

The Little Black Book of Big Marketing Success

The Executive's Guide to
Content Marketing Results

So what is content marketing?

Content Marketing [kon·tent mahr·ki·ting]

noun

1. the creation and distribution of compelling, branded content in multiple formats to attract and/or retain customers.
2. creation of unique, compelling content that drives SEO, tells your brand's story, and helps you get found by prospects and customers.

Syn: custom media, custom content, branded content

**Content marketing
can do it all. And
the results speak
for themselves.**

\$500 million

in fundraising was generated for President Obama's campaign when 3 million of his 5.4 million Facebook fans donated to his campaign.



Purposeful social media is critical and can create powerful results for any type of organization.

21,809

global headline impressions
were generated on just one
topic by using “new media”
techniques.

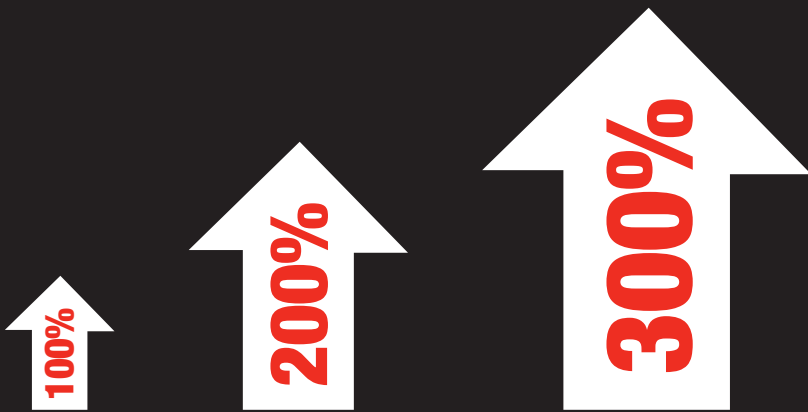
twitter 

facebook

Linked 

Using social media, newsjacking,
and public relations tactics in a
hybrid new media approach reaches
journalists, analysts, and pundits
across all channels.

**Customer engagement
grew by 300%** across
social media channels
for a single brand.



Driving conversations across multiple channels allows you to tell your story in new ways, wherever your customer might be listening.

**Site visits increased
by 503%**

**using content optimized
for organic search.**



Optimized, organic search requires expertly written content, using key words and long-tail phrases to increase your search engine page ranking.

First-page search results increased by 53% through the use of online video.



Video isn't just entertaining — it has numerous uses, including SEO. It must be an essential aspect of your content strategy.

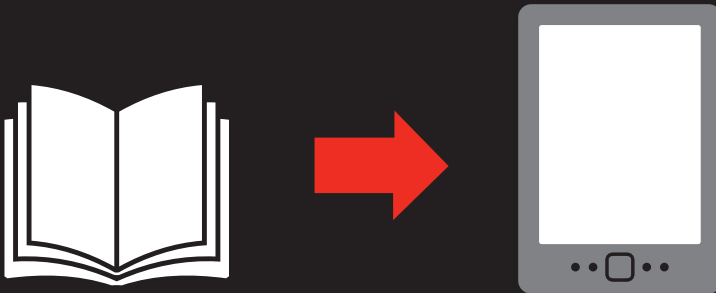
Purchase intent lifted by 200%

through a branded blog
campaign and buyer
persona development.



Development helps you focus on a segment of like-minded audience members. Targeted, relevant messaging increases brand affinity or intent to buy.

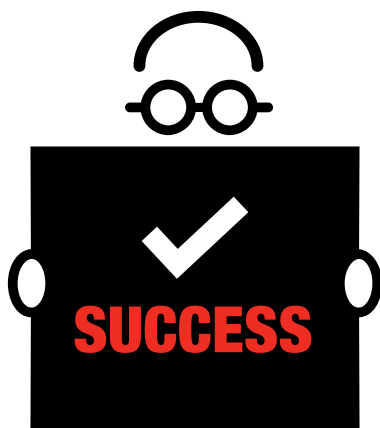
Thousands of readers transitioned seamlessly through a conversion from a print magazine to digital thanks to powerful design, compelling content, and ease of use.



Digital magazines are a great complement to the printed word. The transition to digital doesn't have to mean abandoning print — print can become unique, tangible, and differentiating in many brand scenarios.

Convinced yet?

Let us help you add your success story to the mix.



D Custom is more than just marketing — we are brand journalists at heart, integrating your content across channels to connect you with your audience online, in print, and beyond.

Integrated Strategy

Audience definition and analysis

Market research

Buyer persona development

Content strategy

Brand strategy

Content audit

Sales enablement

Social Media

Web presence optimization

Social media management

Social media monitoring

Blog management

Content creation

Media relations

Digital Services

Web design

Animation

Motion graphics

Video production

Information graphics

Digital publications

Custom Content

Circulation and fulfillment

Online and print design

Distribution

Editorial

Photography

Prepress

Printing

Production

www.dcustom.com

12345678910

d custom

DRIVING SALES THROUGH CONTENT

Sources

- No.1** Sticky Media, Social Media ROI
- No.2** D Custom, client experience
- No.3** D Custom, client experience
- No.4** The Search Guru, Case Study
- No.5** Forrester Research
- No.6** Vizu Mary Kay Case Study
- No.7** D Custom, client experience