

## Index

- Abare, Brad, 43
- Accessible content, importance  
of, 103-104
- ActiveConversation, 188
- Activity streams, 106-107
- Acxiom, 176
- Aggregation. *See* Curated content
- Alberta Geological Survey, 31-32
- American Express, 77, 91-92
- Animoto, 78
- Antiques Roadshow*, 38-39
- Archives, as source of content, 79
- Army Strong Stories, 227-230
- AskPatty.com, Inc., 231-235
- Atkinson, Cliff, 158
- Audacity software, 207
- Audience:  
listening to, 114-116  
responding to, 117-119  
understanding nuances of B2B,  
124-126
- AudienceConference, 77
- Audio. *See* Podcasts
- Authenticity, in voice of business,  
45
- B2B companies, 120-138  
changes in buying cycle and,  
120-122  
clarifying content objectives  
for, 123-124  
crafting content for, 129-132  
information sharing and,  
132-133  
mapping what's bought by,  
126-127  
publishing schedule for, 127,  
129  
registration issues, 134-135  
SAS and, 135-138  
understanding audience,  
124-126
- Baer, Jay, 8, 22, 55, 193
- Ball, Charlie, 46, 47, 73, 108
- Bandcamp, 190-191
- Barbarian Group, 190
- Barefoot, Darren, 176
- Barrett, Nevt, 7
- Baseler, Randy, 258
- Basic Manners for the Family  
Dog* (ebook), 174
- BeanCast, 223-226
- Best practices, as content, 79
- Beyond Bullet Points* (Atkinson),  
158
- Bhargava, Rohit, 39, 77
- Bird by Bird* (Lamott), 72
- "bit.ly," Twitter posts and, 109
- Black, Amy, 236-239
- Blecher, Todd, 253-257
- Blended searches, 195
- Blip.tv, 205
- BlogBurst, 233
- BloggerMomsClub, 233
- BlogHer, 232
- Blogs, 141-152  
AskPatty.com, Inc. and, 232  
of Boeing, 253, 258  
content management systems  
for, 141-142  
defined, 141  
guidelines for, 142-148

- Blogs (*Continued*)
- of HubSpot, 143, 241, 245–247
  - imbedding videos in, 205
  - of Indium, 259–262
  - of Kodak, 148, 248–249
  - metrics of success of, 26
  - of PinkStinks, 264
  - reading other relevant, 116
  - of Reynolds Golf Academy, 218
  - template for, 148–152
  - of U.S. Army, 227–230
  - webinar follow-up posts on, 163
- Blue Sky Factory, 174
- Boeing Company, 253–258
- Bogart, John B., 73
- Box.net, 179
- Brain Traffic, 83
- Brand journalism, 86, 254
- Brands:
- co-created content and, 91–92
  - defined, 37–39
  - differentiating of, 39–40
- Brogan, Chris, 100–101, 105
- “Build momentum” rule, 15, 24
- Burnes, Rick, 87–88, 245–247
- Buyer persona, 40–42
- Buying cycle, changes in and B2Bs, 120–122
- Buzzwords, avoiding of, 45–53
- Bylined articles, Boeing and, 255–256
- Cahill, Patrick, 157, 164–165, 167
- Can We Do That?* (Shankman), 88
- Case study. *See* Customer Success Story
- Categorizing, of blog entries, 147
- Center for Church Communication, 43
- Challenge, in Customer Success Story, 184–185
- Chevrolet, 95
- Church Marketing Sucks (blog), 43
- Cisco, 130
- Cisney, Jenny, 148, 248
- Citrix Online, 147
- Clark, Brian, 77
- ClickZ.com, 48
- Clifford, Thomas, 197
- Cluetrain Manifesto, The* (Levine), 34
- Co-created content, 91–93
- Collier, Mike, 75, 78–79
- “Commenters,” audience as, 117
- Comments, of readers, 110, 146–147
- Communicative Health Care Associates, 31–32, 42–43
- Community, as source of content, 79
- Community guidelines, for user-generated content, 95
- Compendium Blogware, 260
- Compete.com, 5, 6
- Competitive comparisons, in B2B marketing, 130–132
- Competitors, as source of content, 79
- Confessions of a Sales VP* (video), 238, 239
- Content:
- checklist for, 270–271
  - as competitive advantage, 10–13
  - definition and purpose of, 6–10
  - distinguished from copywriting, 7
  - five Ws of, 18–25

- importance of, 4–6
  - metrics of success of, 25–27
  - “rules” for, 14–17
- Content campfire, how to build, 96–101
- Content Food Chain, 54–69
- Big Idea and, 58
  - example of, 62–63
  - ideas for reimagining, 66–69
  - publishing schedule and, 59–61
  - tips for, 63–66
- Content sources and ideas, 70–95
- characteristics of good, 72–74
  - hiring someone to manage, 82–88
  - outside organization, 88–95
  - within organization, 74–82
- Content Strategy for the Web (Halvorson), 30, 83
- Context, in Twitter posts, 109–110
- Cool Beans Group, 222–226
- Copyright law, 189
- Copywriting, distinguished from content, 7
- Corliss, Rebecca, 203–205, 245
- Coulson, Steve, 102
- “Create wings and roots” rule, 16, 102–113
- Creative Commons, 105, 177
- Curated content, 81–82, 89–90
- cautions about, 90–91
- Customers, as source of content, 74
- Customer service employees, as source of content, 75
- Customer Success Story, 182–186
- Daily content, in publishing schedule, 59, 62
- Days, Frank, 100
- Definitive Guide to Social Media, A* (ebook), 176
- Defren, Todd, 21, 55
- Delaney, Dave, 81
- DemandGen, 122
- Design:
- in blogs, 145–146
  - in ebooks and white papers, 176–177
- DeVere, Jody, 231–235
- De Young, Galen, 133, 177
- Digital Dads Watch, 80
- DiStefano, Bob, 166
- Dive Deeper into Your Sales
- Metrics: Four Ways to Discover Hidden Sales Treasure (Black), 170, 237–238
- Dollar ReDe\$ign Project blog, 144
- “Do something unexpected” rule, 16
- “Dragon,” in videos, 197
- “Drill down,” avoiding use of term, 50
- Duct Tape Marketing (Jantsch), 45
- Dunay, Paul, 162–163
- Ebooks:
- defined, 170
  - distinguished from white papers, 170–173
  - of Kadient, 237–238, 239
  - metrics of success of, 37
  - of Reynolds Golf Academy, 218
  - steps to creating, 173–181
- Editorial calendar. *See* Publishing schedule
- Elements of Style, The* (Strunk and White), 34, 46–48

- Eloqua, 36, 37, 71  
“E-mail blast,” avoiding use of term, 50  
Embedded journalist, 86  
“Embrace being a publisher” rule, 15. *See also* Publishing schedule  
Emma, 32-33  
Employees:  
    hiring to manage content, 82-88  
    as source of content, 75, 81  
*Engage* (Solis), 5-6  
Epicurious.com, 93  
Events, as source of content, 78, 81  
EyeFi card, 75  
  
Facebook. *See also* Social media  
    Kodak on, 249-250  
    photographs on, 212  
    PinkStinks on, 265  
    Proctor & Gamble on, 70  
Fans. *See* Audience  
FAQs. *See* Frequently asked questions  
Father Time Antiques, 188  
Feldman, Loren, 42, 77  
Findable content, importance of, 103  
Flickr, 212  
Ford Motor Company, 93, 94  
*For Immediate Release* (podcast), 208  
Forrester Research, 122  
Frank, Ze, 38  
“Franken-quotes,” 35  
Franken-speak, avoiding, 189  
Frazee, Valerie, 157  
  
Frequently asked questions (FAQs), 132  
    tips for creating useful, 187-194  
  
GarageBand software, 207  
Garfield, Steve, 198, 203  
Geek Breakfast, 81  
Genius.com, 122  
Geoghegan, Brian, 71  
*Get Content, Get Customers* (Pullizi and Barrett), 7  
*Get Seen* (Garfield), 198, 203  
*Getting to First Base: A Social Media Marketing Playbook* (Barefoot and Szabo), 176  
Ghostwriters, avoiding, 252  
Golden Retriever Rescue, 93  
Google, 11  
Google AdWords, 76-77  
Google Alerts, 59, 115  
Google Reader, 115  
Gottlieb, Harry, 34, 36  
Gowans, Carol, 260  
Graphics. *See also* Design;  
    Photographs  
    in blogs, 144  
    in FAQs, 191  
    linking to in Twitter posts, 111  
Grow Your Biz blog, 249  
Guest posts, 79  
Guide Dogs for the Blind, 192  
  
Halligan, Brian, 44  
Halliwell, Gary, 33-34  
Halvorson, Kristina, 30, 83-84  
Hannaford Supermarkets, 192-193  
Haydon, John, 111  
Hayzlett, Jeffrey, 3-4

- Headlines:  
  in blogs, 144-145  
  in ebooks and white papers, 177-178  
  in Twitter posts, 110-111
- Healthy Mouth, Healthy Sex!  
  (Smith), 176
- Hill, Johanna, 73
- Hobson, Neville, 208
- Holland, Anne, 169
- Holtz, Shel, 208
- Hopkins, Renee, 57
- Howard, Sean, 156
- How to Conduct Successful Interviews (ebook), 173
- How-to content, 78-79
- How to Create Killer Sales Playbooks (Black), 176, 237, 239
- HubSpot, 43-44, 143, 240-247
- Huffington, Arianna, 9
- Human element, as characteristic of good content idea, 72
- “Impactful,” avoiding use of word, 49
- Inbound marketing, 240
- “Incenting/incentivizing,” avoiding use of words, 51
- Incredibly Boring Web Content Challenge, 31-32, 36
- Indium Corporation, 259-262
- Industry news, as source of content, 77
- Information annuity, 8
- “Insight inspires originality” rule, 15, 18-27
- Intelligent Workload Management, of Novell, 90
- Is Sales Broken?* (white paper), 238
- iTunes, 204, 208, 225
- “-ize,” avoiding use of ending, 51
- Jantsch, John, 45, 194
- Jarvis, Chase, 210
- Jasurda, Bruce, 227-230
- Joel, Mitch, 206-207
- Johnson, Lisa, 143
- Johnson, Mark, 56-57
- Kadient, 170, 236-239
- Kardon, Brian, 71
- Kawasaki, Guy, 44
- Kerley, C.K., 67
- KillerWebinars.com, 156
- Kinaxis, 62-63, 65
- King, Charlie, 176, 217-221
- Knorpp, Bob, 222-226
- Kodak, 3-4, 148, 248-252
- Kranz, Jonathan, 171
- Lamott, Anne, 72
- Landing page, for ebook, 178
- Lawrence, Lucy, 264
- Leaders, as source of content, 75
- “Learnings,” avoiding use of word, 49
- “Leverage,” avoiding use of word, 49
- Levine, Rick, 34
- LeVoyer, Kelly, 135-138
- Licensed content, 95
- Lieberman, Martin, 57
- Link baiting, avoiding, 98
- Listening dashboard, setting up, 114-116
- Long-tail search terms, 11-13
- “Loren ipsum,” 30

- Losing Money in the Mail* (white paper), 176
- MarketingProfs, 31, 95, 111, 132, 133, 177, 184, 222  
webinars and, 57, 153, 156-157, 158, 161, 167, 167-169
- Marketo, 176, 178-179
- Martell, Katie, 34
- Martin, Gail, 184-186
- Martin, Tom, 143
- Maruggi, Albert, 86
- “Mashed-together words,”  
avoiding use of, 52
- MC<sup>2</sup>, 4
- McGovern, Gerry, 51
- Meme, starting of, 80
- Miller, Debra, 5
- Mobile devices, optimizing  
content for, 68, 103-104
- Moderating, of readers’  
comments, 146-147
- Moderators, for webinars, 161
- Moll, Cameron, 111
- Monthly content, in publishing  
schedule, 60, 63
- Moore, Abi, 263-266
- Moore, Emma, 263
- Mosier, John, 135-138
- MyMardiGrasExperience.com,  
143
- Naslund, Amber, 38
- Netprospex, 33-34
- New Rules of Golf Instruction*  
(King), 219
- New Rules of Marketing and PR*  
(Scott), 4-5
- Novell, 90
- Odden, Lee, 42, 76
- Offensive phrases, avoiding use  
of, 52-53
- On-demand webinars, 163
- Online seminars. *See* Webinars
- “Online trolls,” 118
- OPEN Forum, of American  
Express, 77, 91-92
- Originality, as characteristic of  
good content idea, 73
- “Overused words,” avoiding use  
of, 52
- Owyang, Jeremiah, 158
- P2H.com, 191
- Partnerships, 232
- Passion  
as characteristic of good  
content idea, 72-73  
as source of content, 77
- “Passionates,” fans as, 118-119
- “Passives,” fans as, 117-118
- Pawn Stars*, 38-39
- Pelletier, Richard, 30-31
- Penn, Christopher, 77
- Pennsylvania, University of,  
104-105
- Persona, of buyer, 40-42
- Personality, as key element of  
brand, 39
- Personality Not Included*  
(Bhargava), 39
- Pet Expertise, 174
- Photographs  
as content source, 75, 78  
metrics of success of, 26  
sharing and tagging of,  
211-212  
tips for taking, 212-213  
tips for using, 210-212

- using professionals to take, 213-214
- PinkStinks, 263-266
- “Play to your strengths” rule, 16
- Ploof, Ron, 176
- Plugged In blog, 249
- Podcasting for Dummies*, 208
- Podcasts, 162, 206-209, 243
- Pollack, Landon, 4
- Presentation Zen* (Reynolds), 159
- Pressfield, Steven, 29, 42
- Printing, enabling of FAQs, 191
- “Proactive,” avoiding use of word, 50
- Proctor & Gamble, 70
- Productivity tips, as content, 79
- Product reviews, user-generated content, 93
- Proteus B2B, 133
- Publishing schedule, creating of, 59-61, 80, 127, 129
- Pulizzi, Joe, 7-8, 29
  
- QuantCast.com, 23
- Quarterly content in publishing schedule, 60-61, 63
  
- Radian6, 251
- Radio. *See* Podcasts
- Rally Point Webinars, 162
- Ranger Station Fire, The* (Ploof), 176
- Registration, of prospects:
  - B2Bs and, 134-135
  - ebooks and white papers and, 179-181
- “Reimagine, don’t recycle” rule, 15. *See also* Content Food Chain
  
- Relevance, as characteristic of good content idea, 72
- Research report, of HubSpot, 242
- Results, in Customer Success Story, 186
- Reviews, as content, 80
- “Revolutionary,” avoiding use of word, 50
- Reynolds, Garr, 159
- Reynolds Golf Academy, 217-221
- Ritchie Bros. Auctioneers, 4, 131
- River Pools and Spa, 8, 10-11
- Robert Half, 173
- Rohrs, Jeff, 38, 54
- Rowse, Darren, 43
- Roy, Kathryn, 176
- RSS readers, 115
- Rubin, Karen, 243
- Ryan, Shelley, 156, 157, 161, 164, 169
  
- SAS, 135-138
- Saved by a Hard Cover* (ebook), 174, 175
- Scott, David Meerman, 4-5, 86, 179-180, 217, 254
- Scribd.com, 69
- Sealy Posturepedic, 188, 189-190
- Search engines:
  - keywords and, 11-13, 75-76
  - optimization of, 21-22, 66, 103
- Search.Twitter.com, 116
- Sears Yard Guru, 4
- Seizing the White Space* (Johnson), 56-57
- Setup, in Customer Success Story, 183-184
- Seven Infectious Diseases of B2B Marketing—and Their Cures* (Roy), 176

- Shah, Dharmesh, 44
- ShangriLa Furniture, 192
- Shankman, Peter, 88
- Shareable content, importance of, 104-106
- “Share or solve; don’t shill” rule, 15, 173-174. *See also* Content sources and ideas
- ShareThis.com, 105
- Sheridan, Marcus, 8, 10-11
- Short, Rick, 259-262
- “Show; don’t just tell” rule, 16, 174
- “Silly phrases,” avoiding use of, 52
- Simmons, John, 30
- Simplicity, in Twitter posts, 108
- Six Pixels of Separation* (Joel), 206-207
- Skype, 75
- Slidecasting, 166
- SlideShare.net, 69, 165
- Smith, Helaine, 176
- Smith, Richard, 144
- Social media. *See also* Facebook; Twitter
- AskPatty.com, n.c. and, 234
  - as content sources, 76, 80
  - Indium and, 260
  - Kodak and, 249-250
- Solis, Brian, 5-6
- “Solution,” avoiding use of word, 51
- Solution, in Customer Success Story, 185
- Sparkman, Russell, 59-61
- Speakers, for webinars, 160-161
- “Speak human” rule, 15, 34-45. *See also* Voice, finding distinct
- SQPN (podcast), 207
- State of Social Media Marketing* (research report), 57
- Stein, Len, 9
- Stelzer, Michael, 171
- Stibbe, Matthew, 35, 48, 254
- “Stoke the campfire” rule, 16, 96-101
- Story Sherpa, 197
- Stranger’s Long Neck: How to Deliver What Your Customers Really Want Online* (McGovern), 51
- Strunk, William, Jr., 34, 46-48
- Stubby Dog, 4
- Subtitles, in blogs, 144-145
- Success. *See also* Customer Success Story
- in B2B marketing, 131-132
  - measuring of, 25-27, 167
- Surprise, as characteristic of good content idea, 73
- SurveyGizmo.com, 244
- SurveyMonkey.com, 244
- Surveys, of customers, 167, 244
- Syndication, AskPatty.com, Inc. and, 232-233
- “Synergy,” avoiding use of word, 49-50
- Szabo, Julie, 176
- Tagging:
- of blog entries, 147
  - of photographs, 211-212
  - of videos, 200-201
  - of webinar slides, 165
- “Technological terms,” avoiding use of, 51-52
- Ten Ton Marketing, 120
- “30,000 feet,” avoiding use of term, 50-51

- Thousand Words, A* (Kodak blog), 148, 248-249
- Threadless. com, 211
- Thumbnail, of video, 201
- Tilton, Stephanie, 55, 120-121
- Tinseth, Randy, 253-258
- Tips and Projects Exchange, of Kodak, 250-251
- Titles, for ebooks, 174-175
- Transcripts, of webinars, 163
- Triggers, in blogs, 146
- “Trolls,” fans as, 118
- Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust* (Brogan), 100, 105
- Trusted Cloud, 90-91
- Truth, as characteristic of good content idea, 72
- Twitter. *See also* Social media
- Boeing on, 256-257
  - Kodak on, 250
  - PinkStinks on, 264-265
  - promoting webinars on, 165
  - Search.Twitter.com, 116
  - tips for using, 107-113
- “Twitter Gradel,” 242
- TwitterMoms, 232
- Ultimate Guide to Email* (ebook), 174
- U.S. Army, 227-230
- Use case studies, in B2B marketing, 131-132
- User-generated content (UGC), 59, 93-95, 250-251
- “Users,” avoiding use of word, 51
- Vaughan, Scott, 132
- Videos, 195-205
- of Boeing, 256
  - content creation for, 197, 201-205
  - of Customer Success Stories, 186
  - equipment needed for, 196
  - of HubSpot, 242, 243
  - of Kadient, 238
  - metrics of success of, 26
  - posting and sharing, 200-201
  - of Reynolds Golf Academy, 219
  - in webinars, 161-162
  - writing and shooting of, 198-200
- Video-sharing sites, 200
- Viral sharing, 104-106, 113
- Visibility Public Relations, 9
- Vitality, 186
- Voice, finding distinct:
- examples, 31-34
  - importance of, 28-31
  - tips for, 34-45
  - words to avoid, 45-53
- Volpe, Mike, 44, 146, 240-247
- Vonhögen, Father Roderick, 207
- Watson, Kirsten, 62-63
- We, Me, Them & It: How to Write Powerfully for Business* (Simmons), 30
- Webinars, 57, 153-169
- defined, 153
  - of HubSpot, 242
  - metrics of success of, 26-27
  - strengths of, 153-156
  - technology platforms for, 168
  - tips for creating, 157-163
  - tips for producing, 163-168
  - weaknesses of most, 153-154, 156-157

- Webinars (*Continued*)  
  what to call, 168-169
- WeBook, 192
- “Website Grader,” 242
- Weekly content, in publishing  
  schedule, 59-60, 63
- What the Bible Says about Sex*  
  (ebook), 176
- White, E. B., 34, 46-48
- White papers:  
  defined, 170  
  distinguished from ebooks,  
    170-173, 237-238  
  of Kadient, 238  
  metrics of success of, 37  
  steps to creating, 173-181
- Winsor, Harry, 256
- Winsor, John, 256
- Wisconsin Cheese Board, 70-71
- Wisconsin Milk Marketing Board,  
  71
- Workshifting, 147
- Writing Copy for Dummies*  
  (Kranz), 171
- Writing White Papers* (Stelzer),  
  171
- Ws of content, 18-25
- Young & Free Alberta, 39-40
- You're Not Lifting Your Head*  
  (King), 176
- YouTube, 195. *See also* Videos
- Zappos 31, 210-211