



# Content marketing | Best practices

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## Who does your content serve? How to **humanize** your approach to **content marketing**.

Content marketing has become robotic and formulaic. It's time to get back to a human approach that delivers a **return-on-relationship**, not just clicks and views.



Annoying, intrusive, creepy, overtly self-serving...

Do any of these describe how you feel when you're marketed to by your bank or health insurance provider?

So many brands have fallen into this **MORE** and **ME** trap.

### **MORE:**

Meaning more content marketing more of the time.

### **ME:**

Meaning we make this about us, serve our interests and push our customers down our customer life cycle.

People can sense self-interest and if you're already asking them to give more than you're giving in return, they will almost instantaneously tune out.

## Earning **attention** in the **click economy**.

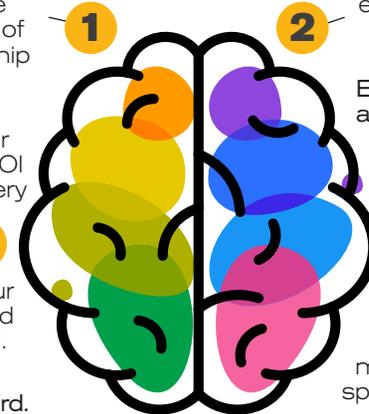
You need to cut through the noise and earn **meaningful interactions** with your customers. Humanizing your approach to content marketing will entice short-term response to stimulus, capture sustained attention and produce consistent results over time.

Here's how:

1. Develop a strategy that serves your customers more than it serves your self-interests, bringing balance to the give and take of your relationship

2. Research what is meaningful to your targeted cohort and plot how your content can earn their attention and trust.

3. Measure and monetize your impact with ROI and ROR. Every click and every second spent with your content should be monetized.



4. Entice action with a potential hook. You have less than a second to capture sustained attention. Don't cut corners and focus your resources on making that split-second matter.

5. Keep your word. Have a defined voice (e.g., approachable, straight talking, empowering, present/available, not salesy but informative) and consistently hold up your side of the relationship.

6. Impress with succinct, vivid, meaningful and intuitive content. If the content is not compelling and professionally developed, you risk future clicks.

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