CONTENT MARKETING

VERSUS

PRODUCT & CORPORATE MARKETING

CONTENT MARKETING

Provides a buying service that engages buyers in a dialog

PRODUCT MARKETING

Informs buyers about the product’s positioning, features, and benefits

CORPORATE MARKETING

Communicates the company’s identity, purpose, current news, and material events

PRODUCT MARKETING

Communicates the company’s identity, purpose, current news, and material events

LINKS

MARKETING

DONE RIGHT

When self-sufficient buyers refuse to talk to salespeople, content marketing is what companies must do to fill the conversation gap.

Source: What is Content Marketing? IDC Defines One of Marketing’s Most Critical New Competencies; November 2014

For more information please contact Kathleen Schaub at KSchaub@idc.com