



The 7 Flavors of Content Marketing: What's Yours?

Here's the scoop on how your flavor affects your success

B2B marketers with a documented content marketing strategy are more effective than those without one. But before you can put an effective plan in place, you need to know what "flavor" of content marketing you practice — as determined by your function, title, perceptions, and goals.

Here are the seven flavors of content marketers, ranked in order of those most likely to succeed. Which flavor are you?

1. Brand Builder



If your flavor is brand builder, kudos. Some 84 percent of marketers say brand awareness is their most important content marketing goal. Capture readers with entertaining, educational pieces of content that incorporate brand messaging, and they will perceive your brand as trustworthy, credible, and likeable.

2. Thought Leader



Similar to the brand builder flavor, but with a few defining ingredients, the thought leader knows that there is little that can match content marketing's effectiveness in terms of making owners, principals, or executives appear as the people who set the agenda for the industry.

Be an effective content marketer — know how your flavor affects success.

Checklist derived from the original blog post on Marketing Trenches, "The 7 Flavors of Content Marketing: What's Yours?"

3. Lead Nurturer



You are the envy of fellow marketers. You have more leads than you know what to do with — and not enough competent sales people to stay on top of them. Enter content marketing. Get your CRM lead data cleaned up, fire up your marketing automation tool, and start dropping smart content in your prospects' laps.

4. Social Media Manager



You're the hit-or-miss flavor. CMI's 2015 study tells us that social media content is the single most-used type of content at 92 percent. But social media activity should be only one part of a strong content marketing plan — don't let the social media tail wag the content marketing dog.

5. Lead Generator



While content marketing will generate short-term leads, those leads are not necessarily "sales-ready." Content marketing should not be a stand-alone lead-generation program, but rather the supporting cast to your existing or new programs.

6. Publicity Seeker



Otherwise known as the "Replace PR with Content Marketing, Expect Same Benefits" approach, this flavor is almost always a poor choice. Most forms of content marketing will not generate media coverage the way PR does. Content marketing contributes to, but does not create, media coverage.

7. Sales Guy/Gal



This flavor of content marketer will never be successful in the short term. While content marketing should certainly impact revenue in the long term, rare is the program that drops a customer in your lap during the first 3–6 months.