



The First Tool Many Companies Miss With Content Marketing

by Deb Monfette

It was back in 2010 when John Osborn, President and CEO of the ad agency [BBDO](#), declared their new strategic plan for the future. Digital media, behavior-based communications, analytics, automation, social media all made their mark and the advertising industry would never be the same. [More and more consumers were surfing the Internet, multi-tasking, and 52% were using their TiVo and DVR's to skip ads—physically and mentally tuning them out.](#) They were going to have to change their approach. The highlights were shared in an interview with [BtoB Magazine](#).

One of their biggest goals was to “uncover the *soul* behind clients’ brands. In other words, what energizes them, sparks that emotion, and drives meaning and purpose. This would be their *new mission*.

That same year *BBDO* collaborated with *General Electric Co.*, and created the “[Healthymagination](#)” campaign. Their mission was **better health for more people at improved affordability**. It generated over 15 million video interactions on YouTube. But more than that, the campaign turned into a movement and commitment with experts and the community.

BBDO and *GE* translated technology onto shared values people could relate to, also known as Movement Marketing. *GE* made a personal connection through content with a message that compelled their audience to engage with them and become part of the outcome.

Fast forward to today ...

As a result of this movement, their mission, “better health for more people,” lives on. They’re enabling all of us to get involved through free apps that monitor our daily routines and empower us to improve our own health.

They created an Entrepreneurial Program to help educate early-stage consumer health companies with innovative solutions to be successful and grow. In fact, five seed winners were just awarded \$100,000 each for their breakthroughs in emerging breast cancer research. It’s part of the \$1Billion *GE Cancer Commitment*. There’s more, which you’ll see later in the article.

The First Tool Many Companies Miss With Content Marketing

It’s not business as usual. This is the start of Connect, the first Trigger in the [CENTER Model](#). Before beginning to create content, it’s critical to understand why you want to connect with your audience. Companies have to rethink how they market their businesses in order to make that connection.

The first tool that many companies miss is developing a mission statement. **A mission helps you stand out and gives you a purpose to work towards. It helps you inspire change in others by aligning with their values and beliefs.** A mission statement also gives you a roadmap to follow.

I recently attended a breakfast workshop in Boston sponsored by [Ektron](#), a provider of Web Content and Customer Experience Management software, and [NorthPoint Digital](#), a provider of Enterprise Digital Platform Strategy and Implementation Services. The guest speaker was Joe Pulizzi, Founder of the [Content Marketing Institute](#).

Pulizzi shared results from a survey his team conducted in the [2014 B2B Content Marketing Benchmark, Budgets, and Trends Research Report](#). **Just 42% of those surveyed believe their content marketing is effective.**

He explained that companies are missing the strategy.

Many are still using the wrong type of content. Content should be focused on the customer's needs and desires and not on the product or service.

Others are simply not giving their content strategy time. It's not like a campaign. There's no start and stop date, because it's ongoing. It's a process that needs time to unfold. It's different than advertising.

He suggests to start with one content initiative and focus on building that out for a minimum of 6 months. Then adjust where you need to before you start measuring the outcome. The rewards include having a much longer shelf life than just traditional ad space and it also makes advertising more effective.

A mission helps you stand out and gives you a purpose to work towards. It also helps you inspire change in others by aligning with their values and beliefs.

Pulizzi continued to explain that in order for content marketing to be effective every company needs to start with a mission statement. One that you believe in and carry out.

What should a Content Marketing Mission Statement Include?

This mission statement should be the driving force behind your strategy and all your content. It should include 3 parts:

1. The Core Target Audience
2. What Will Be Consistently Delivered to Share Your Authority with Your Audience. It has to be information your audience cares about.
3. The Outcome for the Audience

It should also be simple and each word easy to understand.

The *example* he gave was [Inc. Magazine](#).



<http://www.slideshare.net/ektron/wake-up-your-website-nyc-and-boston-presentation>

This is their mission:

Welcome to Inc.com, the place where entrepreneurs and business owners can find advice, insights, resources and inspiration for running and growing their businesses.

Why is this mission statement so important to your marketing content?

It's the roadmap for all your content. Use it as a checklist. As you come up with ideas, find topics, and people to interview go back to your mission statement and see if they fit.

Let's use *Inc. Magazine* as an example.

Is it the right target audience?	<i>Entrepreneurs and business owners</i>
Is it relevant to what you are an authority in and consistently deliver to your target audience?	<i>Advice, insights, resources and inspiration</i>
Is it the outcome you want for your audience?	<i>To help them run and grow their businesses</i>

If it's a NO in any of these areas, don't use it. Find something else that does fit.

To review, after your mission statement is set, make sure your content marketing strategy fits, is relevant to the audience, and delivers on that promise. Pulizzi calls it "Return on Objective."

Pulizzi also recommends spreading your mission statement throughout your company and with all your content creators for a consistent message. Next, display it anywhere you create informative content, like on your blog. This statement is there to develop a connection with your audience so they know what to expect from your content long term."

GE's Return on Objective

Lets' dig deeper into *GE's* mission and see how it all unfolded. We'll look at two key strategies *GE* used to get a "Return on Objective."

After they developed their mission, "**better health for more people at improved affordability,**" they infused it into all their content. At the core were the values and beliefs of their ideal audience, not selling their products and services.

[*GE's Healthymagination*](#) may have started out as a campaign but ended up being an ongoing movement through education and useful information. The fire starter was the campaign for the movement. Now, it's growing even stronger as they partner with experts around the world to "empower and educate their audience to overcome barriers to good health." These are things that all of us care about.

Clever ad campaigns capture short attention spans. They usually fuel content that's focused on products, services and the company. However, buyers today require more meaningful information to make decisions they feel good about *first*. Then, they'll be more open and interested in ads and product information. Through customer-centered content, there's a better chance of prospects not only becoming a customer, but being an advocate of your company. And your movement expands and grows.

The Personal Touch to Inspire Action

There's fierce competition from companies of all sizes. Content popping up faster than you can snap a finger at. And new devices, like smartphones and tablets. They make it easier for us to access information while on-the-go, but increase demands for companies to adopt—or be out.

All of us want information that stirs up a desire inside of us. It's the personal touch that gets, and keeps, our attention.

GE's Healthymagination has created ways for people and companies to personally get involved and actively pursue the get healthy mission. **Instead of reinventing, GE has partnered with companies, experts and entrepreneurs to share their ideas and innovations** for improving healthcare. Together they can create solutions at a faster rate. *GE* made the connection, they're engaged, and people are taking action.

GE and StartUp Health Connect

One of their partnerships is with *StartUp Health*, an academy for health entrepreneurs. Together they've designed a three year program for early stage consumer health companies trying to improve the quality of healthcare. As of April 4 2013, *GE* and *Startup Health* selected 13 companies for their [Entrepreneurship Program](#). It's part of a \$6 billion global commitment to improve the quality, access and affordability of healthcare.

StartUp Health is building an army of entrepreneurs. They're inspiring, educating, collaborating with, and giving them access to funds and resources. Watch the video about their mission, **Entrepreneurs Can Fix Healthcare**. They're inspiring innovators to reinvent and force change in healthcare.



GE Launches *Industrial Internet Technologies* to Connect

In October of 2013, *GE* launched 14 new [*Industrial Internet Technologies*](#) to assist Aviation, Oil & Gas, Transportation, Healthcare and Energy. These solutions will optimize complex machine operations to help them run better, consume less fuel, lower maintenance costs and minimize downtime. They've partnered with *AT&T*, *Cisco* and *Intel* to improve wired and wireless machine connectivity.

What does all this mean. In a new [GE report \(October, 8, 2013\)](#) the *Industrial Internet* can save industries close to \$20 billion each year and hundreds of millions of man hours. This drastically improves how information is gathered, stored, accessed, and shared. Unplanned downtime in any of these industries can impact the entire economy.

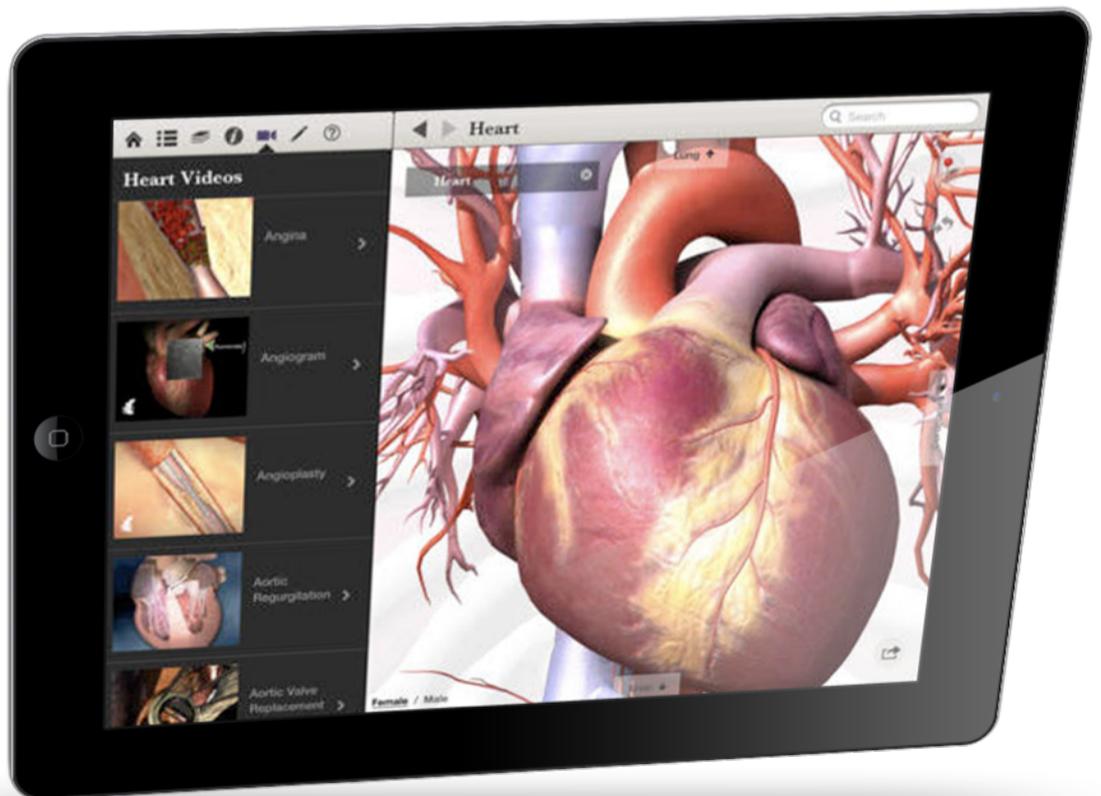
Speaking of the economy, the *Industrial Internet* is expected to create a host of new jobs and retrain workers from field engineers and pilots to doctors and nurses. Instead of workers reacting to failures, they'll be able to access and receive information more efficiently and be more productive. They'll have a better work experience.

GE Partners with the *NFL* and *Under Armour*

GE also partnered with the *NFL* and *Under Armour*. They've created a [Head Health Initiative](#) to improve the understanding, diagnosis, treatment and protection against mild traumatic brain injury. Their research and results will be used in sports-related concussions, brain injuries in members of the military, and in diseases such as Alzheimer's and Parkinson's that have touched the lives of many of our families and friends.

GE Connects with App Developers

For the consumer they've partnered with app developers and to date are offering nine mobile iOS apps geared toward personal health for consumers, students and professionals. Three apps that caught my attention were [Healthline Body Maps](#), by *Healthline Networks, Inc.*, (\$14.99 in iTunes). It's a 3D learning tool to understand the human body. It can be used as a reference for medical students, professionals and consumers.





Stats of the Union, a free App by *Ben Fry, LLC*, that lets you monitor health issues like diseases, at-risk groups, and premature deaths in your state or country. One [customer review](#) gave it 5 stars with the comment ... “Offers visual evidence of where healthcare is working and where there is still a lot of work to do.”

And the best for last This is for all you snorers and sleep ditchers who spend too much time working and stressing and not enough sleeping—a sleep tracker by *MedHelp* called **Sleep On It**. The cool thing is you can see what affects your sleep, and how much you really need to feel your best to tackle those crazy days.

GE is taking their mission and forming partnerships to proactively solve serious problems that are life changing.

To Sum it all up...

If your marketing plan is running out of steam or you’re bumping into walls, start at the beginning and open up the doors. Connect with your audience by using these 3 tips.

1. “*Uncover the soul*” of your company to make a connection.

Like John Osborn of *BBDO* did for his company and his clients, such as *GE*. First, come up with a simple, easy to understand mission statement to empower positive change in your customers and society. Make sure it includes these 3 elements:

1. The Core Target Audience
2. What Will Be Consistently Delivered to Share Your Authority with Your Audience.
Make sure it’s information your audience cares about.
3. The Outcome for the Audience



Then, use it as a checklist to monitor what content works for your mission and what content should not be used. Remember to post your mission statement throughout your company and display it anywhere you create non-product-based content, like on your blog. This statement is there to develop a connection with your audience and bring them back to your content.

2. Add content marketing to your mix to inform your audience.

But, make sure it's centered around your customer's values, needs and interests first, or it won't be effective. It serves a different purpose than advertising copy, and can make an ad campaign much more successful. If you do this right, it's the best way to spark growth in your business and build a movement for your mission.

3. Make it personal to inspire your audience to connect.

To really connect and engage with your audience, think of ways to get into their minds and hearts. Connect with shared values and beliefs to inspire them to be a part of your mission. To make it an even bigger impact, partner up with a company, an expert or an innovator and together create something that no one else is doing. Besides you'll be exposed to an even larger audience to help more people.

Remember, the biggest key to attraction is to connect with your ideal audience. It's the most complex, but vital ingredient and is often the missing link. You can send out all the messages, emails, reports, texts and tweets you want. However, without making the connection, you can't engage your audience to want to interact with you and get more information.

Content marketing "done right," sets the stage for a presence that attracts a potentially huge audience and draws customers to your business.

Share your thoughts...

Are you one of the 42% of marketers effective at content marketing? If so, share some of your successes.

If your content is not effective, what questions do you need help answering?

Does your company have a mission statement?

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Deb is the founder and content creator at Contenttriggers, LLC, who has a passion for helping companies find creative ways to craft content that attracts customers. She works with marketers to rethink how they communicate through relevant content that positions their ideal customer at the center to grow their business.

She has experience working with technology companies for over 24 years in marketing, sales, product development, customer service, quality assurance, training and consulting with special interest in new products and services. She managed the startup of one of the first 3-D packaging and electronic design studios in the country. Deb is a writer with a love for good design and storytelling. You can read more of her articles on her blog at <http://blog.contenttriggers.com/>, follow her on Twitter at @DebMonfette or connect with her on LinkedIn <http://www.linkedin.com/in/dmonfette>.

She is also a virtual collaborator with The Profit Project <http://getmoregrowth.com/>. If you want to discover how to attract eyeballs and build revenues download her ebook, “7 Triggers for Irresistible Content: What every B2B Marketer needs to know to attract and engage loyal customers.” http://getmoregrowth.com/info/wpbdp_listing/deb-monfette/

