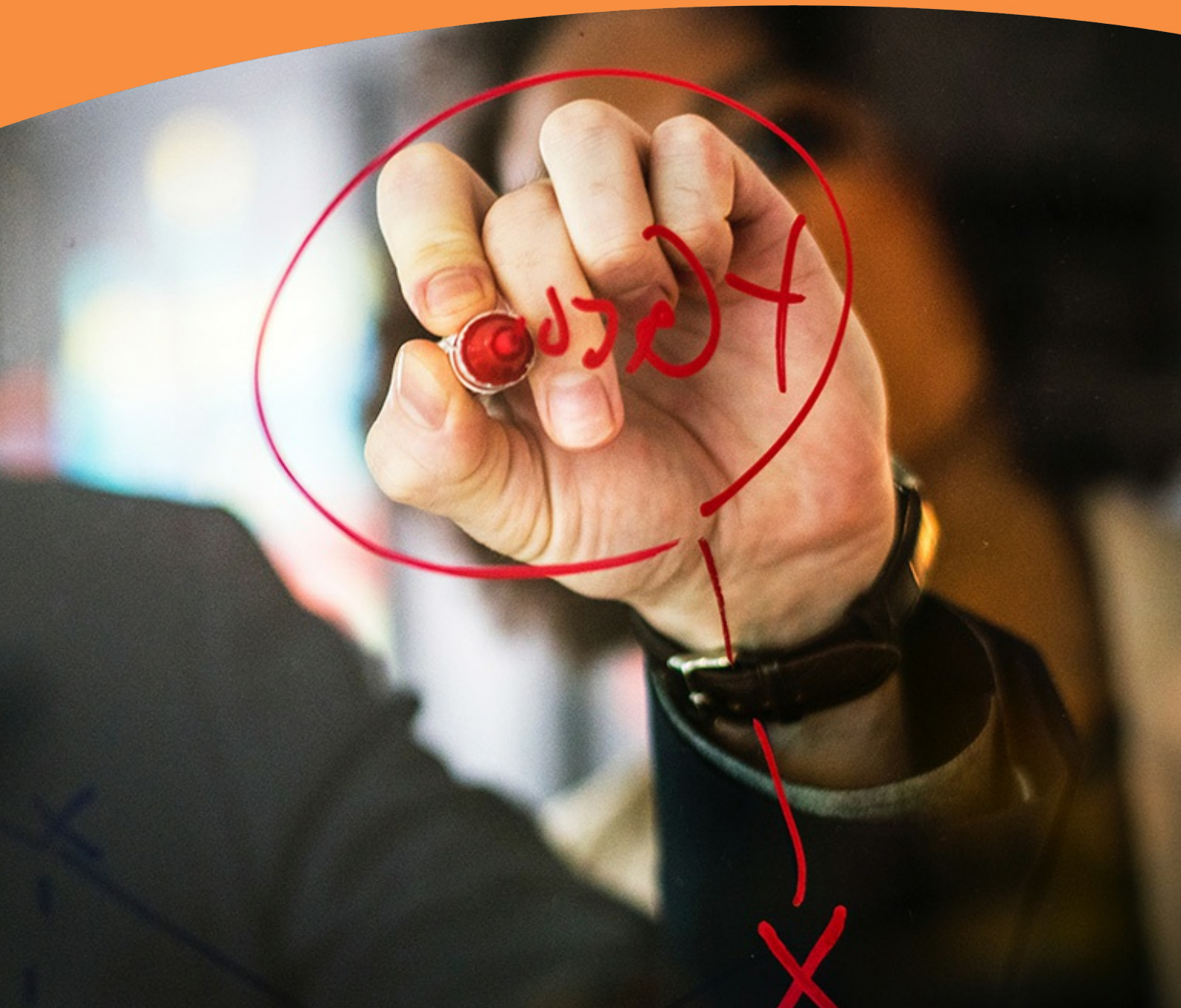


Content Marketing: Further development areas

Andrew Whalley



ANDREW WHALLEY

CONTENT MARKETING

FURTHER DEVELOPMENT AREAS

Content Marketing: Further development areas

1st edition

© 2018 Andrew Whalley & bookboon.com

ISBN 978-87-403-2228-6

CONTENTS

	Part Three	5
1	Useful tools, further areas for more development	6
1.1	Content for specific scenarios	6
1.2	Content for Visual Consumers	15
1.3	Enterprise Social Networks	19
1.4	Content Marketing and direct to consumer brands	22
1.5	Total Online presence & Content Marketing	24
1.6	Content Marketing Tools	33
1.7	Marketing APPs	39
1.8	Content Thoughts	41
1.9	Future SEO – Google is learning to think	42



CMO INSPIRED CONFERENCE
25 OCTOBER | DE VERE BEAUMONT ESTATE | OLD WINDSOR UK

Join Over 100 Chief Marketing Officers & Digital Innovators

PART THREE

1 USEFUL TOOLS, FURTHER AREAS FOR MORE DEVELOPMENT

1.1 CONTENT FOR SPECIFIC SCENARIOS

Content for Business to Business Organisations

Whilst B2B organisations are now spending around 25% of their budget on the development, delivery and promotion of content to drive business, 50% of them also regard this content as ineffective and regard their inability to create enough effective content as their biggest content challenge. As such its worth examining B2B content marketing and noting the key points involved.

Content Creation

Within B2B content creation we have two changeless;

- Creating content that nurtures prospects – this means understanding and using Buyer Journey and Buyer Persona
- Creating content that is actionable and engaging

Nurturing Prospects with content marketing

In today's markets prospects must be nurtured at every point of their buyer journey, this must be specifically tailored to their personal stage (whether that be the awareness, consideration or decision stage) and persona;

- Awareness Stage: Content should focus on prospects and their pain points, this establishes you as a valid solution provider with contextual empathy. Content **MUST** be easily searchable, as studies show that **72% of buyers in the awareness stage use Google**.
- Consideration Stage: In the consideration stage, buyers begin to familiarise themselves with your product and seek more in-depth information to determine your exact relevance, i.e. do you address their pain points. Industry reports and white papers are crucial at this stage to prove a solution's credibility in the industry. Buyers in the consideration stage are most likely conducting in-depth comparison studies of

multiple vendor solutions. Therefore, content created for the consideration stage should strongly differentiate a company's solution from its competitors.

- **Decision Stage:** At this point, a buyer has convinced the key stakeholders (look at DMU in book one) in their organisation that their team needs a product similar your solution but hasn't officially decided upon a vendor. At this stage a purchase is inevitable and it's your chance to influence the DMU in favour of your solution. Content created **MUST** showcase your solution through case studies and customer testimonials. By hearing the success other credible companies have had with a solution, prospects are encouraged to move forward with purchasing.

Finally, once the decision has been made, the new customer must be on-boarded with care. New customers need content that focuses on their on-boarding processes and other best practices to encourage strong utilisation and retention of the product.

Content for Every Persona

The development of a comprehensive range of buyer personas, enables you to segment prospects and nurture them with appropriate marketing tactics; including content. By creating these groups, you are able to develop a content creation strategy to target each segment with appropriate messaging. Targeting prospects based on their buyer persona will significantly improve the likelihood of moving a sales conversation forward. To successfully create a buyer persona, research, interviews and surveys will all serve as valuable resources.

Remember that the best sustainable advantage you can achieve is a 'meaningful' difference to competition that then 'positions' you favourable in the minds of customers and prospects. Without this your content isn't working and will not be shared, short of outright financial bribery!

Create Content that is Actionable & Engaging

Content **MUST** generate a sense of urgency among prospects, if it is to be effective. Content should challenge them to question the effectiveness of their current methods and encourage them to explore other more efficient and effective alternatives. (BUT you can't do this unless you've got your journey mapped and your personas developed). By fostering a sense of need among prospects, you create an opportunity for sales reps to sell their product and emphasise value based on the prospect's pain points.

Content needs to be an engaging narrative, you should aim to tell a story and invite the customer to engage in and with it. **DO NOT** go into the production of PDFs, Word documents and pamphlets, they are not particularly engaging as content pieces. In some cases

these cannot be avoided but the digital format of content allows the creation of dynamic content that both sales and customers can interact with. Examples such as HTML5 files, videos, and sales playbooks. In doing so, you'll successfully engage with your audience, educating them about your product through a story-telling format, custom built to their specific needs.

Content Distribution

With B2B content marketing you face two challenges;

- Pushing content to the sales force
- Making content quick to access

Pushing to the sales force

Most content, like products, has a lifecycle and at some point, it is out of date and needs to be replaced. Unfortunately, I've found that sales representatives are often not that proactive in keeping up to date with the latest content, this is supported by anecdotal evidence and by published statistics, e.g. In 2014 the Department of Justice in the United States collected more than \$350 million in fines and penalties from pharmaceutical and medical device companies for presenting out-of-date content.

And whilst you may not face a direct financial penalty, sales representatives who present out-of-date content to their prospects are likely to lose credibility with those prospects, and that risks becoming a shared perspective as those prospects talk to each other – and that has never been easier to do using digital communications.

It doesn't matter how you do it, but you need to ensure that the latest content is 'pushed' to your sales teams. Many adopt digital software to do this, others an 'update' newsletter style.

Quick Access

Content that sales representatives cannot quickly access isn't effective and leads to ineffectual and inefficient sales teams. I've come across examples where sales personnel have spent around 25-30 hours each month looking for and creating content, because they felt ill-equipped by their marketing team; that is a waste of selling time and tantamount to a criminal act by the marketers involved.

The solution is to have an organised central hosting platform, digital or otherwise, that ALL company personnel who have a legitimate need can access – its public domain material in the main so don't hide it behind endless firewalls!

It should contain searchable and findable relevant and up-to-date content, enabling sales personnel to access the material they need to use in their sales interactions, equipping them with the information they need to answer prospect's questions, prove their product's value and move deals forward.

Note the same hosting platform can be used to drive updates to websites, twitter, etc if the architecture is planned in advance.

Content Tracking

As a function of creating and distributing your content you also have to keep track of it too; is it being effective, where is it being used?, how is it being used?

Without insight into which content drives sales, you will waste their time and budget creating content that fails to drive sales. Further, unsuccessful follow-up strategies are a waste of sales personnel time and resources. Content is useless unless it captures prospect attention and informs them with the information they need to pursue the sales deal further. This leaves us with three issues to deal with in tracking;

- Insight into what content gets used and what is effective
- Using these insights to engage stakeholders
- Develop better tailored strategy

There are many metrics and systems to do this which have been sufficiently covered earlier in this book and in book one of the series.

Content for Events

There is a lot of information written and available on why you need a content marketing strategy for an event, but there is surprisingly little in terms of actually putting it together as a practical process. That's what this section concentrates on.

Creating an event content strategy, begins with a consideration of its benefits, which in turn allows you to get the most out of what you're creating.

○ *Consistency of Communications*

This ensures your event content is a natural extension of your company's other sales and marketing efforts. It drives consistency of message and allows you to repurpose the marketing material you already have; not recreate the wheel every time you organise an event. Further, it ensures your audience understands exactly what you want them to understand every time they have a touchpoint with your company at your event. Don't forget events can be great for conversions and micro/macro-conversions. Creating content that reiterates messaging with the same goals and proof points allows your audience to better retain your message.

○ *Accuracy of Communications*

By thoroughly planning your event content, you ensure your event marketing efforts are accurate and natural representations of your event's value and content. You ensure that you address each attendee type appropriately and communicate accurately the ways in which your event will meet their needs.

○ *Alignment with Business Objectives*

This strategic process ensures each piece of your event works to accomplish specific business goals through appropriate content. Content can work to accomplish everything from building awareness to closing sales. Ensure your content works to accomplish your specific goals. Some examples include:

GOAL	EVENT COMPONENT	SAMPLE CONTENT TYPES
<ul style="list-style-type: none"> • Build awareness 	<ul style="list-style-type: none"> • General session • Panel 	<ul style="list-style-type: none"> • Company overview • Product offering details • Customer testimonials
<ul style="list-style-type: none"> • Drive consideration 	<ul style="list-style-type: none"> • Executive panel • Keynote presentation 	<ul style="list-style-type: none"> • Customer testimonials • Joint customer-company presentation • Deep dive into key industry topic
<ul style="list-style-type: none"> • Strengthen relationship with existing customer 	<ul style="list-style-type: none"> • Sales meeting within event 	<ul style="list-style-type: none"> • Content addressing specific customer challenges and pain points

Sources vary in this but in my view, there are six key steps to creating a successful event content strategy. Whilst completing all of them is ideal, achieving one or two at a time and building gradually is better than not even starting. Each step is both meaningful and useful in and of itself, as such they are a means to an end and an end themselves.

1. **Experience Mapping:** Set clear event objectives by attendee type
2. **Audience Journey Creation:** Identify actions necessary to accomplish those objectives for each attendee type
3. **Goal Measurement:** Define your objectives through metrics and KPIs
4. **Content Subject Matter:** Present a dynamic content mix
5. **Content Format:** Format your content to increase its value
6. **Event Design with Content in Mind:** Design your event space to fit your content, not the other way around

Experience Mapping: Set Clear Event Objectives by Attendee Type

Create an Experience Map, *see below*, to set clear goals for each attendee type within your event. Build your experience map by:

- Identifying each attendee type, including who they are and their key needs and challenges
- Internal or external?
- Customer or prospect?
- Executive C-Suite or end-user?
- Identifying goals for each attendee type. Examples include:
- Executive level? Building trust and enhancing relationship
- End-user? Enabling more efficient use of your product day-to-day

This is very similar, and in some cases identical to Persona development.

- **Identifying your attendees' rational and emotional needs.**
 - What do your attendees need to know in order to accomplish the goals you've set for them?
 - What do your attendees need to feel in order to accomplish the goals you've set for them?

The rational needs are what enable them to make the business case to use your product or solution. The emotional needs are what enable them to trust and feel comfortable with their decision.

- **Identifying the content needed to accomplish those goals for each attendee type.** Write out specific proof and topics of content specific to your business that will allow you to accomplish the goals you've identified with each audience type.
 - for them?

The rational needs are what enable them to make the business case to use your product or solution. The emotional needs are what enable them to trust and feel comfortable with their decision.

- **Identifying the content needed to accomplish those goals for each attendee type.** Write out specific proof and topics of content specific to your business that will allow you to accomplish the goals you've identified with each audience type.

ATTENDEE TYPE	ATTENDEE TYPE 1 (I.E. EXECUTIVES)	ATTENDEE TYPE 2 (I.E. USERS)	ATTENDEE TYPE 3 (I.E. PRESS/MEDIA)
<i>Attendee Details</i>	List specific titles or positions of each audience here		
<i>Objectives</i>	List company objectives for each audience here. Consider your company's brand and business goals. Are you trying to generate sales? Build a better relationship? Drive awareness of a certain product or solution? Objectives may be different by audience or there may be overlap.		
<i>Triggers</i>	What needs to happen for each attendee type at the event to make them deliver on your objectives? Do they need to see the way your product or solution delivers ROI? Do they need to view you as a strategic partner? Do they need to network with other industry peers to build trust in your business?		
<i>Inhibitors</i>	What will prevent each attendee type from accomplishing your objectives for them at your event? Do they not understand the value propositions of your event? Are their event attendance budgets already stretched? Do they not have enough lead time to plan to attend?		
<i>Emotional</i>	What does each attendee type have to feel or believe at the event in order to accomplish your objectives for them? Do they need to feel confident in your company's expertise? Do they need to feel inspired or empowered to make change at their organization? Do they need to feel part of a larger community?		
<i>Rational</i>	What does each attendee type need to understand rationally in order to accomplish your objectives for them? Do they need to tangibly see results you've driven for other customers? Do they need to understand your company's strategic vision and roadmap? Do they need to know your pricing is more competitive than their current solution?		

Audience Journey Creation: Identify Actions Necessary to Accomplish Objectives by Attendee Type

Create your Audience Journey, *see below*. This determines what actions need to happen for your attendees before, during, and after the event in order for them to accomplish the goals you have set for them. These actions should include basic actions, e.g. earning about the event or receiving an invitation to it, and also well as more advanced, time intensive actions, e.g. creating a personalized event agenda or prepping as an attendee to take part in an expert panel. Colour-code all actions with the department within your organisation that owns the responsibility for each action.



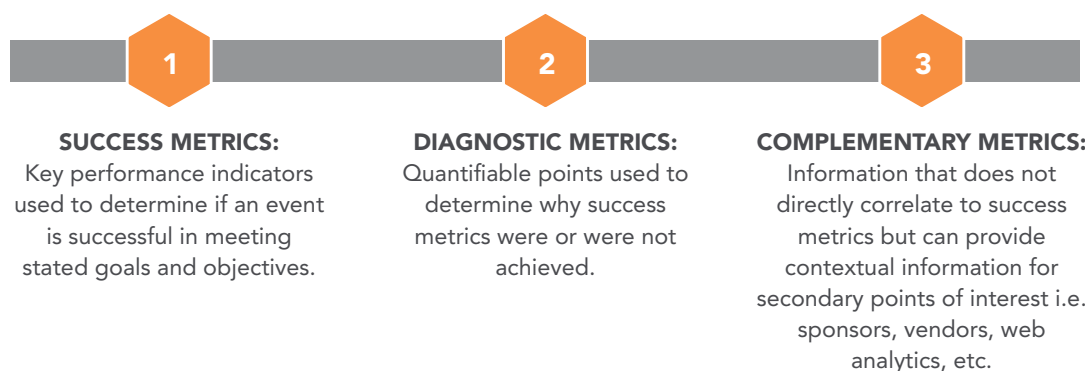
Goal Measurement: Define Your Objectives through Metrics and KPIs

Planning your event content allows you to track and measure the success of your content and event. Before the event be clear what you are seeking to measure. Measurements range in complexity, from a simple post-event attendee survey to more technologically advanced beacons and RFID tracking technology. The data you receive from your measurement efforts can inform you whether a certain track at your event is impactful, whether breakout sessions are resonating, and more.

In addition to event optimisation, measurement also enables you to personalise communications with your individual event attendees. It allows you to track the types of content that your attendees engage with and find valuable at your event. Based on this you can tailor post-event communications that continue to resonate with your attendees. Follow up with further personalised content during the following year.

This level of personalization drives value and makes event marketing efforts for the following year easier because of ongoing communication and visibility.

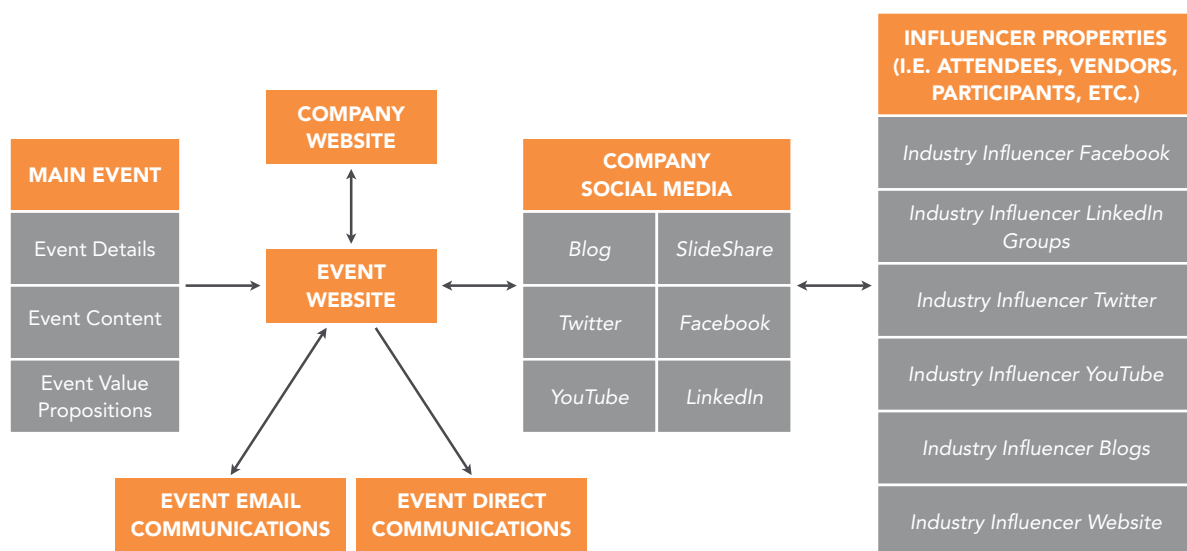
Metrics are in three basic areas;



Content Mix

With Events its crucial to present the most compelling, valuable mix of content to your event attendees by utilising a push/pull approach (see my book on Strategic Marketing) that pushes owned content out, but also pulls attendees in through the dissemination of third party content.

- **Push Content** When you push content, you showcase information relevant to your company and your event. At your actual event, push content includes company presentations, information on your company's expertise and industry, product showcases, product upgrade information, and more. Within your event marketing efforts, push content is information like event proof points, event details, keynote information, and general session information.
- **Pull Content** When you utilize pull content, you bring your attendees into your event and generate interest in your event by providing them with third party information about the event's value. You deliver value to your attendees by providing them with all the information that matters to them, not just information coming from you and your company.



At an event, pull content includes presentations by customers, presentations by your company in partnership with your customers, and panel discussions led by your customers or including your customers. Consider also allowing customers or industry influencers to lead breakout sessions, be keynote speakers, populate panels, and more. During your event, you can also share out content that influencers are publishing about your event.

Showcase third-party content by engaging influencers online, sharing customer testimonials from previous years about the value of the event, encouraging and incentivising customers to explain in their own words the event's value and why they attend. When you share third party content, you build trust and credibility with your event attendees in a way you cannot through just push content alone.

Content Format: Format Your Content to Increase Its Value

There is always ample opportunity to repackaging and repurpose event content within your company's larger sales and marketing efforts. According to Curata, only 29% of leader marketers systematically reuse and repurpose content. If you're in the 71% of marketers not reusing and repurposing content, you're missing a key opportunity to drive better ROI for the content you create.

As covered earlier in this book; repackaging and repurposing does not mean you should be using the same content over and over to the same audiences in the same ways – this simply makes your content stale and repetitive. Instead, rework content in innovative ways using your information on customer journeys and personas, or your audience/attendee profiles, to drive home your messaging to your audiences.

Specifically create content in formats that allows it to live outside of your event and encourage sharing on various channels.

Design your event space to fit with content

By planning your content, you can set up a clear direction for your event; the content will dictate the space required in terms of amount, format etc. Doing it the other way around is fraught with potential problems and often results are poor. This will also help you decide if the content actually fits in an event or is better presented in another way. There isn't an issue if you do this at the start, but trying to squeeze 'content' into an event or designing content at the last minute to fit booked space will not produce the results you are looking for.

These days you also have to think about digital attendees, so don't forget to design content that will fit with them too.

1.2 CONTENT FOR VISUAL CONSUMERS

Social media's influence in the way we buy in all industries has changed the role of visual media in those decisions; we are now in an era of the visual consumer. If you are in any doubt of this just look at the sheer volume of photos and videos that are posted – Instagram (95m photos posted a day), Pinterest, SnapChat, WhatsApp, Kik, Tumblr, Facebook, YouTube and now even Twitter are full of visual materials – potential content.

Today the majority of purchase journeys are influenced by social touchpoints, many of which are or have substantial visual dimensions. So, to incorporate this into content marketing we need to know:

- How people use visual content like photos and videos to discover new products
- How visual consumer content stacks up against brand generated content in shopper influence
- How visual content combines with other forms of consumer-generated content like ratings and reviews to advance shoppers through the journey
- What type of shopper is most likely to generate and use visual content when they shop

The result of several studies into this show the following:

- Online shopping and buying are social experiences.
- Photos and videos trigger interest in products and spark spontaneous shopping.
- Visual CGC (Consumer generated Content) closes the trust gap.
- Visual CGC is becoming the new word of mouth.

It boils down to this: shoppers are creating and sharing more and more visual content related to their buying experiences, and they're paying more attention to each other's opinions than to what brands have to say. The most successful brands are those that are finding ways to take advantage of this consumer trend, and who are making social visual CGC work for them.

Shopping is social and it always has been!

Shopping has always had a social dimension, we discuss purchases, seek pre-purchase advice, read reviews, etc. Indeed our understanding of consumer behaviour has these elements built into them – see the section in my Strategic Marketing Book for more detail. But online shopping and social activity are actually converging; for many consumers, it has moved from a transaction activity to an *experience* – even recreation. Consumers' purchase paths are increasingly converging with their social lives, and this is a trend set to continue apace.

Research has shown that the freely available of 'advice' sources in digital media mean that most consumers will not make a purchase before they have checked online reviews, asked Facebook friends what their experiences have been with products/brands they're considering, browsing Pinterest and Instagram boards to discover the coolest and trendiest products on the market or looking at Twitter to see what's trending in the area they are interested in. In some instances, this has almost graduated into a sport with friends and family competing with each other to provide the best recommendations about what products or services to buy.

Products and brands are now a significant part of our social experiences; a recent survey showed that, 45% of all online shoppers follow or like a brand or product account on social media, and 42% say they've seen other social media users post pictures or videos of brands and products. Social consumers are not wallflowers either, they will search far and wide across channels and influencers, actively looking for inspiration and opportunities to buy things. Their engagement with brand social content – posted both by other shoppers (38%) and by the brands themselves (34%) – is high.

A quarter of online shoppers report actively searching for photos or videos of real people using a specific product or brand. And there is plenty of evidence that consumers are willing to directly question, praise and challenge brands on social media, often participating in extensive conversations, arguments, contests, reviews, photo sharing, and more. This shows that the social media landscape is liberally populated with brand exposure and shopping opportunities. Consumers have always influenced one another, and this is still true in the digital area; 57% of online shoppers say they have purchased a product they first heard about on social media.

Visual content also stimulates both recreational and impulsive purchase; it does so in a supermarket or shop and it also does this online. One in three online shoppers admits to making impulse buys – purchasing something that catches one's attention while looking for something else. Among millennials specifically, 49% say they shop impulsively.

PRODUCTS AND SPARK SPONTANEOUS SHOPPING

Consumers shop recreationally and impulsively. One in three online shoppers admits to making impulse buys – purchasing something that catches one's attention while looking for something else. Among millennials specifically, 49% say they shop impulsively. One in four say they shop for fun, again the figure is significantly higher amongst millennials. Both these facts represent an opportunity for visual content to grab attention and to increase sales as a result.



Photos and videos posted on or pulled from social media are how many online shoppers say they first discover a product or brand. Just over half of online shoppers say a picture posted by a real person on social media is likely to catch their attention. Visual content posted by the brand or retailer grabs attention similarly well, *but there is a difference between catching attention and actually driving interest.*

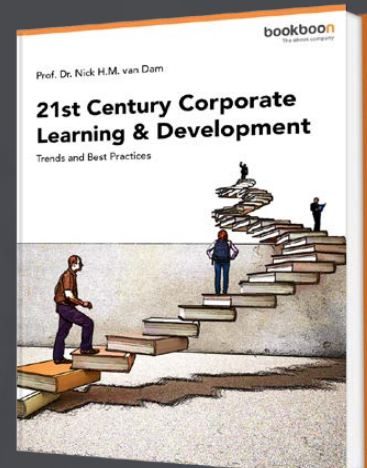
Photos and videos posted by brands are more likely to drive brand recognition or awareness. But they suffer from the 'synic switch' - a natural and normal consumer scepticism of anything they perceive is trying to sell to them. In a 2017 survey of internet shoppers in the West, 45% stated that studio or stock images posted by brands or retailers are more likely than consumer pictures to make them think the product claims are exaggerated. If something looks 'staged' it isn't going to be an effective persuader and it isn't going to give you the conversions you want online.

Consumers simply trust other consumers more. 56% of online shoppers say that pictures and videos from other shoppers give them the most accurate depiction of the experience they can expect from a brand.

Free eBook on Learning & Development

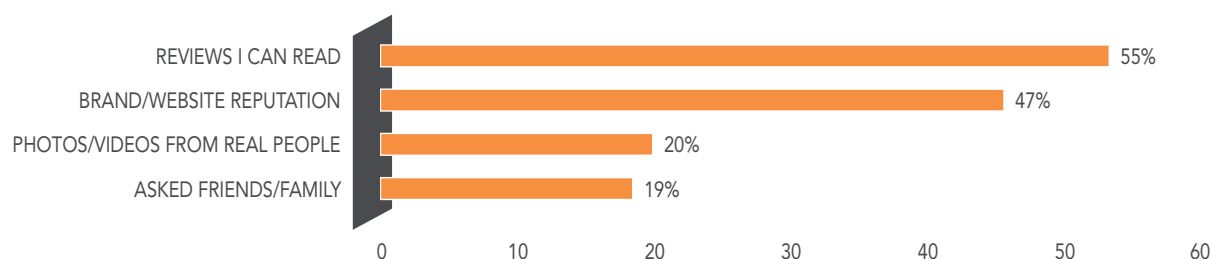
By the Chief Learning Officer of McKinsey

Download Now



In contrast, the same respondents indicated that consumer-generated pictures and videos are more likely to influence them to take a risk and try new products and brands, or even make a purchase that may be outside their intended budget; visual CGC upsells! It has also been observed that shoppers also tend to use visual CGC as a tie-breaker. In fact, when deciding between multiple brands, visual CGC is *almost always* the deciding factor in every study that has looked at this.

Indeed, there is much to support the assertion that Visual CGC is becoming the new word-of-mouth, The graphic below shows data taken from a survey in response to the question, What makes you confident in your purchase?



Using visual CGC within the consumer purchase path is a very new tactic - but given the way it influences it is only a matter of time before it becomes as *de rigueur* as ratings and reviews. In fashion retailing consumers have quickly come to expect it, and it is spreading rapidly into other markets. The brands and retailers who embrace this social, visual consumer content as the new word of mouth will flourish.

In my view visual CGC is now *just as important* as offline word of mouth in driving consumer confidence. As social media and visual shopping continues to explode – and as the social shopper continues to spend more – visual content will surpass word of mouth.

User-generated content is as powerful as ever in persuading consumers to make purchases – in fact it’s far more influential than brand-generated content – and visual CGC like photos and videos from “real people” are the most powerful persuaders of all. Within your content marketing you need to ensure you taking full advantage of consumer-generated visual content that pertains to your products and services.

1.3 ENTERPRISE SOCIAL NETWORKS

Social business tools are not entirely new. Companies have been using virtual tools such as chat and message board tools for years. But since 2011 there has been a rapid adoption of social business elements like social media networks. By 2017 half of all large organisations had internal Facebook-like social networks, and over a third considered these as essential as email and phone.

This rapid deployment and adoption is because of the potential Enterprise Social Networks (ESNs) have for improving an organisation's communication, collaboration, productivity, and overall employee and customer engagement. In particular, their ability to communicate in real-time across a multitude of devices to anyone, anywhere provides major advantages. They can serve as many things as well as a central content hub. Here are six steps to a successful ESN rollout.

First, prepare your content. Pre-populate your community with “starter” information and conversations to give people something to immediately interact with when they first engage with the ESN. You will already have quite a lot of potential content. Use your journey maps, Personas etc to flesh out what else you need.

One great what to kick off an ESN is to prep posts or questions that can be fed into the platform to create engagement. The idea here is that it will take some time to generate organic engagement with the ESN amid employees and/or customers, but you don't want your ESN to resemble a ghost town. Prepping some posts or questions in advance will give you the ammunition with which to speed things up when it's getting too quiet. Here are six steps to a successful ESN rollout.

First, prepare your content. Pre-populate your community with “starter” information and conversations to give people something to immediately interact with when they first engage with the tool. Don't be discouraged if this sounds like a daunting task; a lot of the work has likely already been done. There is probably plenty of good fodder hidden in individual inboxes waiting to be pulled out and shared. This is the time to seek out those individuals who never delete any emails. They likely have a treasure trove of just the kind of content you're looking for in their email threads. Ask your team to mine their email and chat archives and, at their discretion and deleting names or identifying information where necessary, use them to create either real or fictitious posts.

Another great idea is to prep posts or questions that can be fed into the platform to create engagement. The idea here is that it will take some time to generate organic engagement with the tool among employees, but you don't want your tool to look like a ghost town. Prepping some posts or questions in advance will give you the ammunition with which to speed things up when it's getting too quiet.

Second, use a soft launch to a select group of supporters prior to rolling the ESN out to the entire organisation. First, identify your “community experts - Mavens;” this group should consist of the closest supporters and greatest enthusiasts for your new social business initiative. Doing a soft launch to this group will have the dual effect of generating content and avoiding an empty platform at launch. It will also create an opportunity for instant

feedback within the platform itself. Shortly after the soft launch (ideally within a week or two), solicit feedback directly from participants and make changes as needed. Then, have the community experts create task-oriented groups and seed collaboration by asking for creative solutions to ordinary problems.

Third, treat the launch of your ESN like a new product launch. Prepare your marketing communications with language that is consistent and congruent for use on all content formats; website, internal newsletters, emails, and any other internal communication channels you may have. If you have the technology or resources available, schedule a webinar or even a live event as part of the launch.

Invite people to attend with a prize or contest and make a big splash to get everyone in the organisation excited about the new tools, and at minimum make sure they are aware of it so they can go check it out later. Make sure you have your metrics in place too - Just as with most product launches, an important success metric will be the number of people who hit your landing page. But you also want to make sure that everyone got the message and understands what the ESN is all about; use a post-launch survey, with a maximum of five questions and encourage people to take it by offering a chance to win a high-value consumer prize like an iPad.

Fourth solve a major issue for the organisation. One reason ESNs fail to gain traction among employees and customers is because when its rolled out it fails to address issues that are universally understood and that serve as a rally point. Here are four common issues that could serve in this capacity:

- An FAQ and beyond - The need to share questions, answers, and best practices within your sales team and customers to increase the speed and number of conversions.
- A Content HUB - The need to build a content portal for your distribution partners, advocates, customers etc (this is where stakeholder analysis applies) to ensure they have the materials needed to be your advocates.
- Strategic Direction - The need to train and indoctrinate new employees, partners, advocates, etc., especially if they are remote, e.g. any business with numerous sites.
- Provide a Face - The need to build a public-facing customer community to improve customer service and engagement

However, you choose to manage the post-launch monitoring, make sure to dedicate some resources to this critical element. This will allow you to see what's working and to implement a feedback loop for ongoing optimisation.

During the first few weeks of the launch you need to monitor engagement closely. This is the fifth step. In an ideal world you'll assign a team to do this, so that they can monitor and respond with alacrity. Fast, appropriate response in the early days **MUST** be a given for an ESN to stand a chance. If you can't do it at this point then you are likely dead in the water. In some cases, it might be worth taking on an outside agency or extra staff or adjusting workloads to ensure this. The later two are preferable as you'll retain any knowledge gained within the organisation and internal staff will any proprietary knowledge about you already at their grasp. In fact, it will likely be the internal nuances that emerge in comments and posts in your ESN application that will create a sense of trust and therefore drive buy-in and engagement throughout the organisation.

The final sixth step is to use templates. Ensure that everyone in the organisation, and where appropriate those outside it, e.g. Mavens, have easy access to brand-approved templates for use within the ESN that serves your/their intended purpose. Take time narrow down the number of templates so anyone can find what they need; make the choices obvious and quick.

1.4 CONTENT MARKETING AND DIRECT TO CONSUMER BRANDS

From around 2010 disruption has been a constant in the media landscape. During 2015 onwards patterns have begun emerging that give clarity to the path forward for the digital media, which has implications for content marketing. Within consumer economies, we are experiencing a shift from the century old established 'indirect brand economy' to a more 'direct brand economy'. Brands characterised by their direct connections to consumer are disrupting the business model of market-leading brands. As such a new way of doing business is emerging; emerging and established direct brands are digitally savvy, they are fuelled by data and will be a growth engine of the new economy. This will result in;

- Permanent changes in industry structure; supply chains are shifting the centre of growth in the consumer economy.
- Economic benefits are accruing to firms that create value by tapping into low-barrier-to-entry, capital-flexible, leased or rented supply chains.
- The singular retail fulfilment experience has permanently changed to a variable experience, which in turn transforms all value-creation and extraction activities before, during, and after the sale.
- First-party data relationships are important not for their marketing value independent of other functions, but because they fuel all significant functions of the enterprise, including product development, customer value analysis, and pricing.
- An arms race for first-party data is influencing strategy, investment, and marketing strategies among major incumbent brands across all categories.

The shift to content and customer-centricity

In the last decade, this has led to a major shift that's changed the way we shop. From 1879 to 2010, brands relied on mass broadcast media for their marketing communications: radio, TV, newspapers, and magazines. Their relationships with consumers were always indirect and at arms-length. Brands who had both supply chain control and massive communication (advertising) budgets dominated for decades; Kellogg's, Campbell's, and Palmolive were in every store and household.

The rise of the internet, changed that. Newer, fresher brands that specialised in niche markets, e.g. razors, eyeglasses, and bed linen went direct to customers. They "cut out the middleman" – disintermediated the market - using emerging communication channels such social media. And its no accident that the use of content marketing and more recently CGVC has grown with this.

These new direct-to-consumer brands have also benefitted from the first-party data they can collect on customers. They don't have to rely on data passed on via a retailer/wholesaler, indeed in some cases that data didn't exist to be passed on in the first place. The new generation of brands know their customers and everything about them, in detail; opt-in identity data is collected routinely and then used to build a relationship through content and meaning service differentiation – Positioning!

Indeed, direct brands are using narratives; interacting, transacting, and storytelling to their consumers online. They are using intimacy, understanding of their customers and delivering value to make them centre stage in the lives of their customers. Some are going further becoming thought leaders and adding a sense purpose to their consumption and to being a visible 'user'; they are forging a community or 'tribe' based on shared and communicated values beyond those of a product's functionality. They know "why" they exist, and their customers do, too. They are maniacally focused on customer service and experience.

What the rise of direct-to-consumer brands means for content marketing

The flexibility, freedom and speed with which newer brands are acting is presenting major challenges to largest brands and some are struggling. In developed economies online sales now account for up to 90% of the growth in product sales and whilst the amount is still small in relative terms to non-digital sales, it is an accelerating trend and one that means digital will one day dominate – and that day is not going to be too far in the future.

Content marketing already is and will continue to be central to the way forward. New 'digitally native' brands are transforming every industry. Content marketing helps brands win because it provides what they need: content to engage audiences, collect data, differentiate, and sell. It currently benefits both sides, whether it's the newcomer brands who will grow rapidly with their direct-to-consumer, content-based relationships, or the incumbents who will fend off the newer disrupting brands by increasingly moving to direct routes themselves telling stories, and establishing strong ties with consumers.

The fact is that ALL brands today and increasingly in the future, will need content; unless they want to become extinct.

1.5 TOTAL ONLINE PRESENCE & CONTENT MARKETING

There are a number of things you need to do in terms of establishing your total online presence. The following steps can be done sequentially – say by month by month – or concurrently where possible and desirable – if you are already active or semi-active in the areas.

Create a Listening Station

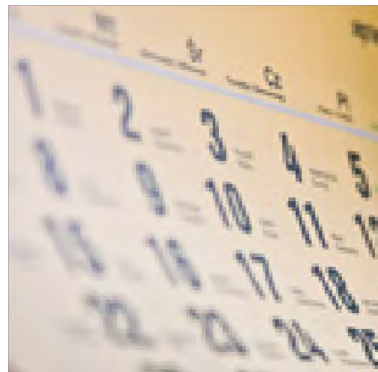


Setting yourself up to actively monitor what's being said to you, about you, about your market, your competitors, by your customers, is step number one. Employ a combination of free and paid tools such as **Google Alerts**, **Google Reader**, **HootSuite** and **SproutSocial** to filter, aggregate, follow and monitor your online presence and establish a routine of processing this information on a daily basis.

- Set up [Google Alerts](#) for: Your brand, your name, your products, 5 key journalists, your core competitors
- Create [Twitter](#) List of: your key customers, key journalists, key industry influencers

- Set up [Hootsuite](#) or [TweetDeck](#) with: your mentions, your brand, your name, your Twitter Lists from above
- Set up [Google Reader](#) with: Customer blogs, industry blogs, interesting blogs, competitors' blogs (Use AllTop, Google Blogsearch and RSS Search Engine to uncover)
- Add [Rapportive](#) browser plugin to Gmail or Outlook Social Connector for Outlook. (These allow you to see publicly available social media participation from anyone that sends you an email)
- Create paid [Sprout Social](#) or Mention accounts and set up monitoring as suggested above for all social networks.

Set up a content Calendar



I've already covered much of this in book one and two but as a reminder. Using your own brainstorming, combined with some smart keyword research, set up a calendar of monthly themes that will make up the focus of your content for the month. This can be a mix of your own content, guest content, video, audio and related content produced by others. The content created around these foundation themes will become the backbone of your SEO efforts.

Research Key Content Themes:

- Brainstorm, ask and consult **Google Keyword Tool**
- Create a list of 12 monthly Foundation Themes –
- i.e.: referrals, sales, technology
- Visit a blog aggregation site such as **AllTop** and find blogs related to each theme
- Using **Google Reader** subscribe to as many blogs as seems appropriate
- Visit **Quora** and subscribe to any theme topic RSS feeds
- Explore ways to expand content distribution –
- i.e.: add video, add podcast, create transcripts, compile related blog posts into eBook
- Create **Scoop.it** account and set up topic pages. Get **bookmarklets** and start building on things you publish and find related to your themes
- Create Google and Bing Webmaster accounts to start understanding your SEO

Start sharing more – become more sharable



Now it's time to audit everything you're putting out there and make it easier to share. That means adding social media buttons to ALL of your content, adding ways for people to share your emails and adding sharing options to your printed and offline materials. In addition, you're going to start exploring ways to share more of others content.

Drawing links to your content is essentially networking and you start this process by filtering and sharing good stuff that your followers and readers want to know about. One of the best ways to do this is to scan your blog subscriptions and employ a tool like **Buffer** to share 10-12 great finds each day.

- Supplement your RSS Reader with additional blogs of interest to your clients
- Create Buffer account and share 10-15 good pieces of content in networks
- Create a list of 10 potential guest blog targets for your content
- Create a list of 2-3 guest bloggers for each foundational topic
- Add Sociable Plug-in to your blog and web pages
- Add social sharing to your email signature
- Use your ESP's functionality to add sharing and social capabilities to your email marketing
- Consider 2-3 newsletter list partners that might cooperatively share sign-ups

Create a point of view eBook



Create an eBook that will be the backbone for your lead capture programme. By creating a tool that summarizes how your firm is different, by either presenting highly valuable content or outlining your unique methodology, you create the foundation for trust building while

giving people a reason to start a conversation beyond **Twitter**. This also gives you a tool to start reaching out to potential strategic partners for list swaps and co-branding opportunities.

- Outline one list type process that would allow you to position your brand – i.e.:
7 Steps to Small Business Marketing Success,
- *7 Essential Stages of a Total Online Presence*
- Audit your current content to determine if you have 6-8 blog posts that could complete an eBook
- Determine future content that would allow you to build an eBook
- Pick 2-3 monthly themes and consider targeting for eBooks
- Search “topic” filetype:pdf to find potential collaborators for eBooks
- Create a list of 3-5 strategic partners for eBook co-branding campaigns

Clean up your content deliver platform



It's time to take a good hard look at what we used to call your web site. Content delivery now means your blog, podcast, videos, eBooks, newsletters and brand assets placed in other networks around the web such as **YouTube** and **Slideshare**. And, of course, this also means your web site, your email capture process, your contact process, your about us page, your on page SEO factors and your page load speed.

- Start blogging consistently based on your themes
- Add a podcast and find guests related to your monthly themes
- Create a curated content newsletter
- Look into Google+Hangout Live to **YouTube** for live programming
- Start using **Instagram** to tell your stories visually
- Focus on **Facebook** News Stream
- Upload presentations to **Slideshare**
- Add **Scoop.it** content pages to your web site

Optimise your landing page



Now that we are producing keyword rich content it's time to start driving people to get that content, to download that eBook and to connect for specific events and presentations. It's time to get serious about creating landing pages for very specific purposes such as signing up for your email newsletter, downloading your eBook or attending a free educational online seminar. Once you learn the mechanics of what makes a good landing page you can replicate the process to test and personalize for a variety of environment and occasions.



Discover the truth at www.deloitte.ca/careers

Deloitte.

© Deloitte & Touche LLP and affiliated entities.

Download free eBooks at bookboon.com



Click on the ad to read more

- Create a landing page for Newsletter sign-up using a tool such as **Premise**
- Create landing page for eBooks
- Create landing page for online or offline event
- Add a video sales message to each of your landing pages
- Test multiple headlines for each landing pages
- Test multiple calls to action (CTA)
- Create form driven automatic testimonials using a tool such as **Wufoo**

Look at your email communication



There is always room for improvement in your email communications, from remaking your basic email newsletter to employing autoresponders to help follow-up with prospects and customers. By adding your monthly content theme material mixed with other people's content you'll produce a far more valuable newsletter that people want to receive. In addition, you're going to start using your ESP's tools to segment and personalize content for different audiences.

- Promote your content system with curated email content
- Find ways to repurpose content into video, audio, eBooks and articles
- Create one email course in a series of emails
- Build a reverse email campaign that forces focus on follow-up and results
- Add email follow-up sequence to every product and service
- Consider creating email-based training for your internal staff
- Clean up your email list with routine purging

Social Media



It may seem strange to leave this until quite close to the end, but there is method in my madness. Without addressing or starting to address the steps that I emphasised in the previous points, social media participation is simply a distraction and is unlikely to help with your content or any meaningful online presence.

Now, you have a case for building profiles whenever you can, start to get serious about claiming, completing and enhancing your [Twitter](#), [LinkedIn](#), [Google+](#) and [Facebook](#) profiles. Don't stop there, branch out to industry networks, [Yelp](#), [Foursquare](#), [Instagram](#) and [Pinterest](#) profiles. Consider a service like KnowEm to create even more profiles. Your efforts should be focused on the Tier 1 and then the Tier two platforms.

- Tier 1
 - Add more description and links to your **LinkedIn** Profile
 - Complete About page on **Facebook**
 - Add author=rel attribute web site for **Google+**
 - Add branded Header graphic to **Twitter** profile

- Tier 2
 - **Yelp**
 - **Foursquare**
 - **Instagram**
 - **Google+** Local
 - **KnowEm**

Address Social Integration



Once you've built your profiles the next step is to go deeper; identify the social network that allows you to reach the greatest number of prospects, this might be **LinkedIn** or it might be **Facebook**, it may even be Instagram, Pinterest, Twitter etc. In most cases businesses need to be ready to step up a notch or two in terms of the number of networks to cover. Whilst the favourite for their entire market is important – if not vital, you'll need get much deeper in at least one other, preferably the top five and to learn how to engage in a way that attracts leads and converts fans and friends to email subscribers and customers.

- Create and follow a routine to amplify your content
- Focus on one or two prime objectives in your social media participation
- Like 10 **Facebook** Pages and begin to interact with each
- Share your ideas instead of your pitches
- Join 10 **LinkedIn** Groups that have active conversations and engagement
- Create a **Twitter** list of potential strategic partners
- Create one piece of “gated” **Facebook** content using a tool such as **Shortstack**
- Merge online and offline social networking

Focus on the Conversation process

Traffic is great to have, but of itself it is relatively meaningless. Traffic only has meaning when its leading to a conversation and that conversation leads to some meaningful exchange. This begins with understanding everything you can about the usability of your web site, A/B testing your landing pages and setting up analytics goals and funnels to track every ad, call to action, headline and offer.

- Add **Google Analytics** and merge with **Webmaster** and **AdWords** accounts
- Set up goals for newsletter and eBooks
- Create visual funnels that lead to all product or service opportunities
- Create Tracked Links for all campaigns with Google URL
- Identify your top three traffic conversion channels
- Enlist three referrals and content swap partners
- Explore ways to personalize content with tools such as **4Q**, **Get Smarter Content** or **Survey Funnel**
- Add site search with [Google Custom](#) or [WordPress](#)
- Set up a UserTesting test to get feedback on your site
- Add engagement tools such as Click to Chat from [Olark](#) or scheduling with [Schedulicity](#)

Start Employing Smart Advertising



Here's another category that lots of people want to jump right into. It's true you can run some ads and maybe generate traffic before you ever create any kind of organic presence, but I believe that your advertising gets far more effective if you can use it to create awareness for strong content offers, have a firm foothold in some social networks, test and measure your conversion tactics and are prepared to capture leads and build the kind of trust that helps you fully monetize your traffic.

- Use PPC as a cheap testing bed for all ad headlines and conversion
- Link your AdWords account to your Analytics account
- Create one foundational content AdWords Exact match campaign
- Create one Facebook Offer for free content
- Create monthly Sponsored content for themes
- Explore aspects of mobile intent

Develop a mobile friendly site



Almost every one of our prospects and customers has a mobile device that allow them to shop, search and locate things they intend to buy, consume and engage.

Jumpstarting your content marketing efforts can be an uphill battle if you don't have the right tools in place to get the job done. It's time to think like a journalist and a marketer to offer your audiences content that is both useful and entertaining, similar to the value a publication brings to its readers. Here are 50 tools to help bolster your content marketing strategy for the future:

Tools for Content Discovery & Ideas

1. [SPUN for iPhone](#) – SPUN is an app for the iPhone with a beautiful interface that curates the best of the web from millions of websites, Tumblrs, YouTube channels, online magazine and blogs.
2. [Feedly](#) – Since Google Reader has shut down July 1st, Feedly has become the best option for RSS having grown to 7 million users in recent months. Add your favorite blogs and websites to start filling up your feed with content.
3. [Pulse](#) – Purchased by LinkedIn not too long ago, Pulse is an app that serves as a RSS feed from other sources allowing users to curate based on their interests and topics of choice.
4. [Quora](#) – The popular social network is a platform for question and answer discussions. Identify trends from consistently asked questions to inform your content creation efforts.
5. [Trapit](#) – This content discovery app personalizes the content feed based on your passions and interests, designed just for the iPad. The app learns from your feedback, giving you better content each time it's used.
6. [Inbound.org](#) – Use Inbound.org to find great content from the world of inbound marketing from other marketers, curated by the community.
7. [Paper.li](#) – Browse curated online newspapers and newsletters from millions of sources across the web. Look thru the Paper.li [newsstand for staff picks](#) of newspapers on a variety of engaging topics.
8. [Alltop](#) – Content is indexed from a variety of top publications, categorized by topics like Work, Health, Culture, Interests, Tech, People, Good, News, Geos and Sports.
9. [Twitter](#) – Search trending topics on Twitter to see what is popular worldwide or in a specific region to gain insights on what content to develop. Also search hashtags that are relevant to your expertise and industry to research what subjects of our interest to your existing audience and potential audiences.
10. [Reddit](#) – Discover what's trending worldwide on Reddit for content inspiration on a variety of topics from across the web. Observing which headlines are more effective on Reddit can bring insights to the subject of your next article, infographic, video or other type of content.

Tools for Marketing & Distribution

11. [Buffer](#) – Use Buffer to schedule your content across Facebook, LinkedIn and Twitter for posting at the best times optimized for your account or at the times of your choosing. Buffer helps streamline the process of distributing content to each channel quickly and effectively.
12. [Slideshare](#) – An often overlooked tool for content marketing, create a deck to draw attention to a resource or service on your website. Like this deck on [YouTube Virality](#), that drove 20,000+ views to the creator’s content.
13. [Yoast](#) – The best search engine optimization plugin for WordPress that helps bolster your website and its content to its full potential with all the major search engines. It simplifies the process making it easier for website owners of all levels keep their web properties inline with SEO best practices.
14. [MailChimp](#) – MailChimp is one of the easiest email marketing platforms to use to market your content to your email list. Don’t have an email list? The exclusive content your business will create and distribute using this platform will help fuel new subscribers to your email list.
15. [Promoted Posts on Facebook](#) – Facebook advertising can bolster the visibility of your content in the newsfeed far greater than it would reach on its own organically. Pay per post to get your content featured in front of a larger audience on Facebook with your fans and non-fans alike.
16. [Inbound Writer](#) – This content optimization application lets your business monitor topics of interest, understand your readers and reach your readers by providing insights on what type of content to create that match’s the passions of your audience.
17. [PRWeb](#) – Use this syndication platform to send SEO optimized press releases about your most valuable content to 30,000 journalists, 250,000 opt-in news subscribers and to the 3 million monthly visitors on PRWeb.com. The platform is easy to use and allows many effective tools to create your press release, distribute it and monitor its success.
18. [Followgen](#) – Targeting tool that allows a business to find a meaningful audience on the social web with the goal of getting your content in front of the right audience. It’s a strong fusion of a targeting system and social advertising.
19. [Tweriod](#) – Twitter tool that helps determine the best time to tweet your content for your business. The tool gets your content in front of more tweeters and comes in the form of a free simple report that outlines the best times to tweet.
20. [Bundlr](#) – Create topic pages with photos, videos, tweets, articles and more to distribute with everyone in your network. The “Bundle This!” plugin allows users to clip content from their browser as they browse, making it quick and easy to bundle your content with other quality sources of information.

Tools for Organisation

21. [Trello](#) – A completely free tool for organizing everything from media to ideas on neatly organized cards. Streamline your content ideas and collaborate with your other team members by gathering votes on particular cards to have real time feedback on the best content to pursue further.
22. [Evernote](#) – Evernote is the multi-use organisational platform that's widely known as the way to remember everything from your business to personal life. Use Evernote to keep track of your content ideas and editorial calendar from the computer or your mobile phone on the go.
23. [Google Calendar](#) – One of Google's many helpful tools, the Google Calendar is an effective way to organize and collaborate on your editorial and production calendar for your company's content.
24. [IFTTT](#) – Put the Internet to work for you by creating **custom recipes** that increase the productivity across all of your web applications and platforms by making them work together more effectively.
25. [Wunderlist](#) – Create beautiful and more importantly, powerful lists that outline your content strategy, content ideas from your desktop at work or on mobile while you're on the go.
26. [Pinterest](#) – Use Pinterest to organize your resources, the content from others and your favorite websites for content marketing inspiration. Utilize the secret board function if there's anything your team doesn't wish to curate to the public.
27. [Pocket](#) – Save videos, articles and other helpful resources away to check out later. The Pocket app helps keep your favorite resources organized from apps like Twitter, Flipboard, Pulse, Zite and 300+ apps.
28. [Remember That Milk](#) – Manage all your tasks with this app that seamlessly integrates with Gmail, Outlook, Twitter, Evernote, Google Calendar and more. Think of this app as the to-do list reinvented.
29. [Harvest](#) – The time tracking tool can help keep your content marketing efforts on schedule with accurate and effective software to help make smarter decisions for your business. Understanding where your time is spent and on what tasks will help strengthen your content creation efforts.
30. [MindNode](#) – Map out your brainstorm sessions and ideas to better understand what's on track and what's not working for your content strategy using the MindNode app. Think about your content as ideas that merely need to be flesh out, connect the dots with this visual experience for the iPhone, iPad or Mac.

Tools for Content Creation

31. [Meme Generator](#) – If you need to add a comical spin to your content, then look to add a meme from this easy to use web resource. For inspiration, check out which memes generated by the service are **gaining traction** on the web.
32. [Visual.ly](#) – Create stunning infographics and data visualizations using Visual.ly from their marketplace of infographic experts and designers. Explore the 30,000+ infographics already created on the website for inspiration for your content marketing.
33. [Google Keyword Tool](#) – Using the Google keyword tool you'll be able to search for the right pairings of keywords to use in the headlines and body of your articles that are more often searched in Google. Don't take this data as the final say on your headline, but use this info has an approximation of the search traffic certain keywords are currently receiving.
34. [GIMP](#) – Create visuals for your content using GIMP, which is a free, simplified Photoshop like software. Including images in your posts is very crucial since 40% of people will respond better to visual information than plain text.
35. [Resize.it](#) – An online image resizing tool to bring the images you've created or curated to the right dimensions for publishing. Resize.it is a helpful resource for non-technical users to fix their images for use in their articles, e-books and PDF's.
36. [Issuu](#) – A visually striking tool for creating online magazines and lookbooks with both free and paid versions depending on your content needs and budget.
37. [Utrak](#) – Utrak is a tool that allows you to embed a simple web-based poll into your content. Adding a poll to your content is another way to make it more engaging for readers.
38. [Embedded Tweets](#) – Add live tweets to your online content to add credibility to a topic and interactive aspect to your article or website. Tweets display with expanded media like photos, videos, and article summaries, and also include real-time retweet and favorite counts. When embedded, Tweets are interactive and enable your readers to follow the Tweet author, and reply, retweet, favorite all directly from the page.
39. [Thinglink](#) – Tag images to make them more engaging with links to music, video, text, images, Twitter, Facebook, shops and more using Thinglink. This tool allows readers to comment on images and follow image channels of creative users. ThingLink images are also shareable, and embeddable, with a click to Facebook, Twitter, Tumblr and email.
40. [PowToon](#) – Create animated videos and presentations with PowToon to add a commercial quality experience to your original content.
41. [UberFlip](#) – Optimize your PDF's to add social widgets, audio and video elements to make the content both interactive and measurable.

Tools for Writing

42. [Contently](#) – A platform that allows businesses to work with high-quality freelance writers that also handles the payment and management of the editorial process.
43. [Skyword](#) – This tool offers businesses different levels of content creation services with their access to 20,000 writers, as well as an exclusive partnership with Thomson Reuters for business intelligence and Bigstock Imagery for stock images.
44. [Textbroker](#) – Textbroker is a content creation service offering a quick turnaround on articles, press releases, written snippets for websites and more from a database of authors.
45. [Compendium](#) – The Compendium platform empowers publishers with the tools necessary to plan, produce, publish, promote and measure their content marketing all from one dashboard.
46. [Shareist](#) – Shareist is editorial platform for small to medium size businesses that helps with the entire content marketing life cycle. The tool helps your business capture content from around the web, easily incorporating text, links, videos, images and more. Export this content for use anywhere, such as email newsletters, and eBooks.
47. [Lingospot](#) – The Lingospot software offers automated content marketing for your website, automatically updating the content throughout your web properties. With flexible control of the level of automation to use on each of your pages, businesses can create thousands of dynamically refreshing topic pages.
48. [NewsCred](#) – An enterprise content development platform that offers businesses 2,500 sources, millions of full text articles, images and video to help bolster their content strategy. The platform also streamlines the legal and billing process of using the content owned by other publications, companies and individuals.
49. [XYDO](#) – Create and curate editorial content to meet your online and email marketing needs with XYDO. Integrates smoothly with MailChimp and Constant Contact to amplify your messaging with trending and relevant content.
50. [Brafton](#) – The Brafton platform offers content marketing, as well as search engine optimization, social media marketing and content analytics services to ensure the content created on your company's behalf will perform well on the social web and with the right audience.

Lilach Bullock also has a very comprehensive list of content tools available via her website; <https://www.lilachbullock.com/ultimate-list-content-marketing-tools-download/> once you sign up for her newsletters which of themselves are worthwhile for anyone serious about content marketing.

1.7 MARKETING APPS

Marketing APPs are browser based digital experiences designed to generate and enhance user interaction, they are aimed at producing macro and micro-conversions. They ARE NOT mobile based installed pieces of software but are browser based and thus device free. If you're already an online marketer its likely you're using one, or more already;

- Quizzes
- Assessments
- Surveys
- Contests/Games
- Calculators
- Conversion paths
- eBooks
- Wizards
- Configurators
- eCatalogues
- LookBooks
- Interactive Whitepapers

© 2013 Accenture. All rights reserved.

be > your degree

Bring your talent and passion to a global organization at the forefront of business, technology and innovation. Discover how great you can be.

Visit accenture.com/bookboon

Be greater than.
consulting | technology | outsourcing

accenture
High performance. Delivered.

The key aspect is that content becomes interactive, or “experiential” which is a very hot trend in marketing.

Quiz / Assessment

Turn a set of your best practices into an online self-assessment or quiz that your visitors can take themselves. Based on visitor responses to questions, you can deliver personalized recommendations for improvements. You can use the data that you gain from the answers to drive targeted marketing automation programs and to surface warmer leads to sales with pre-fab insight into pains. For assessments to work well, they must offer valuable information.

Calculator

Turn your internal pricing spreadsheet into an online calculator. Even complex pricing can be converted into a pricing range estimator. Most organizations have something that can be calculated using an engaging app-like experience. This provides the immediate gratification that B2B buyers crave while allowing sales to continue to build value prior to delivering a specific price quote.

Game

Games are entertaining ways to engage, educate and convert prospects. For example, rather than answering survey questions for themselves, visitors can guess which answers were most popular amongst their peers. In answering, they are exposed to shared pains, problems, and solutions that drive demand. Simple guessing games provide another way to communicate strategically compelling information. Not only does it provide knowledge, but gives your brand that stand-out attention to draw in a more qualified audience.


Interactive White Paper / eBook

Do you have an in-depth white paper? Turn it into an interactive, ‘choose your own adventure’ eBook. Chunking up the white paper content into interactive, navigable sections can bring your content to life in a highly engaging way. Instead of a visitor downloading a 12-page white paper to quickly skim through then throw away, entertain them with something useful that they want to share.

Content Wizard

Content wizards let visitors drill down to their favorite content while enabling you to learn who's on your site and what interests your visitors have. In this way, consider a content wizard to be a tour guide, navigating your visitor to your existing content that is most relevant to them.


Rather than showing long list pages of white papers and webinars to wade through, content wizards provide a more enjoyable and personal user experience. Ask your visitors about their interests or how they like to consume content, and serve up the most relevant stuff you've got.



The diagram shows a 'Progression bar' at the top. Below it, a series of questions are asked: 'Which HR topic would you like content on?', 'Which topics interest you within recruiting?', and '2014 Recruiting Trends'. The final step is a 'Short & sweet form to get the content'.

Conversion Path

Do you have specific messaging for verticals, roles, or business need and struggle with getting the right content into the right hands? A conversion path will help visitors step themselves through a series of simple choices to quickly get to the most relevant and targeted information.



The diagram shows a flow of content cards. The top card is 'FREE HR White Paper' with 'RECRUIT' and 'RETAIN' options. Below it are 'Learn New Ways to Recruit', 'Benefits that help', and 'HR Professionals'. Labels include 'Visual prominence of incentive' and 'Self-segmentation'.

1.8 CONTENT THOUGHTS

Ten things to think about in developing Content Marketing;

1. Google “What is [your product category]?” If your company’s website doesn’t show up in the top three search results, you are missing an opportunity to reach, engage and convert potential customers at the beginning of their buying journey.
2. Does your brand achieve a fair “share of voice” in online conversations about your product category relative to your market share and that of your competition?
3. Take a sample of the content your business creates and identify the cost, usage and performance of that content. Chances are you will find more than fifty percent never gets used at all (pure waste.) Shift that wasted content production into a content marketing program.
4. What percent of the traffic on your website comes from early-stage search? What percent of the content on your website answers early-stage customer questions?
5. How much quantifiable brand engagement (traffic to your website) does your traditional marketing generate? Shift some of that budget to content marketing and track your results.
6. What have you spent on paid search because you don’t rank for key search terms organically? Every organic visitor can be seen as money saved.
7. How big is your content subscriber list? Every subscriber to your content marketing program provides reach, engagement and the potential to convert to real sales.

8. What is the cost per lead of your content marketing program vs. traditional outbound approaches like direct response, cold calling, email list rentals and banners ads?
9. What percentage of your marketing generated revenue comes from content marketing?
10. What is the lifetime value and retention rate of your customers who engage with your content marketing vs. those who don't?

Ten Metrics to think about in developing Content Marketing;

1. How Much Money Are You Wasting on Unused Content? $\text{Current costs} * \text{Amount that gets used}$
2. What is the Value of Organic Search? $(\text{Budget for Paid Search} * \text{Organic Search Traffic}) / \text{Paid Search Traffic}$
3. What is the Value of Unbranded Organic Search Traffic? $(\text{Paid Search Budget} * \text{Organic Search Traffic}) / \text{Paid Search Traffic}$
4. What is Your Fair Share of Voice Index? $(\text{Online share of organic search Traffic} / \text{Market Share})$
5. What is the Value of Our Repeat Visitors? $(\text{Website Advertising Dollars} / \text{Ad-driven Traffic}) * \text{Repeat Visitors}$
6. What is the Value of a Subscriber? $(\# \text{ of Subscribers} * \text{Avg. Sale Price} * (1 - \text{Unsubscribe Rate}) - \# \text{ of Subscribers} * \text{Cost per Acquisition}) / \# \text{ of Subscribers}$
7. What is the Value of a Subscriber? (If you know sales from email nurture) $\text{Sales Generated from Email} / \# \text{ of Subscribers}$
8. What is the Content Marketing Cost Per Lead? $\text{Content Marketing Costs} / \text{Content Marketing Leads}$
9. The Value of Content Marketing Leads? $\text{Content Marketing Leads} * \text{Content Marketing Conversion Rate} * \text{Avg. Sale Price}$ [OR] $\% \text{ of Leads from Content Marketing Costs} * \text{Avg. Lead Conversion Rate} * \text{Avg. Sale Price}$
10. The Value of Content Marketing Retention? $\text{Spend from Customers Who Don't Engage in Content} - \text{Spend from Customer Who Do Engage in Your Content}$

1.9 FUTURE SEO – GOOGLE IS LEARNING TO THINK

The techniques we've come to develop for SEO primarily revolve around the algorithm of the search engine: The algorithm is dependent on the search engine's quality team who determine what criteria are included in its ranking system, these are then built into the mathematical formula that evaluates, retrieves, and displays the content that satisfies its terms.

Traditionally these algorithms do a pretty good job utilising input like keywords, key phrases, content quality, and uniqueness to rank content by its relevance. But there is now a concept called ‘deep learning’ or in more common understanding ‘machine learning’. The idea is that formulas within the algorithm learn from the actions taken on previous searches, use this to quantify the intent behind a query, and apply this new contextual information to provide a more meaningful search experience – without Google’s search team reconfiguring its code.



This isn’t science fiction; indeed, Google has already begun to develop this. Since 2017 Google began to identify specific entities of knowledge — e.g., distinguishing between searches on Sting, the musician, and sting, the sensation of pain. By accounting for these contextual semantics, Google offered segmented auto-predictions on relevant search terms and phrases.

This means that Content Marketing will have to adjust to the next generation of SEO as it develops. We don’t yet know what this will mean in exact terms but it’s an area Content Marketers have to be aware of.