

Cutting Through the Content Cacophony:

7 Cs of Smart Content You Cannot Ignore

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Overview

Cutting through content cacophony: 7 Cs of smart content you cannot ignore

- Content marketing dominates how we attract the right audience.
- A majority of content marketers do not know how to produce engaging content, and they admit it.
- What is the actual science behind effectively cutting through this noise and creating truly engaging content?



Overview

Three Key Take-aways:

- What works in content marketing to attract the audience?
- Key universal elements of effective content.
- How to build content for the next generation of decision makers.



There is only one purpose of business

‘To Create a Customer’

There is only one purpose of Content Marketer:

‘Understand your Customer Beyond the Tip of the Human Iceberg’

The Human Iceberg

Sorry, do I know you?



In the New World

Marketing is not longer B2B or B2C...
...It is **B2ME**

- Make it relevant, refresh it often and repeat, repeat, repeat
- Make your content scalable



7 C Sm



Clear, Concise and Continuous

1, 2 and 3

- Tell them exactly what they will get out of it
- Make it snappy with links for deeper information if they need
- Repeat, repeat, repeat



Creative and Courageous

4 and 5

- Differentiate yourself
- Create emotional connection
- Be daring and create urgency – don't be vanilla



**Vanilla is only good
in a milkshake**



Customer Told

6

- The best stories are the ones that our customers tell about their journey, where we are a part of those stories.
- Stories take you in the 'Personal Zone'



Collaborative

7

- Don't develop content in a silo
- Involve teams and stakeholders
- Get feedback from your customer fans
- Hear and absorb from people outside your organisation



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