

CONTENT MARKETING myths



The content marketing experts.



> > > As a business person, you hear a lot about how social media strategies are changing the game when it comes to low-cost, word-of-mouth advertising. More often than not, the difference between companies making social media work and those watching the ship leave the harbor is company-wide understanding of and commitment to **content marketing**.



PROBLEM:

Various **myths** about content marketing keep a lot of companies from using it. Don't fall for the myths!

LET US HELP

In the pages that follow, we debunk some of the content marketing myths that keep companies from using this powerful marketing strategy. You'll learn how effective content marketing increases social media interaction, visitors to your site and search engine rankings. All of that adds up to a very solid return on your investment!



MYTH #1

In 2009, a Yeti-like creature was filmed for 3 seconds along the border of Mongolia. The creature had a uniform color, a coned head, long arms, and a bald spot.

Your buyers don't use social media or consume online content.

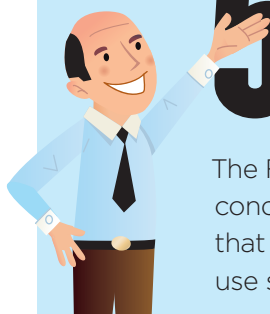
A lot of business owners are under this misconception, but just look at these numbers! > > >

ONLINE CONTENT USE—BY THE NUMBERS

1.78 Billion
COMBINED USERS OF 5
MOST POPULAR SOCIAL
NETWORKING SITES

78% OF WOMEN IN THE U.S. USE THE
INTERNET FOR PRODUCT INFORMATION
BEFORE MAKING A PURCHASE

WOMEN MAKE OR INFLUENCE **85%**
OF ALL PURCHASING DECISIONS



58%
OF
EXECs

The Financial Times recently conducted a survey showing that nearly 6 in ten executives use social networking sites.



90%
OF
MOMS

90% of moms are online vs. just 76% of women in general.

TRUTH

From housewives to high-powered executives, the world uses social media sites and absolutely consumes digital media.



MYTH #2

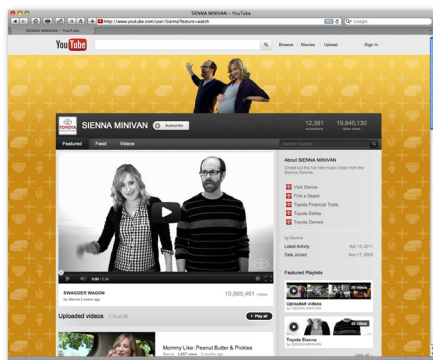
In 2005, a video clip shot in Kentucky apparently shows a juvenile Bigfoot feeding on pancakes.

It's not smart to spend marketing dollars producing content that is not all about my brand.

Many businesses have a hard time seeing how creating content that may not be all about their brand can generate a return on investment.

What if we told you that we could create content that would interest your target audience, pulling them into your website, attracting them to your social media profiles, and engaging them in discussions about things that relate to your business?

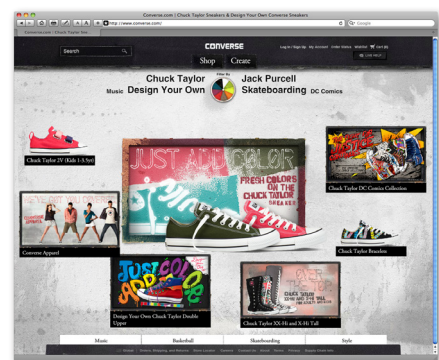
For example, consider the nontraditional ways these companies are promoting their brands:



<http://www.youtube.com/user/Sienna>

Left: Toyota's Swagger Wagon YouTube video campaign is a great example of a company benefiting from content marketing that is not centered on their brand, or their traditional marketing persona.

Right: Converse says less than 10% of their spend is on traditional media. 90% is spent on what they define as "content development." One example—their own Brooklyn recording studio, which musicians can use for free.



TRUTH

Google research (see zeromomentoftruth.com) shows that the average shopper uses 10.4 sources of information before buying—more than twice as many sources as years past!



MYTH #3

In October 2010, a 9-year-old boy in Georgia saw a Yeti in the woods behind his house and filmed him for several seconds before yelling "hey Bigfoot!" after which the creature retreated.

You don't have the time or budget to produce the kind of content people care about.

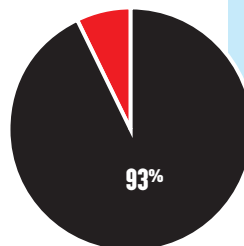
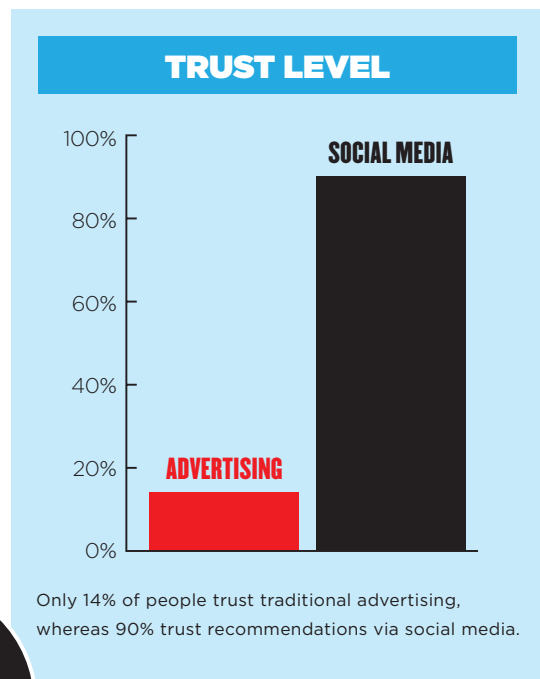
You don't have to be a Fortune 500 company to create a successful content marketing strategy. Can't afford video production? Then produce a blog with great content and level the playing field. Your content marketing can *always* be designed to do the following:

- » Generate social media buzz
- » Increase traffic flow
- » Improve search engine rank to drive your ROI

And *often*, you can also:

- » Help your sales teams make sales
- » Solve customer problems
- » Attract new employees

Would that kind of content be worth a little time and money?

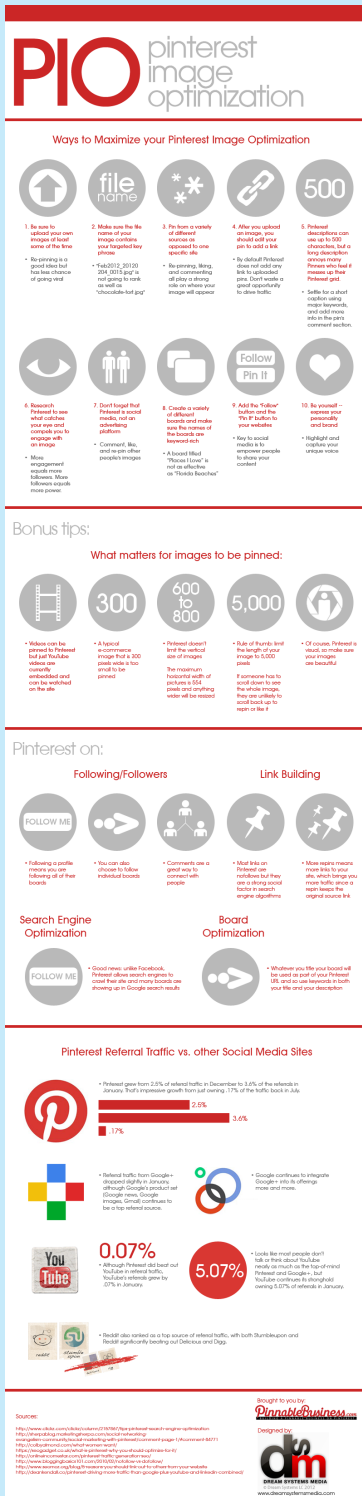


<< 93% of marketers use social media for business.

TRUTH

Content marketing can be effective for any size company when correctly planned and executed.

AVALAUNCH MEDIA CASE STUDY: INFOGRAPHICS



<< Infographic created by Avalaunch Media.

See it at <http://mashable.com/2012/03/26/optimize-images-pinterest/>

OUR CLIENT:

PinnableBusiness.com
BUILDING A PINNABLE BUSINESS ON PINTEREST

OUR RESULTS:

Objective:

- Help PinnableBusiness.com become recognized as Pinterest experts.

Strategy:

- We researched trends and popular topics in the Pinterest space, and designed an infographic specific to PinnableBusiness.com's expertise.
- We used our contacts with Mashable to feature the infographic. As a result, Pinnable Business gained credibility, traffic and in-bound links from a trusted third-party site.

Results:

- 5,000 shares on Twitter, Facebook and Pinterest.
- Mashable sent thousands of hits to our client's site for several days.
- Site hits went from double digits to five digits overnight.
- Post ranks well for anything related to images and Pinterest.

FEATURED ON
Mashable
All That's New on the Web

5000 **SHARES**

ON TWITTER, FACEBOOK & PINTEREST

FROM

50

TO

50,000

HITS

OVERNIGHT!



MYTH #4

Creating super content is all you need to do.

Some of you are thinking, 'OK, I can have Joey (the custodian/computer whiz) whip up one of those fancy-looking infographics and badda-bing, badda-bang . . . success!'

Did you know that more than 300 million websites were added to the Internet in the year 2011 alone? Your content stands a good chance of becoming the proverbial "needle in a haystack" unless you have a plan for promoting it.

Content that has been optimized for search engines helps people who are looking for that kind of stuff find it. Effectively distributing your content through powerful social media accounts ("the influencers") puts your content in front of those people who are "hanging out" online and makes it easy for them to share it with their friends and followers.

NEED FOR OPTIMIZATION & PROMOTION

300,000,000

NEW WEBSITES ADDED IN 2011 ALONE.

>> Even if your audience has super powers, they'll never find your content if it isn't **OPTIMIZED.**



TRUTH

Effective content marketing requires strategic social media promotion and search engine optimization.



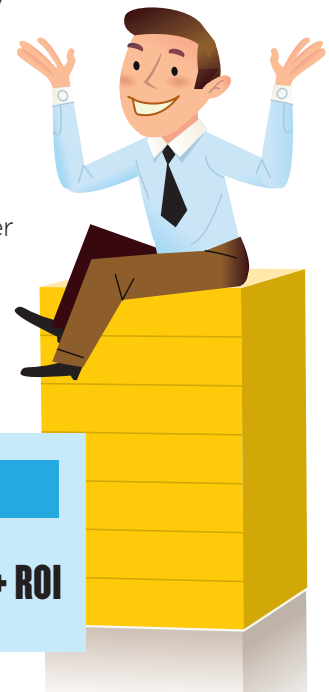
MYTH #5

On March 18, 2011, a Ukrainian couple having a picnic were startled by an unexplained creature, which they filmed. The man who made the video originally discounted it because he was drunk at the time, but after watching it when he was sober, judged it to be an authentic Bigfoot.

You can't measure the ROI with content marketing.

It's true that many of the people consuming your content will not instantly become buying customers. However, content marketing can very effectively be measured by increased site visitors, social media followers, and search engine rankings. That adds up to powerful proof of your return on investment.

Remember that statistic from page 4? Something about the average buyer engaging over 10 information sources before buying? There is no better way to capture people's attention online *again* than by producing articles, videos, infographics, and more. They entertain, educate, and gradually tell people your brand's story, by creating a company image that people like!



FORMULA FOR SUCCESS

content marketing leads to >> + site visitors + social media followers leads to >> + links + page views + social signals leads to >> + search engine rankings leads to >> + ROI

TRUTH

Every interaction you can get with a potential customer counts. Consistent and stimulating content provides countless opportunities to engage, educate, and eventually sell! Impressions are impressions—whether you're talking about billboards, banner ads, magazine ads, or social media visitors from your content marketing strategy.

TRUTH!

Now you know the truth about content marketing . . .

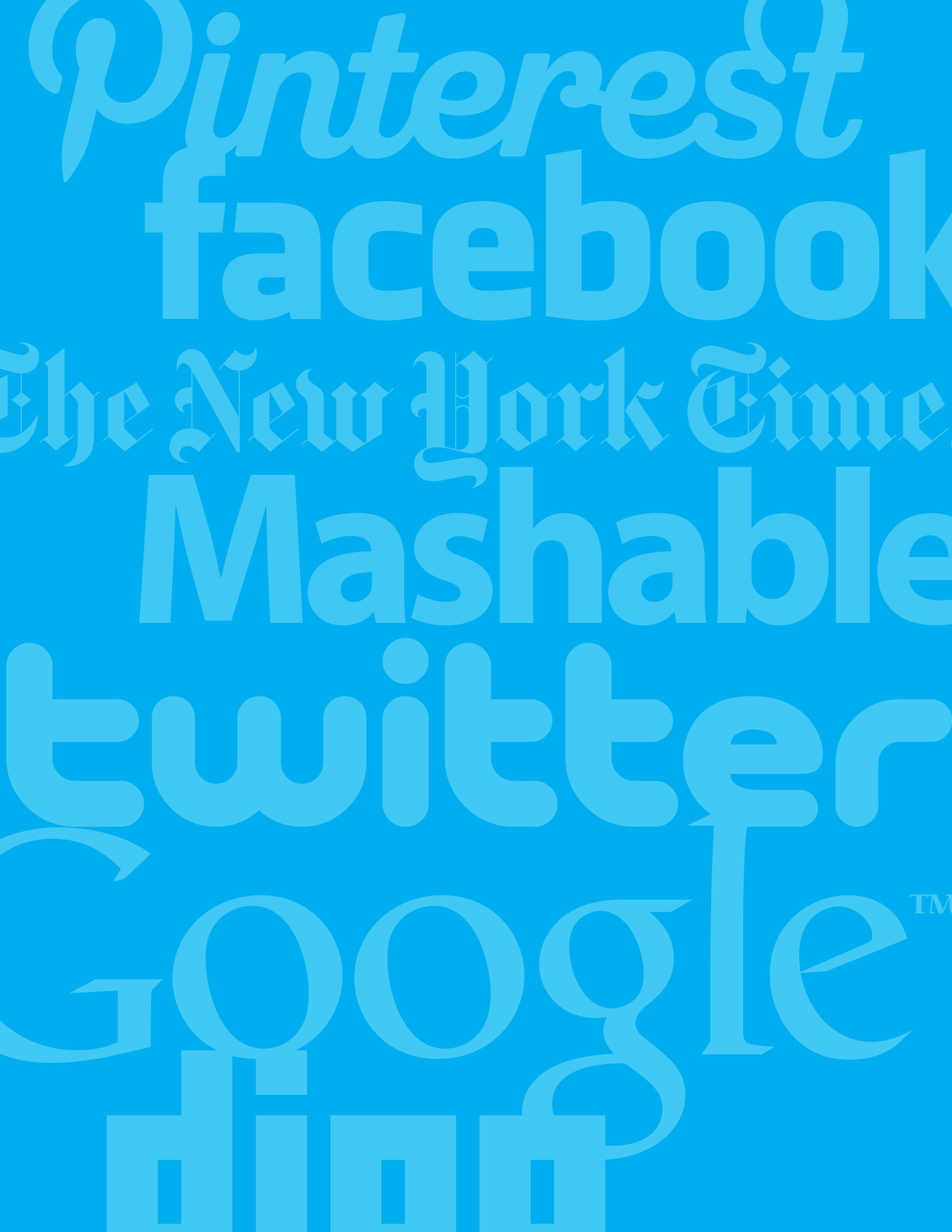
and we hope you'll look to **Avalaunch Media** for help producing and promoting content that tells your brand's story.



REMEMBER:

1. From housewives to executives, the world consumes digital media.
2. The average shopper engages 10+ sources of information before buying.
3. Content marketing can be effective for any size company.
4. Effective content marketing requires social media promotion and search engine optimization.
5. Every interaction with a potential customer counts!

Visit AvalaunchMedia.com today and request a **free proposal**. Find out exactly how our articles, infographics, and social media promotion can launch you into the stratosphere of content marketing success.



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