

WBOOK

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NETWORK



Shoot Once, Use Often
The Power of Different Forms of Content

The Power of Different Forms of Content

As more and more companies embrace content marketing, different forms of content prove to be a highly successful marketing strategy for companies looking to increase traffic to their website, engage their audiences and educate consumers about products and services. But how do companies create enough content to keep their target audience engaged? The task of creating large pieces of content such as lengthy whitepapers proves to be daunting to many marketers, as does driving consumers to download these whitepapers and provide their information - thus generating qualified leads.

Stephen Saber, CEO of The Pulse Network, joins Tyler Pybrun to discuss different forms of content and the different ways to repurpose your original content.



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Create a Content Journey

Marketers and content creators have the tendency to think along the lines of creating one form, one style, and one piece of content which needs to serve multiple purposes. Rather than using a whitepaper as a piece of content, why not break it down into smaller chunks for your audience to consume through a variety of platforms? Marketers need to bring their audience along a journey through their content by initially catching their attention with short form content, engaging them with standard form and ultimately ending with the educational long form piece of content.



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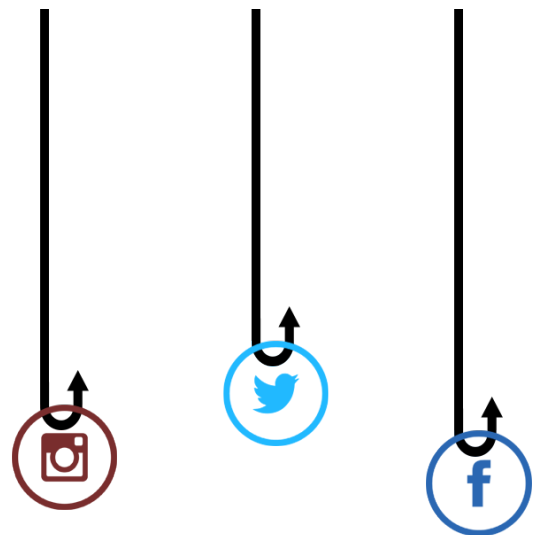
Each slice of content should lead to the next piece, driving the audience to the desired end result. A brief video clip that is 30-45 seconds long or a 140 character Tweet, provides the audience with a salient point and sparks their interest, making them want to learn more.

Next, the standard form piece of content. Standard form content may be a blog post or a 2-3 minute video which takes a deeper dive into those salient points shared in the short form. Standard form then leads the consumer - who has already expressed and actively pursued more information - to the long form piece of information. The long form content is gated and requires the reader or viewer to provide some information.



Excite Your Audience with Short Form Content

Traditionally, a critical piece of marketing content for businesses was the elevator pitch - a brief, 30-second pitch - crafted to excite people and get them interested in a company and their product. However, in this digital age of the 24 hour news cycle and audiences turning to social networks like Twitter for their information, the 30-second elevator pitch is dead. In today's world, it is imperative to relay the message concisely to capture someone's attention and get them to bite.





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“The purpose of short form content is to stimulate the consumer’s mind and draw them in further. The value of short form content lies within its ability to excite the target audience.”

Twitter and Facebook are excellent platforms for sharing short form content. By providing a value statement on Twitter or sharing a 30-second video clip on Facebook, you have the chance to capture the attention of your audience. Using rich media such as video clips and photos are more likely to spark user engagement than a simple text post with a link. User engagement is important for sharing short form content in that when user’s engage and share your message, the visibility of any particular post increases.

An excellent example of short form content is the content you see in RSS feeds. RSS feeds are populated with thousands of articles, but many people only get as far as the headline. By writing catchy headlines and providing a value statement, you can capture the reader’s attention. The purpose of short form content is to stimulate the consumer’s mind and draw them in further. The value of short form content lies within its ability to excite the target audience.



Engage Your Audience with Standard Form Content

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Standard form content is meant to draw the audience in further and give them the power to decide whether they want to move forward to the long form content. Whether it is a 600 word blog post or a 3 minute video segment, standard form content engages the audience. Standard form provides more salient

points than the short form. The stand form, however, proves the value of the long form piece of content and entices them to move continually through the journey of your content.

MODERN ENTERPRISE MARKETING

- FOCUS ON REACHING DISTRACTED AUDIENCE**
- NEED TO TELL A SIMPLE STORY**
- HAVE TO CUT THROUGH THE CLUTTER**

DIGITAL LEADERS

1:16 / 3:29

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Stephen shares an excellent example of standard form content: [The Harvard Business Review](#), a monthly magazine with articles as long as 5-7 pages. The review provides its readers with a snapshot of each article at the back of the magazine. These “Executive Summaries” provide valuable insight into what the full purpose and context of each article is, and sparks the readers’ interest, drawing them in to read the full article. By providing insight and some information, the reader is motivated to make the decision to consume the full version of the article.



Standard form is an un-gated piece of content that incites further interest and motivates the audience to decide to read the full whitepaper or watch a longer video.

Educate Your Audience with Long Form Content

Once the consumer has gone through the steps of the content journey, each party has made a bilateral commitment to the specific content. The consumer has indicated their interest and commitment to spending their time reading your whitepaper or watching your video, therefore it is the marketer’s responsibility to provide a valuable piece of content. The long form content is where you capture the lead while simultaneously providing an “experience of learning” to the audience. The learning experience validates the consumer’s decision to provide their information build a deeper relationship with your brand.



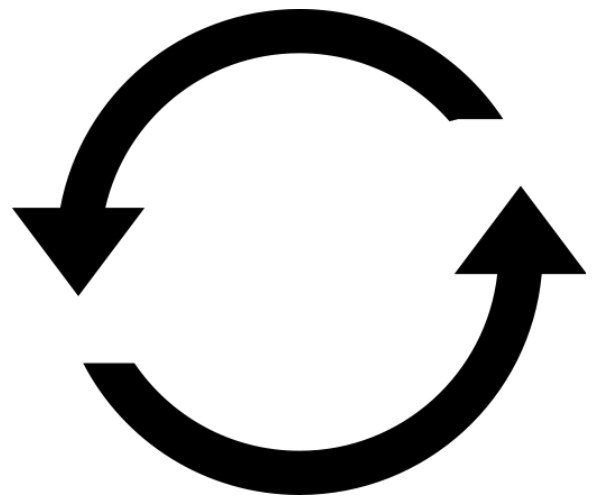
Long form content should be hosted in a location branded specifically and owned by your company. Keep it close to your brand by creating a specific page on your website or a microsite for this content. The articles in the Harvard Business Review, for example, only exist through Harvard and are protected as a means of proving authentication and connectivity. Individuals may share links to this content, but by protecting it in a clearly branded location.



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The connection established through registration or opting into membership brings the consumer into an on-going educational cycle or lesson plan, thus establishing a bilateral commitment by both the consumer and the company.

"They're giving you time, so give them value."



Create a Family of Content

Marketers and content creators might flinch at the suggestion of creating all these different forms of content and can be overwhelmed by the task. Rather than creating short and standard form, shift your efforts towards creating the long form content first. The long form piece will dictate the rest of the content.

Think of the different forms as a family tree. The original, long form piece of content can be split into different branches of content. The children will come from the parent once they understand what the parent is all about. Create a family of content and create fluid connectivity through each individual piece - all the way from the short, social media post to the whitepaper. The salient points which are disclosed in the short and standard forms of content must be reflective of the long piece of content.



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Going forward, one cannot assume that since the consumer has completed the content journey and taken the step to download the whitepaper or view the full 30-minute video that will do so again. The content journey and the customer relationship develop in a

cyclical motion. Long form content should be made openly available to the consumer after their initial opt-in, but they should still be given the decision-making power as to what content they consume.

Key Takeaways

- Excite, Engage and Educate: Maintain focus on the purpose of each piece of content without getting caught up in the task of creating multiple forms of content.
- Creating one long piece of content to break down into smaller segments will help simplify your creation process.
- Different content belongs on different channels; avoid redundancy.
- Identify your targeted metrics and actively measure and adjust as needed throughout your content marketing campaign.

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Call Us: 781.821.6600

Email: RQuinn@TPNI.com



About The Author:

Stephen Saber was formerly President of CrossTech Partners and CEO of New Marketing Labs, which merged with The Pulse Network in the spring of 2011. Earlier in his career he was a managing director at Cambridge Technology Partners (CTP) - one of the fastest growing public IT Services companies. CTP became the leading IT consulting and systems integration firm focused on the deployment of client-server based business applications for Fortune 500 clients. Over the past 5 years, Stephen has played a leading advisory role in 4 major M&A transactions ranging from \$30M to \$450M in Digital Media and IT. He currently guest lectures in the entrepreneurship program at Babson College. Stephen received his M.B.A. from Harvard Business School and B.A. from Harvard University.

