

Reflections on The Great Marketing Experiment: What We've Learned as Independent Consultants About Content-Based Marketing

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Amanda Klein-Cox* and Brad Krueger*

*Not experts, just enjoying our own learning and hoping to share

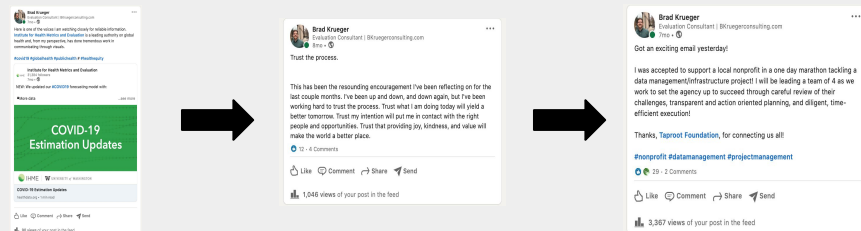
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What is Content-Based Marketing? According to the Content Marketing Institute, content-based marketing is “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Why Have We Chosen to Use Content-Based Marketing? Creating content and marketing it allows us to showcase what we as consultants and evaluators bring to the field and how we “shine our light” through our work. This helps us establish ourselves as legitimate, credible, and competent business owners but also help clients see evaluation as a worthwhile and attainable undertaking for their organization. Content-based marketing helps us communicate that evaluation is more than just rigor and methods and is actually a vehicle for engaging stakeholders and driving improvement.

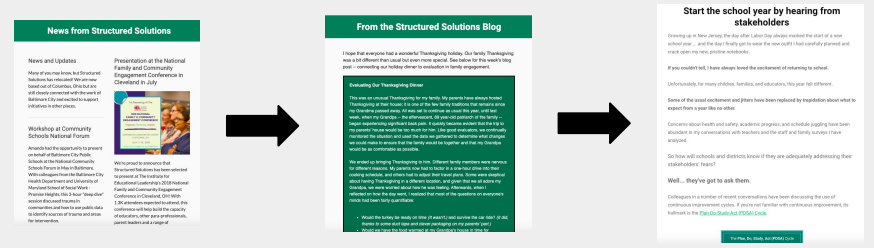
Brad's Experience (6 months in): LinkedIn

- LinkedIn is content poor, it has more viewers than creators.
- A great way to share your work and values with a professionally-oriented audience, often decision-makers
- Network at a rapid pace, quickly identify connection points, initiate conversations through messages,



Amanda's Experience (5 years in): Blogging/Email Marketing

- Email (and blogs) aren't subject to algorithms, so you know exactly who you're reaching.
- Focus on one topic per post/email and make it clear what the “call to action” is for readers.
- Use stories to make evaluation concepts more approachable.



Lessons We've Learned

- Barriers are often internal: Each post/blog/email won't be perfect (and doesn't need to be) - Perfection is not the goal!
- Trial and error is encouraged! Marketing cycles are short and offer opportunities for quick feedback loops to improve.
- You may not hear back immediately but that doesn't mean you are not making an impact.

Resources That Have Helped Us

- [Reframing Your Direct-to-Consumer Strategy](#)
- [Smart gets paid](#)
- [Flourish + Grit](#)
- [Louise Brogan](#)
- [The GaryVee Content Model](#)