

CONTENT MARKETING

The Best Way to Reach Today's HR Buyer

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WHAT ARE THE PRIMARY GOALS OF MARKETING TO HUMAN RESOURCES?

1. To increase your visibility among HR professionals and other key influencers and decision makers.
2. To be viewed as a trusted thought leader on topics important to your target audience.
3. To generate qualified sales opportunities.

HOW BIG IS HR?

There are over 1.6 million HR-related jobs in the U.S. and almost 2 million HR profiles on LinkedIn.



Today, anyone with a story to tell can command an audience—and customers—on the Web. Your potential customers are looking for products and services like yours right now, today, this minute.

— David Meerman Scott

HOW DO YOU REACH HR?

LIMITED IMPACT

Conferences & Events—Attend, exhibit and/or speak. But even the largest event attracts less than 1% of HR professionals.

Direct emails—Generally get click-through rates of 0.5% to 2%, i.e., an email sent to 1,000 HR pros will only get about 20 click-throughs.

Advertise—Thousands of publications aimed at HR pros. The largest has a circulation of only 246,000 (about 15% of HR professionals).

WIDESPREAD IMPACT

Online—HR buyers, their colleagues and other influencers all use the Internet as their first and foremost source of information on companies, products and services like yours. According to a [survey](#), 93% of B2B buyers use search to begin their buying process.

HOW DO YOU MAXIMIZE YOUR ONLINE PRESENCE?

Through a strategic online Content Marketing strategy. HR values quality content—as do Google, other search engines, social sites, the media and analysts.

WHAT IS CONTENT MARKETING?

The process of creating and distributing/promoting relevant and valuable content that engages and educates your target audience. The goal? To build your visibility and earn trust, which is the basis of long-term, valuable customer relationships. Content marketing isn't about closing a deal; instead, it positions you for sales discussions with prospects who are asking for your proposal because they have already decided you are a trusted resource that can solve their problems.

IS CONTENT MARKETING FOR YOU?

It's not for everyone! It takes clearly defined goals, clear messaging, a commitment to the steady creation of quality content, and an investment of time, effort and budget.

WHAT ELSE DOES CONTENT MARKETING REQUIRE?

- In-house or contract writer(s).
- Commitment to social media marketing, including blogging.
- Commitments to other marketing tactics that help spread your messages.
- A search-optimized content-driven website with clear calls to action and lead collection forms.

HOW TO GET THE MOST OUT OF CONTENT MARKETING

Let's assume that you want to move ahead with Content Marketing to maximize your sales leads, enhance your online presence, pique your prospects' interest and earn their trust so they want to engage with you. How do you accomplish this?



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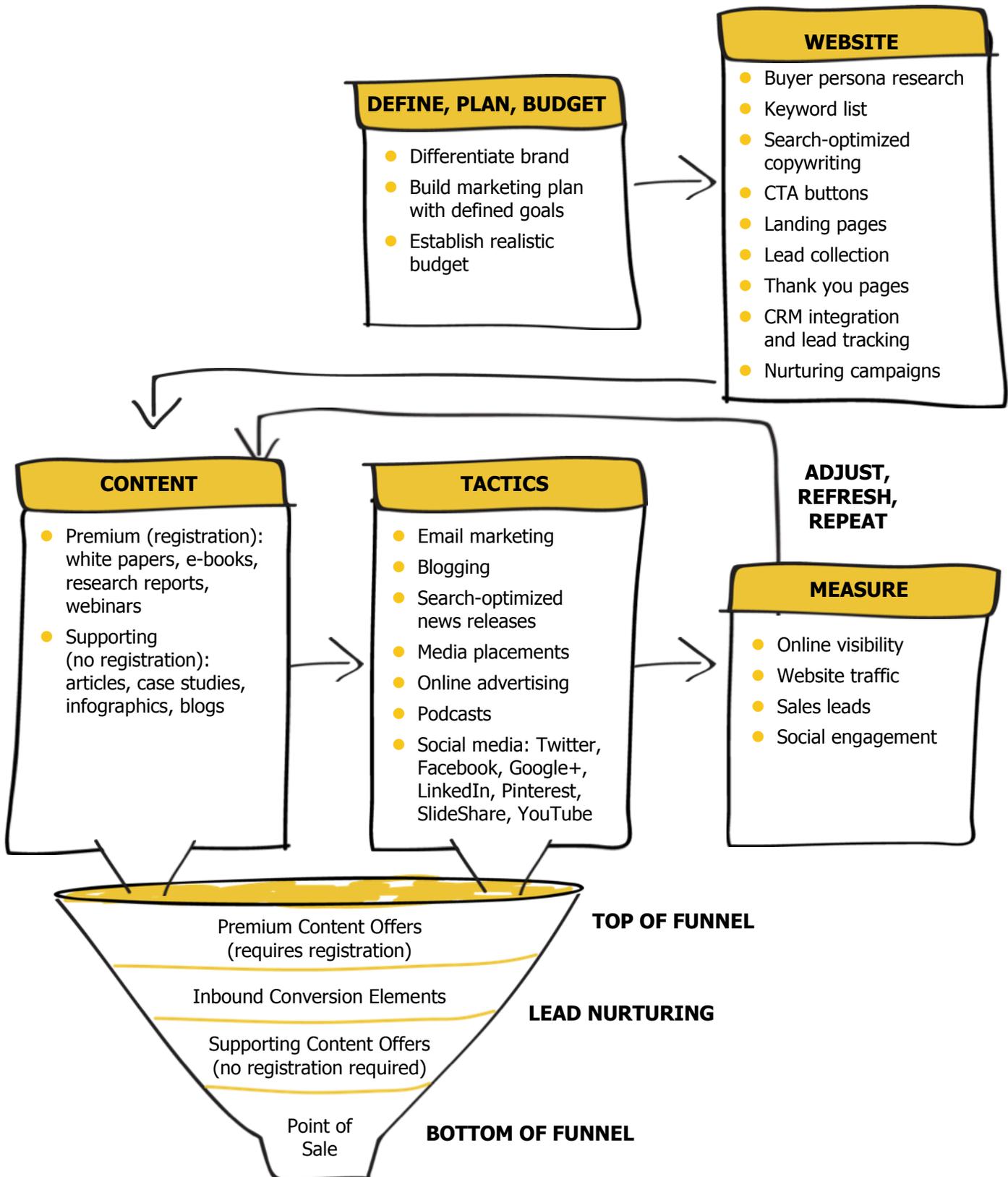
After one content campaign is completed, it's time to adjust, refresh and repeat.

STEP 1	Before you start creating content, you need to clearly define and differentiate your brand. How you do so will help drive your messaging. Also critical in this first step is developing a marketing plan with clear goals and a realistic budget to reach those goals. Step One is crucial to your success.
STEP 2	The next step is implementing a search-optimized, content-driven website with tools for capturing leads. Doing so is vital for two reasons: 1. It will increase the visibility of your content. 2. It allows you to track the people who consume your content, and to put them in a lead nurturing process, which is a must for generating qualified sales leads.
STEP 3	With Steps One and Two completed, you're in position to produce your quality thought-leadership content (e.g. white papers, research reports, case studies, e-books, etc.)—content that will serve as the foundation of all of your marketing tactics. This content is not a sales pitch; it should be written to serve the needs of your target audiences
STEP 4	After you've produced a major piece of content, it's time to promote it. Promotional tactics can include email marketing, blogging, search-optimized news releases and social media. See "The Content Marketing Process" graphic below for more examples.
STEP 5	The last step is to see how your content and promotions performed by measuring your online visibility, website traffic, sales leads and social engagement.

In Content Marketing, you're never really done. After one content campaign is completed, it's time to adjust, refresh and repeat, beginning with Step Three again. A strong Content Marketing strategy generally consists of creating, distributing and promoting one major piece of content per quarter.



THE CONTENT MARKETING PROCESS



HOW DOES CONTENT MARKETING CONTRIBUTE TO SALES?

The figure above shows how content, combined with the marketing and PR tactics used to promote the content, will generate and qualify leads and then nurture these leads to the point of sale. Again, the actions and tactics you must employ to maximize your success include:

- Create premium content that addresses buyers' needs and interests in an education, non-promotional, manner.
- Promote this content using a variety of marketing and media relations tactics.
- Offer access to this content in exchange for filling out a registration/qualification form. Use lead tracking software to monitor and measure registrants' future levels of engagement.
- Keep your brand top-of-mind by sending registrants supporting content that might be of value based on their previous engagement and interests.

When prospective buyers are ready, engage them in a sales discussion. For those who are hesitating or are on the edge of a purchasing decision, consider offering something of unique value that clarifies why they should buy from you (e.g. a free sample).



Your online presence is critical to your marketing and sales success.

RELATED RESOURCES

Infographics: [Content Marketing: The Game](#) and [Selling to HR](#).

WRAPPING UP

Your online presence is critical to your marketing and sales success. Done correctly, Content Marketing gives you the presence you need to earn the attention and business of today's HR buyers. If you'd like to learn more about Content Marketing, please contact Fisher Vista at 831-685-9700 or info@hrmarketer.com.



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