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# Content Marketing 101: An Ultimate Guide For Marketers

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Ever imagined what made Steve Jobs who he was? His vision? Maybe, yes. But, when you see the Steve Jobs movie from 2015 where Michael Fassbender plays the character of Jobs, you realize it's all about storytelling.

From a cabinet full of circuits and motherboards like a PC or even a rocket that can launch several times, a great product needs excellent storytelling. Content marketing is all about storytelling! If you know how to reach your audience right, and with honest and compelling stories, you can ace marketing.

Over the years, outbound marketing has lost its steam, and marketers are more lenient towards inbound marketing. Though the success of inbound marketing comes through effective storytelling. With 70% of marketers actively investing in a content marketing strategy, it needs to be on target for better ROI.

Captivating your audiences and generating thought-provoking content can help your business grow. There are many different content marketing strategies used by organizations worldwide such as social media marketing, email marketing, Growth Driven Design(GDD) strategy, Search Engine Optimization(SEO) strategy, Pay-per Click(PPC), and more. But, one that has been quite popular in recent times is ABM or Account-Based Marketing

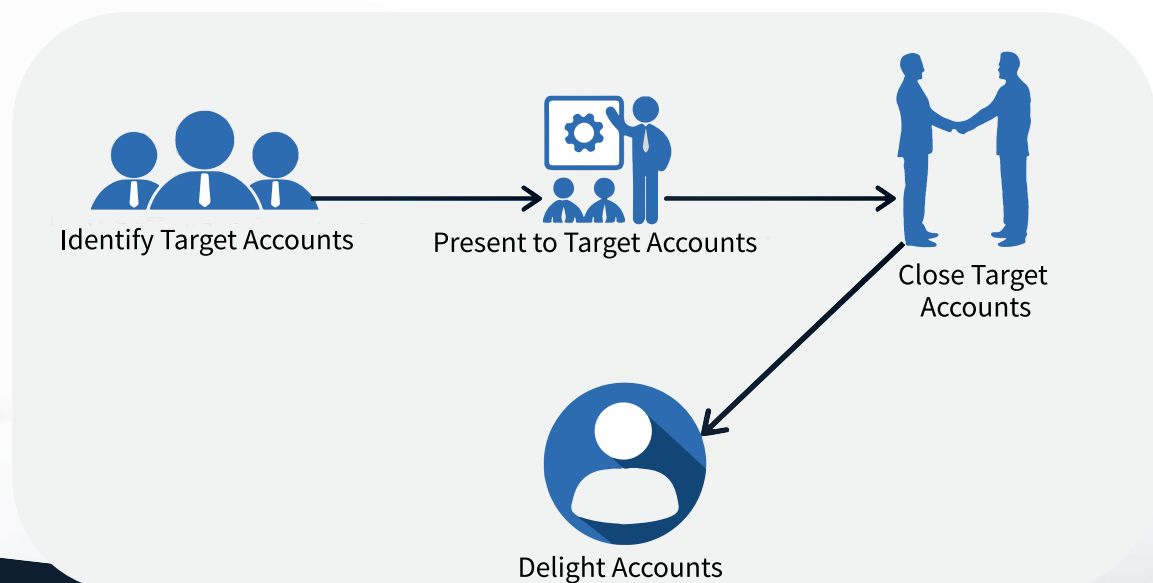
Imagine creating a promotional video on last-mile delivery service, and your sales team targets profiles from the Hollywood studios. Aligning your sales teams and marketing teams is never easy. Both have similar goals, yet they differ in terms of the target audience, creative ideas, and even the resources needed to target the right profile.

Any business entity is always looking for a bottom line, be it massive traffic, revenues, or downloads. When it comes to Return on Investment (ROI), 87% of marketers put ABM ahead of other marketing strategies, evident from the ITSMA report.

## What is ABM?

ABM (Account-based Marketing) is a marketing tactic allowing marketers to use a targeted approach for specific high-value profiles. Here, the alignment of sales and marketing teams is essential. It helps the sales team back their profile identification with equally critical resources or content that can help target different accounts.

## Account Identification

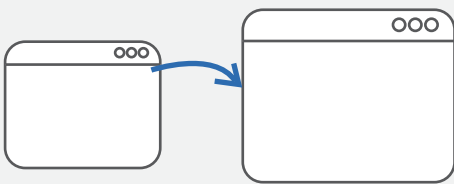


The process begins with the identification of the accounts that you want to target. Especially on the enterprise-level organizations where most of the marketing teams target a market as a whole, ABM offers specific high-value prospects. The sales teams can work on the identification of the profiles based on their product offerings.

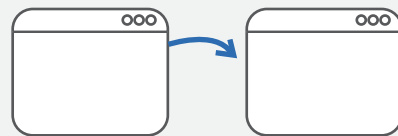
Once the targets are ready, the next phase is to present accounts with value-added resources. These can be presentations, articles, ebooks, videos, and many different forms of content.

## Content Syndication

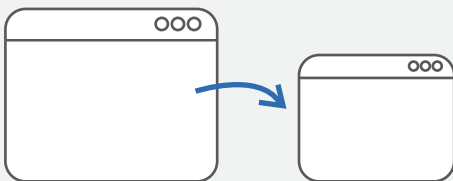
### 4 Super-Effective Strategies For Free Content Syndication



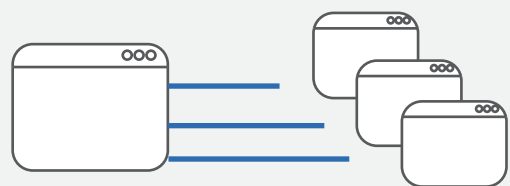
1. Syndicate to a bigger website



2. Syndicate to a similar website



3. Get post on a big publication, then syndicate later to your channels



4. Get picked up by other publications

One of the key activities in attracting your target accounts is content syndication. While there is no harm in creating new content for your target profiles, syndication is an approach to repurpose your existing resources for ABM. Content syndication can include all forms of resources like ebooks, videos, infographics, blogs, etc.

Syndication of content is often used for republishing the same piece of content on,

- . A website with higher DA (Domain Authority) and similar websites.
- . Guest posting with syndication on your channels.
- . Allowing other publications to use your content.

Though these are free forms of content syndication, you can even use paid ones offered by some high-value websites. Here, it is essential to know the proper channels for content syndication, and Zinoit can help you with the same.

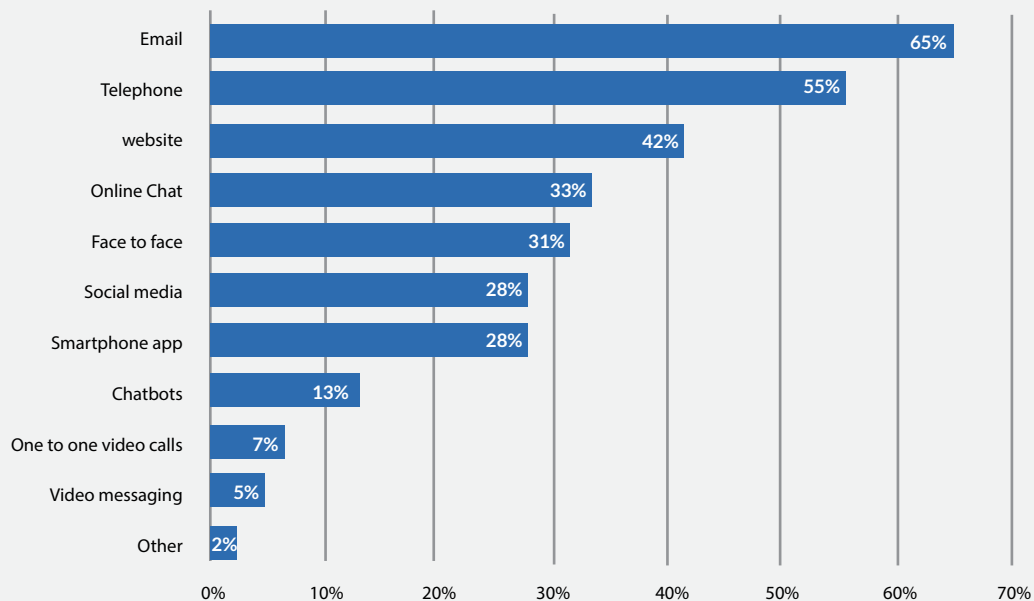
It is one of the best B2B lead generation companies that can help you identify accounts, syndicate content, and complete ABM solutions. The best thing about Zinoit is that it allows the organizations to focus on their core business while the entire campaign is taken care of.

## Email and Telemarketing

Communicating with your target profiles needs an effective channel, and emails are among the most significant channels. According to a report, emails and calls remain the top two channels for communication, and that is where Zinoit excels.

## EMAIL AND PHONE REMAIN THE “BIG 2” CUSTOMER COMMUNICATION CHANNELS

In the past 12 months how have you communicated with organizations ?



We offer customized emails according to specific accounts for ABM campaigns. The best thing about email-based solutions from Zinoit is the level of automation you can achieve without compromising personalization.

For example, trigger emails are one of the most opened messages compared to other forms of messages with a 70.5% opening rate. We help organizations customize trigger emails for specific targets by leveraging innovative technologies like Artificial Intelligence. After emails, the second most popular channel of communication is telephones, and that is where Zinoit's telemarketing services can help you.



Telemarketing is no magic, and the rate of positive responses indicates how hard it is to ace such services. A study by the UK Data and Marketing Association shows that for every 1000 calls, about 129 positive responses are received. Zinoit offers a telemarketing service that aligns with your marketing needs and helps improve the positive response rate. We ensure a highly professional telemarketing service that is flexible to adapt to your business needs.

## Promotional Campaigns

Promotional campaigns are not restricted to a single form of content. So, you need to have experts for every channel of the campaign, which can be costly, and even a management nightmare. Here, Zinoit's marketing team can help you with targeted promotional campaigns with several resources from different channels.

Our team of trained professionals knows the right channels to target your identified accounts through years of marketing expertise. We offer webinar registrations for your teams on leading platforms and comprehend your ABM goals through seamless alignment of sales and marketing teams.

So, if you are looking for a content marketing expert that can power your ABM campaigns, get in touch. Contact us through the below channels for further information on ABM campaigns:

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[www.zinoit.com](http://www.zinoit.com)



[sales.zinoit.com](mailto:sales.zinoit.com)



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