

How Oracle Marketing Cloud Solves the Most Common Content Marketing Pains

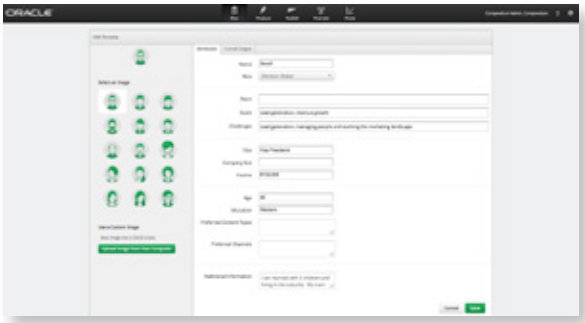
ORACLE
MARKETING CLOUD

"I need a way to direct the content I am writing to specific members of my audience, rather than writing blanket content that doesn't have a focus on any one particular individual."

Tailoring your content so that it is focused directly to the various people involved in the purchase and usage of your product and service can increase engagement with your content and increase the likelihood of a positive reaction. We call this writing to personas. Oracle Content Marketing has a persona tool built into its content marketing platform that allows you to target your content at specific personas so that you can increase the likelihood that your prospect or customer will relate with your content.

Specifically, our persona tool allows you to:

1 Easily Create a Persona Directly Within your Content Marketing Platform

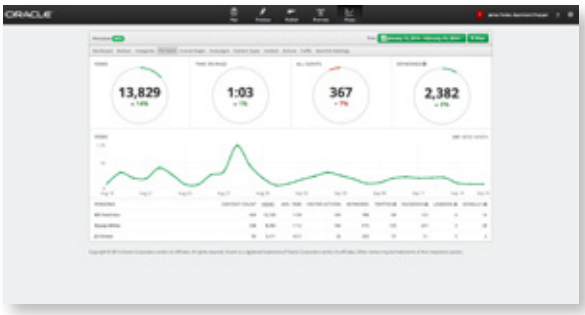


Our persona creation tool allows you to add in specific attributes about your persona. At a high level, you can enter in demographic information about your persona like age, title, income, and education, among others. In addition, you can add in what that person's fears, goals, and challenges are related to their job or life so that your writers can have a better understanding of what your buyer really cares about. Also, you give your persona a name and picture so that you feel as though you are writing for an actual person.

2 Easily use your Created Personas to Create Targeted Content

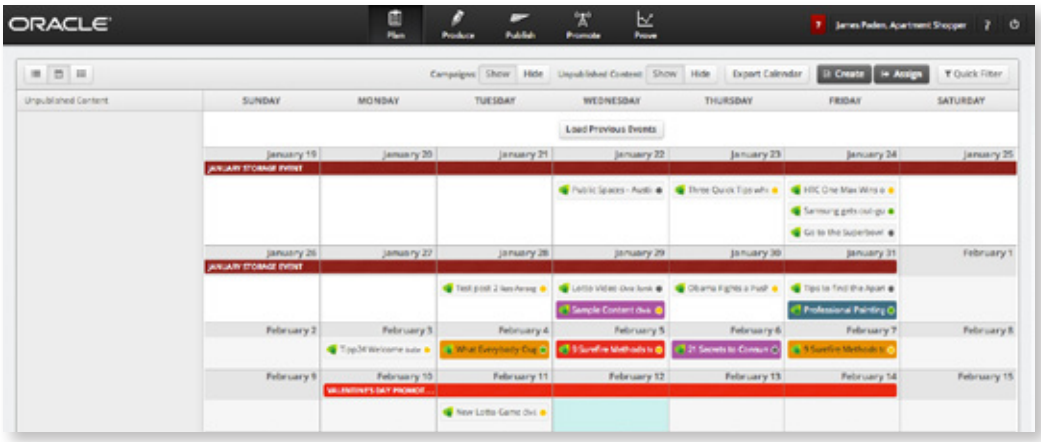
Now that you have created personas that are targeted toward the various customer types you have, it's time to use those in your writing. Doing this is easy as personas are built right in to the content creation process. Easily reference the persona you are writing to so that you can see who they are, what they care about, and any other relevant information about that person so that your content makes the most sense for that particular person.

3 View the Results of your Content by Persona



Typical web analytics platforms won't give you the granularity to be able to view the effectiveness of your content by the persona you are writing to, but now this is possible. See how many pieces of content you have for each of your personas as well as how it is performing compared to your other persona content.

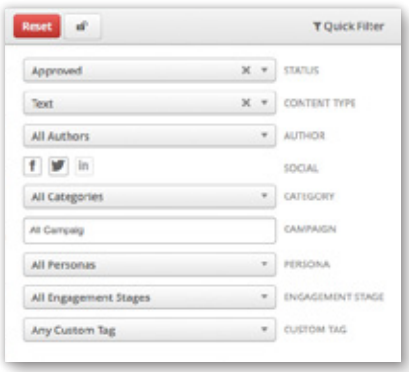
"I have people (located in different places, in departments/divisions, etc.) that I need to share our content marketing plan with and I don't have an easy way to do that."



If you're in charge of content marketing, chances are you are involving people throughout your organization in the content creation responsibility. Whether that means a customer support representative to field Q&A content or your company's CMO to handle the next big thought leadership piece, there are likely people in different departments, and possibly even in different locations, creating content for you. Keeping those people on the same page can be a major hassle without the help of a unified place for you to manage when content should be created, as well as a place for your content contributors to see when their content is due.

An editorial calendar makes this process of managing the timeline of a content marketing strategy a breeze both for yourself and for your contributors.

- **For your company's contributors,** they can quickly see when their upcoming content is set to be published so that they know how long they have to get it done. They can also see their social promotions to Facebook, Twitter, and LinkedIn related to their content so that they can know they are posting their content out to their social networks in a consistent basis. If they prefer to not log in to view these deadlines, they can have their calendar synced with their personal Outlook Calendar, Google Calendar, or iCal.
- **For the content marketing manager,** the editorial calendar gives them one central calendar-based view of their content marketing program to see if a consistent flow of content is being produced. They can also filter the content down by content categories, personas, engagement stages, or particular campaigns to see the content creation output by any one of these specific areas. Having this single view of all your content (both past and future) takes a lot of the pain related to managing a team of content contributors writing about a wide variety of topics to a wide variety of personas out of the equation.



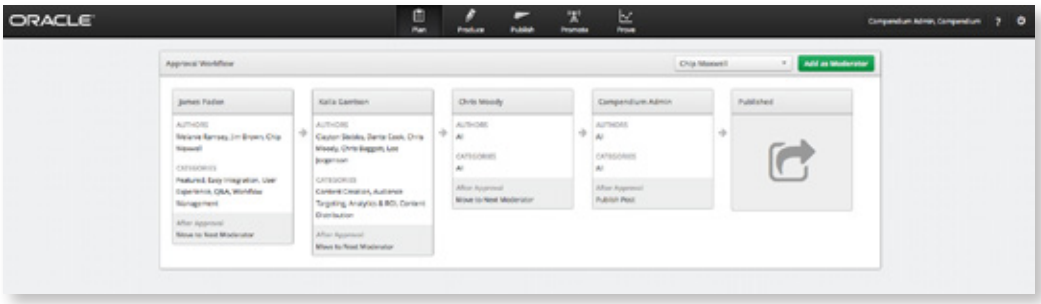
"We need to have a process that allows us to moderate content by one or more people in our organization but right now the only way for us to do that is a disruptive manual process that is causing a lot of bottlenecks in our content creation process"

Getting your content from idea to live should be a painless process, but it all too often ends up being bogged down by manual checks and bottlenecks that can come with cobbled together freeware, spreadsheets, or word documents. It doesn't have to be that way.

Now you can quickly and easily set up a workflow process for your content that can accommodate anyone within your organization. Setting up the workflow is as easy as:

1. Picking the person you would like to add to your moderation workflow.
2. Selecting which authors and/or content categories this moderator should be moderating.
3. Saving and that's it! Your workflow will be updated and your moderators will receive email notifications when they have content ready for their review.

You can also easily deactivate parts of your workflow process for any amount of time in case someone goes on vacation, is out at a conference, or some other reason that would not allow him or her to moderate the content. This workflow moderation will take all the pain away around needing a legal, design, grammatical, SEO, or whatever is specific to your organization review prior to your content being approved to go live.



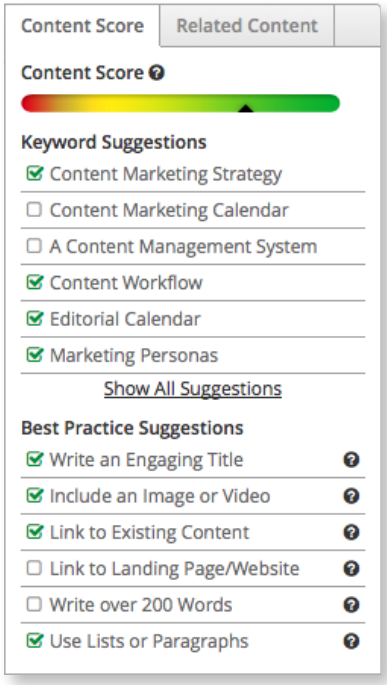
"Creating content that is on topic and that uses the language of my buyer is hard enough for a seasoned writer, let alone an occasional contributor that doesn't have a writing background. I need a way to make sure that my authors are using the language of my buyers and that stays on topic."

Creating quality content that resonates with your prospects and customers can be a challenge for the best of writers, let alone your entire content team that may include customer support representatives, sales reps, or other team members that don't have professional writing as a requirement to do their job well. Having the ability to guide your writer with writing best practices as well keywords that will resonate with a buyer is important in the effort to create quality content. A content score tool gives you the ability to do just that.

Keyword suggestions can be set at a global level for all pieces of content or can be targeted to specific topics, meaning that when a writer either selects to write on a particular topic or is assigned one, they will see keyword suggestions that are relevant to that topic.

They will also see writing best practice suggestions (such as including an image or video, use lists, write over 200 words, etc.) that will help them create content that follows general writing best practices.

The output of our content score is a simple meter that goes from red to green showing the quality of the content. The further it gets into green, the more on message the content is and uses writing best practices. This quality indicator can give both the writer and reviewer a quick feel as to whether or not they are doing a good job at writing their content on message with best practices.

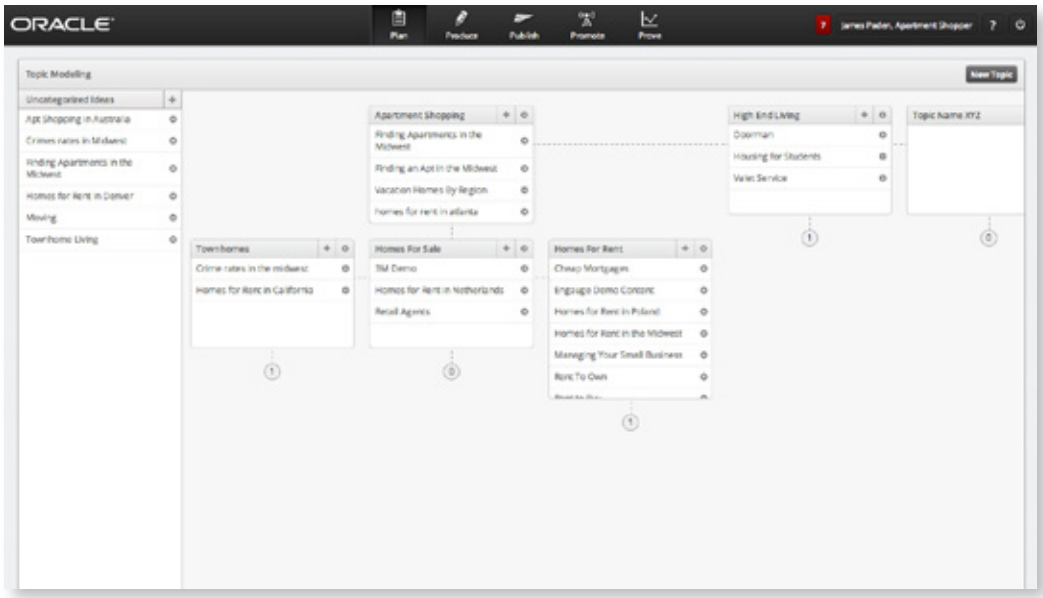


"I need an easy way to come up with ideas for what to create content about that can be leveraged throughout my entire organization."

For a writer, coming up with an idea on what to write about can be half the battle in producing content. And for the content marketing manager, having all of these ideas organized in an orderly and effective way can help clearly show what content you would like to create and what gaps you still have in your content. Coming up with what to write about should be an easy to manage activity. A topic modeling tool allows you to:

- Develop a core set of content categories.
- Develop topics from those categories that go into a little more detail.
- Develop specific content ideas based off those topics that can then be assigned to writers with due dates and instructions on what specifically you would like them to talk about and to which persona it should be directed.

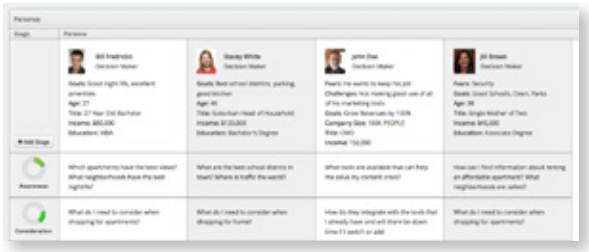
One topic modeling session can set you and your content marketing team up for weeks, or possibly months, of content ideas that are already assigned out and set up to be seen on the editorial calendar.



"I know where my buyers are at in the buying process, but I don't know what content to send them."

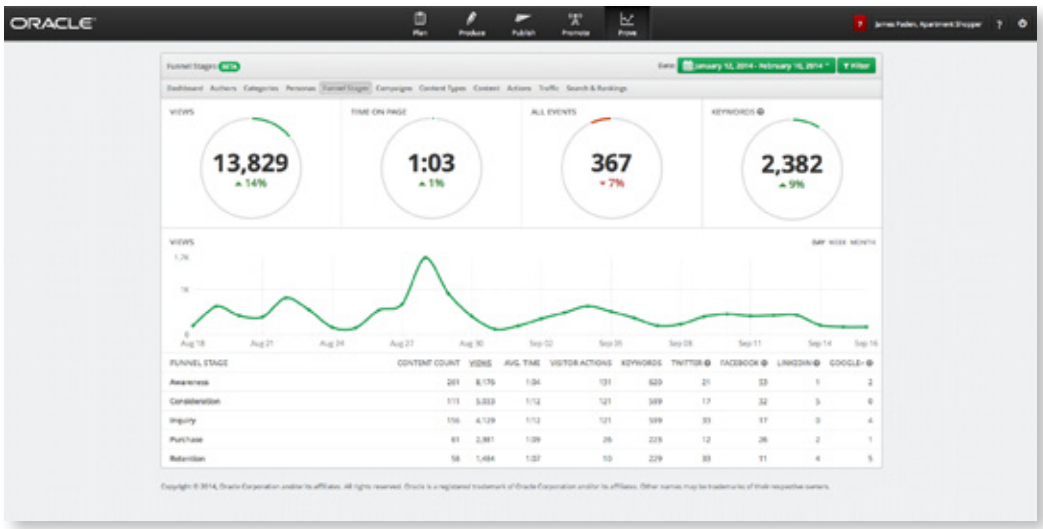
The content a prospective customer would find most useful when they are just learning about the industry your product or service sells into is very different than the content that a prospective customer would find most useful when comparing your company to your biggest competitor. These different stages are often called stages in the sales and marketing funnel. Now you can categorize your content by these various stages. Funnel stages within the platform expand the power of your content marketing program by:

- **Allowing Complete Customization.** Funnel stages can be completely customized in the platform to allow you to label them to names that most make sense within your company. In addition, you can create as few or as many stages as you like.



- **Creating Helpful Hints for Content Creation.** With each funnel stage, you can add in comments, questions, and commonly used phrases that people would ask during that stage. You can further segment those statements down to the specific persona, so that the questions asked by one of your personas in a specific stage are different than ones asked by a different persona in the same stage. These comments, questions, and other statements you add in are then shown to the content creator so that they can be reminded not only of the person they are writing to, but the state of mind they are in when reading the content.

- **Reporting on your Content by Funnel Stage.** See which content is performing best by funnel stage, as well as find out differences with how people are engaging with your content by stage so that you can see which stage of content needs the most improvement.

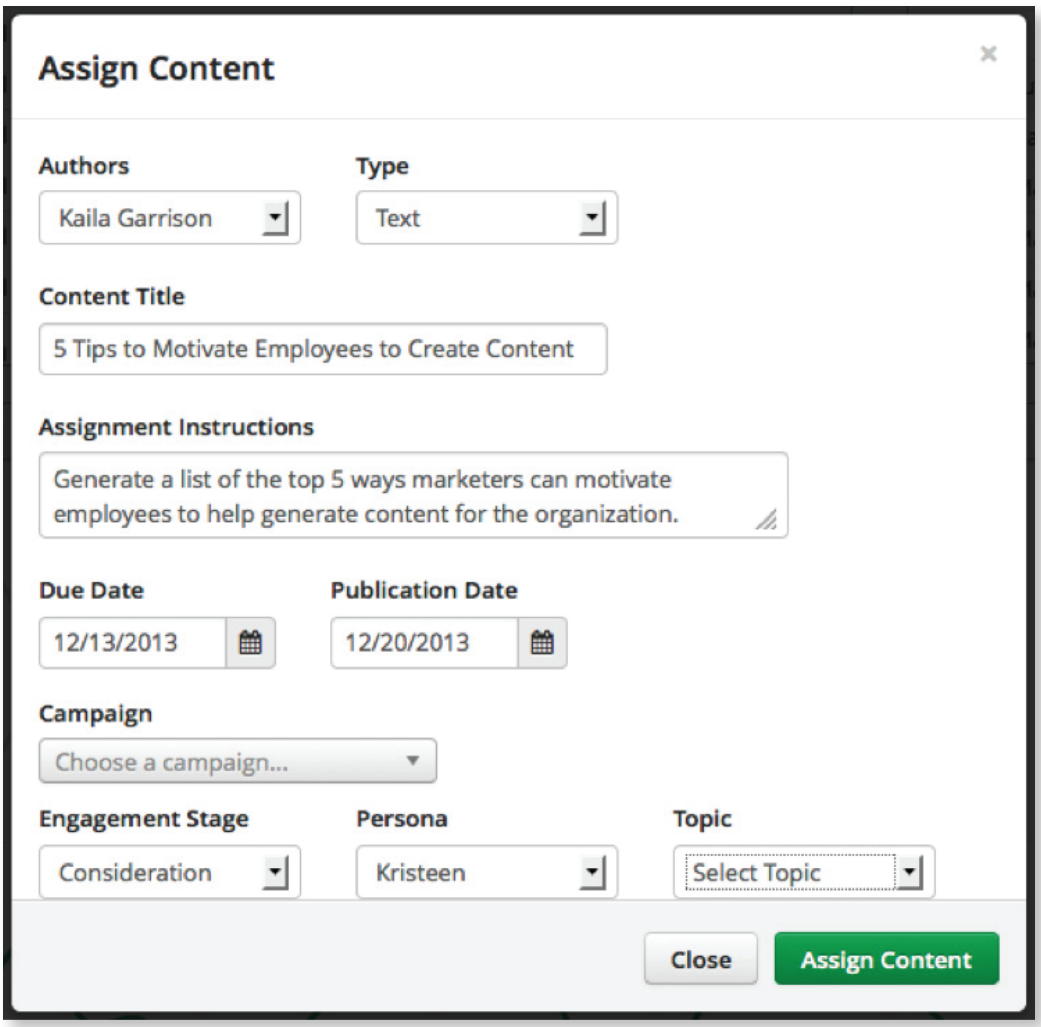


“I currently only have 1 or 2 people writing for me and it’s not giving me enough content. I need a way to get more people involved so that I can fill my content pipeline”

Content marketing has evolved. Organizations cannot be producing one blog post a week, a couple of tweets, and maybe a Facebook update. Marketers need to be creating massive amounts of content tailored to the right person. A single content writer cannot be responsible to write all of the content necessary. That role is now content coordinator and/or editor and needs to be pulling content from everyone within the organization.

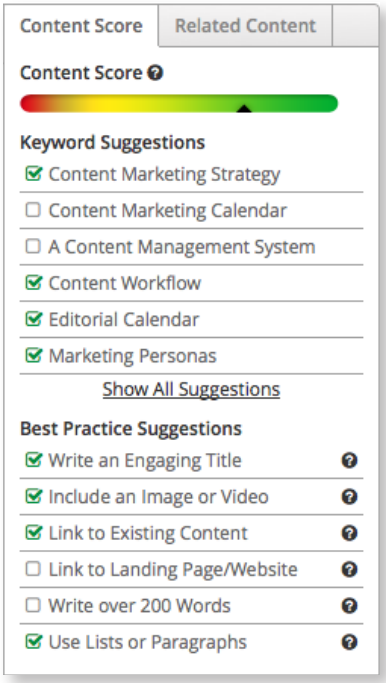
But this is no easy feat. To help streamline the process, we’ve given the content coordinator the ability to assign content with specific directions to content creators (e.g., account managers, customer support team, sales team, engineers, store employees, executives, etc.).

Assigning data attributes such as title, persona, engagement stage, and content type as well as due date will help frame the assignment letting the author know exactly what they should write can make this process a lot easier.

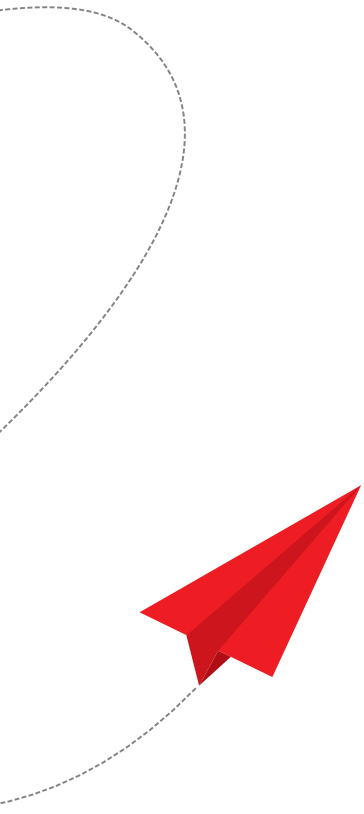


"I need to ensure that the content we are producing is search engine friendly."

Creating content takes a lot of work. Creating content that speaks to the right persona, uses the right keywords, aligns with the appropriate stage in a buyer's journey, and converts is really hard. A content marketing platform makes it easy for everyone in your organization—and even your customers—to create compelling content, and a content score tool makes it even easier for your team to create search-friendly content that is more likely to do well.



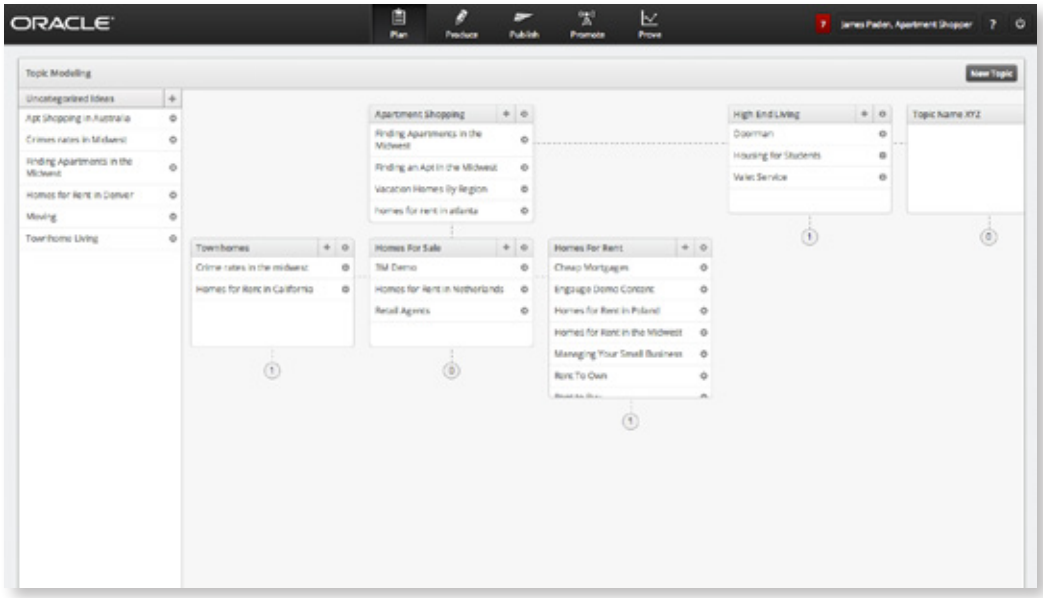
A visual content score indicator tells authors how well they are staying on focus with their message as well as following best practices. As a content contributor is writing, the meter will move from red to green based on a variety of variables tailored to SEO best practices. The author also sees a list of keyword suggestions. These keywords, which can be developed to directly impact your SEO efforts, are aligned with the overarching goals of the content marketing program. Additionally, as the writer follows general content creation best practices (utilizing lists, linking to additional pieces of content, and writing an engaging title) the best practice boxes are checked.



“Even if we have enough people to create content, we have a difficult time coming up with fresh content.”

Mind mapping, idea generation, topic modeling...these are all various methods for developing a repository of content topics and ideas for yourself and your team to execute on. A topic modeling tool allows marketers to use these techniques within their content marketing platform to develop a core set of categories and sub-categories.

From those sub-categories, content can be assigned to authors within the organization. Accompanying data attributes can be added to the assignments such as due dates, targeted personas and funnel stage, as well as a suggested topic will help your authors tackle writer’s block and hopefully give them the information they need to quickly turn around a quality piece of content. This topic modeling technique being implemented within the platform has led many organizations to go from being short on ideas and content to having a full set of ideas for the next few weeks or months for their content creators.



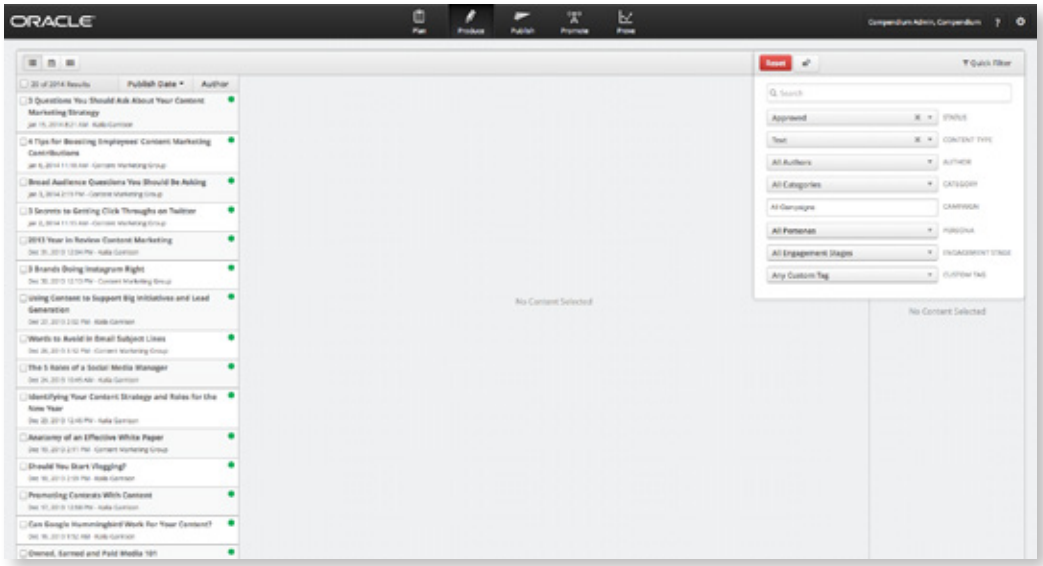
"I need to get more value out of the investment in content already produced, either through reuse and/or re-promotion."

Most companies create content. But, when looking at how companies reuse and re-promote their content, it varies greatly. The most common approach is to create content, promote it, and then revisit it when you think that piece of content is relevant again. The problem with that approach is that everyone gets busy. Without a content marketing platform to facilitate this process, it is a common failure point.

The platform takes all content and allows any user to quickly locate similar content and use it in various ways.

- You can revisit an "old" post and promote it again.
- You can schedule a social promotion far into the future when you first create the content.
- While writing your piece of content, you can quickly find similar content and insert a link to it within your new article.

Make sure your content lives forever and finds its way to the right person at the right time on the right channel.

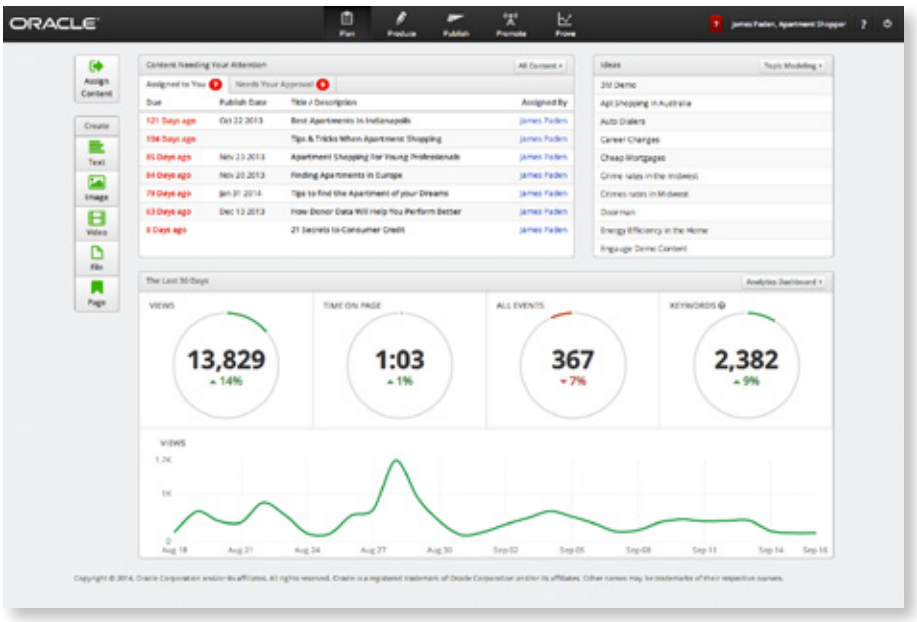


"Even though we are already using a lot of different tools for content marketing, we still don't have everything we need and none of it works together."

Many marketers are overwhelmed at how many tools they end up using to do their jobs effectively—we call this tool sprawl. This can lead to inconsistent use of tools by users and frustration because of their inability to work well together easily. But for the content marketer, the platform takes many of those one-off tools and ties them together to make a complete content marketing platform that unifies the experience and makes the pieces of a content marketing puzzle fit together well. These tools include:

- A complete **Editorial Calendar** that gives you the entire view of your content marketing program in one snapshot.
- Planning tools like a **Persona Builder, Moderation Workflow,** and **Topic Modeling** that make it easy to set your content marketing program up for success.
- A full web-based content editor with functionality built into it like **Content Scoring** that makes writing your content easy and effective.
- A complete **Publishing Platform** that makes it easy to push your content live to your blog or content hub.
- **Social Sharing** functionality that allows you to easily schedule your content now and for the future.
- A full **Content Analytics** platform that allows you to measure your content's effectiveness.

What if the content marketing platform doesn't have what you need already baked into it? That's an easy fix thanks to a complete and open API that allows for easy integration with other tools that have an open API.



"We are writing really targeted content and want to make sure our Calls to Action are in line with the content, but that's hard to do."

Creating content that is targeted with a specific user in mind at a specific stage in the buying process should be the goal for content marketers. And when you're able to do that, it can lead to a much higher engagement rate with your content. However, if your calls to action do not line up with your targeted content, then it can lead to a disjointed experience for the consumer of the content and ultimately fail to move people through the buying process.

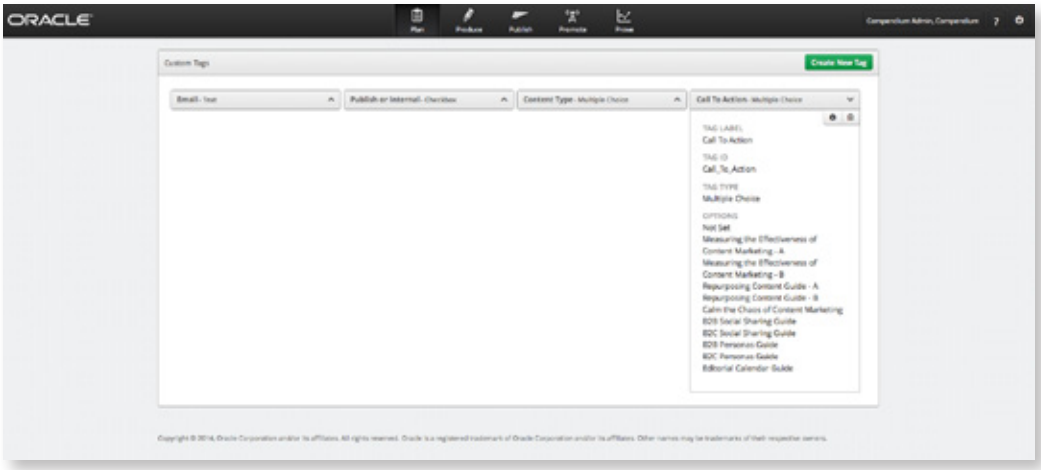
That's why it's important to have calls to action line up with the content. This can be accomplished in a couple of different ways:

1. **At the Content Category Level**

   Calls to Action can be set dynamically at the content category level so that when you place a piece of content in a specific category, it will automatically display a call to action that is relevant to that category.

2. **At the Individual Piece of Content Level**

   In addition to being able to set content a category level, you can set calls to action at the individual piece of content level. If you have any number of calls to action that could be relevant for content, you can add those using custom tags within the platform and apply one of those tags to a piece of content. When your content is tagged with one of those calls to action, it will always display that relevant call to action when that piece of content is being viewed.

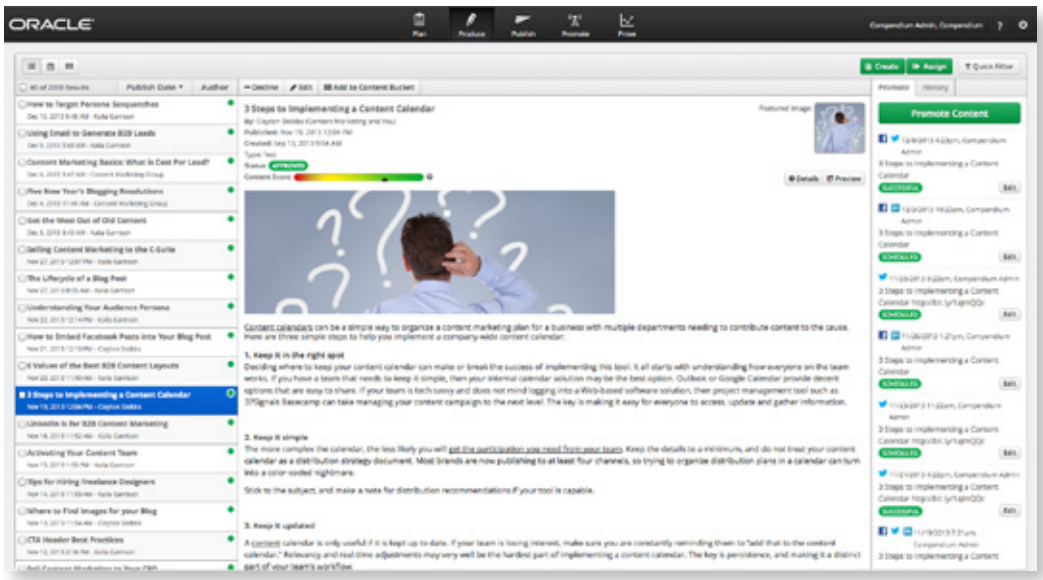


“Our content is sitting in lots of different silos right now and I need to get it into one central location.”

Potential and used marketing content is being created everywhere throughout an organization. And not only is it being created in lots of different places, but it’s also being created by lots of different people. This can easily lead to content ending up in silos throughout your organization which is why having a content repository for your content is so critical.

Getting your content into the content repository is a breeze with plenty of options (web based editor, web-to-post, and email-to-post). And when your content makes it there, thanks to workflow moderation, it can quickly and easily be edited and approved to be used for any and all of marketing’s needs.

Then you can quickly and easily search content by target, subject, publish date, or other custom settings in order to find content. And by having all of your content in one central location, it becomes easy to find and repurpose content for future marketing campaigns or social media promotions.

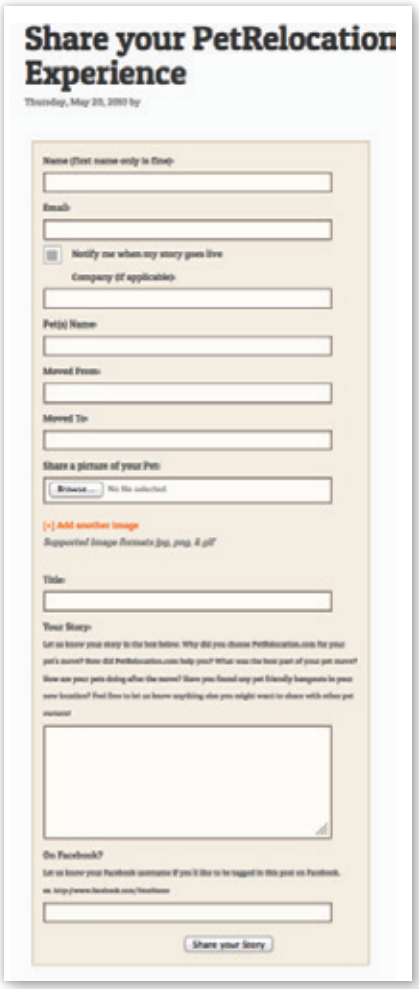


“I need a way to get content from our customers, even though they are not necessarily going to consistenty write for us.”

Content is hidden in many areas of an organization. It’s the job of the content marketer to find these pockets of content and make it as easy as possible to leverage them in the organization’s content strategy. Content created by customers can be some of the best content an organization can promote. Now it’s easy to leverage this content through web-to-post functionality.

Web-to-Post

Soliciting customer stories is the holy grail of low effort content. Having your customers talk about how your business solved their problem is perhaps the best type of content an organization can harness. Make that process as easy as possible with web-to-post functionality. Web-to-post is simply an online form that a customer is directed to in order to tell their story. The best practice is to trigger an email to a customer after they have interacted with your business in some way. Ask them to talk about their experience (not review your service). Set up a form that makes it easy for them to share: have them submit a picture and/or a specific questions.



Once the customer has submitted the story it is sent into the content repository for moderation. The moderator can add in links, calls to action, and/or make any other changes it sees fit. Upon publishing this piece of content an email can be automatically triggered to the customer letting them know that their story is now live on the company website and ask them to share their story with their friends though their own social media channels. This is a great way for an organization to not only collect a great story, but turn customers into a megaphone for the business.

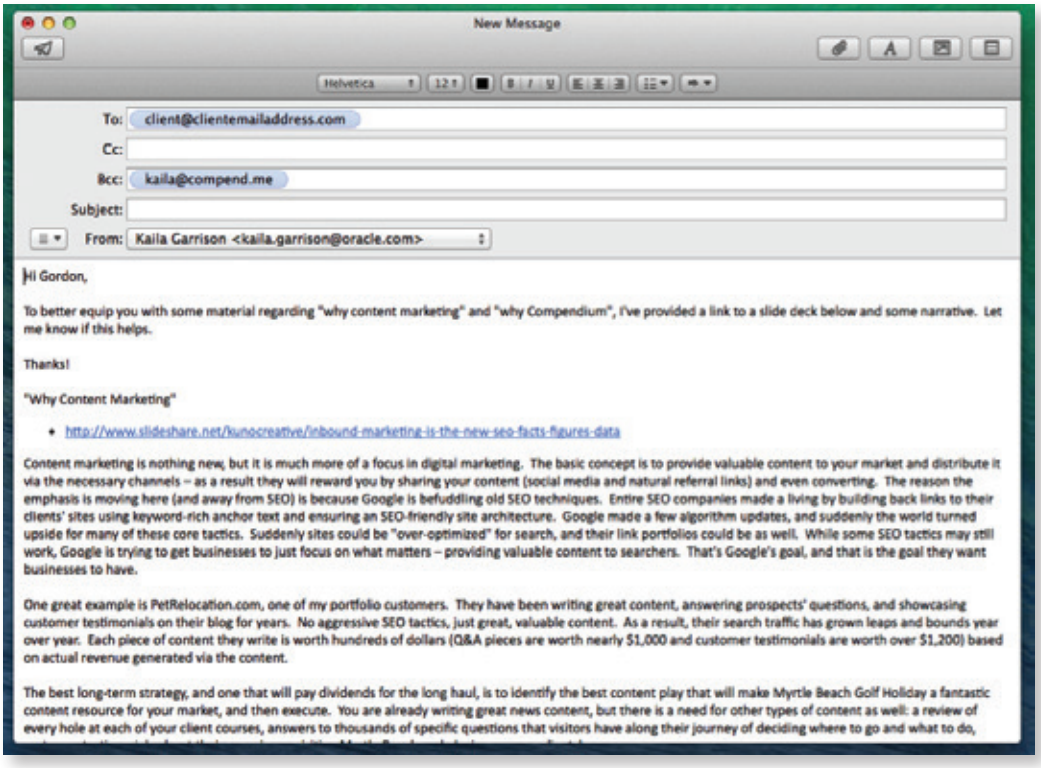
"I need a way to get content from customer-facing people in our organization, even though they are not necessarily going to write for us always."

Content is hidden in many areas of an organization. It's the job of the content marketer to find these pockets of content and make it as easy as possible to add them into the organization's content strategy. Content created by customer support employees and sales representatives is some of the best content an organization can produce. Now you can use this content through email-to-post functionality.

Email-to-Post

Your sales team, account management team, support team...basically your entire company is likely sending a lot of emails addressing questions that your prospects and customers are asking. And, this high quality, highly relevant content gets one use. Instead of just throwing away this piece of content, the content marketing platform gives everyone in your organization a personalized email address. When the employee is sending their email they can simply BCC this email address and send the piece of content into the content repository for moderation.

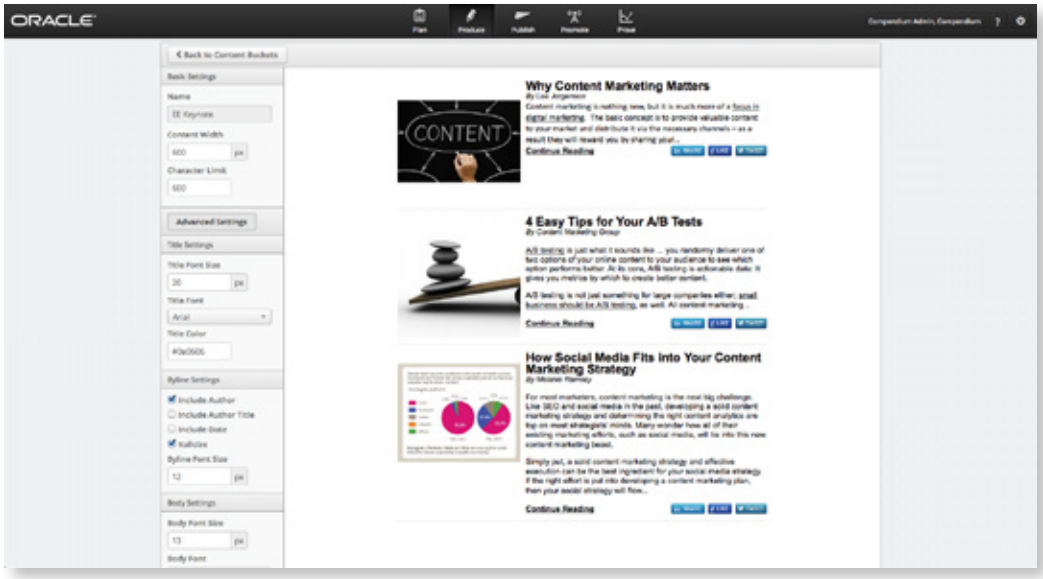
Then the moderator can remove all of the personalization and use what would have been a single-use piece of content in many different content marketing initiatives.



“I need an easy way to create emails for lead nurturing, newsletters and/or client communication.”

Email marketing is one of the cornerstones of a successful content marketing program. Delivering consistent, relevant content to your subscriber base is critical in not only lead nurturing but retention as well. Creating and delivering the one to one message (on a continual basis) can take a lot of time and resources. We’ve developed a tool to make it easy to collect content into a newsletter format and send it to your email service provider or your marketing automation platform called content buckets.

Content Buckets make it easy for marketers to collect and organize content based on persona, engagement stage, and other data attributes.



With selected content, marketers can easily customize the look and feel of the content to fit within the parameters of their email templates.

This content can be pushed to your marketing automation platform or email service provider for distribution via email or landing pages. You can also grab the HTML and use it however you choose.

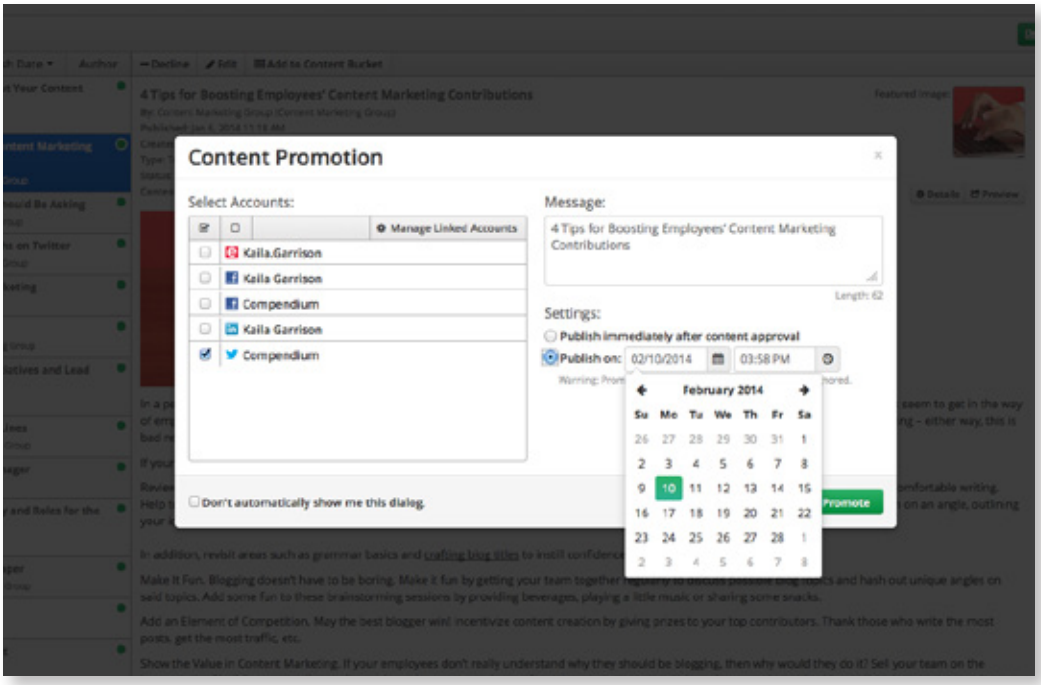
Creating and deploying content should be easy. Content buckets make that possible.

"I need an easier way to distribute and promote content to social channels."

Sharing your content to the right audience is critical for success. In today's world, buyers might be anywhere from 60% to 90% of the way through their journey before they reach out to the vendor[1]. As the marketer you need to make sure the content is heard by the right people, at the right time, through the right channel.

One of the easiest ways to tackle content promotion is through your corporate social channels. Content can be promoted to any channel and is easily scheduled so your content isn't created and forgotten.

At any given time, you can quickly find content you'd like to distribute and promote to relevant channels again. With advanced scheduling options, you can choose social messages to be promoted in the future—thus keeping a consistent flow of content.



A second method is giving people within your organization the ability to not only create content, but also promote content to their own social networks. The tool allows for easy integration of personal social media channels. And to keep things streamlined, no content is promoted to a personal channel until the appropriate moderators have approved it.

Finally, to keep everyone on the same page, all social promotions appear on the editorial calendar, thus allowing for a steady stream of social content across all channels.

Social promotion functionality makes sharing content easy. Now you can manage the process from one easy to use platform.

[1] http://blogs.forrester.com/lori_wizdo/12-10-04-buyer_behavior_helps_b2b_marketers_guide_the_buyers_journey

"I need a content marketing platform that integrates with other systems."

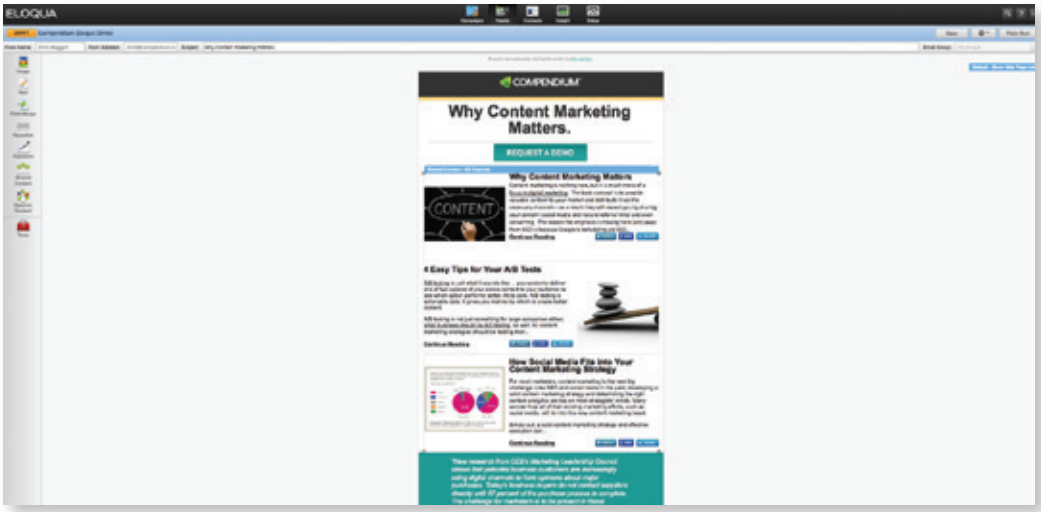
One of the major benefits of a robust content marketing platform is the ability to integrate. With a flexible API you can integrate with other platforms that also have an open API.

One of the major benefits of these integrations is the ability to pass content that has already been created, edited, and approved to other systems. Additionally, each piece of content is tagged with data attributes such as: persona, funnel stage, topic, and analytics of how well the content has or is performing across various channels. This allows the marketer to line up the right piece of content with the right person.

Here are some integration options:

1. Email Service Providers
2. Marketing Automation Platforms
3. Social Media Channels
4. Websites (Content Management Systems)
5. E-Commerce Systems

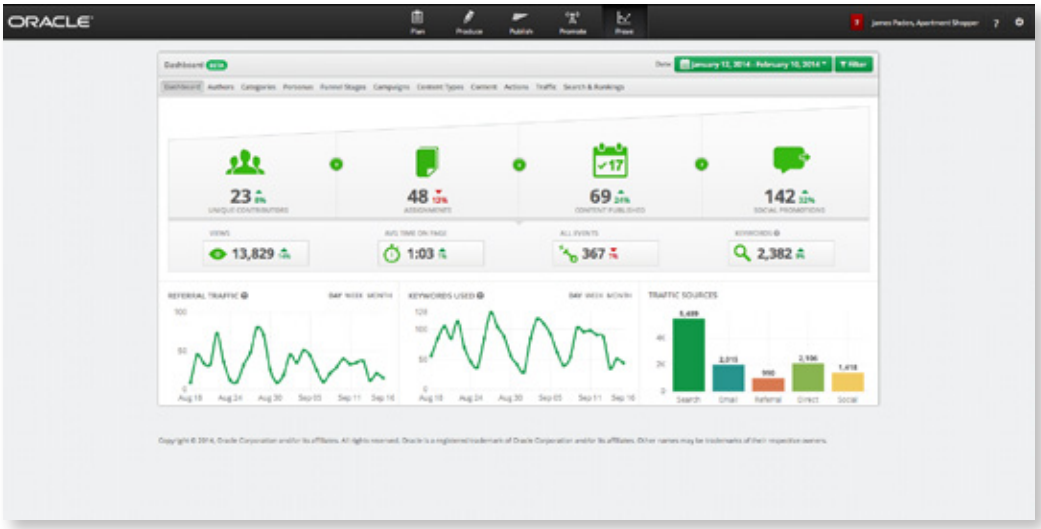
The goal of these integrations is to help marketers consistently deliver the one to one message.

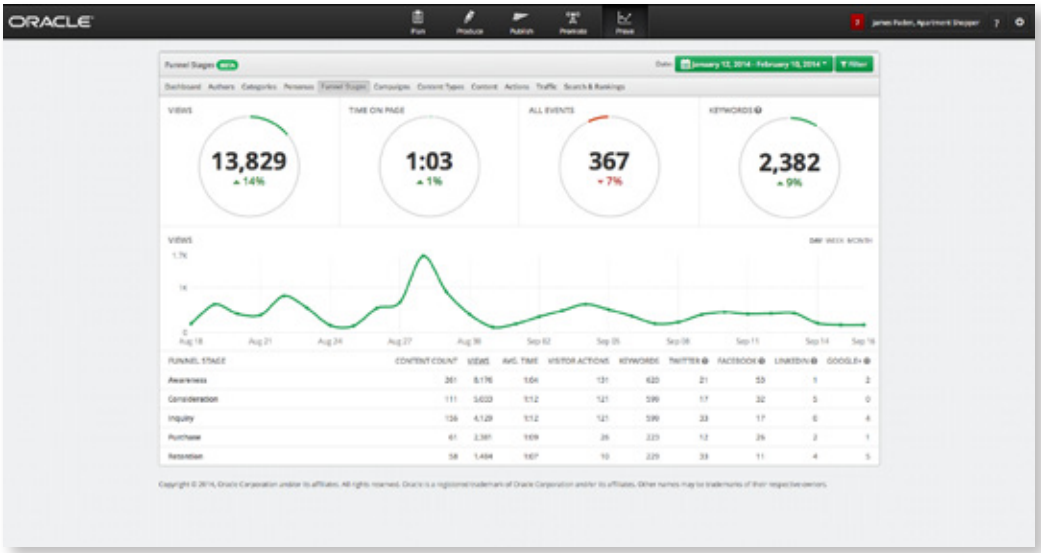


"I need to show how my content is performing across all channels."

Content analytics, unlike web analytics, gives marketers the insight and understanding of their content marketing efforts. With the ability to drill down to analyze content based on persona, funnel stage, and/or content type, coupled with the channel(s) of distribution, organizations can know if they are delivering the right message to the right person at the right time through the right channel.

Additionally, insight into the content production helps highlight potential bottlenecks or breakdowns in the flow of content creation. Finally, high value action measurement showcases areas of most importance to each organization: such as click through rates on calls to action or conversion on links within content.





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