



# CONTENT MARKETING: DRIVING BUSINESS in a POST **MAD MEN** WORLD

*"Rather than trying to impress you with her knowledge, Rachel focuses on giving you, the listener, what you need to improve your content and conversions."*

*- Kate Frank,  
Kate Writes Right*

**FILL IN THE BLANK:** When I hear the phrase “content marketing,” I feel \_\_\_\_\_:

- a. Confused – “Content marketing? Is that even a thing?”
- b. Frustrated – “Where do I even start?”
- c. Depressed – “I’ll never find time for all this.”
- d. All of the above

HELPFUL KEY GUIDE



A.



B.



C.

In **Content Marketing: Driving Business in a Post-Mad Men World**, Rachel Parker helps businesses understand the reason why traditional marketing just isn’t connecting with today’s sophisticated customers like it used to ... and how this new thing called “content marketing” (which isn’t actually all that new) is doing just that.

**In Rachel’s one-hour multimedia presentation, you’ll learn:**

- Why traditional marketing succeeded in the past
- How customers’ attitudes have evolved in just the last 15 years—and why this evolution is forcing us marketers to rewrite our game plan
- How big of a “trust gap” exists between customers and marketers (hint: it’s big)
- How content marketing helps bridge that gap
- Three examples of brands who are rocking the content marketing scene ... and reaping real benefits



## ABOUT THE SPEAKER

A self-described “marketing nerd,” Rachel Parker helps businesses take the mystery and the madness out of reaching today’s sophisticated customers. As Owner and Chief Geek of Resonance Content Marketing, Rachel helps marketers navigate the sometimes scary, sometimes baffling, always unpredictable waters of today’s marketing environment. She’ll help you understand your current and prospective customers as never before and deliver valuable content to win their hearts ... and their lasting loyalty.

**To book Rachel for your next event, email [rachel@resonancecontent.com](mailto:rachel@resonancecontent.com) or call 713-595-6639.**