

The Content Wheel



A Content Marketing Playbook
for SaaS Businesses

The Number 1 Reason Content Marketing Doesn't Work at Startups

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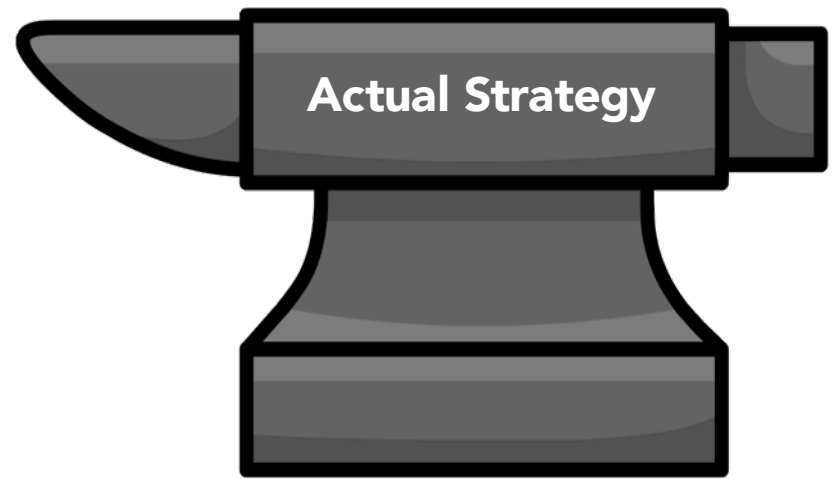
Someone's Ego



(Adorable) Pig Monster by Matthew Inman

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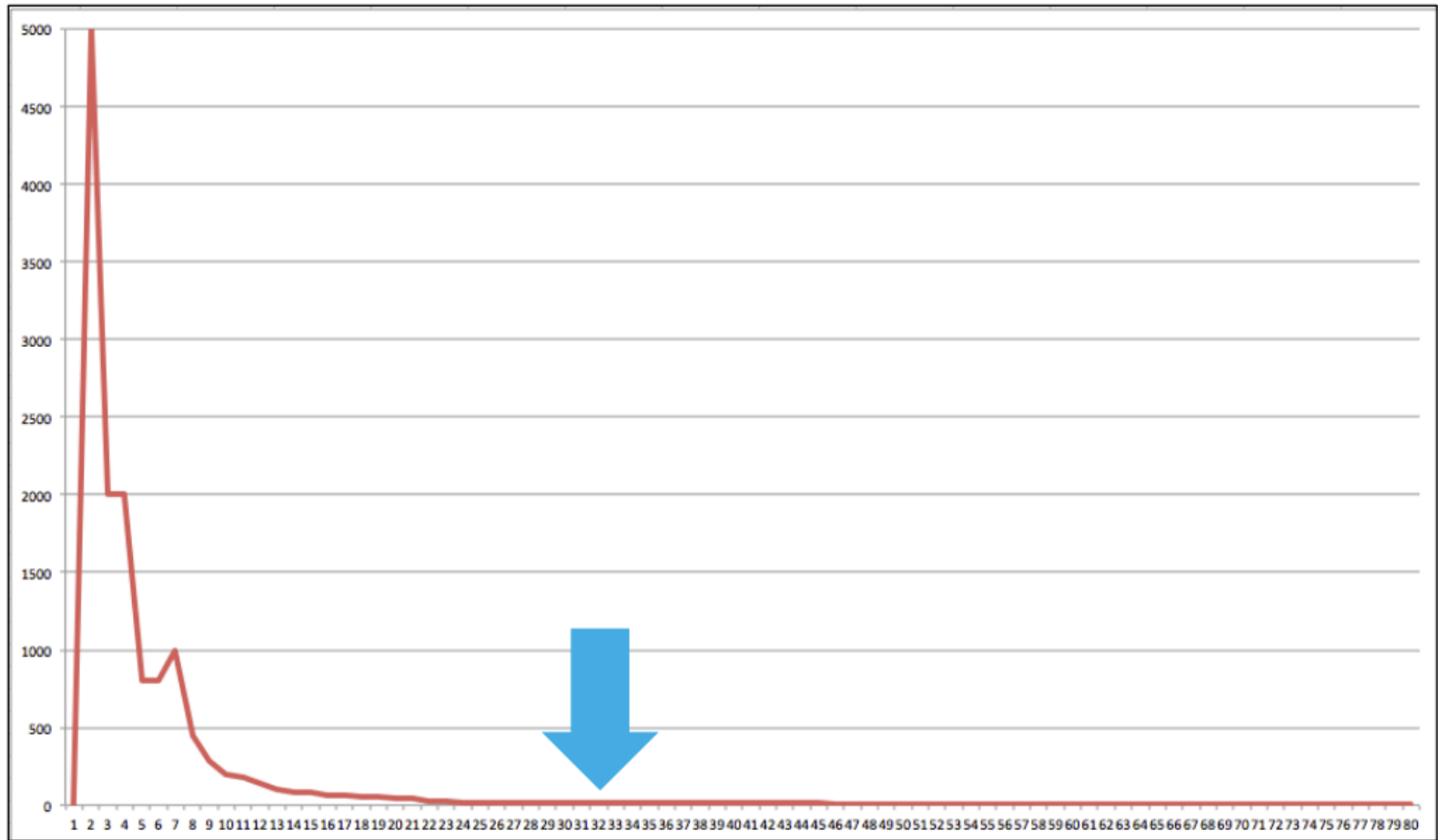
Someone's Ego

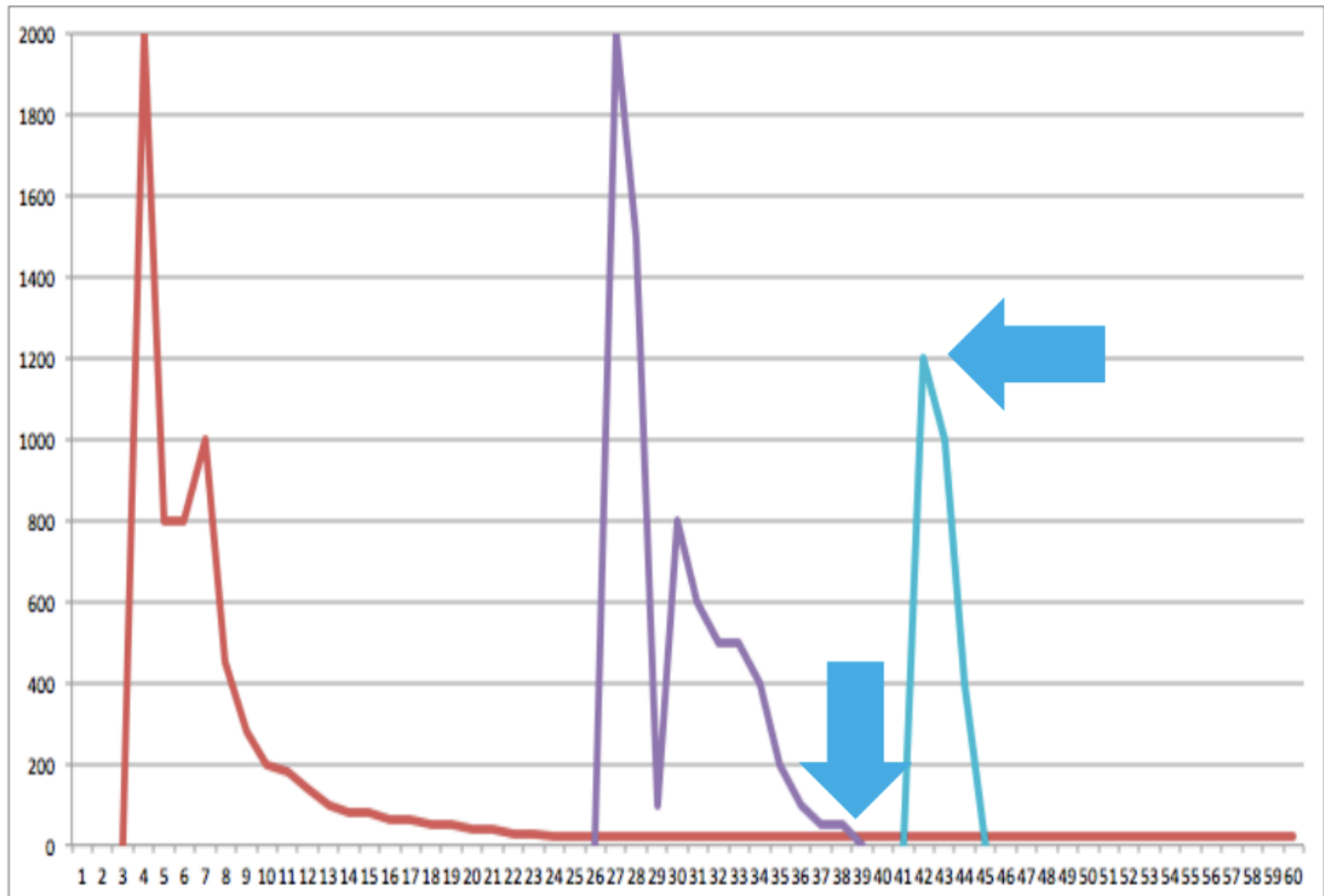


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Works for Newer Blogs Too

NextView's at 11 Months – Top 10 in Traffic, June '15

5 months old

2 weeks old

11 months old

6 months old

11 months old

1 week old

9 months old

3 weeks old

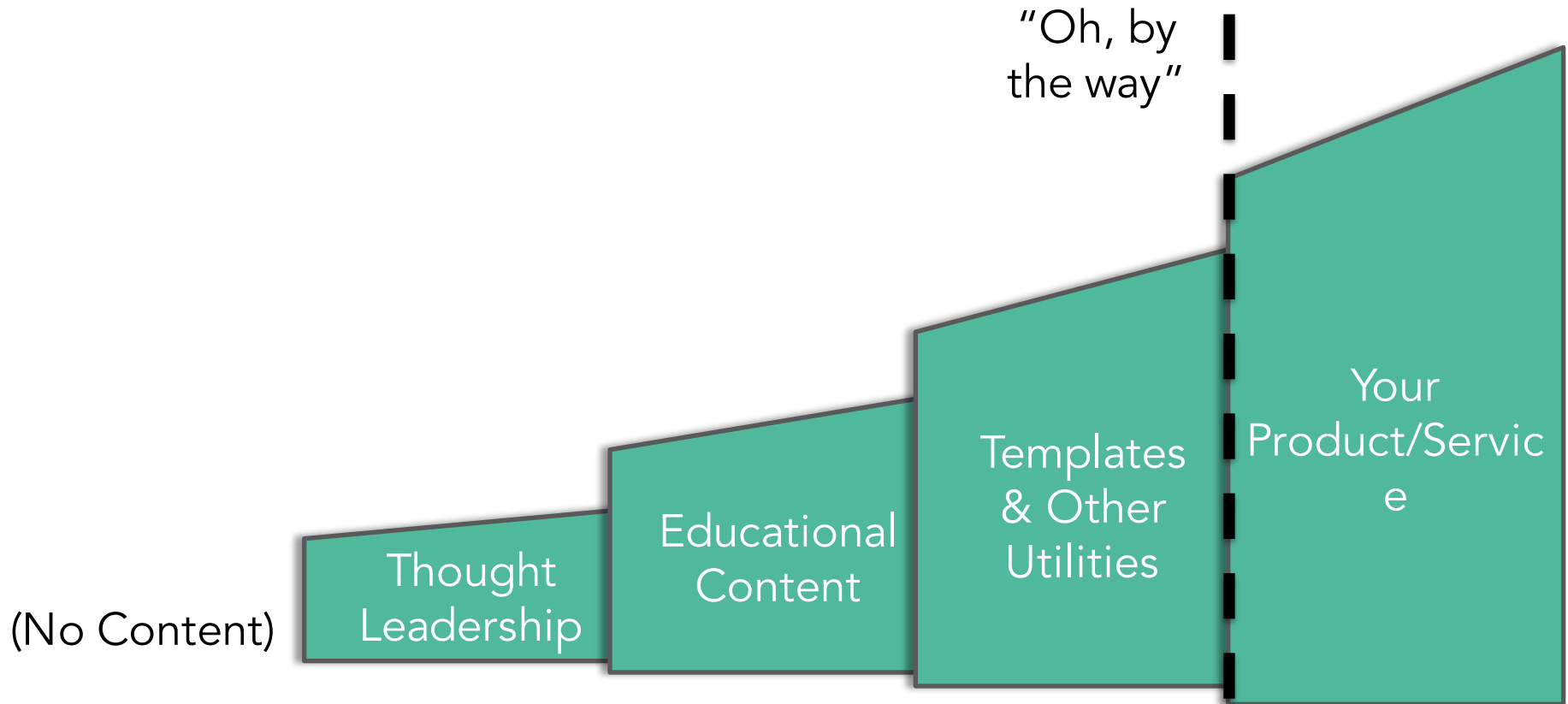
11 months old

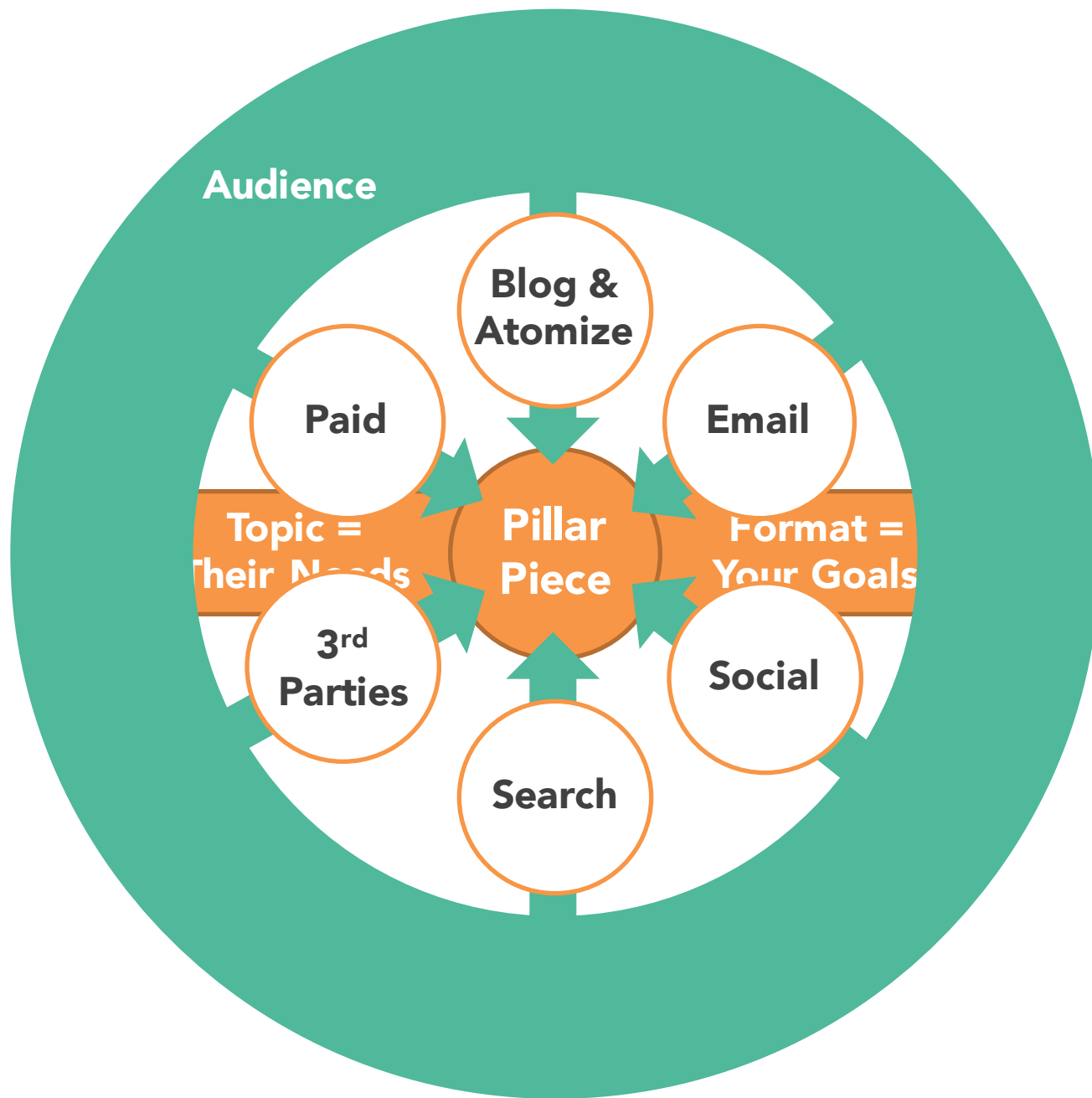
2 months old

CONTENT MARKETING:

solve the same problem or
convey the same emotion
as your product, using
media you create and
distribute.  **PERIOD!**

Good Content Marketing Makes Every Sell an Upsell









How to Win

1. **Relevant** to Company AND Audience
2. **Sustainable** Publishing – Constant > Viral
3. **Adaptable** to Launch-Learn-Iterate Always

THANKS!

Should Startups Blog? An
Essay with Data to Decide
bit.ly/startupblogging



INSIGHTSQUARED

bit.ly/TractionPodcast