



Content Marketing: Google Got It Right

By: Barry McCoy

Short Description of the Presentation:

There is marketing and then there is marketing. Guess what? Things have changed in the marketing world. Traditional marketing has lost much of its value and web-based marketing has not lived up to its expectations. The new breed of marketer is utilizing what is known as content marketing. Building trust with your current and perspective customers is what it's all about and content marketing can make that happen!

Why Traditional Marketing Has Lost It's Value

- All marketing boils down to "trust"
- Expensive
- Yellow pages does not draw customers, it now draws price shoppers

Why Web-Based Marketing Has Not Lived Up To Its Expectations

- Nothing is as simple or effective as we thought it would be
- Most sites are simply "electronic brochures"
- Conversion rate is low from most websites
- Promise of "Pay for Click" – Same Customers?
- Search engine optimization and questions that are asked electronically
- **Bottom Line:** Websites do not meet criteria web search engines are looking at

Why Content Marketing Could Be A Valuable Addition To Your Business Plan

- Difference in Promotional Advertising/Marketing and Content Marketing
 - a) Promotional Advertising is designed to make a sale
 - b) Content Marketing – Presents a problem and then a solution for meeting that need
- Three (3) questions to ask to help determine a customers "need"
- Three (3) reasons why you would want to add content marketing to your mix

The Clean Air Project

- Resource center for homeowners and contractors