

# Building Trust Through Content Marketing

## Strategy and Tactics



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# Table of Contents

- Executive Summary .....3**
  - Ad Spending Declines, Content Marketing Soars.....3
  - What This Report Covers.....3
- What Is Content Marketing?.....4**
  - How Content Marketing Differs from Traditional Marketing .....4
- Developing an Effective Content Marketing Strategy.....5**
  - 1. Know Your Target Prospects.....5
  - 2. Know Your Solutions and Your Expertise.....5
  - 3. Provide a Consistent Stream of Useful Content.....5
  - 4. Make It Easy for Prospects to Contact You .....6
- Communications Tools for Content Marketing.....7**
  - Creating a Total Package.....7
  - Basic Tools.....8
    - Website Content.....8
    - Email Newsletters.....8
    - Bylined Articles.....8
  - Advanced Tools .....9
    - Blogs .....9
    - White Papers and Special Reports .....10
    - Free Ebooks.....10
    - Web Videos and Podcasts.....11
- Getting Your Content Found: Search and Social Media .....12**
  - Search Engine Optimization (SEO) .....12
  - Social Media Promotion.....12
- Taking the Next Step .....13**
- Conclusion.....14**
- About the Author: Mistina Picciano.....15**
- Notes.....16**

# Executive Summary



**Content marketing has become a means for businesses of all sizes to position themselves as experts in the products and services they offer.**

**Today's world of online, instant gratification caters to both consumers and business buyers who have become increasingly hungry for information on products and services they can trust to solve their problems.**

Traditional marketing methods are losing their effectiveness, as potential buyers have gained easy access to a wealth of online resources they have come to trust. Today's consumers are more likely to look to social networks and unbiased online product reviews for information. They want solutions without a sales pitch.

## **Ad Spending Declines, Content Marketing Soars**

The recent economic turmoil and resulting strain on marketing have forced businesses to re-evaluate traditional methods of lead generation in search of new approaches that offer improved returns on investment (ROI) while strengthening brand recognition and trust. As evidence of this, TNS Media Intelligence<sup>1</sup> reported that total U.S. measured advertising expenditures declined by 14.3 percent in the first half of 2009 compared to the first half of 2008. Ad spending was reduced across traditional media channels, including TV, radio, newspapers, and magazines. Only online display ad spending increased, by 6.5 percent.

One method of reaching prospects and retaining customers that has continued to grow is **content marketing**. This approach relies on providing information (content) that solves problems and builds trust with prospects and existing customers alike. Content marketing enables businesses of all sizes to position themselves as experts in the products and services they offer, which strengthens the level of trust they enjoy with their target market. The result: improved lead generation, revenue growth, and customer retention.

As traditional ad spending is losing focus, content marketing is gaining ground, as evidenced by the key findings of the King Fish Media "2009 Survey on Marketing, Media and Measurement," which found:

- 86% of respondents' companies are currently creating or plan to create original content for their customers and prospects in the coming year.
- 74% feel that original content and media are most effective for generating marketing ROI.
- 70% are spending more today to reach customers and prospects directly with branded content than they did three years ago.

## **What This Report Covers**

This paper discusses the definition of content marketing, how it compares to traditional marketing, what to consider when developing a content marketing strategy, and how to execute an integrated content strategy that builds trust, generates leads, and grows revenue.

Finally, we'll take a look at steps you can take to help targeted prospects find your content. After all, any content you publish will not generate leads if no one knows it exists.

# What Is Content Marketing?

**When was the last time someone wanted to pay you for a brochure?**

**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.<sup>3</sup>**

At its core, content marketing involves four key elements:

- creating and distributing **relevant and valuable content**
- **on a consistent basis**
- that establishes a level of expertise **that builds trust**
- **with a clearly defined target audience**, whose needs are clearly understood.

What makes content marketing powerful is that by providing free, valuable content that helps your prospects solve problems or answers their questions without trying to sell to them directly, you will have highly focused, knowledgeable prospects. These prospects have already decided they can trust what you have to say. By the time they are ready to contact you, they're prepared with information about your company, its people, and its products or services. Such prospects are more than warm leads—they're ready to do business with someone they trust: you.

## **How Content Marketing Differs from Traditional Marketing**

- **Content marketing is about providing valuable information and solving problems.** It is not about directly espousing the features and benefits of your products and services.
- **Content marketing is about creating free content your prospects might otherwise be willing to pay for and want to share.** When was the last time someone wanted to pay you for a brochure?
- **Content marketing is more about case studies and less about testimonials.** Consumers and business buyers have become skeptical about testimonials, as they have learned that some marketers paid for them.
- **Content marketing is more about pull than push.** Unlike traditional marketing, any call to action is very subtle and provides a benefit to the reader, such as a way to obtain additional free information, join in a discussion, or participate in a poll.
- **Content marketing is about making it easy for your prospects to contact you when they're ready.** It's not about insisting they do so right now to avoid missing out on something. They'll contact you when they're ready to do business.

# Developing an Effective Content Marketing Strategy



**“Establish as a primary content marketing goal to become a trusted source of information for your target buyers.”**

– Newt Barrett, *Content Marketing Today*<sup>4</sup>

**The purpose of engaging in a content marketing program is to build trust with your prospects and clients/customers by educating them. Essentially, you teach them.**

They learn to trust you; they make a purchase. You build this trust by showing your audience how they can solve a problem, which questions they should be asking, and what pitfalls they should watch out for. All of this takes place before they ever contact you.

Any content marketing strategy must include a few basic elements to be effective.

## **1. Know Your Target Prospects**

When it comes to content marketing strategy, knowing your prospects is much more than demographics and understanding buying habits. You need to know about the types of problems and challenges they face. You also need to know the types of solutions they want and where they are likely to look for answers they can trust.

While understanding your target market has always been important, it is even more important in a content marketing campaign. You cannot possibly create the kind of content your prospects will value and want to share if you don't know who they are and where they go to find solutions. Also, you don't want to spend time and money producing content for an audience that has no need for your products or services.

## **2. Know Your Solutions and Your Expertise**

Before you can create and distribute your content, you need a clear focus on the types and breadth of solutions you will offer. You want to understand which problems you'll solve, and you'll want a clear picture of how you can solve them. In short, you'll want a complete understanding of your strengths and the expertise you have to offer.

Without fully understanding where you excel and how you can solve your prospect's problems, you risk creating content for the sake of creating content, which will not build trust. In fact, doing so could backfire, and you could risk losing the prospect forever.

“Establish as a primary content marketing goal to become a trusted source of information for your target buyers,” writes Newt Barrett for the Content Marketing Today blog. “Trust is the all important element that can transform prospects who were initially skeptical into long-term customers who have faith that you can and will deliver results for them time after time.”<sup>4</sup>

## **3. Provide a Consistent Stream of Useful Content**

One way to help build trust is to be consistent. Another is to not only provide timeless content, but also to track developments in your area of

**By comparing the results you achieve through traditional methods against those achieved through a content marketing program, you can fine-tune your marketing mix to your full advantage.**

expertise. In addition to understanding your areas of expertise, you need to commit to building upon that expertise.

An effective content marketing strategy doesn't mean you should publish a slew of content and then wait for things to happen. You need to continue providing valuable insight to your prospects. You need to keep them informed of advancements in your field and of new ways to solve old problems. You also need to know what new challenges your customers face as time goes on and how best to overcome them.

As an example, blogs are often used in a content marketing strategy. A common question that arises is, "How often should I update my blog?" There is no hard and fast answer to that question, except that you need to be consistent. If you commit to three blog posts per week, try to maintain that level of commitment. Your prospects will come to expect it of you, and when you meet their expectations, you establish reliability in their minds.

**Being consistent builds trust—the very essence of any content marketing program.**

#### **4. Make It Easy for Prospects to Contact You**

Once your prospects have developed a level of trust in your company through your content marketing program, they'll want to contact you. When they do, they'll be ready to consider becoming your customers or clients. There is no better lead than a prospect who is ready to do business.

Part of your content marketing strategy needs to include easy ways for prospects to contact you once they're ready. Eliminate any barriers to making contact or conducting a transaction. Include easily accessible online product, company, and contact information. Also, make it easy for prospects to share your content with their contacts, colleagues, and friends.

A comprehensive content marketing strategy may completely replace traditional advertising and marketing methods you've used in the past. Or it can be an excellent adjunct to traditional campaigns. By comparing the results you achieve through traditional methods against those achieved through a content marketing program, you can fine-tune your marketing mix to your full advantage and maximize your return on marketing investment.

# Communications Tools for Content Marketing



When it comes to executing a content marketing strategy, a variety of tools are available that allow your prospects to interact with your message and allow you to measure your results. Unlike traditional direct mail campaigns, which can take weeks or even months to determine their effectiveness, most online marketing communications tools provide nearly real-time data on campaign performance.

The marketing communications tools you use to publish and distribute content will largely be determined by your understanding of your prospects and where they are likely to look for the information you can provide. You should select as many tools as you feel are necessary to reach your target prospect: the persona of your ideal customer discussed earlier.

The marketing communications tools discussed here are not intended to be all-inclusive. Today, the possibilities are nearly endless. You'll recognize many of these tools and likely have even used some of them in previous marketing campaigns. Here, they get a new focus for the purpose of delivering valuable content to your prospects without the expectation that they will immediately pick up the phone and contact your company. Remember, a content marketing program takes time to deliver results because it's all about building trust.

## Creating a Total Package

Regardless of which marketing communications tools you use, integration provides even more power and is important for keeping your message and your mission consistent. For example, you may include email newsletters in your content marketing campaign, providing valuable insight to your prospects without directly selling to them. As part of your strategy, you may also create a free ebook—or an entire series. You can examine a topic or problem in your email newsletter and include a link to download a white paper or ebook on the same topic. Such integration communicates to prospects that your expertise is not one-dimensional and further builds their trust in you.

Also, you may want to include other tools not discussed here if you want to combine a content marketing strategy with a traditional indirect or direct marketing strategy. For example, you may create banner ads or TV or radio promotions to spread the word about publications in your content marketing program.

**Using interesting, informative articles to position yourself or your company as a thought leader draws attention to the power and potential of your business, setting you apart from the competition.**

## Basic Tools

Basic marketing communications tools used in content marketing require less time and money to launch and maintain. Perhaps you're already using some of these tools but need to increase the return on your marketing investment. Following are the fundamentals of successful website, newsletter, and article campaigns.

### Website Content

If you already have a website that gets traffic, you have a readily available source for publishing content. Traditionally, websites have been used to showcase products and services and provide testimonials of clients and customers.

While you will probably be able to keep most of your website content in place—at least that which doesn't conflict with your content marketing strategy—creating additional content that educates, relates to your prospects' problems, offers solutions to those problems, and showcases your company's expertise can help build trust with prospects and existing customers alike.

You may also decide as part of your strategy to build and publish one or more micro sites—separate, but interlinked websites established for the specific purpose of providing useful content you want to deploy as part of your content marketing program.

### Email Newsletters

Online newsletters and other forms of email marketing have compounded the problem of inbox overload. However, publishing an online newsletter can still be an important element in a content marketing program if it delivers information your audience values instead of a sales pitch. Refocusing your newsletters to meet the information needs of your audience will result in higher open and click-through rates and fewer opt-outs.

Not only are online newsletters more affordable than print newsletters, but the response time is also shorter, results are easier to measure, and data is available almost instantaneously. Once you have meaningful data on your email newsletters, you'll be able to quantify your success and gain insight about what is (and isn't) working.

### Bylined Articles

If expert status, or thought leadership, for yourself or your company is your goal, an effective way to accomplish it is to write and distribute bylined articles. You only write them once, but each can be picked up by multiple websites, ezines, and newsletters worldwide. This tactic translates into more traffic for your website and more prospects in search of solutions to their problems.

Using interesting, informative articles to position yourself or your company as a thought leader draws attention to the power and potential of your business, setting you apart from the competition. Another benefit of publishing bylined articles is the fact that you can recycle them. Many distribution sites like [www.ezinearticles.com](http://www.ezinearticles.com) offer free reports that document metrics like the number of times articles were read, published elsewhere, voted on, commented upon, etc. When reports indicate you've hit a hot topic, tap the niche further by re-writing that content (at least 40 percent unique) and refine it to meet the needs of target prospects.



**As blogs have gained credibility with the business community, many have shifted from “homespun journals” to a professional-looking, authoritative source of information.**

## Advanced Tools

These tools include some that may end up being the most powerful tools in your content marketing program: blogs, white papers, ebooks, web videos, and podcasts. These tactics demand a greater investment, but they also generate larger returns by connecting you with your target audience and keeping you in the forefront as a trusted authority.

### Blogs

In its 2009 State of the Blogosphere<sup>5</sup> survey of more than 2,900 bloggers, Technorati, the leading blog search engine, reported that of the corporate bloggers who participated:

- 63% reported greater visibility in their industry as a result of their blog.
- 65% indicated their blog has helped their company be regarded as a thought leader in its field.
- 31% reported that their blog has resulted in invitations to speak at conferences.

The data supports the fact that blogs can be an important part of a content marketing strategy. But what is a blog?

Blog stands for “web log”—websites using a journal-type approach, most often displayed in reverse chronological order. Posts may include messages, articles, photos, music, video, or audio. Blogs are easily (and regularly) updated and often highly interactive. Most offer the ability to comment, so that readers can leave feedback and weigh in on topics.

As blogs have gained credibility with the business community, many have shifted from “homespun journals” to a professional-looking, authoritative source of information. One of the biggest challenges facing blogs is getting found. Even companies that handle their own blogging activities seek help in promoting their blogs, which may include search engine optimization, as well as promotion through social media and networking sites. Just as making it easy for prospects to contact you is important in any content marketing strategy, encouraging readers to share and comment on blog posts is important in getting your target audience to visit your blog.

As you begin building your blog, consider these three factors:

- **Hosting.** You can host a blog on a free hosting service, such as WordPress or Blogger, or you can host it yourself, separate from or integrated directly into your existing website. A free blogging service can be a good temporary solution, but in the end, hosting the blog on your own domain can help establish additional credibility as a trusted resource while giving you full control over your blog and its content.
- **Content.** Like any element used in your content marketing program, your blog content needs to reflect your subject matter knowledge, and it needs to be presented professionally to build trust. As mentioned, you also need to make it easy for readers to interact with and share your blog content. A skilled content marketing partner can help you with any of these aspects to make your blog the best it can be.
- **Frequency.** While the most common rate of posting reported in Technorati’s survey<sup>5</sup> is two to three times per week, consistency is more important than focusing on a specific number of posts. Posting on a consistent basis helps you meet your readers’ expectations and promotes a sense of reliability.



## **White Papers and Special Reports**

When there's too much information for an article or blog, but not enough to warrant writing a book, the medium you're seeking is known as a white paper or special report. Typically three to 10 pages in length, white papers provide the reader with insight into an industry or business or discuss solutions to a problem. These reports also serve as excellent lead generation tools and can be a vital part of a content marketing program when used to disseminate valuable, free information and not used as a sales pitch.

But what is a white paper, and why is it such an effective expert marketing tactic?

The term itself is derived from the phrase "white books," official publications offered by national governments. Now, however, they're used in marketing campaigns worldwide. Long popular in the IT sector, white papers have branched out into every industry. Created to shed light on a specific position or solution to a problem, white papers have emerged as high-impact marketing tools that key decision makers regularly rely on for justification of new product or strategy implementation.

According to the TechTarget 2009 Media Consumption Report:<sup>6</sup>

- Among IT buyers, white papers outpaced trial software downloads in decision making, 68% versus 57%.
- When asked how effective white papers were in making purchase decisions, 37% rated white papers extremely effective, while 57% rated them somewhat effective.
- 28% responded that they use white papers in the problem identification or "awareness" phase of the buying cycle, 55% in the "consideration" phase, and 17% in the "decision" phase.

## **Free Ebooks**

Offering free ebooks is another way to build trust. Ebooks are condensed versions of books, but they do not involve printing and binding expenses. Also, ebooks can be published online for immediate availability, unlike books published using traditional methods, which can take months to reach their readership.

Free ebooks come in a wide range of lengths, from 15 to 150 pages or more. They can consist of entirely original content, may include free reprint articles from other experts in your niche, interviews with experts in your industry, and more. Ultimately, free ebooks provide information in more depth than that allowed in a white paper and can be effective in building trust and thought leadership as part of your content marketing program.

The possibilities are endless. No matter your industry, product, or service, your free ebook must address a real or perceived need that only you can satisfy. Again, target your ideal prospects and provide information that provides insight into, or solves, their problems. Make it easy to contact you by providing your contact information throughout the ebook, but keep in mind you are not pressing for a sale. You are building trust through valuable content.

### **Resources:**

[www.free-eBooks.net](http://www.free-eBooks.net)

[www.manybooks.net/  
contact-authors.php](http://www.manybooks.net/contact-authors.php)

[www.eBookdirectory.com](http://www.eBookdirectory.com)

[www.eBook2u.com](http://www.eBook2u.com)

**Web videos and podcasts should answer questions and solve problems for your ideal prospects.**

According to Springer's 2008 report, "eBooks—The End User Perspective,"<sup>7</sup> the vast majority of users surveyed found ebooks valuable and would like to use them more frequently. The top reasons for reading ebooks included:

- Research 78%
- Studying 56%
- Teaching 10%
- Leisure 10%

As you develop a promotion strategy for your ebook, don't forget about one of the most powerful distribution methods at your disposal: ebook directories. Some of these directories provide free listings, while others charge a fee. A few appear here, but many more are available. The first site listed attracts more than 88,000 unique visitors monthly and has more than 37,000 links pointing to the site. While adding your ebook to that directory will cost about \$20, the one-time fee is well worth the potential payoff in traffic and leads.

### **Web Videos and Podcasts**

Free web videos and podcasts (sometimes collectively referred to as "webcasts") are a great source of information, and because web video and MP3 players have become explosively popular, these marketing communications tools can help get your message into the hands of thousands of target prospects quickly. Web video publishers, like YouTube, make it easy for subscribers to share videos and, where permitted by the owner, embed them into their own websites and blogs and share them through social media outlets such as LinkedIn, Facebook, and Twitter. And, of course, you can also use web videos and podcasts on your own website and blog.

Like any other tool in your content marketing program, web videos and podcasts should answer questions and solve problems for your ideal prospects. This educational approach will be appreciated by your prospects and help build trust.

Web videos and podcasts are tools for which you should consider getting professional help to create polished products with high-quality video and sound. The 2009 TechTarget report cited earlier revealed the following reactions to these media:<sup>6</sup>

- 51% responded that high-quality production creates a positive impression of the vendor.
- 25% said that low-quality production creates a negative perception of the vendor.

An agency that handles web video and podcast production can also provide scriptwriting and voice-over services, so that your videos and podcasts reflect your professionalism.

# Getting Your Content Found: Search and Social Media



**You can publish all the content you like, but if your targeted prospects never see it, you'll have nothing to gain, and your content marketing program will not deliver the desired results.**

Recent statistics confirm that search engines and social networks are important outlets for reaching prospects:

- According to marketing research firm comScore, Americans conducted 14.3 billion searches during the month of October 2009<sup>8</sup>.
- A 2009 Performics survey of more than 3,000 users revealed that 30% of respondents learned about a new product, service, or brand from a social networking site; 36% of YouTube users said they have gone to an online retailer or ecommerce site after learning about a brand on a social networking site.<sup>9</sup>
- eMarketer predicts mobile social networkers will total 56.2 million by 2013, accounting for 45% of the mobile Internet user population.<sup>10</sup>

## **Search Engine Optimization (SEO)**

Because today's buyers rely so heavily on search engines throughout the buying process, optimizing all Web-based content for search engines means your prospects will be more likely to find it.

Search engine optimization, or SEO, tells search engine spiders or "searchbots" what your content is about. Whether you hire a professional agency to produce content for your program, produce it yourself, or use a combination of both, content that is optimized for search will enjoy a significant advantage over content that has not been optimized.

## **Social Media Promotion**

While blogs are a substantial part of today's social media world, online communities like Facebook, LinkedIn, and Twitter also offer attractive content marketing opportunities. Demographics are available for each social community to help you determine which networks hold the most promise for your campaign. By joining and interacting within these communities, you can effectively promote your company's content.

When using social media as part of your content marketing program, the goal must be to promote your content, which can position your business as a thought leader and build trust with your prospects. You should not directly promote your products and services, lest you come across more as a spammer than a trusted resource.

Both search engine optimization and social media are important in getting your content found. They can support many of the other tools discussed in this report. A content production or copywriting agency that also offers SEO and social media services will eliminate the need to hire separate specialists to promote your content. The other benefit of using an integrated marketing communications agency (one that can produce and promote your content under one roof) is that efforts to promote your content will not conflict with the larger goals of your content marketing strategy.

# Taking the Next Step...



The past several pages have covered a great deal of information on content marketing and how you can use marketing communications tools, coupled with proven promotion techniques, to execute your strategy.

Engaging in a content marketing program will establish your company's expertise and build trust with your ideal prospects, as well as with your existing customer base. A content marketing program takes advantage of the fact that people are seeking trustworthy information. They want a source they can trust—a rare commodity, given that most people do not trust advertising, the government, or even news media like they used to. Once you establish yourself or your company as that trusted source, your target audience will want to contact you to do business. The best prospect is one who has already decided to trust you and is ready to buy.

As you set out to execute a content marketing strategy, keep these key points in mind:

- **Prioritize.** A number of these steps will build upon each other. Your best bet is to understand fully the type of content your prospects want and where they are likely to search for it. Prioritize the topics you want to cover and decide which tools you want to use to get the information into the hands of your target prospects.
- **Identify your strengths and weaknesses.** Decide which areas you can cover with your own resources and which will require outside help. Attempts by in-house staff to execute portions of your strategy in which they have no experience can waste time and effort, failing to deliver the results that professionally produced and promoted content can achieve.
- **Consider workloads.** Supplementing your staff or placing your entire campaign in the hands of a skilled content marketing partner can deliver content and build trust at a much faster pace than handling the campaign internally, where staffers are already busy with the day-to-day tasks of operating the business.
- **Spread the word.** Your ideal prospect has to find your content for it to succeed in establishing trust. Promoting your content by increasing its search engine visibility and mentioning it within social networks are two of the many effective ways to get your content in front of your target audience.

# Conclusion

**Today's consumers are seeking information they can trust to help them make informed decisions. You can fill this need by planning and implementing an effective content marketing program.**

But you will need to have patience: building trust does not happen overnight. It requires knowing your ideal customers, their habits, and where they turn for information. It requires the consistent delivery of valuable information, and it requires promotional effort to get that information in front of your market. Do that, and make it easy for your prospects to contact you once they are ready, and you'll be well on your way to content marketing success.

# About Us



## Mistina Picciano

Mistina Picciano offers more than 15 years of experience in marketing and corporate communications. As president and founder of Market It Write, she leads an integrated copywriting agency that provides a full line of advertising, writing, and publishing services for direct, traditional, and content marketing programs.

In a former life, she managed one of “America’s Greatest Brands” as vice president of communications at Guardsmark. Mistina fueled the firm’s print-based content marketing campaign for nearly a decade before taking the entrepreneurial plunge in 2004.

As a public speaker, Mistina educates business owners on improving communications and creating integrated marketing systems. She is a former board member of New York Women in Communications (NYWICI), where she still maintains active membership. Other professional affiliations include the Public Relations Society of America (PRSA), the Association of Real Estate Women (AREW), and ASIS International.



## Peter Levinson

For over 20 years, Peter has led LevinsonBlock LLC, a firm providing effective marketing and design for businesses and organizations.

He has successfully re-aligned clients’ brand and communications with target audiences to make them more relevant and powerful; transformed websites to make them usable and effective; and enabled his clients to persuasively promote their businesses through a variety of media. His broad experience in marketing and design enables him to play a variety of roles on his teams, from project manager to creative director to troubleshooter.

Peter has received a National Endowment for the Arts Fellowship. His work has received an American Graphic Design Award and appeared in Designing for the Greater Good, an annual of great marketing for non profits. His work has also been selected for the Logo Lounge II Annual, Print Regional Design Annuals, and Print’s Best Logos and Symbols.

Peter is a board member of the Healthcare Public Relations and Marketing Society of New York (HPRMS).

# Notes

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