



PHANTOM POWER  
MARKETING

# A Content Marketing Way of Life

## Establishing Yourself as An Expert



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NEXT  
BIG THING  
AHEAD

# What Is Content Marketing?

## Content is King!

**Content marketing is as simple as it sounds: provide high quality content for users, partners, followers, consumers and you will increase participation, sales, and loyalty.**

The objective behind [content marketing](#) is not to spam potential clients/collaborators or to bombard them with pitches and useless brand ideology. Content marketing is the means by which you provide substance your target group can utilize. When executed effectively, you will gain brand awareness, customer acquisition, lead generation, and customer retention.

Especially in B2B content marketing, establishing oneself as an expert -through knowledgeable, creative and thoughtful content is the best way to assert leadership in an industry, generate lasting professional connections, enhance company exposure and ultimately – witness real revenue growth.

### **What Type of Content is Good Content?**

The beauty (and often challenge) behind content marketing is that there is no “right” content to create. Content should be original and provide value in a way that situates you (and your company) in a leadership position. Your goal should be to give business affiliates and/or clients within your niche, content that can give them an edge in what they are trying to achieve. Showcase your business as a reliable source for the type of knowledge your target group seeks.

You must educate and entertain those you wish to come back for more information (over your competitors), because you have convinced them you are a valued expert. Provide useful and trustworthy content on consistent and relevant topics to establish yourself as a thought leader and inspire lasting relationships with those who ultimately determine the success of your business.



## Stellar Content Ideas

The type of content you are able to create is (quite literally) endless, as the nature of successful content marketing rests in the ability to produce something original.

Strong content comes in many, diverse forms: text, picture, video, graphic, etc. However, sometimes 'putting the pen to paper' can be particularly challenging. Here is a compiled list of some of poignant tips we have encountered along the way:

- Create how-to lists and lessons to establish yourself as an expert on a particular topic
- Allow guest blog posts that present an angle you may have never considered; stay selective, but open
- Design an infographic (and contact someone who has the skills to help you communicate your ideas)
- Give your perspective on pressing industry news
- Detail recent findings or case studies that influence your company/industry
- Share your success stories in ways that help bring light to relevant business topics
- Interview someone whose ideas will inspire your readership; asking intelligent questions will also assert your understanding of the subject
- Compile a list of thought leaders who have motivated you; provide links to posts they have composed
- Review a product, service or company that relates to your industry
- Recount your biggest failures and what you have learned from overcoming such difficulty
- Refurbish former lectures, presentations, guest conference speeches into written pieces that are relevant to current industry developments
- Infiltrate characters/celebrities into your storyline/theme/title to spice up an informative piece (name recognition)
- Share demonstrations or examples of how to enhance a specific aspect of a company
- Provide links that recount a description of tips you have encountered from another thought leader or trusted source; communicate the reason why this information is valuable and give credit to your source
- Reuse content, for example – turn your video into an image; create a graphic combining an article and pictures

## B2B vs B2C Content Marketing

B2C marketing is often perceived as more glamorous than marketing in B2B. B2C focuses on outreach in a way that is meant to spark immediate interest with a consumer base. The consumers, accustomed to an onslaught of material from competing B2C companies, inspire attention-worthy marketing tactics in B2C marketers. Social media, then, appears to many as a tool used for B2C organizations to reach and engage this consumer audience. Content marketing has thus been included in this analysis and deemed a necessary component for B2C marketing success.

Today, however, it is regarded as a myth – and missed opportunity – for B2B companies to ignore the benefits of [content marketing](#) within social media. While B2B and B2C companies engage largely different audiences, both can excel by utilizing the same process involved in content marketing.

Many B2B organizations working with other professionals have, in fact, already infiltrated social media channels. These professionals wish to communicate their expertise and utilize information from other thought leaders that will give them a professional edge. Key elements of B2B business interaction already mirror the chief components of content marketing.

While it is true many people within [social networks](#) focus on personal or private communication, they are still interested in high-quality information. Within your own network, interests overlap and recommendations from friends or colleagues are a trusted source for information; this remains in social media for business.

## An Overview of B2B vs B2C Content

### B2B

#### Who they target:

Other professionals, businesses, organizations.

#### What they seek:

To display expertise, network, make lasting professional relationships, gather information from other thought leaders

#### How content marketing plays a role:

Valuable content allows B2B professionals to establish themselves as experts; with the exchange of content and recurring desire to obtain information from trusted professionals – strong network connections are made

#### How social media reinforces the benefits of content marketing:

Strong content deemed valuable by other professionals can spread throughout multiple social media channels – accessing more business partners/collaborators/clients; virility within your industry will establish leadership, exposure, recognition and company trust.

### B2C

#### Who they target:

Consumers

#### What they seek:

To generate customer participation, sales and brand loyalty

#### How content marketing plays a role:

Meaningful, useful content resonates with consumers; reoccurring quality content establishes a loyal following

#### How social media reinforces the benefits of content marketing:

Strong content deemed valuable by consumers has the ability to go viral, reaching more consumers.

# Establishing Expertise

## Why It's Important In B2B

One of the more difficult questions to ask yourself is, *'What kind of content makes sense?'*

To find out what content best serves your purpose, you must first decide what you are trying to achieve. Most often we market to expand and create new business, but "new business" can mean many different things. Do you wish to attain new clients, collaborators, partners, employees, or something else entirely?

These different goals are important to establish, yet they have one thing in common: you must make people aware of who you are, communicate the way you will enhance their lives, and inspire them seek what you have to offer.

### Pro Tip

The more useful insight you provide, the better response you will have from other thought leaders in your industry and your target audience. The goal is to differentiate, inspire trust, connect, exchange and... profit.

Why should people want to work with you? The answer to this question is undoubtedly diverse, but ultimately we can agree it is because they trust in your ability to make their lives easier, more efficient, profitable, and enjoyable.

First, they must recognize you as an expert.

### Why Be Deemed An Expert?

As professionals, we strive to work in an environment where employees' skills are utilized to the best of their ability. The more vital a task to a company, the more attention is warranted in acquiring the most qualified and trustworthy people (or company) to get it done.

Who is most trustworthy outside an internal network? These people are widely recognized as experts. This is reason for us to both seek and provide verifiable expertise both on and offline.

The Oxford English dictionary defines an expert as: *'A person who has special skill or knowledge in a particular field; specialist; authority.'* To expand this definition, an expert must have relevant experience, background information and a learned familiarity with complex theories and/or processes. An expert can demonstrate - and explain in layman's terms - why something occurs, address unanswered questions and present solutions to problems arising in their area of expertise.

Establishing yourself as an expert has another advantage in B2B Social Media: In the massively impacted social networks, you stand apart from the crowd. With over 60% of companies involving social media in their business strategy, setting your professional self apart from the crowd becomes even more important.

Being recognized as an expert, or better - the expert in your field, is what differentiates you from your competitors.



# Promoting Expertise

## How Content Marketing Promotes Expertise

**Content marketing allows you - the expert - the ability to present material that establishes you as a thought leader. The list for what can be considered 'content marketing material' is vast, though the concept basic: share content that positions you as an expert in your field. Your knowledge should appear extensive to establish yourself as a trustworthy source.**

True experts have the ability to take the knowledge they have and apply it to situations that remain debated or unsolved. As the beneficiaries of experts, we expect them to have strong reputations, come highly recommended (ideally, from people we trust), express innovative ways of thinking, and the ability to handle challenging obstacles. When striving to represent yourself as an expert, these key qualities must be apparent..

What is the upside to culminating material from your prior expertise (findings, interviews, demonstrations, graphics) and turning it into marketing content? You, most likely, have already done a fair amount of content creation, without calling it by its name. If you have gone to conferences/business fairs, given interviews for local papers, organized an event, recorded advice, or participated in a short radio piece – you are already on your way to producing the heart of what it means to incorporate content marketing into your business strategy.

# Online vs Offline Expertise

## What Is The Difference?

The difference between online and offline expertise comes in the way the content is presented - its distribution, accessibility, and the number of people who can accelerate the visibility of your content.

Even if the subject is the same, the methods by which people are reached on and offline, produce varying results. Online videos, articles, comments and pictures have the opportunity to stay visible for a much longer period of time.

The quantity of people who see your content online, has the potential to be much broader than the opportunities offline - simply by the nature of its easy medium for distribution. While a misstep online can have a much more lasting impact on your reputation, under the same principle, a well-positioned article with [strong content can have a significantly more pronounced and withstanding effect](#) than the same material distributed offline.

### Pro Tip

**As content should be directed at your target audience, take into account where these people spend their time online when deciding the avenues by which to promote your material.**

Is your target audience on Facebook, Twitter, LinkedIn, Pinterest? Do they consume news on social networks or through traditional media coverage portals?

### How To Prove Your Expertise... Without Stating So Yourself

When creating 'expert' content, it is important to communicate what you provide, know, and have already achieved. Though it is crucial not to classify yourself as an expert in your text or title position. People will trust your expertise (and respect your humility) if you exhibit your qualifications through content, rather than making an outright claim.

### Pro Tip

**While it is important to remain fresh in ways to present material, you will quickly find what types of content best resonate with your target. The goal with a blog is not to be 'found,' but to develop a reliable destination for information.**

Incorporate your [brand personality](#) into the content you provide. Remember tone and visual elements help make you unique; they might even be the decisive factor that influences others to work with you.

The sum of your content will eventually create an extensive profile that shows your expertise and offers a glimpse of who you are.



It all begins with your Blog... whether linked to a company site or using platforms such as WordPress, Blogger or Tumblr; this is your blank slate to serve to support your soon-to-be created content; as you write more, a clearer vision for the most relevant content will develop.

### Where To Publish Your Content

Developing [content on a blog](#) - then pushing it through the [social media channels](#) where your target group resides is a great foundation for establishing a [content marketing campaign](#).

While it is important to remain fresh in ways to present material, you will quickly find [which type of content best resonates with your target audience](#). The goal with a blog is not to be 'found,' but to [develop a reliable source for potential clients](#) and partners to verify your expertise. [SEO](#) too, can provide an edge in reaching target viewers, though the substance and presentation are emphasized in content marketing.

### Twitter

Push your own articles as well as those of other thought leaders, fun facts, pictures, helpful graphs, etc. Don't forget to communicate – Twitter is not one-way channel!.

### LinkedIn

Push your own articles, ask questions and participate in group conversations

### Facebook

Pictures have the greatest virility, but do not neglect articles you have published about your company; maintain a sense of variety.

### Pinterest

Include high-quality images in your article content; pin your articles, build boards on your topics (as people can follow boards as well as people).

### Reddit

Share, comment and vote on content. Success of a post or link depends on the votes it gets, so connect and build a following.

### StumbleUpon

Add links to content; users virtually stumble over content in their chosen fields. The more 'likes' content gets, the more it is shown. To spread content, it helps to have stumblers following you, giving your content a head start. The process is somewhat unpredictable and building a following hard, though you can produce many views from this platform.

# Nobody Starts As 'An Expert'

While the concept behind content marketing has been around since before 4200 B.C. - yes, you read that right. Cave paintings dating back to that time period have been loosely translated by archeologists as *"6 Ways a Spear Can Save You From Wild Boar"* - its application in modern day social media marketing nowhere near as old. As we all possess expertise in divergent fields, the idea of content marketing becomes something that can unite us. Facing the same challenges in reaching meaningful brand awareness, acquiring and retaining customers and creating lucrative leads - content marketing can bring us closer to business success.

Undoubtedly, mistakes will be made as the nature of the web continues to evolve, as social networks - Facebook being the biggest offender - make it more and more difficult to reach your target, and as new and emerging platforms continue to fragment your audience. But what is vital in today's [modern media world](#) is to learn by doing, to listen to our audience, and to respond and react to their feedback. Doing so, we will better communicate, connect and grow our businesses (and ourselves).

**MORE CONTENT MARKETING RESOURCES >**



# PHANTOM POWER Marketing

## *Marketing by Design™*

PHANTOM POWER Marketing is a full-service integrated marketing, interactive and public relations agency specializing in small- and medium-sized business solutions. We offer a full range of services traditionally performed by large advertising agencies or in-house marketing departments - all in a fraction of the time and at a fraction of the cost.

We abide by one simple rule here: create value for our clients. Which is why we're obsessed with finding creative ways to stretch budgets while maximizing ROI. Why we're jazzed about opportunities emerging in interactive marketing, social media and new technology. And why we're prepared to do whatever it takes to make big things happen no matter how formidable the challenge.

PHANTOM POWER distinguishes itself through its ability to consistently produce marketing campaigns that are inventive in form, sound in concept and appropriate to our clients' strategic objectives. Certified in the Client Needs Analysis process, PHANTOM POWER *Marketing by Design™* is our approach to ensure customized service and personal attention to your needs. It is the foundation for designing an integrated marketing plan unique to your goals and objectives.

Whether you are an entrepreneur, looking to outsource for your Fortune 500 Corporation, or somewhere in between, marketing is a critical component to achieving your goals. At PHANTOM POWER, we take that very seriously. We strive to be your partner in success.

Established in 1999, PHANTOM POWER has successfully delivered marketing campaigns for over 100 clients. We are based in Highlands, NJ - where the Jersey Shore begins.

