



How to Get Your Boss to Invest More Money in Content Marketing This Year

Build a case for content marketing

- If content marketing is already a part of your strategy, you're halfway there.
- Regardless of the size of the investment or how lofty your goals are, put together a solid pitch and presentation. It shouldn't be a casual or passive ask.
- Keep these points in mind when you're preparing your pitch.

Education is still important

- Your boss may know a lot about blogging but may feel video is costly with minimal return because he/she doesn't understand it.
- Educate your boss about the formats and channels you propose to expand into should be a large part of your pitch.

Focus on the value

- Make sure you're expressing the value of the investment, just like you do when highlighting the value proposition when selling something to your consumer audience.
- Focus on things like education, relationship building, teaching, and entertainment—things that make for stronger relationships and greater return.
- Also show how your content strategy aligns with company goals. For example- How to use content to boost relationships, resulting in a greater customer LTV and revenue lift.

Back it up with data

=> It's not always easy to show the ROI or effectiveness of content marketing, so pull the data, and find a way to present it.

- Increased on-site time
- Content drawing in new traffic that moves fresh leads into the sales funnel
- Increased opt-ins from prior content offer campaigns
- Sales and revenue traced back to email campaigns

=> Also use data from outside sources like research, trends, and benchmark reports in the industry that support the type of content marketing you plan to expand into.

Showcase a competitive analysis

- Expand your content strategy by doing competitor analysis with an analysis of your competitor's content marketing efforts.
- Rather than copying their efforts, show—while speaking to company goals—that what you're doing (and what you plan to do) will help outpace competition.

Align with company goals

=> Align your company goals such as:

- Greater brand visibility and increased brand awareness
- Improved thought leadership
- Increased frequency and volume of qualified leads for the sales team
- Reduced cost of customer acquisition
- Improved customer satisfaction/delight
- Reduced customer churn

=> Also be prepared to make your case and provide research to back up your claims that your proposed strategy and the tactics you'll use will help the company meet current goals.

Be ready for objections

=> Be ready to face objections when making your case for a greater investment in content marketing.

=> Few common objections may arise are:

- People don't want to hear more from us (we're not interesting enough)
- Let's just move resources; limit old campaigns to run new ones
- We don't have the budget for it
- We're giving away too much
- We don't want to hire more people

For cost and resource related issues

- Clearly lay out how to get around resource limitations. If you don't need to hire anyone or the costs can be minimized with strategic outsourcing, showcase that in the proposal.

The “We’re Not Interesting Enough” argument

- No matter what industry you're in, your prospective and customers will have questions and issues.
- Counter this argument by presenting common questions and concerns from your customers and showing how your company can create content to solve their problems.

The “Move Resources” argument

- Use your data from previous campaigns to show that virtually every campaign has some ramp-up time, necessary to gain traction to see a return.
- Shutting down or limiting existing campaigns to move resources would actually cost more when you factor in revenue and leads lost in the interim.

The “Giving Too Much Away” argument

- Give away vast amounts of value-rich information in order to create a winning experience for your audience.
- It's the only way to build your brand as a trusted, reliable thought leader.
- When customers feel you have their best interests at heart, they are more likely to buy from you.