

# Content is King, but who is the Queen?

I love playing chess. My dad taught me how to play chess when I was around four years old. I've spent hundreds of hours hunched over a chessboard with opponents from all over the world. The king is the most important piece in chess: you can lose any other piece in chess, but checkmate means the jig is up. Game over.

The queen is the most powerful piece on the chessboard. She can go anywhere on the board and in almost any direction. Countless games are won and lost because of where the queen moves.

Content is king. It's how information is packaged and contained to form some of the most dynamic and influential ideas in the history of mankind. The Declaration of Independence is content. Shakespeare is content. The Bible is content. MLK's *I Have a Dream* speech is content. Without the content forms of writing and speaking, we would not be able to communicate our ideas.

Marketing is the queen of the business world. If you can't effectively market your business, whether it's by word-of-mouth or with the \$4.3B advertising budget that Ford Motors spent last year, you will quickly lose momentum and go out of business.

**"Content is king,  
but marketing is queen,  
and runs the household."  
Gary Vaynerchuk**

## What makes content the king?

Content marketing has leveled the playing field for businesses around the world. Research shows that 82% of buying prospects say content targeted to their industry of interest is more valuable. ([Marketo](#)) For the first time in history, startups and Ma-and-Pop companies have arguably as much potential as being found by consumers as global titans do, like Coca-Cola, VISA, and Apple. Share helpful, well-written content and people will love your business.

As the name implies, there are two key elements of content marketing: content and marketing. It's like bacon and eggs. Sonny & Cher. Siskel and Ebert. Salt and pepper. Bonnie and Clyde.

One without the other is incomplete.

The same is true for content and marketing. Content needs great marketing and marketing needs engaging content.

Marketing without valuable content is a stereo without music. You have all the projection capabilities, but nothing to pipe through the system for everyone to enjoy. Without music or audio of some sort, a sound system is just a really expensive piece of furniture. Content gives marketing its purpose.

Content is the picture, but marketing is the frame. You need the frame to hang the picture where everyone can see the picture clearly. No one wants to look at an empty picture frame. You need a context to fit the content. You need marketing.

## How to connect content and marketing

The value of both content and marketing is easy to understand, but how do you get them to work together? It starts with knowing the relationship both content and marketing are meant to play. Great content communicates your business' unique value to potential clients. Great marketing connects your content with the right people at the right time.

The Content Marketing Institute has an excellent definition of content marketing,

*“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”* ([Content Marketing Institute](#))

Content marketing is about understanding that people have questions in need of answers and they look to your business, more specifically to you, because they believe you have the answers to their questions. When you can connect content with marketing is when you start serving instead of simply selling to your prospective clients.

## Four Stages of Content Marketing

Content marketing is designed to take your offline sales process and move it online. Do you have twenty questions that your customer service or sales department receives almost every week? Answer each of those questions in a blog post format and let your website become your best-trained, most reliable salesperson. That's the power of content marketing!

Your online sales funnel can be naturally segmented into four stages in content marketing: *Attraction, Consideration, Conversion, and Fulfillment*. The two-fold focus of your content



marketing strategy should be both equipping and connecting each stage for maximum efficacy.

## **Attraction**

The *Attraction* stage is where buying prospects first encounter your brand. This is the top of your online sales funnel. Social media content, entry-level content, free webinars, and blog posts are just a few of the many content mediums you can use in the *Attraction* stage. This is your most giving part of the online sales funnel: add value without asking for anything in return... yet. The whole goal is self-defining: attract prospects, engage their attention, and provide value and education from the very beginning.

## **Consideration**

Content marketing pays its dues during the *Consideration* stage of the online sales funnel. It's in the *Consideration* stage where premium content pieces, like email marketing drip sequences, eBooks, case studies, and white papers, begin nurturing marketing leads into qualified sales leads. The *Consideration* stage will be unique to each buying prospect, which means content needs to be varied for a larger appeal to better inform a wider range of buying prospects.

The *Consideration* stage has three main objectives: answer questions, communicate benefits, and remove buyer objections.

## **Conversion**

The transition from *Consideration* to *Conversion* is the most organic between any of the four stages. Some buying prospects may be convinced of your brand's value proposition after only one or two marketing emails. Others may take much longer to make a decision. Research shows buyers go through about 57% of the purchasing process before even talking to a sales representative. ([Source](#)) An effective online sales funnel produces qualified sales leads, meaning buying prospects are well-informed of the value, deliverables, and service they can expect from your company.

The key is providing low-pressure buying opportunities through CTA (Call-to-Action) buttons, purchase forms, and pricing information through premium content and other marketing touch points.

## **Fulfillment**

The *Fulfillment* stage, or the *Delight* stage as it's sometimes called, is often the most overlooked stage in the online sales funnel, but its value might be the most important. The *Fulfillment* stage begins after converting a buying prospect into a contracted client. Your main concern should be delivering on the contracted commitment your company has made



to your new client. Don't undo all your hard work of effective marketing by failing to deliver the goods when the time comes.

**Content may be king, but every king needs a queen to be their best. If you can create helpful, engaging content and share it with strategic marketing efforts, your company will thrive as an industry expert.**



## Keynote Content: Helping businesses succeed through the power of content writing

This resource is part of the Keynote U. resource library from Keynote Content. Keynote U. is the primary education and discussion hub for businesses, entrepreneurs, and nonprofits wanting to learn how to better communicate their unique value through print and digital content. Keynote U. specifically focuses on content creation and content curation.

### Who is Keynote Content?

Keynote Content is home to Jon Cook, an independent content marketing writer based in Denver, Colorado. Jon has written content for many notable brands, including Chick-fil-A, Dodge, Chrysler, iamsecond, and many more. His experience in business and nonprofit work and entrepreneurial spirit is what uniquely equips Jon to help your business attract, engage, and convert buying prospects into fully satisfied customers through the power of content marketing.



Keynote Content creates all types of content from blog posts to eBooks, white papers (like this one!), research guides, tech manuals, landing pages, web content, video scripts, and more. Here's what one of our more recent clients said about her experience working with Keynote Content:

*"Jon was extremely professional and actually delivered before he said he would, with more than he promised and exceeded my expectations on every level. The most noticeable detail was how he was able to understand what I was trying to communicate and help me expand on that vision. He was able to communicate what I wanted to say in a brilliantly creative way. I would absolutely recommend Jon. I'm excited to see where he talents take him over the next 5 years because I'm convinced he will be in very HIGH demand."*

If you'd like to talk more about how the right content can share your business message, we'd love to hear from you!

**Click here to see how Keynote Content can transform your business message.**

