



Content Marketing

as practiced by The Magazine Works



Like the power of a well-produced custom magazine to influence and spur readers to action, content marketing is today's smartest tool for retaining, gaining awareness and encouraging an ongoing dialog with key customers.



Joan Zegras
The Magazine Works
June 2013

Let's Face It:

The marketplace has radically changed and continues to evolve at a speed difficult to harness. The myriad of technological options and variety of delivery systems allows for a sophisticated, tailored message while giving the individual freedom in how and when they choose to consume information. Traditional marketing pitches have been replaced by custom publishing messages delivered in single sentences via Twitter, real-time multimedia blogs and two-minute video clips on YouTube.

It is no longer enough to put up a simple website, create a cool thirty second spot, develop a beautiful print ad or do a little online promotion and hope the message sinks in. Budgets are tighter than ever. Marketers have to work harder to capture the undivided attention of the prospect. Consumers are less likely to be led by the nose and more apt to question. People are not as susceptible to traditional advertising and marketing messages because there are millions of messages bombarding them every second of the day.

Busting through the clutter is imperative and this document will impart some wisdom we have acquired as **custom publishers** (content providers of books and magazines people actually read and respond to), **strategic thinkers** and **interactive multimedia pioneers**.



The Custom Magazine as the Original Trojan Horse:

A magazine is a powerful thing. The tone, texture and method of telling stories connect people to the larger world. Think about a reader, living on a remote farm in Iowa getting a glimpse into an exclusive club in New York through Beyonce's eyes. Fabulous photos coupled with vibrant descriptions and the reader can almost hear the thump of the music, drool over the fashions and emulate the attitudes.

There are magazines people read religiously and we can learn something from this. Knowing the horse still has to look like a horse to get through the door, we clearly understand the basics have to be present in a custom magazine to get someone to pick it up and spend the time reading it. There must be a **strong personality**, **compelling content** and **complementary design**. People looking to be entertained or seeking specific intelligence will engage if they find what they want. Hence, the invaders will be welcomed, despite a prevalent brand message, because the readers suspect their lives will be enhanced as a result. A savvy individual will see an underlying marketing message but if the content is rock solid and real, they read on. And what more could a brand manager ask?



Custom magazines produced by The Magazine Works.

Content Marketing as a Trojan Horse of a Different Color:

It's not a secret; **content marketing** is fast becoming the "go to" on most strategic plans. Major consumer brands, business to business brands, museums, theaters, galleries, retailers and on and on are making use of **content marketing** to streamline efforts and provide a better experience to consumers. **Content marketing** has gone mainstream and brand managers are using the best practices to make a bigger impact.

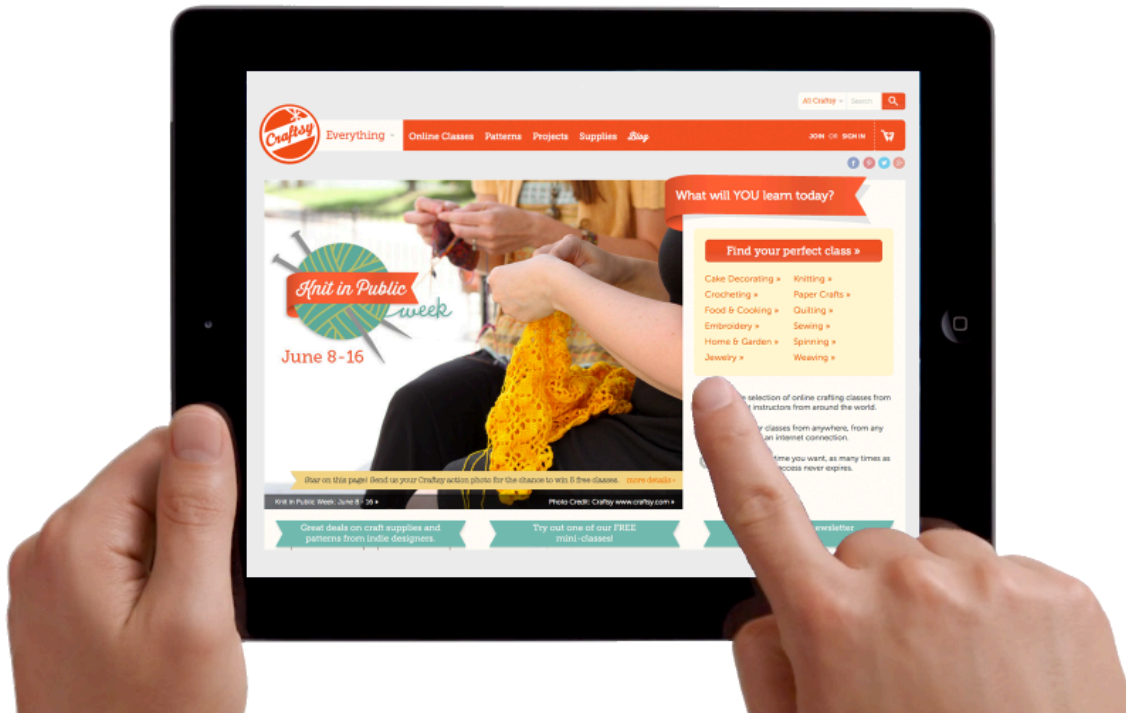
Good **content marketing** educates, debunks and entertains. Threading the key copy points and weaving a story throughout a web site, an eMagazine, a downloadable newsletter, a blog, social media, and adding a well-edited two minute YouTube video reinforces and makes a concept more credible. It might even capture the attention of someone outside the normal channels and gain a broader audience. These innovations can be just as powerful as a top-notch article with glorious photographs but involves more of the senses, especially when using video.



Content marketing reaches more touch points of a person's life and a message heard multiple times in many different formats is infinitely more effective than hearing it once. The ability to tell a story using embedded video, music or to wake up to a spectacular view of spring in a 360-degree panorama at Hancock Shaker Village just by hitting a button on a web site is magical and similar to reading a good story in a favorite magazine. The best news is that by hitting the button or clicking on the site, the consumer is employing classic permission marketing and letting the horse in through the front gate.



The ability to Click on an app on the iPad for complex knitting instructions and then shop for the materials to complete the project on an iPhone with a readable mobile app from a favorite yarn store makes for immediate gratification. The person can decide on the wool they want, pay and have it shipped to arrive within the day never leaving their seat on Metro North. If the knitter doesn't understand a technique or has a question, they can contact hundreds of others with a few carefully placed queries on the blog. Help is forthcoming and the instructor can revise what isn't working in real time. Not long ago this was unavailable and unimaginable.



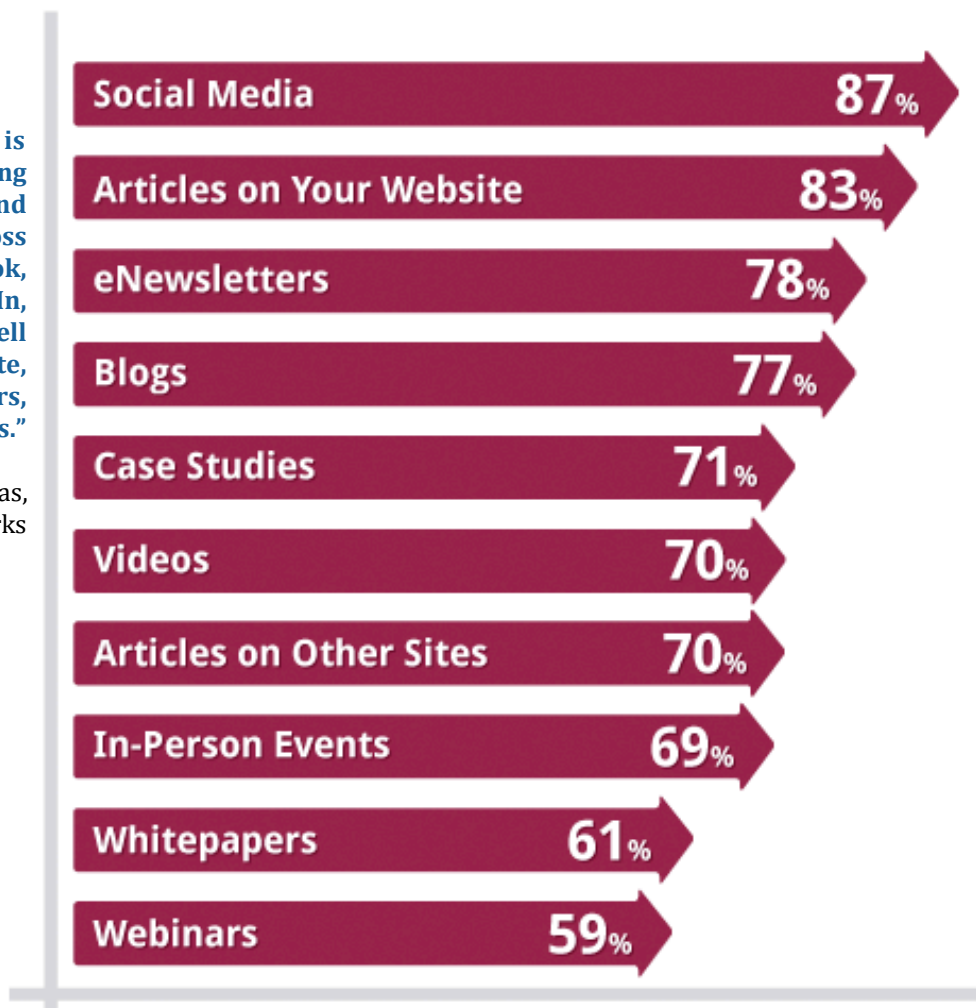
Content Marketing in 2013

Today's number one objective for any smart business is to create highly relevant content that can be shared across multiple platforms. The main intent is to help customers and clients make more intelligent decisions. This **content marketing** strategy translates into greater loyalty and increased sales.

The Content Marketing Institute has identified 10 major tactics that successful companies use to better inform and empower their target audience:

“Content marketing is all about creating great content and sharing it across Twitter, Facebook, Youtube, LinkedIn, and Google+, as well as your own website, eNewsletters, and Blogs.”

Joan Zegras,
The Magazine Works



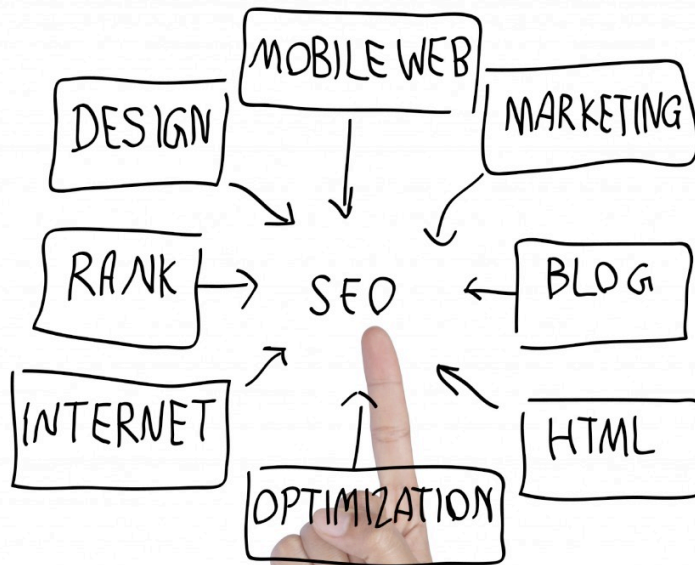
Source: 2013 Content Marketing Institute Report

What About the Other Perks:

- Search Engine Optimization (SEO)
- Multi Uses for Content
- Not Rocket Science

Search Engine Optimization (SEO)

The ability to employ search engine optimization to understand core constituents and help build the right kind of audience for a product or service is yet another benefit today's technology offers. This is the most cost effective use of time, money and delivers the highest ROI (Return on Investment).



Multi Uses for Content

It's not inexpensive to create top notch content and hire the best writers in the field to research, conduct interviews, write and edit stories. Photographic images and art are important components to break up blocks of copy and illustrate concepts. In addition to the commissioned stories, a number of pieces can come from social media or blogs. **It's all about leveraging.**

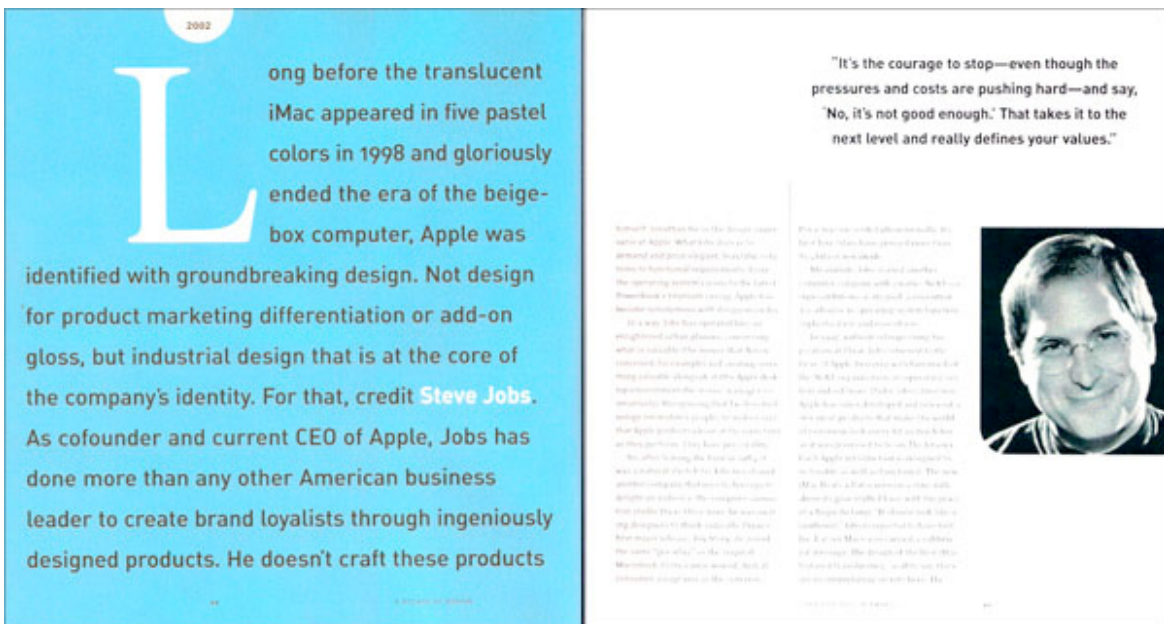
A five thousand-word article in a magazine like the *New Yorker* may not fly in the online version and will have to be edited down to smaller bites. Regardless of where and how the story is used, it makes sense to aggregate and place the information on multiple platforms to guarantee as many views as possible. Today's technology allows for this and makes it possible to get a bigger bang for the work.



The Magazine Works helps clients with everything from Twitter to video.

Not Rocket Science

Even though many innovations are new, **most of the disciplines we've already learned are applicable** and the biggest challenge becomes managing the technology. Standard magazine formats with a headline, sidebars and callouts are what consumers are accustomed to and this continues to be one of the best ways to present material. Great images and beautifully written prose still stops people in their tracks. Making certain a message is well crafted and relevant is vital. Making use of the latest and greatest in technology is key as long as there is something behind it. Technology for the sake of appearing current is empty.



The Magazine Works designed and produced this ten year retrospective for the Chrysler Design Awards that celebrated a commitment to excellence and a sustained vision.



How To Work It:

There are a number of ways to make **content marketing** your best friend.

- 1) It is important to **hire outside, knowledgeable talent to integrate with your in-house team**. Finding sensible smart thinkers who will be honest and tell you what needs to be said is important.
- 2) **Listen to your experts and share as much marketing data as you can**. People who are passionate and excited about the work should be the first on the list.
- 3) **Keep creating and don't just rest on your laurels**. To hold people's attention, you need to offer new material on a regular basis. As you acquire knowledge don't be afraid to make adjustments.
- 4) **Pick a platform that can be scaled depending on the project**. Think three to five years out. Make sure everything works across all platforms.
- 5) **Take nothing for granted** and look at and access every bit of data that comes your way.



A word cloud featuring various terms related to creativity and marketing. The words are arranged in a cluster, with 'idea' being the largest and most prominent word in red. Other words include 'creativity' in blue, 'brain' in purple, 'thinking' in green, 'artistic' in cyan, 'genius' in magenta, 'innovate' in purple, 'publish' in blue, 'inspire' in orange, 'excite' in green, 'people' in brown, and 'design' in orange.



About Us

We started The Magazine Works in 1995 as a full-service custom publishing provider with the requisite skills to take a project from the conceptual through to production and distribution. We are extensions of internal marketing departments and work hard to make the partnership with our clients successful. We hand tailor each assignment and our model is to source the best talent for a project. We never bill for overhead but use one hundred percent of the resources for the end creative product.

Delivering on time and on budget is taken seriously. All team members at The Magazine Works understand the ultimate objective (effective efficient materials, happy clients and repeat business).

We offer a full range of services needed to produce a traditional paper-based magazine. It can be a one-time event or greater frequency. This also applies for books, websites and now, in 2013, ePublishing and Content Marketing with social media, as well as YouTube channel delivery of custom video content.

For a free consultation contact Joan Zegras:

203.256.1997
jzegras@themagazineworks.com
themagazineworks.com

