

# Content Marketing



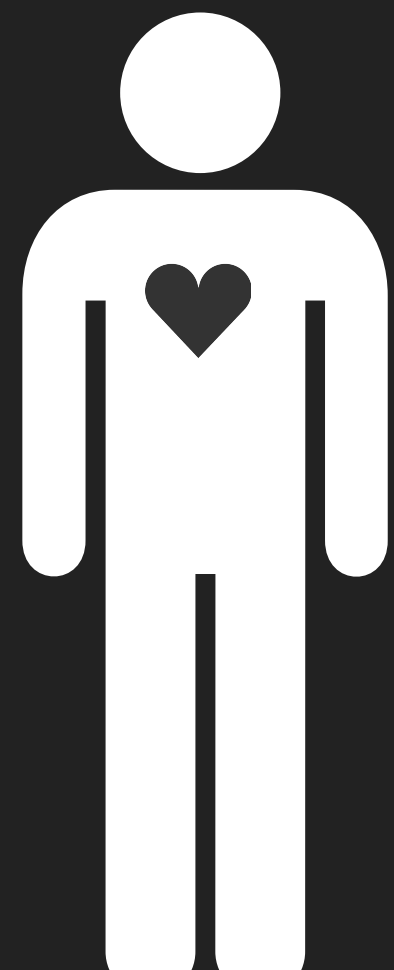
Venkatesh@insieve.com

# The Marketer



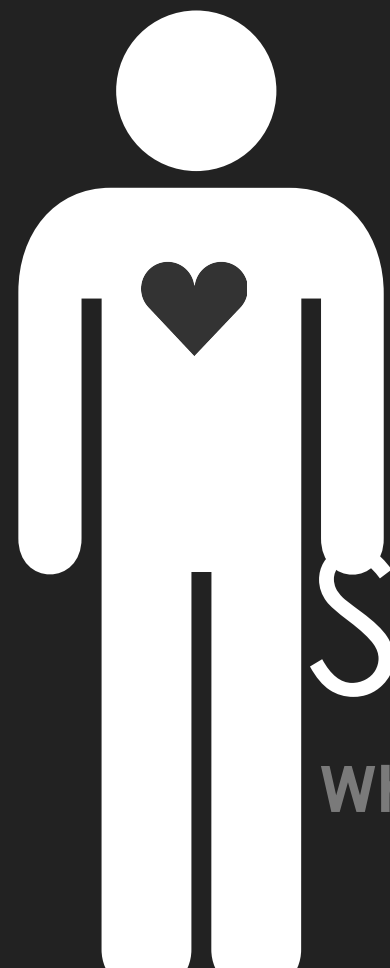
Voice of my  
company





I need to  
understand  
the market  
**Pulse !**





I need to  
understand  
the market  
**Pulse !**

I need to devise a  
**STRATEGY**

What should be done...?????

to devise your  
STRATEGY



A close-up photograph of a man's face as he looks through a pair of black binoculars. The binoculars are held up to his eyes, and the background is a blurred natural setting with green foliage.

to devise your  
STRATEGY

You MUST  
Know the  
signals  
out there



to devise your  
STRATEGY



You MUST  
Know the  
signals  
out there



WHAT YOUR  
AUDIENCE  
LIKES ?



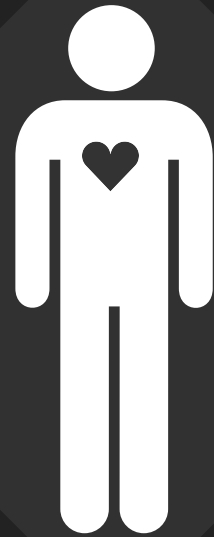
WHAT YOUR  
COMPETITORS  
ARE SAYING ?



KNOW THE  
BUZZ

AT INSIEVE

We understand

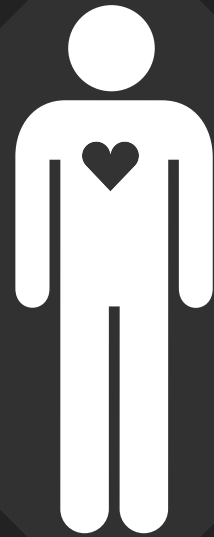


Your  
**CUSTOMER'S NEEDS**



AT INSIEVE

We understand

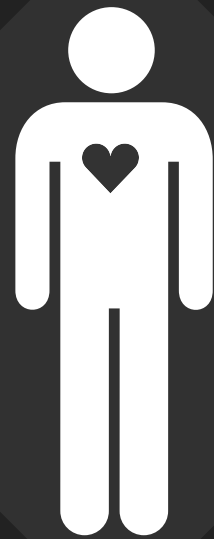


Your  
**CUSTOMER'S NEEDS**

We keep track of  
**THE BUZZ**

AT INSIEVE

# We understand



Your  
**CUSTOMER'S NEEDS**

Your  
**WEB PRESENCE**

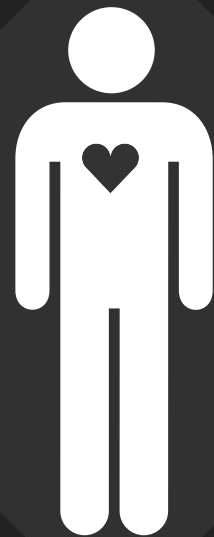
We keep track of  
**THE BUZZ**

AT INSIEVE

We understand

DO YOU

STAND OUT !



Your  
**CUSTOMER'S NEEDS**

Your  
**WEB PRESENCE**

We keep track of  
**THE BUZZ**



COMPETITOR



COMPETITOR

But,  
YOU ARE **NOT** ALONE !!



◆ Best Content for Marketing

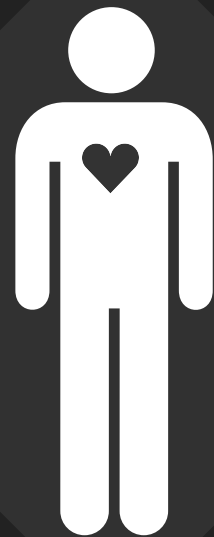
AT INSIEVE

We understand

DO YOU

WANT TO

STAND OUT !



Your  
**CUSTOMER'S NEEDS**

Your  
**WEB PRESENCE**

We keep track of  
**THE BUZZ**



COMPETITOR



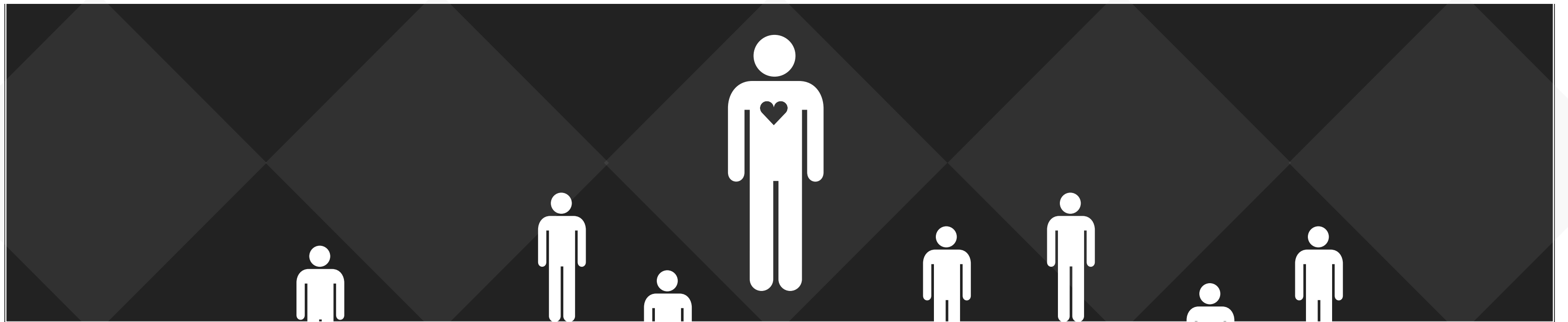
COMPETITOR

But,  
YOU ARE **NOT** ALONE !!



◆ Best Content for Marketing

Insieve empowers you to **STAND OUT** !



What is your Marketing Startegy ?

with continuous content marketing

*Presenting*

# Insieve: Splasche

Marketing Platform for Continuous Marketing

An Exploratory Interface for Content Strategy

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☒ Customer Loyalty Programs

☒ Your Influence

☒ My Competitors

The visualization graphs below show information about Your Audience, your presence and your competitors presence.

Choose Time period

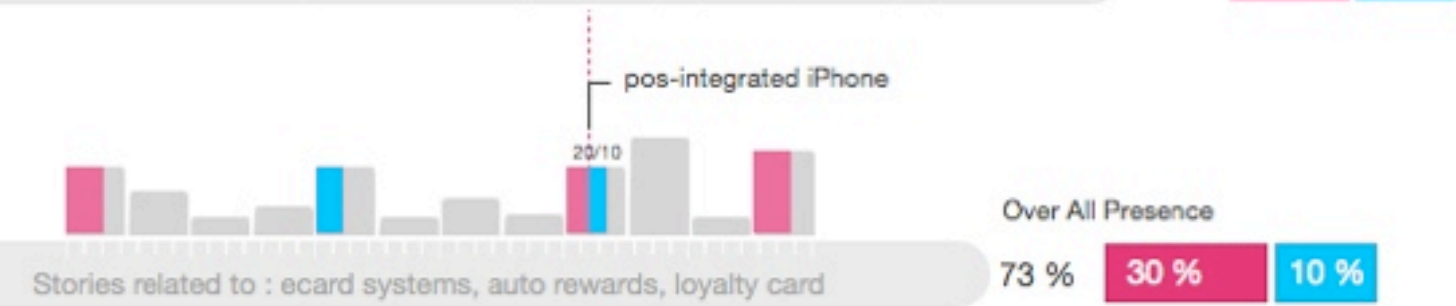
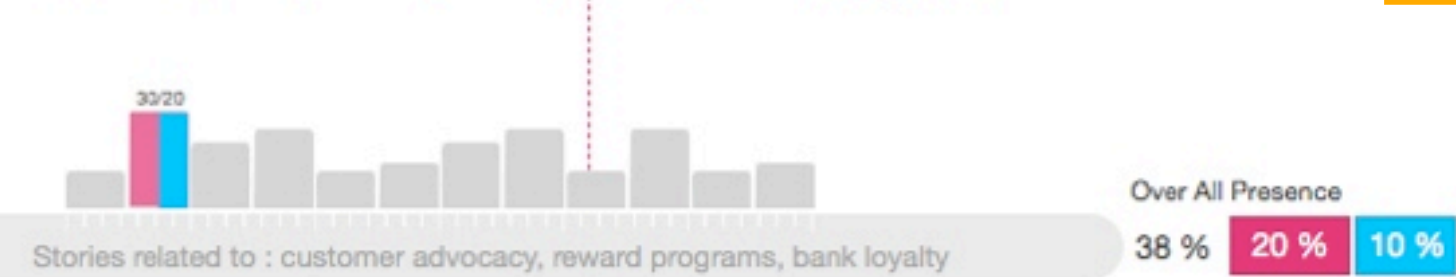
☐ Overall

☐ Today

☒ Past 1 week

☐ 3 Months

9th April 2013



20 Clusters

Data Cluster information : pos-integrated iPhone [Show All](#)

Influencers in this Domain

**Dr. Harish Kotadia**  
Key to Big Data Success

**M'Loyal**  
VLCC Launches Mobile Loyalty "Way of Life"

**Punchtab**  
PunchTab Now Powering 15,000 Loyalty Programs

**Loyalty 360**  
Altair customer Loyalty

Related Articles

**Bob Willett Shares His Perspective On Customer-Centricity**  
<http://www.retailtouchpoints.com/>  

Retail CRM provides insights from leading retailers and industry experts that help improve the customer experience at every touch point and across all channels. Some topics covered in CRM articles include customer loyalty

**Ideas for Creating a Customer Loyalty Program**  
<http://smallbusiness.intuit.com>  

Ryan Hoover, Director, Product at PlayHaven. Find ... (more) Director, Product at PlayHaven. Find me at ryanhoover.me. Ryan Hoover, Director, Product at PlayHaven. Find ... (more) Director, Product at PlayHaven. Find me at ryanhoover.me.

**Customer Loyalty Program**

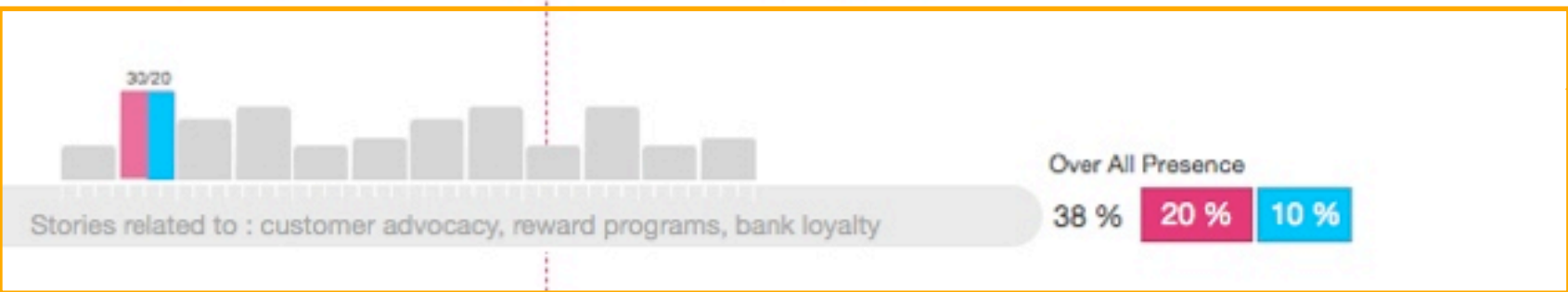


☒ Customer Loyalty Programs    ☒ Your Influence    ☒ My Competitors

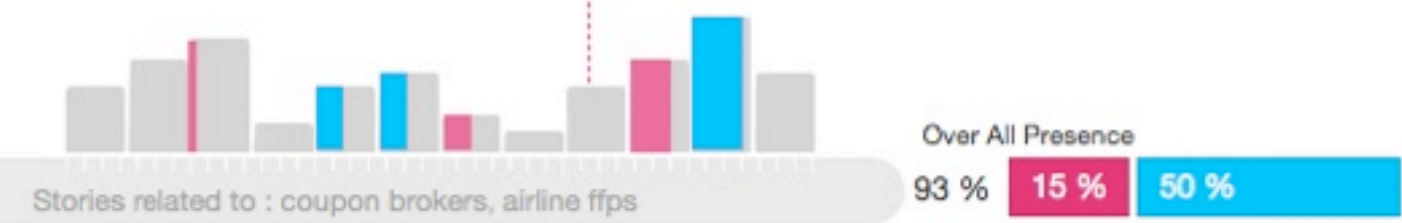
Product Settings

Choose Time period    ☐ Overall    ☐ Today    ☒ Past 1 week    ☐ 3 Months    Order by Relevance    20 Clusters

3 4 5 6 7 8 9th April 2013



Each block represents a data set that narrates similar stories.



Data Cluster information : pos-integrated iPhone Show All

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Key to Big Data Success



M'Loyal

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Punchtab

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Loyalty 360

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Related Articles



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Ryan Hoover, Director, Product at PlayHaven. Find ... (more) Director, Product at PlayHaven. Find me at ryanhoover.me. Ryan Hoover, Director, Product at PlayHaven. Find ... (more) Director, Product at PlayHaven. Find me at ryanhoover.me.




Customer Loyalty Program



☒ Customer Loyalty Programs

☒ Your Influence

☐ My Competitors

 Product Settings

Choose Time period

☐ Overall

☐ Today

☒ Past 1 week

☐ 3 Months

Order by Relevance

20 Clusters



Stories related to : customer advocacy, reward programs, bank loyalty

Over All Presence

38 %

20 %

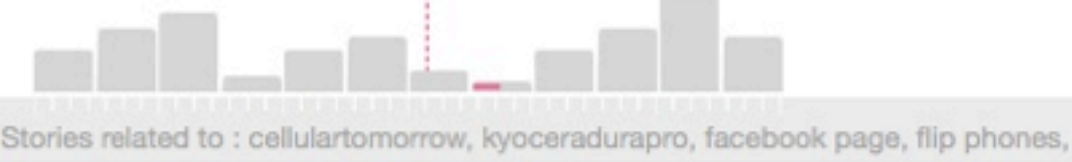


Stories related to : ecard systems, auto rewards, loyalty card

Over All Presence

73 %

30 %



Influence Graph

Show Details

20

10

Your Keywords : loyalty programs, bee corporation, customers, sparkbase

Competitor's Keywords : customer advocacy, loyalty programs, loyalty cards, bank loyalty,

34 Related Articles

Common Keywords : customer retention, loyalty programs, customer loyalty, rewards program, customers, retention

Data Cluster information : pos-integrated iPhone

Show All

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Key to Big Data Success




M'Loyal

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PunchTab Now Powering 15,000 Loyalty Programs



Loyalty 360

Altair customer Loyalty



Related Articles



REDTAG Adopts First of Its Kind Customer Loyalty Programme in GCC Using Cloud and Mobile Technology

hotelmarketing.com

You can select any information set to drill deeper and to learn more and get relevant insights. It gives comparative results about your product and your competitors product. It also consolidates the Buzz created by your product in this domain ( e.g. 34 related Articles ).

Customer Loyalty Program

# Keyword Research Tool

Choose Time period

☐ Overall

☐ Today

☒ Past 1 week

☐ 3 Months

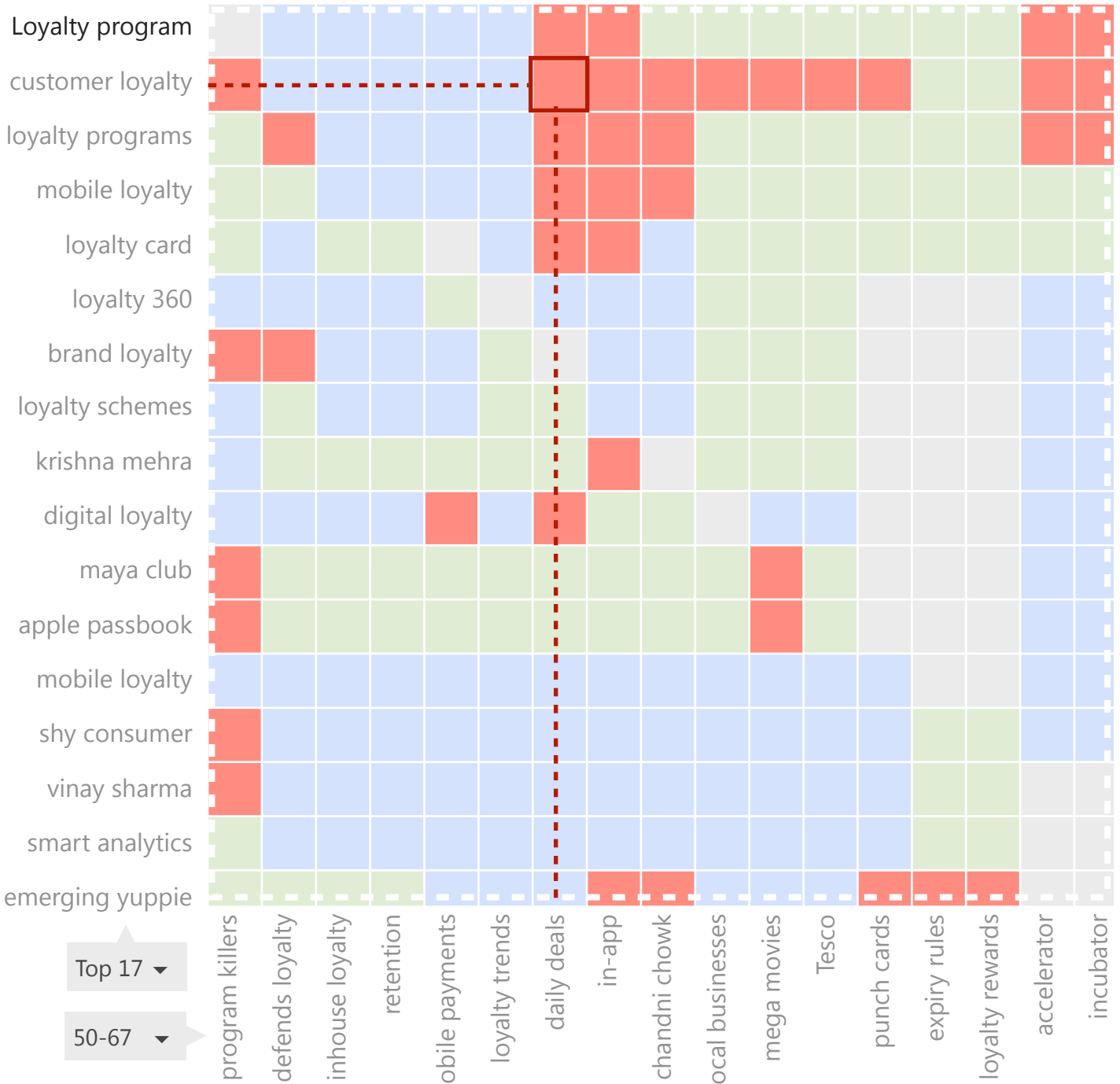


Has a lot of Buzz

Moderate Buzz

Less Buzz

Not Related



Heat Map of  
Keyword  
Connections

Selected Patch

Customer Loyalty | Tesco | Loyalty Program | Mobile  
Loyalty | Loyalty Card | Brand Loyalty | Maya Club

COMPETITORS

Show All

Loyalty 360

★ ★ ★

Blog : 7 | Twitter : 4 | Facebook : 2

Dhruva Interactive

★

Blog : 7 | Twitter : 4 | Facebook : 2

YOUR PRODUCT

Show All

Marketing Status

Blog : 7 | Twitter : 4 | Facebook : 2

BLOG ARTICLES

Show More

We are proud to share the thoughts and efforts of Smt Veenu Gupta (Principal Secretary, School Education Dept – Rajasthan), who is an inspiring leader in the education space today. Having interacted for

237 Tweets

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WHAT PEOPLE ARE TALKING ?

@Loyaltytwts

Nintendo slices Wii U sales forecast but expects to return to profit<http://l.gamespot.com/WvZvMN>

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Nintendo slices Wii U sales forecast but expects to return to profit<http://l.gamespot.com/WvZvMN>

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Articles from  
around the  
web related  
to the  
selection.

Top 17

50-67



Choose Time period    Overall    Today    **Past 1 week**    3 Months



Has a lot of Buzz    Moderate Buzz    Less Buzz    Not Related

Loyalty program

customer loyalty

loyalty programs

mobile loyalty

loyalty card

loyalty 360

brand loyalty

loyalty schemes

krishna mehra

digital loyalty

maya club

apple passbook

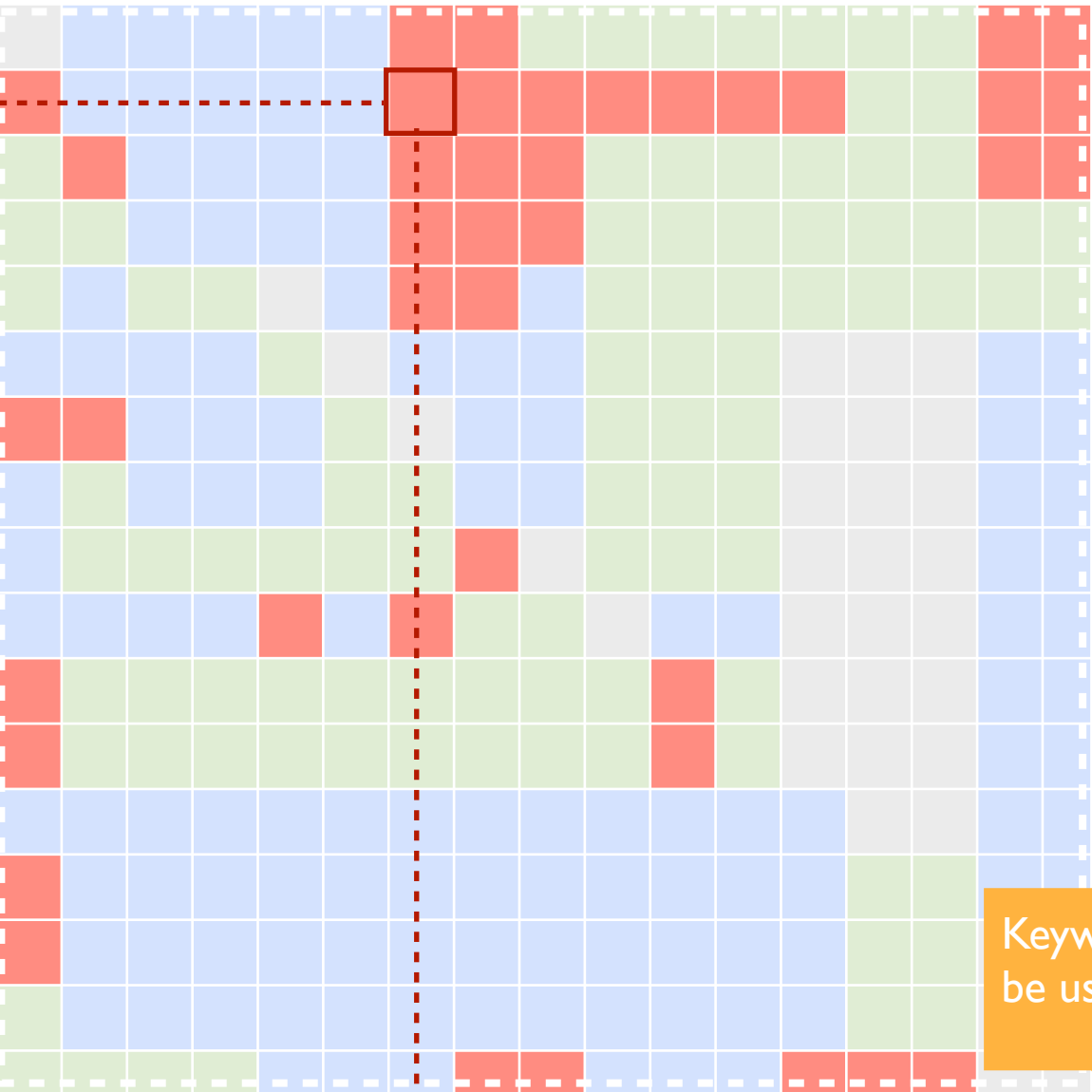
mobile loyalty

shy consumer

vinay sharma

smart analytics

emerging yuppie



Keywords that should be used in your content

Top 17

50-67

program killers    defends loyalty    inhouse loyalty    retention    mobile payments    loyalty trends    daily deals    in-app    chandni chowk    local businesses    mega movies    Tesco    punch cards    expiry rules    loyalty rewards    accelerator    incubator

Selected Patch

Customer Loyalty | Tesco | Loyalty Program | Mobile Loyalty | Loyalty Card | Brand Loyalty | Maya Club

COMPETITORS    Show All

Loyalty 360    ★ ★ ★

Blog: 7 | Twitter : 4 | Facebook : 2

Dhruva Interactive    ★

Blog: 7 | Twitter : 4 | Facebook : 2

YOUR PRODUCT    Show All

Marketing Status

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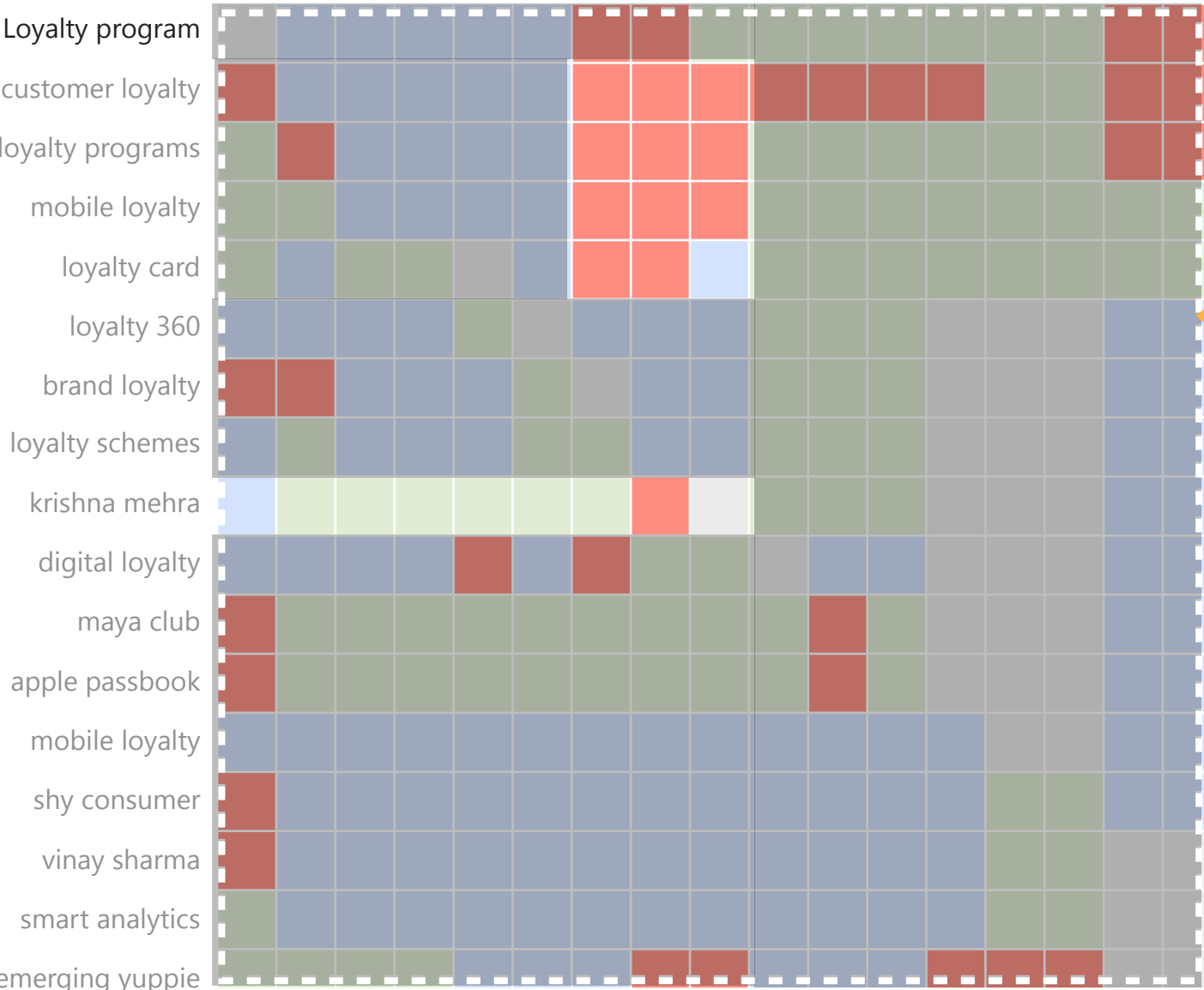




Choose Time period    Overall    Today    **Past 1 week**    3 Months



Has a lot of Buzz    Moderate Buzz    Less Buzz    Not Related



Top 17

50-67

Select a patch to dig deeper in multiple data sets

Selected Patch

Customer Loyalty | Tesco | Loyalty Program | Mobile Loyalty | Loyalty Card | Brand Loyalty | Maya Club

COMPETITORS    Show All

60    Twitter : 4    Facebook : 2

Blog : 7    Twitter : 4    Facebook : 2

YOUR PRODUCT    Show All

Marketing Status    Blog : 7    Twitter : 4    Facebook : 2

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Thank You