

The

10

new rules
of content
marketing for
tech brands



Rule 1: Everything starts with the customer. First, last, everything. If you're the most important person in the conversation, then it's time to leave before you get booted out.



Rule 2: Forget what you're trying to sell, nobody is really that interested.

Rule 6: You don't have to show product to sell product. People know what software looks like, they even know what the inside of a data centre looks like. Show them something different. Frame your product in a way that sets you apart.



Rule 7: People buy stories just as much as they buy products. Let your customers see themselves in the story you're trying to tell.

Rule 3: Every decision maker you're trying to engage with spends 90% of their working life in F.E.A.R. They are: Frustrated, Evasive, Apathetic and Risk averse.

Rule 4: Every buyer or decision maker, given the opportunity would like to spend more time out of the F.E.A.R zone. Your job as a brand is to take them somewhere else. Your job as a brand is to make them feel B.R.A.V.E. (Buyer emotion, Recognition, Appreciation, Value, Engaged).



Rule 5: People buy on emotion and justify with fact. It's like the wings of a bird; you need to create both types of content if you want your business to fly.

Rule 8: Having a point-of-view is infinitely better than having no view at all. Remember, you're trying to kick-start a conversation, not a bike.

Rule 9: People can smell your bullshit a mile off. Be truthful and sincere or risk being alienated.

Rule 10: Be humble and gracious. You're asking people to do you a favour, not the other way round. Manners still matter. You're welcome :-)

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