

The Fortune 500

Small Business

Content Marketing



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## Introduction

We at Content Equals Money work with small businesses in order to facilitate content marketing initiatives.

For those who are not in the know, content marketing is any means of connecting with the consumer outside of traditional advertising methods. For example, having a blog is a form of content marketing, as is a Twitter feed, a Facebook page, or an email marketing campaign. Having instructional videos up on YouTube is content marketing. Sharing informational white papers is content marketing.

Virtually, any way that a company connects with the consumer on a personal level in order to share relevant information is a form of content marketing.

Content marketing has incredible ROI (that's return on investment) and provides companies with a way

to get in contact with their customers and keep a thumb on the pulse of consumer interest. Content marketing is effective both on the large-scale and the small.

While we work with smaller companies, we'd also like to take some time to look at the many ways that Fortune 500 companies use content marketing to stay in contact with their consumers. Each company listed here has a different strategy - and the best part is that these strategies are utterly scalable. So whether you've got 5 million employees or just 5, there's a way to make content marketing work for you and your business.

# Automotive

There are three recognized American car manufacturers with a new one starting up. The current big three are Ford, GM, and Chrysler. The new one starting out is Tesla. However, for the established car manufacturers, they have the luxury of an established history on which they can market their vehicles.

## Automotive Facebook

You see car commercials all the time for car manufacturers whether they are American or not. However, what you are less likely to see—unless they specify the “come check us out” line on their commercial—is their social media presence. The more online content, the more active and healthy the business looks. An example of this is both GM and Ford; the two largest American car manufacturers.

Both GM and Ford have Facebook pages. With over 386,000 likes on [General Motors Facebook](#) page, they have made sure that they are easy to find. And with a [US population](#) estimated at 314,000,000, that’s about 1 “Like” per every 830 people. Ford is even better. When you

go and visit [Ford’s Facebook](#) page, you are drawn quickly to the fact that Ford is made up of and focuses on people. Ford has a vast number of likes on Facebook. With 1.5 million Facebook likes, it’s easy to see that Ford made the right choice to use Facebook as a tool to reach out and connect with their marketing base.

A strategy that both companies employ and that any company can employ is using Facebook Timeline to establish their company history. With pictures to compliment their long history, they keep customers reminded that have been established for over a century and continue to keep a strong active presence in the automotive world.

## Automotive Tweets

Just as important as Facebook, Twitter is utilized by both companies as well. GM uses [Twitter](#) as another facet of social content marketing. [Ford’s Twitter page](#) keeps followers in the loop regarding Ford business and news. It’s a fast way to keep both companies connected to their followers.

Twitter allows the automotive industry to stay current and release news on a moment's notice. Both companies use Twitter to keep customers engaged. Whether it's an announcement of a release date or an upcoming auto show, it allows the company to release information and consumers to speak back.

Twitter is an excellent tool for content marketing for both companies because it keeps information circling and conversations to stay relevant. Customers can talk to each other about the products and respond when something from the company is posted.

### Automotive Blogs

General Motor's blog called [FastLane Blog](#) is the company's official blog, but has also been organized into subcategories to help blog readers find articles they have a particular interest in more quickly. Such categories include Auto Shows and Business. So if you are on the site to find only articles related to Auto Shows, you have the option to choose the subcategory rather than read through the entire blog history.

Ford differs slightly in that they don't have a true blog in connection

with their site, but they have what is called [FordSocial](#) that acts as an online news hub so Ford enthusiasts can read the latest company news. Much the same as news websites, Ford articles can be searched by date and popularity.

### Lessons Learned

Both Ford and General Motors have a long and successful automotive history. And each is one of the others' competitors but they employ much of the same content marketing strategy. Both have a strong presence on Facebook and Twitter.

They keep their sites regularly updated and this keeps their sites relevant. It's a great marketing strategy that has helped contribute to the ongoing continued success for both companies.

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[They Did What?!](#)  
[General Motor's Content Marketing Bomb-Drop and Beyond](#)



## Consumer Goods

Most large companies use their fans to help market their goods. Whether it's to help market directly to their consumers or using their consumers as a further tool to market their goods, it's a very clever strategy. Even food goods are utilizing content marketing and social media to further their products.

### Consumer Goods Facebook

Everyone or almost everyone knows that when they go onto Facebook they can "like" a comment or product. When a company is "liked" they know how popular their product is. It also allows the company to continue marketing directly to the audience they want to target. Pepsi uses their [Pepsi Facebook](#) page as a way to continue communicating with their consumers even with something as minimal and simple as stating the weekend is winding down and to enjoy it!

On the other hand, General Mills has no activity on Facebook. If you go onto Facebook and type in General Mills, the [General Mills logo](#) and a brief description and

history is all you will find. General Mills is a Fortune 500 company, but they do not engage their customers with news regarding the products or company over Facebook.

### Consumer Goods Twitter

Pepsi keeps active with their consumers through the social media of Twitter as well. [Pepsi's Twitter](#) page, much like their Facebook page, engages people to interact with and through Pepsi. They encourage tweeting on topics that range from music performances to how your individual weekend went.

Similarly, General Mills participates on Twitter as well. [General Mills](#) uses Twitter similar to Pepsi but with less open-ended tweets to start conversations the way Pepsi does. Twitter for General Mills allows them to respond to customer tweets and in cases where they post about their product such as about health benefits, they refer to their page on [LinkedIn.com](#).

### Consumer Goods Blogging

Both Pepsi and General Mills are part of the consumer goods industry that uses blogs to help promote their company and what their company

stands for. Blogs allow for the companies to express more deeply who they are and what they support. For instance, General Mills' blog, [Taste of General Mills](#), has articles about recycling, news regarding the food industry and General Mills, as well as customers who have shared their story with General Mills.

Pepsi has their series of blogs called [The PepsiCo Portal Blog Hub](#). It is truly a hub and is more for company information and what the Pepsi Company is involved in than being a consumer-friendly blog. However, the blog is extremely informative. The PepsiCo Portal features articles regarding [recycling](#) and [international responsibility](#).

### Lessons Learned

No matter where they use their content marketing, both General Mills and Pepsi are communicating with their consumers. They keep themselves relevant and up-to-date. Through Twitter, they both interact with consumers. And their blogs inform everyone what projects their companies are involved in and what their company stands for.

This technique can be applied to any business. Any business can use

social media to communicate with their consumers. And as General Mills and Pepsi both realize, a company blog helps further educate consumers what their company believes in and how the company benefits others. The content marketing not only helps create traffic boosting sales, but also works as a public relations tool as well.

In terms of Pepsi and General Mills educating their consumers and generating conversation, Pepsi does a far better job at content marketing. They leave topics open for their customers and consumers to discuss while being sure to not push themselves too much. Their blog, however, while extremely informative does little to generate conversation and feels dry. General Mills' blog is far stronger than their non-existent Facebook presence and they respond only to tweets; because of this, General Mills misses out on the benefits that content marketing could bring.



# Education

There are no Fortune 500 companies based on solely on education. As beneficial as education is, it's not a money-making industry. Actually, it is quite the opposite. We all pay money into taxes so that every young person can receive an education. From this perspective, education is more of a money-losing enterprise more than anything else. Only through repaid student loans with interest does anyone profit from helping someone else get through school.

However, this doesn't prevent companies from helping in the field of education or producing and selling products that help educate. Such can be seen by two examples. Apple is a company who is helping push education with lowering the cost of iPads. And a company that produces learning material for adults and students alike to learn a foreign language is Rosetta Stone.

Rosetta Stone is not a Fortune 500 company, but that doesn't mean that they don't care about education. And they employ the same content marketing techniques used by larger Fortune 500 companies.

## Education Facebook

Any company that means serious business wants to have a Facebook page. Facebook offers a way to get information about the company out and get people talking about the company. Rosetta Stone has taken full advantage of this. The [Rosetta Stone Facebook page](#) has over one million "likes" and like any company serious on their content marketing, they keep it updated; daily, if not weekly.

Rosetta Stone even uses their Facebook to encourage conversation between their followers; with little questions or statements people "like" or commenting on their feelings and relevancy of their Facebook post. This is a brilliant use of Facebook in terms of content marketing. You want your customers to interact with you about your product.

On the other hand, Apple Inc. has 6.5 million likes on Facebook but the company doesn't post anything regarding their business on the social media site. There is little in the way of conversation generated by the company on Facebook.

## Education Tweets

Rosetta Stone is active on Twitter as well as Facebook. You don't have to look very long at their [Twitter page](#) to see that the main use is to promote their support, answer and respond to customer tweets, and announce sales. However, the bulk of Rosetta Stone's Twitter use is to respond to consumer comments.

Apple is not much better in terms of Twitter. You can follow Apple stock or Apple news, but it is very cut and dry. There is information about what is happening with the company but nothing that stimulates real conversation. You can read a quick piece of news, but it's something you'd skim than really read and nothing you would go out of your way to share or re-tweet.

## Lessons Learned

Rosetta Stone also uses its blog, [LinguaVore](#), to continue its content marketing. LinguaVore is divided into five areas: Welcome, Latest Posts, RVoice, Inside Rosetta Stone, and Language Journeys: A Customer Perspective. The content in the RVoice features various articles pertaining to language or

learning language.

The content includes articles that people interested in learning languages may find interesting such as [Irish being a dying language](#) to customers' [testimonials](#) about their language learning process.

While the blog doesn't generate a lot of conversation it still informs the audience of what is happening in the Rosetta Stone world. And while blogs are not updated on a daily basis, there is a new blog every few days or at least once a week.

Apple doesn't have a blog. Their information and news is much harder to come by. Indeed, when you go to the Apple site they push the products they sell. In order to get news about the company you have to find a tiny link at the bottom of the page labeled "Hot News." It is when you click on [Hot News](#) that you come across articles relevant to what Apple has been doing or product news.

Most of the Apple site is pushing their products and how impressive their products or sales numbers are, but occasionally, there are articles

such as [Apple aiding in education](#) that demonstrates that Apple doesn't just simply push their products even if the article is still product-heavy.

“Create a **brand message** that people can **rally around.**”  
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[Lessons From a  
Content Marketing  
Powerhouse: Intuit](#)

# Finance

No matter the industry, there is no doubt that there is a benefit to content marketing. And the benefits of content marketing apply to Fortune 500 finance companies as well. Of course, if they work for Fortune 500 companies, even a small business owner can benefit from the same content marketing strategies.

Take two Fortune 500 finance companies such as Fannie Mae and Bank of America. There is no doubt you've heard of these two companies. Would it surprise you to know that they both utilize Facebook and Twitter? It shouldn't. Lots of companies use social media and content marketing to better reach their consumer base and promote themselves and their product.

The difference is content marketing isn't just selling a product, but getting people talking about the company and getting the company to talking back; along with helping people learn about the company as well. When people are being talked with and not talked at is when content marketing is doing its job.

## Finance Twitter

It may seem like a funny thought that Fannie Mae and Bank of America have tweets but they do. Indeed, Bank of America has two facets of their Twitter pages. They have the [Bank of America News](#) and [Bank of America Help](#).

And both are just what they sound like. Bank of America help is for customers to reach out with problems they've had or are having and have them addressed. The Bank of America News includes news of the bank's quarterly reports but also environmental projects that Bank of America is helping to sponsor and support.

Fannie Mae also is active on Twitter. Fannie Mae's use of [Twitter](#) is as a quick method to get news out to their followers. However, they do not have a large following. Less than 3,000 people currently follow Fannie Mae, even though Fannie Mae offers links that may seem useful for future financial predictions such as a June 7<sup>th</sup> link about [consumer spending predictions](#) regarding spending as well as home buying/renting.

Both companies are using Twitter to express news and reach their customers on an easy mobile social media market. And big businesses are not the only businesses that can use Twitter as a tool for communication. A small business can equally use Twitter as a communication tool.

### *Finance on Facebook*

More than Twitter, it is Facebook where social media and content marketing can really explode. Most people will simply respond to something with a “like” that they have read and possibly agree the statement or concern being addressed. [Bank of America’s Facebook](#) allows for a more one-on-one approach for the company with customers. It can be a simple conversation starter such as a post about how much money is the proper amount to gift at a wedding to community outreach programs such as [volunteer work](#) performed by Bank of America employees.

Of course, Facebook only benefits your company if your company is actively involved on Facebook and is regularly updated with new posts.

Unlike Bank of America who stays active and involved, Fannie Mae has no Facebook presence. If you search for [Fannie Mae on Facebook](#), all that comes up is a description of the company as well as a brief history. This doesn’t get customers involved or talking about the company.

Facebook is a great way to get customers and consumers talking about your company. Your company can inform Facebook followers of your company and programs and have them respond in return.

### *Lessons Learned*

When customers are actively engaged with a company, they are more apt to have good and insightful information to share with others. The company seems more personal and friendly. That is the whole purpose of content marketing. The content reaches out and truly speaks to your customers, encouraging more active participation boosting your business.



# Fitness

There aren't any Fortune 500 companies in the fitness industry, but there are smaller companies that are all about fitness. There are even some Fortune 500 companies that encourage fitness among their employees, but fitness is not what their companies sell.

Two of the small companies that are not Fortune 500 companies but fitness is their business include Nautilus and Johnson Fitness.

Both companies produce training and fitness equipment. However, some Fortune 500 companies such as PepsiCo, Google, and Verizon Wireless provide the necessary amenities in their corporate building so their employees can find time to incorporate fitness into their after work life. Providing opportunities to keep [employees fit](#) has been found to be beneficial for each company.

## Fitness Facebook

Unfortunately, while they are Fortune 500 companies, they don't fall into the fitness category. But, they do provide the means of their employees to work to become fit and an example of this is PepsiCo.

When you look at [Pepsi's Facebook page](#), you see pictures with lots of movement and conversation prompts regarding what activities will be performed over the weekend. Pepsi uses their Facebook page to engage and open conversation without trying to push their product. The picture of Pepsi cans is able to speak for itself.

Google also has their own [Facebook page](#) which they use in a very similar fashion. Instead of using their Facebook to exclusively push or market their products, they use their posts as conversation prompts. This is an excellent use of Facebook for content marketing.

[Verizon's Facebook page](#), on the other hand, is more product-heavy. There are some prompts to start conversation but many more revolve around their phones and the various apps and feature their phone sports. While they are good at keeping their page up to date, Verizon doesn't generate the same amount of comments or conversation the way Pepsi or Google does.



## *Fitness Twitter*

PepsiCo uses their [Twitter page](#) as a source of connecting their followers to news articles about what is going on at Pepsi. Consumers can also respond to tweets as well. It's another great way for Pepsi to stay in contact with their consumers.

Google equally offers a plethora of articles related to what is new with their company on their [Twitter](#) page as well. And they get a lot of response back in return. This is exactly what you want with content marketing. You want to post or tweet something and have people respond back to your prompt. Even if it's not directly related to your business's products, you want to get people talking with you.

[Verizon's Twitter page](#) works the same as Pepsi and Google. They tweet references to articles and people respond to the articles generating conversation. In this manner, Verizon also makes good use of their content marketing.

## *Lessons Learned*

If you own your own small business or work for a small business, you can easily add content marketing to help your business as well. Content marketing isn't just a tactic for Fortune 500 companies. Anyone can make their own Facebook Page, Twitter account, or even company blog. Any way to generate information and get people talking about your business is a good way to market.

If your company has a Facebook page then make sure it's updated with new posts regularly. Not every hour but perhaps once a day. Don't be overly product-heavy. People don't want to read post upon post of what you sell. Post articles about company activities, charities, or news that involves the business environment. A variety of content is better than none at all.

# Food

There are quite a few food companies that are part of the Fortune 500. And part of their success comes from their marketing. But there is much more than large, nationally commercially-aired advertisements that these Fortune 500 food industries use. They also use content marketing tools as well. And if it works for them, it can work for small food companies as well.

The trick to successful content marketing is to keep things updated. Don't go weeks in between adding new material. And content marketing doesn't mean continuously pushing your product either. You want to create conversation around the product, but not necessarily about the product.

## Food Facebook

Hershey is well known for their chocolate and when you want to want to look them up on Facebook you have options. Hershey is very large and has a page dedicated to [Hershey's Kisses](#) and another to [Hershey's Bliss](#) and [Hershey's Kitchen's](#), a place to find recipes which prompts conversation regarding cooking traditions and cooking tips.

Sara Lee is another Fortune 500 food company with multiple Facebook pages as well. With a Facebook page dedicated to [Sara Lee Deli Meats](#) and [Sara Lee Desserts](#), Sara Lee are able to direct content to the different products they sell. They use content marketing on Facebook to call attention to the products they sell, but also to generate conversation prompts as well; such as summer plans or asking their fans what flavors the consumers would be interested in seeing.

## Food Twitter

Hershey's company also has a [Hershey's Kisses Twitter](#) page. They inspire conversation prompts such as family traditions and favorite places to go to the beach. By incorporating conversation prompts instead of just talking about their food product, they make better use of Twitter for content marketing.

Sara Lee diversifies their product on Twitter as well as Facebook. With a [Sara Lee Desserts Twitter](#) page as well as a page for their [bread](#) and [deli meat](#), they create more content for their products.

And the content marketing doesn't just center around their products. The [deli meat](#) page also features tweets on gardening advice as well as simple prompts like what makes their followers happy.

### Lessons Learned

Facebook and Twitter are excellent places for content marketing that can be used by more than just Fortune 500 companies. Even small companies can learn from their use of social media sites and imitate the form in a manner that works for them.

With both Facebook and Twitter, both Hershey and Sara Lee link to recipes in their prospective sites; such as [Hershey's Kitchen](#) and the [Sara Lee dessert recipe](#) page. Any business whether in the food industry or not can use their own Facebook or Twitter to link to recipe pages that people will enjoy. And the recipes can work as conversations starters, thus providing even more content.

“ The more you  
**blog**, the more  
**business** you  
”  
get.  
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[Kraft Foods: A Content Marketing Strategy That You Can Do, Too](#)

# Hospitality

Many businesses are finding ways to help market themselves that involves more than paying for a spot on primetime TV. In many cases, marketing can be done more efficiently and for much less. And what a better way to market than to find a way that allows customers to market your product to other customers? Not only will more content help others find your product more, but it'll start to gain a reputation on its own.

A lot of content marketing occurs on social media sites. It's a quick way to get many people in one place talking over or around your business product. You don't have to push your product for content marketing to do its job. In fact, pushing the product or service isn't content marketing.

## Hospitality Facebook

You want to get people talking in an easy manner where your customer is more involved. You want to open up discussion that people will remember; to engage people without being a pushy salesman is what content marketing is all about.

[Marriott International Facebook](#) is a great example of using content marketing on a social media site.

When you scroll down and look at some of the posts, you see links to summer BBQ ideas, questions about places you've wanted to always visit, as well as asking questions such as what you want to plant in your garden this year.

The purpose is to engage people in everyday conversation; to talk to customers instead of talking at them about your product. Engaging customers in an everyday conversation about food or pastimes will provide content while your business logo will remind them of the company behind such everyday conversation.

On the other side of hospitality is Starwood Hotels and Resorts, another Fortune 500 company in the hospitality industry. Starwood Hotels and Resorts, like Marriot International, also have their own [hotel Facebook page](#) but unlike Marriott, their Facebook seems very self-promoting.

It doesn't engage their customers in conversation. It is hard to create long dialogue when posts are about awards or new location openings. A few people may "Like" the post, but

that is about as engaged as people will get. This is missed content marketing. People already know that the company wants to promote their business—or in this case, hotel—but where Starwood Hotels doesn't engage, Marriott does.

### Hospitality Twitter

Not surprisingly, Marriott International also has their own Twitter account. And they use their [Marriott International Twitter](#) to address customer concerns and comments. Whether it is to find out what went wrong with a customer's stay or to thank customers for their wonderful comments, they are quick to respond.

This certainly works to make customers staying in their hotels feel as though they are being heard. The follow-up questions or "thank you" tell the customers that Marriott is listening to them. While it is not much of a conversation starter, it is how Marriott has chosen to use their Twitter. And customers are being shown that Marriott does care about the service they provide through Marriott's quick responses through Twitter.

Starwood Hotels uses Twitter very effectively. Their [Twitter page](#) addresses customer questions and comments. They also share tips to save money for various destinations such as restaurants or give ideal shopping locations. These are the little prompts that make for ideal content marketing.

### Lessons Learned

Marriott International and Starwood Hotels are Fortune 500 companies that use social media and content marketing techniques to help boost their business. A small business can use these same techniques as well. If you own a small hotel or bed and breakfast, you can create your own Facebook page. You can talk about yourself, but create content that will spark interest such as good places to eat or shop, sights to see and things to do. This will generate conversation and is the content marketing you want.



# Home Living

Have you put much thought into the products you use around your home to promote a safe and healthy living environment? Two of the biggest names of household items are Proctor & Gamble and Colgate-Palmolive. Sound familiar? They probably do. You can probably look at your house cleaning supplies or body products and see one of these companies. They each are Fortune 500 companies that focus on keeping families happy and healthy.

You're probably used to seeing their products on TV commercials even if you don't necessarily always pay attention to the company itself. But they actively market in other ways besides TV commercials or magazine ads. Both companies use content marketing and this is a marketing method that any company can use whether they are big or small.

## Home Living Facebook

While Colgate and Palmolive are represented as Colgate-Palmolive, they use just Colgate on Facebook. You can visit the [Colgate Facebook](#) page and see how they use content marketing to promote their company. They give little tips that may help with everyday living

matters such as drinking water before bed to help with bad breath to encouraging family scrapbooks.

[Proctor & Gamble on Facebook](#) use content marketing strategies as well. Examples of their Facebook posts include advancements in batteries to partnerships with other Fortune 500 companies to develop plastic from plants.

Both companies use Facebook and both use content marketing through articles that may not seem directly related to their product. Good content marketing will include articles that are about more than the company or products. In this way, Colgate does better than Proctor & Gamble on their Facebook page.

Another key to successful content marketing is to make sure there is fresh new content on a regular basis. This can be new content daily or a couple of times a week. But the more content, the better and more engaged your customers will be.

## Home Living Twitter

Just as both companies use Facebook, they both have Twitter accounts as well.



[Proctor & Gamble tweets](#) include shout outs to moms and dads, teams they sponsor, and responses to customer's tweets. However, the responses seem very standard with no real change in tone.

Colgate also has their own Twitter account called [Colgate Smile](#). Colgate takes on a much more personal approach to thanking customers when they tweet the company. They also give advice on helping teach kids to brush their teeth and they also have generic prompts on what you can do to find happiness.

In terms of content marketing on Twitter, Colgate does a much better than job Proctor & Gamble. When you read through the list of tweets, you can feel Colgate's individual one-on-one feel. This promotes a "we hear you" on an individual feel and promotes the company's image.

### [Lessons Learned](#)

Small businesses as well as big businesses have strengths and weaknesses. And although a Fortune 500 company has a Facebook and Twitter account, it doesn't mean they are using it to market as effectively as they could be.

Between these two companies Colgate has the content marketing that you'd want to imitate. Their individualized responses to customers as well as their conversation prompts will do a better job at generating conversation content to market your company than just talking about what your company has accomplished can do.

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[Bouncing Off the Wall of Shame: 5 Companies Making The Most of Angry Customers](#)

# Marketing

Looking at a list of Fortune 500 companies today, there are only two companies that made the list that fall under the industry category of Marketing/Advertisement. When doing research on content marketing methods, it was somewhat surprising that only one of the marketing companies actually had a Facebook page.

## Marketing Facebook

You would think that a company that specializes in marketing would take it upon themselves to market in every way, especially in a place as common as Facebook. But, Omnicom Group doesn't market themselves or even use content marketing on Facebook.

However, Interpublic Group has invested time to make their own [Facebook page](#). However, not a lot about their page really stands out in terms of great content marketing. There are a few cases where there are posts to funny commercials or cute videos, but a lot of content is about the company itself. And their Facebook page is updated, but appears to only be updated with what they feel is noteworthy.

And none of their Facebook posts really seem to generate conversation. Posts will have a couple "likes" but that is all. For a company that specializes specifically in advertising and marketing, you would suspect their Facebook page would be the prime example of direct and indirect marketing such as content marketing.

## Marketing Twitter

Many companies have Facebook pages and in addition to Facebook, they have Twitter accounts. After all, being at the forefront of peoples' minds is what marketing is meant to do. You want people to remember your name and recognize your company icon or logo. Brand recognition is what sells.

So if you have a business or even just a service you're selling, Twitter is another great way to self-promote, right?

Once again, these two Fortune 500 marketing/advertising companies are surprising. Just like with Facebook, only Interpublic Group has a Twitter account. [Interpublic Group's Twitter](#) page has new tweets about a few times a week. The tweets are very similar to the posts on their Facebook page.

A lot of the tweets focus on the company or individuals within the company. Nothing really stands out to inspire deep conversation or get people outside the company interested in the company. Because of this, there is not a lot of content marketing done by either of these Fortune 500 marketing companies.

However, while Interpublic Group's Twitter may be dry and nothing to really spark interest, they still are more active than Omnicom Group in terms of advertising through social media. [Omnicom Group](#) has a Twitter account and over 100 followers but they do not use their Twitter for anything. They neither self-promote nor share industry news through their Twitter account.

### Lessons Learned

While you may not be able to actually go out and out-market professional marketing companies, you can do a better job at maintaining content marketing. If your company or business isn't a Fortune 500 company, you can still market yourself through Facebook or Twitter. Content marketing is a great way to promote yourself without looking like a self-obsessed and dry company.

Something as simple as a post about your product or service can easily be followed up with another article that is unrelated or seemingly unrelated can help show what your company does, but keep things interesting. Advertise a product or service and follow-up with common summer activities that your product may be used with or for.

Or you may not even need to mention your product or service at all. You can simply make a generalized post about how customers spent their weekends. Or upcoming events that people should consider checking out within your community if you are a small business. This provides an opportunity to engage customers and get them talking to you as a company even if it's not about your specific product.

# Real Estate

In 2009, there were several Fortune 500 companies in the Real Estate industry. Two of those were CBRE Group and Jones Lang LaSalle. Both companies specialize in corporate real estate. And both companies utilize social media to help market their companies. Not surprisingly, the two big social media marketing avenues are Facebook and Twitter.

## Real Estate Facebook

Lots of companies have at least one Facebook page dedicated to their business. Jones Lang LaSalle and CBRE Group real estate companies are the same. They post articles that they find relevant or important to their business.

CBRE Group is good about making sure [their company Facebook](#) page is updated with a post about every working day. For their company, this helps keep things up-to-date and current. However, in terms of content marketing, they are kind of dry. The posts focus on the company. Such posts include respected individuals who've joined the higher ranks of the company, acquisitions the company has made,

and quarterly profits.

While it's informative and much can be learned about the company, its content is dry and boring. There are more people who simply "like" the post than who have comments or opinions about it.

Similarly, [Jones Lang LaSalle's Facebook page](#) is more informative about the company and its successes than it is about content that encourages interest. Like CBRE Group, posts include quarterly earnings outlooks, posts of interviews with the CEO and President, and business partnerships.

Just as with CBRE Group, Jones Lang LaSalle uses their Facebook to inform and as a news hub but the content is dry and does little in the way of content marketing. With every post pointing to the company, there is little to show that they are interested in anything outside of their company.

## Real Estate Twitter

Both real estate companies have Twitter accounts. Similar to their Facebook pages, they use Twitter as a source of information and releasing bits of news.



[CBRE Group tweets](#) seem to be almost the same content that is available on their Facebook page. And the links on Twitter are about property leasing, quarter predictions, and businesses that use CBRE Group for their retail purchases.

If you are in the commercial retail business then the articles and feeds may have greater meaning, but CBRE Group doesn't have any feeds that inspire conversation about their business or go in-depth about their business ventures.

[Jones Lang LaSalle's Twitter page](#) does a little better than CBRE Group in terms of content marketing. Their tweet titles do more to interest a reader. Even though the tweets are still about commercial real estate, they create a bit of curiosity. Such feeds include one of their links to a video in their May 30<sup>th</sup> feed regarding "Getting Retailers to Think Green."

Jones Lang LaSalle has a decent size following of over 12,000 people. And some of their tweets are links to videos while others

are strictly articles pertaining to property research articles and real estate strategies.

### Lessons Learned

There is plenty to be learned from both of these real estate companies in terms of content marketing. You can see how and what it is they post. When you look through both their Facebook and Twitter posts you can identify what you are likely to skip over versus something you may stop to consider watching or reading.

If you want good content marketing material, you want the content that makes people stop and read. You want people to respond and share their views on the material you've provided. It's when people respond to your posts that you are engaging in successful content marketing.

Learn More  
@ Our Blog

[Hubspot: Content Marketing Done Right](#)

## Conclusion

Companies of all sizes and shapes are involved with content marketing. No matter what industry that you are in, your company can benefit from content marketing the same way that the big Fortune 500 companies do.

It doesn't matter how big or small your company is - content marketing is a scalable endeavor that can work no matter who you are or what you are marketing. It's always a great idea to start working with your customers on a more social level. Content marketing allows you to get in touch with the people that you are selling to and gives your brand a more personal angle.

Content marketing isn't just successful for those who are at the Fortune 500 level. No matter what size your business is, it's possible to create a personalized and effective content marketing program that will benefit your company and allow you to reach thousands of people through virtue of Facebook, Twitter, personal company blogs, and other means.

“Traditional marketing talks at people. Content marketing talks with them.”  
[Doug Kessler]



# About

Content Equals Money is a content writing service that serves a wide variety of clients with top-shelf, sharable content. We cater to SEO marketing agencies as well as small business, providing content marketing strategies applicable to many fields. Whether you need content for yourself or content for your clients, Content Equals Money is the insource writing service to suit your needs!

Check out our social media here:



301 Owsley Ave  
Lexington, KY 40502  
<http://contentequalsmoney.com>  
[info@contentequalsmoney.com](mailto:info@contentequalsmoney.com)  
(866) 945-7252