

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

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

KRUEGER
CONSULTING
HUMILITY-Led DATA-Focused IMPACT

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,

The image shows a LinkedIn post from Brad Krueger, a consultant at Structured Solutions. The post is titled "COVID-19 Estimation Updates" and discusses the challenges of working during the pandemic. It has received 1,046 views, 4 comments, and 1 share. The post content includes: "This has been the resounding encouragement I've been reflecting on for the last couple months. I've been up and down, and down again, but I've been working hard to stay the process. Trust that an ending today will yield a better tomorrow. Trust my intention will put me in contact with the right people and opportunities. Trust that providing joy, kindness, and value will make the world a better place." The post also includes a link to "COVID-19 Estimation Updates" and a "Like" button.

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.

The image shows a blog post from Structured Solutions titled "Start the school year by hearing from stakeholders". The post discusses the importance of listening to stakeholders at the beginning of the school year. It includes a call to action for a webinar: "I have that everyone had a wonderful Thanksgiving holiday. Our family Thanksgiving was a bit different than usual but even more special. See below for the webinar this year - connecting a worthwhile effort to increase a family engagement." The post also includes a link to "Start the school year by hearing from stakeholders" and a "Like" button.

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](#)