

# Content Marketing



PRESENTED BY  
Seán Earley



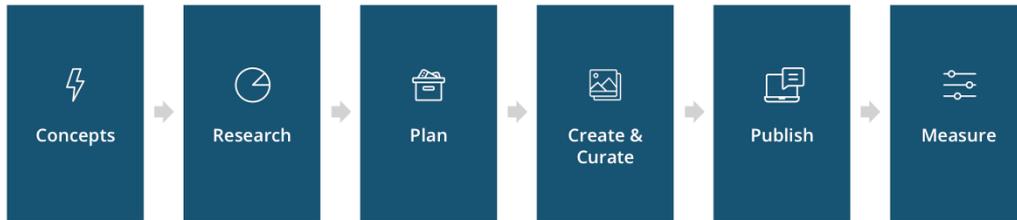
## Seán Earley

Creative Director at Teneo PSG Digital

- Creative Director at Teneo PSG Digital with five years' experience in Digital Marketing, Social, and PR Agencies
- Founding member of Teneo PSG Digital
- Former Director on the Board of the Irish Internet Association
- Passionate about creating content that captures audience imaginations and delivers business objectives

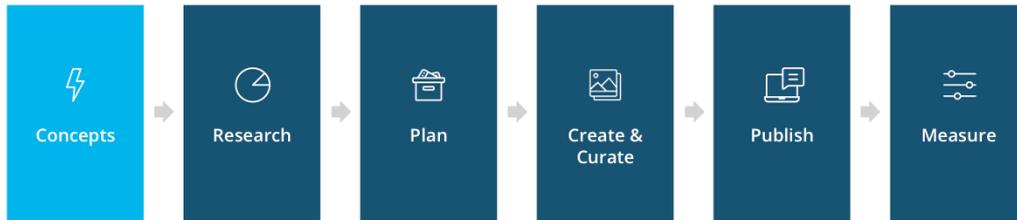


## Content Marketing





## Content Marketing





 CONTENT MARKETING

# Content Marketing Concepts

 AGENDA

1. Content Marketing
2. Types of Content
3. Content Intent
4. Community Management
5. Content Marketing Strategy



## Content Marketing

What is it?



Content marketing is the creation, publishing, and sharing of content with the aim of building brand reputation, awareness, and affinity.

**[REF.] 3.1.1.1**

**[LECTURER NOTES]**

Content marketing is a powerful tool for businesses to use in bringing consumers along the conversion funnel. Different formats, types, and styles for your content will serve different audience needs and ultimately improve your chances to acquire new customers or clients.



## Content Marketing

The benefits



[REF.] 3.1.2.1

### [LECTURER NOTES]

There are a variety of benefits when it comes to content marketing. Matching these benefits to your business objectives will help you form a content marketing plan that's right for your business.

1. **Grow** your brand or business awareness
2. **Recruit** brand advocates and new customers
3. **Increase** SEO ranking and web traffic
4. **Generate** leads and new business
5. **Enhance** understanding of business and interaction with key audiences



## Types of Content

Qualities of effective content



[REF.] 3.1.2.2

### [LECTURER NOTES]

When you're creating content to support your digital marketing strategy, you should always remember that the purpose of that content is to establish a relationship with your buyer and build trust. You can do this by creating content that provides customers with genuine value and educates them in a way that highlights your product or service's Unique Selling Point. The more informed your customer is, the more encouraged and prepared they will feel to buy from you.

In order to be truly effective, your content needs to be:

- **Relevant:** If you can't see how a piece of content would resonate with your customer, don't create it.
- **Personalized:** Customize content to best engage your customer and demonstrate that your brand values the personal touch!
- **Educational:** Teach your customer something they need to know, or better yet, something they didn't realize they needed to know.
- **Addresses the buyer's needs or interests:** Ensure your content is meeting your customers' needs, perceived needs, or interests. Why should they take the time to watch or read it?
- **Includes explicit calls-to-action:** Make sure your content converts by clearly stating what follow up actions you want your customer to take.
- **Demonstrates how you can provide a solution to their needs:** How can you help? How will your product, service, or brand help solve the problems that your potential customer may be experiencing?



## Types of Content

Two main groupings



- Newsworthy
- Time-sensitive
- Limited repurposing



- Timeless
- Wider relevancy
- Efficient

[REF.] 3.1.3.1

### [LECTURER NOTES]

Largely speaking we can group all content into either Topical or Evergreen content. Each type of content has its own benefits and limitations when it comes to creating content for your digital marketing efforts.

- **Topical content** is newsworthy, time-sensitive content that is best suited to a particular moment in time, and can be effective in driving backlinks based on it's relevance.
- **Evergreen content** drives more efficiencies based on having a more timeless and longer relevancy period. Evergreen content can be hugely beneficial for SEO keyword boosting.

A good content mix should factor in both types of content. There's no one size fits all but a good deal of my clients look towards a bias on evergreen content, with a 70:30 or 80:20 split.



## Types of Content

Topical content



Topical content is content that ties into a moment in time and as such has a lifespan of relevancy.

**[REF.] 3.1.3.2**

**[LECTURER NOTES]**

The definition of topical content is content that ties into a moment in time. As it is tied to a moment it has a shorter lifespan of relevancy.

We will explore how to create topical content and look at some examples in the following slides.



## Types of Content

How to create topical content

#1

Choose  
general  
themes

#2

Consider  
potential  
outcomes

#3

Resource  
adequately

[REF.] 3.1.3.3

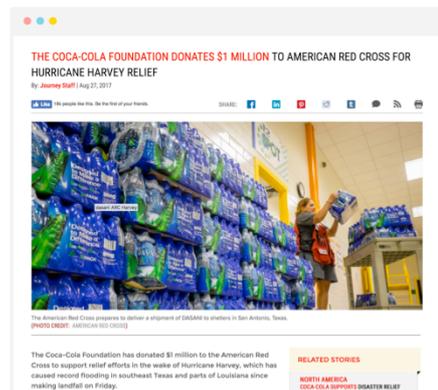
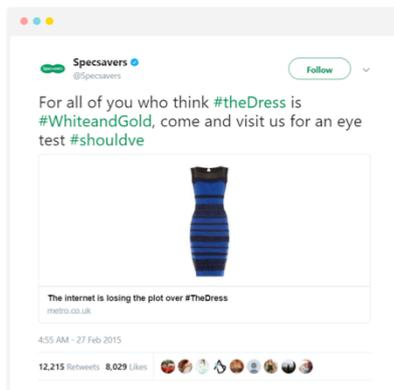
### [LECTURER NOTES]

- 1. Choose general themes or events:** Creating topical content requires quick action. Having guard rails established for general topics or areas of topical opportunity that you're comfortable commenting on or creating content around can help expedite this. For example, if you're a confectionary brand it might make sense for you to react to pop culture, celebrity, or entertainment stories – but maybe not for stories about conflict or politics.
- 2. Consider potential outcomes:** Once you have your events or themes decided upon, you can often brainstorm potential outcomes for topical content and sketch out an approach. For example, say you choose a sports event. One team could win, the other lose, there could be a draw, someone could commit a foul, or there could be an injury. You can create content to hold in stock in advance of these likelihoods.
- 3. Resource:** As mentioned, topical content requires fast action to be relevant and timely. Consider what additional writers, designers, and approvals you need to put in place to make sure you can publish swiftly and correctly.



## Types of Content

Examples of topical content



[REF.] 3.1.3.3

### [LECTURER NOTES]

Here are two examples of some great topical content.

#### Example 1:

Around the time of 'The Dress' social media phenomenon, lots of brands and businesses got involved in the online conversation and created topical content that jumped on the news trend to get additional exposure.

#### Example 2:

A post on the Coca Cola blog describes their charity relief efforts associated with Hurricane Harvey.



## Types of Content

Evergreen content



[REF.] 3.1.3.4

### [LECTURER NOTES]

Evergreen content is content that can be used at various stages of the buyer journey and is still relevant and of value to the reader weeks, months, and sometimes even years after its initial creation and publication. Because of this, evergreen content can drive more traffic, generate more leads, and facilitate more sales for a prolonged period of time.

Evergreen content is:

- **Long lasting:** Writing is relevant and valuable for a prolonged period of time.
- **Converting:** Content can drive more traffic and generate more leads over its lifespan.
- **Efficient:** Content can be repurposed into different formats, maximizing creation time.

By leveraging evergreen content, you can make your content creation process more efficient and yield a greater ROI.



## Types of Content

How to create evergreen content



[REF.] 3.1.3.5

### [LECTURER NOTES]

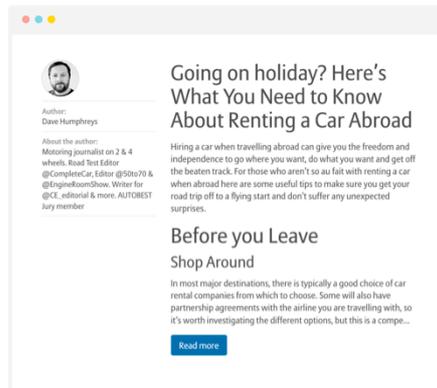
- 1. Choose timeless topics:** Rather than focusing on fleeting trends, you need to show you recognize your customer's needs and want to help by providing information that they can rely on for a sustained period of time. Make sure the topics you choose are specific, and allow you to position yourself as the authoritative source. Be simple and accessible; this will open up your content to a wider target audience, including beginners seeking knowledge on a subject.
- 2. Promote on social media:** You can share your evergreen content across a variety of social media platforms, and once you've shared, don't be scared to re-post it at a later date. The value of evergreen content is its longer lifespan, so you should make the most of it. Regularly re-posting content on social media will extend its reach and help you to acquire more followers and generate new engagement, as the audience is new and the content will be just as relevant.
- 3. Repurpose at a later date:** Evergreen content's longer lifespan means that it is the perfect candidate for repurposing and recycling, which maximizes the value of your content creation efforts. For example, an industry report could later be chunked out into a series of infographics, animated videos, or slides which could be promoted and used to engage and convert customers all over again.



## Types of Content

Examples of evergreen content

- 'How-to' articles
- Tutorials
- Beginner's guides
- FAQs
- Case studies
- List articles
- Checklists



### [REF.] 3.1.3.5

#### [LECTURER NOTES]

As long as the content is high quality and the topic is timeless, a piece of evergreen content can come in any format.

That being said, there are some common evergreen content post types that seem to work best. Some examples include:

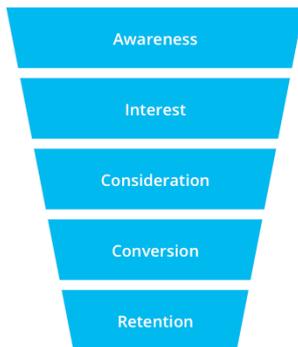
- 'How-to' articles
- Tutorials
- Beginner's guides
- FAQs
- Case studies
- List articles
- Checklists

The example shown here is an article from Allianz that provides tips on renting a car when abroad. As you can imagine these tips are relevant no matter the time of year; it's general facts on what you need to know when renting a car abroad. It also ties into Allianz's core product offering of motor insurance, so it is relevant to the brand.



## Content Intention

How content works for you



### Awareness

Let potential customers know you exist

### Interest

Capture the audience's attention

### Consideration

Further inform customers on what you do

### Conversion

Foster a warm and personalized experience

### Retention

Encourage repeat business

[REF.] 3.1.4.1

### [LECTURER NOTES]

Always make sure your content has a clear intention on what you are aiming for it to achieve. Content that lacks intention will easily be spotted by customers as lazy, irrelevant, and not adding to your pitch.

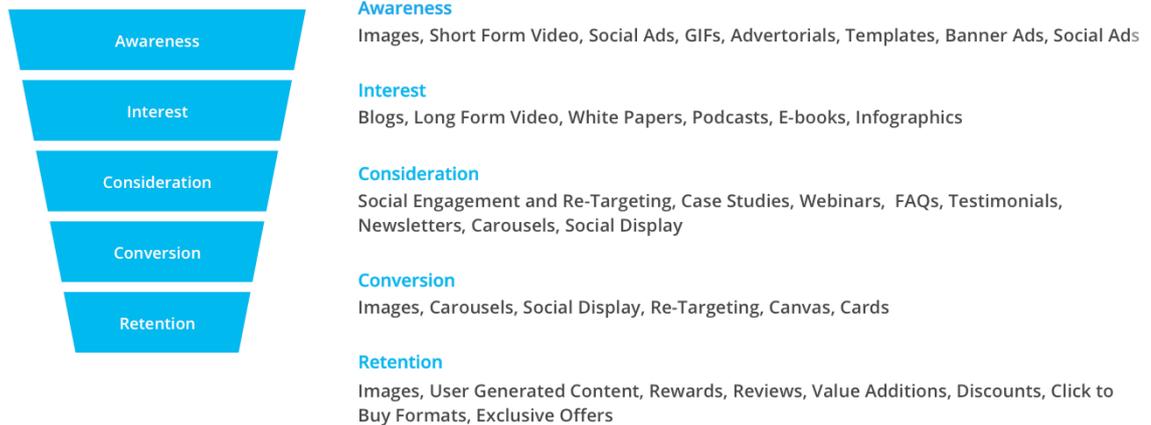
- **Awareness:** Let potential customers know you exist, what you stand for, and your USPs versus competitors; show what you do, how you do it, and how you can solve a problem.
- **Interest:** Capture the audience's attention beyond awareness and convince them of your proposition.
- **Consideration:** Provide further detail on what you do to inform customers on your experience, price, and happy customers. Why you versus competitors? Highlight experience, testimonials, and expert knowledge.
- **Conversion:** Foster a warm and personalized experience between customers and your business. This includes lead nurturing, added value, return purchase incentivizing, requesting feedback, and community management.
- **Retention:** Encourage repeat business but also to shine a light on positive customer experiences for new potential customers. This involves heroing champion customers and amplifying user-generated content through your content marketing channels.

As you can see, there's no one size fits all and it's important to consider the agenda with your content strategy to make sure it's serving the right objectives but also speaking in a relatable way to your intended recipient.



## Content Intention

Aligning content to the buyer's journey



**[REF.]** 3.1.4.2

### **[LECTURER NOTES]**

Overlaying the audience journey with the content that best serves these need states helps establish a great mix of content to help you achieve the most conversions. At each stage of the journey the type of content you disseminate helps you build added trust, and as you progress, the commitment from the user increases until eventual conversion.

### **[REFERENCES]**

<https://www.semrush.com/blog/beyond-links-total-inbound-marketing-strategy/>



## Community Management

An important complement to content marketing

Manage customer, product, or service issues

Gain valuable insight and feedback

Turn customers into loyal fans

Network opportunities

Drive repeat sales

**[REF.]** 3.1.5.1 & 3.1.5.2

### **[LECTURER NOTES]**

Community management is often the stage after content has been published; however, it's an important consideration in resourcing in your overall content marketing plan. It's essentially the customer service aspect that can arise from the content you seed.

Why is it important?

- Manage negative experiences with your business into positive solutions.
- Respond to business queries and help drive conversions.
- Gain insights about your business from real people in real time to make adjustments if needed.
- Network with like-minded businesses or influencers.
- Ultimately drive new sales and repeat business.

When community management works in tandem with your content, it will be much easier to move customers through the purchase journey.

### **[REFERENCES]**

<https://www.shopify.com/blog/community-management>



## Community Management

An example



[REF.] 3.1.5.1 & 3.1.5.2

### [LECTURER NOTES]

Here is an example of community management by ASOS. We will explore this topic further in the Social Media Marketing module.

### [REFERENCES]

<https://www.shopify.com/blog/community-management>



## Content Marketing Strategy

What is it?



A content strategy is an ever-evolving plan that determines your content marketing goals, target, and objectives. It takes into account your audience, their buying journey, and the formats and style aligned with your wider business.

**[REF.] 3.2.1.1**

### **[LECTURER NOTES]**

A content marketing strategy is an ever-evolving plan that determines your content marketing goals, target audience, and their content needs. It defines the user journey, content formats, and content styling, and is both aligned to business objectives and fully integrated with the wider business.

It's important for content marketers to work to a strategy to define what content is created, what purpose it's serving to your wider business goals, and how effective it is in helping achieve those.



## Content Marketing Strategy

A cyclical process



[REF.] 3.2.1.2 & 3.2.1.3

### [LECTURER NOTES]

Moving through a complete content strategy process will help you create meaningful content, seeded to the right audience that is measured and optimized to inform future content campaigns. Each of the main steps includes a number of activities. These must be carried out sequentially to make logical sense and avoid investing time ahead of schedule in an area that is undermined by later learnings.

For example, one must set objectives before choosing platforms, as some platforms are more adept at serving certain objectives than others.

We will be covering each of these stages in more depth throughout the module, but the activities involved in each stage include:

- **Research:** social listening, competitor audits, audience segmentation, platform research
- **Plan:** objectives, wider business targets, KPI setting, persona creation
- **Create and Curate:** content types, formats, resources
- **Publish:** platform selection, content promotion, outreach
- **Measure:** social listening, monthly content reports, content audits
- **Strategize:** learnings, revisions, resourcing, scheduling

Developing a content marketing strategy is a cyclical process. Your learnings from the measurement phase should always be fed back into the research and planning phase of each campaign and help evolve the strategy.



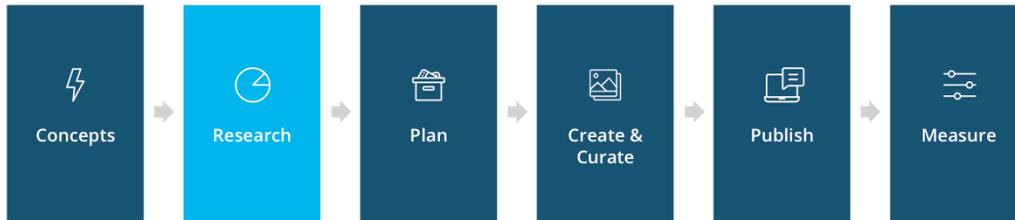
## Summary

### Concepts

- Matching the benefits of content marketing to your business objectives will help you form a content marketing plan that's right for your business.
- There are two main types of content; topical and evergreen. A good content mix should factor in both types of content.
- Always make sure your content has a clear intention on what you are aiming for it to achieve. Content that lacks intention will be easily spotted by customers!
- Community management is essentially the customer service aspect that can arise from the content you seed. It's an important consideration in resourcing in your overall content marketing plan.
- A content marketing strategy is a cyclic process made up of six key steps; research, plan, create and curate, publish, measure, and strategize.



## Content Marketing





CONTENT MARKETING

# Research

AGENDA

1. Social Listening
2. Competitor Analysis
3. Content Audit



## Social Listening

What is it?



Social listening is the process of monitoring digital media channels to devise a strategy that will better influence consumers. Taking information from places that consumers participate in online can be invaluable.

**[REF.] 3.2.2.1**

### **[LECTURER NOTES]**

It isn't enough to have a snapshot in time. Listening tools may only give you hashtags and content insights from a short, recent period of time. If you want to get to know your audience and competitors, you will have to engage in active listening over a period of time.

It's important to note here that you shouldn't focus on what your audience is saying about your brand or even your competitors. You are looking for what matters to them in order to facilitate a more personalized engagement.

### **[REFERENCES]**

<http://trackmaven.com/marketing-dictionary/social-listening/>



## Social Listening

The benefits of social listening to a content marketing strategy



Identify Opportunities



Spot Potential  
Risks or Threats



Understand Brand &  
Business Position

[REF.] 3.2.2.2

### [LECTURER NOTES]

Before setting up a social channel for your brand or business, it is a wise endeavour to conduct a period of social listening in advance.

This will help you in three key ways.

1. **Identify opportunities to leverage for your brand:** It will help you identify any opportunities or platform usage that you can leverage for your brand rather than just 'picking it up as you go along'.
2. **Spot potential risks or threats to your brand:** You can spot any potential risks or threats to your brand by monitoring how the platforms are used. For example, the lack of age gating for content on Snapchat might pose a problem if you work with an alcohol brand that has to conform to over-18s or over-21s marketing rules.
3. **Understand brand and business position on different platforms:** Finally, you can understand how brands and businesses fit into the ecosystem of each platform. For example, Facebook brand Pages work better to engage with consumers than Facebook personal profiles.

It's important to note that social listening has its limitations based on how open the social networks are with their access to social listening tools.



## Social Listening

Tools you can use for Social Listening



[REF.] 3.2.2.3

### [LECTURER NOTES]

Some social listening tools include:

1. **TalkWalker:** Monitoring of Twitter, Facebook, Instagram, LinkedIn, and 150m websites.
2. **Social Mention:** Shows detail on strength, sentiment, passion, and reach. Displays keywords, hashtags, and sites.
3. **Hootsuite:** One of the best free tools monitoring Twitter, Facebook, LinkedIn, and WordPress. It also has a very useful weekly reports feature.



## Competitor Analysis

The value of regular competitor monitoring



Help spot content gaps for your brand



Identify innovation in platform usage



Define the content that works well for your intended audience



Negates any clash of content or ideas

### [REF.] 3.2.3.1

#### [LECTURER NOTES]

Conducting regular competitor analysis will help your content strategy in a number of ways:

- You may spot gaps in messaging that your audience is consuming but that your competitor hasn't picked up on.
- By identifying what type of content is working well for competitor audiences, you can establish a profile of what will work well for your audience.
- Watch how competitors use new formats and how you might adopt and improve their usage in your own content.
- Avoid any embarrassment of similar messaging by having a different approach on content themes or ideas.

#### [REFERENCES]

<http://smallbusiness.chron.com/advantages-competitive-analysis-strategic-planning-18331.html>



## Competitor Analysis

### What to look for

- Content development schedule
- Customer feedback
- Search engine rankings (and backlink analysis)
- Website optimization
- Social following
- Tone of voice
- New format adoption
- New activation inspiration



**[REF.] 3.2.3.2**

#### **[LECTURER NOTES]**

Conducting a competitor content audit in addition to reviewing your own content will assist in defining and refining your content strategy.

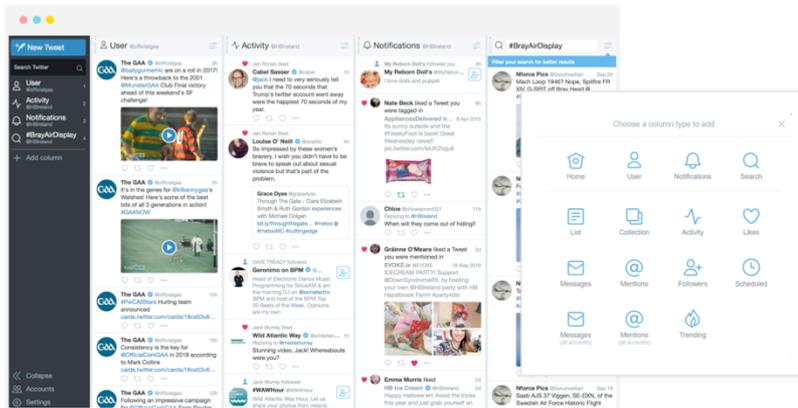
Keeping an eye on competitor campaigns can help you adapt and respond with your content. It can inform the content and platform choice by analysing the sentiment from audiences towards competitor content, and avoid any embarrassment for your brand. It's also good to benchmark times of the year when they are in campaign to help inform your content schedule.

Be aware that competitors will be monitoring your content too, so don't give too much away – for example, content results that aren't visible to the public in the content you seed out. So if you're planning on trialling a new innovative format or trying to secure a sponsorship with an event, make sure to keep information on social platforms limited as your competitor could identify your intentions and beat you to it by launching before you, or securing a sponsorship ahead of you.

Always be aware that the content you create is viewable by anyone (including your competitors) and that you should factor that into your content messaging.



## Competitor Analysis Tweetdeck



### [REF.] 3.2.3.3

#### [LECTURER NOTES]

Here's a screenshot of the free tool Tweetdeck that can be used to monitor a competitor's usage of Twitter. You can define search streams for their proactive messaging or hashtag campaigns, their user mentions, and any untagged mentions of their products or campaigns.

Using the navigation panel on the left, the menu item 'Add Column' can be used to add additional workstreams to your horizontal view including content from:

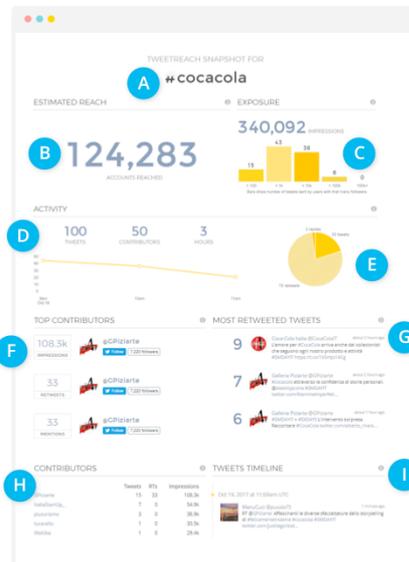
- User content: seeing all the content and activity posted by a user
- Notifications: all the notifications associated with your linked account
- Search: content phrases or keyword search within the newsfeed
- Lists: content from specified users
- Scheduled: your scheduled content
- Messages: your private direct messages
- Trending: top trending stories in your country



## Competitor Analysis

### TweetReach

- A. Search Query
- B. Reach
- C. Exposure
- D. Tweet Activity
- E. Tweet Types
- F. Top Contributors
- G. Top Tweets
- H. Contributors
- I. Tweets Timeline



### [REF.] 3.2.3.3

### [LECTURER NOTES]

Here's a screenshot of the paid tool TweetReach that can be used to measure the usage and reach of a competitor's hashtag. This is a useful way to determine the success of a competitor's campaign without having access to their insights panel.

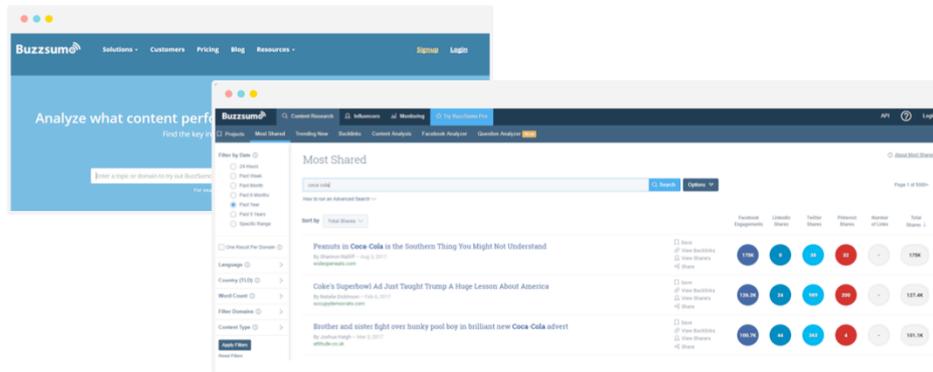
Let's go through each section to learn how you can glean insights into competitor activity:

- A. Search Query:** Search for any username or term – hashtags, phrases, keywords, URLs, and more.
- B. Reach:** The size of the potential unique audience.
- C. Exposure:** The total number of potential impressions for the tweets in your report.
- D. Tweet Activity:** Summary of the tweets in this report, including a timeline of tweet volume.
- E. Tweet Types:** Breakdown of the types of tweets in this report (tweets, retweets, and replies).
- F. Top Contributors:** The top three participants in this report, based on exposure, retweets, and mentions.
- G. Top Tweets:** The three most retweeted tweets in your report
- H. Contributors:** A full list of all participants in this report, including details about their contributions.
- I. Tweets Timeline:** A full transcript of all tweets in your report, including timestamps in UTC.



## Competitor Analysis

Buzzsumo



[REF.] 3.2.3.3

### [LECTURER NOTES]

Buzzsumo is a paid for platform that allows you to assess content that's being shared across the web – including an analysis within your vertical – and identify competitor activity.

As per the Buzzsumo software statement you can:

- Identify which types of topics and content formats people love to share amongst your target audience.
- Discover catchy headline formats that work and the influential authors to work with or curate content from.



## Content Audit

Assessing performance and spotting opportunity



[REF.] 3.2.4.1

### [LECTURER NOTES]

A content audit involves assessing the performance of content against set objectives, mapping out learnings, and developing a plan to implement content improvements.

- **Content performance versus targets:** Checking how content is working against the targets and objectives you set for it.
- **Setting rolling objectives:** Reviewing objectives in light of the performance; for example, if the target was over-exceeded, set tougher targets going forward.
- **Key learnings:** Identify what worked well and aim to repeat or improve on it; and identify content that didn't work and reduce this type of content.
- **Improve and optimize:** An action plan to put the key learnings into practice.



## Content Audit

How to conduct a content audit

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> KPI and objectives review           | <input checked="" type="checkbox"/> Website performance + UX |
| <input checked="" type="checkbox"/> Establish benchmarks going forward  | <input checked="" type="checkbox"/> Social platform review   |
| <input checked="" type="checkbox"/> Content inventory, forms, and types | <input checked="" type="checkbox"/> Language/tone evolution  |
| <input checked="" type="checkbox"/> Current audience segments           | <input checked="" type="checkbox"/> Social listening         |

[REF.] 3.2.4.2

### [LECTURER NOTES]

#### How to conduct a content audit?

- Measure specific moments in time for each audit and keep them consistent – for example, one per quarter.
- Refer back to your annual goals or objectives and assess progress towards these goals – adjust goals if needed.
- Review the content formats and types over the past period and assess the successes or failures of these.
- Be sure to put narrative around your findings and don't just report stats.
- Review your other digital platforms – for example, website/shopping cart – and assess the referrals from your content.
- Research into the various social media platforms to identify any new innovation to leverage.
- Consider the successes or failures of your language/tone with customers.
- Review your social listening to determine if there's anything new to be factored into your content.

#### Why is it important?

Auditing your content regularly will assess if your KPIs are being met and if you're reaching your business objectives. It also allows for helpful benchmarking on an ongoing basis. This can vary from website performance to positive social content engagement. It's also beneficial to review the tools you're using, how you could innovate formats, and if the language you're using with audiences is resonating.

### [REFERENCES]



## Content Audit

### Monthly content reports

- Key metrics
- Most successful content
- Least successful content
- Learnings
- Aligning business activities



#### [REF.] 3.2.4.3

#### [LECTURER NOTES]

It is recommended to conduct monthly content reports. These would be a much more abridged tracker for you to keep on top of what's happening in your content efforts month on month, and can allow for earlier detection of successes or failures within content. These are also handy for sharing with other marketing effort stakeholders within a business.

- **Key metrics:** Based on your objectives, these could be audience, reach, engagement, views, clicks, and conversions.
- **Most successful content:** Again, success here is determined by your objectives – for example, reach would be a good metric for brand awareness.
- **Least successful content:** Look at this as an opportunity to trim the fat and eliminate what's not working from your content plan – be as honest as possible with this.
- **Learnings:** How can next month's content be better? Are you noticing any month-on-month trends worth highlighting?
- **Aligning business activities:** What else is happening in your business, and how can content marketing further support overarching business goals?



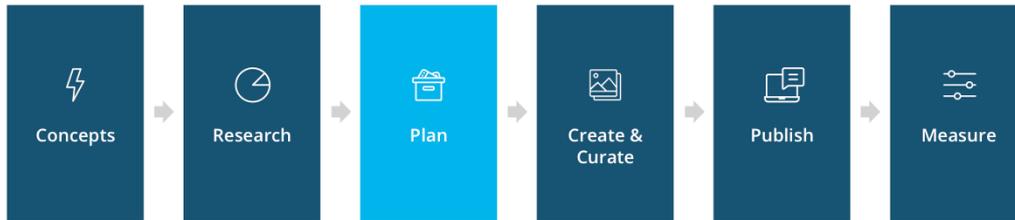
## Summary

# Research

- Social listening will help you identify opportunities for your business, spot potential risks or threats to your brand, and understand brand and business position on different platforms.
- Carrying out regular competitor analysis will help you to define what content works well for your intended audience, and avoid the embarrassment of similar messaging.
- Use tools like Tweetdeck, TweetReach, and Buzzsumo to carry out competitor research and identify popular topics and content formats.
- When conducting a content audit, be sure to put narrative around your findings and don't just report on stats.
- Your monthly content audit should include: key metrics, most successful content, least successful content, learnings, and detail what else is happening in your wider business.



## Content Marketing





 CONTENT MARKETING

# Plan

 AGENDA

1. Content Goals
2. Buyer Personas
3. Content Topics
4. Content Calendars
5. Content Management Systems



## Content Goals

Types of content marketing goals



[REF.] 3.2.5.1, 3.2.5.2, 3.2.5.3, 3.2.5.4, 3.2.5.5 & 3.2.5.6

### [LECTURER NOTES]

The key types of content marketing goals we are going to look at are:

- **Awareness:** Visibility of your brand with the target audience largely measured in impressions or reach and the frequency of this reach.
- **Engagement:** Comments, shares, likes, and replies, all factoring if your content is eliciting any response from target audiences.
- **Affinity:** We then rank engagement in positives and negatives through sentiment attribution with posts via reactions, comments, and negative feedback signals.
- **Conversion:** End point clicks to external digital sales channels from your content using UTM tracking and custom links.
- **Advocacy:** Determined by ongoing positive engagement, user generated content, reviews, ratings, and recommendations.



## Content Goals

Aligning content marketing goals to business goals



Consistency



Timing



Wider Business Input



Website

[REF.] 3.2.6.1

### [LECTURER NOTES]

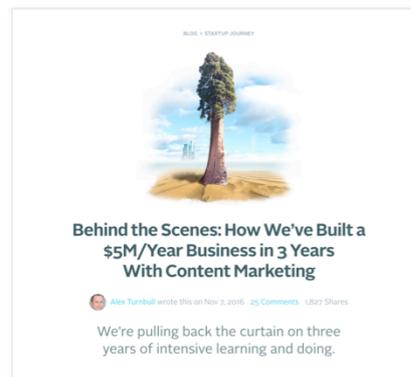
Make sure to align your content marketing goals to your overall business goals to ensure consistency across customer touchpoints and a single focused message from your business. This will ultimately help drive your commercial message and avoid any confusion of proposition with your target customer.

- **Consistency** in language, appearance, and message of your content, in line with other marketing materials; for example, platform handles or URLs.
- **Timing:** Consider how digital / content marketing helps support other campaigns the business is running.
- **Input:** Speak to your whole team and take into account team representation from the whole business, including team members within PR, communications, HR, legal, and finance. There could be rich content ideas within unexpected areas of the business.
- **Website:** How is your content marketing impacting your website content? Consider best structure for optimizing images and video. How is the text element of your content effecting your SEO goals? Is your content helping towards ecommerce conversions?



## Content Goals

An example: Groove HQ



**[REF.] 3.2.6.1**

### **[LECTURER NOTES]**

Groove HQ is an often-quoted case study of how aligning your content marketing goals with your business goals can pay off.

What did they do?

- Ran an entire content marketing campaign with no ad spend.
- Built their entire content marketing around the story of their business.
- Reached out to industry influencers to ask them to chat.
- Pivoted their content marketing to help assist their target audience (SMEs).
- Instead of just talking about their product non-stop, they embedded themselves in the wider SME community and helped identify real pain points with their audience – and provided utility to their target audience.
- Currently make \$5m per year by taking time to understand their audience and align their content marketing strategy with their business goals.

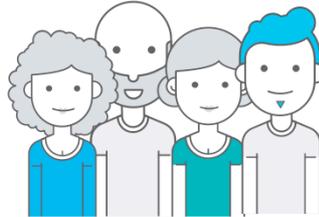


## Buyer Personas

What are they?



A buyer persona is an imaginary character based on research and data that represents your target audience.



**[REF.] 3.2.7.1**

**[LECTURER NOTES]**

Customer personas help you understand your customers (and prospective customers) better. This makes it easier for you to tailor your content, messaging, and tone – as well as product development and services – to the specific needs, behaviours, and concerns of different groups.

We will have a look at the purpose of buyer personas and key factors to consider when developing them in the following slides.



## Buyer Personas

Their purpose in the context of content marketing



### Targeting

Writing is focused on topics of interest



### Format

Informs how customers consume content



### Discovery

Knowing where online audiences get information

#### [REF.] 3.2.7.2

#### [LECTURER NOTES]

A buyer persona for content marketing acts as a sounding board to assess what they think, how they feel, and their behaviors, so you can align your content to resonate best with them.

**Targeting:** Helps to position your products as relevant and worthy of consideration. Provides valuable insights for conveying your business, performing market research, targeting advertising, website design, usability testing, and keywords for SEO.

**Format:** Gives you the information and perspective you need to make objective decisions about how to craft your brand messages through the most consumed and widely accepted formats – thus allowing you the best opportunity to create compelling content. Personas also help determine the platforms and media you use. This in turn enables content to be created to meet the targeted needs of each profile, and speaks directly to the needs of each persona.

**Discovery:** Personas allow you to get a grasp of your audience's channel behavior. They allow you to truly tailor your brand messages so you can get the best possible response by seeding through the most relevant touchpoint to your audience.

#### [REFERENCES]

<http://blog.hubspot.com/blog/tabid/6307/bid/29583/6-Core-Benefits-of-Well-Defined-Marketing-Personas.aspx>

<http://www.businessesgrow.com/2014/02/12/31-business-building-benefits-buyer-personas/>



## Buyer Personas

Considerations to make when developing customer personas



Objectives



Location



Job Details



Platforms



Device



Purchase Behaviors



Interests

[REF.] 3.2.7.3

### [LECTURER NOTES]

When developing customer personas, you need to carefully research each of the following:

- **Objectives:** What are they looking to achieve by interacting with your business? How many competitors will they consider? What information is pertinent to their decision?
- **Location:** Where are they from? Where are they based? This will include cultural considerations.
- **Job details:** What's their economic position or job?
- **Platforms:** What are their main sources of information? Which online platforms do they inhabit? Which resources do they consult when making decisions, and how influential are each of these?
- **Device:** What are they using to access the internet? Screen size, browser speed, and connectivity are considerations.
- **Purchase behaviors:** What is their path to purchase? What steps do they take when considering a purchase?
- **Interests:** What issues are they trying to solve? How do these issues impact on their lives? What are the benefits of solving these challenges?

### [REFERENCES]

<https://blog.bufferapp.com/marketing-personas-beginners-guide>



## Buyer Personas

Understanding their behaviors, needs, and preferences



### Jane

- Single
- Works hard and parties harder
- Likes to treat herself
- Sporty
- Lives in the city
- Instagrammer



### Brad

- Living with partner
- Career driven
- Ambitious
- Likes fine foods
- Tweets a lot
- City liver
- Tablet user



### Tom

- Single
- Just graduated
- Seeking first job
- Keen to travel
- Music lover
- Lives rural
- PC user
- Uses forums

**[REF.] 3.2.7.3**

### **[LECTURER NOTES]**

Understanding your personas allows you to get a more complete knowledge of not only their job title but their background. Their needs and their interest sets are important information on how to access them emotionally, but also illustrate what motivates and frustrates them. This can help you paint a picture of your ideal customer. It's vital to flesh out these personas based on their content and information needs to position your brand or business as the solution to their requirements.

The hardest working customer personas are developed with field research, focus group research, surveys, and interviews with your target audience.

### **[REFERENCES]**

<http://blog.hubspot.com/blog/tabid/6307/bid/33491/Everything-Marketers-Need-to-Research-Create-Detailed-Buyer-Personas-Template.aspx>



## Content Topics

Use research to develop content topics



[REF.] 3.2.8.1, 3.2.8.2, 3.2.8.3, 3.2.8.4

### [LECTURER NOTES]

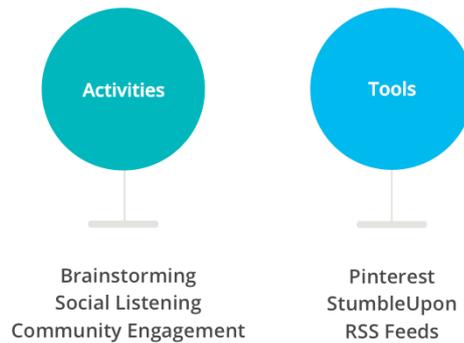
To get a clear picture of the behavior of your audience personas there's some research required. This research will confirm the online behaviors of your target audience. It is worth refreshing these personas at least once a year to take into account cultural and behavioral shifts over time.

- **Keyword establishment** involves researching how users are finding your website currently. Are these desired terms? Are there alternative words you'd like consideration for? What keywords are your competitors bidding for? Google Analytics and Google Ads planner are helpful for this.
- **Search trends** involves investigating what time of day/month/year users are searching for particular terms, and how this can impact on your content strategy. What gender and countries are searching for your product or service? Google Search trends will help you determine this.



## Content Topics

Generate content topics using a variety of tools and techniques



[REF.] 3.2.8.5 & 3.2.8.6

### [LECTURER NOTES]

There are a wide variety of methods you can use to inspire your content topics.

Activities:

**Brainstorming:** Gather teams together to brainstorm a selection of topics which can be narrowed down at a later stage.

**Social Listening:** Listen to your audience to find out what content they like, dislike, or need to solve a particular problem.

**Community Engagement:** Reach out to your audience and find out what content they would like from you.

**Tools** like Pinterest, StumbleUpon, and RSS feeds are fantastic resources to find content topic ideas. We will look at these tools a little later, as they can also be used for content curation.



## Content Topics

Case study: Bodyform



**[REF.]** 3.2.8.5 & 3.2.8.6

### **[LECTURER NOTES]**

Bodyform, the women's health brand, used social listening to help them create a piece of content that has reached over 6m people around the world.

How did they do it?

- They identified an opportunity through the comments of an individual on social media about what they considered misrepresentation in their ads.
- They created a tongue-in-cheek video to respond to the user, and showed utility in entertainment and brand personality.
- It worked for them as they stayed true to their position of female empowerment and being brutally honest.

### **[REFERENCES]**

<https://www.youtube.com/watch?v=Bpy75q2DDow>



## Content Calendars

What are they?



Content calendars are a central document for mapping out social media content across platforms, days, times, and objectives for a given period.

**REF.] 3.2.9.1**

### **[LECTURER NOTES]**

Content calendars are an essential tool for all content marketers. They help keep you on track and are a great visual roadmap of your content. Some businesses suffer from spreading themselves too thin, opening social media accounts on every platform, and using them in a completely ad-hoc way. This attitude to social media will invariably not return any meaningful results.

Content calendars will prevent common issues in your social media strategy. The following are some advantages of a content calendar:

1. Helps avoid missing important dates by planning ahead
2. Allows you to avoid posting content that performs poorly
3. Prevents over-spamming one channel over another
4. Allows enough time to research content in advance

### **[REFERENCES]**

<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>



## Content Calendars

### Benefits

- ✓ Plan
- ✓ Prevent writer's block
- ✓ Stay on track
- ✓ Focus
- ✓ Alignment



[REF.] 3.2.9.2

### [LECTURER NOTES]

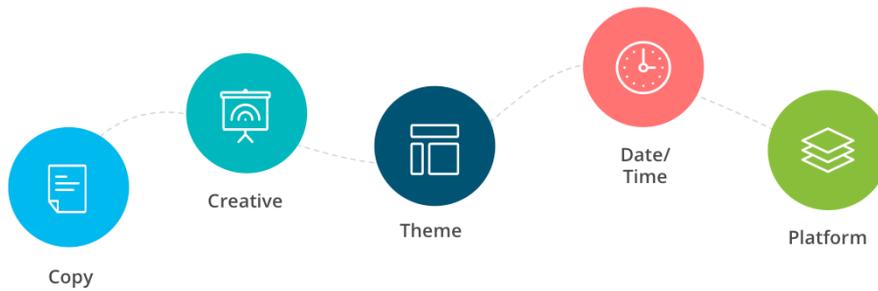
Benefits of using a content calendar in your organization include:

- **Plan:** Help to plan content efficiently
- **Prevents writer's block**
- **Stay on track:** Keep social content on track across multiple platforms and realign aims/strategies
- **Focus:** Help to keep your team focused and organized
- **Alignment:** Allow key dates for functional messaging and topical personality content



## Content Calendars

Elements of a content calendar



[REF.] 3.2.9.3

### [LECTURER NOTES]

All good content calendars will include five key elements which cover off the who, what, where, when, and how of your content?

- **Copy:** The text or narrative that goes with your post (be mindful that some platforms like Twitter have character limits so you need to be more succinct); this also allows you to sense-check grammar and typos.
- **Creative:** The image, video, GIF, poll, or format that accompanies your copy.
- **Theme:** Who is this content for? What purpose, pain point, or audience interest is this content serving? This reminds you to stay on track and be relevant!
- **Date/Time:** When the post is being published and how long it's being promoted for. Be sure to include relevant time zones, daylight savings, bank holidays, and any other important notes in relation to time.
- **Platform:** How the content is being published, and where; for example, via Facebook Scheduler on Friday at 8am.



## Content Calendars

Creating a quick and easy content calendar



[REF.] 3.2.9.4

### [LECTURER NOTES]

You can create your own content calendar in a few quick and easy steps:

**Step One:** Decide if you are going to plan content for the week, month, business quarter, or year. It's recommended not to plan *too* far in advance, as you need a little flexibility to accommodate unexpected guest blogs, or articles that may be tailored to complement a specific sales campaign, for example.

**Step Two:** Create a simple spreadsheet with column headings for:

- Topic/title
- Content type
- Overview of the blog post
- Relevant keywords
- Target persona
- Offer/Call-To-Action

**Step Three:** Populate your content calendar with as much detail as possible. If you get into a habit of being considered and intentional about the content you're going to create, it will help you to always look for the link between your content and the needs and interests of your customers.

**Step Four:** Edit and amend as required.



## Content Calendars

### Things to consider

Business priorities, timelines, product launches

Other marketing activities, PR, Above the Line

Sponsorship activity

In-store promotions

Time of year

**[REF.] 3.2.9.5**

### **[LECTURER NOTES]**

Aligning your content calendar with business activities is key. Consistency and alignment across your social channels with any consumer-facing messaging will add continuity. It also provides a brand narrative for users that is easy to follow, regardless of the touchpoint at which they come into contact with you.

Key considerations would be:

- Your business priorities and timelines, including any new products or promotions.
- Any PR, Above the Line advertising, or marketing activities.
- Sponsorship of any description from your business.
- In-store promotions.
- Time of year you're seeding your content to obtain relevancy. Consider the time of year your content is being seeded and the content needs of your audience at any particular time for a way of accessing their need state; for example, at Christmas, topics like gifting ideas and festive recipes are popular with B2C audiences online.

## Content Calendars

A sample calendar

BRAND NAME				
CONTENT CONTENT				
DATE	06/10/2013	06/11/2013	06/12/2013	06/13/2013
DAY	Monday	Tuesday	Wednesday	Thursday
1	LAUNCH EVENT			
2	SAMPLE COPY			
3	MEDIA			
4	PILAR			
5	TWITTER	LAUNCH EVENT		
6	SAMPLE COPY	Get some @brandings from some big gaming offers. Come and see opening event!		
7	MEDIA			
8	CHAR COUNTED	82		
9	CHAR COUNTED	LINK/PIC		
10	PILAR			
11	LAUNCH EVENT			
12	SAMPLE COPY	Here's a look at our new game in 30 seconds! We're the grandest! Help for the first 10 customers to show on this image. See you this time.		
13	MEDIA			
14	PILAR			

Annotations on the left side of the spreadsheet:

- Channel → (points to row 1)
- Post Text → (points to row 2)
- Attachment → (points to row 3)
- Objective → (points to row 5)
- Character Count → (points to row 8)
- Weeks → (points to the bottom navigation bar)

[REF.] 3.2.9.5

### [LECTURER NOTES]

Content calendars can be weekly or monthly spreadsheets. Best practice is to embed any creative – for example, images or stills from videos – into the spreadsheet. Timings, paid support, target audience, and target channel are all worth including.

Considerations when designing a calendar template include:

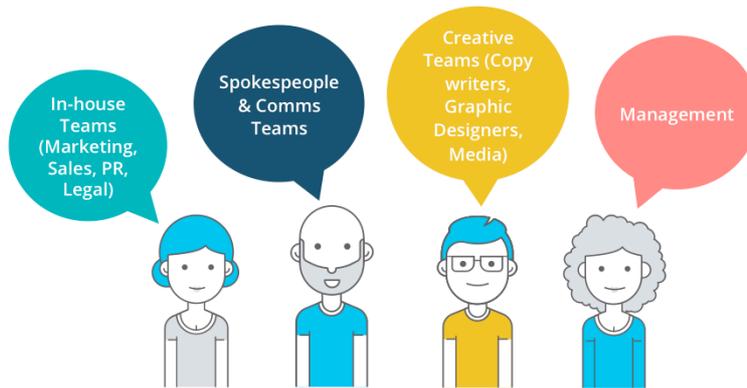
- Plotting out how your content themes will spread across the month.
- Seeking input from all stakeholders.
- Creating the content: imagery, video, or text.
- Plotting paid support where necessary.

Another helpful feature is to keep a rolling spreadsheet and create a new template for each week or month. This will help keep content in the same place for easy reference.



## Content Calendars

Stakeholders to consider



[REF.] 3.2.9.6

### [LECTURER NOTES]

Before creating your content calendar, it's important to identify stakeholders for input of ideas, thoughts, and recommendations on content. This will lead to a more rounded calendar and prevent potential future issues by allowing for:

- Accurate reflection of the business: content marketing should be fully representative of the full business.
- Assistance in content ideas: never underestimate the valuable input of colleagues in other areas of the business.
- Easier approval flows for internal sign off.

Content calendars should allow inclusion of:

- An in-house editorial team of stakeholders (Customer Service, PR/Comms, Advertising, IT, Legal & Compliance, Product Business, Marketing, Digital / Social Media, Mobile, Web team, and Sales)
- Client (if applicable)
- Creative Team
- Media / Investors (if applicable)



## Content Management Systems

What are they?



A Content Management System, or CMS, is a web application designed to make it easy for non-technical users to add, edit, and manage content on a website.

**[REF.] 3.2.10.1**

### **[LECTURER NOTES]**

Not only do Content Management Systems (CMS) help website users with content editing, they also take care of a lot of 'behind the scenes' work, including making content searchable and indexable on search engines such as Google (increasing its visibility and reach).

Content Management Systems offer the ability to enhance content through professional, pre-designed templates and plug-ins such as social share buttons and 'Click To Tweet' functions. They also facilitate personalization and responsive design, which is particularly important considering half of all emails are now opened on smartphones and tablets – a 500% growth rate over four years, according to QuickSprout.

Ultimately, a well chosen CMS can help guarantee a positive customer experience as they consume your content. Popular offerings include: WordPress, Drupal, and Percolate.



## Content Management Systems

### Benefits of using a CMS

- ✓ Automation
- ✓ Content enhancement
- ✓ Cross-publishing
- ✓ Content creation
- ✓ Task assignment



[REF.] 3.2.10.2

#### [LECTURER NOTES]

A content management system is a single platform that allows a user to control content publishing to a website.

The benefits of CMS include:

- **Automation:** Saves time.
- **Cross-publishing:** Allows for consistent messaging.
- **Content creation** (if applicable): Some platforms allow you to create content within them, which reduces additional software investment.
- **Task assignment:** You can flag tasks to different team members.



## Content Management Systems

Types of CMS



[REF.] 3.2.10.3

### [LECTURER NOTES]

Some common examples of website CMS platforms:

**WordPress** powers a full 25% of all websites worldwide, making it the planet's most popular CMS. WordPress has become much more than a blogging platform. It can accurately be described as full-featured CMS with tons of options to add plug-ins that increase features and functionality. It increasingly powers larger corporate sites and medium businesses, as well as personal blogs. It is relatively easy to set up and has a wide range of support and training materials available (much of it free of charge).

**ExpressionEngine** is a multi-purpose content management system with a modular web platform that offers three tiers of licenses: Freelancer, Non-Commercial, and Commercial. One of its benefits is its ease of use. Practically, this means that anyone can use it, without having to know PHP, the programming language ExpressionEngine is built in. The user interface is designed to make websites and content management as simple and user-friendly as possible, without sacrificing the dynamic power of the platform in any way.

**Percolate** provides software to help teams successfully execute their marketing strategy. Percolate allows you to connect your content plans with the rest of your marketing initiatives. It has a centralized system from where you can coordinate your global content efforts, deliver better marketing results, and deepen customer relationships.

### [REFERENCES]

<https://wordpress.com/>

<https://expressionengine.com/>

<https://percolate.com/product/content-marketing>



## Content Management Systems

Things to consider when choosing a CMS



### Dynamism

How easy is it to edit content?



### Intuition

How easy is it to use?



### Cost

How much will it cost the business?

[REF.] 3.2.10.4

### [LECTURER NOTES]

Considerations:

- **Dynamism:** How easy is it to edit the content? How much access have you? How integrated is it across the digital and social web?
- **Intuitive:** How easy is it to use? Is it too complex or technical? It shouldn't require too much technical know-how.
- **Cost:** CMS systems all come with an investment cost – what makes sense for your business? Does it provide value to your business, or is it an expense you do not need?

Make sure to try out a few before you make a decision. Most CMS platforms have a free trial option that will allow you time to see if the platform is right for you.



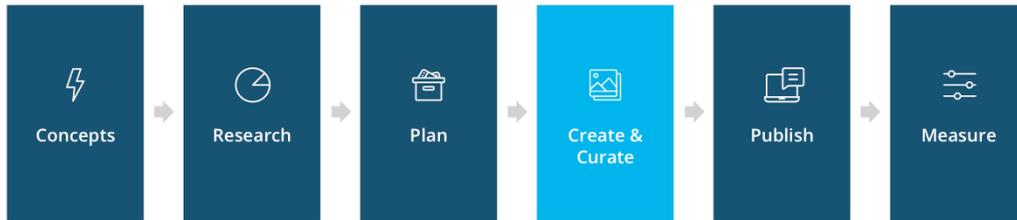
## Summary

### Plan

- Making sure content is aligned to your overall business goals will ultimately help drive your commercial message.
- When developing customer personas, remember to carefully research each of the following: geography, demographic, platforms, devices, and purchase behaviors.
- Brainstorming, Social Listening, and Community Engagement are great ways to generate content topics, as well as tools like Pinterest, Flipboard, StumbleUpon, and RSS Feeds.
- Content calendars are an essential tool to avoid missing important dates, focusing on your message, and over-spamming one channel over another. But remember to align your calendar with business activities!
- A well-chosen CMS takes care of a lot of the 'behind the scenes' work and can help guarantee a positive customer experience as they consume your content. Popular offerings include WordPress, Drupal, and Percolate.



## Content Marketing





CONTENT MARKETING

# Create & Curate

AGENDA

1. Content Creation
2. Content Types
3. Content Creation Tools
4. Content Curation
5. Content Curation Tools
6. Defining Your Personality
7. Brand Storytelling
8. Content Personalization



## Content Creation

What is it?



Content creation is the process of generating varying formats of collateral that serve the needs of your intended audience to help build authority, credibility, and utility between your target audience and your brand.

**[REF.] 3.3.1.1**

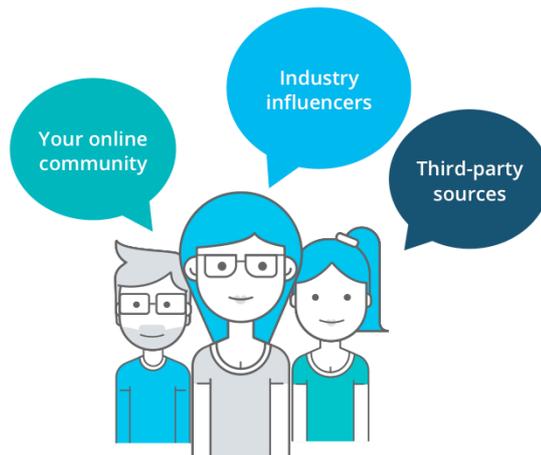
### **[LECTURER NOTES]**

We define content creation as the process of generating varying formats of collateral that serve the needs of your intended audience to help build authority, credibility, and utility between your target audience and your brand.

Content creation comes after you've done the research on your audience, defined your proposition and content marketing strategy, and allocated adequate resources into the creation of this content to achieve your content marketing goals. The error a lot of businesses make is jumping into the creation without the important steps in place.

## Content Creation

### Key stakeholders



[REF.] 3.3.1.2

#### [LECTURER NOTES]

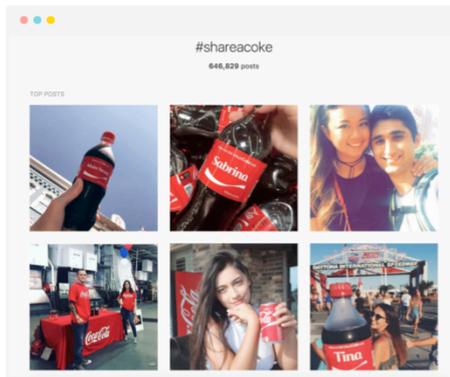
There are a number of key stakeholders who can be involved in the creation of your content.

- 1. Your online community:** This is also known as User Generated Content (UGC), and involves your online audience and customers creating content that benefits your brand. Examples include product reviews, customer testimonials, and recommendations via social media. This is an incredibly valuable method of content creation; a recent study by Reevo found that 70% of consumers place peer recommendations and reviews above professionally written content. People are more persuaded by a product or service that they know others already engage with and trust.
- 2. Industry influencers:** Every industry has its influential figures. These are the individuals who have positioned themselves as trustworthy authorities, and whose names are synonymous with a particular area of expertise. Associating yourself with these high-profile individuals can help to increase your brand's visibility, as well as its credibility. Whether it's a guest blog or product promotion, creating content in collaboration with industry influencers not only helps you to nurture customer relationships, it can also amplify your message to a much wider audience.
- 3. Third-party sources:** Sometimes, collating and sharing relevant, interesting content from third-party sources can be as valuable as creating it yourself! This process, also known as curation, requires less time and effort than creating original content. It can also help to establish your brand as an industry authority by sharing in the knowledge and credibility of other authoritative industry sources.



## Content Creation

Your online community as a key stakeholder



- User generated content
- Call out to fans
- Reward and Amplify
- Collaboration = resonance

[REF.] 3.3.1.2

### [LECTURER NOTES]

#### 1. Online Community

Your own fans and followers are an invaluable content inspiration source. The amplification of their content can help humanize your brand and show you care about your audiences online.

How to leverage your online community for content creation:

- Through UGC, also known as 'User Generated Content'
- Invite social audiences to share their content with you
- Reward and amplify this content with your audience for a wider reach

Your audience is more likely to resonate with and share your content if they feel they contributed to or collaborated on it.



## Content Creation

Industry influencers as a key stakeholder



- Coordinate an influencer outreach strategy to build your own industry authority
- Use social media and social listening to pinpoint the most authoritative individuals
- Connect with or follow them, and reach out with a personalized message

[REF.] 3.3.1.2

### [LECTURER NOTES]

**2. Industry influencers.** Every industry has its influential figures. These are the individuals who have positioned themselves as trustworthy authorities, whose names are synonymous with a particular area of expertise. Associating yourself with these high-profile individuals can help to increase your brand's visibility, as well as its credibility. Whether it's a guest blog or product promotion, creating content in collaboration with industry influencers not only helps you to nurture customer relationships, it can also amplify your message to a much wider audience.

You can identify industry influencers by searching on social media platforms such as Twitter and LinkedIn, or using social listening tools such as Topsy, BuzzSumo, or Followerwonk. Once you have pinpointed the most influential individuals, you should reach out to them via social media (or email, if you have their address), with a personalized message that demonstrates your appreciation of their thought leadership and why you want to collaborate. If you've read a blog post they wrote, perhaps you could reference it in your note!

The screenshot on this slide is an example of creating content with industry influencers. Pedigree wanted dog lovers to have an emotive reason to buy their product. Following a report from Cone Communications, which stated that 90% of consumers would be prepared to switch to a brand that is aligned with a charitable cause, Pedigree used Kirstyn Cole amongst a number of influencers who amplified the campaign speaking about their own pet dogs through social posts, videos, and blogs.

The influencer campaign Pedigree ran generated 43million impressions, 62,800 views on content, and 9,300 blog engagements – well exceeding their campaign targets.

### [REFERENCES]

<http://collectivebias.com/case-studies/household-pet/>

<http://www.conecomm.com/news-blog/2015-cone-ebiquity-csr-study-press-release>



## Content Creation

Third-party sources as a key stakeholder



[REF.] 3.3.1.2

### [LECTURER NOTES]

#### 3. Third-party conversations:

Don't discount searching hashtags on Twitter, Facebook, and Instagram for inspiration on what people are currently engaging with in relation to a specific topic.

Some brands seed their own hashtags and invite online audiences to submit their own thoughts or content. Twitter Chats are a great way of doing this. Brands like Buffer and SEMRush create unique hashtags and conduct a weekly chat on Twitter, which promotes engagement and provides valuable industry insights. They then aggregate these insights and turn it into content that they can distribute in the knowledge that a lot of invested participants will share it. Responses and insights shared can help create content around thought leadership within your industry as content set pieces.



## Content Types

Content types and formats



White Paper



eBook



Infographic



Blog



Interactive Content



Video



Articles



Templates & Checklists



Webinar



Podcast

### [REF] 3.3.2.1

#### [LECTURE NOTES]

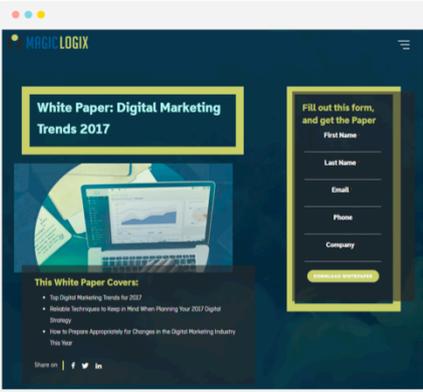
There's a whole host of content formats available to marketers. These can be grouped into format by Visual, Text, Audio, and Review. There's further specific detail on each format later in the module.

**Visual content:** The web is a visual medium, and as such most content formats are visually driven. The most innovation in content comes in the visual format space. Designing visual content to be responsive to computer, tablet, and mobile screens has become an important consideration for all content creators, as the user experience in relation to content is an important decider in retaining audiences.



## Content Types

### Whitepapers



A whitepaper is a persuasive, authoritative, in-depth report on a specific topic that presents a problem and provides a solution

[REF] 3.3.2.1

**[LECTURE NOTES]**

**Whitepapers:**

- These are a great knowledge sharing resource that can help you build thought leadership and credibility in your industry. They're a strong lead generation tool and can be a great awareness tool, too. Make sure to educate readers by focusing on an industry topic that is relevant. Provide solutions based on research, insights, and facts – a badly researched and flawed white paper could do damage. Make sure to keep the look, feel, and language on brand with your business – for example, “We at Coca Cola did some research and found...” instead of “I researched...”
- Always include a logical link back to your business or website. For example, if you were a law firm, you wouldn't do whitepaper research on sugar consumption. You might, however, do a white paper on the legal requirements for a business around calorie declarations on menus. Whitepapers can be text heavy, so make sure to ease the reader's job with interesting and high-quality visuals to break up any potential monotony in reading.
- Leveraging user data – like email addresses for mailing lists, or a social media endorsement to gain access to your whitepaper – could be a consideration. Ultimately this could achieve a lower reach for your content, but there is a better pay off for your dissemination of content. There's arguments both for and against. A potential avenue could be sharing part of a whitepaper to bait audiences, and then introducing a gate for the full report.

Typically whitepapers will:

- Focus on customers' pain points
- Demonstrate solutions
- Keep to consistent company branding
- Include links to your website
- Include strong CTAs
- Use clear, crisp visuals
- Publish in .PDF format
- Consider gating content

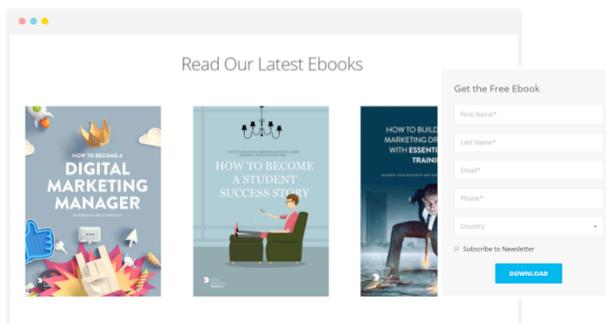
**[REFERENCES]**

<http://www.shoutoutstudio.com/beyond-the-blog-benefits-of-a-white-paper/>



## Content Types

### eBooks



- Less formal format to a whitepaper
- Shorter than a whitepaper
- Link to further multimedia content
- More capacity for engagement

#### [REF] 3.3.2.1

#### [LECTURE NOTES]

##### eBooks:

- These are usually shorter and more interactive than whitepapers. They generally focus on multimedia content and nice 'how-to' guides, rather than thought leadership pieces which aim to build utility and trust.
- They're generally easier to distribute than whitepapers. Add a creative commons license for your eBook to allow for sharing by third parties and make sure to amplify through your social channels.
- eBook formats are more likely to be read as they contain functional benefits that businesses can implement immediately; whitepapers are a little more cerebral and require more dissection to process.

##### eBooks typically:

- Focus on customers' pain points
- Demonstrate solutions
- Use of engaging multimedia and graphics
- Include links to your website
- Contain strong CTAs
- Experiment with formats
- Don't gate content to help message travel

#### [REFERENCES]

<http://blog.hubspot.com/blog/tabid/6307/bid/6145/Why-eBooks-Are-Better-Than-Whitepapers.aspx>



## Content Types

### Infographics

- A creative way to show large volumes of data or potentially dull statistics
- Allow you to show numbers and statistics in a more digestible format
- Easy to read, visually appealing



[REF] 3.3.2.1

### [LECTURE NOTES]

#### Infographics:

- Are a great way to use data to tell a story
- Are more engaging than figures, and are visually appealing
- Can be used as longform singular content, or split into social assets with additional motion graphic elements added

Typically infographics should:

- Focus on eight to 12 pieces of data
- Have references as the footnote on how the data was collated
- Use as much graphic elements as possible, rather than just numbers and stats



## Content Types

### Blogs

- Combination of text and images
- Sitting within website structure to drive SEO ranking
- Regular updates on business and activity



### [REF] 3.3.2.1

### [LECTURE NOTES]

#### Blogs:

- Allow businesses to journal their activity through longform text and imagery.
- Have the added benefit of increasing SEO ranking when considered keyword dispersal is used.
- Allow reasons for third-party websites to link back to your website, which is beneficial for SEO ranking.
- Drive thought leadership and credibility in business by featuring case studies.



## Content Types

### Images

- Graphic or photos
- Branding, and conveys message/moment easily
- Resized for platform



### [REF] 3.3.2.1

### [LECTURE NOTES]

#### Images:

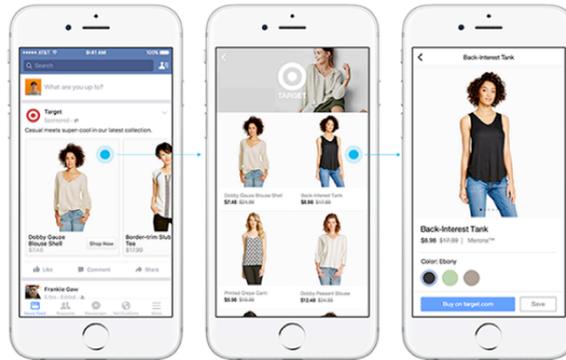
- Are an effective content format within any digital presence
- Allow brands to convey a simple message with strong branding
- Consideration around resizing for 'no click previews' on social platforms and also file sizes
- Optimum image sizes per platform change all the time, so make sure to stay up to date on platform changes
- Facebook's 360 images allow static panoramas to be mapped into a social post, and are really effective for content pieces like skylines or cityscapes



## Content Types

### Interactive content

- Engaging formats
- Extended dwell time
- Full screen



#### [REF] 3.3.2.1

#### [LECTURE NOTES]

##### Interactive Content (Specifically Facebook Canvas):

- Interactive formats like Facebook Canvas allow users to dictate their own journey within a social space.
- Limited formats are available for now, but results are promising.
- Taking over a full mobile screen with an immersive content format has increased clicks within the canvas by up to 500% more than account averages.

#### [REFERENCES]

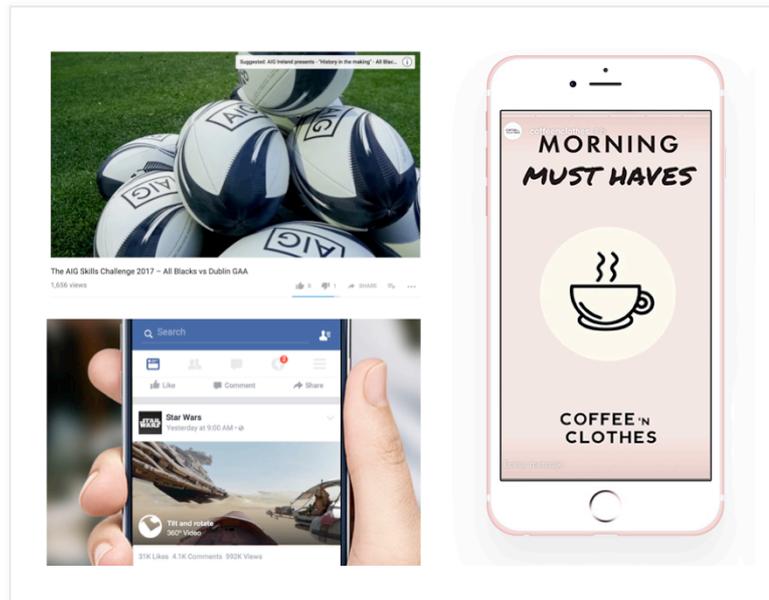
<https://3qdigital.com/socialmedia/facebook/first-facebook-canvas-campaigns-learned>

<https://www.facebook.com/business/learn/facebook-create-ad-canvas-ads>

## Content Types

### Video

- Most consumed format
- Multiple expressions of video
- Consider audience, platform, and consumption format



[REF] 3.3.2.1

#### [LECTURE NOTES]

##### Video Content:

- Video content is the number one form of content consumed on the web – 87% of content marketers use video in their online marketing.
- More than 50% of video is viewed on mobile.
- Audience retention rates for video content continues to decrease based on the sheer volume of content audiences are exposed to. Generally speaking, 20-30 seconds is the recommended length for brand videos which means:
  - Simple narratives
  - Easy to understand
  - Branding within first five seconds

##### Disappearing or Ephemeral Video:

**Snapchat Video:** 10m videos are viewed on Snapchat a day. However, the format only exists for 24 hours. The platform allows for full screen vertical video with additional features such as lenses (CGI animated overlays that interact with user generated video) and filters (graphic overlays that brand on to a video). Videos are only ten seconds long; however, they can be stitched together in a series of six videos to create a story on the platform.

If using Snapchat for your content marketing it's worth investigating the audience usage in your market. The platform skews heavily to a youth audience from 16-20, so make sure the platform is right for you. Also analytics and click-throughs are limited on the platform, with self-serve advertising not currently available. Paid media on the platform can cost from \$30,000 upwards for three 24-hour slots for branded filters, and up to \$75,000 for branded lenses. Branded interstitials also exist as advertising on the platform.

**Instagram Stories:** Having replicated a number of features of Snapchat stories, Instagram stories sit as a format within the main Instagram app. Each user has a top menu that runs horizontally (as opposed to Instagram's normal vertical feed) of 24-hour life span and run at a maximum of 15 seconds. Similar filters exist on the Instagram Stories platform, as well as full page interstitials.

Initial reports have shown globally that daily usage of Instagram Stories has overtaken Snapchat as a platform. Many have theorised that the reasons for this are: easier to place advertising from brands; the existing utility and audience of Instagram; and the ability to cross-promote content between Facebook, considering the brand is the owner of Instagram.

**Facebook Stories:** These are the same format as Instagram stories, but sit within Facebook in the exact positioning of Instagram stories.

**Live Video:** Facebook Live, Twitter Periscope, Instagram stories, Snapchat Live Stories, and YouTube Streams have opened up a world of live streaming to content marketers to allow brand followers insight into the raw, real-time activities of businesses. Key considerations around this though are that the format can't currently be promoted, other than supporting posts and in a live context. Planning is crucial to make sure you have high-quality content.

**360 Video:** Facebook and YouTube both allow for full 360 format within videos, allowing users to see all around them. This takes a lot of resources and planning to do well, but can be a very effective format. Great examples of this include Disney's Star Wars 360 that shows an alien planet.

Key considerations:

**Video objective:** Emotive brand film that's worth investing in long-form vs short-form short and simple brand message.

**Seeding platform:** YouTube for longer pieces versus Facebook for 20 seconds versus Snapchat/Instagram Stories for 10-15 seconds.

**Subtitles:** 75% of video is watched in silent autoplay via mobile – consider using these for videos with dialogue.

#### [REFERENCES]

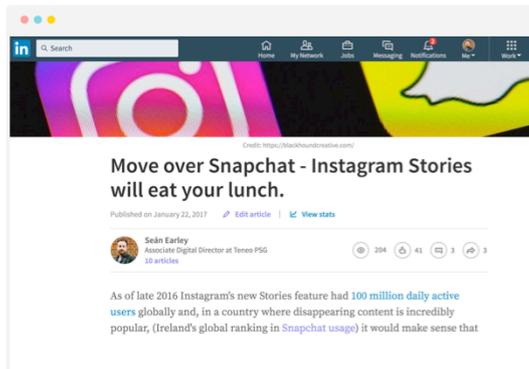
<http://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

<https://techcrunch.com/2017/08/02/instagram-stories-anniversary/>



## Content Types

### Articles



- Long-form content
- Immediate loads
- Discourse and thought leadership

#### [REF] 3.3.2.1

#### [LECTURE NOTES]

##### Articles:

Articles are long-form social posts that help to build thought leadership or expertise in a particular area. They are very effective in driving conversation, and gaining additional perspectives and insight from peers within the same vertical.

LinkedIn and Facebook currently offer the facility to create long-form articles, factoring in text, imagery, and video into their creation.

In the example seen here, I published an article about Instagram stories being launched in late 2016, and the implications it would have for Snapchat's business model. The statistics visible beside the icons next to the author byline allow users to identify views, likes, comments, and shares.

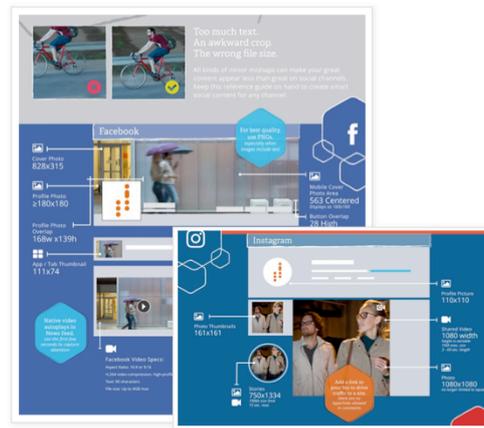
- It's important to have a snappy and succinct title.
- Articles load pretty fast as the content is mostly plain text, so be sure to grab your audience's attention in the first paragraph.
- Engage with comments on articles to continue to amplify your credibility and expertise in the



## Content Types

### Templates and Checklists

- Add utility
- Solve a pain point
- Show true effort to help your audience



[REF] 3.3.2.1

### [LECTURE NOTES]

#### Templates and Checklists:

These can be handy formats to help your audience and show them thought leadership. The example shown here from Hubspot is a quick cheat sheet to content optimum sizing per platform. Why do they work for you?

- They add utility to your audience. They're often something that can be saved down and kept for future use. Include branding and your audience won't forget the brand that helped them out with useful assistance.
- Research what your audience's pain points are to ensure what you're creating for them actually provides assistance, and shows true effort on your part to understand the challenges they face.



## Content Types

### Webinars

- Dedicated care
- Hand holding through a topic
- Platform for Q&A



[REF] 3.3.2.1

### [LECTURE NOTES]

#### Webinars:

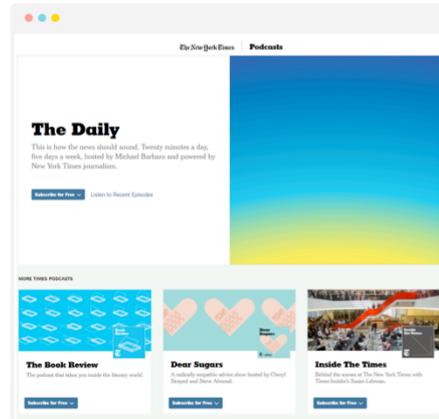
- These online seminars can help you connect to your audience in a human way by putting a face or voice to your offering. The feeling of dedicated care that an individual can get out of a webinar helps build a relationship with your potential customer.
- Theme your webinars on a specific area of your expertise, and use visual aids (videos, animations, or PowerPoints over screenshare) to talk the audience through solving their business need or educate them in a specialized area.
- Allow time for Q&A and discussion on their experiences. Be warned: if you aren't sure of the area you're giving a webinar on, a Q&A could be tricky, so be prepared in advance.
- Lastly, always provide a takeaway - for example, a follow-up email with the presentation you delivered, or an invitation to ask more questions. Webinar audiences are investing their time in listening to your expert insight, so maximize this opportunity as much as possible.



## Content Types

### Podcasts

- Content format on the rise
- On-the-go listening
- Content repurposing



#### [REF] 3.3.2.1

#### [LECTURE NOTES]

##### Podcasts:

With the rise in online audio streaming from platforms like Spotify and SoundCloud, podcasts have become more and more popular. Globally, listenership has risen to 24% of online users, with an affluent and educated audience aged 18-54.

Podcasts are the perfect format to build your thought leadership on a topic. Make sure of the following:

- Quality of audio is high
- Each podcast has a discussion area or a theme
- Invite guest participants to add their insight and have discourse

Be aware that a large volume of podcasts are consumed on the go, so provide additional information – like weblinks referenced in the podcast – in a supporting article that users can access after the show.

Also, there's a great opportunity for content repurposing from podcasts where a 20-30 second soundbyte could be transformed into a social object; for example, an image or a particular conversation point could be explored more widely in a follow up blog post.

#### [REFERENCES]

<http://www.edisonresearch.com/the-podcast-consumer-2017/>



## Content Types

Advantages and limitations of using a variety of content types and formats

### Advantages

- Brand awareness
- Thought leadership
- Excitement and advocacy
- Reach wider audiences

### Limitations

- Silent Auto-Play
- Accessibility
- Vertical compliance
- Excessive data usage
- Crisis situations

[REF.] 3.3.2.2 & 3.3.2.3

#### [LECTURER NOTES]

With great content comes great responsibility, and knowing the limits of content will help you plan appropriately and not over-promise and under-deliver. We'll look at the top five considerations from a whole host of scenarios you may encounter.

- **Silent Auto-Play:** A key consideration for video content. 85% of Facebook video is watched without sound. Design your video content to not be sound dependent. Consider subtitles for all video content.
- **Accessibility:** Does your audience need ALT tag descriptions if they're hard of vision? See point above on subtitles for the aurally impaired users, high contrast image, and colors, too. Refer to the W3C accessibility guidelines, especially if you work within a public sector business where accessibility is often mandated by law.
- **Vertical compliance:** Speaking of law, if your business is one of regulated interest – for example, alcohol or pharmaceuticals – be aware of the regulations in relation to your content (targeting 18+).
- **Excessive data usage:** Rich content formats can pose a strain on some devices. A 300MB video might look great but for an audience on 3G with patchy reception it will be a pain.
- **Crisis situations:** Always consider pausing 'business as usual' content promotion if you're experiencing a business crisis situation, depending on the severity of the situation. React to the situation as appropriate.

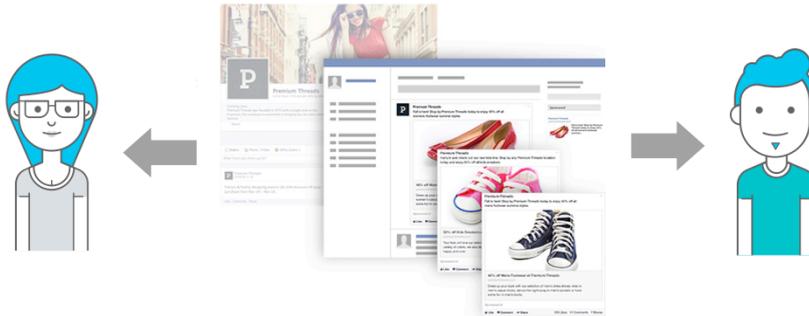
#### [REFERENCES]

<https://digiday.com/media/silent-world-facebook-video/>



## Content Types

Matching content type to your audience



[REF.] 3.3.3.1 & 3.3.3.2

### [LECTURER NOTES]

Thanks to new content segmentation methods available on some social platforms, known as 'dark posting', businesses on social media now have the ability to match content to only be seen by the intended audience. This method of selective content display is available through Facebook and Instagram.

For example, a shoe store may have a store-wide, 50% off sale. However, the creatives they use in the ad may feature high heels for a female audience, and sneakers for a male audience. Neither audience will ever see the other's ad or post as Facebook/Instagram have the visibility of these posts switched off for unintended audiences.

### Benefits:

- Avoids wastage by making sure the audience that sees your content is 100% relevant.
- Avoids irrelevant messaging reaching the wrong audience – for example, if a follower sees a post about an event happening in a different country to where they live.
- Allows for tweaks in language, copy, and imagery without interfering with your master brand.



## Content Creation Tools

Content creation tools for eBooks and whitepapers



[REF.] 3.3.4.1

### [LECTURER NOTES]

Here are a selection of tools for creating eBooks and whitepapers. These range from web-based tools to native applications:

- **MS Word** is a native application, intuitive for white papers but not so good for eBooks.
- **HubSpot** and **InDesign** work well for eBooks creation.
- **PressBooks** is a web-based application for eBook creation.



## Content Creation Tools

Content creation tools for images



[REF.] 3.3.4.2

### [LECTURER NOTES]

Here are a selection of free and paid for tools for creating and editing high-quality imagery. These range from web-based tools to native applications.

**Free options:** iPhoto, Gimp, Canva (with paid enhancements), PicMonkey, and Pixlr

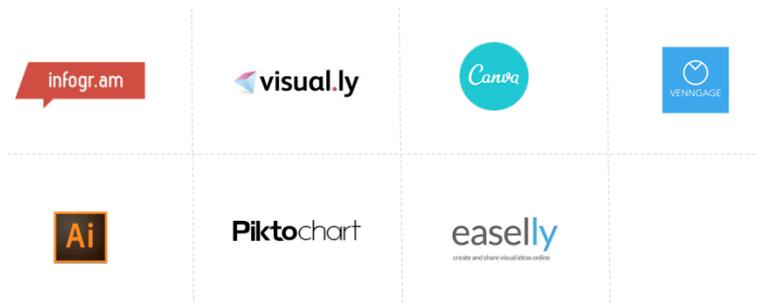
**Paid options:** Adobe Photoshop

- Canva is brilliant for beautiful presentations
- Gimp and PicMonkey offer a great alternative to Photoshop, which can be an expensive consideration for businesses
- Photoshop, however, offers the best array of features for high-quality image creation



## Content Creation Tools

Content creation tools for infographics



[REF.] 3.3.4.3

### [LECTURER NOTES]

Here are a selection of free and paid for tools for creating infographics. Some of these are web-based, with others application-based. The web-based platforms contain handy templates that you can customize.

- Free Tools include: Picktochart, Infogr.am (with paid enhancements)
- Paid tools include: Adobe's Illustrator programme and Visual.ly



## Content Creation Tools

Content creation tools for longform video



[REF.] 3.3.4.4

### [LECTURER NOTES]

Here are a selection of tools for creating longform video content:

- **Adobe Premiere Pro:** A timeline-based video editing app developed by Adobe Systems and published as part of the Adobe Creative Cloud licensing program.
- **After Effects:** A digital visual effects, motion graphics, and compositing application developed by Adobe Systems, and used in the post-production process of film making and television production.
- **Final Cut Pro:** Apple's signature professional video editing software.

### [REFERENCES]

<https://www.adobe.com/>

<https://www.apple.com/lae/final-cut-pro/>



## Content Creation Tools

Content creation tools for short form video



[REF.] 3.3.4.5

### [LECTURER NOTES]

Here are a selection of tools for creating short-form video content:

- **Photoshop:** You can use Photoshop CC's image-editing tools to translate to video and transform a selection of clips into movies. The redesigned, clip-based timeline panel reflects video editors like Adobe Premiere, including transitions and effects that give finished videos professional polish.
- **Viva Video:** Comes as a native video app, which allows stop motion, basic editing, and branding.

### [REFERENCES]

<http://www.vivavideo.tv/>



## Content Creation Tools

Content creation tools for native video editing



[REF.] 3.3.4.6

### [LECTURER NOTES]

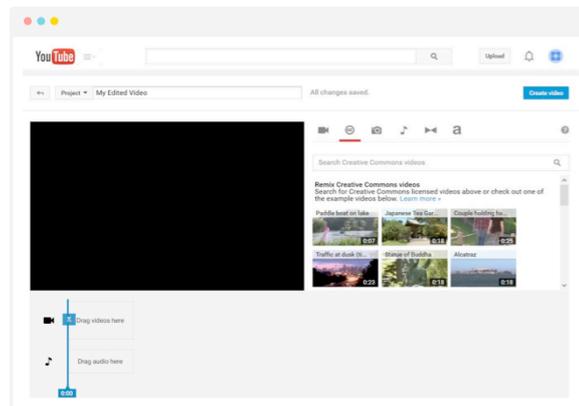
Native video editing tools: YouTube, Facebook, Twitter, Instagram, and Snapchat:

- Instagram and Snapchat's native cameras includes features such as boomerangs (looping forward and back), slow motion, rewind, and time lapse.
- Facebook's native camera includes features like lenses and filters.
- YouTube's native editor allows for addition of music, editing, and subtitles.



## Content Creation Tools

### YouTube Editor



**[REF.] 3.3.4.6**

#### **[LECTURER NOTES]**

Here's a look at YouTube Editor. As you can see, there are a number of handy editing options, including:

- Add music/sound effects
- Add scene transitions
- Text subtitles
- Basic edits
- Scene additions

YouTube also has an Audio Library of royalty free music for usage on any videos.

#### **[REFERENCES]**

<https://www.youtube.com/audiolibrary/music>

<http://cussinsenterprises.com/407/youtube-video-editing-online/>



## Content Creation Tools

Tools to proof content



[REF.] 3.3.4.7

### [LECTURER NOTES]

Once you've created your content there are a number of tools you can use to double-check for grammar or typo errors:

- **Microsoft Word's spellcheck:** Trusted and reliable, particularly for blog posts or whitepapers.
- **Adobe Acrobat:** Has a number of proofing tools available to check PDF documents, and the markup function can help.
- **Grammarly:** A great native web tool that offers a browser extension for checking on-page errors across whatever platform you're posting to, and also features an intelligent plagiarism detector.



## Content Creation Tools

Considerations to make when choosing a tool for content creation



Functionality



Ease of Use



Resource



Frequency of Use

[REF.] 3.3.4.8

### [LECTURER NOTES]

While there a number of content creation tools available, it is important to consider the tools and their suitability for your organisation under the following areas:

- **Functionality:** Can the tool suitably work to fulfil all the content formats you need to create? Or is there a tool that can create multiple formats? For example, Photoshop can create jpgs, GIFs, PDFs, and movs.
- **Ease of use:** Some content creation tools like Canva are very intuitive, but a lot of the Adobe Suite requires specialized upskilling.
- **Resource:** There are a lot of great tools, but they often have limitations on their functionality. Paid for tools have a much wider suite of outputs but also require upskilling or dedicated resources to get the most out of them.
- **Frequency of use:** Before considering resources, assess how frequent your need for the tool is.



## Content Creation Tools

### Best practice

- Utility
- Fit for platform
- Measureable
- Consistent
- Aligned with goals



[REF.] 3.3.4.9

### [LECTURER NOTES]

There are many considerations with all of the various formats of content that you can create; however, these rules should hold true regardless of the platform or the content format to help you follow best practice:

- **Does it provide utility?** Does it provide something useful for your audience – education, entertainment, information, desire, or relief?
- **Is it fit for the platform you're publishing on?** Considerations include resolution, size, and functionality.
- **Can you measure the effect of the content?** Doing so gives you the ability to assess success or failure.
- **Is it consistent in appearance and style with your brand?** Does it relate back to your personas and brand story?
- **Is it aligned with your business goals?** Is it clear what you're trying to achieve with the content for your business?



## Content Curation

What is it?



Content curation is the seeding of third-party relevant content, aligned with your business proposition, that helps amplify your objectives but also increases efficiencies within your content mix.

**[REF.] 3.3.5.1**

### **[LECTURER NOTES]**

Content curation is the seeding of third-party relevant content, aligned with your business proposition, that helps amplify your objectives but also increases efficiencies within your content mix.

Once you have identified the best publications from which to curate content, you can begin to learn more about your target audience and the kind of content they most engage with. Do this by experimenting with the different content formats and topics you curate; this is also a great way to ascertain where you should focus your efforts when creating content yourself.

Make sure to provide your own take on any content you curate by adding some additional insight, an opinion, or some context. In this way, even though you may not have created the content yourself, you're still establishing yourself as a source of knowledge.

And don't forget to be selective about what you curate. You're trying to showcase your thought leadership, so pick high-quality content that reflects well on your personal brand and adds genuine value to your target audience.



## Content Curation

The difference between creation and curation

### Curation

- Uses aligned third-party content
- Addition of commentary
- Lower resource investment
- Limited ownership
- Community input

Vs.

### Creation

- Original content
- Higher resource investment
- 100% ownership
- Credibility

[REF.] 3.3.5.2

### [LECTURER NOTES]

Content curation and creation have various benefits and limitations. Creation is the unique generation of owned content. Curation is the use of third-party created content with added insight to further your positioning.

A good content strategy should have a mix of both types of content.

#### **Curation:**

- Using aligned third-party content: check your sources to make sure they're truthful and reliable.
- Addition of commentary: add your two cents, value, or comment on the curated content.
- Lower resource investment: it takes less time and money because you're leveraging existing content.
- Limited ownership: you need to credit the original source.
- Community input: great potential to engage your community with their content.

#### **Creation:**

- Original content: nowhere else on the web.
- Higher resource investment: it takes more money and time to produce.
- 100% ownership: you have full control of the content.
- Credibility: as it's original and controlled there's greater credibility with online audiences.



## Content Curation

The benefits of using curated content



Makes you appear less promotional



Makes your audience love you more



Generates overall goodwill



Positions you as an industry leader

**[REF.] 3.3.5.3**

### **[LECTURER NOTES]**

The benefits of content curation include:

- Makes your company/brand appear less promotional and show that you care about the wider industry and have a considerable interest in its development
- Makes your audience like you more as they can see your train of thought and your insight on the broader picture
- Generates overall goodwill across social channels because it shows that you care about the wider business
- Positions your company as an industry leader by being able to add third-party content and discussion about trending industry topics



## Content Curation

Five types of content curation



[REF.] 3.3.5.4

### [LECTURER NOTES]

Today we have influencers; in the past we had other curators who knew the right sources to share with the masses, in places such as libraries, museums and universities.

Today there are five types of curated content:

1. **Aggregation:** Consists of curating the most relevant content about a topic into one single location. This is the most common form of curation and the basis of most content curations services available for use or purchase.
2. **Distillation:** Takes the overall 'noise' about a topic and reduces it to its core concept. The best cases of social content curation can be catalogued into this definition.
3. **Elevation:** Happens when curators draft a more general insight or trend from a large amount of daily content.
4. **Mashups:** Merge different content about a topic to create a new, original point of view.
5. **Chronology:** This is historiographical content curation. Typically, this method consists of presenting a timeline of curated information to show the evolution of a specific topic.



## Content Curation Tools

### Methods



[REF.] 3.3.6.1

#### [LECTURER NOTES]

There are a number of methods you can use to curate content:

- **Content Websites:** Digg, Reddit, StumbleUpon, Storyful, and Pinterest are vast libraries of content perfect for curation with accreditation. Make sure to specify your interest sets to tailor your content needs. Some of the content on these sites will carry a licensing cost.
- **RSS Feeds:** Rich Site Summary is a format for delivering regularly-changing web content straight to your inbox. Many news-related sites, weblogs, and other online publishers syndicate their content as an RSS Feed to whoever wants it. Subscribing to relevant RSS feeds can keep you up to date and relevant with content to curate.
- **Email notifications:** Set up Google Alerts for specific topics and keywords to identify when new content is created in your industry.
- **Social listening:** Designate a search stream on platforms like Twitter to listen for keywords or phrases to look for new relevant content.



## Content Curation Tools

Content websites



[REF.] 3.3.6.2

### [LECTURER NOTES]

Content websites you can use to curate content include:

- **Reddit** comprises of message boards of content themed and grouped together and submitted by the public. These are then 'up voted' or 'down voted' based on the audience interest in the topic or the content. A lot of content that eventually goes viral starts its life in Reddit. There is a lot of content on the platform though, so it does take some time to filter.
- **StumbleUpon** is a social bookmarking site that provides a handy browser extension that archives content recommended by your peer group and specified through your interest sets. Clicking the 'stumble' button randomly generates these for you.
- **Pinterest** is a global content curation network. Users create 'boards' that are focused on specific themes and add content to them from around the web, from videos to articles and imagery. These boards are then searchable by keyword and curator. The platform is launching shoppable pins, but this is in the early stages at present.
- **Storyful** is a business which identifies high potential user generated content and buys it direct from the users. It then sells on this content to third-party publishers for license fees. For example, Mary creates a funny video of her cat and posts it to Facebook. Storyful spots this content through its content detection tools and reaches out to Mary to purchase the content. Mary's video gets added to the Storyful database for content marketers and publishers. Whiskas cat food spots the content, purchases it from Storyful, and uses it in a content marketing campaign.
- **Digg** is a website that bills itself as 'the homepage of the internet'. Its aim is to showcase the most shared and talked about content on the internet, regardless of topic, in one place. Content can be filtered by article, video, news, entertainment, and long reads.



## Content Curation Tools

RSS feeds



bloglovin'

[REF.] 3.3.6.3

### [LECTURER NOTES]

RSS stands for Rich Site Summary and represents a great way of having summarized content sent directly to your inbox – negating the need to visit lots of websites each day to see what content people are talking about. Some great RSS feeds include:

- **Feedly:** A news aggregator available as an app for iOS and Android, and also available to use in native web application.
- **FeedSpot:** Allows users a composite view of content from their predetermined websites, all in one place.
- **BlogLovin:** Specifically for blogs, review content in one easy-to-use dashboard once you've specified which blogs to follow.

### [REFERENCES]

<http://www.whatisrss.com/>



## Content Curation Tools

Email alert tools



KANTAR



[REF.] 3.3.6.4

### [LECTURER NOTES]

Email alert tools for curation include:

- **Google Alerts:** Users can set up search keywords or terms using this free service to identify content, articles, or comments for content curation ideas across the web, or from specified websites.
- **Kantar:** Provides media monitoring across online and the entire broadcast range behind paywalls. The service can be expensive, however, as price is dictated by volume.
- **Bing News Alerts:** Can be used to track key topics or phrases of interest by setting up Bing News alerts to highlight results within the platform's news content.



## Content Curation Tools

Social listening tools



[REF.] 3.3.6.5

### [LECTURER NOTES]

Some tools to help you conduct social listening can be seen here. They vary in terms of ability, but one important point to note is that you'll only get out of them what you put in. So to get the content you need, take the time to learn how to use them efficiently. It's important to trial a number of social listening products until you determine the right one for you.

- **TalkWalker** claims to be the only solution capable of tracking online, social, broadcast, and print conversation about specific brands, businesses, and verticals in one place. The tool is capable of looking back at historic data, accommodates 187 languages worldwide, and has image recognition ability to identify mentions in non-verbal communications (images or video).
- **Mention** (formerly Social Mention) is a social and online listening tool that allows you to monitor and track your business and vertical across open social networks, forums, and blogs. The tool can also help identify industry influencers, track your share of voice versus competitors, and give you further insight into your social audiences.
- **HootSuite** can be set up to track brand or keyword mentions across the social web from public accounts. You can also set up streams to monitor competitor activity or track influencer conversations.

### [REFERENCES]

<https://www.talkwalker.com/products>

<https://mention.com/en/>

<https://hootsuite.com/>



## Content Curation Tools

### Considerations



Customizable



Trusted



Cost

[REF.] 3.3.6.6

#### [LECTURER NOTES]

When choosing content curation tools, it's worth considering if they are:

1. **Customizable:** How much freedom do you have to use the content? Some content may be for editorial use only, and not used to promote or market a business. Other content may have a more relaxed usage policy. The onus is on the content curator to check the usage policy and abide by it.
2. **Trusted:** How factually correct and accurate is the content you're curating? As soon as you share it with your audiences you'll be held accountable for the truthfulness of the content, so always consider the credibility of third-party content before sharing it.
3. **Cost:** Some content carries a license fee for curation. Make sure it's worth the investment before sharing.



## Content Curation Tools

### Best practice

- Be truthful
- Add insight
- Avoid duplicating content
- Mix with original content
- Give proper attribution
- Use a variety of sources
- Include a link



**[REF.] 3.3.6.7**

### **[LECTURER NOTES]**

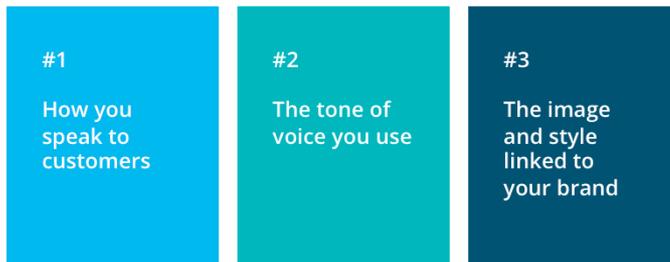
Best practice guidelines when it comes to content curation include:

- Verifying the publisher and content are factually correct, and from a reliable source.
- Checking that the content aligns to your business goals.
- Ensuring you can add insight, and mixing it with your original content.
- Always crediting the original content creator and linking back to their original publication.
- Refraining from duplicating content you've found elsewhere.



## Defining Your Personality

What is a company's brand personality?



[REF.] 3.3.7.1

### [LECTURER NOTES]

Three key areas to consider when it comes to your brand personality are:

1. **How you speak to customers:** Language, formality, responsiveness, and the medium. This is determined by your brand objectives and what is appropriate in your industry.
2. **The tone of voice:** Are you upbeat? Endlessly optimistic? Or more real and hard-hitting? What is your business proposition, and what will your customers respond to?
3. **Image:** The style and visual elements linked to your brand.



## Defining Your Personality

The importance of defining your personality



[REF.] 3.3.7.2

### [LECTURER NOTES]

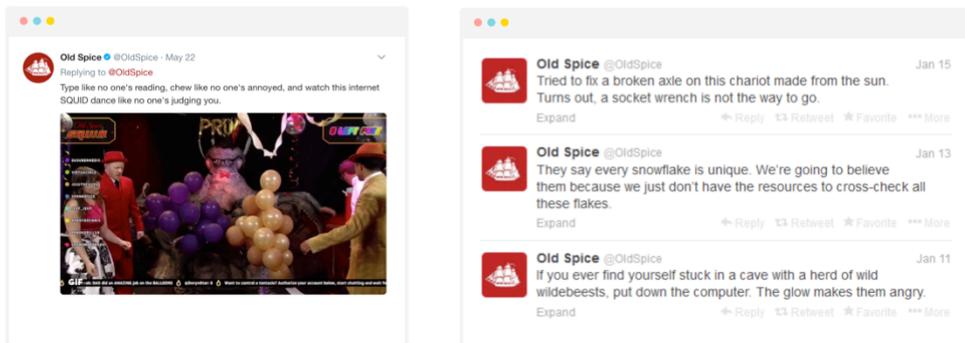
Considerations around the importance of defining your personality include:

- **Point of difference in the market:** This enables you to vocalize what your business proposition is and allows you to stand out from the competition.
- **Unique vantage point:** Customers can see the unique proposition that you offer within the market.
- **Resonance with end consumer:** Let customers understand the 'why' of your business by communicating as a person with a story to tell.



## Defining Your Personality

An example: Old Spice



### [REF.] 3.3.7.2

#### [LECTURER NOTES]

Old Spice has an impressive following on Twitter, with more than 215k followers making them one of the most followed personal care brands on the platform. But what differentiates them from their competitors is their unmistakable personality on the platform. Their pillars of content can be broken down into:

- **Humor:** This is a real point of difference, as many personal care brands don't employ this as a tactic.
- **Quirky:** They're mavericks with no need to conform, and have a view on life very different to their competitors.
- **Provocative:** Like most personal care brands, they try to paint a picture of increasing attraction with use. This is no different to other competitors in the space, but their life coaching lessons from the 'Old Spice Guy' allows them a level of personalization not experienced by other brands.

Their primary target audience of 20- to 30-year-old males sees the quirky and humour-based content as breaking from the norm when it comes to personal care. It is a part of their culture, allowing them to see the brand as 'one of the boys' and the joker of the gang. This has done great work for building affinity with the target audience.

#### [REFERENCES]

<http://time.com/5151/sassiest-brands-on-twitter-ranked/>

<https://thenextweb.com/socialmedia/2010/07/13/shirtless-old-spice-guy-replies-on-twitter-with-hilarious-personalized-videos/>



## Defining Your Personality

What story do you want to tell?



[REF.] 3.3.7.3

### [LECTURER NOTES]

Roughly speaking, elements of your personality can be themed into three overall categories:

- **Functional:** This is less emotive and purely fact-based content. This is a strong driver of action-based content, and is directly related to the business or brand. It's the hard sell.
- **Emotional:** This is the realm of tapping into the human experience and showing a personality that allows consumers to relate to your business.
- **Essential:** The absolute bare minimum information that a consumer needs to know about what you're selling to interact with your business.

A good social media content strategy should contain a healthy mixture of items from each pillar.



## Brand Storytelling

The value of a credible and authentic brand story



**[REF.]** 3.3.8.1

### **[LECTURER NOTES]**

Brand storytelling is a way to use content to tell the narrative of a business and to differentiate it from the competition with a compelling story.

- This TED talk from Simon Sinek captures the essence of why a credible and authentic brand story should be at the heart of your content.
- Customers aren't hooked by the 'what' or the 'how' you sell – the real point of difference comes in the 'why'.
- Only you can own your brand story. Use your content to tell the story of where you've come from, where you are, and where you're headed – bring your customers on that journey with you.

### **[REFERENCES]**

<https://www.youtube.com/watch?v=IPYeClXpxw>



## Brand Storytelling

Authenticity case study: Kenco



[REF.] 3.3.8.2

### [LECTURER NOTES]

Kenco is Honduras' biggest coffee export customer; however, the country is ravaged by gang violence. Kenco wanted to give something back that was true to their entrepreneurial spirit and aligned with their corporate social responsibility. The 'Coffee vs. Gangs' initiative saw Kenco train 20 young people to get them into the coffee business and out of crime. They partnered with the *Telegraph* to create a digital content hub that told the story in documentary style, ranging from short form video to articles and longform video.

The results:

- Over 5.5 million have engaged with the content since 'Coffee vs. Gangs' began.
- Sales of Kenco are up by 8.4%.
- Market share has increased by 3% despite being outspent 4-to-1 in media by its biggest rival.

### [REFERENCES]

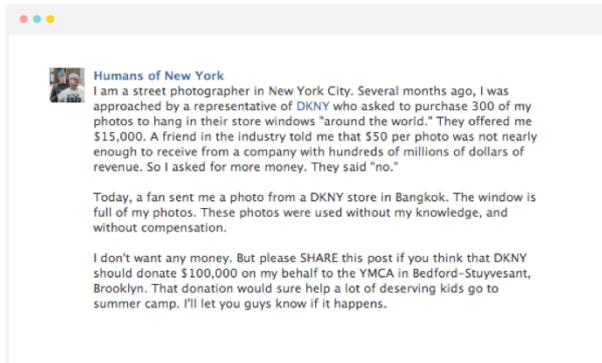
<http://www.newsworks.org.uk/case-studies/84457>

<https://www.coffeevsgangs.com/>



## Brand Storytelling

An example of brand management: DKNY



**[REF.] 3.3.8.2**

### **[LECTURER NOTES]**

This case study from DKNY shows how a potential crisis situation was averted by linking back to the brand's story and dedication to NY visuals.

What happened:

- Humans of NY was approached by the brand but declined to sell their images
- DKNY purchased what they considered different images from a third party, but it transpired these were Humans of NY's images resold

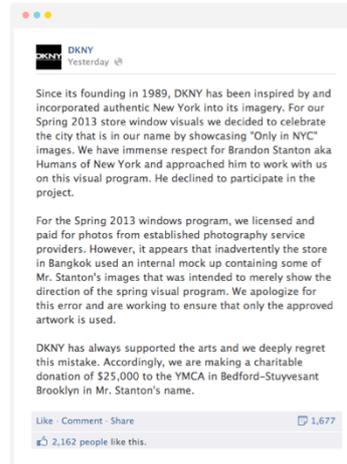
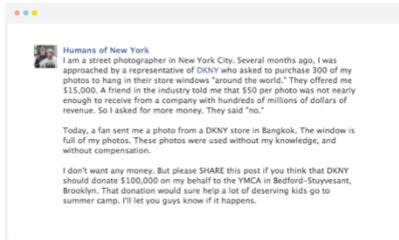
### **[REFERENCES]**

<http://melissaagnes.com/dkny-the-perfect-example-of-how-to-avoid-a-social-media-crisis/>



## Brand Storytelling

An example of brand management: DKNY



[REF.] 3.3.8.2

### [LECTURER NOTES]

Here, you can see DKNY's response where they tell their brand story to expand their love of NY imagery, apologise for the error, and make a donation to a NY charity to further make amends.

### [REFERENCES]

<http://melissaagnes.com/dkny-the-perfect-example-of-how-to-avoid-a-social-media-crisis/>



## Brand Storytelling

Steps to creating your business story

1. Define your personality and brand
2. Identify your audience
3. Map story to personas
4. Align business objectives



**[REF.] 3.3.8.3**

### **[LECTURER NOTES]**

Here are some steps to creating your own brand business story:

1. Define your personality and be true to your brand.
2. Identify your audience adequately and what they will respond to emotionally.
3. Always map your story back to your customer personas.
4. Don't forget your business objectives. Make sure your story is delivering on your wider business objectives.



## Content Personalization

What is it?



Content personalization is a powerful process of using different content at different stages of the buying process to be hyper-relevant to the right user at the right time.

**[REF.] 3.3.9.1**

### **[LECTURER NOTES]**

Content personalization is a really powerful tool that allows you to differentiate your content at different stages of the customer journey, to help it be hyper-relevant to the right user at the right time.

Content personalization is a powerful tool in the arsenal of any content marketer. Personalizing content maximizes the return on your creation efforts as it's tailored to potential and existing customers at their specific stage of the customer journey, which in turn increases the likelihood of their positive engagement. It can take a long time to perfect, but the results are powerful and the benefits are worthwhile.

Let's explore this further!



## Content Personalization

### The benefits



Targeted & Relevant



Higher Conversion Rate



Increased Brand Affinity



Drives Efficiency

[REF.] 3.3.9.2

#### [LECTURER NOTES]

Benefits of content personalization include:

- Content personalization makes your message more **targeted and relevant** to a specific audience at a particular point in time.
- Personalized content leads to **higher conversion rates**. For example, research has shown that personalized calls-to-action within content can result in a 42% higher conversion rate than generic calls-to-action that aren't personalized.
- Ultimately, content personalization drives a connection with your audience which **increases brand affinity**. Customers whose experiences are nurtured with personalized content produce a 20% increase in sales opportunities.
- Segmenting content intelligently **drives efficiency** and avoids wastage of irrelevant content creation.

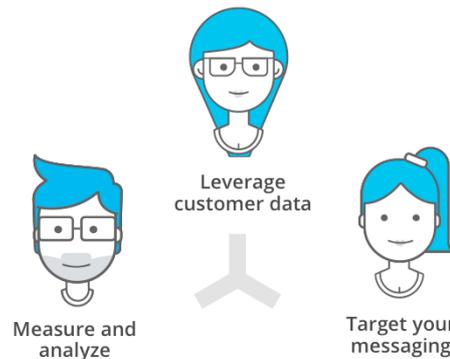
#### [REFERENCES]

<http://triblio.com/content-personalization-statistics-2015/>



## Content Personalization

How to give your content that personal touch



[REF.] 3.3.9.3

### [LECTURER NOTES]

Personalized content is highly-relevant content, which meets and adapts to the changing needs and interests of your audience. Remember, no two customers are the same, so you shouldn't treat them the same. You can massively enhance and humanize your content strategy by simply treating your customers like the individuals they are! At its core, personalization is about driving sales by nurturing individual customer relationships. It's about listening, and showing that you care.

**Leverage customer data:** Are they a website visitor? A newsletter subscriber? A former customer? You can use what you know about your customer's attributes and behaviors, as well as what stage they're at in the customer journey. For example, current and former customers should be targeted with different content than a new lead. If done well, this kind of personalization can help accelerate the conversion of your customers.

**Target your messaging:** You can use your insights into your customer's behaviors and preferences to tailor content to engage them. This can be achieved through a number of simple methods, such as emailing a promotional offer that's tailored to a customer's previous buying behaviors, or specific product recommendations based on their browsing history on your website.

**Measure and analyze:** As you develop content for different customer segments at different stages of the customer journey, you will gain a better understanding of what's effective with each group based on the content they consume, in terms of their education and awareness. When a sale closes, you can analyze the content they engaged with throughout their customer journey to see what impact it made.



## Content Personalization

An example: Vidyard



Vidyard created a super personalized campaign of bespoke video assets to drive its commitment to potential clients

**[REF.] 3.3.9.3**

### **[LECTURER NOTES]**

Online video platform for business Vidyard, created bespoke video follow-ups for all of their leads. The man in the video addresses the intended recipient by name and makes reference to his colleagues in the video. This approach is extremely time consuming but for high-value clients being targeted, it could pay dividends on return!

### **[REFERENCES]**

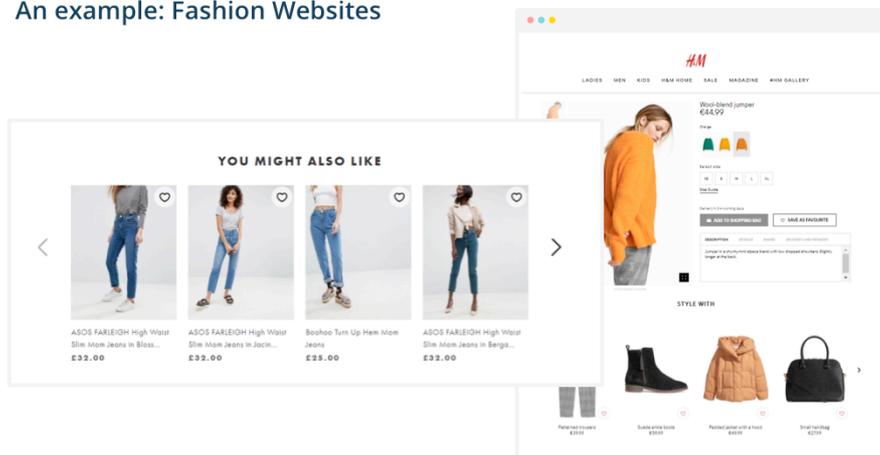
<https://www.vidyard.com/>

<https://blog.hubspot.com/marketing/marketing-personalization-examples>



## Content Personalization

An example: Fashion Websites



[REF.] 3.3.9.3

### [LECTURER NOTES]

Fashion brand H&M builds in item recommendation engines into their ecommerce platform. This allows accessory suggestions and ideas on similar outfits to appear as auto-generated lists based on the user's interaction with the site. These lists not only demonstrate the brand's appearing interest in its customers' needs and preferences – it's also a very shrewd way of driving even more sales!

### [REFERENCES]

<https://blog.hubspot.com/marketing/marketing-personalization-examples>



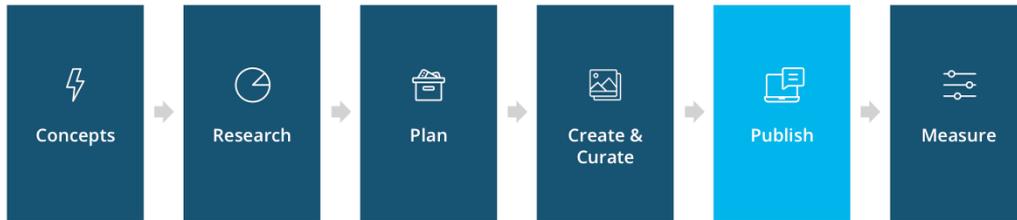
## Summary

### Create & Curate

- Be sure to research your audience, define your proposition and strategy, and allocate adequate resources before jumping into content creation.
- Be aware of the various advantages and limitations of using a variety of content types and formats.
- Content curation is a great way to appear less promotional and generate goodwill. Make sure to add your own insights to it, and check sources to make sure they are reliable and factually correct!
- Your company's brand personality is made up of how you speak to customers, your tone of voice, and the image and style linked to your brand. It can be put into three overall categories; functional, emotional, and essential.
- Content personalization maximizes the return on your creation efforts, as it's tailored to potential and existing customers at their specific stage of the customer journey.



## Content Marketing





 CONTENT MARKETING

## Publish

 AGENDA

1. Content Platforms
2. Content Seeding
3. Content Scheduling
4. Content Promotion
5. Content Repurposing



## Content Platforms

Matching your platform to your audience



[REF.] 3.4.1.1

### [LECTURER NOTES]

Tailoring your content and platform usage to your audience will prevent wastage and make for a more efficient content strategy.

Key considerations here are:

- **Content need:** Will your content add value to your intended target? Is it relevant to the persona, and is it constructed in a way that resonates with them and enhances your reputation with them?
- **Audience ecosystem:** Is the intended platform for publishing somewhere your target audience inhabits? Your research phase will let you know.
- **Your proposition and format:** Is your content suitable for the intended publishing platform in its format and tone? Is it clear what you want your audience to do as a result of seeing your content?



## Content Platforms

Making sure both work together

	White Paper	eBook	Infographic/ Images	Blog	Interactive Content	Video	360 Video	Live Video	Articles	Templates	Webinar	Podcast
facebook	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓
twitter	✗	✗	✓	✗	✗	✓	✗	✓	✗	✓	✗	✓
instagram	✗	✗	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗
LinkedIn	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✗	✗
YouTube	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗	✓	✓
snapschat	✗	✗	✓	✗	✗	✓	✗	✓	✗	✗	✗	✗
Website	✓	✓	✓	✓	✗	✓	✗	✗	✓	✓	✓	✓

### [REF.] 3.4.1.2

#### [LECTURER NOTES]

First, let's consider platforms. This table shows the different forms of content and what works best on each individual channel. As you can see, Facebook and Twitter support the widest arrange of content types. Making sure you're using the right content per channel for your audience is crucial in utilizing the platform to its maximum. However, it is also important to note that platforms like LinkedIn and Snapchat have their own benefits and niche audiences, in contrast to the mass audience platforms of the big three (Facebook, Twitter, and YouTube).



## Content Seeding

What is it?



Content seeding is a strategic approach to scatter content across the internet. Content can be spread across multiple online and digital platforms.

**[REF.]** 3.4.2.1

### **[LECTURER NOTES]**

A good content strategy will involve content creation at its heart. What you do with that content and getting it to your intended audience is what we'll look at in content seeding. More often than not we'll look at how content is placed on these places with a link back to the original content source. There is some overlap here with content promotion; however, seeding is the approach for the initial publishing, with promotion coming in afterwards.

### **[REFERENCES]**

<https://www.textbroker.com/content-seeding>



## Content Seeding

The benefits

- ✓ Reach
- ✓ Relevancy
- ✓ Increase
- ✓ Build
- ✓ Generate

[REF.] 3.4.2.2

### [LECTURER NOTES]

The benefits of content seeding include:

- **Reach:** Allows your content to reach a much wider audience with your message.
- **Relevancy:** By leveraging third parties you can ensure your content is seen by the right audiences, and get your message to the right targets.
- **Increase** SEO ranking and web traffic back to your channels and site.
- **Build** understanding, awareness, and thought leadership within your industry.
- **Improve** your SEO overall for brand mentions.
- **Generate** leads and conversions.



## Content Seeding

A multi-channel approach

### Owned

- Facebook
- Twitter
- Instagram
- YouTube
- Snapchat
- Pinterest
- Blog
- Website

### Collaborative

- Reddit
- Pinterest
- StumbleUpon
- Digg
- Forums
- Tagging
- Linking

### Earned/Paid

- Third-party social channels
- Online news sites
- Influencer channels
- Blogs
- Vlogs
- Journalists

[REF.] 3.4.2.3

### [LECTURER NOTES]

When it comes to content seeding we can view distribution channels in three spaces:

- 1. Owned:** These are the channels that you have 100% autonomous control over. These channels offer the best opportunity to shape your message, creative, and content. Challenges with owned spaces include reaching your intended audience and the danger of being too product focused.
- 2. Collaborative:** These are channels where online communities come together to share and create content. Weaving your content in here can benefit from user generated content (UGC) input, making users feel a part of the creation process.
- 3. Earned/Paid:** Earned and paid channels for your message represent a great opportunity for content marketers by leveraging already engaged audiences or networks and placing your product into the existing conversation. Great conversion can be achieved by correctly identifying perfect fits for these third-party channels. We will cover this further when we get to content promotion.



## Content Seeding

The challenges



[REF.] 3.4.2.4

### [LECTURER NOTES]

The following are some of the challenges to consider when content seeding:

- **Reach:** Social platforms now leverage reach for paid promotion, so the organic space is not a successful area for any brand utilizing content marketing. Be realistic about investing in content seeding to garner reach for your campaigns.
- **Relevancy:** Achieving great reach can also mean wastage in relevancy of your messaging. Utilizing clever targeting can help overcome this.
- **Transparency:** Making sure all paid placements are transparently declared as 'paid-for content' to not mislead audiences.
- **Content:** It can be a challenge to create enough high-quality content – with a consistent brand message and in new and innovative ways – to merit seeding and investing in paid social formats.
- **Measurement:** This can be a challenging area, considering businesses often have many forms of marketing ongoing at once. Make sure you set up appropriate protocols for measuring a direct return on investment in advance of campaigns going live. For example, engage with focus groups before and after the campaign to ascertain brand recall and awareness.
- **Budget/Resource:** Remember content seeding is doing a job for your business, and generating leads and sales. Appropriate allocation of budget and resources must match your objectives. Many businesses can struggle with limited personnel allocation.
- **Tight Collaboration:** Make sure your organization doesn't operate in silos, and that your content seeding efforts are helping all areas of your business. For example, to close a deal with a prospective buyer, your sales team may need to leverage content seeding on your business channels as an extra within a package.



## Content Seeding

Seeding curated content



[REF.] 3.4.2.5

### [LECTURER NOTES]

There are a number of methods you can use to seed your curated content:

- 1. Summary blog posts:** These blog posts can discuss content seen in other places, top tips lists, and observations comparing and contrasting multiple similar items in your industry – all of which add your thought leadership perspective.
- 2. Email newsletters and notifications:** Sharing news stories of the week from your industry, and also positioning your view and news about your own business amongst these stories.
- 3. Social posts:** On a micro level, retweeting or sharing stories with additional narrative, or thought on articles or content pieces.



## Content Scheduling

What is it?



Content scheduling is the method by which content is uploaded for future publishing.

**[REF.] 3.4.3.1**

**[LECTURER NOTES]**

Content can be scheduled natively to the platform itself, or through a third-party application that you grant access to your platforms. There is a possibility that using content scheduling is being more efficient with your time, but there are limitations. For example, Instagram content cannot at present be scheduled natively, or through third-party applications.



## Content Scheduling

### Methods

#### Native

- Facebook Scheduling
- Twitter Studio
- WordPress post scheduling

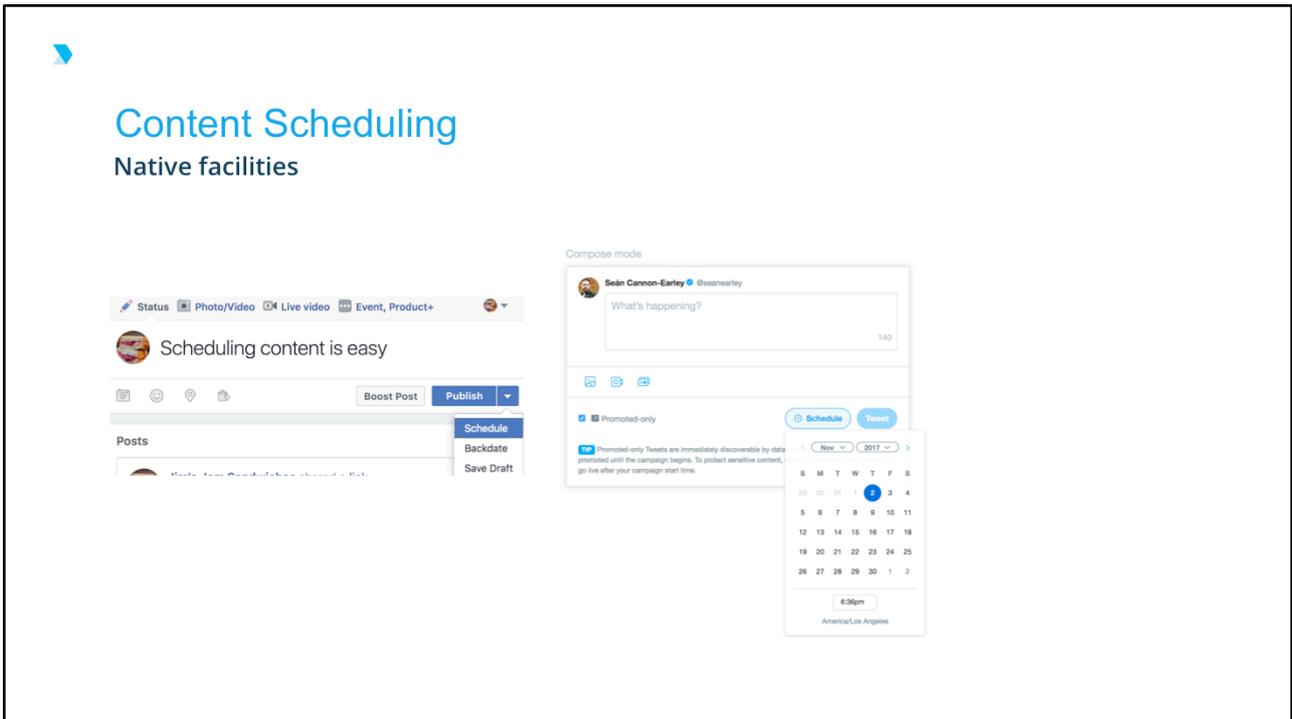
#### Third Party

- Hootsuite
- Buffer
- Sprout Social
- Percolate
- Falcon Social

**[REF.]** 3.4.3.2, 3.4.3.3 & 3.4.3.4

#### **[LECTURER NOTES]**

1. Native scheduling is the method of publishing content using a social platform's own upload function. Examples include Twitter Studio and Facebook Publishing Tools.
2. Third-party applications such as Buffer, Hootsuite, and Sprout Social are used by validating logins for your platforms and scheduling/spreading content across multiple platforms through the single hub. This allows you to upload content in bulk and automate your posting – freeing up your time to work on other digital marketing activities.



**[REF.] 3.4.3.3**

**[LECTURER NOTES]**

Facebook scheduling allows you to schedule images, text, and videos. You can also backdate content and 'save as drafts'.

Twitter scheduling allows for scheduling of images and text only, but doesn't allow for backdating of content.

At present, no scheduling feature exists natively on Instagram, LinkedIn, or Snapchat. Scheduling is available on YouTube, Wordpress, and Tumblr.

**[REFERENCES]**

<https://business.twitter.com/en/help/campaign-editing-and-optimization/scheduled-tweets.html>



## Content Scheduling

Content scheduling tools



[REF.] 3.4.3.4 & 3.4.3.5

### [LECTURER NOTES]

Free and paid content scheduling tools include:

- **Hootsuite:** A great tool for starters, combining content scheduling and social listening.
- **Sprout Social:** A management tool that lets multiple users schedule, publish, and analyze social media posts across several platforms.
- **Buffer:** You can add articles, photos, and video, and Buffer will automatically post it to your social media accounts throughout the day.
- **Percolate:** Allows for task delegation and content creation, in addition to scheduling. With some time investment, this tool allows for a really dynamic outcome.



## Content Scheduling

### Benefits and limitations

#### Benefits

- Time efficient
- Cross posting

#### Limitations

- Inability to react
- API updates

[REF.] 3.4.3.6

#### [LECTURER NOTES]

Benefits of content scheduling:

- **Time efficient:** Scheduling a large amount of content in one sitting allows for time spent on other activities.
- **Cross posting (third-party apps):** Some third-party tools allow scheduling of content to multiple platforms with a single click from their integrated approach.

Limitations of content scheduling:

- **Inability to react to the world around us:** In case of a natural disaster or tragic event, for example, automated content may mean you forget to disable content which may be deemed inappropriate. However, the scheduler does not have the intelligence to remove this content.
- **API updates:** These often affect third-party applications when social networks change their security features, which in turn can lead to content not publishing.



## Content Promotion

What is it?



Content promotion is defined as the strategic approach to getting your content seen by a wider audience than your immediate owned channels, in both the earned and paid space.

**[REF.] 3.4.4.1**

**[LECTURER NOTES]**

Content promotion is defined as the strategic approach to getting your content seen by a wider audience than your immediate owned channels, in both the earned and paid space.

We'll have a brief look at some of these earned and paid-for methods.



## Content Promotion

Content promotion methods



[REF.] 3.4.4.2

### [LECTURER NOTES]

Content promotion methods include:

- **Influencer marketing:** The rise of influencer marketing has become a trend in the past couple of years. It can be defined as the leverage of influential individuals to access their audiences to get your message or content to a wider audience. We will explore this in more detail in the next slide.
- **Guest blogging/takeovers:** Extends the reach of your content.
- **Tagging:** Involves tagging particular audiences or channels that may find your content interesting or useful.
- **Affiliate marketing:** Involves teaming up with like-minded businesses to create content together for mutual benefit.
- **Media partnerships:** Involves linking in with a media outlet to activate campaigns.



## Content Promotion

### Influencer Marketing



[REF.] 3.4.4.3

#### [LECTURER NOTES]

Influencer marketing can be used in one of three ways:

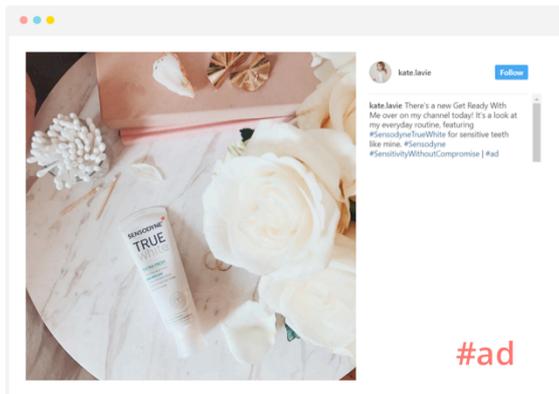
1. **Media channel:** Where the influencer is essentially used as a paid-for media channel to speak about your product/business.
2. **Content co-creation:** Where you work with an influencer to craft content for your audience and theirs that adds value and takes into account the content behaviors of your influencer's own audience
3. **Content amplification:** Where an influencer shares your content through their channels via retweets, shares, or regrams.

It is important to note that influencer marketing is still considered advertising content, and as such needs to be clear that it is *paid for* if money exchanges hands, that it's compliant with the advertising code for the specific vertical it's within, (pharma or alcohol, for example), and lastly, that it's declared using #ad or #spon to make audiences aware that this is a paid-for partnership.



## Content Promotion

An example of Influencer Marketing



[REF.] 3.4.4.3

### [LECTURER NOTES]

We can attribute the rise in influencer marketing to an audience fatigue with traditional advertising, a distrust in brands and businesses, and the rise in ad blocking by consumers. Brands and businesses are turning to individuals to get their messages out to their target audiences.

Here, a beauty blogger has co-created a post with a beauty brand. Notice the #ad within the post.

### [REFERENCES]

<https://digitalmarketinginstitute.com/blog/2017-10-10-how-influencer-marketing-can-pump-up-your-content-strategy>



## Content Promotion

An example of Guest Blogging



### [REF.] 3.4.4.2

#### [LECTURER NOTES]

This is an example of Guest Blogging, where the Digital Marketing Institute teamed up with Dr Dave Chaffey to write a blog on Digital Skills.

This piece of content can be shared on both blogs and can be linked to by both platforms, which will spread the reach and amplify the content beyond owned channels.

Guest blogging is a fantastic way to:

1. Position yourself as an authority and well-known name in the industry.
2. Get exposure (traffic) back to your website.
3. Build backlinks to your website.

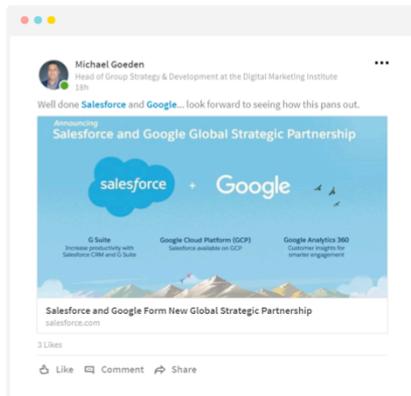
#### [REFERENCES]

<https://blog.kissmetrics.com/guide-to-guest-blogging/>



## Content Promotion

### An example of Tagging



[REF.] 3.4.4.2

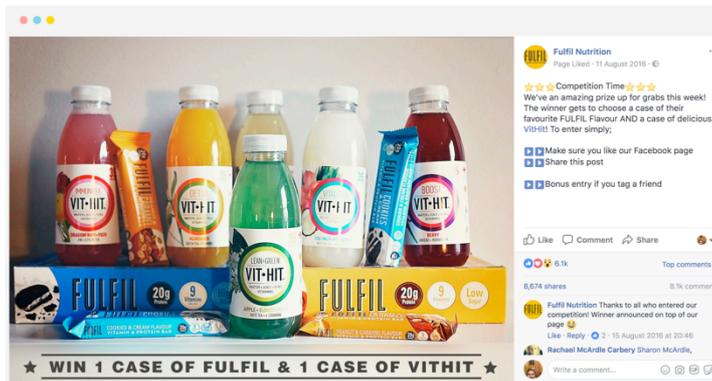
#### [LECTURER NOTES]

This is an example of where an industry influencer has chosen to tag Salesforce and Google in a LinkedIn post to amplify the content and extend its reach.



## Content Promotion

An example of Affiliate Marketing



[REF.] 3.4.4.2

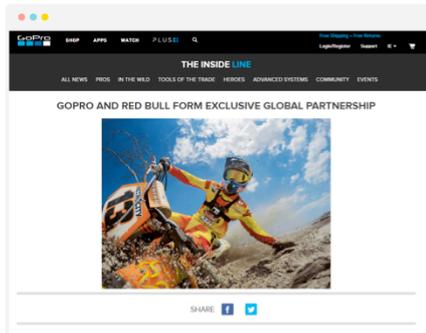
### [LECTURER NOTES]

This slide shows an example of affiliate marketing, where a vitamin drink company and a company that makes protein bars teamed up because they have a similar target persona and customer segment.



## Content Promotion

An example of Media Partnerships



[REF.] 3.4.4.2

### [LECTURER NOTES]

Finally, here is a great example of a media partnership between Red Bull and Go Pro. They have created a fantastic content series that combines the energy and the adrenalin of sports from a Red Bull perspective, and the amazing abilities of Go Pro cameras to capture them.



## Content Promotion

Why users share content



Incentives



Fame



Utility

[REF.] 3.4.4.4

### [LECTURER NOTES]

Gaining shares and positive amplification in the *earned* sphere from social media users is beneficial for your brand. A study by Reevo noted that 70% of consumers trust messaging from their peers over professional advertising messages. Shares and amplification of your content is a way to incorporate these peer endorsements to supercharge your content.

But what makes audiences share content?

1. **Incentives:** Prizes are often a tactic brands utilize to get content/marketing messages shared. These represent opportunities to build your fan base, engage with your audience, and collect data.
2. **Fame:** People often share content to their peers to look good within their social 'circles'. This is more commonly known as social currency.
3. **Utility:** People often share content that is useful. As knowledge is the original sign of power and wealth, it continues to determine online influencers.

### [REFERENCES]

<http://mashable.com/2011/07/21/contest-marketing/#j1pS3wYGJiqr>



## Content Repurposing

What is it?



Content repurposing is the re-use of content that is still relevant through a different format that's fit for purpose.

**[REF.] 3.4.5.1**

### **[LECTURER NOTES]**

Content repurposing is the re-use of content that is still relevant through a different format that's fit for purpose. Benefits of content repurposing include:

1. Efficient in resources
2. Drives consistency of a general theme or message
3. Extends lifespan of a content idea
4. Reaches new audiences across different formats and channels
5. Increases organic SEO



## Content Repurposing

Methods of repurposing



[REF.] 3.4.5.2

### [LECTURER NOTES]

The key understanding is that one topic can be explored in multiple ways.

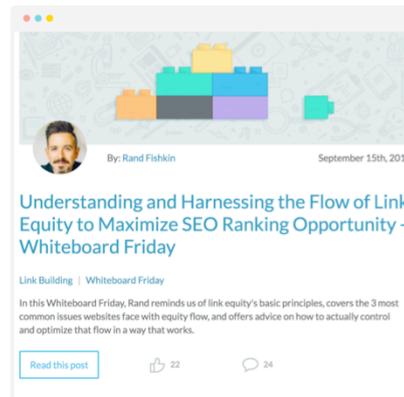
In the example shown here, a blog post could be repurposed as:

- An infographic calling out the key statistics
- A motion graphic that animates the narrative within the blog post
- A podcast that discusses the topic in more detail
- A whitepaper that outlines further research on the topic



## Content Repurposing

An example: Moz Whiteboard Fridays



[REF.] 3.4.5.2

### [LECTURER NOTES]

Every Friday the team at Moz create a great video showing digital marketing tips and tricks as drawn on a whiteboard. These videos are then turned into blog posts with video transcriptions, offering them a three-pronged approach to the same piece of content and maximum opportunity to up their organic SEO.

### [REFERENCES]

<https://moz.com/blog/category/whiteboard-friday>



## Summary

### Publish

- When deciding on which platform to use for your content, remember to consider the content need, the audience ecosystem, your proposition, and the format.
- There are many platforms to choose from, including Facebook, Twitter, LinkedIn, YouTube, Snapchat, Instagram, and your website. Each platform supports each type of content differently.
- Content seeding allows your content to reach a much wider audience, drives more traffic to your site, and ultimately generates more leads and conversions.
- There are two main methods for content scheduling: native and third party.
- Content promotion is a great way to get your content seen by a wider audience and can be done through a number of methods; influencers, guest blogging, tagging, affiliate and marketing, and media partnerships.
- Repurpose content to reach new audiences and extend the lifespan of your content.



## Content Marketing





 CONTENT MARKETING

# Measure Content Performance

 AGENDA

1. Content Marketing ROI
2. Content Marketing Goals
3. Key Metrics & Tools



## Content Marketing ROI

The value of content marketing



[REF.] 3.5.1.1

### [LECTURER NOTES]

The value of content marketing can be largely three fold:

1. **Increased brand awareness:** More potential customers will know about your business through seeing and interacting with your content.
2. **Build brand conviction:** You can increase your credibility and authority in specific topics and drive expert positioning.
3. **Conversions and advocacy:** Ultimately, you can use your content to drive sales.



## Content Marketing ROI

Three components to calculating ROI



[REF.] 3.5.2.1

### [LECTURER NOTES]

When assessing the return on investment for your content marketing efforts, the three major components to assess are:

- **Investment in content creation:** Consider the time, resource, and fiscal costs to the business.
- **Performance of the content:** Can you track content back to impact on sales?
- **Long tail benefits:** Did your content increase your search ranking, position your business as a thought leader, or grow an audience of loyal followers?

While the long tail benefits may not be immediately obvious or impactful on your bottom line, don't discount the value of these as part of a holistic marketing effort.



## Content Marketing ROI

Cost implications of content creation

Content ownership vs licensing

Internal ability

External support

Legalities

[REF.] 3.5.2.1

### [LECTURER NOTES]

The following are some of the implications to consider when content marketing:

- **Content ownership:** How much of your content did you create in-house? Did you license any images/music, and how long is that license for? Do you need to credit individuals in the content for fair usage rights?
- **Internal ability:** How much resource or skills are available for creating your content within your business? Will this support your content marketing goals?
- **External support:** Do you need to consider working with external videographers, designers, copywriters, or marketing agencies to support your content efforts?
- **Legalities:** Is your content compliant with your industry regulatory bodies? Be aware that content online is subject to the same laws as all publishing – for example, defamation – so be sure your content doesn't breach local laws.



## Content Marketing ROI

Assessing content utility



- Downloads
- Saves



- Customer Feedback



- Plays
- Clicks
- Views

[REF.] 3.5.2.3

### [LECTURER NOTES]

Assess the utility of the content provided by reviewing:

- **Downloads/Saves:** How many customers found the content so valuable that they saved it to their device?
- **Customer Feedback:** Take into account any comments, both positive and negative, to improve your content from your audiences online.
- **Plays/Clicks/Views:** For video content, Facebook/Instagram counts three seconds as a view, while YouTube counts 30 seconds. Views shouldn't be a true reflection of the success of a video, but the percentage of video watched to finish and retention rates are the key assessment of engagement.



## Content Marketing ROI

Assessing content performance



Content recall



Clicks to point  
of sale



Overlaying  
commercial  
results with  
content  
activities

[REF.] 3.5.2.4

### [LECTURER NOTES]

You should be able to get a helicopter view of your content performance by assessing:

- **Content recall:** How linked is your content style and tone of voice with your brand?
- **Traffic to point of sale:** How much traffic has a period of busy content marketing driven to sales, both online/offline?
- **Overlaying commercial results with content activities:** How do your sales figures compare to your content marketing activity?



## Content Marketing Goals

Aligning content metrics to business goals

Awareness	Consideration	Sales	Loyalty
<ul style="list-style-type: none"><li>• Reach</li><li>• Impressions</li><li>• Frequency</li></ul>	<ul style="list-style-type: none"><li>• Clicks</li><li>• Engagement</li><li>• Sentiment</li></ul>	<ul style="list-style-type: none"><li>• Clicks to basket</li><li>• Abandoned baskets</li><li>• Conversions</li></ul>	<ul style="list-style-type: none"><li>• Repeat Purchase</li><li>• Community Growth</li><li>• Reviews</li></ul>

[REF.] 3.5.3.1

### [LECTURER NOTES]

It is so important to continue aligning your content metrics to your wider business goals. Here, you can see the metrics that belong to particular stages of the buyer's journey.

In the **Awareness phase**, some of the most important metrics to watch are:

**Reach:** How many people you have reached with your content?

**Impressions:** How many times you have reached them?

**Frequency:** The average overall times you have reached your audience.

Research carried out by MindShare in the UK revealed that the optimum frequency was between four and eight times. This means that to really impact customers and change behavior, you need an individual to see your content at least four times. Various tools (like Facebook) will allow you to set the frequency based on your overall business goals, so be sure to take advantage of this setting where possible.

In the **Consideration phase**, the metrics you need to measure are clicks, engagement, and sentiment. Here, you are trying to nurture a customer through the funnel, so this phase is dedicated to nurturing on-going conversation, providing engagement, and adding value along the way.

In the **Sales phase**, the focus will be on what content is driving people to the checkout - or not, as may be the case. At this phase, you need to measure things like clicks to basket, abandoned baskets, and overall conversions.

Finally, in the **Loyalty or Retention phase**, the types of metrics we will look at are repeat purchases, community growth, and customer reviews. These metrics will help us to identify brand advocates and the types of content that will help us to drive more repeat purchases and increase customer loyalty.



## Key Metrics

What to measure



Reach



Engagement



Sentiment



Clicks &  
Conversions

[REF.] 3.5.4

### [LECTURER NOTES]

Key metrics to consider in your content marketing strategy include:

- **Reach:** How many individuals see a piece of content?
- **Engagement:** The likes, comments, and shares a piece of content gets.
- **Sentiment:** The negative or positive engagement users have with content.
- **Clicks:** When a user clicks on content, showing a deeper level of engagement.
- **Conversions:** When a user completes a purchase as a result of seeing content.



## Key Metrics

### Reach



- Number of people
- Impressions sub-metric
- Native reporting

**[REF.] 3.5.4.1**

**[LECTURER NOTES]**

- Reach shows the total number of people who've seen your content.
- Impressions is a sub-metric within reach that dictates how many times a single individual has seen a piece of content.
- Reach can be gained by using the native reporting tools within the social platform.



## Key Metrics

### Engagement



- Many variants by platform
- Exponential reach factor
- Linked to sentiment

#### [REF.] 3.5.4.2

#### [LECTURER NOTES]

Engagement metrics vary by platform:

- Facebook has six reaction options, comment, and share functions.
- Twitter has retweet, comment, and heart.
- Instagram has comment and heart.

Social engagements can lead to exponential reach by showing the content to friends of people who've engaged with it.

Engagement is closely linked to sentiment as engagements can be categorized by either positive or negative engagements. Measuring one without the other doesn't give context. For example, you could post a typo on Facebook and hundreds of fans could comment to correct you. This will show a high engagement rate, but the engagements would be negative or non-beneficial.



## Key Metrics

### Sentiment



- Context
- Identify issues
- Optimize for your audience

#### [REF.] 3.5.4.3

#### [LECTURER NOTES]

Sentiment is an important metric to track within your content to know if it's satisfying your audience need.

- It provides context to your engagements and allows you to identify how positive or negative your audience is reacting to your content.
- By tracking recurring themes or negative comments, sentiment can allow you to identify issues with your brand or product early on and avoid a crisis.
- Identifying recurring positive sentiment towards specific messaging or content formats allows you to optimize your strategy to create more of this type of content.

Watch out: sentiment monitors are often automated and don't pick up on sarcasm, so it's always beneficial to do some manual checking on this. Good community management will allow for this, too.



## Key Metrics

Clicks / Conversions



- Measure the success of your content to result in traffic back to your point of sale
- Shows attribution
- Allows for bounce analysis
- UTM tracking

### [REF.] 3.5.4.4

#### [LECTURER NOTES]

Measuring clicks on your content will allow you to assess the success of your content in driving traffic to your website. These clicks can then be captured and retargeted across the digital landscape, particularly if you have an ecommerce site.

- UTM tracking codes (Urchin Tracking Modules) allow you to use custom tracking codes within your content so you can correctly attribute each click to each piece of content. Setting these up is easy, and using a free tool like Google's Link Builder will allow you to designate different URLs for specific campaigns and platforms.
- Tracking click attribution from content type, platform, and theme will allow you to optimize towards the most successful form of content going forward.
- Linking the tracking of clicks with your Site Analytics – and overlaying data like bounce analysis (when people click on one page and leave) – will allow you to determine if the right people are visiting your site, or if changes need to be made to your targeting.
- Tracking clicks right through to basket completion on ecommerce sites will allow you to identify the best content for driving sales, and enable you to work out a true ROI on your content marketing efforts based on the value of a completed sale.

#### [REFERENCES]

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



## Key Metrics

Use metrics to inform your strategy

- Is your content reaching the right audience?
- Is your audience engaging with the content you're seeding?
- Is the sentiment of engagement on your content positive or negative?
- What is the attention span your content is capturing?
- Which links within your content is traffic attributed to?



[REF.] 3.5.4.5

### [LECTURER NOTES]

Review your content aligned to the below metrics and determine if changes are needed going forward:

- **Reach:** Is your content reaching the right audience, and if not, is a platform change or paid consideration needed?
- **Engagement:** Is your audience engaging with the content you're seeding, and if not, what changes need to be implemented? Is your audience clear on what you're asking them to do as a result of your content?
- **Sentiment:** Is the sentiment of engagement on your content positive or negative?
- **Retention:** What is the attention span your content is capturing? Video drop offs, time on page, and clicks on content are all worth considering.
- **Conversions:** Implement UTM codes on links within social content to attribute site traffic. Utilizing unique ecommerce basket promotional codes aligned to specific marketing activities can also allow attribution of sales.



## Key Metrics

Measurement tools

Native  
Reporting

 **buffer**

 **tweetreach**

 **sproutsocial**

 **Google  
Analytics**

[REF.] 3.5.4.6

### [LECTURER NOTES]

Here are some tools you can use to track your key metrics:

- **Native reporting:** All platforms come with native reporting. Familiarize yourself with the insights panels of Twitter, Instagram, Facebook, YouTube, and LinkedIn to get the raw data from each platform as a starting point for any measurement.
- **Sprout Social:** A third-party tool can offer insightful reporting, and also package up data in easy-to-present or easy-to-digest digest formats that are handy for external reporting.
- **Buffer:** Content scheduled through Buffer will allow for further in-depth insights regarding the performance of your content, and allow you to track this against competitor content.
- **Google Analytics:** Using Google Link Builder and analytics hand in hand will allow you to track attribution right back to the content format and measure a true ROI on your content marketing.
- **TweetReach:** TweetReach will allow you to track the reach, impact, and impressions of your Twitter content.



## Summary

# Measure

- Content marketing is valuable for three main reasons. It increases brand awareness, builds brand conviction, and ultimately drives sales.
- There are three components to calculating ROI of your content:
  1. Investment in content
  2. Performance of the content
  3. Long tail benefits
- Key metrics to measure in your content marketing strategy include reach, engagement, sentiment, clicks, and conversions.
- Make sure to review your content in light of these metrics in order to make changes to your strategy going forward.
- Tools like SproutSocial, Buffer, Google Link Builder and Analytics, and TweetReach will help you track the key metrics for your business.



**Module complete. Well done**