

A ROADMAP FOR CONTENT MARKETING SUCCESS

Actionable plan to evolve your program

Mark Kats
Manifest
[@ActualKats](#)

Ricky Ribeiro
Manifest
[@Ricktagious](#)

Ryan Petersen
CDW
[@RyanPete](#)

AGENDA

- **Who We Are: Quick Intros**
- **What We've Built: CDW Program Overview**
- **Documenting Your Content Strategy**
- **Developing Your Actionable Roadmap**
- **Your Next Steps**



WHO WE ARE



Mark Kats

*VP, Portfolio Consulting Lead
Manifest*

“Grown-ups never understand anything by themselves, and it is tiresome for children to be always and forever explaining things to them.”
— *The Little Prince*

- Leads CDW account strategy and operations for Manifest
- Obsesses over constant forward movement and evolution
- Connects the dots



@ActualKats



[linkedin.com/in/mkats](https://www.linkedin.com/in/mkats)



Years Leading the Business



Dogs at Home



Lunch & Learns Kicked Off



Ricky Ribeiro

VP, Creative
Manifest

“People think in terms of good and evil when really time is the true enemy of us all. Time kills everything.” — Kaecilius, *Doctor Strange*

- Leads Manifest’s team dedicated to CDW
- Loves finding creative solutions to complicated business problems
- Drives the vision



@Ricktagious



[linkedin.com/in/rickyribeiro](https://www.linkedin.com/in/rickyribeiro)



Times Seen Avengers: Endgame



Years Leading a 20+ Person Team



Voracious Appetite for Mexican



Ryan Petersen

Sr Manager, Marketing
CDW

“I want to be a Twitch streamer when I grow up.”
— Luke Petersen

- Orchestrates content marketing at CDW
- Relentlessly collaborates and builds effective teams
- Steers the ship

 @RyanPete



[linkedin.com/in/ryan-petersen-6170021/](https://www.linkedin.com/in/ryan-petersen-6170021/)



Years at CDW



Years on Content Council Brand Advisory Board



Amazing Children at Home



WHAT WE'VE BUILT

CDW's Content Marketing

Our program supports CDW's owned-media brands, Solutions Blog and corporate campaign content.



The Tech Magazine owned-media brands, with CDW's customers at their core, are the foundation.



The voice of CDW experts, Solutions Blog is our platform to showcase CDW's technology point of view.



Content meets commerce on cdw.com, where users are more likely to have demonstrated intent to purchase.



CDW's Content Marketing

We are proud to have been voted **Best Content Marketing Program** and **Best Agency/Client Content Marketing Partnership** at this year's awards!





DOCUMENTING YOUR STRATEGY

65% OF THE MOST SUCCESSFUL
CONTENT MARKETERS HAVE A
DOCUMENTED CONTENT STRATEGY.





YOU NEED TO ANSWER THE FOLLOWING QUESTIONS AS YOU PROCEED WITH ANY MARKETING APPROACH, BUT THEY WILL BE PARTICULARLY HELPFUL FOR A CONTENT-FIRST APPROACH ...

YOU STARTED HERE ...

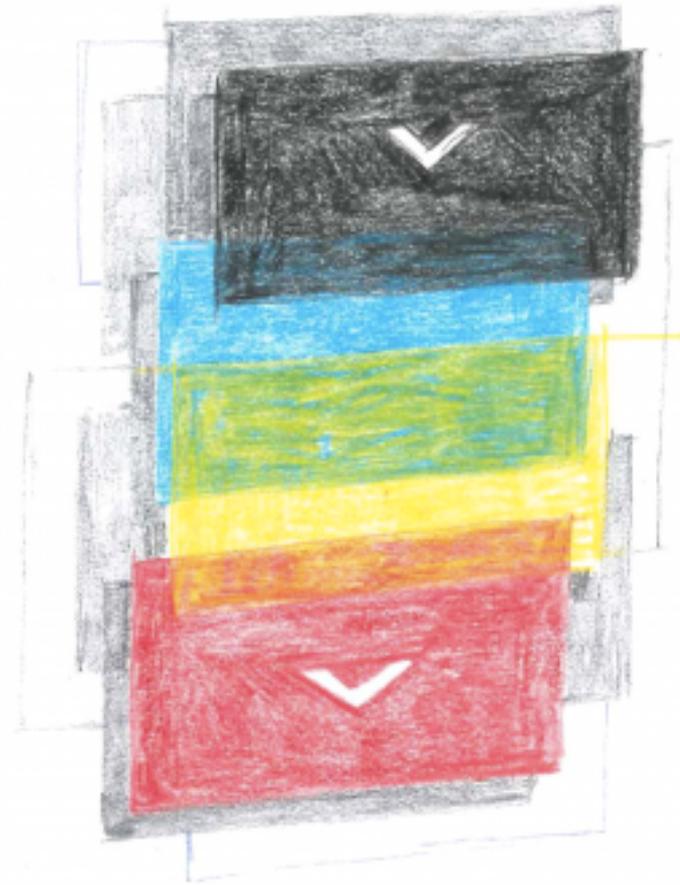
- What business challenge are we solving?
- Who's the target audience?
- What's our unique content niche?
- How do we get our content to our target audience?
- How do we measure success?





DEVELOPING YOUR ACTIONABLE ROADMAP

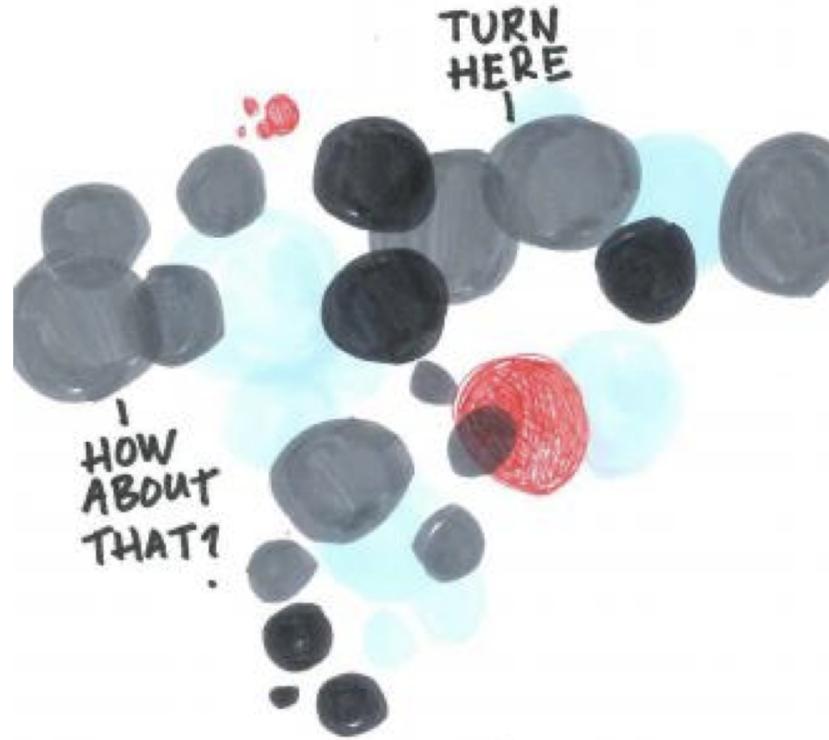
**UNLIKE YOUR DOCUMENTED STRATEGY,
A ROADMAP IS AN ACTIONABLE STEP-BY-
STEP PLAN TO GET FROM HERE TO THERE.**



Why Build a Roadmap?

AS A MATURE, MULTICHANNEL PROGRAM THAT'S OLD ENOUGH TO GET A DRIVER'S LICENSE, IMPLEMENTING CHANGE REQUIRED AN OVERARCHING STRATEGY, NUANCE AND PLANNING.

HERE'S 5 KEY STEPS TO GET YOU STARTED...



Paint a Picture

Create the story and communicate the vision that supports your roadmap. You'll want to clearly articulate where you're headed and why it's so important to get there.



Extension

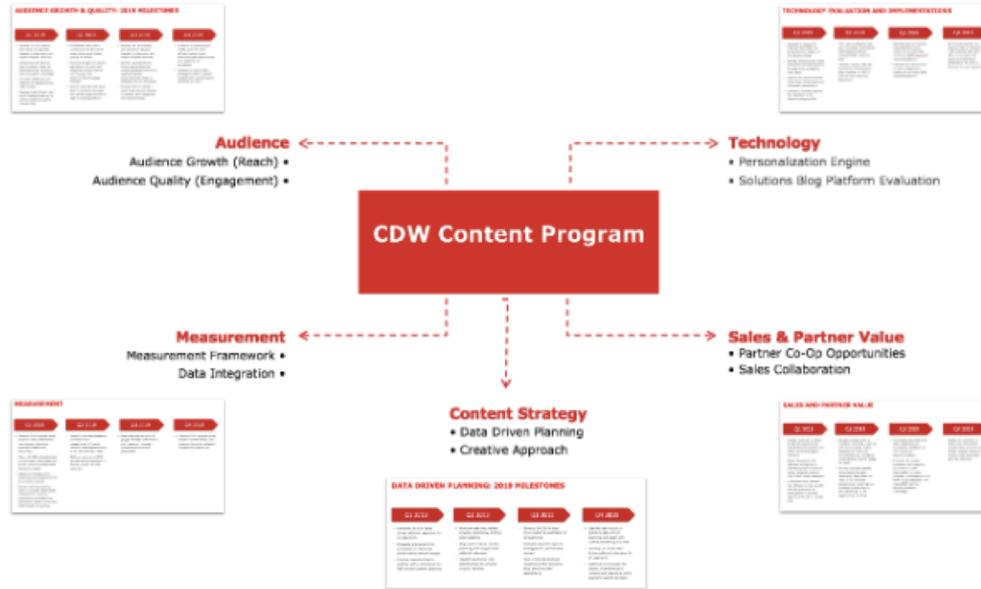
- Evolve CDW's content marketing by extending top of funnel audience reach and ad revenue opportunities.
- Audience Growth & Quality
- Ad Revenue Opportunities
- Subscription Strategy

Integration

- Extend the value of CDW's content marketing through deeper marketing campaign and data integration.
- Data Integration
- Sales Enablement
- Proprietary Research

Sweat the Details

Consider every part of your program and scrutinize its role and purpose. You'll need to get organized and target specific milestones that intentionally move the program forward.



Build Consensus

Make it the organization's roadmap, not yours. You'll need buy-in from key internal stakeholders and from leadership to get anything on your roadmap accomplished. Take the roadmap on a roadshow!

The image shows a laptop on a wooden desk. The laptop screen displays two presentation slides. The top slide is titled "CDW Content Marketing Program Annual Business Review" and includes the CDW logo and the date "April 11, 2019". The bottom slide is titled "CDW Content Marketing 3-Year Roadmap" and contains the following text:

Our goal is to evolve CDW's content marketing by extending its reach to new, qualified audiences, increasing ad revenue opportunities and elevating customer success stories, while driving value through deeper sales and data integration.

The slide features a diagram with three levels: "Prospect" at the top, "Customer" at the bottom, and "Intent to Purchase" at the very bottom. A vertical arrow labeled "Conversion" points upwards from "Intent to Purchase" to "Prospect".

Extension

- Evolve CDW's content marketing by extending top of funnel audience reach and ad revenue opportunities.
- Audience Growth & Quality
- Ad Revenue Opportunities
- Subscription Strategy

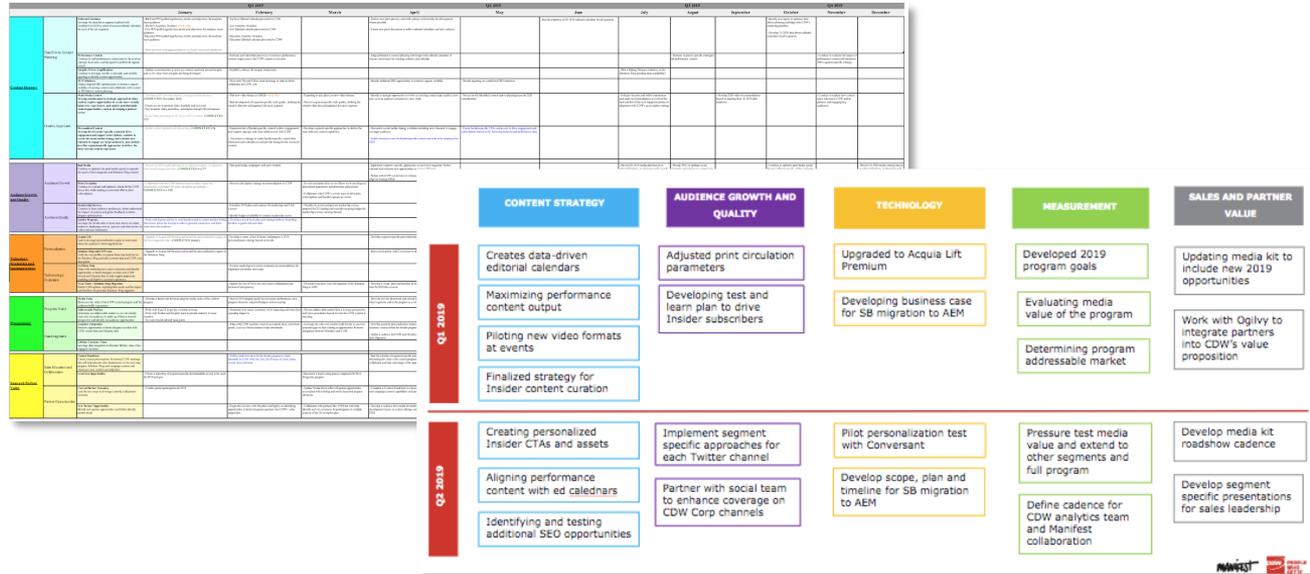
Integration

- Extend the value of CDW's content marketing through deeper marketing campaign and data integration.
- Data Integration
- Sales Enablement
- Proprietary Research

11

Make It Your Everything

That roadshow ... it's perpetual. Leadership and stakeholders will need constant reminders about the roadmap and why it matters. You'll need to incorporate it with your weekly reporting, monthly performance meetings, and quarterly and annual business reviews.



Don't Forget to Celebrate

Take every win! Planning and strategizing, consensus building and executing is never-ending and can be quite exhausting. Don't forget to have fun – it's only content marketing.





YOUR NEXT STEPS

Start Here ...

- Where are we headed, and how will we know when we get there?
- What are the main areas we need to impact?
- What are the tangible milestones we need to accomplish?
- How do we get buy-in from all relevant stakeholders?
- How do we put the plan into action?



The background features a vibrant sunburst pattern of red and orange rays radiating from the center. This pattern is enclosed within a decorative gold-colored border with ornate, scroll-like corner pieces.

THANK YOU!