

Contents

Part I How Content Marketing Works and Helps to Achieve Marketing Goals

1	Basics of Content Marketing	3
1.1	What is Content Marketing?	3
1.1.1	Previous Definitions of Content Marketing	4
1.1.2	“Marketing with Good Content” Versus “Content Marketing”	5
1.2	Content, Formats and Channels	6
1.3	Level of Abstraction and Levels of Observation	8
1.3.1	Abstraction Levels of Content Marketing	9
1.3.2	Observation Levels of Content Marketing	9
2	Advertising Effectiveness Model of Content Marketing	13
2.1	Advertising Effect in Marketing	13
2.2	Advertising Effect of Content Marketing	22
2.2.1	The Advertising Effect Model of Content Marketing at a Glance	22
2.2.2	Direct Content Effect (DCE): The Direct Advertising Effect	24
2.2.3	Preparatory Content Effect (PCE): The Indirect Advertising Effect	40
2.3	Sharpening the Definition of “Content Marketing”	46
2.3.1	Definition “Content Marketing”	46
2.3.2	Term Delimitation	48

Part II Psychological Backgrounds

3	Attitudes, Knowledge & Taxonomies as Basic Constructs	57
3.1	Attitudes as a Fundamental Construct	57
3.2	Attitudes as a Result of Beliefs	59
3.2.1	How Beliefs and Attitudes Interact	60
3.2.2	Types and Origins of Beliefs	61
3.3	Knowledge, Taxonomies, Associations	64
3.3.1	Semantic Knowledge as Cognitive Concepts	64
3.3.2	Taxonomies – the Hierarchical Structure of Knowledge	66
3.3.3	Interconnected Knowledge and Associations	68
3.3.4	Knowledge of Behavioral Consequences is Crucial	70
4	Changing Attitudes	71
4.1	The Central ELM Route	74
4.2	The Peripheral ELM Route	75
4.3	The Route Probabilities	76
4.4	The Heuristic Systematic Model (HSM)	79
5	How Behavior Arises and Can Be Influenced	81
5.1	The Theory of Planned Behavior (TPB)	81
5.1.1	The Expectancy-Value Model	83
5.1.2	Perceived Social Norms	89
5.1.3	Perception of Behavior Control	90
5.1.4	Actual Control	91
5.2	The MODE Model	92
5.2.1	Controlled and Spontaneous Processes	93
5.2.2	Motivation and Ability	95
6	Content Effects Regarding Machines	97
6.1	Effects on Search Engines (SEO Effects)	97
6.2	Effect on Social Media Algorithms	100
6.3	Preparing other Advertising Campaigns (Retargeting)	101

Part III Designing Effective Content Marketing

7	Structured Approach for Topic Finding	105
7.1	The Life Area Association Method	106
7.2	The Personified Product Method	115

7.3	More Tips on Finding Topics	116
7.4	Topic Selection and Prioritization	118
8	Designing Effective Content Marketing Posts	123
8.1	The Accurate Content Substance for a Topic	123
8.2	Contents as Cognitively Processed Arguments	127
8.2.1	If and when an Argument is Convincing	128
8.2.2	Relationally Effective Arguments	131
8.3	Designing Content with Cues for Automatic and Unconscious Effects	138
8.3.1	Heuristics and Affects Determine Attitudes and Behavior.	139
8.3.2	“Much” (or “Little”) has an Effect.	140
8.3.3	“Again and Again” Works	143
8.3.4	Expertise, Trustworthiness and Attractiveness.	144
8.4	Focussing Behaviorally Relevant Knowledge	147
8.5	The Relational Effect of Content	150
8.6	Further Increase Content Marketing Advertising Effect	154
8.6.1	Strengthen Motivation for more Effect	155
8.6.2	Improving Ability to Enable Effect	157
8.6.3	Coordinate Advertising Communication and Content Marketing.	159

Part IV Controlling in Content Marketing

9	Basic Thoughts on Controlling	163
9.1	Purpose and Tasks of Controlling	163
9.2	Central Terms.	164
9.2.1	Measured Values	164
9.2.2	Indicators	165
9.2.3	Performance Indicator (PI)	168
9.2.4	Key Performance Indicator (KPI)	168
9.2.5	Balanced Scorecard	169
9.2.6	Performance Measurement Systems	170
9.2.7	Key Performance Indicators Framework	170
10	The Content Marketing Controlling Framework	173
10.1	The Content Marketing Controlling Chain	174
10.2	Content Creation Metrics.	176
10.3	Key Figures of the Content Itself.	181

10.3.1	Amount and Classification of Content	182
10.3.2	Quality of the Content	186
10.4	Key Figures of Content Presentation	190
10.4.1	Frequency of Content Presentation	190
10.4.2	Intensity of Content Presentation	199
10.4.3	Quality of Content Presentation	201
10.5	Key Figures for Cognitive Basic Effects	201
10.5.1	Awareness of the Content	203
10.5.2	Effect on Knowledge, Attitudes and Other Mental Constructs	206
10.6	Key Figures of Conative Basic Effects	208
10.6.1	Intensity of Content Use	208
10.6.2	Interaction Triggered by Content	210
10.6.3	User Engagement Metrics	219
10.7	Key Figures of Cognitive Advertising Effectiveness	222
10.7.1	Awareness	222
10.7.2	Image	226
10.7.3	Amplification of the Effect of Advertising Communication	230
10.8	Key Figures of the Conative Advertising Effect	233
10.8.1	Purchase	233
10.8.2	Multiplier Effects	236
10.8.3	Effects on Customer Loyalty	238
10.9	More Insights through Relationships and Comparisons of Key Figures	239
10.10	Typical Problems with Measurement Tools and Data Capture	240
References		245