

MARKITECT



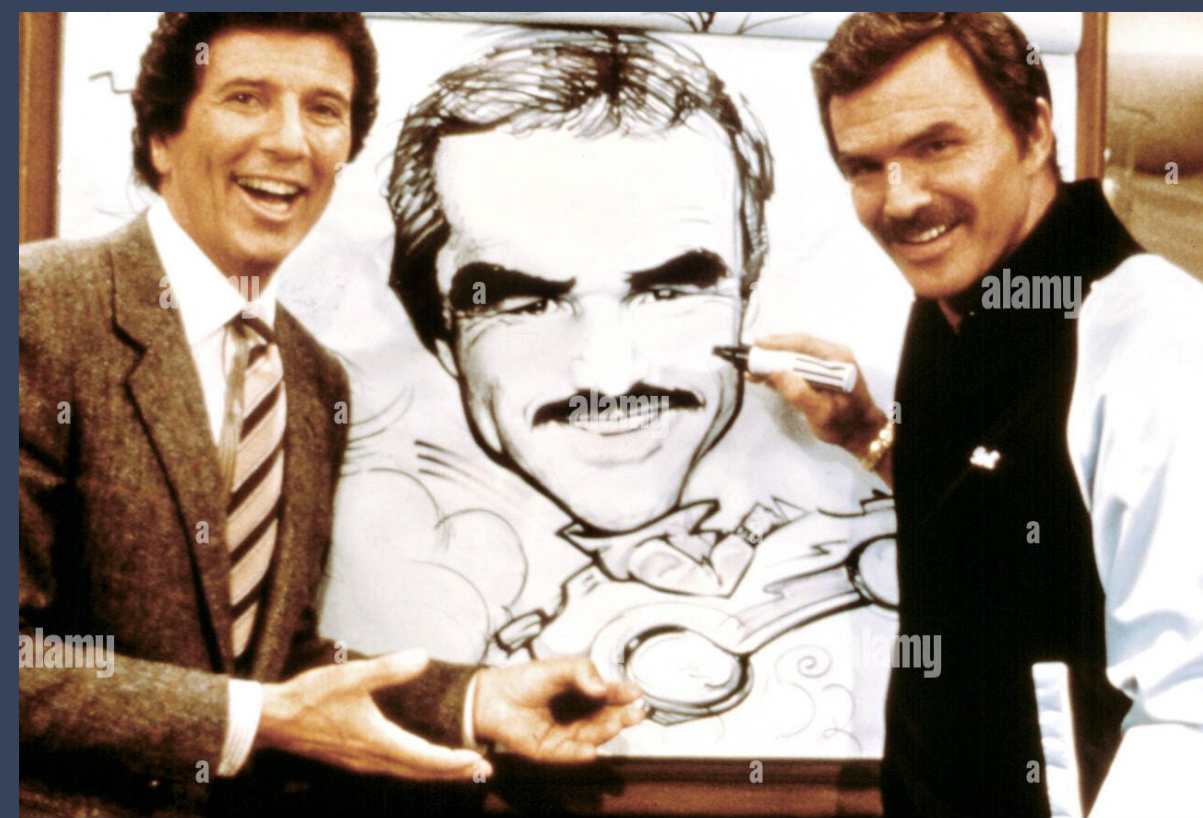
CREATE, CONNECT, AND WIN!

The Team Activity of Content Marketing

MARKITECT









Working with your team to

Understand the game

Connect with your audience

Decide on content

Create great content!

How are you doing with your firm's content marketing strategy?

1. Winning! #nailedit
2. Meh, could be better.
3. Talked about it... haven't done much
4. What is content marketing?

Understanding the game

Why content marketing?

But first...



What is Content Marketing?

But before that...

What is Marketing and BD?

MARKETING

The process of creating firm awareness; building and differentiating the brand; informing business development activities; and identifying, anticipating, and satisfying client objectives to achieve profitable business goals.

MARKETING

The process of creating firm awareness; building and differentiating the brand; informing business development activities; and identifying, anticipating, and satisfying client objectives to achieve profitable business goals.

BUSINESS DEVELOPMENT

A partner of marketing, the process of identifying clients and opportunities, developing relationships, and securing profitable work for the firm.

Same overall goal,
different
strategies

CONTENT MARKETING

A marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.

Source: Content Marketing Institute

Which of the following is not considered content marketing?

1. Company blog about design trends
2. Case study on your website outlining project takeaways lessons learned
3. Trade show booth with AMAZING tchotchkes
4. Downloadable infographic (from your website) weighing pros and cons of project delivery methods

**Why is Content
Marketing
important?**

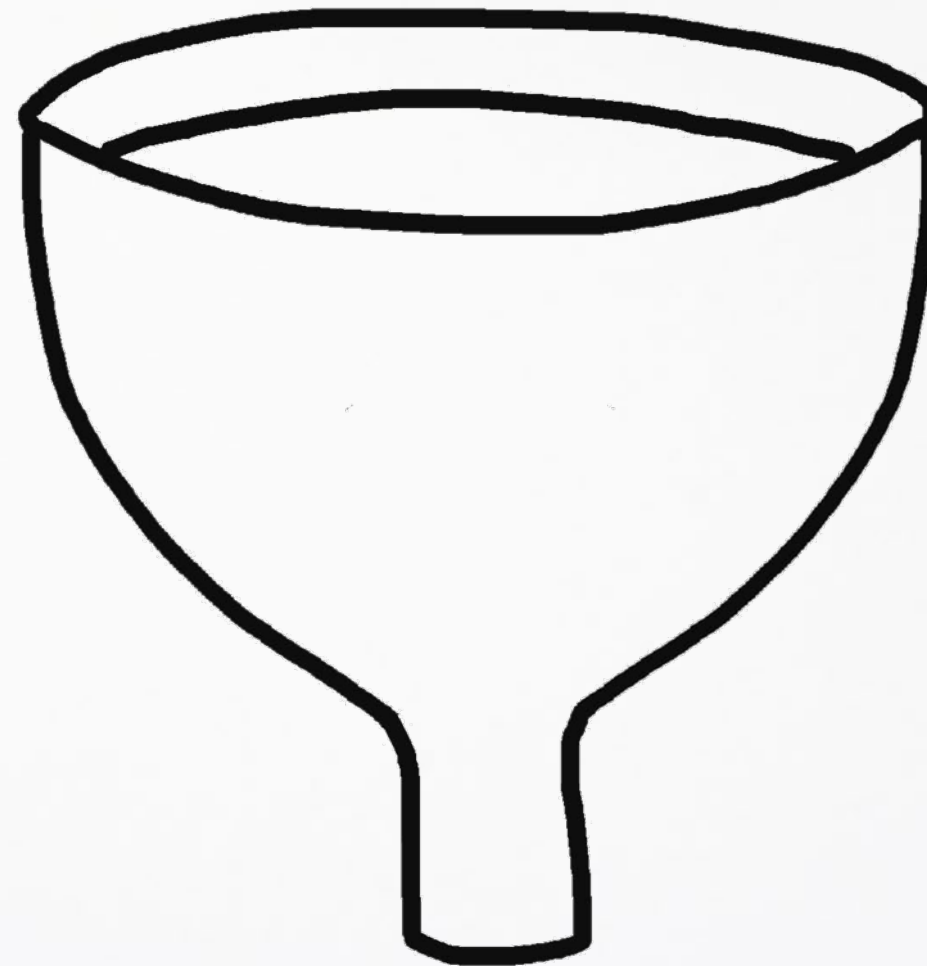
Awareness

Interest

Consideration

Selection

Project





Digital footprint &
SEO



Differentiation &
brand
reputation

Credibility



Connecting with your audience

Who are we helping?

Empathy mapping



Detective work

- ✓ Industry trends and issues
- ✓ Common RFP and interview questions
- ✓ Their website, your website
- ✓ Ask!



Personas



- My background
- My goals
- My challenges
- Content that would engage/interest me
- How I consume content
- What I'm looking for in an organization



My name: Hospital Heather

My name:

My role: VP of Design and Construction

My role:

My background: Architecture degree; have worked for multiple hospitals over the past 20 years.

My background:

My goals:
To implement a successful project that improves the experience of our patients and caregivers and makes us more competitive.

My goals:

My challenges:
Additions and renovations to operational facilities are not easy. I'm also facing different choices on delivery methods. I want to be sure we're making the right decisions.

My challenges:

Content that would engage/interest me:
Someone who can advise us on the best approaches and manage a complicated process for us.

Content that would engage/interest me:

How I consume content:
Reading trade publications and e-newsletters, attend Healthcare Design conference, savvy on LinkedIn

How I consume content:

What I'm looking for in an organization:
Expertise and responsiveness.

What I'm looking for in an organization:

UNDERSTANDING YOUR AUDIENCE



What are your client's and prospects concerns/challenges/opportunities?
What information would help them?

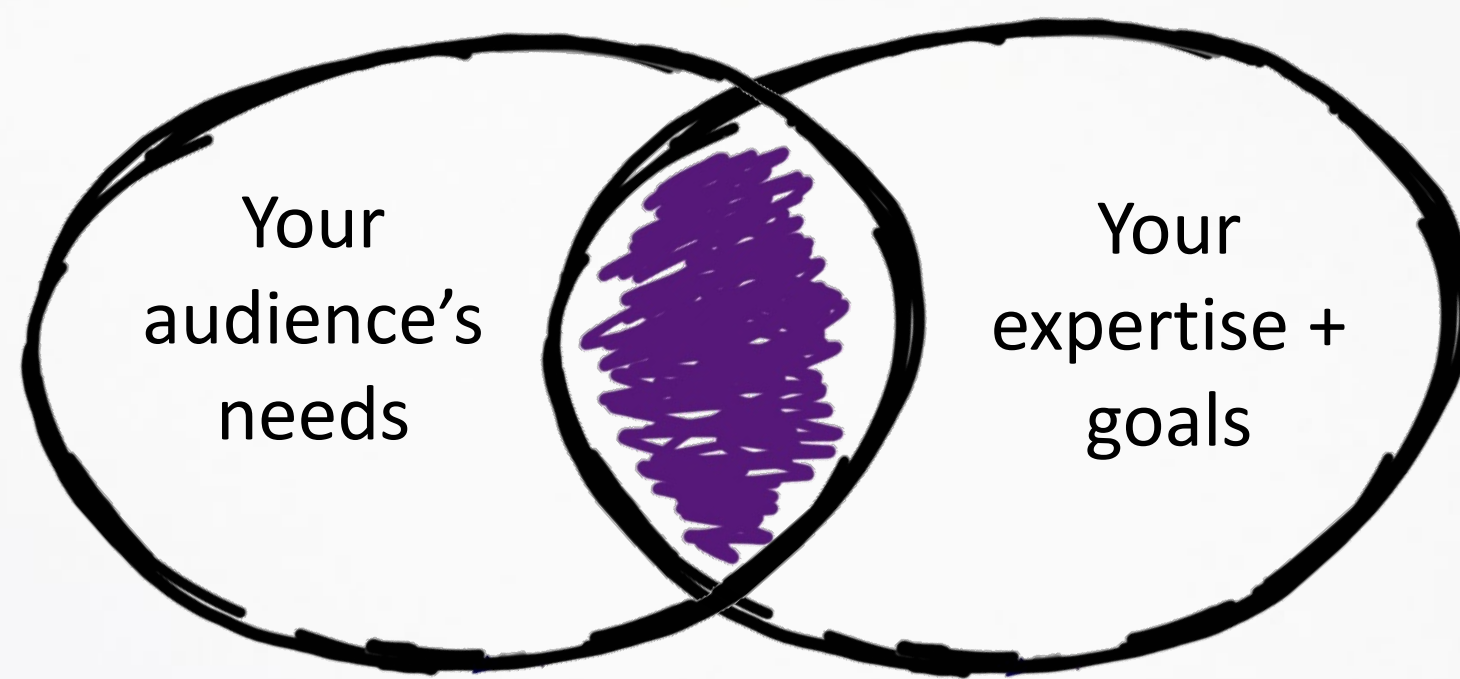
What content are your clients and prospects typically most interested in?
What do they ask you about (in RFQs or in conversation)?
What advice do they seek?

What are some of the catalysts for your clients' current projects and your pursuits?
What issues do they address?

What trends do you see in the overall marketplace? In your clients' and prospects' markets? With your client's' clients?

Deciding on content

What are we sharing?



Foster and filter ideas:

- Goals
- Areas of focus/
specialization
- Mission, vision,
values
- Brand attributes



BRAND

a person's perception of a product,
a service, an experience or an
organization.

Source: The Dictionary of Brand, Marty Neumeier

... or another person!

Personal brands

PERSONAL BRANDING – SOLO EXERCISE

What do you love about what you do? What topics get you jazzed up? When are you in “the zone”?
What do clients, partners, and colleagues compliment you about?
How do you feel you provide value to relationships and experiences?
What are you curious about? What type of content naturally interests you?
What are you good at or particularly experienced in? When people want to "pick your brain" about something, what subjects do they want to discuss?
How do you want to make an impact in your work?



Personal brands

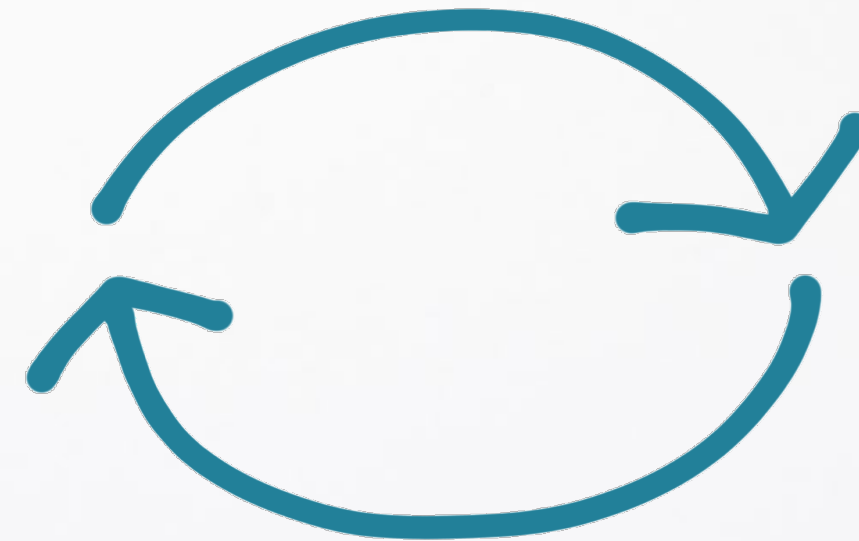
PERSONAL BRANDING – TEAM EXERCISE

Fill the answers out separately, then compare notes.

What do you think of when you think of your partner?
What topics do you think your partner is particularly experienced in?
How does your partner provide value to relationships and experiences?
What subject areas or topics do you think of when you think of your partner?



**Mining past
content (and
data)**



Creating great content

How are we getting this
done?

Which of the following is not a benefit of a content marketing program?

1. Building credibility by sharing subject matter expertise
2. Boosting search engine optimization
3. Increasing brand awareness
4. Enabling you to procrastinate working on that proposal

Managing it all

SEPT.
28

Content calendar

Date

Topic

Subject Matter expert/Byline

Market/Persona

Service

Brand Attribute

Core Value

Office

Keywords



Subject matter experts and early adopters



Interviewing and ghost writing



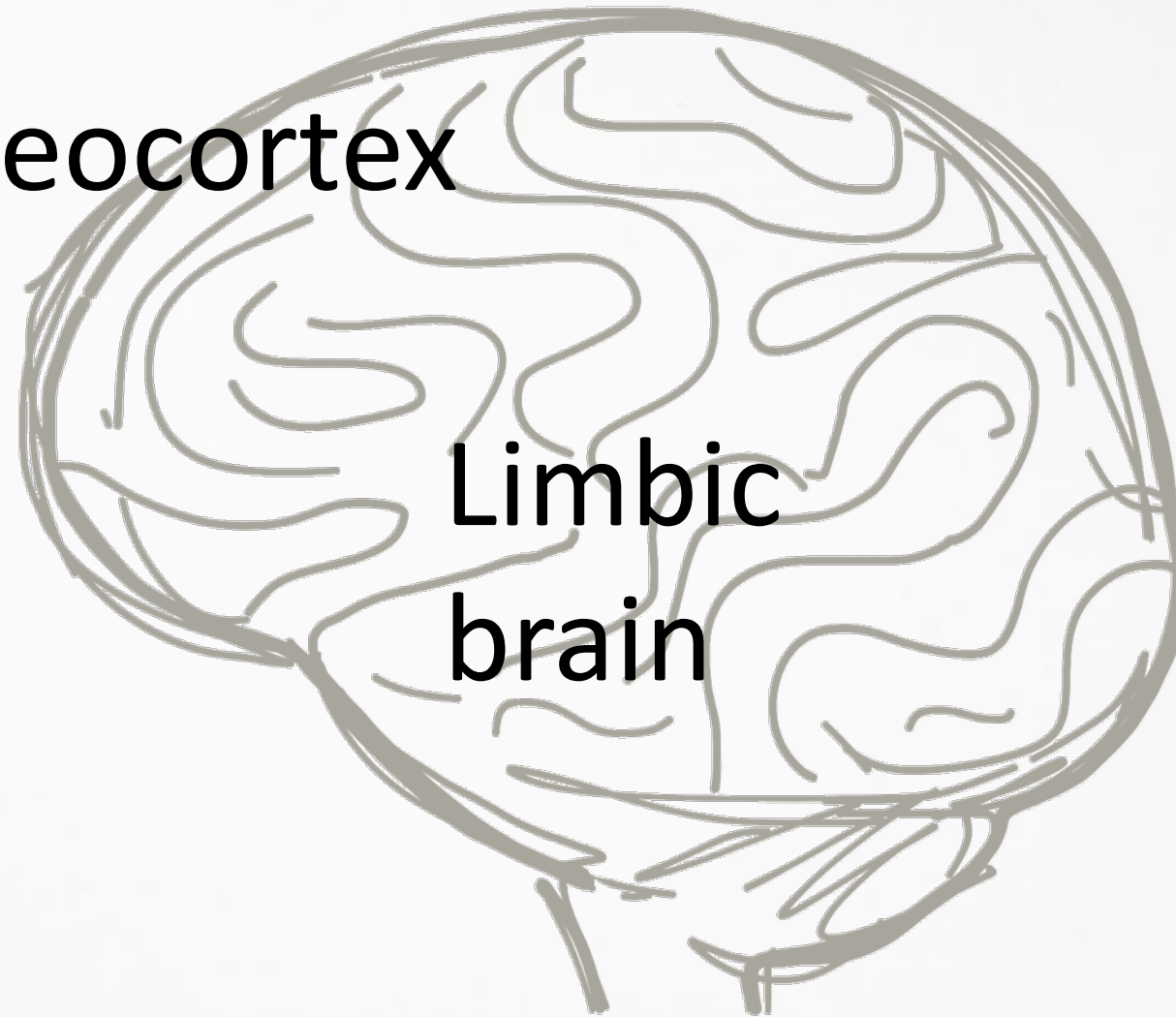
Promotion



Connecting with the audience

Neocortex

Limbic
brain



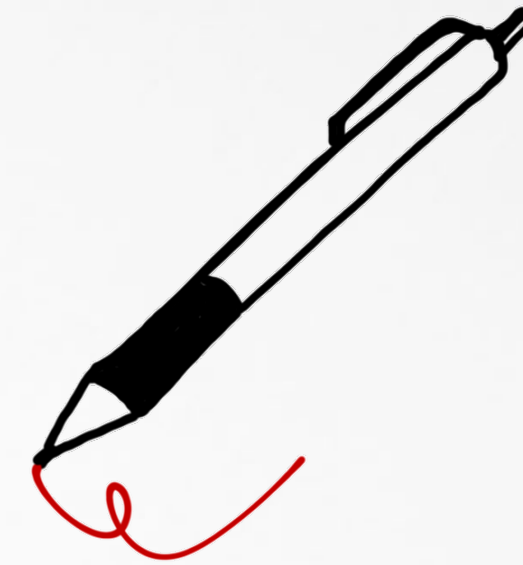
Purpose

WHY?

Simplicity



Simplicity



- ✓ Break it down
- ✓ Read it out loud
- ✓ Cut redundancies, wordiness, and jargon

Story

(and the audience seeing themselves in it)



Story

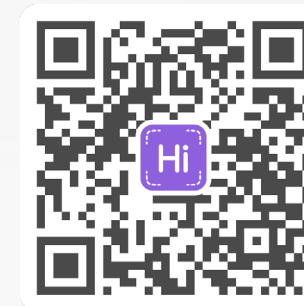
- | | |
|-------------------------------|--|
| 1. Setting & main character → | Your client/
their relatable
situation |
| 2. Supporting characters → | Your team |
| 3. Conflict → | Challenges |
| 4. Solution → | Solution |
| 5. Outcome → | Outcome |

“Listicles”

- | | |
|-------------------------------|---|
| 1. Setting & main character → | Your audience/
their situation/
challenge/
opportunity |
| 2. Supporting character → | Your firm |
| 4. Solution → | Solutions/tips |
| 5. Outcome → | Outcome |



Holly Bolton, FSMPS, CPSM
Owner, 3chord Marketing | Helping A/E/C firms
communicate on purpose | Strategist, Writer,...



Holly Bolton, FSMPS, CPSM
holly@3chord-marketing.com

317.809.0202

Twitter: @hollybolton

[linkedin.com/in/HollyBolton](https://www.linkedin.com/in/HollyBolton)

3chord
Marketing

THANK

YOU

