

Content Marketing Enhances Public Relations Strategies through Social Media to Increase  
Market Shares for Businesses

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## **Abstract**

This paper is the about the study of content marketing and the value it brings to companies. There will be discussion on the elements and tactics of content marketing that will help a business become successful. The data, to support this study, will come from working professionals in the marketing and public relations industry, as well as additional research from books and articles. This paper will discuss why written word and infographics are the best and most commonly used tactic, and why content marketing is a great tool for companies to connect and inform their consumers, on a themselves or their products.

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## **Chapter 1**

### ***Introduction***

#### **Statement of the Problem**

This study discusses how traditional marketing strategies are being proven to be less successful for cultivating new and lasting relationships with consumers. Messages from various companies tend to clutter up your email inbox and Facebook newsfeeds. Marketing and Public Relations professionals, have to find a way to breakthrough all those messages out there, to get their message to audience and know where they will be see that message.

Traditional marketing still has a purpose, but it doesn't help create those long lasting relationship with their customers like it used to. Social media is a proponent of this problem, but also the solution. Good marketing for business starts with the relationships made from reputation, word-of-mouth recommendation and past experiences consumers have with a company. The value of content marketing can be seen through the increases in market shares and improved relationships with customers for businesses, while its builds strong brand awareness through the tactics used to connect with consumers through social media. The research collected for this study will demonstrate how content marketing can increase the success of and how it's a beneficial strategy for businesses to use for marketing.

#### **Background of the Stated Problem**

Marketing is a tool used to promote products and services for various businesses, while establishing and boosting brand awareness. With technology today, it's difficult to get a company's message out to their audiences. There are so many messages getting thrown out there that go unnoticed. Social media has been the main platform for where the messages get published

for the thousands of messages that are out there. Question is if there is a better way to reach out to audiences and build lasting relationship with them?

The answer to that question is content marketing. This type of marketing has been around for a while, but it wasn't until the invention of social media that has been it successful. Content marketing, as defined by the Content Marketing Institute, "is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action." In recent years, more companies are turning their marketing efforts towards suitable content for customers. Instead of talking at audiences, they are talking with them. Companies are starting conversations and that the consumers like to be a part of. .

### **Purpose of Study**

The purpose of this study is to prove that content marketing is valuable to have for a successful marketing strategy. The integration of this type of marketing can be to increase market shares for businesses improve customer relations and brand awareness.

### **Setting of the Study**

This study has been worked on for the past 3 months, on the Cal Poly campus. The data has collected was from outside research and expert testimony. The experts are all marketing and public relations professionals. They each come from various locations and backgrounds from the marketing business. Each professional filled out a questionnaire. The questionnaire was designed to prove the purpose of this study and support the thesis.

## **Research Questions**

The following questions are what this study sets out to prove. The purpose is to discover how content marketing is useful and why it is important that it be incorporated into business marketing plans. It also sets out to discover the best tactics to use to start conversations and improve relationships with customers.

1. Why are content marketing strategies becoming more valuable than traditional marketing strategies?
2. How are companies valuing content marketing?
3. How do businesses prosper from content marketing?
4. Why is video content marketing most valued?
5. How is brand journalism a tactic for Public Relations today?

## **Definitions of Terms**

The terms listed below are there to benefit the reader to have a full understanding of the study in its entirety. The terms are represented frequently throughout the study.

Brand Journalism: the story told in journalistic standards to intrigue the reader to want to know more (more (Greer, 2013).

Traditional marketing: “refers to marketing method, that emphasize mainly on the 'Four Ps' principles. It comprises of Product, Price, Promotion and Place“(Ask.com, n.d.).

Content marketing: is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action (Market Institute, n.d.).

## **Organization of Study**

The study is written in five parts. Chapter 1 consists of the problem, background, and research question and terms. Chapter 2 is the literary review. The review states the facts that support the proposed hypothesis along with a background and statistics that show the value of content marketing. The third chapter details the methodology for the study. The last two chapters, 4 and 5, show the data collected and the recommendations based on the research. The final pages will be of the references used to support the thesis and the transcripts of the interviews with the respondents to the questionnaire.

## Chapter 2

### *Literature Review*

#### **Content Marketing vs. Traditional Marketing**

“Content marketing is the idea that all brands, in order to attract and retain customers, need to think and act like media companies (Pulizzi a, 116, 2012).” It’s all about telling a story that is “valuable, relevant, and compelling” for audiences, rather than just selling them a product. These elements are important for writing articles about that brand. Good articles help cultivate positive interactions with the target audience. Content Marketing has been around since the 1900s. However, it was held back by three barriers, which no longer exist (Pulizzi b, 20, 2012). Today, brands can engage with audiences through the use of different platforms, especially social media. Joe Pulizzi stated, “The future of the marketing department is half marketing and half publishing.” The Systems Theory for public relations can be a way to explain why content marketing works. The systems theory is defined as, “system is an organized set of interrelated and interacting parts that maintain their own balance amid the influences of the environment” (Basanyat, n.d.)

To be put simply, “Traditional marketing interrupts, while content marketing informs (Newsocial, 2013).” More people prefer to get information through passive channels. According to an Infographic created by Marketo, content marketing is much smaller than traditional marketing, but over time it will grow to beat it. Currently, companies that have over 1,000 employees are using 9 content marketing tactics. According to the Content Marketing Institute, the purpose of content marketing “is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy, and

it focuses on owning media, not renting it” (Market Institute, n.d.). Some companies that have integrated content marketing in their marketing strategy are P&G, Microsoft, and Cisco Systems (Marketing Institute, n.d.)

### **Companies are Valuing Content Marketing Strategies**

Content Marketing utilizes 13 tactics, which more marketing firms are helping to interact and create lasting relationships. Most content is told through written word, but other forms are becoming more popular (Business Wire b, 2013). Other ways to release content is through events, blogs, newsletters, articles on a company site, and so on (Business Wire b, 2013). Social media is the most commonly used platform for disseminating content. Many marketers, including content marketers, put an indescribable importance on social media. About 88% of professional marketers use social media, with Facebook being the most widely used platform (Sluis, 2013).

It’s important to have content that is easily digestible and frequently shared. One tactic that is a type of content that is easily shared by users, quick to understand and are visually appealing to audiences, is an infographic. A recent study noted that the use of infographics has increased by 7% from 2012 to 2013 (Sluis, 2013). It is a way to engage audiences, while informing them. Most content marketers strive for engaging content, because the act of “sharing” has two purposes. It can increase the recognition of a company’s brand by improving their ranking on search engines and reputation by the recommendations made by others. In a recent study, the most popular ways corporations are communicating with consumers are through content marketing tactics. A Marketo article stated that, “Some of the most popular ways, by percentage of companies, are non-blogging social media (79%), article posting (78%), in-person

events (62%), e-newsletters (61%), case studies (55%), blogs (51%), white papers (43%) and webinars/webcasts (42%)” (Marketo, n.d.).

Good content marketing can be difficult to create and hard to determining the best platform it should be told through. According to Pulizzi, some of the leading organizations are filling positions that require a strong storytelling background. These individual tend to be former journalists or editors. Today, more marketing departments are hiring Chief Storyteller or Chief Content Officer.(Pulizzi a, 121, 2012) Eloqua, a marketing automation company, hired Joe Chernov, as the Vice President of Content Marketing. Another company, Monetate, hired Rob Yoegel as their Content Marketing Director. These companies are just a few that are following the trend (Pulizzi a, 121, 2012).

### **Companies are Increasing Business due to Content Marketing**

Joe Pulizzi, the founder of the Institute of Content Marketing strategy, says that content marketing is the idea that storytelling is the key to attract and retain customers. Pulizzi said, “That companies need to think like media companies.” More companies are communicating to their customers through blogs, newsletters, video, webinars, and so on. They are focusing more time and reworking budgets to incorporate more funding for this type of marketing. According to Business wire, there are 13 tactics that businesses use such as infographics (Business Wire b, 2013). The creation and use of infographics has increased among businesses by 73%. In an article by Carolina Reid stated that “content is political.” She said this because when creating content strategy it is important to remain transparent and free from a sales voice. According to Reid, most consumers see content as being tainted in some way. It is best to create a strategy, because it paves the road map for the team to all be on same track. It’s important to have a good

strategy because; 86% of consumers say that user generated content influences what people buy (Reid, 2013).

The results from a study about B2B marketing included that 26% of content is integrated in their sales (Hosford, 2013). It also included that content marketing increases the brand awareness for companies and is a major benefit for it. It is found to be “influential in brand transformation.” One company that drastically benefited from content marketing is a Boston based business, OpenView Venture Partners (Pulizzi a, 121, 2012). The company created a content marketing program and now they are a leading “content marketing powerhouse.” OpenView went from having no content to having 90% of the employees with their own blogs. Other improvements were the increase of “10,000 opt-in subscribers within 18 months, 850% growth in site traffic, shorter sales cycle, direct leads and sales, and over 1,000 pieces of original content, including videos, podcasts, and blog articles (Pulizzi a, 122, 2012).

The most commonly used platform, where the tactics can easily be shared, is social media. According to an article by Anna Qu, “results show that 81% of respondents for ‘social content’ and ‘SEO content’ are creating content for social media’ (Qu, 2013). An infographic done by market stated that Twitter is used by 54% of marketers (Marketo, n.d.). Social media is what carries and makes content marketing effective.

Out of the 13 tactics that content marketers use, video is increasing in use. According to a marketing workbook by Marketo, is the act of “sharing” spurs word-of-mouth recommendations and good content is what gets shared (Pergolino, Rothman, Miller, Miller, 2012). It used to be that celebrities and experts used to be the influencers, that PR teams would search to post the message, and now anyone is the influencer.

## **Video Content Marketing Most Widely Used Tactic**

One the most commonly used tactic for content marketing is video. Online videos are growing in popularity, even compared to TV (Park, n.d.) An article in Social Media Today stated, that business-to-business enterprise marketers utilize video more than any other tactic, and 71% of small business marketers are incorporating it in their strategy (LaChance, 2013). One company that is profiting from this increase in video production is Brafton. “Brafton, a premiere news and content marketing agency, introduces innovative video content marketing.” They offer services that work on video campaigns from start to finish. They also offer more than just video production. Additional service they offer include; custom strategy, scriptwriting, video talent, post-production editing, and YouTube optimization (PR Newswire, 2012). Another company that has utilized video in their marketing strategy is, the American Collectors. They started their own web series called, American Detours (Business Wire a, 2013). The goal of the web series was to connect with the company’s users. The series was tailored to a specific audience. Laura Packard, the head of Marketing and Sales for American Collectors Insurance said that a good content marketing strategy is all about, “being present and consistent.” The web series received about 10,000 and from those statistics the company developed the show into six 15-minutes episodes (Business Wire a, 2013).

Part of what has made video the most widely used tactic is the mobile device (LaChance, 2013). In 2013, Pew Research Center’s Internet and American Life Project did a study and learned that more than half of Americans own a smartphone. They also stated that about 34% also own a tablet. The use of mobile devices has soared within recent years (LaChance, 2013). More consumers are using mobile devices to not only connect with family and friends, but are connecting with brands and businesses. Visual forms of content marketing are important,

because it is how brands and businesses set themselves apart from all the other content, that are being constantly pushed out into the internet. LaChance said that people are able to digest pictures and video more quickly and more easily than “text-heavy content (LaChance, 2013).” ROI Research did a report on visual content. They discovered that twice as many people engage with pictures and video than with other forms. Cisco, an internet based company, predicated that in 2016, 1.6 billion people will be viewing videos daily (Park, n.d.). Anna Qu said, “Video has been the fastest and most consistently growing medium for content marketing—in this survey 62% of respondents now report using video in their content marketing. Branded video is closing in on web and print as one of content marketing’s most common form.” She went on to say that 57% of respondents that participated in a survey stated that in 2013 57% planned to use video more than compared to 2012 (Qu, 2013).

### **The New Introduction of Brand Journalism**

Brand journalism is a new trend that has emerged with the growing popularity of content marketing. Most marketing firms are having difficulties keeping up with demand for good content. Journalists have the skills to keep up with the fast paced life of gathering and writing interesting good content, with an unbiased tone in their work. The definition of brand journalism is the story told in journalistic standards to intrigue the reader to want to know more (Greer, 2013). Brand journalism has more than one name, it is also known as “content publishing” or “custom content.” This style of journalism has been incorporated, as well as increased in marketing budgets. A study done by James Cole II and Jennifer D. Greer, in 2011, discovered that, “U.S. companies poured 26% of their marketing budget, a total of 40.2 billion dollars, into custom content (Cole II & Greer, 2013).”

As Lisa Arledge Powell has said, “Brand Journalism is the new PR” (Ragan, 2013). More consumers appreciate and engage with companies through this new style of brand journalism. It’s all about the true story. The term brand journalism was coined by Larry Light, who was then the chief marketing officer for MacDonald’s Corporation in 2004 (Handley, 2012). The value of having an in-house reporter is that they spark the conversation. The skills of a journalist are what bring authenticity to brands and what compel readers to identify with the articles, thus allowing consumers to make the best informed decisions. The benefit of having a journalist to write for brand awareness is their ability to tell stories on different platforms. They are trained in writing with concise and simplified articles that keep the audience in mind, and tell true stories with expert sources (Handley, 2012).

## **Chapter 3**

### *Methodology*

This chapter details the research that was conducted for this study. The research includes quantitative and qualitative research, as well as interviews from professionals within the industry.

#### **Data Sources**

The data collected for this study comes from working professionals in the marketing and public relations industry. The professionals responded and filled out a questionnaire that asks about content marketing values, tactics, and even a style of journalism known as brand journalism.

#### **Participants**

Jim Allen is a communication specialist for California State Parks Department, primarily working for Hearst Castle, a non-profit. Maggie Cox is the President of Barnett Cox & Associates, a small public relations firm located in San Luis Obispo. Tod Nelson is a freelance consultant for authors who seek his advice on content marketing. He also is an adviser for the Hatchery, a Cal Poly program to help students that are working on starting up a company. Before this he had worked for Amazon.com. Samantha Arigapudi, a copywriter for Marketing Maven PR.

#### **Questionnaire**

The following questions were asked to Maggie Cox, Jim Allen, and Samantha Arigapudi. Tod Nelson received similar questions that were designed to probe the same response. The answers from these unique professionals will provide insight into content marketing and how they use it for their clients and own businesses.

1. Does your company utilize content marketing?
2. What tactics are utilized the most with content marketing for your work?
3. Where do you see content marketing leading to in the next 5 years?
4. How important is it that companies use content marketing?
5. What are the values of content marketing?
6. Does your company have a Chief Content Officer?
  - a. If so, how are they valued?
  - b. If so, what are their duties?
  - c. If not, do you plan on getting a Chief Content Officer?
  - d. If not, why don't you have one?
7. What numbers has your company seen since using content marketing?
  - a. Have your market shares increased?

## **Data Collection**

The data for this study was collected through a questionnaire. The participants all communicated through email. The emails were collected within the first and second week of March. Each respondent answered the questions to best of their experience. Some even provided statistics based from their research. Only one participant wasn't able to provide answers for the questionnaire due to the type of marketing they do.

## **Data Presentation**

The data collected was through email. The responses were then documented in the appendix. Their exact words were transcribed.

## **Limitations**

Due to location and time, I was unable to get in-persons interviews with the participants. One correspondent was in Los Angeles, making meeting with them difficulties due to scheduling and school work. Other limitations were based on lack of time to meet and discuss content marketing. The limits caused impersonal communications.

Other limitations were the sample size. The questionnaire was sent out to numerous professionals. The amount of returned emails was very low. They could have been unable to respond due to the amount of work the participant was doing or the email was sent to their spam. The study reached to about 11 marketing professionals, only four responded back.

One last limitation was location. This study doesn't include marketing professionals that work in other states. All those that participated live and work in California.

## Chapter 4

### **Data Analysis**

This chapter provides insights into the data collection for this study. It includes interviews and the research from the literature review. The responses from the respondents are transcribed and analyzed. Those that were interviewed either work or have worked for a marketing or public relations firm. They each have experience using content marketing. All data was collected through email. The people that responded came from different areas in California. They came from either San Luis Obispo or Los Angeles. They each provided a different perspective because each respondent has a different background in the type of public relations and marketing work.

#### **Description of Participating Experts from Related Fields**

##### *Marketing*

Samantha Arigapudi, a copy-writer from Marketing Maven PR, was one of the respondents that provided data for this study. They are known for their work in integrating Public Relations, SEO, and social media marketing. Marketing Maven utilizes analytics to prove how their work helps their clients. Within in the last four years, the company has seen exponential growth in its business. The website stated, that the CEO, Lindsey Carnett, was featured in the of Forbes' most powerful female business leaders issue. Arigapudi excels in writing. Some of her duties include writing blogs for clients and crafting press kits.

Tod Nelson, is a freelance consultant, who first started his career with Amazon.com. He also is an adviser for the Hatchery. The Hatchery is a program with the Center of Innovation and Entrepreneurship, within the Business Department of Cal Poly. It provides guidance and is a

resource tool for students that are starting their own businesses from the ground up. Nelsen, recently, lectured on the importance of content marketing, to the Cal Poly Entrepreneurs Club, an on-campus organization.

### *Public Relations*

Maggie Cox, is the President and CEO of Barnett, Cox & Associates, whose office is located in San Luis Obispo, CA. Barnett Cox & Associates is a Public Relations and Marketing firms that has been around and helping the community. The company provides numerous services for their clients. According to the Barnett Cox & Associates website, Cox has experience in public relations, government relations, media development, advertising, and community organizing. She also has experience in broadcast journalism.

Jim Allen, a communication specialist for California State Parks. He provided some insight for different type of communications that isn't for business-to-business or business-to-consumer related. His work, for the government, poses the question of when content marketing should be used. This idea is discussed further in Chapter 5.

### **Content Marketing Questionnaire**

Each of the following correspondents answered the same questions, from the questionnaire, about content marketing and how it has been useful for their company and their clients. Tod Nelsen answered different questions, but had they provided the same insight for the study.

1. Does your company utilize content marketing?

Question #1 simply asks the correspondent if they use content marketing within their marketing strategy. Based on the answers, most correspondents utilize this and find that it is necessary for their clients.

- Samantha Arigapudi: “Marketing Maven utilizes content marketing to not only uphold our own online reputation, but to help manage that of our clients. Content marketing, inclusive of social media content, marketing collateral, and more, help to brand a company’s service or product, and set their branding in alignment. Doing this helps build brand ambassadors and form a growing online and offline presence” (Appendix C).
- Jim Allen: “Hearst Castle is a unit of the California State Park system. It is not a business, it is not a non-profit. It is part of California government. Thus we are a mission driven organization that focuses on protecting and interpreting our valued cultural and natural resources we are stewards for here. ‘Content marketing’ may not apply to our efforts here” (Appendix D).
- Tod Nelson: “Yes. I began writing online content in 1996, but back then it wasn't called Content Marketing (in fact, I didn't hear the term "Content Marketing" until 2010). Back then it was called either Content, Editorial, or some weird mash-up with Marketing (Marketerial made its rounds for a while). I wrote reviews, articles, conducted interviews, wrote editorial focused emails and created interactive features and contests and sundry other content related activities for Amazon.com. Google was just starting to gain market share at the same time Amazon got started, and we all replaced our Netscape browsers with Google Search, and we understood the algorithms they used to "reward" fresh and original content, so we created A LOT of it” (Appendix B).
- Maggie Cox: “For the right clients and situations, yes” (Appendix A).

2. What tactics are utilized the most with content marketing for your work?

Question #2 is aimed at discovering which of the 13 tactics is the most commonly used by marketers. The literature mentioned that the tactic that is the most is video. It also mentioned that infographics are on the rise. The answers given vary, but tend to favor written word.

- Samantha Arigapudi: “Quality almost always quantity when it comes to content marketing, but at the same time, 64% of marketers say that producing enough content was their number one challenge. To do this, it is helpful to take content and spread it across a variety of formats I.e. Blogposts, info graphic, Facebook post, etc. With that said, integration is another important tactic because this gives immediate access to their audiences — existing and potential customers” (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: “Content Marketing offers the opportunity to engage your customer and perhaps start a conversation with them. I made a decision early on when reviewing books for Amazon to write to that book's ideal customer. Too often, and I mean WAY too often, content marketing is about the product, the business. They talk about themselves, their features, why they are better, why you should buy Product X. They don't talk to the customer at all. This is a huge mistake” (Appendix B).
- Maggie Cox: “Blogging. But blogging can include slideshows and images and videos” (Appendix A).

3. Where do you see content marketing leading to in the next 5 years?

Question #3 was asked to see how marketers value content marketing and explain why more companies, that don't already use this style, should start thinking about it.

- Samantha Arigapudi: “Content marketing is already on the rise and 5 years from now, it will be exceedingly digitally integrated. From mobile to social platforms across a variety of media, content marketing will be important to branding in the traditional sense, and will be adapted digitally moving forward” (Appendix C).
  - Jim Allen: N/A (Appendix D)
  - Tod Nelson: “I hope it moves more towards customer-centric marketing rather than Search Engine Optimized marketing. But I am not hopeful about this. Too much of the content being created online is for SEO, and 95% of it sucks. I fear that as long as people create content with Google as their audience instead of their customers, the effectiveness of content marketing will decline and eventually be abandoned” (Appendix B).
  - Maggie Cox: “More people using it, but in more focused, creative, integrated, interactive ways. As with all marketing, technology is allowing marketers to reach smaller groups with relevant content. Those focused audiences will carry that content to others, becoming brand champions. And with mobility and connectivity, marketers will be reaching people with targeted content at specific locations at specific times in response to specific user actions and guiding them to a desired destination, whether online or in the real world. For example, and this is off the top of my head, someone might purchase several movie tickets on their mobile device. The marketer’s digital service will know what time the movie is and how long it is. Following the movie, the user will receive a funny post-movie review from a restaurant in the area. After the short review, the video will say something like, ‘Share this with your movie-mates so you can all enjoy a free appetizer while you discuss what you thought of the movie’” (Appendix A).
4. How important is it that companies use content marketing?

The purpose of question #4 was to collect the correspondent's raw opinion for this study. It was to gage the various ways these marketers use content marketing and it was intended to corroborate the overall purpose for what the study is aiming to prove.

- Samantha Arigapudi: "Content marketing is really important to help build a company and brand their products or services. Putting out content regularly not only solidifies their expertise in their related industry, but it attracts potential and existing clients" (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: "Depends on the company and the product, and where their customers are. If their customers are online and using Google to search for solutions to their problems, it is very important. And even more important that they do it right. Most don't" (Appendix B).
- Maggie Cox: "I believe it should be part of most organization/brand's integrated marketing plans. But every client is different, and content marketing should be used differently within various industries. While content marketing can cost lots of money and have extremely high production quality, it doesn't have to cost a lot of money. If someone is creative, it can provide an inexpensive way to market an organization/brand and build a following" (Appendix A).

##### 5. What are the values of content marketing?

Question #5 asks what the correspondents believe the value of content marketing is. It was intended to gain qualitative and quantitative data to demonstrate how the use of content marketing, is increasing customer relations and business leads. Its other purpose is to determine the factors that make it valuable.

- Samantha Arigapudi: “Original content is the backbone of content marketing. Being creative while still retaining within the lines of the brand. Content is permanent, especially online so it should be true as possible. It should also be searchable! Nielsen research also found that 67 percent of costumers were more likely to buy a new product if they found it through an online search” (Appendix C).
- Tod Nelson: “Engaging the customer and opening an opportunity to take part in the dialogue that is happening online” (Appendix B).
- Jim Allen: N/A (Appendix D).
- Maggie Cox: “Search value, emotional value, word-of-mouth (viral) value, top-of-mind value. Searchers find the organization/brand’s content in search more easily. Audiences develop a positive association with the org/brand. Turns audiences into influencers and brand champions/ambassadors as they share the content with friends and family, providing free advertising from a trusted source, not an impersonal company. And consumers remember the org/brand later when they have a need or begin shopping” (Appendix A).

6. Does your company have a Chief Content Officer?

Question #6 is meant to discover if there is a growth in this position. Learning if the position of Chief Content Officer has grown can be an indicator that more and better content is being utilized within companies to improve the reputation.

- Samantha Arigapudi: “No” (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: “I guess in my day they were VPs of Marketing or Editorial. I was "Content Manager" at Amazon (I ran the department) and Senior Editor of Features.

We had no CCOs. Good Content Marketing should be valued highly, if it is done right. It's useless if its not" (Appendix B

- Maggie Cox: "No" (Appendix A).

6a. If so, how are they valued and what are their duties?

Question #6a, asks the respondent to provide a description of duties that the Chief Content Officer performs. This question was put into the questionnaire, in case, the company that correspondent works or worked, for has had one. Unfortunately, most of the answers were a "No," but one did provide an answer for what they thought would be their duties for this position and how they helped.

- Samantha Arigapudi: N/A (Appendix C)
- Jim Allen: N/A (Appendix D)
- Tod Nelson: "I would think a good CCO would imbue their department with a "Customer-centric" mindset and insure that all content marketing activities would be with the customer in mind, instead of SEO and bragging about their product and features. They should strictly maintain the "80-20" rule--engage your customers 80% of the time with the goal of earning their brand trust so you can pitch your product 20% of the time. Gary Vanderchuk calls it "Jab, Jab, Jab, Punch"--ie: Give, Give, Give, Ask" (Appendix B).
- Maggie Cox: N/A (Appendix A)

6b. If not, do you plan on getting a Chief Content Officer?

Question 6b, was designed to uncover how necessary this position is within a company. The literature review discusses how there has been a rise of this position within companies today. The questions purpose was to discover if it is, in fact, a job that is growing.

- Samantha Arigapudi: “The copywriter serves as the main content creator, but content is created with the entire team, or the account executive responsible for the client” (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: “I think more companies should bring Content Marketing in-house--if they can afford i--and quit outsourcing it to contractors who don't understand their customers. They're far too many hucksters out there convincing companies to use sleazy SEO tactics in place of real Content Marketing” (Appendix B)
- Maggie Cox: N/A (Appendix A)

6c. If not, why don't you have one?

Question 6c, was to find out why they don't have one. This was asked purposely to find the qualitative data on why the correspondents are interested or find if it is necessary for companies to have a Chief Content Officer.

- Samantha Arigapudi: “At the moment, Marketing Maven is building their creative department, and most content is driven through account executives or double checked by the CEO” (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: N/A (Appendix B)
- Maggie Cox: “As a smaller firm, content marketing is a collaborative effort that involves account managers, account coordinators, designers and copywriters” (Appendix A).

7. What numbers has your company seen since using content marketing?

Question #7, purpose was to find quantitative data on how content marketing has made an impact on the market shares for a company.

- Samantha Arigapudi: “Marketing Maven has experienced exponential growth in it’s 4 years of business” (Appendix C).
- Jim Allen: N/A (Appendix D)
- Tod Nelson: “If done right, yes. It's quantifiable and highly effective. If done right. I think part of the problem is that bad Content Marketing is somewhat effective (at least in SEO and increase in website hits) and quantifiable. Imagining if they did it right. The ones that do realize amazing success” (Appendix B).
- Maggie Cox: “We have seen significant increases but that is competitive info we don’t share” (Appendix A).

### **Content Marketing Research Questions**

The following research questions were designed, for this project, to discover the importance of content marketing over the traditional marketing efforts. The questions were also intended to discuss the importance of social media for content marketing, while showing how content marketing is changing the ways businesses communicate to customers and shaping a new way of journalism.

*Research Question 1: Why are content marketing strategies becoming more valuable than traditional marketing strategies?*

- “Traditional marketing interrupts, while content marketing informs (Newzsocial, 2013).”
- “Content marketing is about writing ‘valuable, relevant, and compelling’ content (Pulizzi, 166, 2012)”

- “According to an Infographic created by Marketo, content marketing is much smaller than traditional marketing, but over time it is expected to be more widely used (Marketo, 2013).”

*Research Question 2: How are companies valuing content marketing?*

- “More companies are communicating to their customers through blogs, newsletters, video, webinars, and so on.”

*Research Question 3: How do businesses prosper from content marketing?*

- “Today, more companies are focusing their time and budgets for this new type of marketing. It has been seen to drive more brand awareness, as well as increasing and retaining relationships with customers.”
- “The results from a study about B2B marketing included that 26% of content is integrated in their sales (Hosford, 2013).”
- “It is found to be ‘influential in brand transformation.’”

*Research Question 4: Why is video content marketing most valued?*

- “Online videos are growing in popularity, even compared to TV (Park, n.d.).”
- “An article in Social Media Today stated, that business-to-business enterprise marketers utilize video more than any other tactic, and 71% of small business marketers are incorporating it in their strategy (LaChance, 2013).”
- “LaChance said that people are able to digest pictures and video more quickly and more easily, than ‘text-heavy content.’”
- “ROI Research did a report on visual content. They discovered that twice as many people engage with pictures and video than with other forms of content.”

*Research Question 5: How is brand journalism a tactic for Public Relations today?*

- “Most marketing firms are having difficulties keeping up with the demand for good content. Journalists have the skills to keep up with the fast paced life of gathering and writing content, with an unbiased tone in their work.”
- This new style of journalism has been incorporated into marketing budgets and has increased the amount in spending.
- As Lisa Arledge Powell has said, “Brand Journalism is the new PR.” More consumers appreciate and engage with companies through this new style of journalism.
- The value of an in-house reporter is that they spark the conversation.

### **Content Marketing Data**

The value of this study is to understand why content marketing is useful for businesses. There are articles that support this study, but there aren't many studies that not only prove the value of content marketing, but also discover the most commonly used tactic and how it has brought upon a new style of journalism. The data was collected from Jim Allen, marketing professional for state parks, Samantha Arigapudi, a copy-editor for a Los Angeles based Public Relations firm, Maggie Cox, a president of a small, local Public Relations firm, and Tod Nelson, a freelance consultant, who had previously worked for Amazon.com, through email communications. Each correspondent was asked the same questions from the same questionnaire, except Tod. Since Tod doesn't currently work for a marketing or Public Relations firm, his questions were asked, in reference, from his past work. The following tables present the main point of their responses to the questions from the questionnaire.

*Research Question 1: Why are content marketing strategies becoming more valuable than traditional marketing strategies?*

- This research question was intended to have current marketing and Public Relations professionals discuss how traditional marketing isn't as useful as content marketing.

This question was to bring attention to the difference of traditional and content marketing.

The purpose was to describe exactly how useful content marketing is for working professionals.

The literature told how content marketing is used to cultivate lasting and returning relationship with a company's audience. The articles discuss that the term of content marketing isn't necessarily a new concept, but one that has useful today because of the technology and the removal of the gatekeeper. This statement corroborated by Tod Nelson (Appendix B).

Table 1 takes the main points from the respondent's responses. Out of the four, only one didn't find content marketing as a necessity for their business. The answers vary from each correspondent. Overall they listed the purpose for when they and why they use content marketing.

Table 1

*Content Marketing Utilized in Marketing and Public Relations Firms*

| Respondent         | Professionals that use content marketing...           | Situations professionals use content marketing...  |
|--------------------|---|--|
| Maggie Cox         | Yes   | For the right client   |
| Tod Nelson         | Yes. When he used it was called, Content or Editorial | Helps authors or large publishers to help them leverage their content to promote their books online.   |
| Samantha Arigapudi | Yes   | Used to uphold their company's online reputation, while maintaining their client's reputation as well. |
| Jim Allen          | No  | Work is driven to protect culture and natural resources.   |

*Research Question 2: How are companies valuing content marketing?*

- This research question was to discover how many companies are using content marketing and the ways they have incorporated it within their marketing strategy. The literature stated that many companies are increasing their budgets for content marketing. Lately, there has been a trend in hiring, a position known as the, Chief Content Officer.

This question was asked to demonstrate the value in this style of marketing. They were also asked if their companies were hiring any Chief Content Officers. These questions were designed to corroborate what the literature was stating. The common answer from the respondents disproved what the literature said.

Table 2

*Value of Content Marketing within a Company*

| Respondent         | Chief Content Officer and why...  | Value of Content Marketing seen within their company...   |
|--------------------|---|---|
| Maggie Cox         | No, firm too small  | There is search, emotional, word-of-mouth, top-of – mind value.                                     |
| Tod Nelson         | No, but sees the benefits of this positions.  | Engaging and creating an open dialogue with the customer  |
| Samantha Arigapudi | No, copywriter is the main content creator, but also there are teams just for content in the company. | Customers are likely to buy things based on true and creative content, from their online searching. |
| Jim Allen          | Unknown   | N/A   |

In table 2, all of the correspondents answered “no,” to having a Chief Content Officer with in their companies, but they each bring up different reasons for why they don’t have one. The reasons are based on their firm size and the type of business they do for clients. Jim Allen, who works for a government agency doesn’t know or have reason for the state of California will fill this position. Maggie Cox, President of a small, local Public Relations, doesn’t see the need for the position within in the company because there is no demand for it.

*Research Question 3: How do businesses prosper from content marketing?*

This question was intended to extract information to see the benefits these companies have seen. The literature has stated that content marketing has improved customer relationship and has gained new business leads through it, as well. Good content also contribute to increasing and spreading a company’s brand.

Table 3

*Content Marketing Increase Business for Companies*

| Respondent         | Increase in Number...   | Importance it brings to companies...  |
|--------------------|---|---|
| Maggie Cox         | Has seen significant increase   | Good and creative content doesn't have to cost as much as other marketing firms. Brand awareness should be incorporated into any integrated marketing strategy. |
| Tod Nelson         | If done correctly there should be quantifiable data on it's worth                             | Good content increase search presence. Contributes large to SEO optimization.   |
| Samantha Arigapudi | Seen growth in company for the past 4 years. Numbers of market shares is private information. | Helps build brands and company's products. Improve ranking in search engines.   |
| Jim Allen          | N/A   | N/A   |

This table shows that two of the correspondents believe that content marketing is important for increasing a company's ranking on search engines. Arigapudi also said in her questionnaire, based on statistics provided by Nielsen research, "that 67% of people are more likely to buy a new product if they it through an online search." Other two correspondents agree with the literature, by stating, in their own words, how content marketing helps build brand awareness for a company.

*Research Question 4: Why is video content marketing most valued?*

This question was to prove that visual content is an important tactic for content marketing. It was intended to demonstrate that content marketing isn't just for written word. The literature provided great examples of how some companies were able to use video to gain

exposure with clients. The best example was the company, American Collectors. They were able to utilize videos, they made, to connect with their clients. It worked so well for them that they went on to produce a show (Insurance Marketing Business Wire.)

Table 4

*Best Tactics for Content Marketing*

| Respondent         | Use content marketing tactics to connect with customers... | The tactics used to connect with customers...                               |
|--------------------|--|---|
| Maggie Cox         | Yes  | Blogging with images, slideshows, and videos                                |
| Tod Nelson         | Yes  | Informational articles, such as reviews on books with the customer in mind. |
| Samantha Arigapudi | Yes  | Blogs, infographic, Facebook post, and etc.                                 |
| Jim Allen          | N/A  | N/A   |

This table shows that almost all respondents utilized blogs and social media over video.

**Research Question 5: How is brand journalism a tactic for Public Relations today?**

This question was intended to discover and discuss the way that journalism is changing. Content marketing involves a lot of content to be constantly published. The literature points out the skills that make journalists very valuable to companies. They are able to write to audience in a style that is both concise and fast-paced.

Table 5

*Keeping up with the Content Demand*

| Respondent         | There is a need for constant content...                                | Quality or Quantity...                    |
|--------------------|--|---|
| Maggie Cox         | Mobile devices are changing the way of communicating with customers.   | Quality                                   |
| Tod Nelson         | People trust brands that have article highly search on search engines. | Quality, biggest downfall is bad content. |
| Samantha Arigapudi | Important tactic should include immediacy.                             | Quality                                   |
| Jim Allen          | N/A  | N/A                                       |

For this table, only almost all respondents were in agreement about two things. First, is that quality circumvents quantity. Secondly, mobile devices are the future. 3 out of the 4 respondents went on in their questionnaire about the consumer and them using mobile devices.

## Chapter 5

### **Conclusion**

#### **Summary**

This study was done in response to the over excessive use of social media and the claims that most marketing efforts go unnoticed by consumers because they don't respond to traditional marketing and advertisements. This led to the revitalization of content marketing. Today, there is so much clutter that fills up people's screen that there needed to be some way to get information out, beyond the plethora of messages. Content marketing improves the communication between companies and customers.

This study seeks out to learn from professional marketers and Public Relations practitioners, about the benefits of content marketing. Marketers, from different backgrounds, have filled out a questionnaire to help answer the following research questions:

1. Why are content marketing strategies becoming more valuable than traditional marketing strategies?
2. How are companies valuing content marketing?
3. How do businesses prosper from content marketing?
4. Why is video content marketing most valued?
5. How is brand journalism a tactic for Public Relations today?

The research questions were asked to discover the best aspects and tactics of content marketing, while bringing attention up on a new way of journalism. The questionnaire that the respondents filled out, reflect their personal opinions and facts based on their own experiences and research. The same questionnaire was sent to four out of the five correspondents. Only 1,

participate had a slightly different questionnaire, based on their background with content marketing.

## **Discussion**

The data collected from the experts and the literature support some aspect of the research, while some negate it. 3 out of the 4 experts did find and provide reasons that supported this study. The one expert, that was unable to provide their knowledge of content marketing, brought to this study a new perspective about marketing. From his lack of participation, in this study, it shows that government agencies won't need content marketing within their marketing strategy, since they already have most of their programs set. It also can show that government agencies might be behind the times. This could be, because government focuses on other programs, such as Healthcare. Also it asks if government really need to go to such great lengths as companies due to grab the attention of their audience. The literature doesn't discuss government agencies. Yet the other experts have sufficiently provided data, for the purpose of this study, that either supports or denies the literature.

### **Research Question 1: Why are content marketing strategies becoming more valuable than traditional marketing strategies?**

The experts all agreed that content marketing is really important for companies to incorporate it in their strategy. The literature, coupled with the experts both state that having content marketing within their strategy benefits companies by simply starting conversations with their customers. Good content, that is creative and informative, will benefit companies in multiple ways. It will improve a company's brand awareness, increases the word-of-mouth

recommendations among their audiences, sparks conversations, and improve its ranking within a search engine.

A big part of what makes content marketing work is social media. The experts all in a way mentioned social media content. Samantha Arigapudi mentioned in her questionnaire that social media is “inclusive” for a successful content marketing strategy and it helps build brand awareness. Content that peaks the interest of a company’s audience can be easily shared among Facebook users and benefits a company in three ways. One, it promotes word-of-mouth recommendations. Second, it improves SEO optimization. Third, it’s a cheap tool to publish on. Overall all the use of social media is a primary tool for the success of content marketing.

### **Research Question 2: How are companies valuing content marketing?**

Each respondent for this study had their own reasons for why content marketing is valuable. One respondent, Samantha Arigapudi, provided some research she had done. She proved,” based on Nielsen research, that 67% of customers were more likely to buy a new product if they found it through an online search (Appendix C).”

### **Research Question 3: How do businesses prosper from content marketing?**

From the experts, most have seen growth within the companies they work for. Content marketing isn’t just for businesses that sell products. These marketing firms have been able to boost their own reputations through the content that they publish on their website and social media page.

The literature cites companies that have seen growth in market shares. Many companies, that have good content on their site, have either steadied or have increased the amount of visitors

to their website. Marketing budgets have changed to allocate more funding for content.

American Collectors have seen increase in business and customer relations from their videos that they produce with their audiences in mind. Based on the research, the video are easily digestible and easily shareable.

#### **Research Question 4: Why is video content marketing most valued?**

Overall the literature and expert responses, proved this research question inconclusive. The experts provided information that settled on the importance of written content over video. Only one respondent mentioned the use of video, but video was used for blog posts. Blog posting was the one thing that almost all the experts stated as a main tactic that they use. Other tactics were Facebook posts, and articles about products and company posted on their websites.

The literature brought up that one of tactics that has seen a steady increase in use is the infographic. Arigapudi provides support for that research as she mentions that Marketing Maven PR utilizes infographics for their content marketing strategy. A main point that Tod Nelson makes about writing content is that it shouldn't be about the what makes the product better, based on features, but rather should write with the audience in mind and how it will help them (Appendix B). However, the literature discussed that companies that have utilized video have seen positive feedbacks and maintained retention, in their ratings, with their customers. The benefits of using video are that it is easy to understand and share, while providing entertainment.

#### **Research Question 5: How is brand journalism a tactic for Public Relations today?**

Brand journalism isn't a new term, according to Tod Nelson. He has heard of it and has seen it used at Amazon.com, from when he worked there. Nelson performed the duties of a brand

journalist for Amazon.com. He wrote articles and reviews about products for the customers based on what they would like to know. Arigapudi didn't say that brand journalists are needed. She did say that 64% of marketers say their biggest challenge is producing enough content (Appendix C). This statement adds to the literature by emphasizing the use of brand journalists. The literature agrees that marketers are seeing an issue of producing enough content.

### **Recommendations for Practice**

Based on the research and data, that this study collected, proves that content marketing is essential for marketing today, but for certain business. For government agencies, it doesn't seem to prove much use. Yet, content marketing proves invaluable to companies that sell products online or that have a large presence online.

#### *Social Media and Branding*

Content marketing and social media mutually benefit from each other. Social media and today's technology are the forces that have made content marketing to what it is today. The role of the gatekeeper has long since gone, making it easier for the marketers to post articles about products and companies. This brings up the importance of what gets published. Consumers want informative articles that are unbiased, and don't have any tone of selling.

#### *Tactics*

The recommendation for the best tactic would to use written content, but include video when it calls for it. It seems, based on the testimony from the experts, it is more common to write blog posts, Facebook posts, and news articles for a company's webpage. It's also is cheaper. The cost of video and the time to edit it and add additional elements, takes more time than writing a blog post. Yet, written content can be more difficult because you need to be able to grab and

keep hold someone's attention. Another option, that seems to be increasing in use, is an infographic. They combine both visual and written content. Overall, it depends on what the client needs and does. Video seems to be more likely to be shared and understood,

## **Study Conclusion**

This study discovers that content marketing is a leading trend in marketing and is becoming more useful, as well as necessary for companies today. Marketing trends are changing from talking at customers to talking with customers. From this study, I can boldly say that content marketing is the changing the way of public relations and journalism. It needs social media to be useful. Professionals utilize many tactics for content marketing in their work for brand awareness and to improve ranking on google searches. The difficult thing about content marketing is producing enough to keep it constantly update. It also needs to be searchable, so that involves a lot of creativity. The literature supports visual for the content based on its simplicity to understand it and being able to easily share it.

Topics that could be use further research in the best ways to use written content, further divulge in the importance of brand journalism, and how content. This study didn't research how written word can be utilized and what way of writing attracts audiences. It would be useful for practitioners to know the tools to help them better plan out their content marketing strategy.

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## Appendix A

### *Interview Transcript: Maggie Cox*

The following interview was conducted to get expert opinions from marketing and Public Relations perspective based on a questionnaire about a content marketing and the tactics that make it work.

Interviewer: Kelsey Donofrio  
Respondent: President of Barnett Cox & Associates  
(Maggie Cox)  
Date of Interview: 3/7/14

#### *Interview Transcription:*

Kelsey Donofrio: “Does your company utilize content marketing?”

Maggie Cox: “For the right clients and situations, yes.”

KD: “What tactics are utilized the most with content marketing for your work?”

MC: “Blogging. But blogging can include slideshows and images and videos.”

KD: “Where do you see content marketing leading to in the next 5 years?”

MC: “More people using it, but in more focused, creative, integrated, interactive ways. As with all marketing, technology is allowing marketers to reach smaller groups with relevant content. Those focused audiences will carry that content to others, becoming brand champions. And with mobility and connectivity, marketers will be reaching people with targeted content at specific locations at specific times in response to specific user actions and guiding them to a desired destination, whether online or in the real world. For example, and this is off the top of my head, someone might purchase several movie tickets on their mobile device. The marketer’s digital service will know what time the movie is and how long it is. Following the movie, the user will receive a funny post-movie review from a restaurant in the area. After the short review, the video will say something like, “Share this with your movie-mates so you can all enjoy a free appetizer while you discuss what you thought of the movie.”

KD: “ How important is it that companies use content marketing?”

MC: “I believe it should be part of most organization/brand’s integrated marketing plans. But every client is different, and content marketing should be used differently within various industries. While content marketing can cost lots of money and have extremely high production quality, it doesn’t have to cost a lot of money. If someone is creative, it can provide an inexpensive way to market an organization/brand and build a following.”

KD: “What are the values of content marketing?”

MC: “Search value, emotional value, word-of-mouth (viral) value, top-of-mind value. Searchers find the organization/brand’s content in search more easily. Audiences develop a positive association with the org/brand. Turns audiences into influencers and brand champions/ambassadors as they share the content with friends and family, providing free advertising from a trusted source, not an impersonal company. And consumers remember the org/brand later when they have a need or begin shopping.”

KD: “Does your company have a Chief Content Officer?”

MC: “No.”

KD: “If so, how are they valued?”

MC: N/A

KD: “If so, what are their duties?”

MC: N/A

KD: “If not, do you plan on getting a Chief Content Officer?”

MC: N/A

KD: “If not, why don’t you have one?”

MC: “As a smaller firm, content marketing is a collaborative effort that involves account managers, account coordinators, designers and copywriters.”

KD: “What numbers has your company seen since using content marketing?”

MC: “We have seen significant increases but that is competitive info we don’t share.”

KD: “Have your market shares increased?”

MC: N/A

## Appendix B

### *Interview Transcripts: Tod Nelson*

The following interview was conducted to get expert opinions from marketing and Public Relations perspective based on a questionnaire about a content marketing and the tactics that make it work.

Interviewer: Kelsey Donofrio

Respondent: Freelance Consultant and Adviser for The Hatchery  
(Tod Nelson)

Date of Interview: 3/7/14

#### *Interview Transcription:*

Kelsey Donofrio: “Did or Does your work utilize content marketing?”

Tod Nelson: “Yes. I began writing online content in 1996, but back then it wasn't called Content Marketing (in fact, I didn't hear the term "Content Marketing" until 2010). Back then it was called either Content, Editorial, or some weird mash-up with Marketing (Marketorial made its rounds for a while). I wrote reviews, articles, conducted interviews, wrote editorial focused emails and created interactive features and contests and sundry other content related activities for [Amazon.com](http://Amazon.com). Google was just starting to gain market share at the same time Amazon got started, and we all replaced our Netscape browsers with Google Search, and we understood the algorithms they used to "reward" fresh and original content, so we created A LOT of it. To this day, if you google a book, I guarantee Amazon will be the number one result, or damned close to it.

Since I've left Amazon, I've worked as a consultant, and one of the most valuable things I can share with businesses is my theory and strategies regarding what is now called "Content Marketing." I also consult with authors and large publishers to help them understand how to leverage their content to promote their books online. For one large publisher in 2006, I created a program (based on my experience creating content for Amazon) for their authors that was and is very successful: I didn't have a name for it (it was titled something like How to Use Online Tools and Discussions to Market Your Book) that I realize later was a very detailed blueprint for what is now called Content Marketing. I don't think I heard the term Content Marketing until I read Content Marketing for Dummies. I was like: Ah-ha! That's what it's called (And, by the way, it's still the BEST book I've read on so called Content Marketing. Go figure).“

KD: “What tactics did you utilize the most when you used content marketing for your work?”

TN: “Content Marketing offers the opportunity to engage your customer and perhaps start a conversation with them. I made a decision early on when reviewing books for Amazon to write to that book's ideal customer. Sure, I could trash the new Harry Potter as adolescent fantasy, but what does that mean to a 12 year old kid who wants to escape into a dream world of magic. So instead, I wrote with that kid in mind: what does he or she want to know about this book? I think in some ways this is the center of the best content marketing: what can you do to engage your

customer? How do you help them? How do you make their life better or more rewarding? How do you help solve their problems or achieve their dreams?

Too often, and I mean WAY too often, content marketing is about the product, the business. They talk about themselves, their features, why they are better, why you should buy Product X. They don't talk to the customer at all. This is a huge mistake.”

KD: “Where do you see content marketing leading to in the next 5 years?”

TN: “I hope it moves more towards customer-centric marketing rather than Search Engine Optimized marketing. But I am not hopeful about this. Too much of the content being created online is for SEO, and 95% of it sucks. I fear that as long as people create content with Google as their audience instead of their customers, the effectiveness of content marketing will decline and eventually be abandoned.”

KD: “How important is it that companies use content marketing?”

TN: “Depends on the company and the product, and where their customers are. If their customers are online and using Google to search for solutions to their problems, it is very important. And even more important that they do it right. Most don't.”

KD: “Did you work with a Chief Content Officer or have you seen a rise in this position within companies?”

TN: “Is this title for real? Ha. I haven't heard of it. Makes me think I should go back to work! I guess in my day they were VPs of Marketing or Editorial. I was "Content Manager" at Amazon (I ran the department) and Senior Editor of Features. We had no CCOs. Good Content Marketing should be valued highly, if it is done right. Its useless if its not.”

KD: ”If so, how are they valued and what are their duties?”

TN: “I would think a good CCO would imbue their department with a "Customer-centric" mindset and insure that all content marketing activities would be with the customer in mind, instead of SEO and bragging about their product and features. They should strictly maintain the "80-20" rule--engage your customers 80% of the time with the goal of earning their brand trust so you can pitch your product 20% of the time. Gary Vanderchuk calls it "Jab, Jab, Jab, Punch"--ie: Give, Give, Give, Ask.”

KD: “If not, do you think a CCO is necessary for companies to have today?”

TN: “I think more companies should bring Content Marketing in-hous--if they can afford i--and quit outsourcing it to contractors who don't understand their customers. There are far too many hucksters out there convincing companies to use sleazy SEO tactics in place of real Content Marketing.”

KD: “Has content marketing lead to an increase in leads for businesses?”

TN: “If done right, yes. It's quantifiable and highly effective.”

KD: “Have market shares increased for businesses?”

TN: “Same as above. If done right. I think part of the problem is that bad Content Marketing is somewhat effective (at least in SEO and increase in website hits) and quantifiable. Imagining if they did it right. The ones that do realize amazing success.”

KD: “Have you heard of brand journalism?”

TN: “Yeah. I'd say near 100% of the "content" you find on Amazon these days is a form brand journalism or paid placement. The only place you'll find content on Amazon that focuses on what the customer actually wants is in the customer reviews. Every thing else is paid placement. The same rules should apply to brand journalism that apply to good Content Marketing: is it customer-centric? Since it is sponsored by the "brand" my guess is that 95% of it isn't and is complete crap.

I think at some point businesses have to trust that their customers are discerning people who have actual dreams, desires, and problems that need help. If I'm seeking an answer to a problem and my Google search results in an article that is written with SEO in mind rather than solving my ACTUAL problem, I know the difference and look elsewhere. If I find I'm reading an article on a trusted news site that I realize is sponsored, paid for content, then not only has that brand but also that news site broken my trust and I'm not quick to let them regain it. Brands are all about trust.”

## Appendix C

### *Interview Transcripts: Samantha Arigapudi*

The following interview was conducted to get expert opinions from marketing and Public Relations perspective based on a questionnaire about a content marketing and the tactics that make it work.

Interviewer: Kelsey Donofrio  
Respondent: Copywriter at Marketing Maven PR  
(Samantha Arigapudi)  
Date of Interview: 3/5/14

#### *Interview Transcription:*

Kelsey Donofrio: “Does your company utilize content marketing?”

Samantha Arigapudi: “As a marketing and public relations firm, Marketing Maven utilizes content marketing to not only uphold our own online reputation, but to help manage that of our clients. Content marketing, inclusive of social media content, marketing collateral, and more, help to brand a company’s service or product, and set their branding in alignment. Doing this helps build brand ambassadors and form a growing online and offline presence.”

KD: “What tactics are utilized the most with content marketing for your work?”

SA: “Quality almost always quantity when it comes to content marketing, but at the same time, 64% of marketers say that producing enough content was their number one challenge. To do this, it is helpful to take content and spread it across a variety of formats I.e. Blogposts, info graphic, Facebook post, etc. With that said, integration is another important tactic because this gives immediate access to their audiences — existing and potential customers.

KD: “Where do you see content marketing leading to in the next 5 years?”

SA: “Content marketing is already on the rise and 5 years from now, it will be exceedingly digitally integrated. From mobile to social platforms across a variety of media, content marketing will be important to branding in the traditional sense, and will be adapted digitally moving forward.”

KD: “How important is it that companies use content marketing?”

SA: “Content marketing is really important to help build a company and brand their products or services. Putting out content regularly not only solidifies their expertise in their related industry, but it attracts potential and existing clients.”

KD: “What are the values of content marketing?”

SA: “Original content is the backbone of content marketing. Being creative while still retaining within the lines of the brand. Content is permanent, especially online so it should be true as possible. It should also be searchable! Nielsen research also found that 67 percent of costumers were more likely to buy a new product if they found it through an online search.”

KD: “Does your company have a Chief Content Officer?”

SA: “No.”

KD: “If so, how are they valued?”

SA: N/A

KD: “If so, what are their duties?”

SA: N/A

KD: “If not, do you plan on getting a Chief Content Officer?”

SA: “The copywriter serves as the main content creator, but content is created with the entire team, or the account executive responsible for the client.”

KD: “If not, why don’t you have one?”

SA: “At the moment, Marketing Maven is building their creative department, and most content is driven through account executives or double checked by the CEO.”

KD: “What numbers has your company seen since using content marketing?”

SA: “Marketing Maven has experienced exponential growth in it’s 4 years of business.”

KD: “Have your market shares increased?”

SA: “The company is private.”

## Appendix D

### *Interview Transcripts: Jim Allen*

The following interview was conducted to get expert opinions from marketing and Public Relations perspective based on a questionnaire about a content marketing and the tactics that make it work.

Interviewer: Kelsey Donofrio  
Respondent: Marketing Specialist for California Parks Department  
(Jim Allen)  
Date of Interview: 3/4/14

#### *Interviewer Transcription:*

Kelsey Donofrio: “Does your company utilize content marketing?”

Jim Allen: “Hearst Castle is a unit of the California State Park system. It is not a business, it is not a non-profit. It is part of California government. Thus we are a mission driven organization that focuses on protecting and interpreting our valued cultural and natural resources we are stewards for here. ‘Content marketing’ may not apply to our efforts here.”

KD: “What tactics are utilized the most with content marketing for your work?”

JA: N/A

KD: “Where do you see content marketing leading to in the next 5 years?”

JA: N/A

KD: “How important is it that companies use content marketing?”

JA: N/A

KD: “What are the values of content marketing?”

JA: N/A

KD: “Does your company have a Chief Content Officer?”

JA: “No.”

KD: “If so, how are they valued?”

JA: N/A

KD: “If so, what are their duties?”

JA: N/A

KD: "If not, do you plan on getting a Chief Content Officer?"

JA: "Unknown."

KD: " If not, why don't you have one?"

JA: N/A

KD: "What numbers has your company seen since using content marketing?"

JA: N/A

KD: "Have your market shares increased?"

JA: N/A