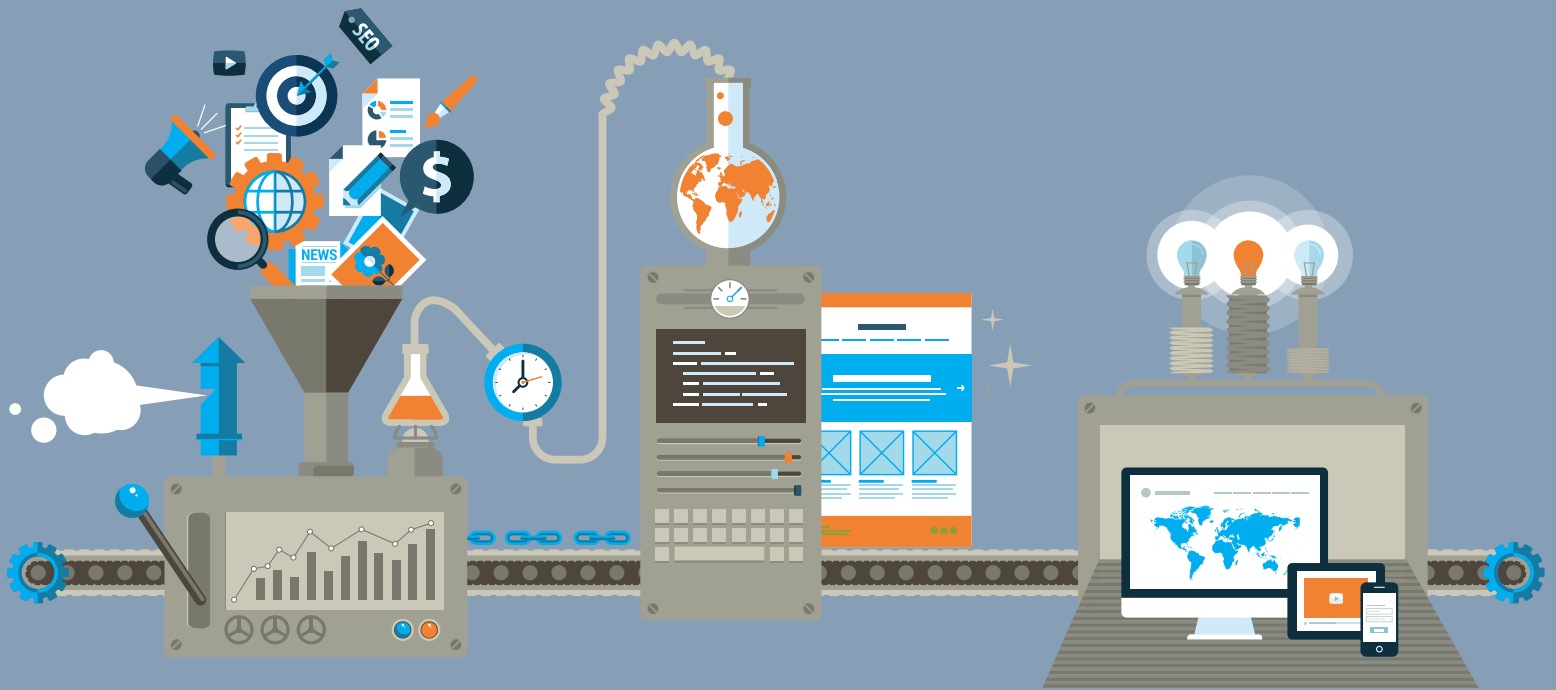# 3 Reasons Why CMOs Can't Survive Without a Content Marketing Hub

io integration, inc.

Introduction

70% of B2B marketers create more content than they did a year ago.[1] The need for more content, more engagement, more leads, follows, conversions, and finite results is swelling. Today's embrace of social media and digital content has created a new marketing landscape – one that requires a new set of tools to manage marketing teams, integrated strategies, and growing amounts of content.

As a result, many CMOs have been tasked to wear a new hat within their organizations: the tech hat.

Technology is making marketers smarter, more pervasive, more engaging, and more budget-conscious. It is changing the marketing game – from enterprise content management systems to digital and brand asset management, workflow solutions, and beyond. With so many various tools, companies need a more uniform solution that delivers a better road-map to results and a cohesive brand story. And that is why content marketing tools are headed to the "hub" in 2015.

Content Marketing Hub tools act as a single point of truth. They have the power to transform the way organizations manage workflow processes – from creation to production and distribution.

According to the 2015 content marketing predictions made by SEO expert Jayson DeMers, "Content hubs will soon become a necessity for any business trying to generate tangible results (lead generation, subscriptions, etc) through content marketing while spending time and money smartly."[2]

1. http://hub.uberflip.com/h/i/27787399-b2b-content-marketing-trends-for-2015-infographic
2. http://blog.scoop.it/2014/12/09/content-marketing-hub-2015/

1: Marketing Automation and Consolidation of Processes

63% of companies are outgrowing their competitors by using marketing automation.[5]

TFMA Insights and RedEye International surveyed 250 marketers that implemented marketing automation tools in 2014. 36% of respondents were able to reduce the number of repetitive tasks in their daily schedules and focus more on new and exciting projects.[3]

Killing manual, repetitive workflow processes allows marketing organizations to steamroll workforce productivity and eliminate extra, time-consuming, redundant steps. With streamlined workflow processes, marketing teams can also spend less time in status meetings gaining approval on work and more time executing tactics using the latest assets versions.

Unifying processes and systems under one universal, omnipotent tool is the first step.

A Content Marketing Hub fuses marketing tools under one umbrella of control and simplifies an organization's ability to manage teams and systems. With one interface, Hub tools also simplify the process of consistent branding, while significantly mitigating errors made by traffic staffs. Add in financial dashboards, and you have the cherry on top of the cake.

Only 21% of content marketers effectively track the ROI of their teams.[4] This financial information is necessary to plot the course for future campaigns and track the profitability and success of content. Accurate ROI tracking by project and team is a value-added benefit of the hub – and it is something that every successful marketer must add to their arsenal.

The result of a unified hub of content marketing tools: getting the right content out on time with fewer dollars spent.

3. http://tfmainsights.com/marketing-automation-survey-2014/
4. http://hub.uberflip.com/h/i/27787399-b2b-content-marketing-trends-for-2015-infographic
5. http://www.lenskold.com/content/LeadGenStudy_2013.html

2: Personalization of the Customer Experience

By 2020, Gartner predicts that customers will manage 85% of their relationships with a company without even talking to a human.[6]

Content that is over-looked and under-valued by an audience might as well be a scrap of paper lost in a wind storm. For content to truly be impactful, engaging, and valuable, it needs to resonate with the audience on some emotional level. Personalizing content is a major factor in this.

A Content Marketing Hub has the ability to gauge the interests of your desired audience, which in turn enables your team to discover, upload, share, create, collaborate on, and distribute content on a targeted marketing channel. Knowing how your customers are choosing to interact and engage with your marketing efforts is precious information that drives omni-channel strategies.

By learning your customers' past behavior, interests, and even browsing history, companies gain a unique power. Like superhuman marketers, they gain the power to personalize content offers, which leads to huge conversion rates and higher sales. These are results that offer a solid dollar value.

Profile segmentation and real-time engagement are two tools available through a Content Marketing Hub that deliver tangible, customer-centric data. Creating content that delivers conversions and leads starts with gaining insights on what customers want to consume.

6. http://www.i-scoop.eu/marketing-automation/
7. http://www.accenture.com/us-en/Pages/insight-cmo-digital-transformation-summary.aspx#opportunity

3: Analytics and Insights

86% of high-growth companies use data analytics to improve the impact of their marketing efforts.[9]

Insights into what consumers actually want to consume is a major piece of information that is needed to craft conversion-driving content, yet 48% of B2B marketers list data expertise as their greatest challenge in using marketing automation systems.[8]

As a CMO, you need to gain a better view of your customers while easily tracking your teams. The dashboard available via a Content Marketing Hub may just become your greatest asset.

Analyzed data viewed through an easy-to-digest dashboard offers a real-time reading on customer trends while delivering business intelligence on campaign progress. It even tracks activities from your marketing teams.

By unifying PIM (Product Information Management), CRM (Customer Relationship Management), and DAM (Digital Asset Management) systems on

a Content Marketing Hub, organizations have the ability to manage data across an organization and gain updates and insights in real time.

The hub is the single point of truth that orchestrates your marketing systems. With a Content Marketing Hub, you can actually look at the data intelligence and metrics that you receive from customers and prospect engagements. With the hub, you have the power to deliver contextual, hyper-relevant messages in real-time. This enables marketers to deliver excellent customer experiences and earn results.

8. http://www.regalix.com/wp-content/uploads/2014/04/State-of-Marketing-Automation-2014-v1.pdf
9. http://www.accenture.com/us-en/Pages/insight-cmo-digital-transformation-summary.aspx#opportunity

Conclusion

Generate tangible leads and subscriptions. Gain leaner operations and trimmer workforce execution hours. Find a better way to scale and fortify your content marketing operations.

With a content marketing hub tool, your business can become a pile-driver of great content that hooks and converts audiences – all while enriching the productivity of your work staff.

The question is – as a CMO – can you afford to follow the same-old motions of content creation? Or are you ready to try something new and innovative?

Let us help you paint the future of content marketing. Reach out to a Content Marketing Hub expert at IO Integration today.

io integration, inc.