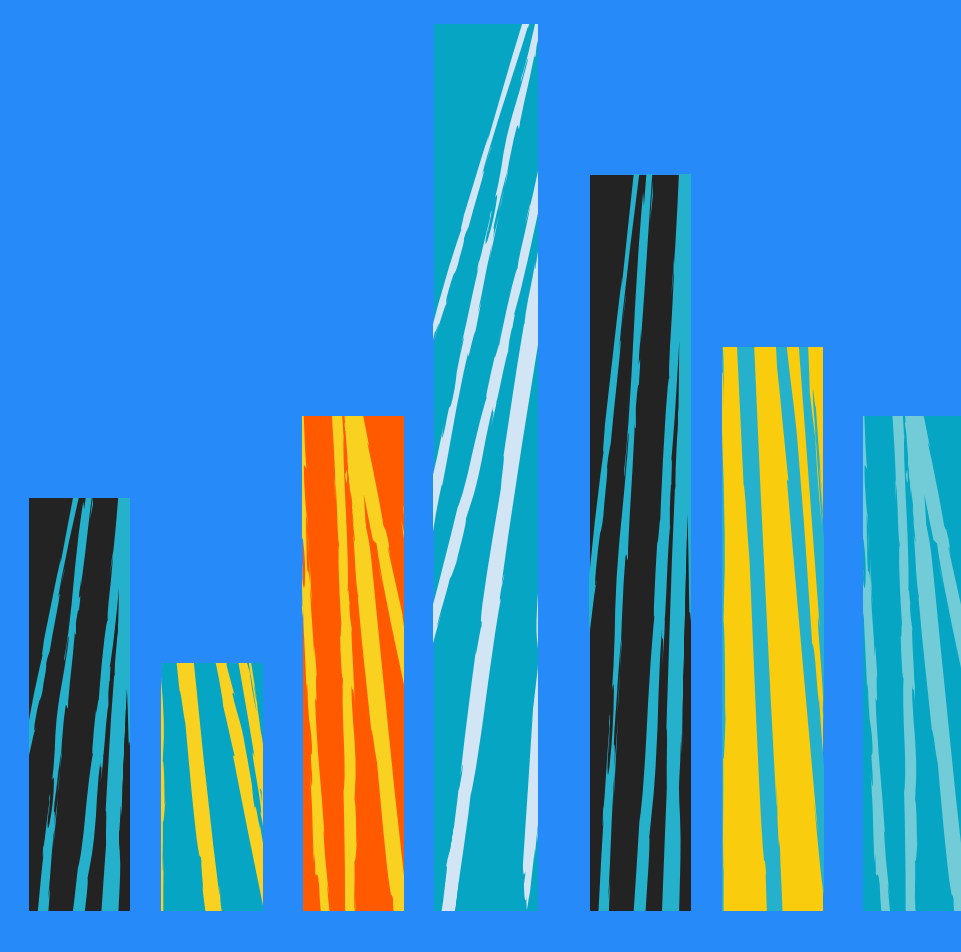


# The Modern Model for Content Marketing

Content touches everything. That's the consensus of the CMOs we interviewed. How does content impact their overall strategy? It's a key part of every aspect of marketing, from brand building to communications to demand generation. See how these innovative CMOs use it to their advantage.



**"Content is a red thread that flows through the entire customer journey, even past buying to community and customer engagement."**

Amy Heidersbach  
Former Chief Marketing Officer,  
CareerBuilder, Alteryx, and Capital One

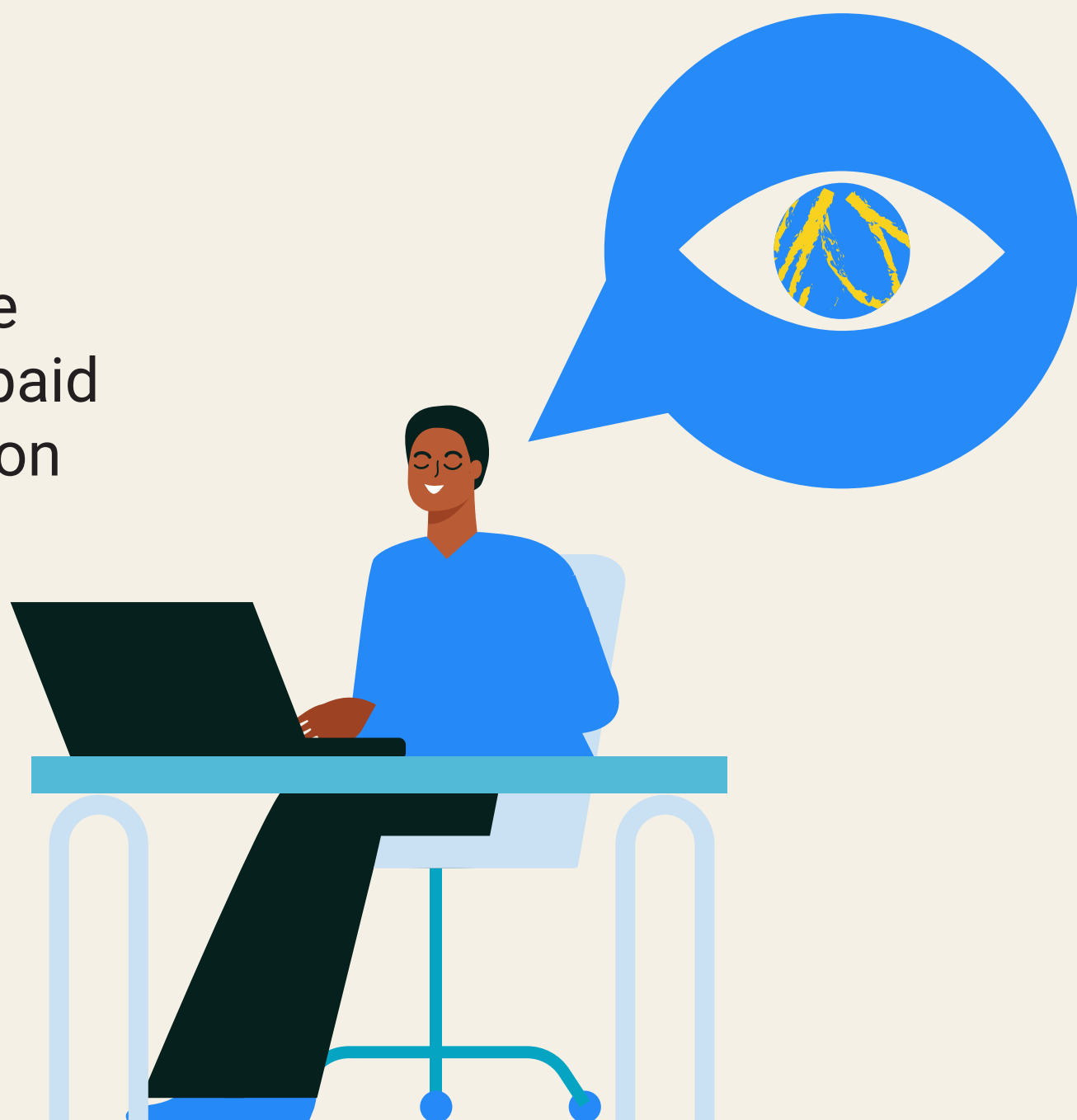
## Engagement

Content draws prospects and customers to the website through organic search, social posts, paid media, and earned media that captures attention and speaks to specific customer goals, challenges, and values.



**"Your website is your main piece of real estate. It's how customers find you, get to know you."**

Andy Crestodina,  
Chief Marketing Officer,  
OrbitMedia

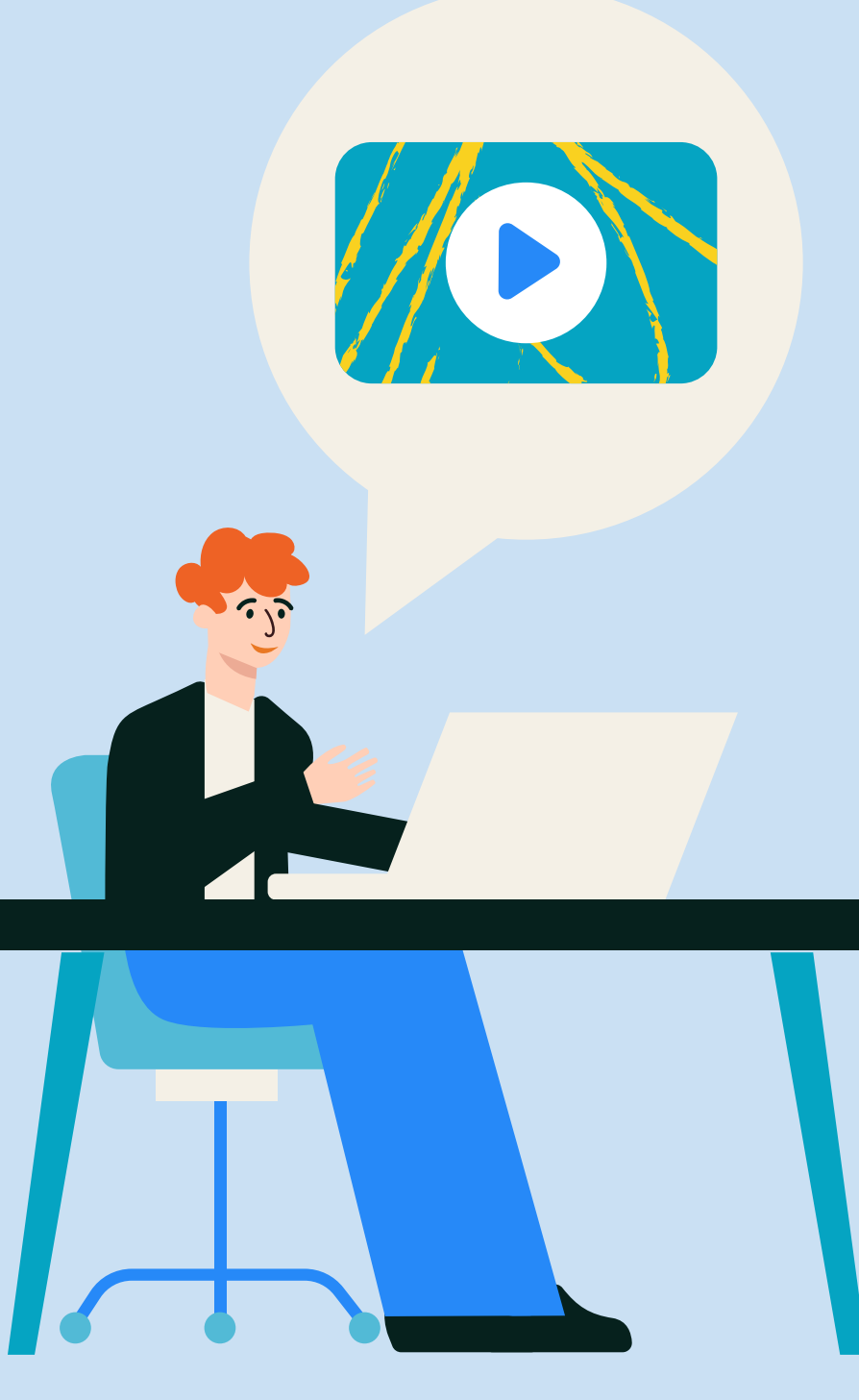


## Demand

Blog posts, webinars, podcasts, live events, and nurture campaigns provide the information customers need to learn about your company and understand whether your product fits their needs.

**"Building a bigger business, building your community, building your customer base, building these relationships—it's all based on educating your customers, making that connection with them so that when they're ready to purchase, you're the first brand that's going to come into their mind."**

Cathy McPhillips,  
Chief Growth Officer,  
Marketing AI Institute



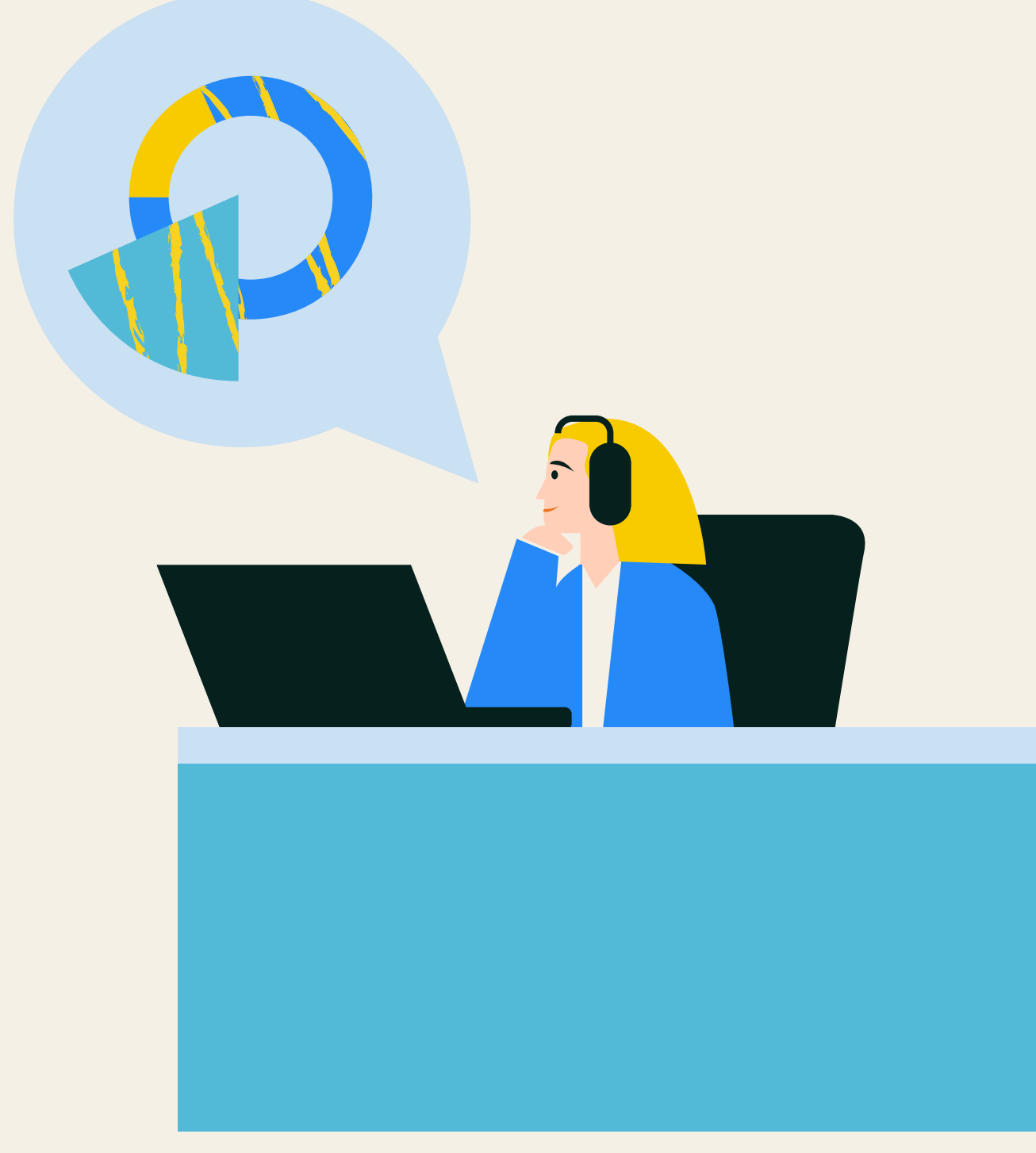
## Sales

Focus on creating product pages, case studies, sales enablement content, and other resources buyers need to fulfill buying tasks and develop confidence in working with you.

**"[Content] has changed the way my salespeople engage. They are studying the content and using it to shift away from a transactional sale to asking their clients what they're interested in and what area they are focusing on...They're engaging in a value-based selling approach rather than a transaction."**



Edward Abbiati,  
Chief Marketing Officer,  
Engineering Group

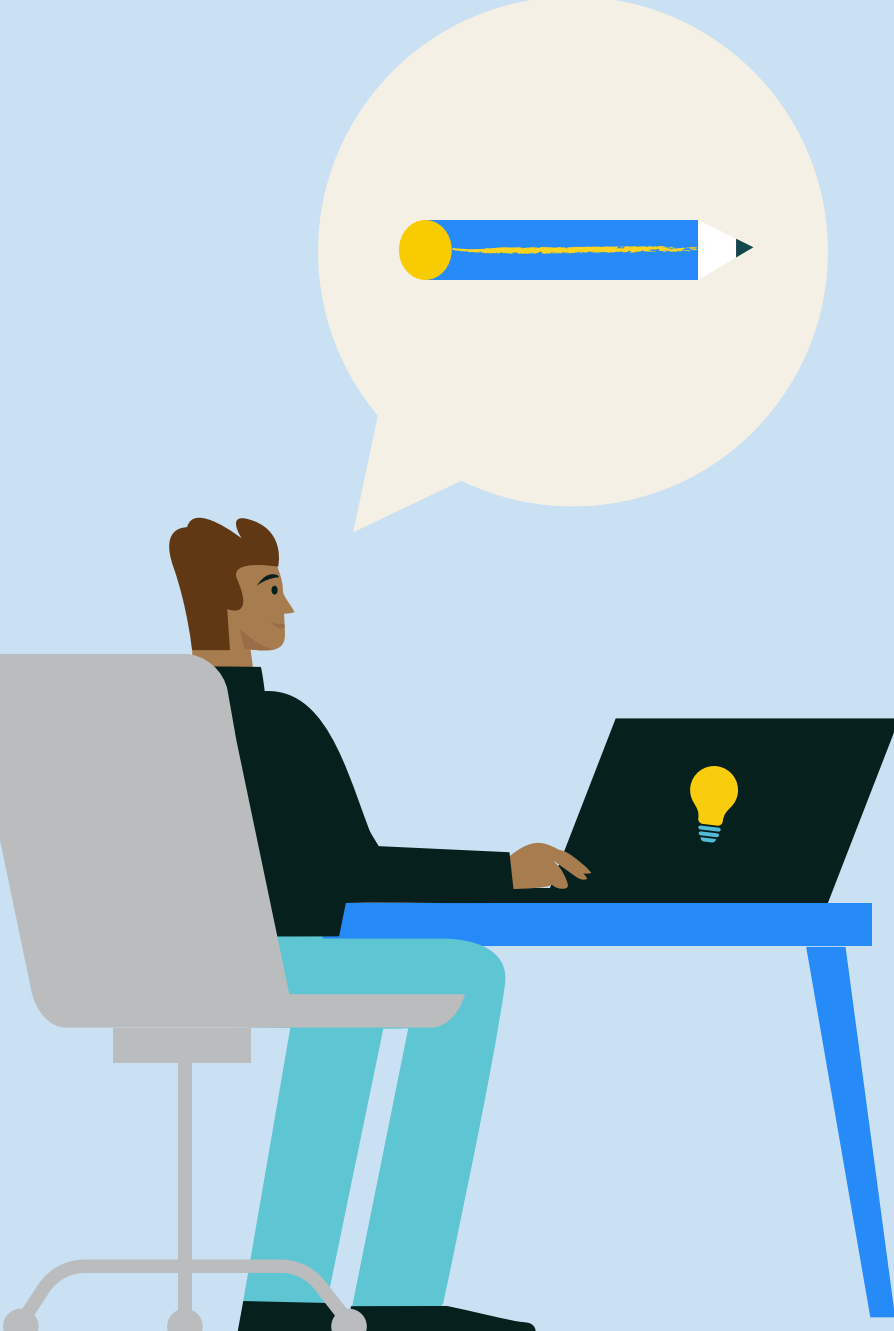


## Alignment

At the end of the day, organizations should operate as a team, curating one meaningful, continuous conversation with the market. It's important to align on who the ideal prospect is, how to talk to them, and what message to share at each stage of the process.

**"One of the most important things for a marketing leader is to have a one-team mentality with sales. You need to have a shared understanding of what a good lead looks like and be collaborative about the handoff."**

Joe Lazer,  
Head of Marketing,  
A.Team



## Customer Advocacy

Organizations engage existing clients and build loyalty with content that facilitates onboarding, product use, customer service, and participation in the broader customer community.

**"We have to ladder everything up to a bigger macro conversation...and weave common language into all our pieces of content so that the [content] feels like part of one conversation."**



Edmund Gemmell,  
Group Chief Marketing Officer,  
Kantar



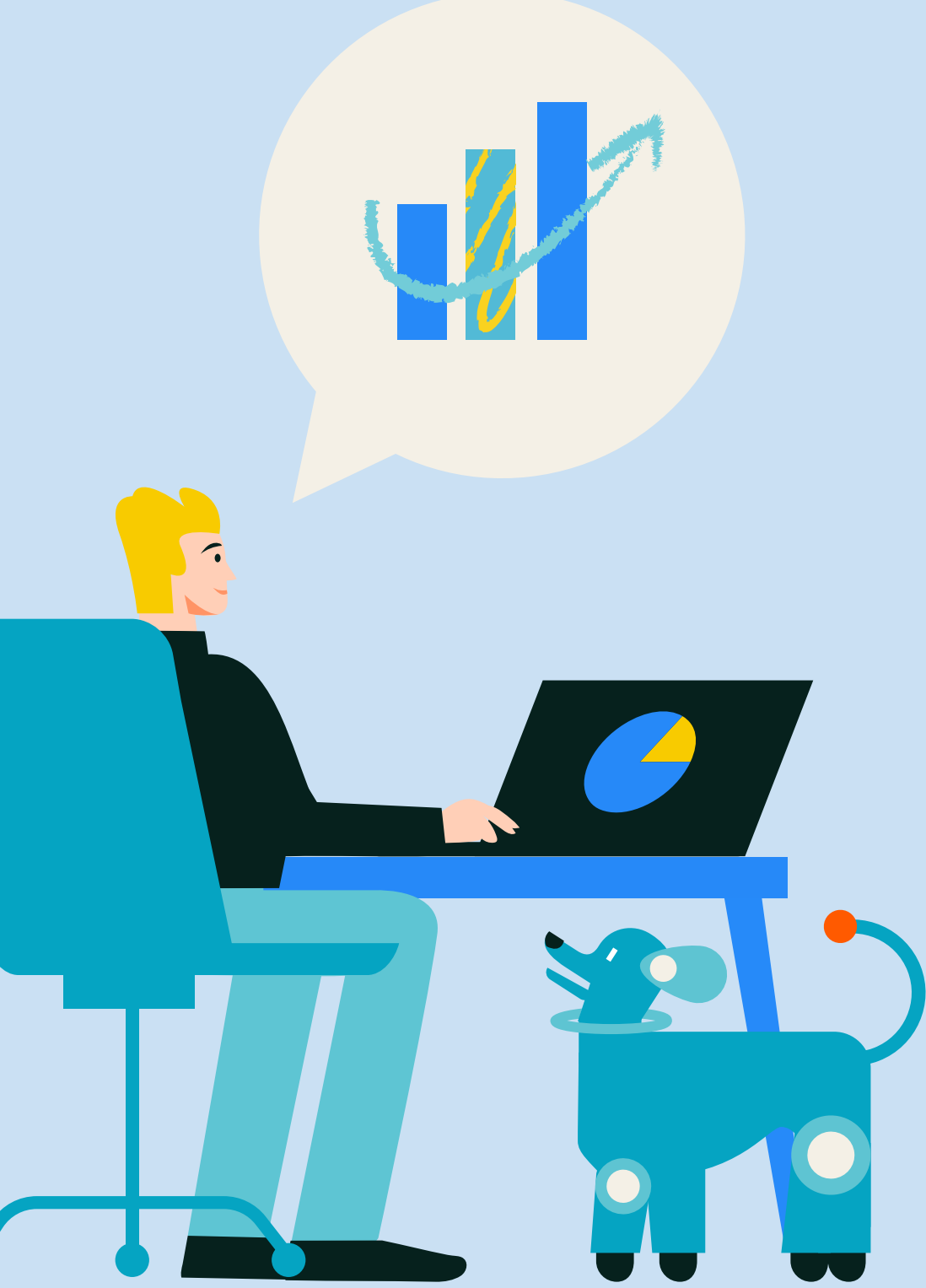
## Measurement

CMOs take a holistic approach to measuring their programs in their entirety—not simply content, which is just one part. That holistic approach equips CMOs with the insights and language to highlight the quantified impact marketing has on the business.

**"Marketing leaders need to educate stakeholders that there is no such thing as a silver bullet when it comes to marketing and that great marketing is integrated marketing. Content is a crucial part of the bigger strategy and is the backbone of every initiative. As such, it's important to elevate the conversation about impact to focus on strategic business metrics. It's not about, 'This eBook drove 1000 leads' ... at an illustrative level, the altitudes, 'This eBook drove 1000 leads' ... at an illustrate what it takes to drive pipeline."**



Asma Stewart,  
Head of Growth Marketing,  
ICR



Learn more about the CMO's perspective on content and its crucial impact on driving business growth. [Download our eBook today.](#)

**Contently**