CONTENT MARKETING

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INTRODUCTION

➢ Content is king

➢ Plays significant role in information architecture

➢ An umbrella term, one which focuses on matching content (information or entertainment) to needs of customer irrespective of stage

➢ Content marketing is quickly becoming part of the overall marketing process

➢ Content Marketing Institute, " It is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action (Content Marketing Institute, 2013).

15 CONTENT FORMATS PROVEN TO BOOST AUDIENCE ENGAGEMENT

No single type of content will appeal to every visitor. That's why it makes sense to vary your content.

- ❑ Blog Posts
- ❑ Long Form Articles
- ❑ Original Research
- ❑ Video- YouTube,Facebook
- ❑ Infographics
- ❑ Images
- ❑ Case Studies
- ❑ White Papers/Reports
- ❑ Ebooks
- ❑ Presentations
- ❑ Webinars
- ❑ Quizzes and Polls
- ❑ Podcasts
- ❑ Checklists
- ❑ Email Newsletters

VIDEO'S VALUE PROPOSITION

- Videos are among the most versatile tactics content marketers can leverage. For starters, they can be cooked up, loaded up, cut up, and served up in a wide variety of ways. They can:

- Work well in both long and short formats — from 6-second Vine videos to full-length documentary films, and everywhere in between

- Be timely, standalone statement pieces or ongoing serialized conversations that unfold over time

- Be presented as the main course or served as a pre-roll advertising appetizer

- Thrive in virtually any content platform — e.g., your website, blog, or other owned channels; in emails; on third-party video sites like YouTube; or inside SlideShare presentations and webinars

- Be well suited to being consumed on both the desktop and mobile environments

- Be repackaged, repurposed, and republished in conjunction with your other relevant content efforts

- Be archived for the ages or produced on the fly as live-streaming events on messaging platforms like Meerkat or Periscope

- Be imminently shareable on social networks, including Facebook, Twitter, Instagram, and Snapchat

CONTENT MARKETING

- It is relevant to a target audience

- It provides them with tangible value

- It is consistent

❖ Some of the most common goals marketers pursue through their content programs include:

- Brand awareness: Getting discovered by the right consumers

- Audience engagement: Capturing the interest of casual readers and nurturing them into subscribers

- Lead generation: Identifying and qualifying consumers who are most likely to become customers

- Driving loyalty and evangelism: Retaining your existing customers by increasing their positive perception of and satisfaction with your business

- Increasing sales and profitability: Closing more deals, reducing your marketing costs, and opening up new revenue streams
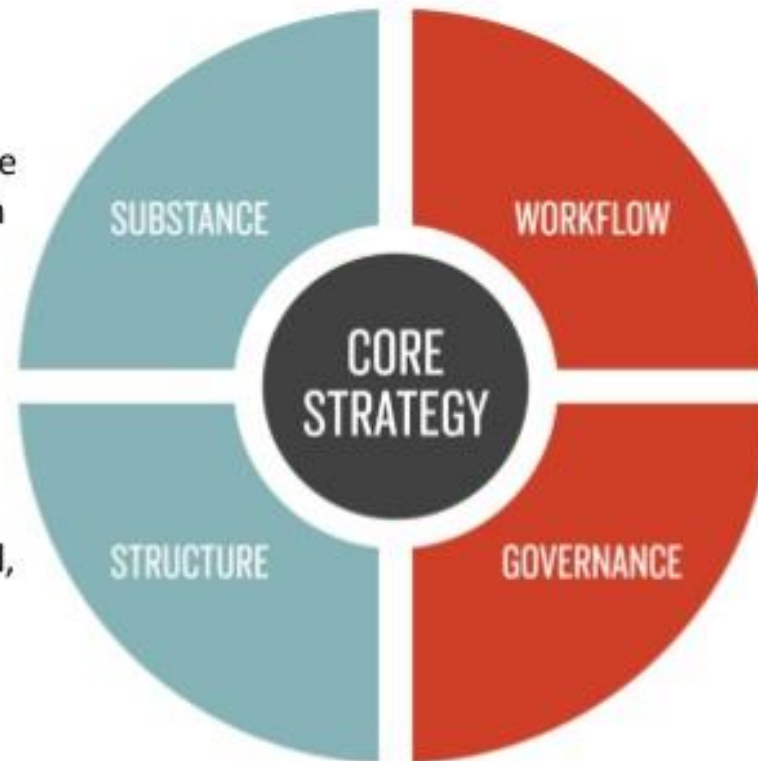
Content marketing works well with:

- Demand generation
- Native advertising
- Branded content
- Product marketing
- Account-based marketing
- Social media
- SEO
- Inbound marketing
- Public relations
- Influencer marketing

Elements of a Content Strategy

Substance—What kind of content do you need? What messages will you use to communicate with your audience?

SUBSTANCE

WORKFLOW

Workflow—What processes, tools, and resources are required to disseminate your content successfully and maintain a high level of quality over time?

CORE STRATEGY

Structure—How is your content prioritized, organized, formatted, and displayed?

STRUCTURE

GOVERNANCE

Governance—How are key decisions about your content and content strategy made? How are changes initiated and communicated?

CONTENT COMPONENTS

PEOPLE COMPONENTS

Source: Brain Traffic

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Content components

- Substance: Who are you trying to reach, and why?

- Structure: Where is your content? How is it organised? How do people find your content?

People components

- Workflow: How does your content happen?

- Governance: Politics, guidelines and standards (Halvorson, 2010).

- **Algorithm :** An algorithm is a mathematical, computational or statistical method pre-determined to take a number of variables into account and output a single, quantifiable result that is a function of all the variables. A good example of a commonly used algorithm is the one used by Google to determine which pages rank more highly on SERPs.

- **Content audit:** An examination and evaluation of the existing content which a brand publishes.

- **Editor :** A person who determines the ultimate content of a text, traditionally understood in the newspaper, magazine or publishing industry context.

- **Information architecture:** The way data and content are organised, structured and labelled to support usability.

- **Persona:** In this context, a character created to define a group of readers in order to speak to them as though they were a unique reader. Usually a hypothetical character created to represent and personify a set of traits.

- **Usability:** A measure of how easy a system is to use. Sites with excellent usability fare far better than those that are difficult to use.
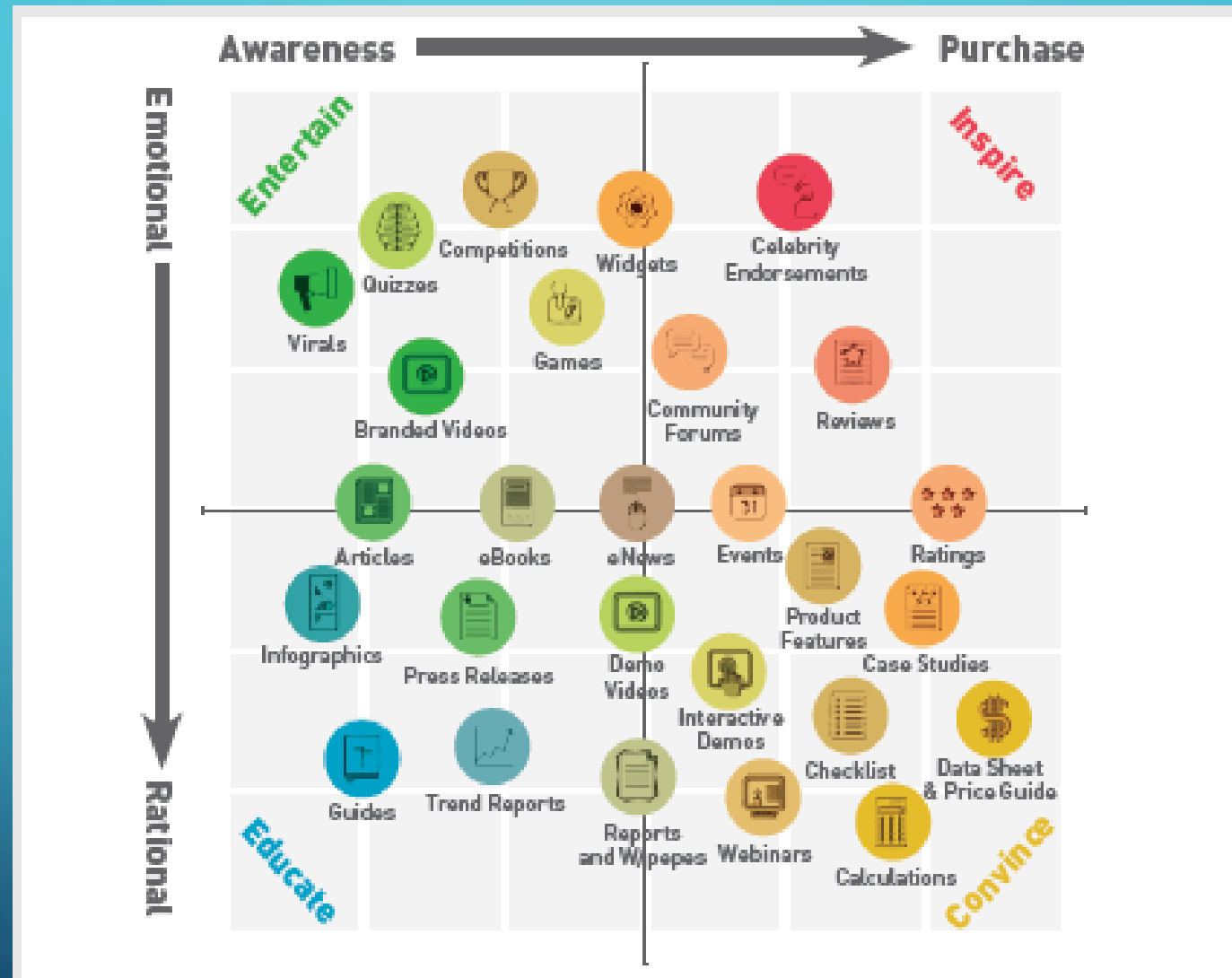
REACH AND FREQUENCY

- People enter content marketing from many directions –classic marketing, journalism, business development, product development, and plenty of other fields.

- Those with a classic marketing background struggle to apply the traditional ideas they studied to the new marketing environment.

- Internet search disrupted the traditional ways of reaching consumers looking for a product or service they want.

- People are searching for interesting things, subscribing to compelling content, and being entertained, educated, and inspired by all manner of content – regardless of whether they're in the market to buy something.

- Brands can compete directly for the attention, subscription, and loyalty of audiences so that when the people realize they have a need or want – the brand's offerings are the first (and perhaps only) solution they consider.

REACH AND FREQUENCY

- Audiences are groups of people willing to invest their time, attention, and actions in the content you create.

- When you have subscribers, you can measure whether you're reaching the right audience and the impact you're creating.

- The modern marketing goal is to care for audiences as if they were customers. While other departments in your company look at increasing customer value by continued purchases over time, a content marketer should try to increase subscriber value as their loyalty, activity, depth of relationship, and willingness to act improve over time.

- Building an audience database might accelerate their desire to become customers

- Frequency involves decisions about how often to repeat messages to create the desired impact.
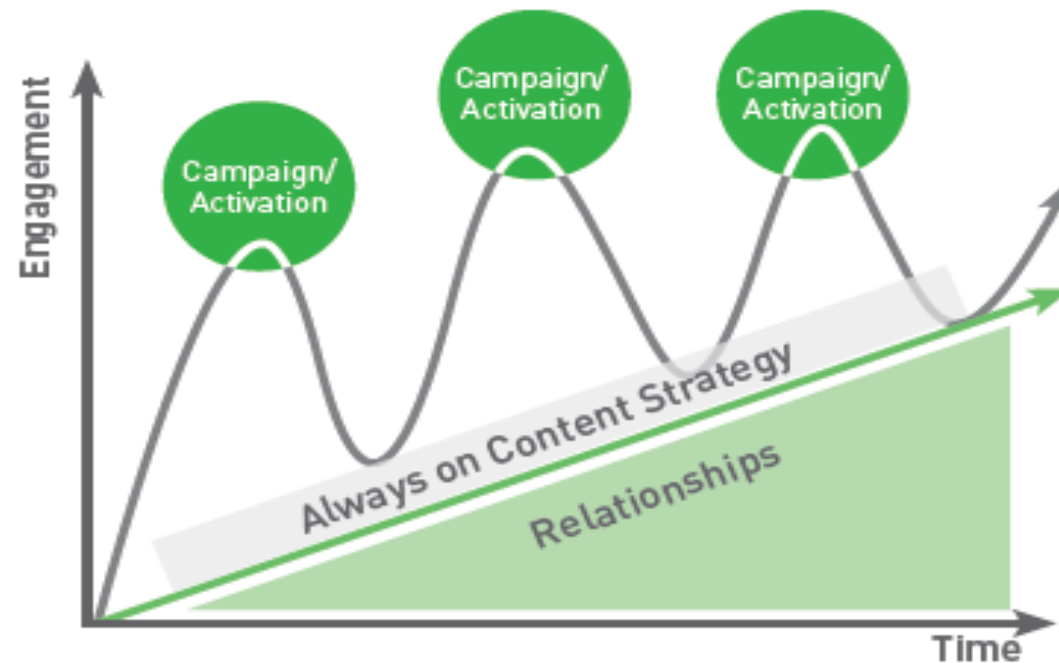
STRATEGIC BUILDING BLOCKS

- Translating your brand essence

- Market research and consumer personas

- Creating content pillars

- Matching content formats to objectives

- The content audit

- For Coca-Cola, for example, consumer interests filtered through the brand essence of 'Coke brings joy' could result in the following pillars:

➢ Friendship

➢ Sharing is caring

➢ Spreading smiles.

- These pillars are then used as the basis on which to develop content ideas.

Different forms of content will support different objectives

An Always on content strategy approach builds relationships and engagement

	A	B	C	D	E	F
1	Section	Page	URL	Description	Keep/Edit/Delete	Notes
2	About Us					
3		Vision	about-us/ vision	Company vision statement, drawn from main brochure (now outdated)	Edit, add info from Mission page, add annual reports.	
4		Mission	about-us/ mission	Company value statements. Seems to replicate Vision page. Includes links to annual reports (PDFs)	Delete	
5		The team	about-us/ team	Lists bios of key staff members. Missing some staff, other bios 3-5 years out of date, some bios very brief, some very long.	Edit: update bios, edit to make more consistent. Add email addresses.	Second most-visited page in section.
6		Contact details	about-us/ contact	Contact details: physical, phone, email. Includes operational hour info.	Update with Google map. Operational hours needs more prominence.	Most visited page in section
7		News	about-us/ news	News items, currently divided into press releases; news; announcements; 'from the boss'. 32 items over 3 years.	Keep, but suggest deleting most old articles & removing categories.	
8		Events	about-us/ event	Mixture of business and external events. No events loaded this year. 13 events over past 3 years.	Delete. Suggest publishing event info as news items & promoting on homepage.	

THANK YOU