



How To Build A Profitable Content Program For You And Your Clients

Michael Brenner

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Author, *Mean People Suck* and *The Content Formula*

@BrennerMichael



Marketing
has a
Marketing Problem

CMO NETWORK

When Big Brands Stopped Spending On Digital Ads, Nothing Happened. Why?

Dr. Augustine Fou Former Contributor ©
I research ad fraud and digital marketing.

Jan 2, 2021, 09:06am EST



Listen to article 6 minutes



When P&G turned off \$200 million of their digital ad spending, they saw **NO CHANGE** in business outcomes [1]. When Chase reduced their programmatic reach from 400,000 sites showing its ads to 5,000 sites (a 99% decrease), they saw **NO CHANGE** in business outcomes [2]. When Uber turned off \$120 million of their digital ad spending meant to drive more app installs, they saw **NO CHANGE** in the rate of app installs [3].

ADVERTISEMENT



Want **31%**
more customer
engagement?

Succeed now





Do you have (and regularly update) a blog?

The screenshot shows the homepage of the Marketing Insider Group blog. At the top, there is a dark navigation bar with the company logo on the left, which includes a circular icon and the text "MARKETING INSIDER GROUP". To the right of the logo are navigation links for "Home", "Services", "About", and "Blog". Further right is a button labeled "Get More Traffic" and a search icon. Below the navigation bar, the main content area features a large heading "FRESH FROM THE BLOG" in green and blue, with the subtext "The latest trends & best practices in digital marketing." and a yellow button that says "Go to the Blog". The main content is organized into three columns of article cards. Each card has a blue header with a white title and a small Marketing Insider Group logo. The first card on the left is titled "The 1-2-3 Guide To Creating Video Content Marketing" by Michael Brenner, dated Mar 06, 2023. The middle card is titled "4 Web Design Trends That Will Stand The Test of Time" by Giana Reno, dated Mar 05, 2023. The right column contains two shorter article teasers: "Once Upon a Brand: The Power of Storytelling in Marketing" by Vince Venditti, dated Mar 04, 2023, and "The Top B2B Content Marketing Strategy Ideas to Consider Using Today" by Michael Brenner, dated Mar 03, 2023. Below these is another teaser for "Why Quality Leads are Expensive" by Michael Brenner, dated Mar 02, 2023.

MARKETING INSIDER GROUP

Home Services About Blog Get More Traffic

FRESH FROM THE BLOG

The latest trends & best practices in digital marketing.

Go to the Blog →

The 1-2-3 Guide To Creating Video Content Marketing
By Michael Brenner
Mar 06, 2023

4 Web Design Trends That Will Stand The Test of Time
By Giana Reno
Mar 05, 2023

Once Upon a Brand: The Power of Storytelling in Marketing
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The Top B2B Content Marketing Strategy Ideas to Consider Using Today
By Michael Brenner
Mar 03, 2023

Why Quality Leads are Expensive
By Michael Brenner
Mar 02, 2023



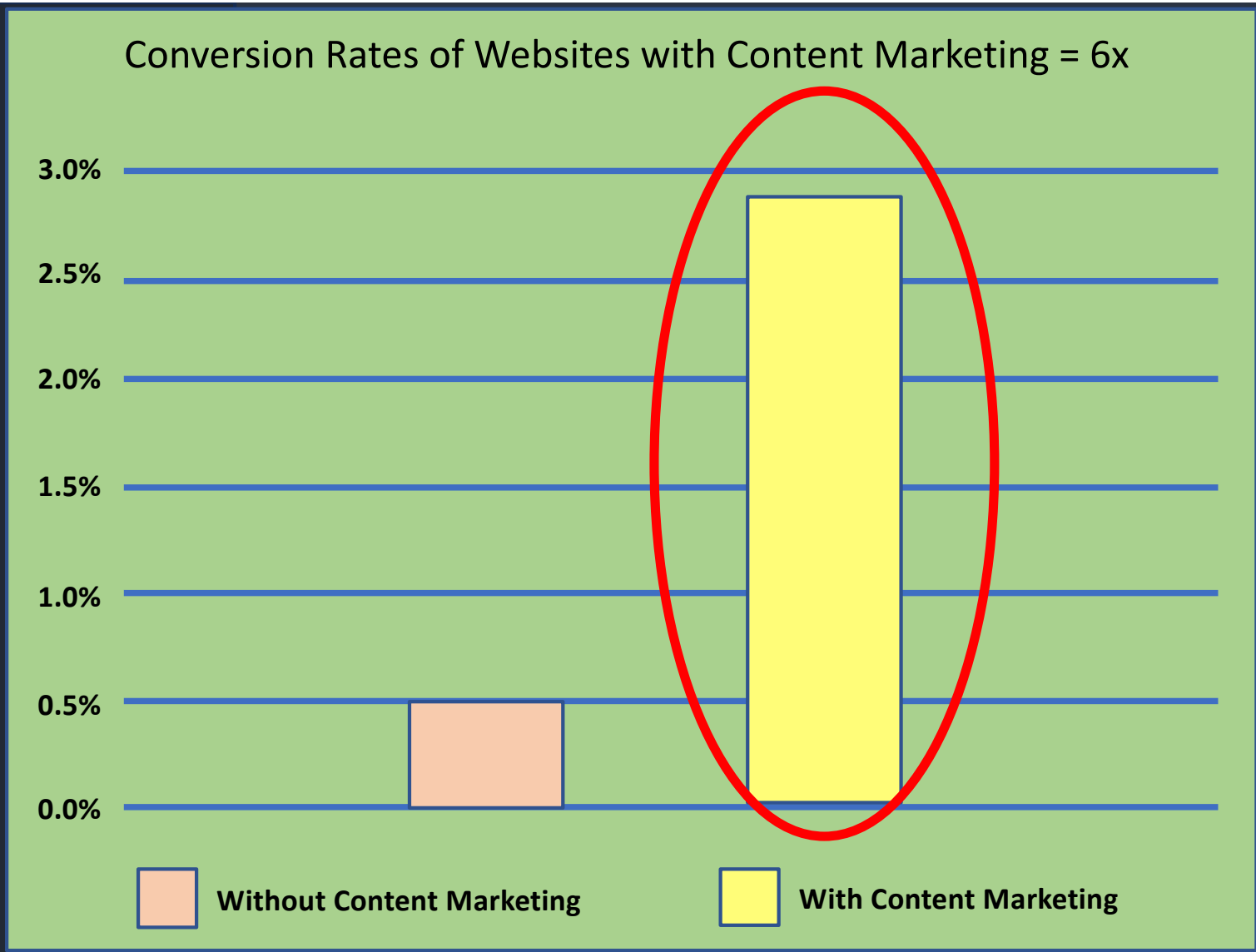
*"The Cobblers Children
Have No Shoes"*
is a **Cop Out.**

It's a Conscious **Choice.**

Your #1 Client is **YOU!**

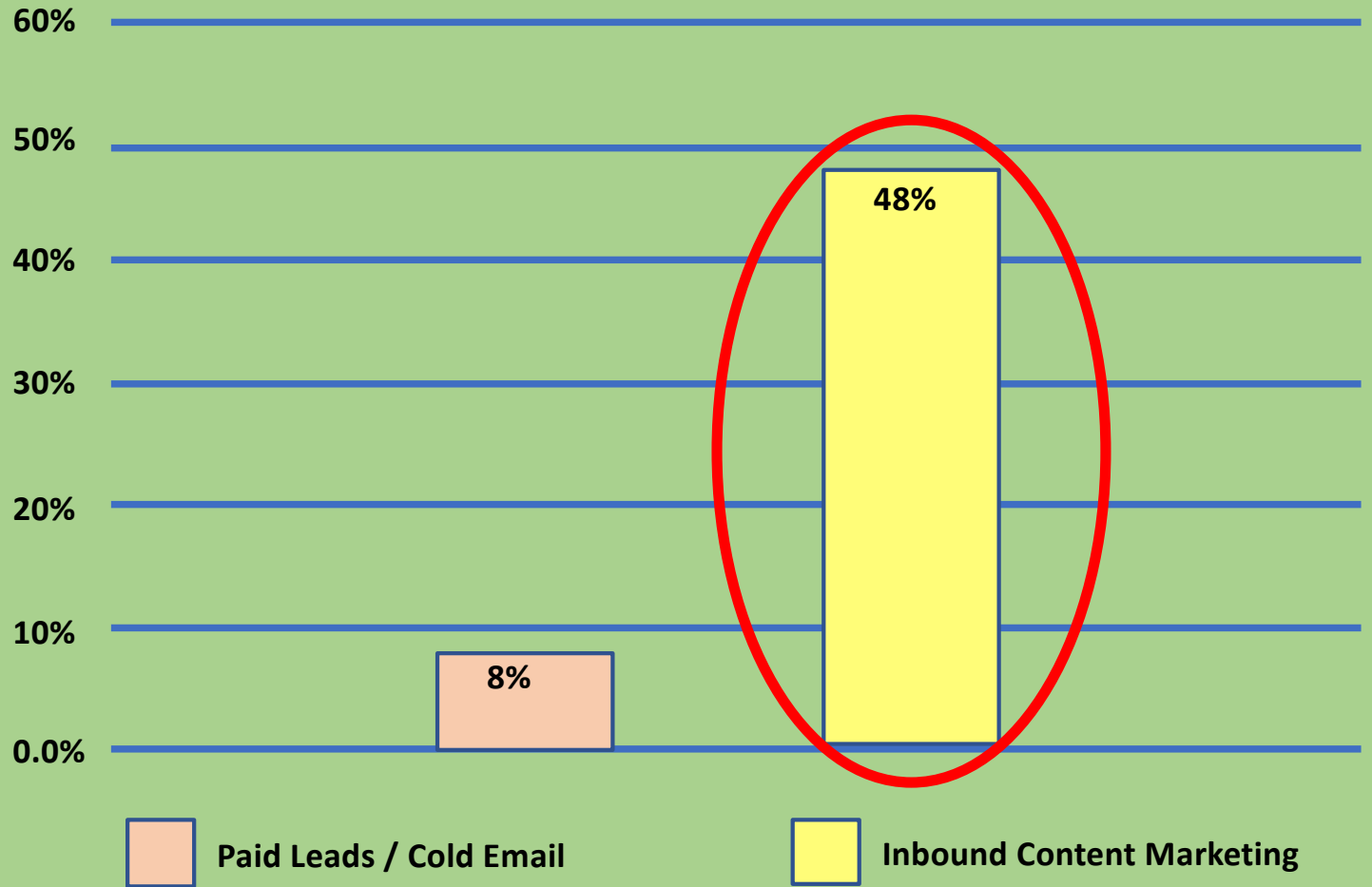
Company Websites
With Content Marketing
Convert 6x Higher

~ Source: Gartner

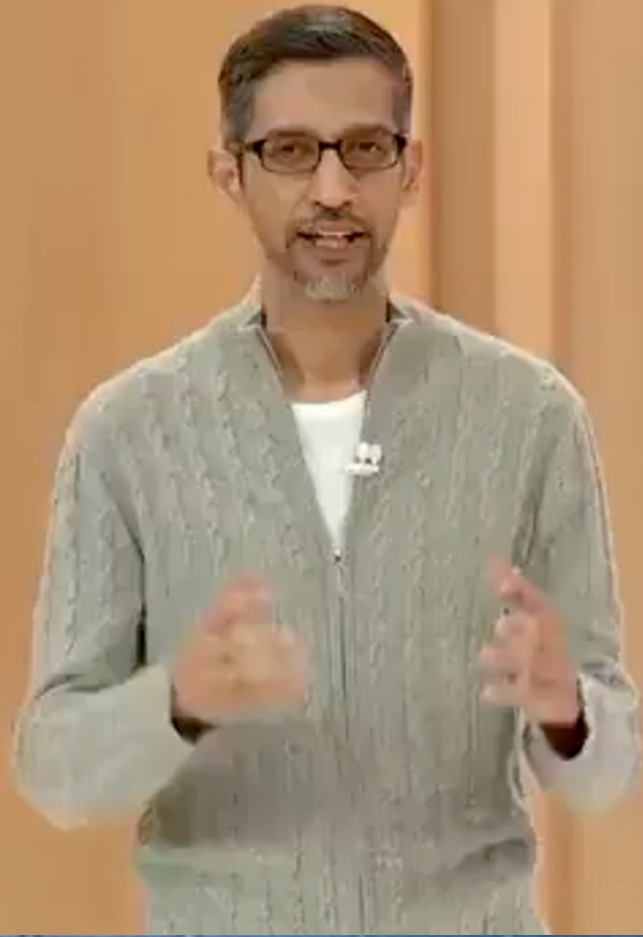


Marketing Insider Group
Inbound vs Outbound
Lead Gen Conversion

Conv Rates of Paid vs Content Marketing = 6x



source: google

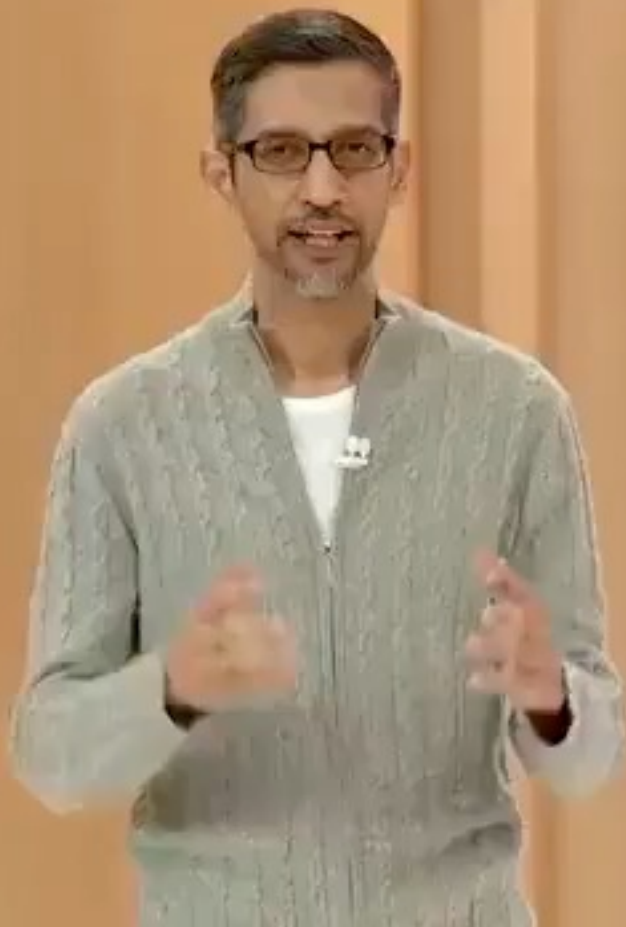


Sundar Pichai

he/him



source: google



Sundar Pichai

he/him

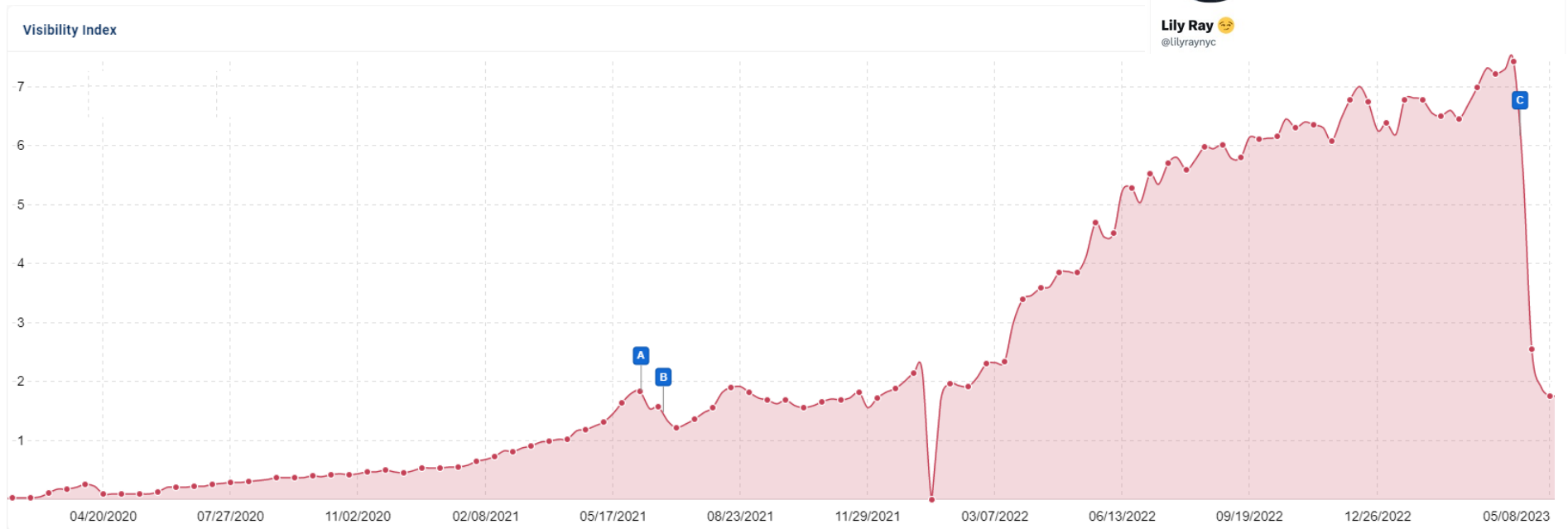
Cautionary Tales

- Created niche industry website
- Scraped “People Also Ask” questions from 10,000 keyword searches
- Used ChatGPT AI to answer the questions
- Added affiliate links and some third-party link building

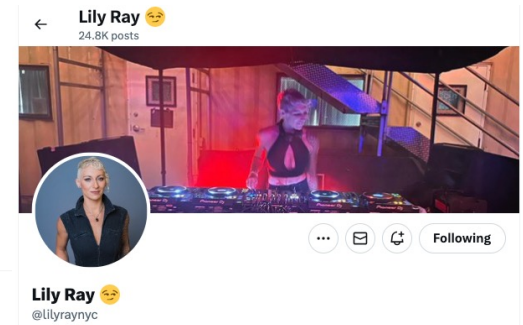


Cautionary Tales

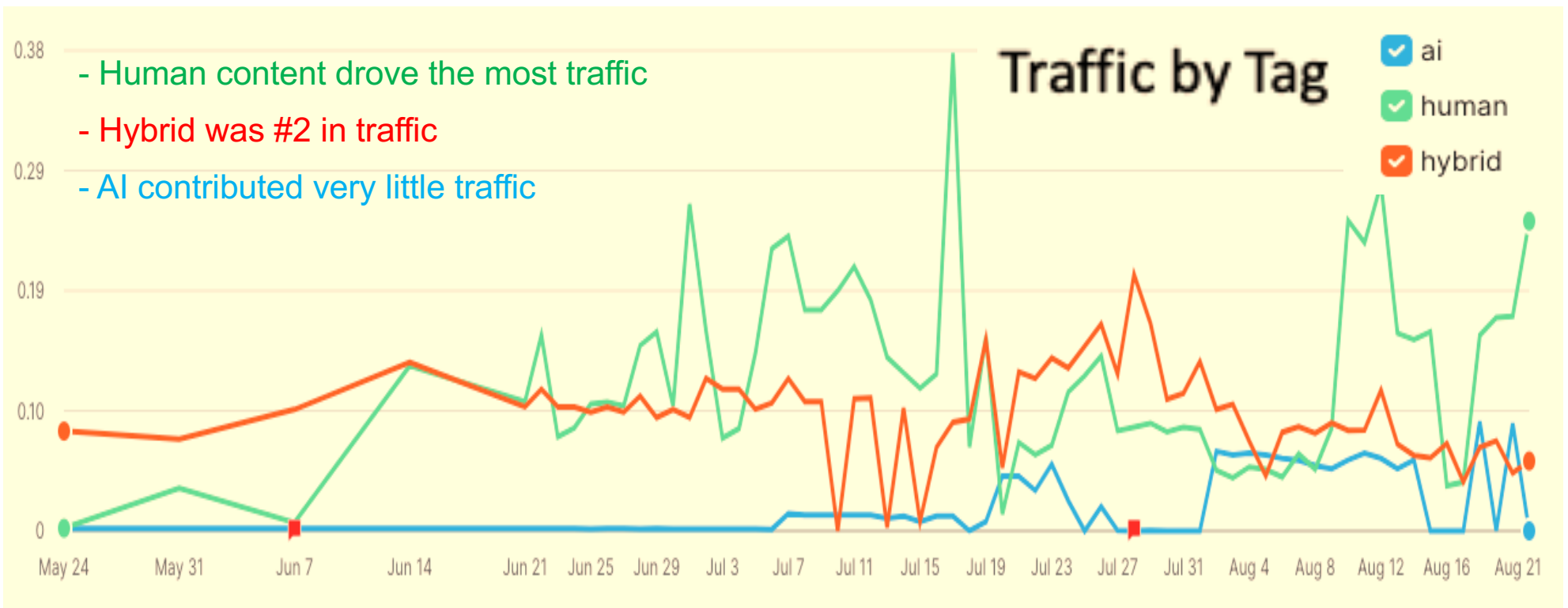
- Popular Travel Website
- AI-Generated Reviews
- Traffic down 74% and still falling



Source @LilyRayNYC

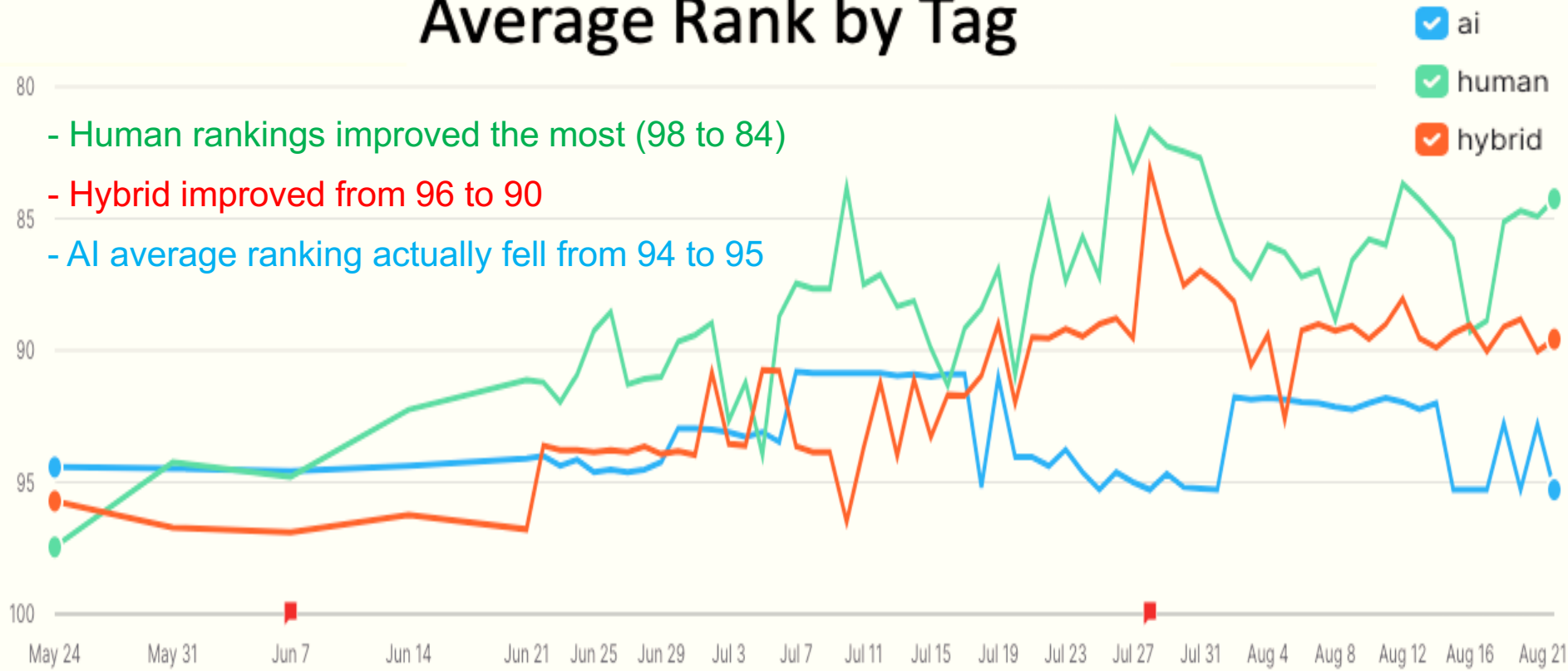


60 article AI vs Human vs Hybrid Content Test



AI vs Human vs Hybrid Content Test

Average Rank by Tag



Cautionary Tales



INSIDER

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[HOME](#) > [TECH](#)

Microsoft has pulled an AI-written travel guide, which told tourists to visit the Ottawa Food Bank if they are hungry

Kai Xiang Teo Aug 18, 2023, 3:01 AM EDT



- Microsoft has pulled an AI-written travel article that recommended the Ottawa Food Bank as a tourist attraction for the city.
- "Consider going into it on an empty stomach," wrote the article on the food bank.
- This isn't the first time that a publication has made such a blunder with AI-generated articles.

The background of the slide features two hands, one from the bottom left and one from the top right, reaching towards each other. The hands are silhouetted against a soft, out-of-focus background of light blue and white, suggesting a bright sky or a clean, airy environment. The hands are positioned as if they are about to clasp or support each other, symbolizing human connection and the need for human input.

The Paradox of AI?

*The more we use AI,
the more human we
need to be!*



Let's
Make
Some
Shoes!



—

How To Build A Profitable Content Program

1. Marketing is a Strategic Asset

80% of CEOs
unsatisfied
with CMOs

ONLY 20% NOT SATISFIED
WITH COO / CFO / CIO

~ FOURNAISE GROUP



**56% of content
goes completely
unused!!!**

~ Forrester

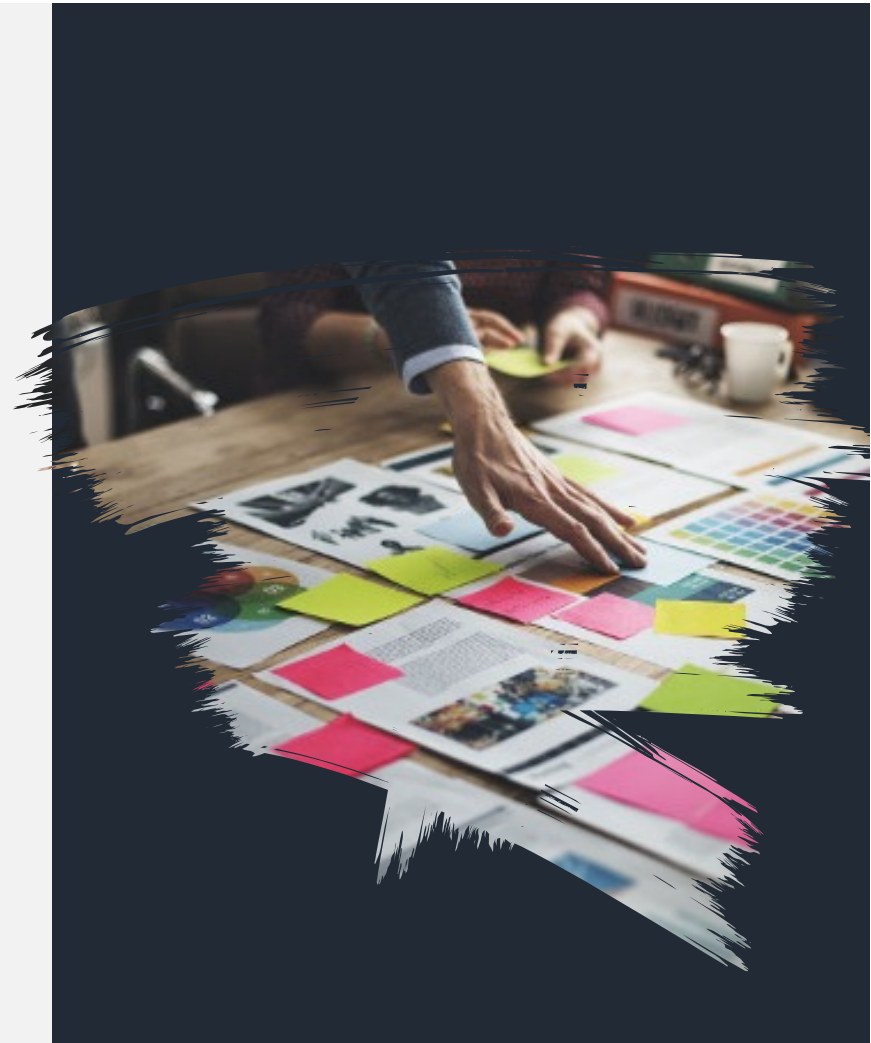


Behind every
bad piece of
content is an
executive
who asked for it.



**Your Website Is
a Digital Asset
With Real Value
That Grows Over
Time.**

LET'S SEE PROOF...

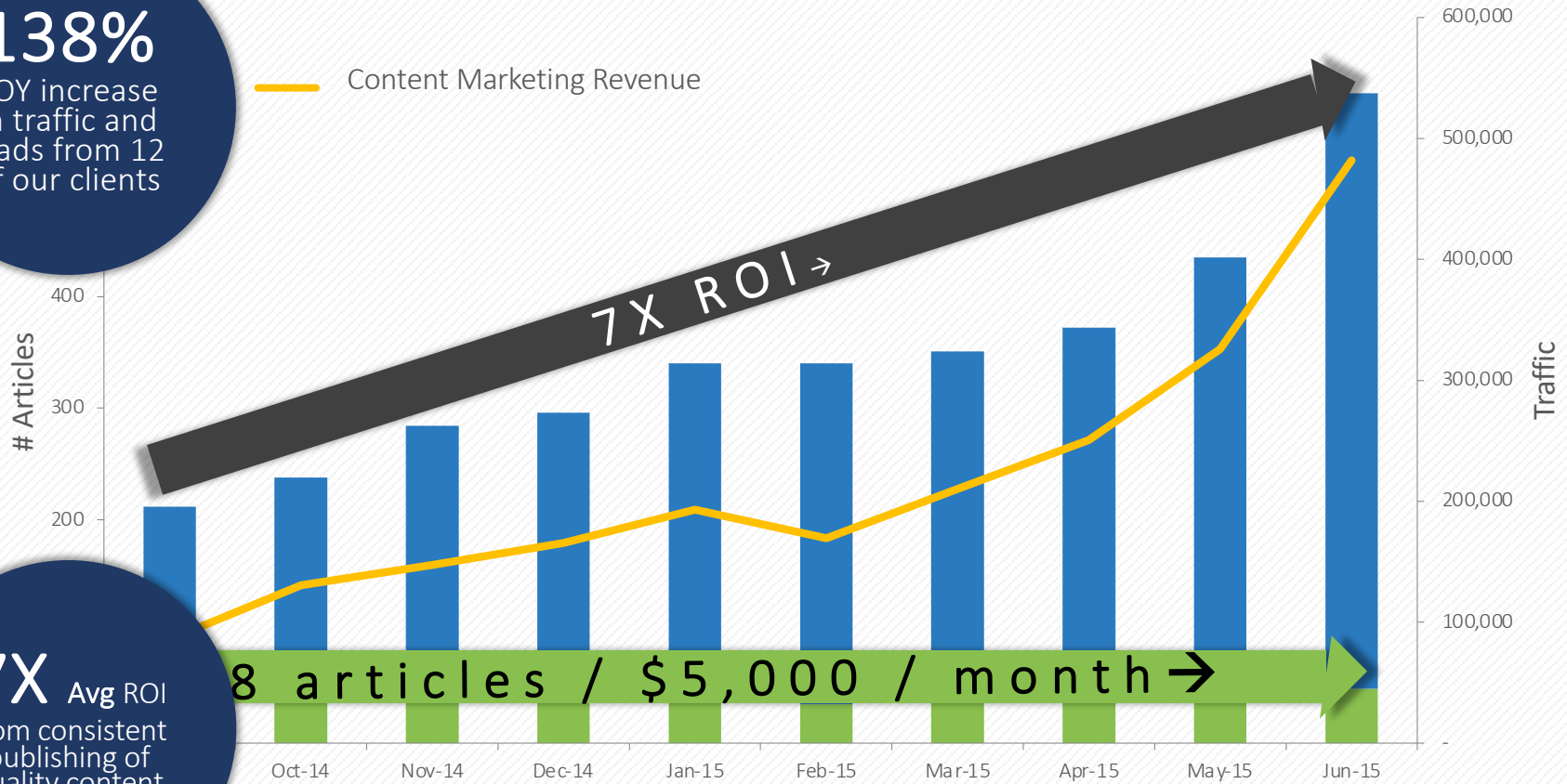


COMPOUNDING RETURN OF B2B CONTENT MARKETING

138%

YOY increase in traffic and leads from 12 of our clients

Content Marketing Revenue



7X Avg ROI from consistent publishing of quality content

8 articles / \$5,000 / month →



—

How To Build A Profitable Content Program

2. Business Case

The Goal: Get Customers

REACH

ENGAGE

CONVERT

RETAIN

Buyers we
are not
reaching
today

Build The Business Case

REACH

Using the keywords they use,

ENGAGE

Creating the content they want,

CONVERT

Converting them to sales, and

RETAIN

Retaining that engagement.

Measure Content Marketing ROI

REACH

Organic Search
Traffic

ENGAGE

Subscribers

CONVERT

Leads

Trials/Demos

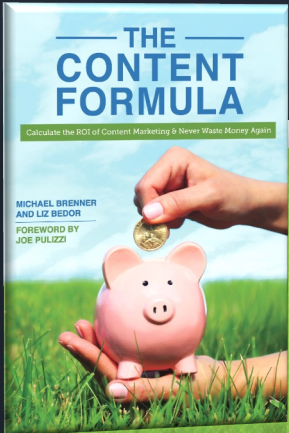
Revenue

RETAIN

Retention Rate

Upsells

SAP CONTENT MARKETING ROI YEAR 1



7X
RETURN ON
INVESTMENT

\$100,000 Budget

1 Million Visitors | 1,000 leads

\$250,000 from subscriber email nurture

\$540,000 in lead conversion to sales

\$790,000 in ROI ((Revenue – Cost) / Revenue)

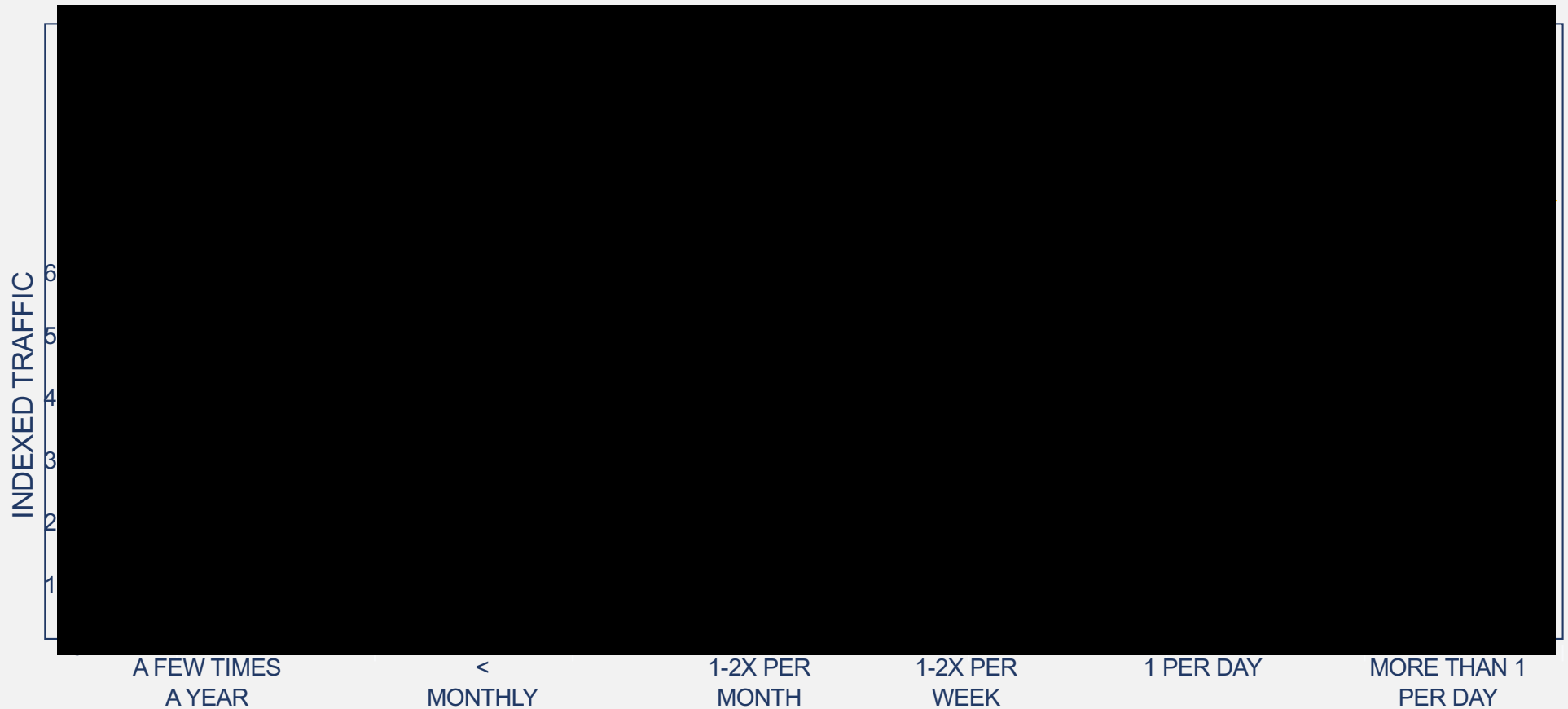


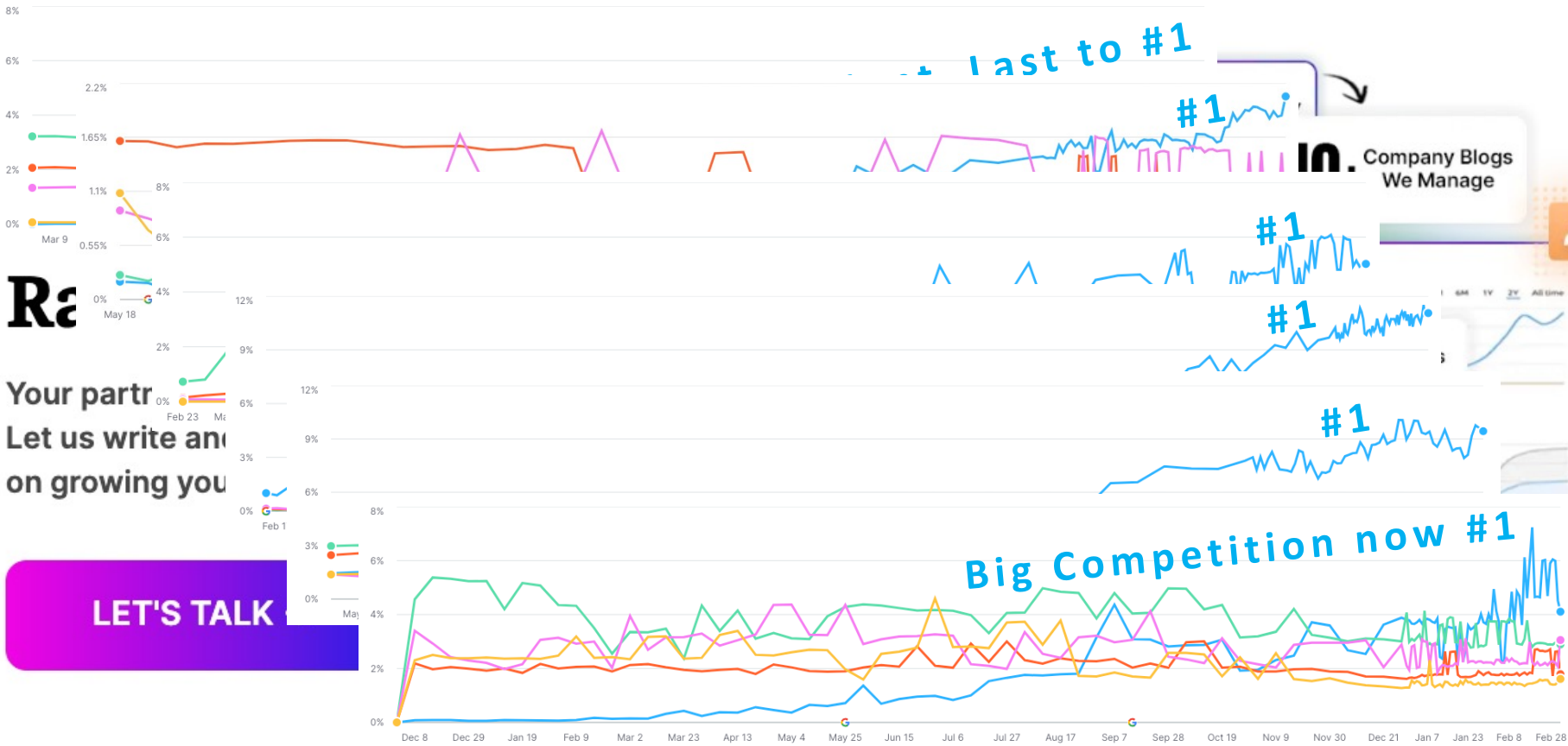
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How To Build A Profitable Content Program

3. Consistency wins

3. Reach & Convert With Consistent Publishing





Re
Your part
Let us write an
on growing you

LET'S TALK





—

How To Build A Profitable Content Program

4. “Become Notable”

Double EAT



How To Build EEAT



Business
Instinct

What
We
Publish

Content
Marketing

What
Customers
Want



Charity

Empathy

How To Build EEAT



**Radiologists
and Radiology
Technologists
Salary Guide**

oogle

radiologists|

radiologists salary

radiologist qualifications

what is radiology used for

radiologist schooling

radiologist course

radiologist technician

do radiologists do surgery

radiologists role

Empathy

If AI Doesn't Know You, You Must Become Notable



Chris Penn

"...the new battleground for marketers - how well are we known by the machines ..."

In many ways, it's no different than classical SEO ...

*But what if you're not notable? What if the machines don't know who you are? Well, the answer is... **become notable.**"*

How? Consistent, notable content!

Focus K

All keyword details for:

Shared 4.7K Missing 37.4K W



CONTENTS

- What is a Marketing Director
- What Does a Director of Marketing Actually Do?
- Understanding the Science of Happiness
- Are Marketing Directors Really Miserable?
- Finding the Good Times
- Finding Purpose in Your Work
- Improve Your Resilience
- Be Kind

Why Directors of Marketing Are Miserable

By Michael Brenner | September 25, 2023 | 5 min read



How many people do you know who truly love their jobs and are happy at work? How many times have you complained about your boss, a coworker, or a difficult customer?

Well if you are a director of marketing or a marketing manager, you are not alone. One survey found that **Directors of Marketing is one of the unhappiest jobs you can have.**

I spoke to a former marketing colleague of mine just the other day who left

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Related Posts



Why Content Marketing and

ent



To K SEMRUSH

	Co	Results
6.47	0.82	2.3B
6.11	0.09	138M
3.14	0.1	181M
0.66	0.09	66
8.00	0.01	3.6B
6.62	0.27	285M
4.80	0.5	1.8B
4.54	0.49	175M

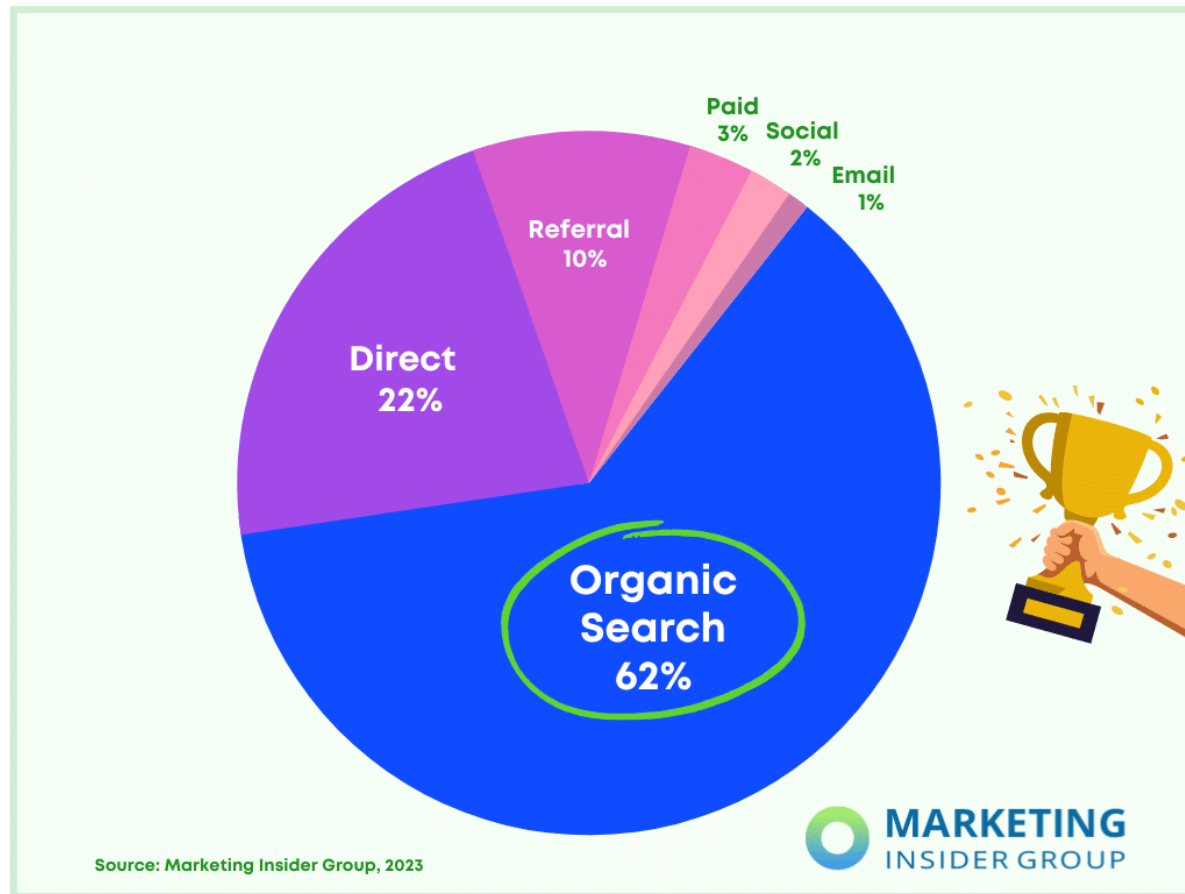


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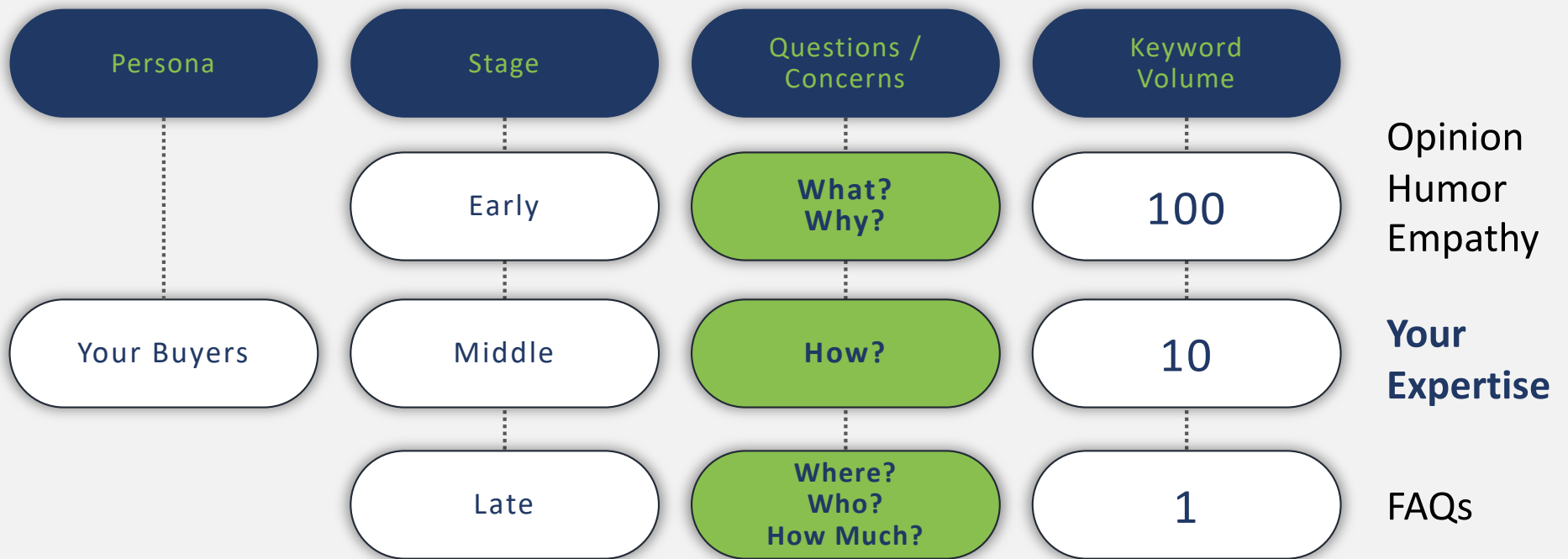
How To Build A Profitable Content Program

5. Buyer Journey

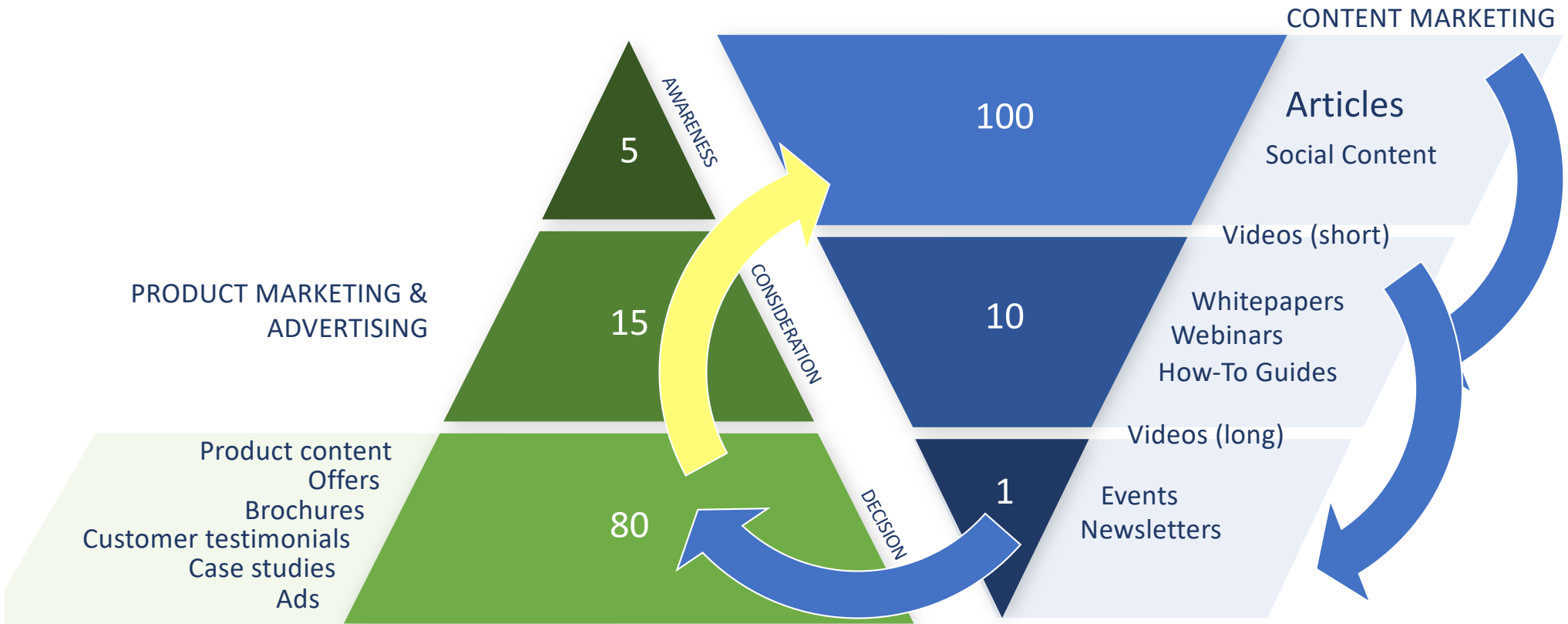
How do most buyers start their search for a new product?



Answer The Right Questions



Map Content (Types) To The Buyer Journey



Use Those Offers To Convert

The 1-2-3 Guide to Creating Video Content Marketing

By Michael Brenner on March 6, 2023 in Content Marketing Edit



Now is the time to become an expert on creating video content. Not only are 91% of businesses already using video as a marketing tool in 2023, but 96% of marketers are placing ad spend on video.

That's because nowadays, consumers are spending an increasing amount of time on social media platforms like Instagram, YouTube, TikTok, LinkedIn, etc. With all of the benefits that come along with creating video content, like building your brand identity and increasing your SEO, there's no reason why your company should miss out.

If you haven't already, this is your sign to hop on the video content bandwagon. And lucky for you, we're giving our readers the scoop on creating video content that generates conversions. In this post, we're taking a look at how to create video content that will benefit both you and your audience.

10 STEPS TO CREATING CONTENT THAT CONVERTS
WATCH NOW

- 94% of marketers say that creating video content has increased their audience's understanding of products and services
- 83% of professional marketers believe that creating video content is more important now than ever

Join 10,553 of Your Peers

Get our newsletter plus a FREE bonus: "Content Marketing ROI Formulas and Calculations" You Can Use Today!

Sign Me Up!

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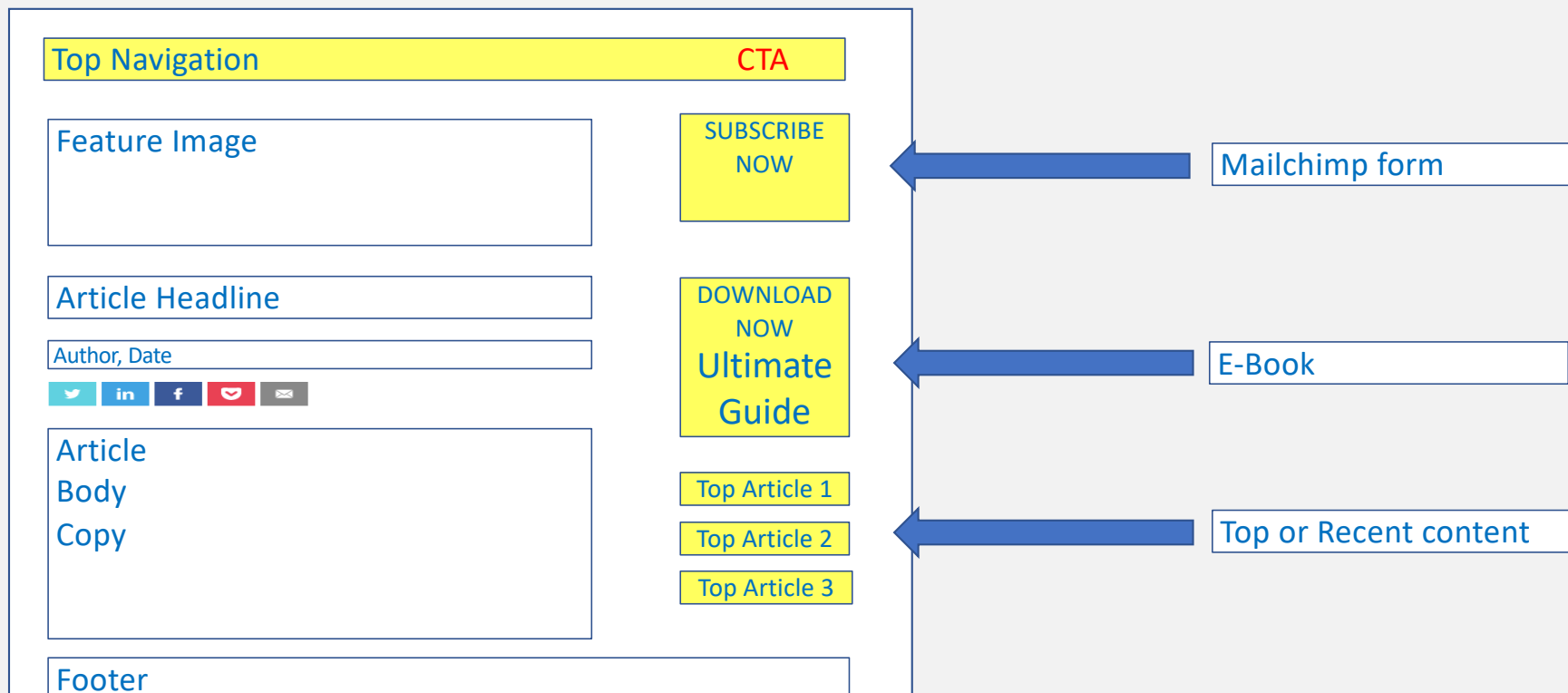
The Science of Stickiness: A Data-Driven Guide to Creating a...

10 CONTENT MARKETING ROI FORMULAS AND CALCULATIONS

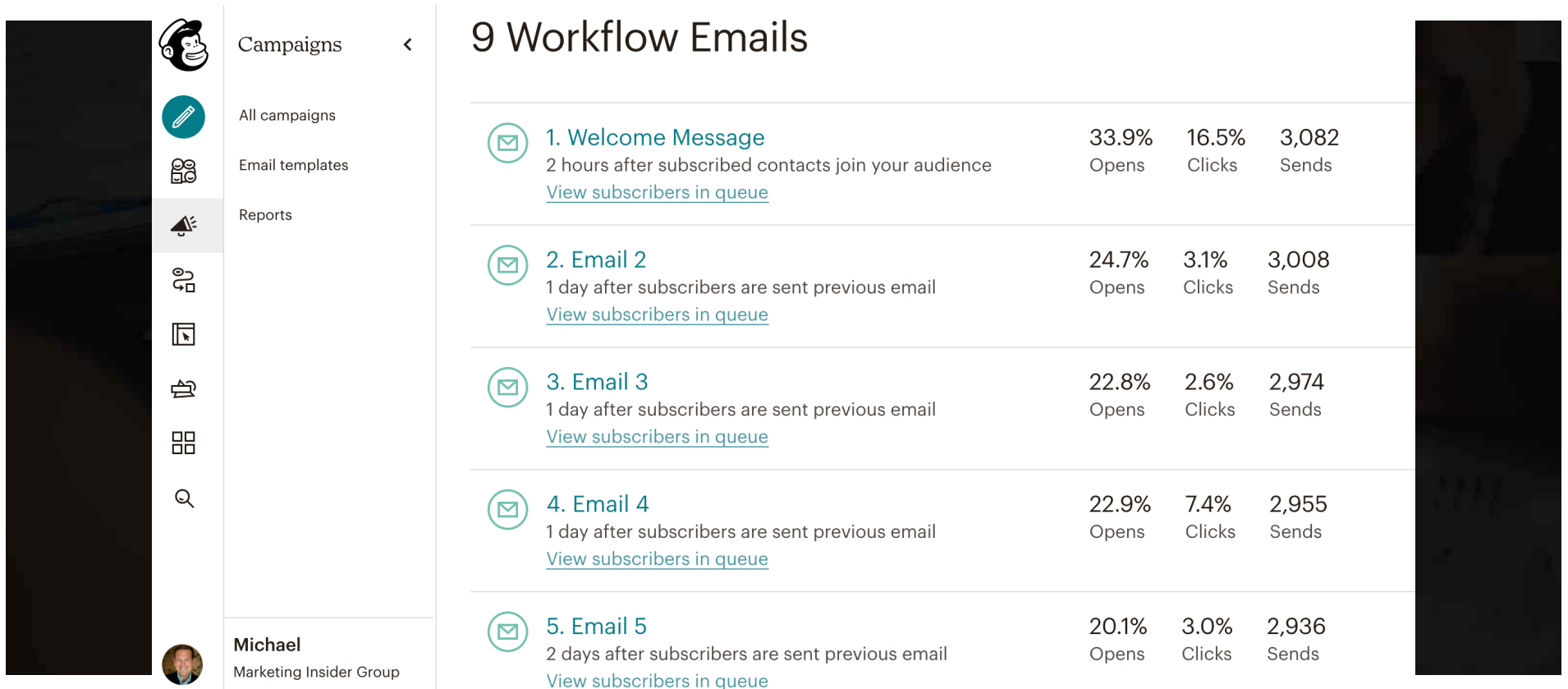
PRO Tip: Wordpress Plugin AdRotate

Article Page “Wireframe”

Configure wordpress in “settings/permalinks/custom” to use domain/%category%//%postname%/



Nurture with Email | SUBSCRIBERS = ROI



The screenshot displays a user interface for an email marketing platform. On the left is a navigation sidebar with icons for Campaigns, All campaigns, Email templates, Reports, and a user profile for Michael. The main content area is titled "9 Workflow Emails" and contains a table with 5 rows of email details, including their names, timing, and performance metrics for Opens, Clicks, and Sends.

Email ID	Description	Opens	Clicks	Sends
1. Welcome Message	2 hours after subscribed contacts join your audience View subscribers in queue	33.9%	16.5%	3,082
2. Email 2	1 day after subscribers are sent previous email View subscribers in queue	24.7%	3.1%	3,008
3. Email 3	1 day after subscribers are sent previous email View subscribers in queue	22.8%	2.6%	2,974
4. Email 4	1 day after subscribers are sent previous email View subscribers in queue	22.9%	7.4%	2,955
5. Email 5	2 days after subscribers are sent previous email View subscribers in queue	20.1%	3.0%	2,936



—

How To Build A Profitable Content Program

6. Amplify

Make Content Creation and Social Sharing a Team Sport



Michael Brenner · You
CMO Influencer | Agency Founder | Experienced Marketing Le...
2h · 🌐

Observations on the State of Content Marketing
<http://ow.ly/JIC0104TTAo>



Lauren Basiura · 1st
Writer for Marketing Insider Group
1h · 🌐

Observations on the State of Content Marketing <http://ow.ly/JIC0104TTAo>



Giana Reno (She/Her) · 1st
Director of Content at Marketing Insider Group
2h · 🌐

Observations on the State of Content Marketing <http://ow.ly/JIC0104TTAo>



Erin McShea · 1st
Head Writer at Marketing Insider Group
2h · 🌐

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**Observations on
the State of
Content Marketing**



**Observations on
the State of
Content Marketing**



Meet Your Audience Where They Are

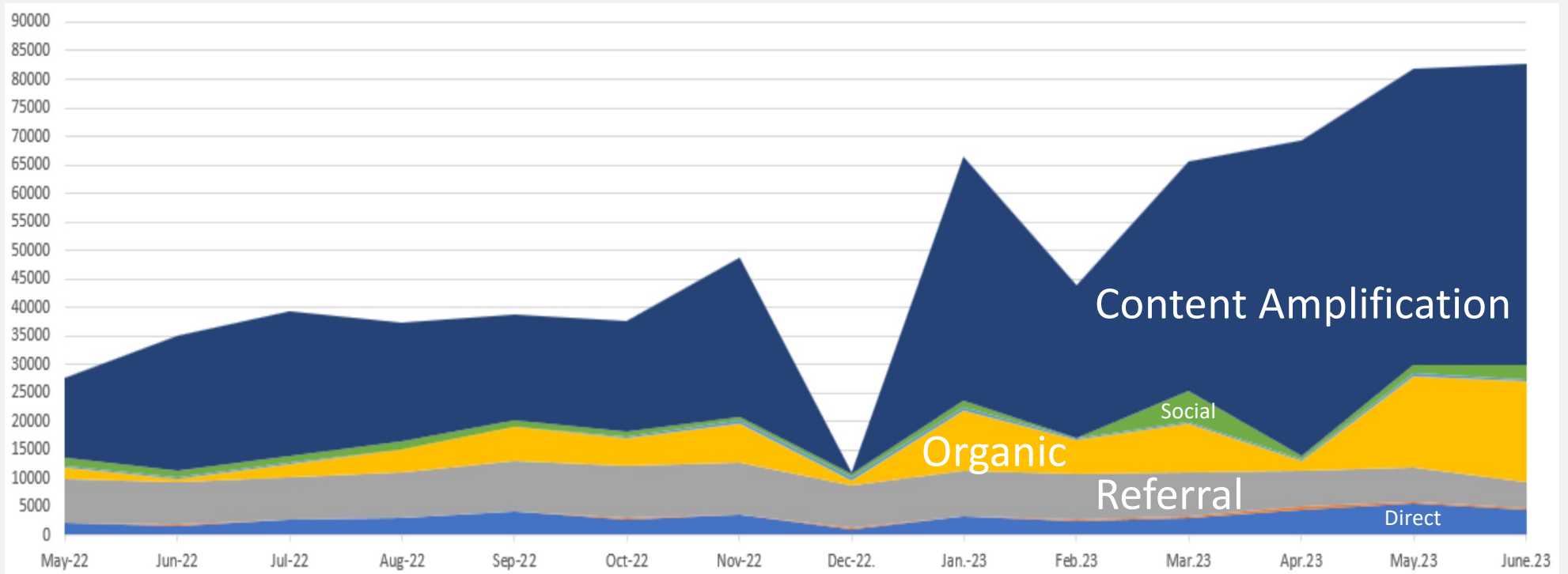
- “You Might Also Like”
- “Suggested For You”
- “From Around The Web”
- “Sponsored Content”

The screenshot displays the Entrepreneur.com website interface. At the top, there is a navigation bar with the Entrepreneur logo, menu items for VIDEO, PODCASTS, START A BUSINESS, SUBSCRIBE, and SHOP, and a search bar. A promotional banner for a 'FREE WEBINAR SCALING YOUR BUSINESS' is visible in the top right corner. The main content area features a large article titled 'How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border' by Entrepreneur Staff, with a 3-minute read time. Below this, there are several smaller article cards: 'Attract More Customers' (Sponsored Content by PayPal for Business), '10 Tips for Writing Emails That Will Get You Tangible Results' (Email category by Susan Gunelius), and 'If No One Is Engaging With Your Marketing, You Should Do This' (Transparency category by Luis Congdon). On the right side, there is a 'SMALL BUSINESS' advertisement and an 'ON THE RISE' section listing several articles with their dates and authors. At the bottom, there is a 'From Around the Web' section. A magnifying glass is positioned over the 'From Around the Web' section, highlighting a grid of small image thumbnails. Orange arrows point from the text on the left to the 'You Might Also Like' section on the laptop screen and to the 'From Around the Web' section in the magnifying glass.



Content Amplification: CPC \$0.18 (98% below ind. avg.)

CTR 1.68% (68 X Ind avg.)



- 
-
1. Marketing is a Strategic Asset
 2. Build The Business Case
 3. “Always On” Consistency Wins
 4. Become Notable
 5. Map Content To The Buyer Journey
 6. Amplify



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