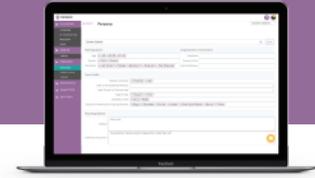




What is a Content Marketing Platform?



In recent years, there has been an overwhelming increase in the number of technology vendors available to answer to the needs of marketers. From analytics to social media, and marketing automation to account based marketing; it can be hard for marketers to even know where to start.

But even with all of the technologies available today, Marketers are still struggling. They are facing increasing pressure to publish high quality content at a high velocity, and prove that it's making a real contribution to sales. As Marketers rush to produce blog posts, ebooks, emails, social posts, videos, and more, the day-to-day starts to become unmanageable; they lose sight of what they're doing and whether or not it's having an impact.

There is a new movement that is taking B2B marketing by storm, that addresses the common pains that marketers feel. Enter, the **Content Marketing Platform**.

WHY ADD ANOTHER MARKETING TECHNOLOGY TO THE STACK?

No matter what type organization you look at, and how many marketing tools they have at their disposal, odds are that their marketing team is still experiencing these challenges:

- Limited budget
- Time required to create enough quality content on a regular basis
- Distribution of content across multiple paid, and unpaid channels
- Proving the the value of marketing efforts to C-Suite

A Content Marketing Platform can help remedy all of this issues, and make life a lot easier for marketers.

How does a CMP work with all of the other mar-tech systems we already have in place?

A Content Marketing Platform provides interoperability with the various software systems that make up the typical marketing stack, and allows marketers to tie all of their planning and tactical work together in one centralized tool. Content Marketing platforms can pull in:

- Multiple CMSs
- Social media management systems
- Marketing automation
- Content repositories and more



What are the benefits for my team?



TEAM ALIGNMENT

A CMP gives marketers the ability to automate workflows, manage deadlines, and provide their team with one centralized location for shared files. Using a team calendar also provides complete visibility and allows marketers to stop using spreadsheets and emails to manage content.



MEASURING ROI

According to CMI, "Measurement is a key area where B2B marketers are struggling: only 21 percent say they are successful at tracking ROI". In a report from Gleanster, respondents who used a CMP reported a 45% increase in the volume of Sales Accepted Leads (SALs) via centralized and documented alignment with content personas and content that aligned to the stages of the buyer's journey.



INCREASED PRODUCTIVITY

When marketing teams stop managing their content using spreadsheets and emails, and take advantage of the features of a CMP, they get more done and have more time to focus on strategic initiatives. B2B companies that have invested in content marketing platforms produce 300% more content per year and 240% faster cycle times than average firms.



MORE TARGETED MARKETING

By creating precise personas in the CMP, marketers can target specific messaging relevant to the exact stage in the buyer's journey. According to the same report from Gleanster, respondents using CMPs reported a 60% improvement in content effectiveness from documented alignment with customer personas.



COST SAVINGS

Respondents using CMPs reported a 50% reduction in cost savings on headcount and external resources from more efficient workflows, approval processes, and centralized visibility of overall content production.

