worse, retirement.

But in content marketing, creativity is the coin of the realm. Uber-marketer Seth Godin describes creativity as personal, original, unexpected, and useful. He adds that unique creativity also requires domain knowledge, a position of trust, and a willingness to actually contribute. If that's not the essence of content marketing, I don't know what is. Creative ideas can change the way people think. The confidence to execute those creative ideas can change the business world and the world beyond.

What does creative confidence have to do with content marketing? It's the difference between success and failure. Content marketing provides a unique framework to develop creative confidence.

To learn that content is effective in reaching your goals, experimentation and testing are needed. A certain amount of failure expected – in fact required – to make the creative process work. In a well-designed content marketing framework, the ability to fail forward is built in.

Content marketing and continuous improvement

Experienced marketers know that the only clear path to success is to follow the cycle: strategize, create, launch, test, measure and improve. Success comes only through identifying what works and doing more, while eliminating unsuccessful content, campaigns, and programs. Lather, rinse, repeat.

When a degree of failure is accepted and expected, content producers on your team can feel more comfortable about breaking the bounds of me-too marketing in favor of more personal and original approaches. As a marketing leader, it's your responsibility to create an environment where content producers are encouraged to find their own creative spark and apply it to business objectives.

If you're testing a page layout, subject line or a call-to-action, it's easier to resist censoring yourself by judging your own creative efforts. Testing within a framework can remove the fear of failure and enable us to keep from scrubbing our creative ideas before they leave the launch pad. As researchers Tom and Stanford design guru David Kelley reminds us that creativity is something you practice, not just a talent you're born with. His mantra: "Don't get ready, get started!"

If you have allowed your professional life to trap you in a non-creative box, it may be time plan your escape. Often, all that's separating those people labeled "creatives" from the "non-creatives" is confidence. Successful content marketers create an atmosphere that supports creative confidence in the workplace.

Your content can help create customers – the active and engaged customers that make your organization successful. Does content marketing truly have the potential to bring more creativity to American corporate culture? Sure it does... that's where you come in.

Own the tone:

What's the tone of your marketing content? Is it positive or negative? Wimpy or confident?

Advertisers have known for years that fear sells. The people who sell you the news and attached advertising know that the most gruesome and sensational



headlines are good for ratings. But what about your audience? How does your content make them feel? Would they feel good about being frightened into buying from your organization? Would they recommend you to their friends, or purchase from you again?

A confident, conversational tone can go a long way towards showing that you have confidence in your organization and its products and services. Elite salespeople have a way of showing people that they are confident not only in themselves, but in what they are selling and the results you will get from it. They have the ability to show that they understand your needs and have complete confidence that their solutions can help meet them. Does your content have a confident tone? Is it consistent across all channels and deliverables?

People like to feel positive about their brand interactions and relationships. Wharton School researchers Jonah Berger and Katherine L. Milkman found that positive content is more likely to go viral than negative content. They found that negative content that provokes strong emotions of anxiety will also go viral.

Which do type of content would you want associated with your brand? Consider two sets of words. Here's the first set:



And here's the second:



How do they make you feel? The first set of words is almost tiring to read, a negative, mind-numbing jumble of mass media mush. That's how traditional, interruption-based advertising works. It's almost like the steady stream of international tragedy from 24-hour news outlets. But traditional approaches like fear-based marketing were more effective when consumers had fewer channels, limited information and no easy way to talk back to brands and their fellow consumers.

The second set seems energizing, even pleasurable to read. Which category do your brand messages fall into? Now turn that frown upside down, and deliver some positively awesome content.

Consistency: weapon of influence, key to content marketing success

Robert Cialdini does not have marketing in his job description, but he is one of the most influential figures in the marketing world just the same. He is known to marketers as the author of "Influence: The Psychology of Persuasion." Since influence and persuasion are the coin of the realm for content marketers, there is much to learn from his research on how consistency drives our behavior. People have a deeply ingrained desire to be consistent and appear consistent with what they have already done.

Our nearly obsessive desire for consistency directs our actions with quiet power.

– Robert Cialdini

Cialdini provides several examples of how people commit to purchasing decisions because once they take a stand, they tend to act in a way that's consistent, even to the point of

purchasing things they don't want. The need to be consistent continues as buyers then justify their purchases to themselves and others.

If we are hard-wired to value consistency in ourselves, it's reasonable that we place the same high value on consistency in other people and organizations. Organizations like yours.

After just a few interactions, your clients and prospects develop expectations that you will deliver content in a consistent tone, quality and format. If the communications are sporadic or they vary in quality and tone, the engagement you have worked so hard to build can suffer. One reason content marketing has the potential to be so successful is the ability to build momentum through the buyer's journey. Once momentum is lost it's difficult to regain.

Many people look forward to communications from companies like Groupon and Trader Joe's because the copy is funny and flippant. Trader Joe's approach enables the chain to successfully compete against low-price leaders by providing a backstory with some interesting details for each product. If Trader Joe's suddenly switched to a typical supermarket flyer with color photos of artichokes and two-for-one specials on ground beef, they would quickly lose fans and likely some revenue as well.

Communications that deliver consistent value at regular touchpoints are critical to maintaining influence. Would you want to do business with the corporate equivalent of that weird brother-in-law who unexpectedly appears from time to time looking to borrow money? Consistency also is important in balancing your **paid, owned and earned media** assets. Companies that balance these three pillars are able to move marketing content rapidly from one channel to another to take advantage of real-time marketing and public relations opportunities. Not surprisingly, organizations that lead the way in content marketing such as



HubSpot, Eloqua and American Express use curated content effectively, but lean heavily on owned and earned content to drive engagement and revenue.

Consistent content marketing can build credibility for you and cultivate loyalty in your brand champions. Because people want to appear consistent, if they share your content online or make favorable comments about your brand it's likely that they will share and promote your content again. Witness the tacit agreement between Apple and its legion of fanboys and girls: You guys keep making innovative, buzzworthy products and we'll continue to talk them up.

So ... got it... consistency is important

And it's only becoming more important. As prospects interact with your content through different channels over time, it's important to maintain forward momentum, not confuse them with mixed messages. Confused prospects aren't thinking of purchasing your product or recommending it to their peers. Identifying the buyer's journey through paid, owned and earned channels is a challenge for brands who actively track social media engagement.

It's especially challenging in siloed organizations where marketing, sales, and support have operated fairly independently. For example, a prospect who is nurtured through content marketing and then turned over to sales may suddenly get a very different picture of your company. A similar situation happens when prospects become customers and hear different stories from onboarding and operations teams than they heard from sales.

Creating exceptional content with E's

Exceptional content should be:

Educational: Nelson Mandela famously said that education is the most powerful weapon to change the world. So it is with the opportunity to change the world's perception of your organization. People remember and share what you taught them, not what you sold them.

People are likely to remember and share what you taught them, not what you sold them.

Engaging: Are your customers engaged? Basic analytics can tell you if they are merely scanning your content and bouncing off to look for something more interesting. If they are interacting

with your content by liking, tagging, or sharing – or purchasing – they are likely being engaged. Successful content marketers look at engagement as an ongoing process rather than an event. When both you and your customers learn and benefit from your interactions, your content marketing engagement is firing on all cylinders.

Entertaining: Providing entertaining content is a great way to deliver value and practice the art of permission marketing. People who do most of their work online often take breaks to browse for entertaining content. If you can consistently produce content that’s entertaining and supports your message, you’ll pull ahead of brands that can’t combine the two.

Expert: Everyone values and respects expertise when choosing the people and organizations they align with. Expertise is particularly important to conversion, as it factors heavily into people’s buying decisions. People feel better about buying from a trusted expert than a salesperson, so quality content should build credibility, especially around the point of sale.

Emotional: If your content lacks emotional appeal, it will probably be ignored, and it certainly won’t move people to buy. The notion that people buy on emotion and then justify the purchase on logic has lots of evidence to support it.

Exclusive: Collating and sharing helpful content can be a very effective strategy. Good examples are [American Express Open Forum](#) and Guy Kawasaki’s Alltop.com service of interesting headlines from around the Web. But in the end, providing content that’s exclusive to you and your organization is the only way to build your platform and your audience. Many organizations understand the market value of unique products, but unique content can be equally important in defining your brand.

Unique value proposition – marketing lessons from a lizard

Are you down with UVP – the Unique Value Proposition? That’s the answer to this question:

If I’m your ideal customer, why should I do business with you rather than your competitors?

Weak value propositions are the root cause of most sales failure, says sales strategist [Jill Konrath](#). Why? If customers are not clear on your value, they can't communicate it to others. What makes a good UVP? What can a UVP do for you? Here's a great example – why do people choose Geico?

Fifteen minutes can save you 15% or more on car insurance.

Why is this little phrase so awesome?

- It's short, memorable and easy to understand. People can even repeat it.
- It may be true of other car insurance companies, but Geico is the only one that created this great message and promoted it consistently to millions of drivers. That's unique.
- This UVP message does not waste time explaining how awesome Geico is. Instead, it quickly and clearly explains potential benefits to prospects – savings of 15% or more.
- The value exchange is clearly stated up front. Prospects know they are expected to spend 15 minutes on the phone, providing information to a Geico rep.

Equally important is what a UVP **isn't**. It's definitely not a USP – Unique *Selling* Proposition. USPs are created from the company's perspective for the company's benefit. Many people don't like or trust salespeople, and will wait until the last possible moment before contacting one. People will talk about your value or how you helped them, but they won't refer you to someone because of your sales skills.

If you're tuning up your own UVP, here are some questions that might help:

- What's unique about you, your services and your organization?
- Does your UVP clearly state how you help (not sell) your clients?
- Can you confidently state your UVP in one or two sentences?
- Does your UVP appear frequently in your marketing messaging, like Geico's?
- Is your UVP documented for all to see?

Mapping the buyer's journey

Consistently creating original, relevant, and timely content is impossible without a content calendar. One of the things great content marketers do is to frame their organization's strategy as a repeatable process rather than a series of events.

In his book "The Referral Engine," John Jantsch presents this Customer Touchpoint Map to describe the empowered customer's journey through the buying process. The Map is a good reference for content marketers because it:

- Shows the need to deliver value first. Particularly for online marketers, it's critical to demonstrate that you understand prospects and can help them reach their goals before asking for their attention or personal information.
- Emphasize that people need to know, like, and trust you before they give you a try. The debate about whether "like" or "trust" is more important in selling is not as important as including all three steps in the context of building customer value. Without these three crucial steps, you're unlikely to reach the end game of repeat and referral business, where the most profits happen with the least effort.
- Helps marketers think about mapping the appropriate content to particular stages in the buyer's journey. Early stage trust-building content is much different than point-of-sale content.
- Reinforce that it's important to offer prospects a way try your prospects or services or experience what it's like to be a customer before they buy.
- From the outset, content marketers should consider the need to build a system for repeat and referral business into the buyer's journey. That means planning on producing content past the point of purchase and

The Marketing Hourglasssm – Customer Touchpoint Map



into the repeat and referral stages. Content marketing can be a powerful tool for demand generation and repeat business, and referrals are often the best quality, lowest cost leads available.

Make your content marketing count

Sooner or later, all marketing activities drop down to the bottom line. If you're not profiting from content marketing, why bother? If content is not directly mapped to measurable outcomes, it's not worth doing. Fortunately, every content module that's produced can be measured against your goals.

When you're heads-down and cranking out large volumes of content, it's easy to forget that each content module needs context and measurement to be effective. Does it reinforce your value proposition? What conversion events does it support? Can you repurpose the content for multiple channels and touch points?

Have you identified measurement criteria for each content module?

Some organizations that see examples of effective content marketing become convinced of its value and decide to jump in. But first, it's important to have at least a basic content marketing plan with measurable goals. Like the example below, the content marketing calendar does not need to be complex, but it should lay out important goals and the campaigns with which to achieve them.

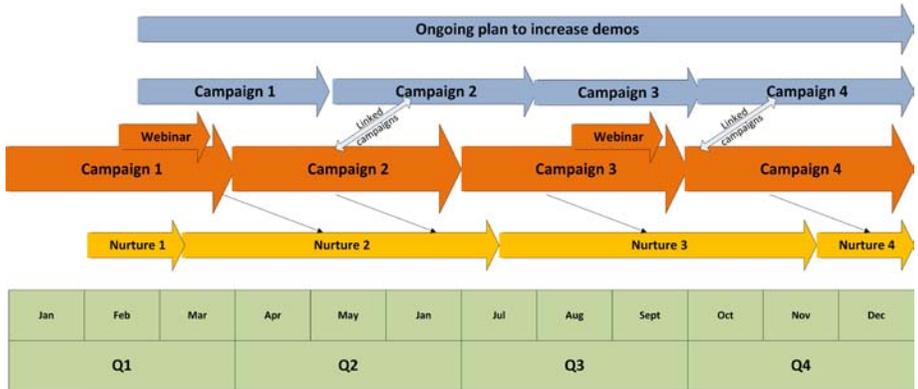
In the example below, suppose the company has identified software demos as its most effective sales strategy, and all content is measured against the goal of increasing the number of software demos by 20 percent in the next 12 months.

This focuses your content very clearly. Every piece of content is designed for a specific stage of the buyer's journey. Each minor conversion along the



Annual content marketing plan example

Nurture campaigns	Major campaigns	Small campaigns
-------------------	-----------------	-----------------



way – to open an email, follow a link or watch a video – contributes to the major conversion of completing more sales demos.

At the end of the year, there should be no doubt whether or not content marketing was effective for this company... the initiative either increased the number of demos by 20 percent or it did not.

If you don't have them already, you will want to create or find some content marketing templates to help you map content to your goals. The Content Marketing Institute makes [17 content marketing templates and checklists](#) available for a free download.

The Content Marketing Factory is really a framework or systems approach to continual improvement. It's not magic, it's math. Ideally, you should be able to provide numbers that show how well your content marketing:

1. Increases revenue
2. Lowers the cost of driving revenue
3. Increases revenue per customer

The value of having a framework is to see how all your content creation, distribution and measurement fits into supporting continual improvement in achieving your overriding goals. For more information on creating a framework that serves as the foundation of a powerful marketing strategy, check out Avinash Kaushik's insightful post called [See-Think-Do: A Content](#)

Marketing, Measurement and Business Framework. It's a valuable tool to step back and take a look at your overall content strategy from the perspective of your audience. It's definitely helpful in clarifying the stages of the buyer's journey and how you can ensure relevance and clarity at various stages.

Good news: Content marketing can effectively support all these key goals. Better news: The powerful, long-term connections content marketing enables you to build don't just create a smarter, more loyal audience – they also help create smarter marketers.

It's no wonder many organizations are excited about content marketing. Having the ability to publish content instantly, with near-instant feedback paves the way for powerful interaction and continuous improvement. That's an unprecedented opportunity for marketers get creative, engage in experimentation and experience continuous learning. That's a good day at the office.

Charles Warnock feels comfortable looking at business goals through the content marketing lens. He gets excited about marketing, tech and making new connections. He feels awkward writing about himself in the third person. Visit the contentmarketingfactory.com for more updates or to share your ideas!