

# RED BOOK OF CONTENT MARKETING

POWERED BY  
YORKE COMMUNICATIONS

A PAUL WRITER  
PUBLICATION

## About Yorke Communications

Yorke Communications, an Adfactors Group Company, is a specialized digital and content marketing agency, that uses content as a base to generate leads and business for our customers, across industry. Our integrated programs include digital marketing, social media management, content creation, design, and media relations with Adfactors PR.

Since inception, Yorke Communications has serviced more than 120 customers providing retainer or project-based services covering internal and external communications. Yorke Communications runs its digital and content marketing programs with a team of dedicated writers, designers and digital marketing specialists and an eco-system of more than 70+ consultants located in India and overseas.

Yorke Communications creates original content, orchestrates marketing programs to empower customers' businesses and helps them get better business leads and ROI. Whether it is a social media post, campaign, a blog, an article or white paper, we deliver well-researched, relevant and quality content through industry-wide best practices and in-depth audience analysis.

Our understanding of Search Engine Optimization, Social Media and Internet Marketing helps generate traffic for your website. Our content helps increase your organization's visibility on the web.



Peter Yorke  
CEO & Founder  
Yorke Communications



“There is a clear and proven relationship between the quality and quantum of content and its ability to generate leads and build brands. This Red Book of Content Marketing, powered by Yorke Communications, underscores the trends in content marketing with a clear direction for those who make decisions in organizations regarding content generation and propagation. With more than seven years of orchestrating content marketing programs, we can confidently say that the bottom line is **content marketing strategies drive sales.**”



Jessie Paul  
CEO  
Paul Writer



“Content is integral to the success of digital marketing. Despite its growing importance, it is still an evolving science in many organizations. The objective of this report, which has been jointly created by Paul Writer and Yorke Communications, is to capture the current state of readiness, as well as highlight best practices and industry norms. We hope that it will help marketers navigate this critical area and further develop their content marketing efforts.”



# The attention economy

## The key findings of the report include:

- 70% of respondents are of the opinion that content plays a key role in **converting leads into business**
- 59% said their organizations create content for **thought leadership**
- 57% said they generate content for **lead generation** purposes
- 54% plan **the frequency of content** to enable them to achieve their objectives
- 95% of respondents accessed content on their laptops; 58% said they **access content through their mobile phones**
- 88% of organizations **prefer fresh content** over re-purposed content
- 44% of respondents said their organizations have **no separate team for content**
- 55% of respondents said their **content marketing budgets have gone up by 20%**

Content is the lever that drives sales and marketing. Good content pulls in customers. Marketers understand this, with 66.1% of them investing in content creation. The strategy is paying off – 52.1% respondents confirmed that appropriate content has helped them in customer acquisition. Online search has always been about content but today the nature and relevance of content has evolved with easy availability of information.

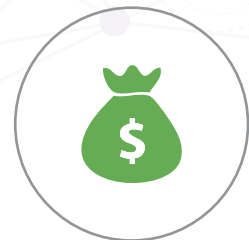
Do marketing departments recognize the role of content in building brands? In the first ever research of its kind, Yorke Communications and Paul Writer surveyed 145 organizations based in India to find answers to this and more. We polled 185 individuals across industries such as IT/ ITES, BFSI, FMCG/CPG , Services, E-commerce, Education, Real Estate, Media and Manufacturing.

- How did they create content?
- How and where did they use it?
- How do they measure its efficacy?

This report highlights the findings, along with our insights, to help marketers apply it to their businesses.



**52 %** survey respondents believe that good content has helped them in converting leads to business



**66 %** survey respondents invest in content from a marketing perspective



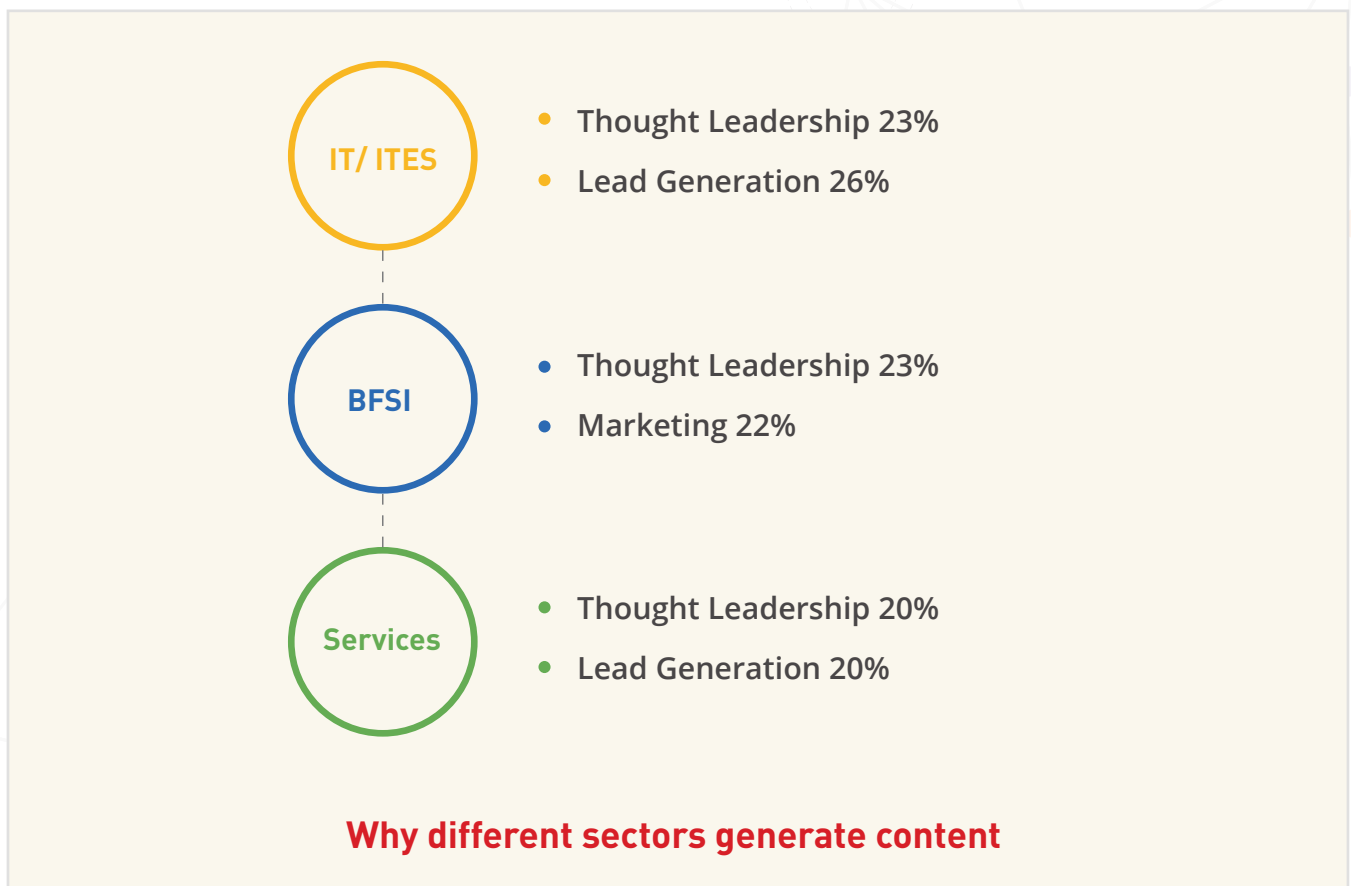
**What kind of content  
works for decision-making?**



The power of compelling content cannot be ignored, and decision-makers have acknowledged this fact. Endorsing this line of thought, 70% of our respondents are of the opinion that content plays a key role in converting leads into business.



### Content for different industry verticals



### Why different sectors generate content

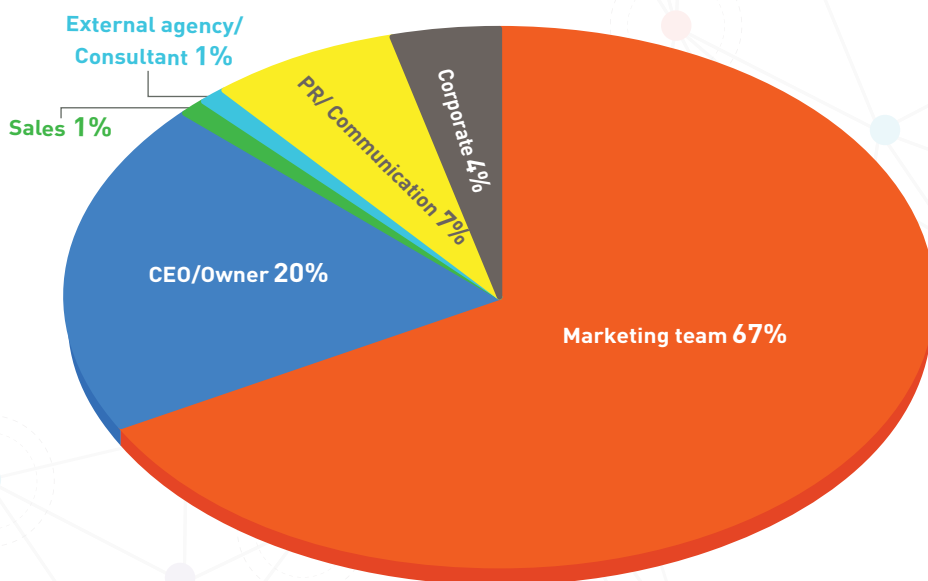
**YES**  
70 %



**YES but it's  
a long shot**  
30 %



**Does content convert leads into business for your organization?**



**Who owns the content marketing budget in your organization?**

It doesn't come as a surprise that the marketing team owns 67% of the content marketing budget. The fact that only 20% of the budget resides with the CEO/Owner, underscores the changing landscape of Indian organizations especially start-ups, which are seeing much of the action in the last few years. This insight points towards the importance of good content, be it in brand building or lead generation, thus leading to the CEOs/Owners being part custodians of the content marketing budget.



**Content—one size  
does not fit all**



In a typical purchase cycle, the buyer has a variety of needs for information at different stages. Therefore, content has to be designed to cater to these specific requirements.

In the table, is a sample of the requirements, a marketer has during the selection of the content, and the type of content that can help the marketer.

It is, therefore, not surprising that **Marketing** leads as the reason for content creation, with 66% of respondents affirming this. **Thought Leadership** follows at 59%. Interestingly, besides **Customer Acquisition** and **Lead Generation**, **Customer Retention** at 41% also emerged as a strong reason to invest in content creation.

Phase	Initial Research	Problem Definition	Shortlist Criteria	Final Selection	Post-Purchase
Query	<ul style="list-style-type: none"> <li>• Industry trends</li> <li>• Competitor offers</li> <li>• Third party validations</li> <li>• Rankings</li> </ul>	<ul style="list-style-type: none"> <li>• Customized to industry</li> <li>• Ease of use</li> <li>• Compatibility</li> </ul>	<ul style="list-style-type: none"> <li>• Locations</li> <li>• Referrals</li> <li>• Specific solutions</li> <li>• Relationship with sales</li> </ul>	<ul style="list-style-type: none"> <li>• Best solution</li> <li>• Demonstrated competency</li> <li>• Pricing</li> <li>• Handholding</li> <li>• Speed of closure</li> </ul>	<ul style="list-style-type: none"> <li>• Rationalizing purchase</li> <li>• Add-on benefits</li> <li>• Deepen or disengage</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Industry research</li> <li>• Success stories</li> <li>• Influencer reports</li> </ul>	<ul style="list-style-type: none"> <li>• Industry specific solutions</li> <li>• Use cases</li> <li>• Accessibility i.e. contact channels</li> </ul>	<ul style="list-style-type: none"> <li>• Testimonials</li> <li>• Success stories</li> <li>• Awards</li> <li>• Rankings</li> <li>• Analyst reports</li> <li>• Payment models</li> <li>• Additional value e.g. partner programs</li> </ul>	<ul style="list-style-type: none"> <li>• Solution design</li> <li>• Benchmarks, ROI, YOY savings</li> <li>• Pricing models</li> <li>• Third party verification of claims</li> </ul>	<ul style="list-style-type: none"> <li>• Company updates</li> <li>• Third party reviews</li> <li>• Customer testimonials</li> <li>• Cross sales</li> <li>• Added benefits</li> </ul>

**59 % Thought Leadership**

**41% Customer Retention**

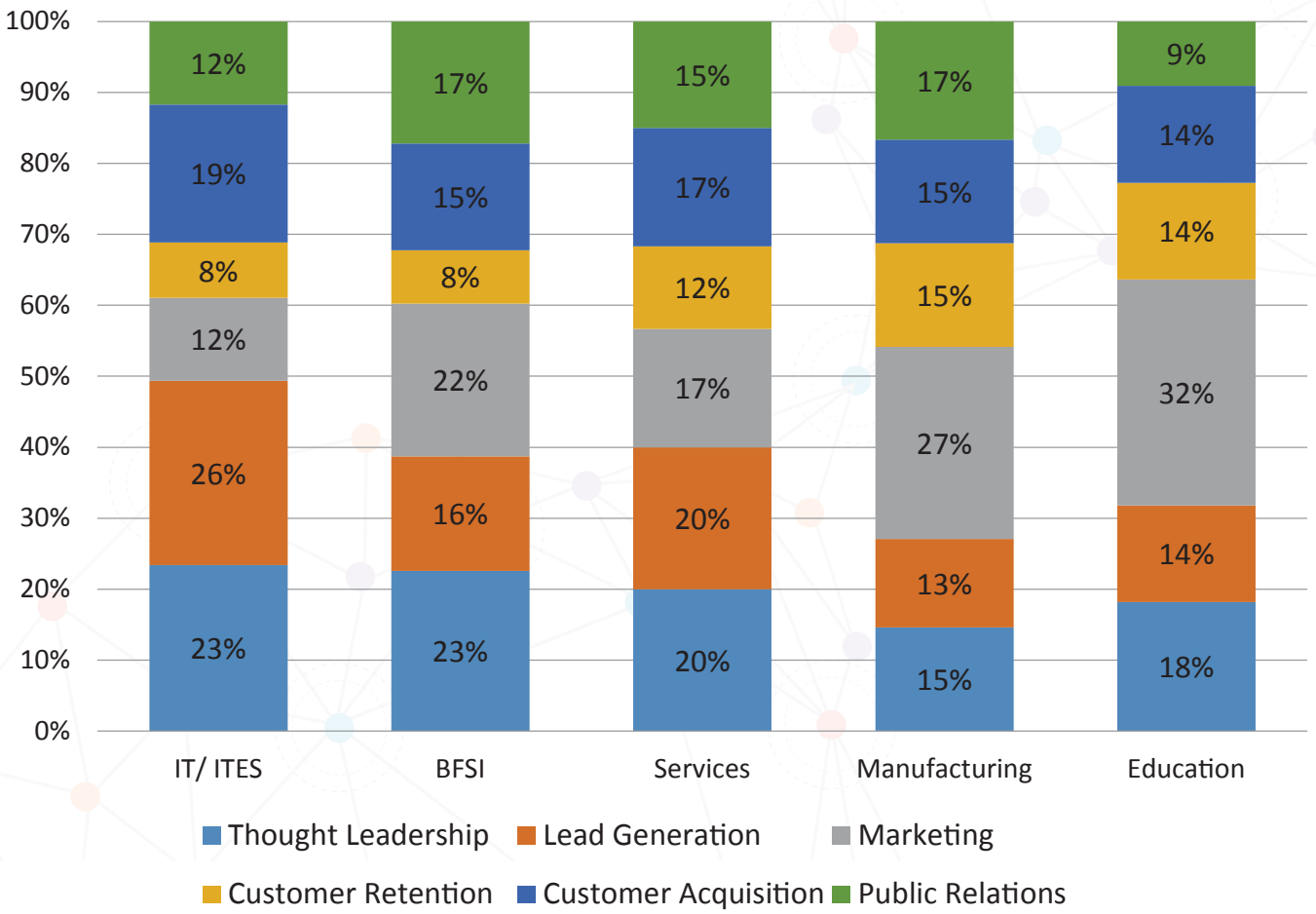
**57% Lead Generation**

**52% Customer Acquisition**

**66% Marketing**

**50% Public Relations**

**Objectives for generating content in your organization**

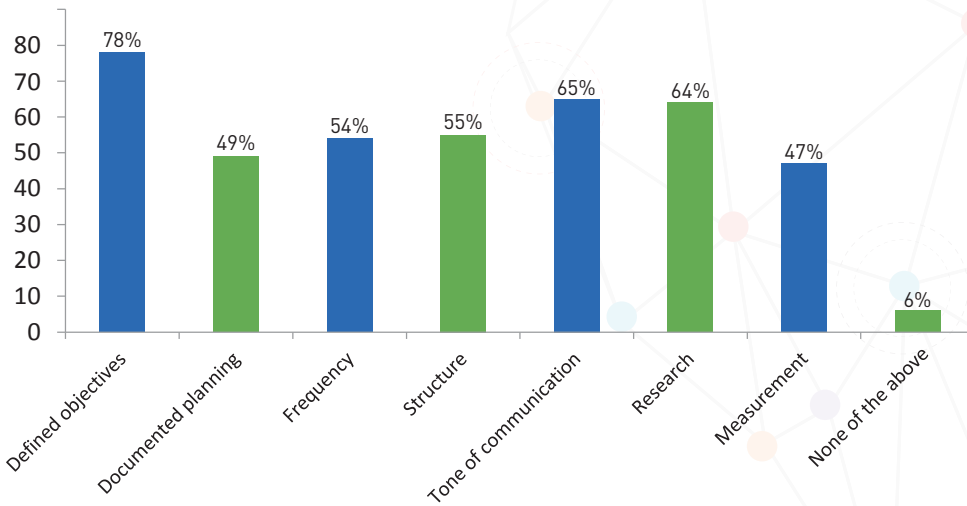


**Sector break-up: Reasons for generating content**



**Is content creation  
an art or science?**

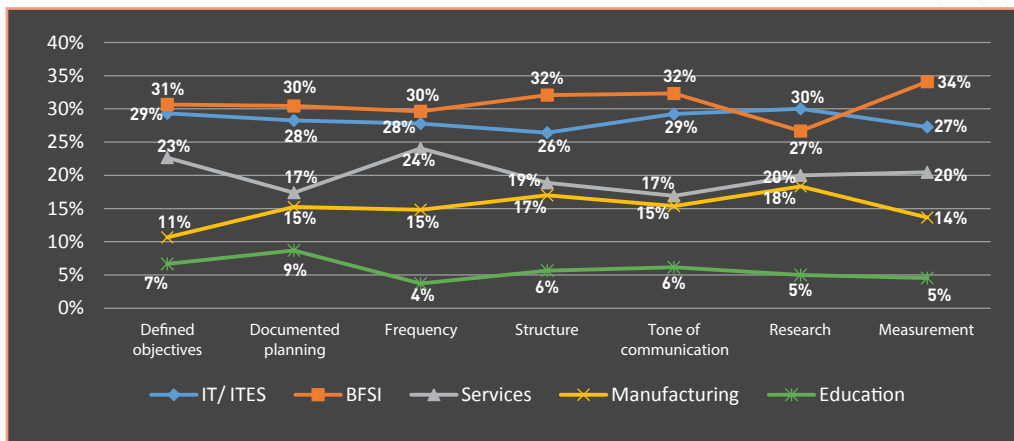




## Pillars of content marketing strategy

There is a science to the art of creating engaging content. The best approach is to start with a set of defined objectives – 78% of our respondents do so. Research is a key priority for the 64% who believe there needs to be a focus on the quality of content.

However, this determination appears to diminish as we look at execution. Only 54% plan the frequency of content and 55% have a defined structure. Less than half of the respondents cited measurement (the efficacy of content in generating leads) as a part of their content strategy. This is an area of concern.



## Content marketing strategy: sector-wise analysis

## What device do you use to access business-related content?



**95%**  
Desktop / Laptop



**58%**  
Mobile Phone



**28%**  
Mobile Tablets

To strengthen the content strategy, we recommend the following:

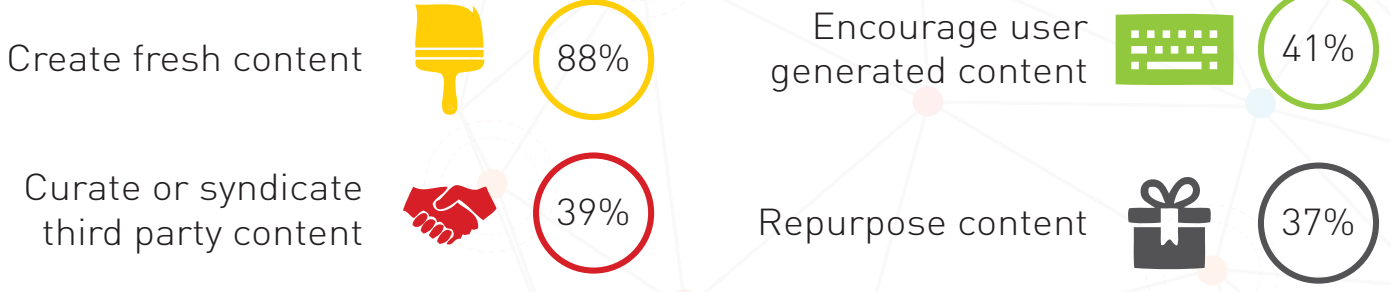
- Define the objectives
- Document the plan—create the structure of communication and how often you intend to communicate
- Set the research agenda
- Communicate tone of voice
- Define measurement metrics and associated tools

In the B2B domain, we often deal with a 'named' target audience. In this case, we can add a further level of detailing and mention the units and frequency of content for each person or group of individuals.



# Sources of content



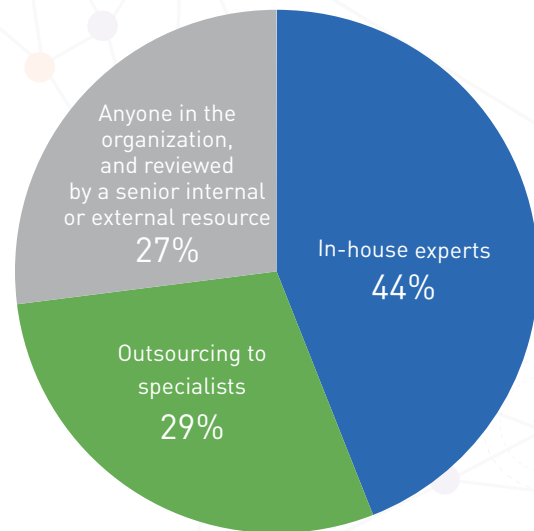


## How does your organization generate content?

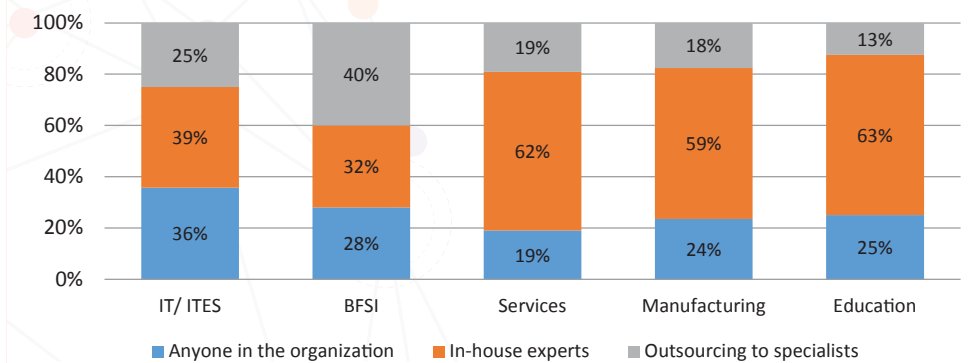
Fresh content is preferred. In fact this survey indicated that 88% of content is created from scratch.

Organizations have been quick to spot the value of user generated content, and 41% of respondents say they actively encourage this.

Given the effort required to create content, it is surprising that of the 37% who repurpose content, only one third of the respondents frequently do so. Another cost-effective source of content—curation and syndication—is also low. Only 39% say that they use it as a channel for the dissemination of content.



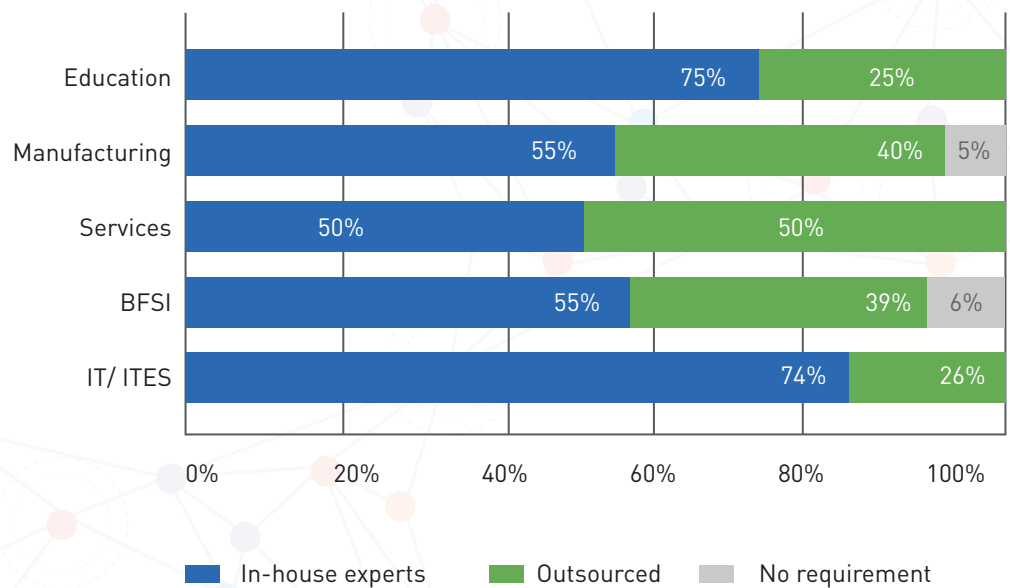
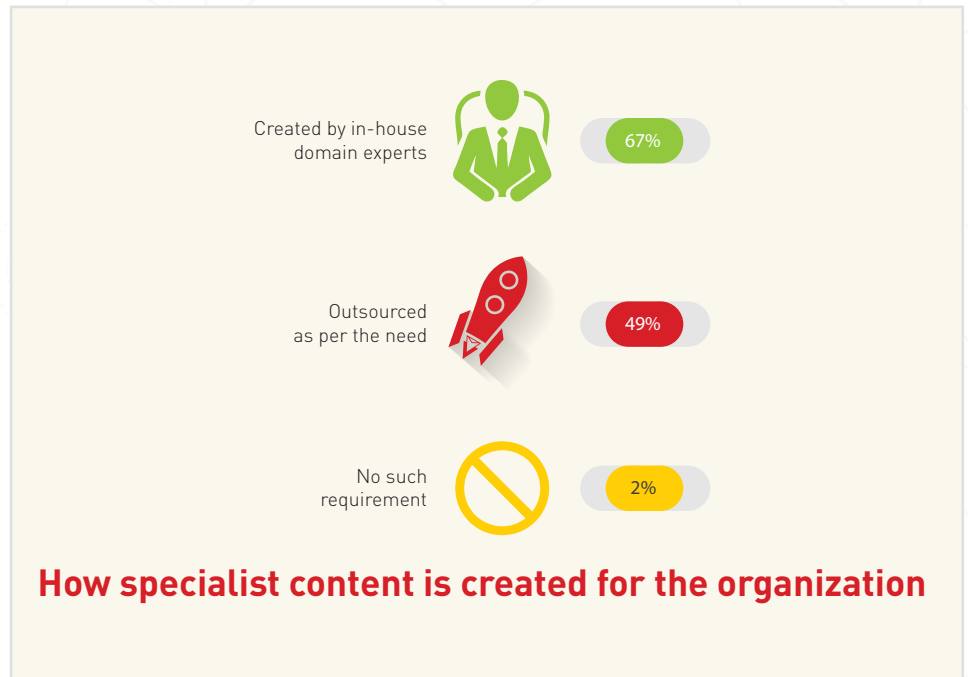
## How generic content is best created for your organization



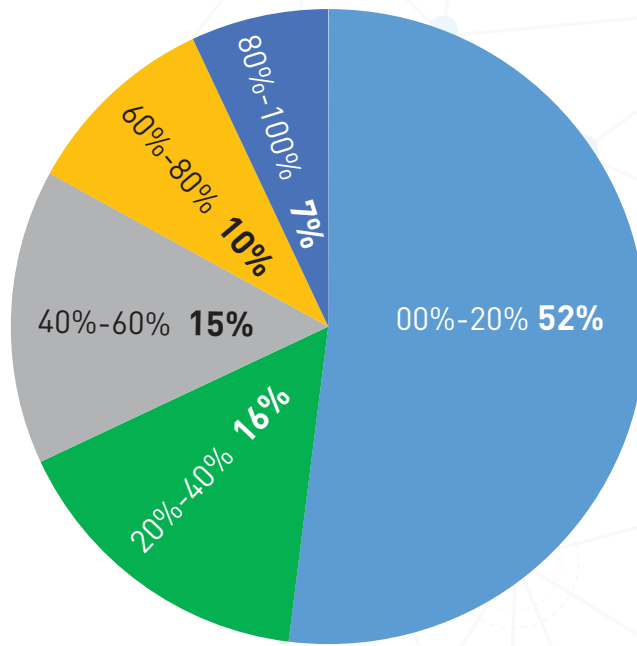
## Sector break-up: How generic content is best created for your organization

So, how do companies generate content? Interestingly, 67% of respondents say that they use in-house domain experts to create specialized content, whereas generic content can be created by anyone in the organization—as long as it is reviewed regularly.

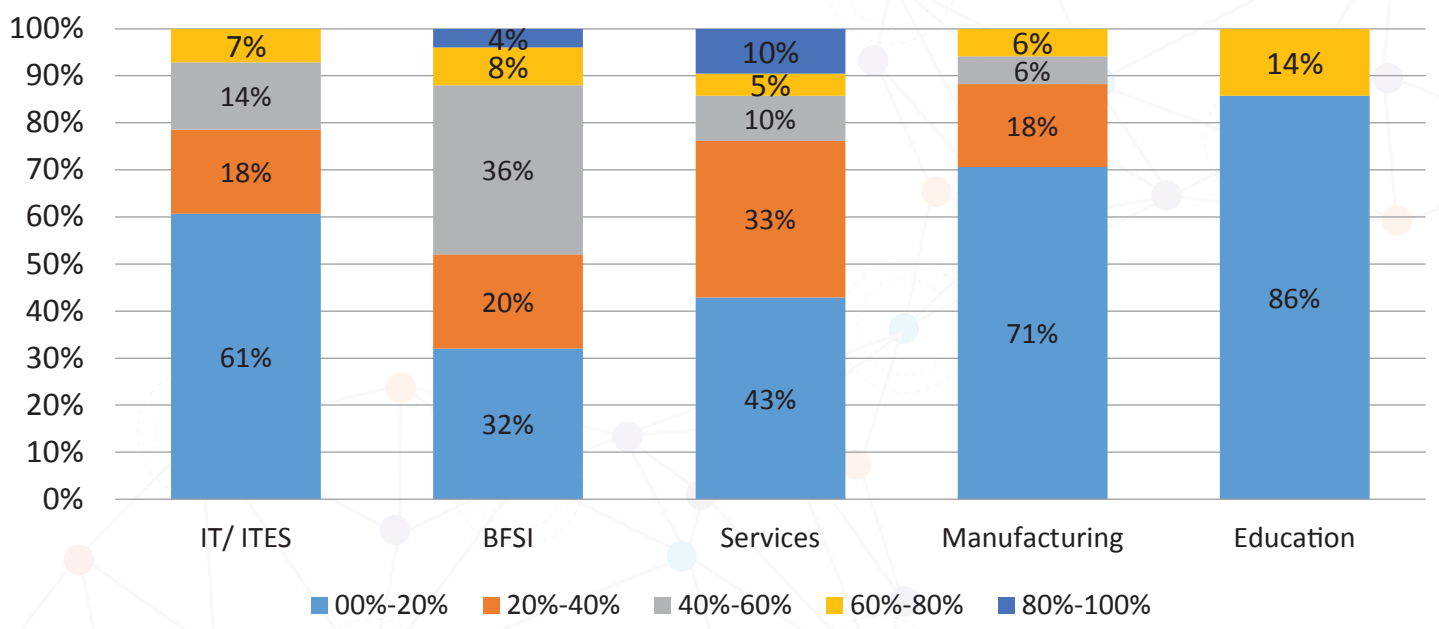
In a situation where companies look to outsource content, the respondents point out that they are more likely to outsource specialist content than generic. Nearly half of specialized content is outsourced based on the requirement as against a third of generic content. Clearly, specialist content is seen as an area where a focused agency can add value. It can also be inferred that specialist content has higher value in meeting the objectives of the content strategy. Hence organizations are more likely to set aside a dedicated budget for this.



**Sector break-up: Creation of specialised content**



**What percentage of content creation does your organization outsource?**



**Sector break-up: Outsourced content creation**



**Who are the content creators  
within the organization?**

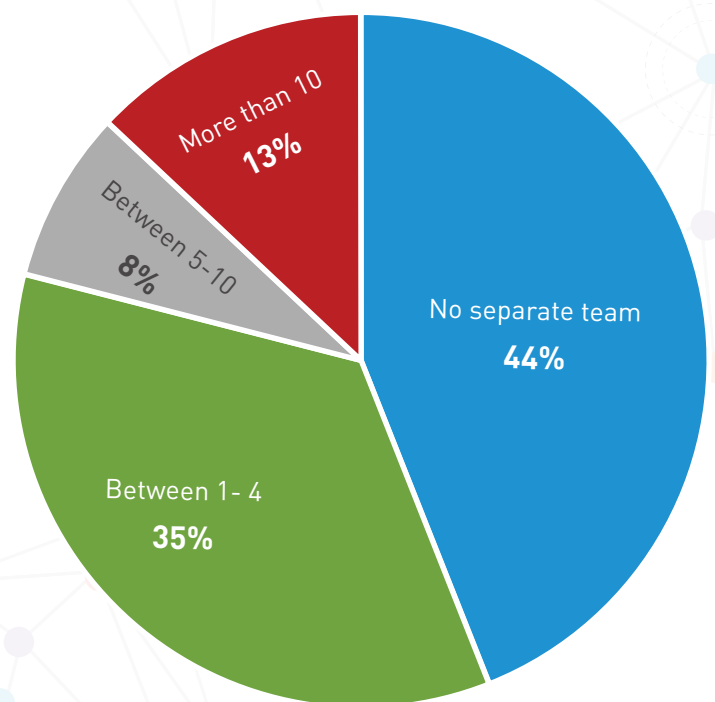


Over half of all respondents have a separate team for content creation. Most organizations use a mix of dedicated teams along with domain experts and outsourced specialists. It is important that the team has access to in-house experts as well.

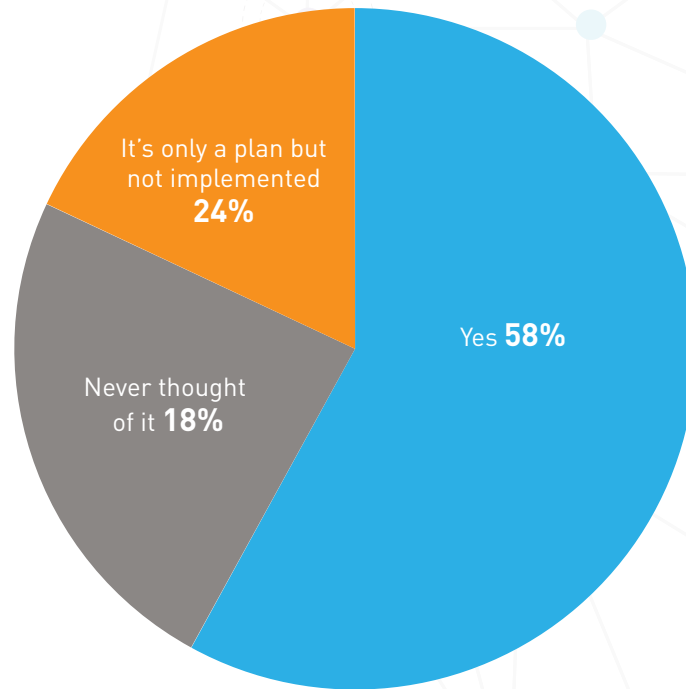
We should distinguish between PR-led and customer-led content. PR-led content is largely internally driven, whereas customer-led content typically has a higher proportion of user-generated and thought leadership content.

This is a big distinction given that over half the respondents said that content is created for PR and 37% said it is for in-house use.

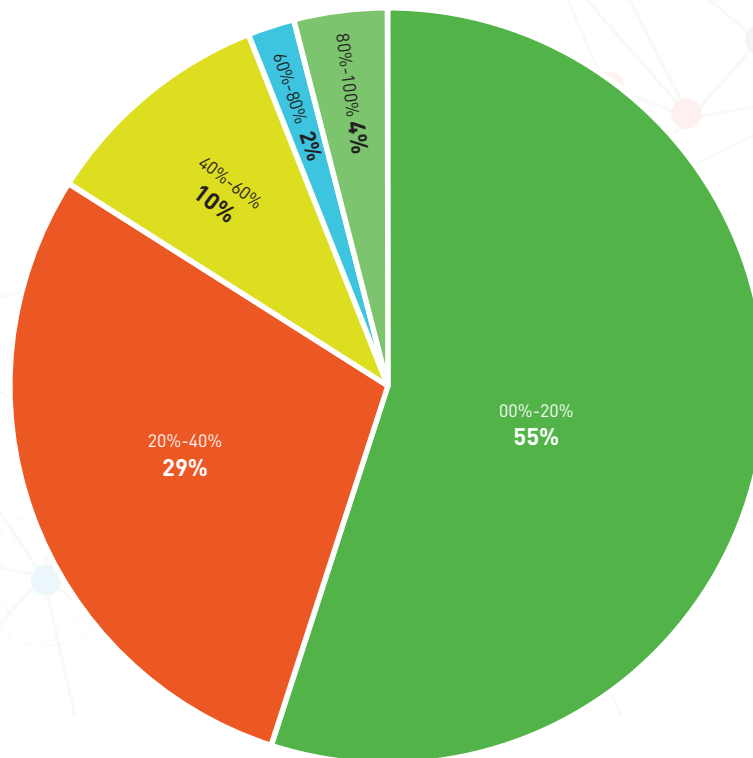
The majority, 93%, said content creation is used for marketing. It is important that the other constituencies like influencers and in-house users are not left out of consideration, given the sheer difference in scale and focus when creating these types of content.



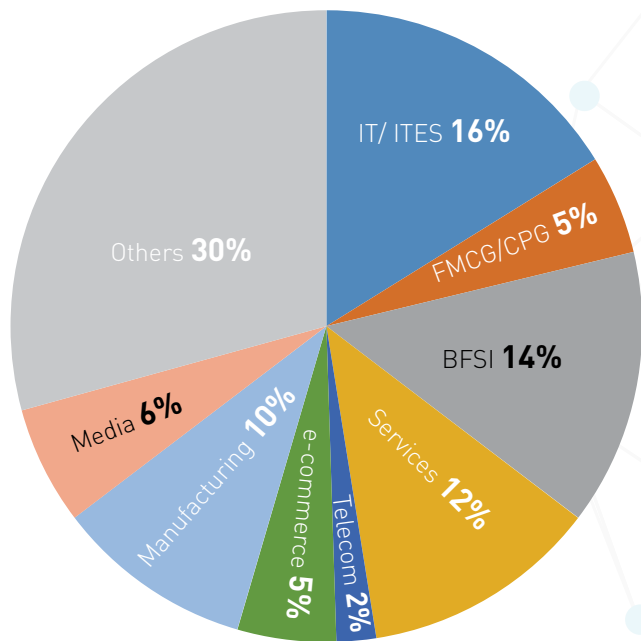
**Size of content team in your organization**



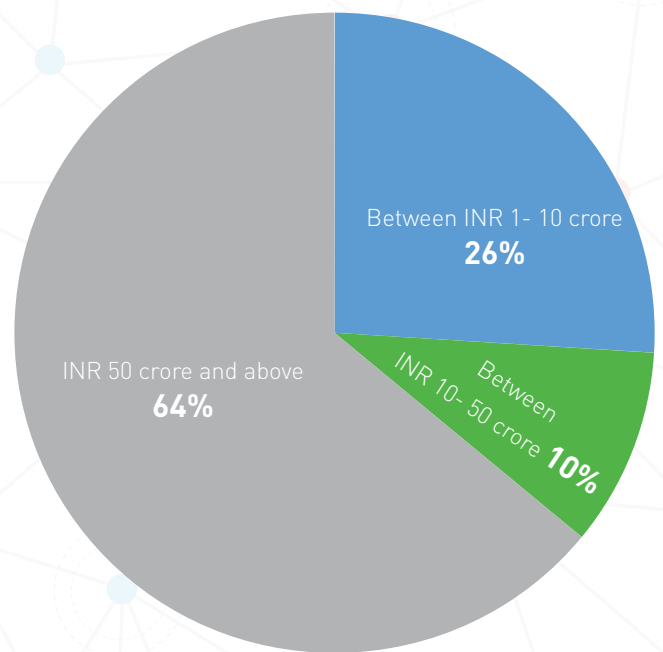
**When outsourcing content, does your organization have feedback mechanisms in place?**



**By how much has your organization's content marketing budget increased this year?**



**Sector break-up: Respondents**



**Sector break-up: Revenues**

## Snapshot: Designations of survey respondents

AVP Global Markets and Corporate Relations	Founder / CEO	Partner
Business Development Manager	General Manager - Marketing	Regional Account Director – Sales
Branch Head	General PR Manager	Regional Marketing Manager
Chief Digital Officer	Global Marketing Lead	Retail Marketing Head
Chief Executive Officer	Head – Digital Marketing & Ecommerce	Senior EVP & Head – Marketing
Chief Marketing Officer	Head – Strategy	Senior Manager – Online Marketing
Co-founder	Head – Communications	Senior Vice President – Marketing
Communications Leader	Head – Public Affairs & Marketing	Vice President
Corporate Communications Manager	Learning Evangelist	Vice President – External Communications
Chief Technology Officer	Manager – Marketing Communications	Vice President – Corporate Communications
Digital Content Head	Manager – Content	Vice President – Marketing
Digital Marketing Manager	Managing Director	Vice President – Sales & Marketing
Director – Marketing	Owner	

## About Paul Writer

Paul Writer was founded in 2010 with the vision to be the go-to destination for senior marketers seeking best practices and trends in marketing. We do this by providing a community platform for peer to peer learning, conferences for networking, thought leadership and marketing advisory.

We partner with clients to create outreach opportunities within our CXO community or help them build their own vibrant network of professionals with a combination of online and offline programs.

**Marketing Services:** Positioning strategy, community-as-a-service, campaign management

**Custom Publishing:** video interviews, case studies, research reports, articles in Marketing Booster (weekly e-newsletter and bi-monthly print publication)

**Conferences & Round Tables:** Well-designed conferences of 150+ senior marketers on a horizontal marketing trend or vertical specific issues. We also design intimate hosted programs of 25 CMOs, curated agendas for conference-in-conference requirements, brand visibility, appointment-setting, product demos, research and recognition programs.

**Community Management:** Build a sense of community among users/prospects by designing a program that recruits, recognises and rewards them through an omnichannel outreach program that encompasses a range of communication tools.

Paul Writer was founded by Jessie Paul, author of *No Money Marketing* (2009, Tata McGraw-Hill) and former CMO of Wipro who has also held senior marketing positions at Infosys and iGATE. With offices in Bangalore and Gurgaon, clients include Adobe, Cisco, Dell, Hindustan Times, LinkedIn, Microsoft and SAP.



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