



Content . . . “The More Things Change, the More They Stay the Same...”

**By: Gordon Cole
Managing Partner**

June 2013



Content . . . “The More Things Change, the More They Stay the Same...”

Today more than ever, marketers are overwhelmed by a wave of new techniques and things to make us faster, better, more responsive and more efficient. Today’s buzzword is forgotten history tomorrow as we’re bombarded by a constant stream of “new.” That’s a universal and timeless trend that in 2013 is on steroids because of the technology-driven speed at which it transitions.

While technologies change and our capabilities are enhanced – underlying fundamentals of marketing remain the same. Consider today’s hot buzzword - “content.” It’s one we feel very strongly about and whether it’s content marketing, branded content, email marketing, social media content marketing, digital content marketing, or something else – we think it’s a good thing, but like many “new” things – not really new.

Were one to listen to the pundits and numerous “digital agency experts” adept at naming things they’ve just realized, one would get the impression that the numerous content-related techniques and topics are distinct areas the savvy marketer must master in order to succeed. Like many other things, that depends on perspective.

The universal truth about “content”

The main consideration for good content is no different than it was for Franklin and his printing press. Quality writing that provides something of value to an audience is – or should be – the foundation of all marketing communications. Strip away the various adjectives dropped in front of the word “content,” and the core should be well-crafted and engaging, with a message that’s articulate, clear and matched to its intended audience. That’s as old as written language but something many either forgot or never learned as they worked to master technologies and new software.

The message and its relevance to the intended audience is the key to effectiveness. The idea is to articulately make a case that resonates with readers, viewers and listeners. The means of delivery: email, direct outreach, eNewsletter, blog entry, Facebook page or all of the above -- is an important element, but secondary. Delivery vehicles enhance receptiveness, but message carries the day.

Just as traditional marketers need to adapt to the digital landscape in order to reach audiences; many new marketers need to value and deliver a quality message that’s of interest in

order to engage their audience and be effective. A wonderfully crafted message in the wrong medium is the same as a poor content sent to someone who opted-in to your data base: both are discarded.

On the other hand, a single well-produced article can have as much of an impact as dozens of keyword optimized back-page articles or hundreds of poorly-targeted eBlasts. Getting your message in front of a decision-maker or landing a thought provoking, branded piece on the front page of a key publication can be time consuming, but the exposure and credibility are worth the effort.

So, while many of today's marketing buzzwords are new, incorporate a technical term and can be confusing, the reality is that the fundamentals remain the same. "Digital content" still depends on writing quality, targeted message, clarity and an articulate discussion for success. These fundamentals are too-often forgotten or overlooked in our race to embrace the latest technique – and present opportunity.

Savvy marketers who differentiate their efforts through quality writing will break through the cacophony of online marketing communications – and connect with their audiences!



About the author

Gordon Cole is president of P2R Associates and a seasoned executive with a depth of operational, business development, sales, marketing and corporate communications experience. His extensive background in marketing communications and public relations spans more than 25 years and reflects a track record of success in both agency and corporate environments.

About P2R Associates

P2R Associates is an award-winning, strategic public relations and brand communications firm serving a diverse mix of international, national and local companies in a range of industries. Headquartered in Livonia, Mich., P2R provides clients with strategy-driven tactics, superior service and measurable results.

For more information, visit www.p2rassociates.com.



Copyright © 2013 by P2R Associates

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, faxing, e-mailing, posting online, or by any information storage and retrieval system without written permission from the Publisher.

For more information, contact:

P2R Associates
39201 Schoolcraft Suite B15
Livonia, Michigan 48150
(248) 348-2464

Legal Notices

While attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes and responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

The reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both referral and state and local, governing professional licensing, business practices, advertising and other aspects of doing business in the United States or any other jurisdiction, is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of the purchaser or reader of these materials.

Any perceived slights of specific people or organizations are unintentional.