

# IT Marketing World

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Best Practices Webinar Series Presents...

## “2011 Content Marketing Trends and What They Mean to IT Marketers”

Presented by Holger Schulze  
Author of *Everything Technology Marketing* blog

# Holger Schulze: *Everything Technology Marketing*

Holger is an IT marketing executive and renowned B2B marketing expert with a ubiquitous presence on the web

- International Marketing Executive
- Syndicated Blogger
- Manager of 7 LinkedIn Groups
- MBA & Engineering degree



# Overview

- Why focus on content marketing?
- Changing IT buyer behavior
- Better understand what's going on: survey to 20,000 B2B Technology Marketers
- Here are the results!



# What is Content Marketing?\*

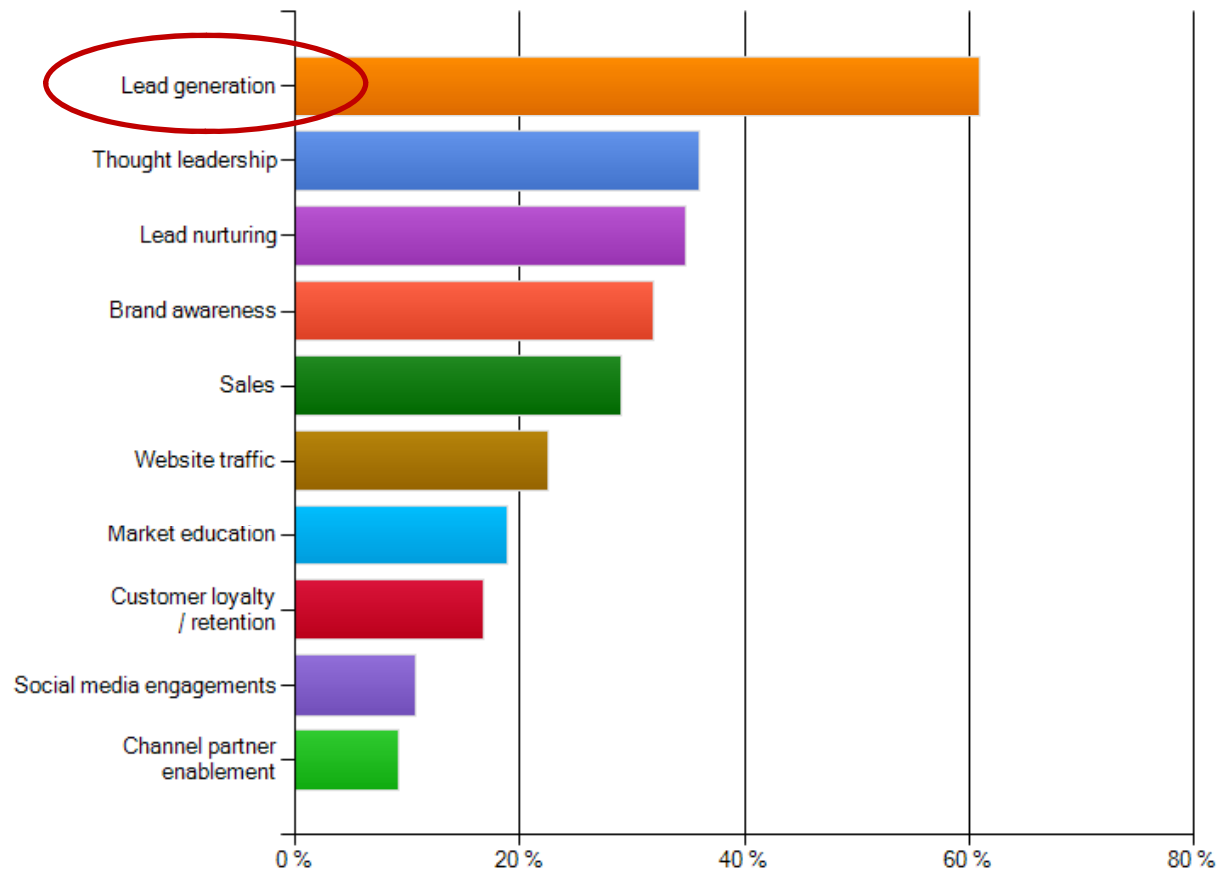
Content marketing is a marketing technique of creating and distributing **relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience** – with the objective of driving profitable customer action.

\*Source: Junta42 [<http://www.junta24.com>]

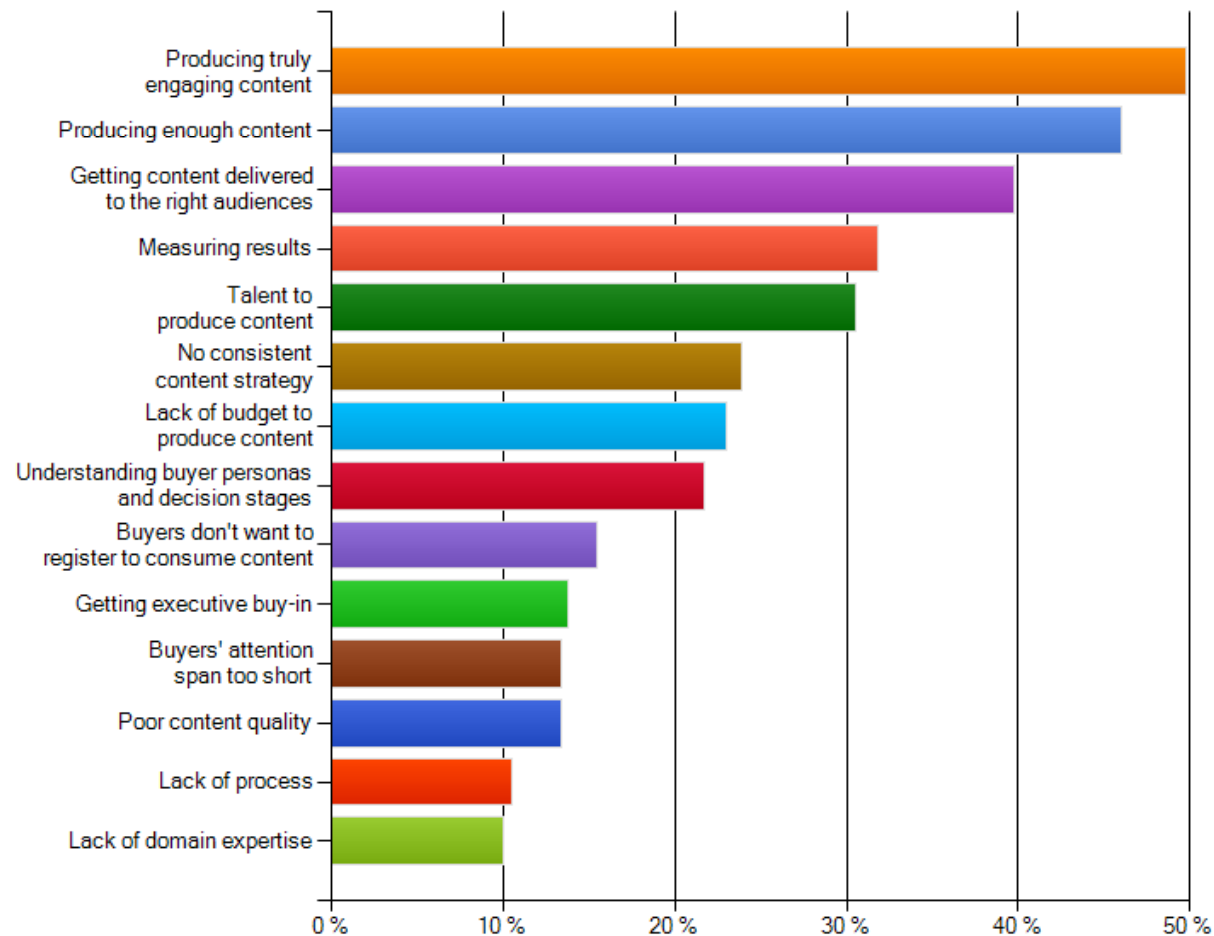
# Survey Highlights

- Content marketing is growing dramatically in popularity – content volume up for 71% of survey participants
- 20% of marketing budget is spent on content (avg)
- The biggest challenge: producing truly engaging content that produces awareness and leads
- Let's look at some details from our survey ...

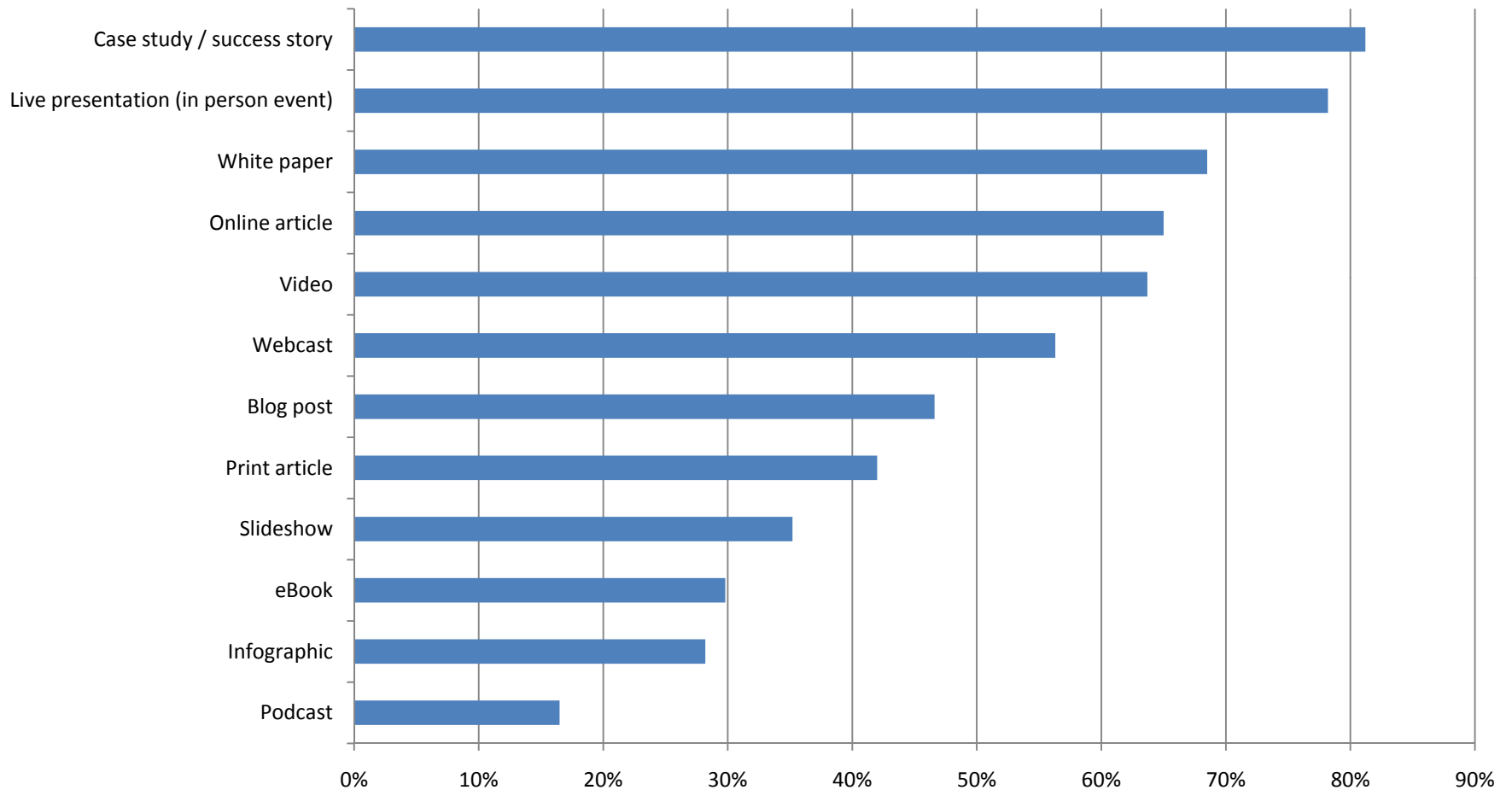
# Why Content Marketing?



# Content Marketing Challenges

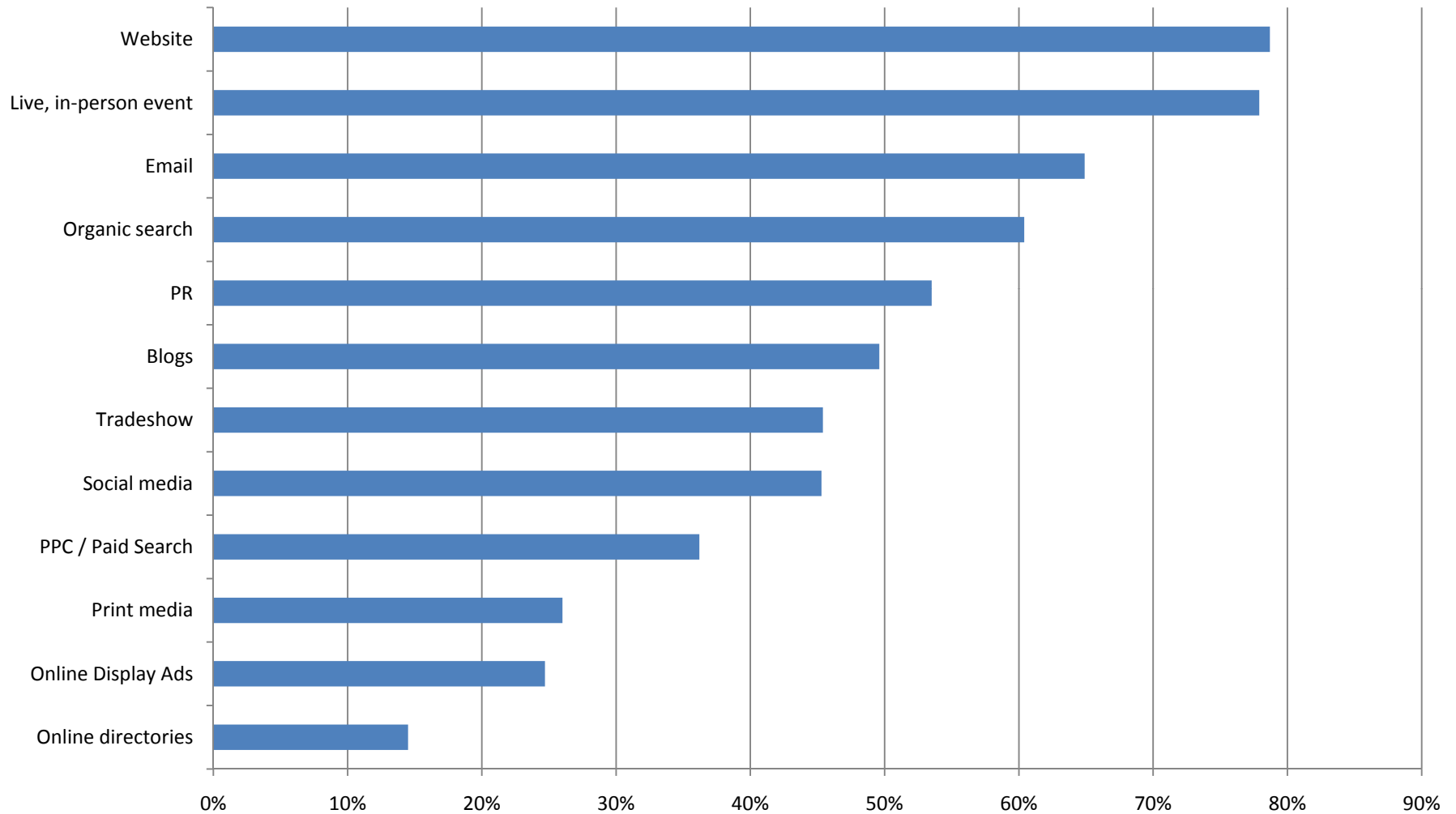


# Popular Content Formats

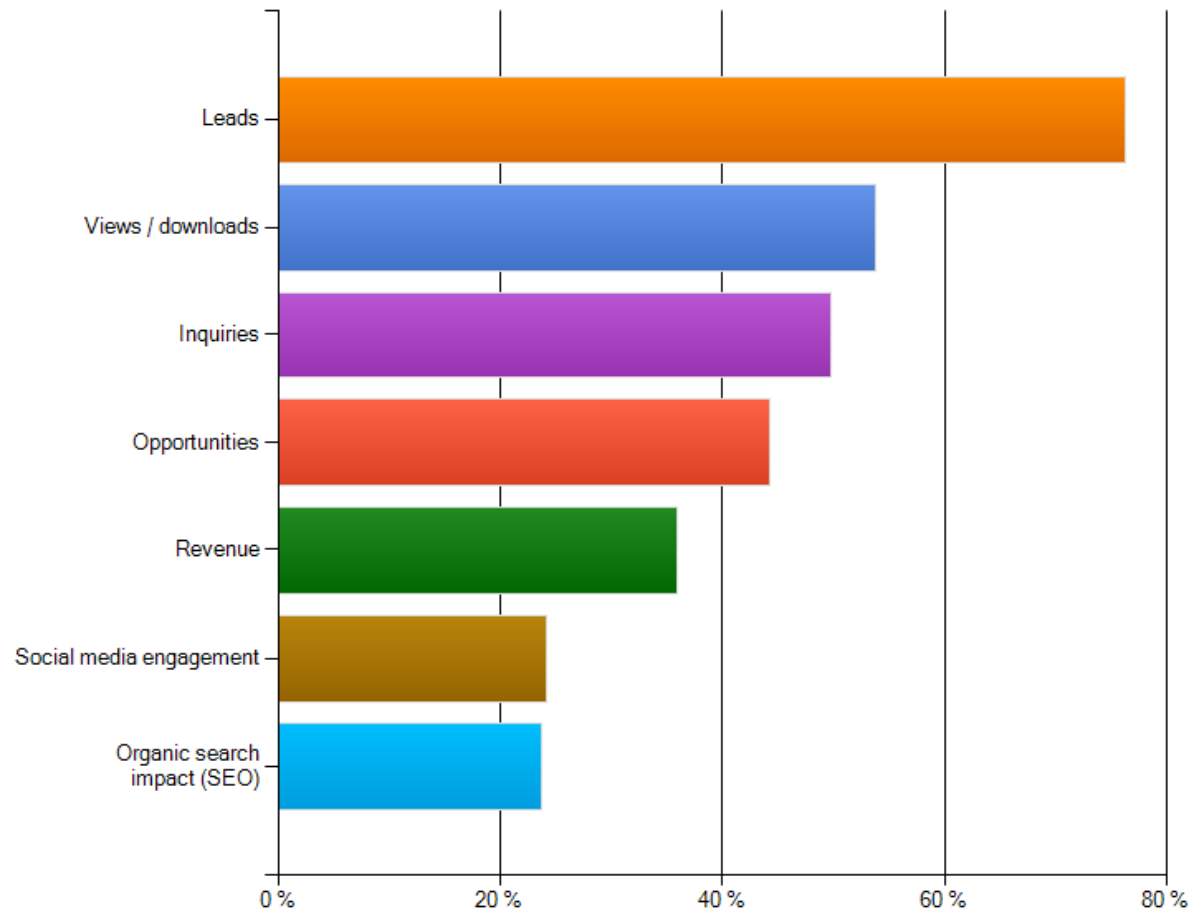




# Effective Content Channels



# Measuring Success



# Download Survey Report



<http://www.slideshare.net/hschulze/b2b-content-marketing-report>

# Q&A

# Holger Schulze: *Everything Technology Marketing*

## Contact Holger

Email: [hhschulze@gmail.com](mailto:hhschulze@gmail.com)



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