



Welcome

Context vs. Content





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

What is *content marketing*

What is *context marketing*

How do you *"do"* context

Examples

YOU CAN **GAME** SOCIAL MEDIA
IN THE **SHORT RUN**,
BUT NOT FOR LONG.

Seth Godin

Thought #1

What is content marketing

What is CONTENT

The practice of writing
educational, informative content
related to your community.



THE REAL **SKILL** NOW IS
LEARNING HOW TO PICK OUT
USEFUL INFORMATION
FROM ALL THE NOISE

Nate Silver

Thought #2

What is context marketing

Context Marketing

Delivering the *right content* to the
right people at the *right time*.

Be a
Spelling Bee
Champ



Your Amazon.com

Featured Recommendations

Music

Pet Supplies

Books

Arts, Crafts & Sewing

Office Products

Electronics

See All Recommendations

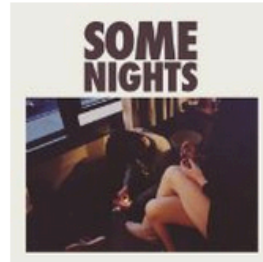
Music



New Release
Random Access Memories
Daft Punk
\$11.88
[Why recommended?](#)



New Release
Modern Vampires of the...
Vampire Weekend
\$9.99
[Why recommended?](#)



Some Nights
Fun.
★★★★☆ (606)
\$9.99
[Why recommended?](#)



For Emma, Forever Ago...
Bon Iver
★★★★☆ (173)
\$11.99
[Why recommended?](#)



The Lumineers
The Lumineers
★★★★☆ (736)
\$8.99
[Why recommended?](#)

Thought #3

How do you “do” context

Identify your
PROSPECT PERSONA



- What are their challenges?
- What is important to them?
- What influences their decision?
- What sort of images or info appeals to them?



TARGET YOUR
CUSTOMERS



YOU KNOW YOUR CUSTOMERS

These are your people. Look beyond reports.

Thought #4
Examples

YOUR STALK LIST

- Charity: Water
- Benefit Cosmetics
- Seed Effect
- GoPro
- Defy Bags
- Ditore Mayo

TAKEAWAYS

What is *content*

What is *context*

How do you *"do"* context

Examples



Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

Don't forget to like and follow us!



@therentersvoice



Facebook.com/RentersVoice

Upcoming Webinar



Defining & Delivering a Great
Customer Experience

Thursday, July 25

1:00 PM – 1:30 PM CDT

Register at epmsonline.com

Thank you! Want to learn more?

rentersvoice.com

info@rentersvoice.com

epmsonline.com