

Content Marketing Track 2 – “ The Path To Measurement”

For many years, we've been hearing that content is king. However, the shift in search to focusing on content performance rather than keyword performance means our content performance metrics must also shift. Measuring content means knowing the business outcomes it contributes to and ensuring that content is found consumed and converted. As a précis to this marketers must be able to produce engaging content that is optimized at the time of creation, resonates and engages with its audience, and can be scaled efficiently.

The growth and importance of enterprise SEO, and the fusion of search, content, and social media brings a great opportunity to scale our earned media and integrated marketed efforts. In order to show real value from SEO and content strategies marketers need to attribute value.

In this track search, social and content marketing practitioners share experiences and insights into the art and science of content marketing. Experts will discuss key strategies that help create, scale, and measure the value of your content and digital marketing campaigns and stay one step ahead of the content curve.

Thursday, August 21st | 11:00 am – 12:00 pm

#2a Content 3.0 – Creating Win Win-Win Strategies

Content marketing is an important means of delivering value to customers. However, to drive maximum efficiency from your content it is important to differentiate between the good and bad, identify user desire and implement emerging best practices. In the BrightEdge Search Marketing Survey 93 percent of search marketers said that they would increase content budgets by at least 10 percent in 2014 if they could identify what content is the most effective for engaging their audience. In this session learn how to entertain, educate, and engage with customers through creative content marketing strategies that deliver tangible business impact.

What you will learn from in this session:

- How to create content that resonates, engages and converts
- Understand your target audience, identify what is working, and maximize conversion
- How best to efficiently scale content across your organization

Thursday, August 21st | 2:40 pm – 3:40 pm

#2b The Content Catalyst – Search, Social and Content Interplay

Content is the catalyst that fuels search and social strategy and it is vital that search marketers' understand and embrace search, social and content in its many forms. For example - with over 5700 tweets per second and over 2.5 billion pieces of content being shared per day - aligning search, social and content initiatives is a must for the modern day marketer. In this session hear about the expanding and critical role of content, search and social within an overall digital marketing strategy. Learn how to create, optimize, measure and leverage content, search and social channels to deliver customer engagement and results.

What you will learn in this session:

- How the new content, search and social ecosystem has evolved
- Identify your search, social and content marketing sweet spot
- How to create, optimize and distribute content efficiently and at scale

Thursday, August 21st | 4:15 pm – 5:15 pm

#2c Scaling Content – Transformation In Your Organization

Content marketing is not only central to your SEO success it is also a key to planning success. For many marketers content is now central to organizational, business and inter-departmental efficiency. Technology has been the key enabler that has driven a metrics orientated approach to content marketing and for this reason many SEO professionals, who have the right blend of skills, are moving into content and planning roles. In this session hear from professionals who have made the next step in their career path. Learn how content evolution equates to personal and professional success and how content planning is the pivot on which all digital campaigns revolve on.

Content covered in this session:

- From SEO to content planning
- Scaling and building content marketing plans throughout your organization
- How to build your career in content marketing

Thursday, August 21st | 5:30 pm – 6:40 pm

#2d Content Metrics That Matter – Measurement, Performance & Value

In the past marketers reached audiences through traditional advertising: encouraged people to think positively of a brand and (hopefully) buy a product or service. In the current content explosion, many brands are transforming into publishers; developing rich content to connect with audiences at a deeper level. According to the BrightEdge 2014 Search Marketing Survey connecting content efforts to ROI will be more or much more important in 2014 for 78 percent of search marketers. In this session learn how to deliver great content, understand performance and, most importantly, report value and ROI.

What you will learn in this session:

- How to identify new, converged media, metrics across content, search and social
- Utilizing data insights to drive content that scales and is primed for conversion
- How to measure value and reporting content performance at a page level