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Backgrounder

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An e-newsletter from Ellenbecker Communications focusing on the PR, marketing and creative needs of B2B equipment manufacturers

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See you at CONEXPO-CONN/AGG 2017!

I know that this Expo does not apply to all of you, but over half of our subscribers are in fields that relate to [CONEXPO](#) in one way or another, and I know that most of those companies will have booths at this show. After CES (the computer and electronics expo,) it's the largest convention in Las Vegas in 2017!

We will have several members of our team at CONEXPO, some supporting specific clients and some, like me, just trying to visit with all our clients and the prospective clients we've been talking to. We'll also be taking the time to keep our relationships with the trade media strong as well as supporting the first-ever [Construction Media Alliance](#) Editorial and Marketing Communications Awards.

I'd love to chat with you about what we may be able to do to help you realize your own marketing goals—send an email to matt@ellcom.us to set up a time to meet! I'll be at the show the whole week.



IMAGINE WHAT'S NEXT.
March 7-11, 2017 • Las Vegas, USA

Making the case for content marketing

I talk to a lot of marketing managers. A common thread running through a lot of these conversations is a concern that some in upper management may not understand the importance of content marketing. This tends to lead to under-funding content marketing projects, which in turn results in a severe lack of useful content online and in the trade press.

Another factor contributing to this budget shortfall is the understandable rush to replace old or outdated websites. Many companies I've talked to over the past few years have told me that they are totally focused on creating a new website—something they probably do need—and as a result



management has said they cannot spend any money on content marketing or PR, because “web stuff is eating up the whole budget.” Then these web projects often drag out over a whole year, or even longer. Therefore, even when complete, the beautiful new website often ends up with, at best, placeholder content.



Consider this: Google says that consumers research 10 or more pieces of content online before making a purchase. Beth Comstock, a SVP at GE, [recently told Google](#) that their company has found that this online research behavior applies to both their consumer and B2B business areas.

So, does your company even **have** 10 pieces of content online? Let alone 10 pieces for every significant product category you sell? You can't count puff pieces that may adorn your website, written in a style that many customers refer to as marketing... ahem... baloney. (*That is, lots of words that don't really say much more than “we're great.” I call this “zero-content content.”*) The industries we work in are famous for their no-nonsense, bottom-line people. They want facts, specs, useful descriptions, relatable application stories about problems being solved **profitably**.

That brings us back to the challenge so many marketers face. “How do I convince my C-suite that they need content marketing?” The answer will be unique to your industry, your products, your company, your managers, your business goals. One company's greatest challenge may be that no one but the marketing manager believes that content marketing is important. Another might have mainly budgetary issues to answer.

A good third party resource offering a broad spectrum of answers that I've been recommending is the Content Marketing Institute. They

have [some excellent suggestions](#) from a wide range of industry pros that can help you show the value of content marketing to your C-suite. The link I've provided will give you a variety of ideas— you know the individual personalities and business priorities of your own company and will recognize which strategies are suited to your situation and which are not.



If you need content—books, magazines, newsletters, white papers, blog posts, you name it—give me a call for a free consultation! I'm always happy to send samples of our previous work, too.