

# Content Marketing Process



## Idea



Weekly Brainstorm Meeting



Have a Publishing Calendar of Content

sugarcrm sugar market

Organize Using Collaborative Software Such as SugarCRM and Sugar Market

## Extract Knowledge



Verbal Interview



Draft Writing from Expert

Assests Required



Copy



Graphics



Research



Video

## Write Copy

Types of Content



Blog Posts



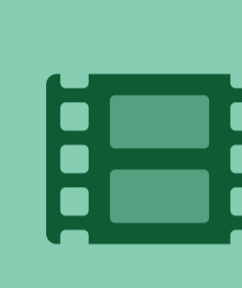
Case Studies



Presentations



Reference Articles



Videos



Webinars



White Papers

- Awards
- Developer Related
- Events (Webinars and On-Site Events)
- Interviews
- Marketing Related
- Product Reviews
- Tips & Tricks

## Produce Graphics or Video



## Publish Content

on Blog or Content Resource Library

People Involved



President of W-Systems



Director of Marketing



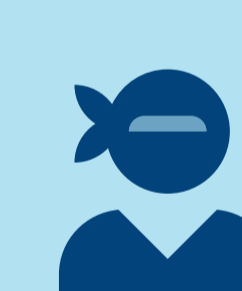
Marketing Managers



Consultants & Developers



Copy Writers



Graphic Designers

## Socialize Content

Where Content is Dispersed



Facebook



Linkedin



Partner Websites



Speaker Deck



Twitter



Webinar



Website



Wistia



Youtube

## Publish Content in Newsletter

## Recycle

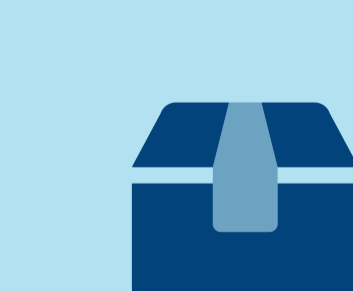
How We Reuse the Content



Newsletters



Partner Websites



Project Portfolio



Social Media



Webinars



White Paper

## Publish Content in Newsletter

## How We Measure Success



Count of Social Followers



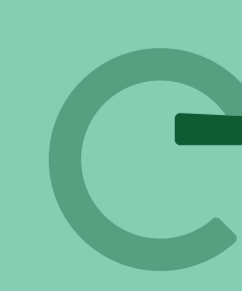
Leads Generated



Page Views per Visit



Retweets, Favorites and Likes



Website Conversions



Web Page & Video Views