

Productive Insights Presents

006. Chris Garrett (Copyblogger) On How To Use Content Marketing To Win Online (Including A Simple 5-Day Plan To Get You Started In A Week!)



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A few highlights from the interview (timestamps included):

- 1m:48s - What is content marketing?
- 3m:48s - Coca-Cola Anti-Case Study for Content marketing
- 5m:53s - Positive Case Study on Content marketing. Marcus Sheridan's swimming pool company
- 7m:17s - What McDonalds (and Coca-Cola) are doing right when it comes to content marketing
- 7m:17s - The 'conversation' every buyer has with the seller prior to any purchasing decision (via the internet). The conversation is going to happen with or without you.
- 9m:37s - How content marketing enables businesses leverages the online channel
- 12m:00s - How that conversation leads to a Yes or a No decision before the buyer purchases
- 13m:37s - Dan Pink - "Everything Good in life begins with a conversation."
- 15m:24s - If you don't use content marketing as a key marketing tool, one of your competitors will and you will regret it.
- 16m:02s - "Content is an answer to a question and that question could be critical to them making a decision to purchase." Chris Garrett
- 17m:55s - How to overcome typical obstacles to getting started with content marketing
- 18m:25s - How to use an incremental approach to content marketing
- 20m:30s - A five-day plan to get started with content marketing





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