"Make the Customer the Center of Your Story"

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2019-11-09

Intro

Goals

- Orientation about the industry
- Perception of content marketing in the general public and in the marketing industry
- Agencies, players, awards etc.
- Literature and other sources of information

- Reflection of the role of content marketers
- Content marketing and content strategy
- Content marketing and sustainability

Follow-ups

- 2nd presence week
- Berlin excursion
- Feasability study and master thesis

Groups to be formed

- C3 (and comparable agencies)
- Crispy Content / Methodic content marketing
- Facebook: Content marketing, advertising and the public discourse
- Mozilla: Content marketing for non profits
- Digitale Gesellschaft/re:publica: Content marketing and privacy issues

Agenda

- 9:00-9:30 Intro
- 9:30-10:30 Presentation
- 10:45-11:45 1. Group session: Best practices, questions
- 11:45-12:30 Group presentations, Sources of information

- 13:30-14:30 Content marketing and content strategy
- 14:30-15.30 2. group session: Preparation of next steps, plenary session
- 15:45-17:00 Content marketing und planetary boundaries

"Every Company is a Media Company": Why brands become publishers

"Content marketing is an imprecise term. What is the/your definition why we should describe our experiences?" (Quote Cos17)

Basic shifts

- We are more and more digitally connected to each other.
- The public sphere is no longer produced by the mass media.
- Many economic processes are happening publicly and in a networked way.
- Whoever is participating in society is producing content about themselves and about everything they are doing and are perceived via this content.

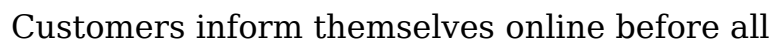## Content strategy and content marketing

- Content strategy is a strategic approach to this content.
- Content marketing means to use this content in a targeted way for marketing purposes (for *conversions*).
- Brands are perceived via content because they are acting in a networked way, publicly and in realtime.

"In the beginning I had difficulties to classify content marketing, meanwhile it feels right for me and I make a further distinction between marketing & content marketing." (Quote COS17)

'For me content marketing has little to do with marketing, it is a conceptual parallelism. I think "Content Advertising" would be better suited. I define marketing as "market-oriented corporate management".' (Quote COS17)

"Content marketing was well known to me in any case before content strategy - that is probably because I come from the PR industry and throughout the last years content marketing has successfully disputed more and more PR territories." (Quote COS17)

New media - new audiences

The new news process

It is easier to publish than not to publish

How can home improvement retailer **HOMEBASE** take customers on a personalized shopping journey to make sales bloom?

40%
Discovers that **40%** of its customers start their buying journeys online

160
Guides shoppers through more than **160** DIY projects with online tools, tutorials and advice

30%
Increases online traffic by **30%** and drives double-digit sales growth

38,000
Presents the perfect suggestions from more than **38,000** home and garden products

2.5M
Now attracts **2.5 million** digital visitors every week

© IBM Corporation 2015   Source: Homebase   UVH12348-USEN-00

Customers inform themselves online before all

Search engines promote quality content
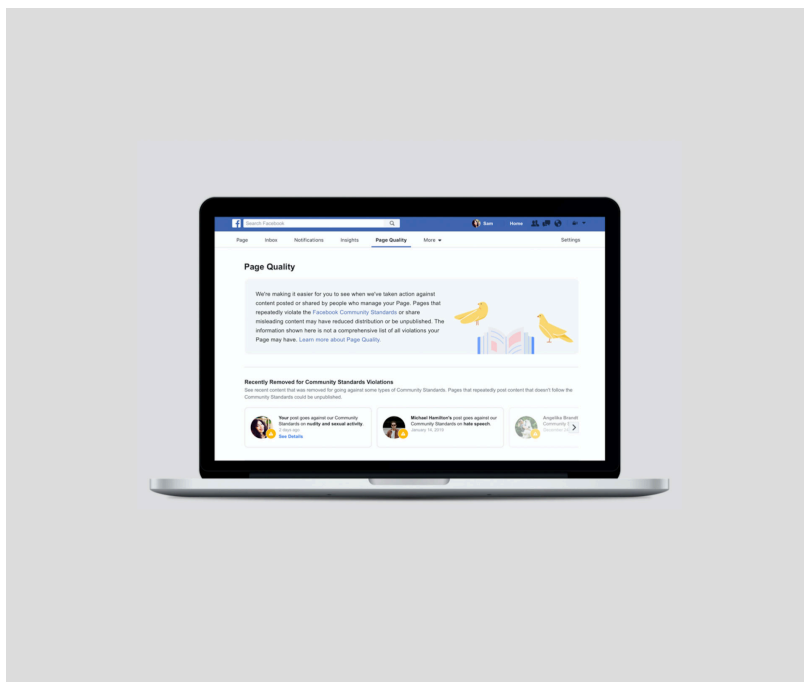
In social media good content is a conditon for success
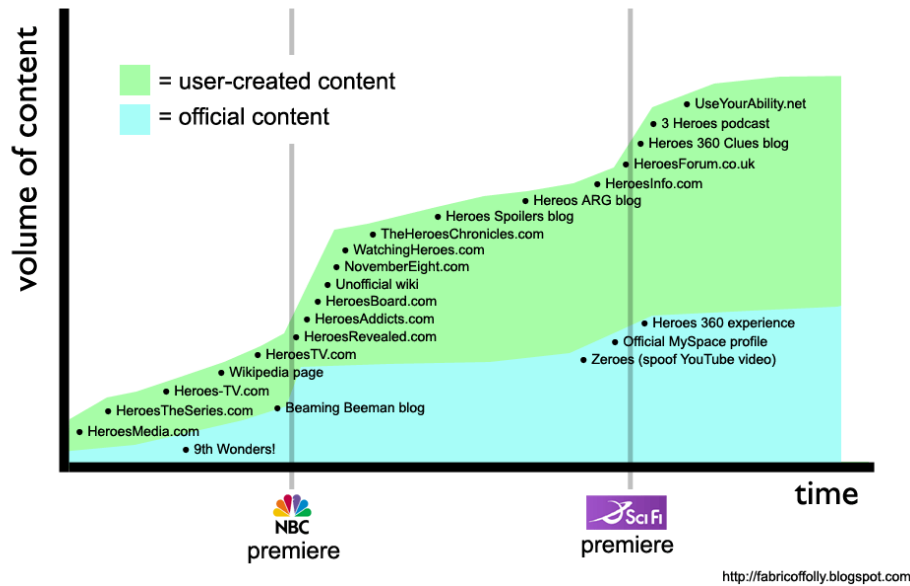
Content everywhere: from digital to mobile revolution
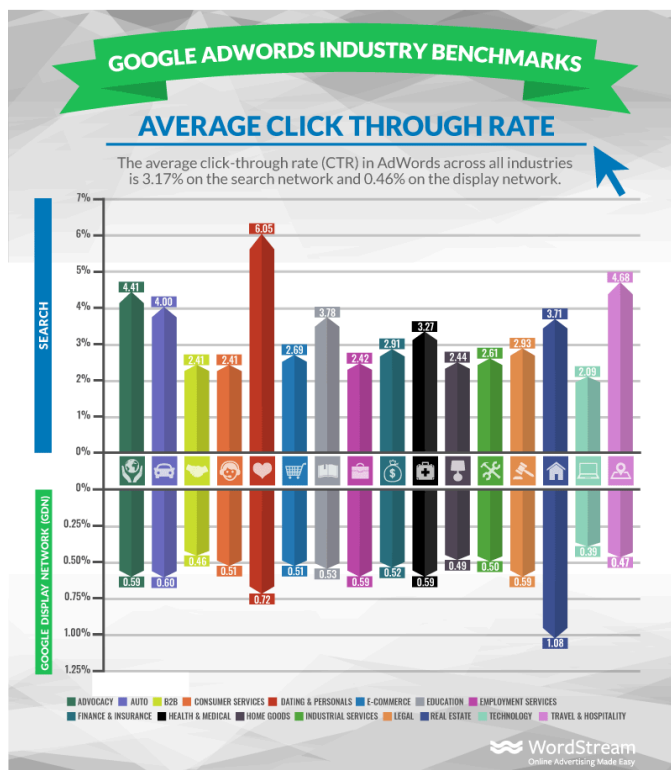
Classical ads and banners have lost traction

Dramatic, Global Scarcity Shift:
Was: Access to Content | Now: Time & Attention

Legend:
- ➤ Scarcity of Time, Attention, 'Mind-Width'
- ■ Scarcity of Information, Limited Choice, Access and Availability

Chart (y-axis: 0, 25, 50, 75, 100; x-axis: Was, Is, Will be)

Scarcity of attention has replaced scarcity of information

N - Source of news item,   A - Audience,   N1,N4 - Discarded news,   N2,N3 - Selected news

Gate Keeping Theory
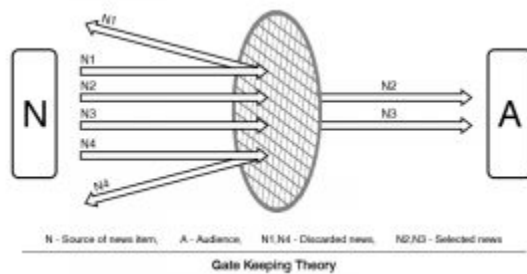
Filters are replacing gatekeepers and mediators

Business model of a book publishing house

Cost and procurement model

Manufacturing process of goods and services | Range of services

Revenue and distribution model

Manuscript provider, e. g.
- Authors
- Literature agents
- Publishers

Content delivery

Gratification for the content

Screening and revision (lectorate) of external produced content

Editorial creation of own content

Provision of literature

Books/hard-cover
- Fiction, non-fiction, books for children and teenager, guidebook, etc.

Paperbacks/soft-cover

Other services
- Reference books, modern antiquarian

Digital/electronic products
- CD-ROMs, audio books, eBooks

Integrated offer of products/services

Distribution revenues

Distribution

Direct sale
e. g. via The Club

Reader/ recipient
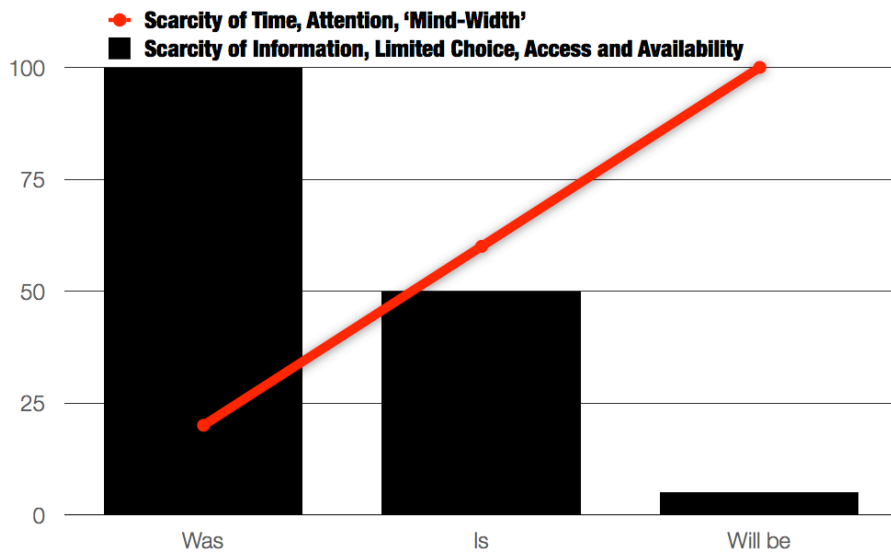
Advertising partner

Offer of advertising placements

Transfer of the advertising content

Management of advertising placements

Placement/ integration

Advertising space
- Advertisements
- Imprints
- etc.

Advertising revenues

Advertising space performance

Advertising partner

License/rights dealer

Licenses/rights

Fees

Management of licenses and rights

Integration in the publisher's program resp. resale

Licenses and rights
- Paperback rights
- Country licenses
- Merchandising licenses
- etc.

Fees

Licenses/rights

Publisher/ film production

Source: Wirtz (2011a), p. 180.

Business models of publishing houses and media companies have become obsolete

> The era of one-way, single-threaded, brand-directed mass communications is officially over. ... The only way to reach your audience in today's information-drenched, content-saturated world is through Epic Content Marketing... "

Joe Pulizzi (Pulizzi ([2013](#)), loc. 96-104)

> Content marketing is owning media as opposed to renting it

Joe Pulizzi (Pulizzi ([2013](#)), loc. 244)

Changing relations between brands and customers

[Why Problem Solving Should Be The Only Value Proposition You Use](#)

Customers regard brands as networked problem solvers
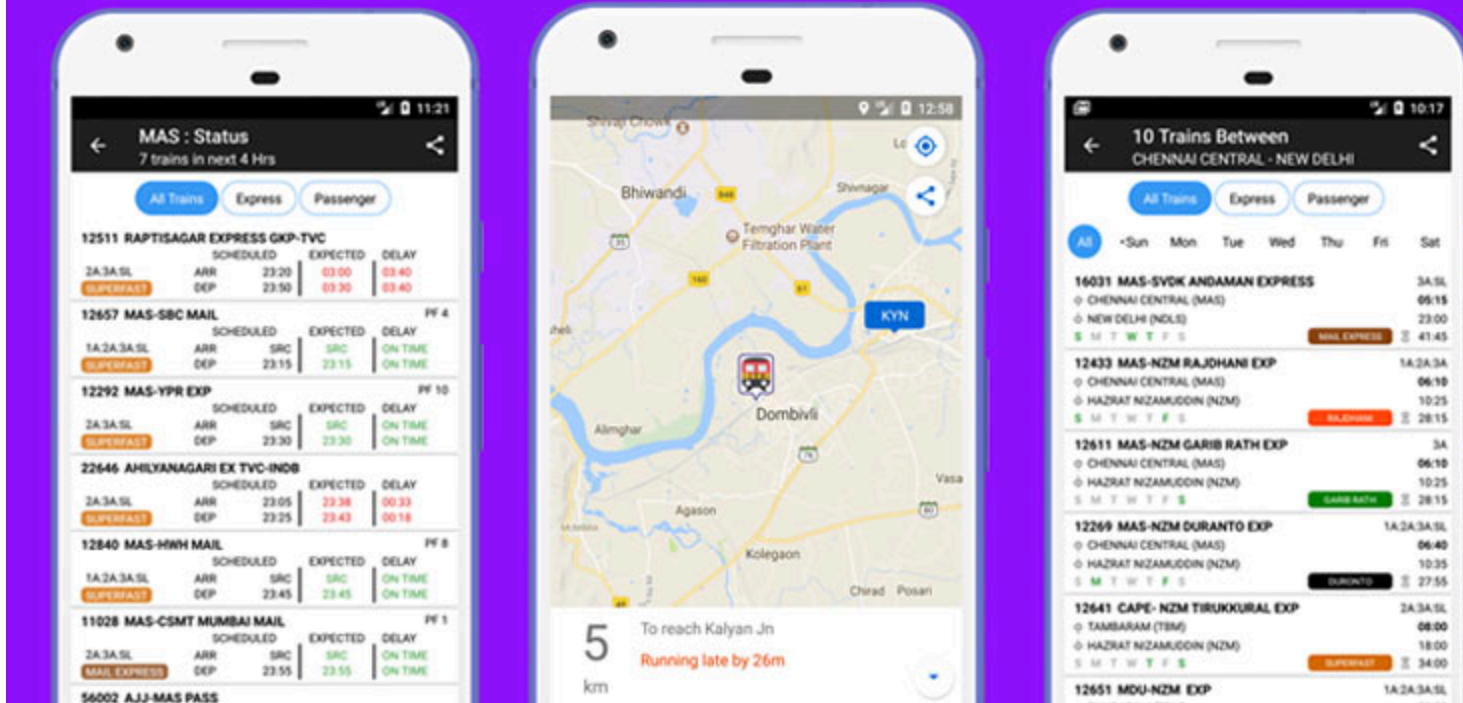
Customers and brands are connected 24/7 in realtime

The growth of human and machine-generate[...]

Human
4.4ZB- 44[...]
10x Fast[...]
than trad[...]
business [...]

Sensor [...]
0.9ZB- 44[...]
50x Fast[...]
than trad[...]
business [...]

Busines[...]
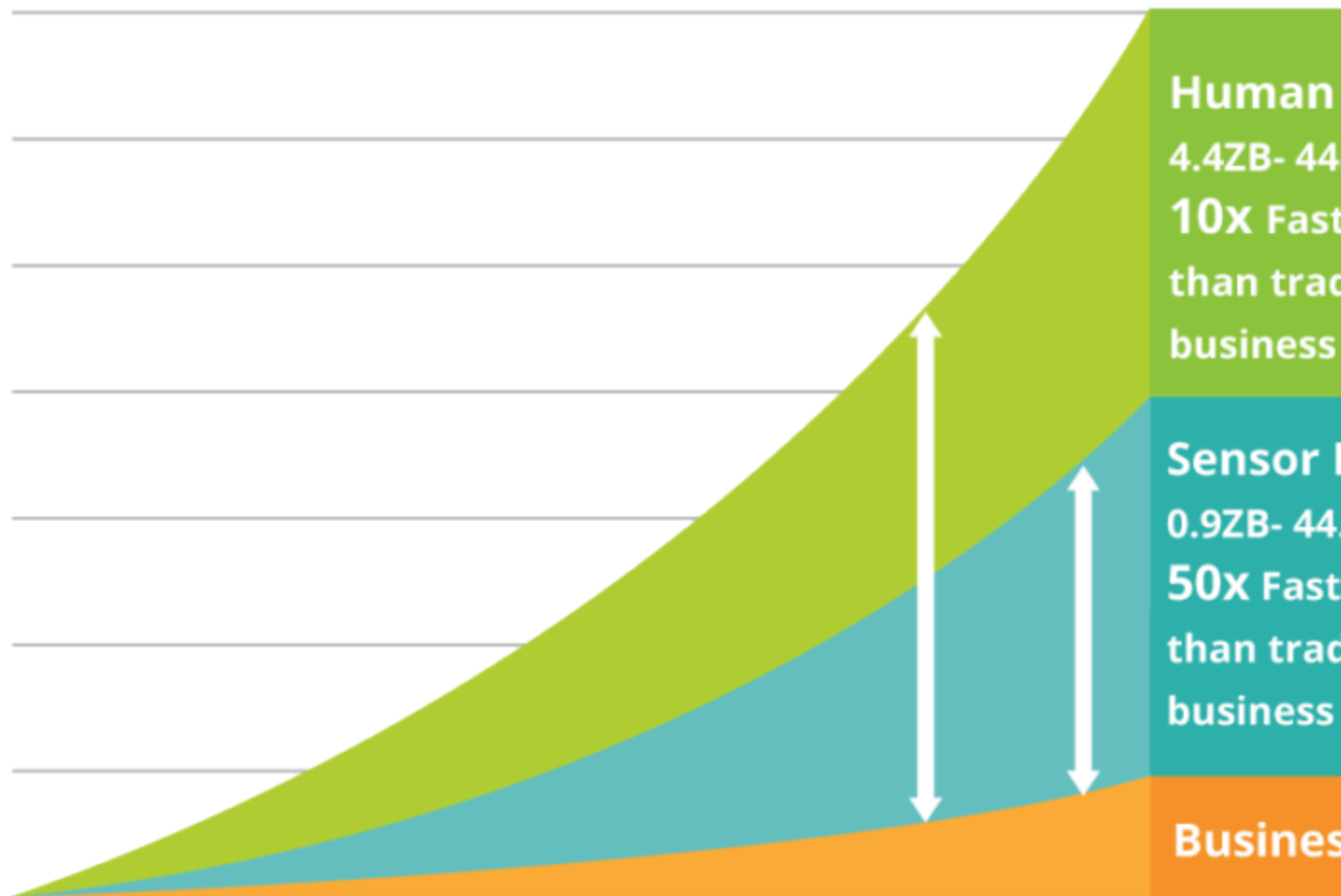
Source: **Inside big data**

The mass of disposable data is growing exponentially

Owned media as alternative to paid media

"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable

customer action."

http://contentmarketinginstitute.com/what-is-content-marketing/

- Content-Marketing is about content published by brands which

1. satisfies an interest for content which does not end with the purchase of a product,
2. supports sales.

- Content Marketing is a task for content strategists.
- It is closely related to other purposes of content (e.g PR, Service).

Pulizzi (2013)

Löffler, Michl, & Galileo Press (2019)

Eck & Eichmeier (2014)

Grunert ([2019](#))

History of Content Marketing

A BRIEF HISTORY OF

CONTENT MARKETING

For years brands have been telling stories to attract & retain customers. Here are a few examples...

1732
Benjamin Franklin begins publishing his annual **Poor Richard's Almanack** to promote his printing business.

1801
Paris bookstore **Librairie Galignani** starts to employ some very creative content strategies to grow its business, including opening a reading room, creating original books, and publishing its own newspaper featuring articles from influential authors.

1861
Samuel Wagner launches the **American Bee Journal** – a magazine that is still published today.
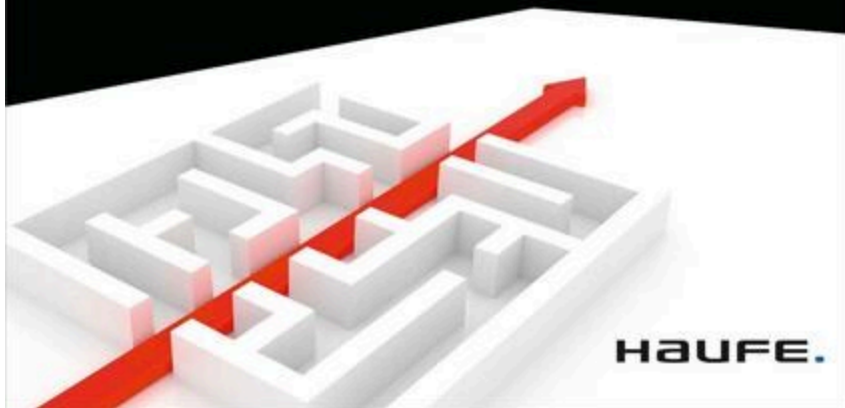
1867
Hartford Steam Boiler Inspection and Insurance Company debuts **The Locomotive**, which is now said to be the country's longest-running company magazine to be continuously published under the same name.

1882
The **Edison Electric Lighting Company Bulletin** is first published to spread the word about the benefits of electric lighting.

1887
Charles Scribner's Sons creates **Scribner's Magazine**, providing a look inside the lives of the publishing company's most famous authors. It competes with Harper's Monthly and Atlantic Monthly, but its main goal is to generate sales of its books.

1888
Johnson & Johnson launches a publication called **Modern Methods of Antiseptic Wound Treatment**, aimed at the informational needs of the doctors to whom it sells bandages. The company also launches two additional publications to share helpful articles with the larger medical community.

1895
John Deere launches its customer magazine, **The Furrow**. Still published today, it now has a circulation of 1.5 million, and is distributed in 40 countries and 12 different languages.

1900
Michelin develops **The Michelin Guide**. The 400-page guide (still published today with its iconic red cover) helps drivers maintain their cars and find decent lodging when traveling.

1904
The Jell-O company distributes free copies of its **first Jell-O Recipe Book**, contributing to the company's sales of over $1 million by 1906.

1924
Sears launches its **World's Largest Store** radio program. With content supplied by Sears' Roebuck Agricultural Foundation, the station helps keep farmers informed during the deflation crisis.

1930s
Procter & Gamble begins its foray into producing radio content, in partnership with brands such as Duz & Oxydol – hence, the **"soap opera"** is born.

1987
LEGO launches its **Brick Kicks** magazine (Now LEGO Club magazine).

1968
Weight Watchers Magazine is founded, becoming one of the first consumer magazines to be distributed via newsstands and at supermarkets.

2001
J&J buys **BabyCenter** from eToys.

2001
Penton Custom Media (founded in Cleveland, Ohio) begins using the term **"Content Marketing."**

2004
Sherwin-Williams launches **STIR** magazine, targeting commercial interior designers and architects.

2006
Blendtec uploads its first **Will It Blend?** series video on YouTube. It has received over 235 million views and 910,000 subscribers.

Magnum Opus Awards debut, celebrating exceptional content marketing. (Today, these are known as the Content Marketing Awards.)

2007
American Express launches **OPEN Forum**. Now a key resource for small business.

2008
P&G launches **BeingGirl.com** — a content site for teen girls, which was found by Forrester to be four times more effective than similarly priced traditional media campaigns.

2008
Get Content Get Customers, the handbook for content marketing, is released.

2010
Content Marketing Institute makes its debut.

2011
L'Oréal buys **Makeup.com** and relaunches it as a content platform.

2011
CMI launches **Chief Content Officer** magazine and the **Content Marketing World** annual conference, which goes on to become the world's largest content marketing-focused event.

2012
Kraft begins **focusing its entire marketing department around content** – a move that eventually leads to a fourfold increase in marketing ROI over what the company achieved with targeted advertising.

2012
Joe Chernov is the first recipient of the **Content Marketer of the Year** award.

2013
Red Bull Media House continues major expansion, **launching 20 mini-movies** in 2013.

Intel debuts **Intel IQ**, a digital magazine focused on tech culture.

2014
Marriott International launches an **internal creative and content marketing studio**, which partners with key influencers and creates original videos.

2014
The **LEGO Movie** debuts, arguably the first example of a feature-length, major-studio film that doubles as a branded content marketing effort.

2015
The first documentary film about content marketing, **The Story of Content: Rise of the New Marketing**, debuts.

2016
Arrow Electronics purchases UBM's electronics media portfolio, making it one of the **first major examples of a Fortune 500 company acquiring multiple media companies** (they also purchased media in 2015).

content marketing world™

www.contentmarketingworld.com

SOURCES & RESOURCES:
http://www.aprisolutions.com/download/Brief%20History%20Content%20Marketing%26%20ebook.pdf
http://library.duke.edu/digitalcollections/eaa_CH0029
http://news.pg.com/blog/entertainment/pgs-soap-opera-era-ends-our-innovation-entertainment-continues
http://www.magforum.com/custom_publishers.htm
http://www.campaignlive.co.uk/news/788445/Top-100-Magazines/?DCMP=ILC-SEARCH
http://contentmarketinginstitute.com/2010/09/b2b-content-marketing/
http://astage.com/articles/american-demographics/custom-publishing-grows/40968/
http://www.redblog.com/2011/05/25/23189
https://en.wikipedia.org/wiki/(L)_iJoe_A_Real_American_Hero (Marvel Comics)
http://www.campaignlive.co.uk/news/788445/Top-100-Magazines/?DCMP=ILC-SEARCH
http://willitblend.com
http://contentmarketinginstitute.com/2016/09/cmo-survey-spending-podcast/
http://contentmarketinginstitute.com/2013/12/brand-journalism-content-marketing-spending-rise/
http://contentmarketinginstitute.com/2008/02/pg-does-it-aga/
http://getcontentgetcustomers.com
http://contentmarketinginstitute.com/the-story-of-content-rise-of-the-new-marketing/
http://www.adweek.com/news/technology/marriott-launches-global-creative-and-content-marketing-studio-160448
http://www.contentmarketingworld.com/fleischer-the-roi-on-content-how-kraft-learned-the-true-value-of-their-content-and-rebuilt-cmworld-recap/
http://contentmarketinginstitute.com/2014/02/red-bull-logo-branded-entertainment/
http://www.bizjournals.com/denver/blog/boosters_bits/2016/08/arrow-electronics-buying-ubms-ee-times-other-tech.html
http://www.investor.rj.com/releasedetail.cfm?releaseid=61638
https://en.wikipedia.org/wiki/Will_It_Blend%3F
http://www.fastcompany.com/1889407/what-american-express-open-can-teach-us-about-social-media

Methodic Content Marketing (after G. Grunert Grunert ([2019](#)))

Data as foundation

"Scalable and predictable content marketing is based on the evaluation of large amounts of data collected on your own platforms or delivered by third-party platforms" (G. Grunert Grunert ([2019](#)))

Personalisation

"As the individual user is at the centre of content marketing, the personalisation of the content is decisive for the success of the measure." (G. Grunert Grunert ([2019](#)))

Role of the editorial staff

- Creation and adaptation of content in any form, whether image, text, video or graphic.
- It works closely with marketing, from which it receives briefings on the definition of personas, communication and conversion goals.

"The marketing department mixes the pizza dough, the editorial department rolls out the pizza dough."

(G. Grunert Grunert ([2019](#)))

Competences and role of the Content Marketing Manager

- Understanding of how the relevant communication channels work.
- Think in a structured and process-oriented way and develop an understanding of the mindsets of the departments involved.
- Need to enjoy analysis, develop business acumen and yet be creative.
- Link between the departments, without them the silos cannot be broken open and the project cannot be implemented.

(Adapted from: G. Grunert Grunert ([2019](#)))

Phases of the Customer Journey

- Awareness

- Consideration
- Decision

Awareness

- The user notices that he has a problem. The information he seeks at this stage is intended to help him concretize the problem. He becomes aware of his problem.

(Adapted from: G. Grunert Grunert ([2019](#)))

Consideration

- The user can give his problem or his accepted solution a concrete name. He is now looking for information that will enable him to solve the problem. He evaluates the problem and the solution offered.

(Adapted from: G. Grunert Grunert ([2019](#)))

Decision

- He compares the different information to consolidated solution offers and makes the purchase decision.

(Adapted from: G. Grunert Grunert ([2019](#)))

Customer journey and conversion funnel

> "The Customer Journey and the Conversion Funnel are two perspectives on the same thing, the process of winning customers. The concept of the Customer Journey does this by describing current conditions, e.g. where the user is in which phase and how these phases relate to each other. It is a passive, descriptive view in our opinion."

(G. Grunert Grunert ([2019](#)))

Conversion funnel and future states

> "The conversion funnel model describes future conditions, because we are constantly asking ourselves what we have to do to achieve the desired effect in the future for our future customers. It's a more active, more creative way of looking at things."

(G. Grunert Grunert ([2019](#)))

Conversion Funnel and Key Performance Indicators

- Each method used within the funnel has its own characteristics, the key performance indicators::
- SEO: Rankings, keywords, search volumes
- Email Marketing: Opening figures, Click-Through-Rates, Number of subscribers
- Lead Nurturing: Lead score

(Adapted from: G. Grunert Grunert ([2019](#)))

Data integration

"Likewise... the corresponding technical platforms provide us with the corresponding data. In order to be able to accompany the user through the conversion tunnel on his customer journey, we have to measure and consolidate this data in one platform in order to be able to track the conversion across all channels.""

(G. Grunert Grunert ([2019](#)))

Role of the editorial staff

... that 99% of the information seems to be concerned with the marketing aspects of content marketing. Yet content is the currency with which we pay users for their attention and data. This chapter is therefore dedicated to the trade responsible for the production of this currency, the editorial department.

(G. Grunert Grunert ([2019](#)))

Specifities of content

"Content is a product whose production can hardly be scaled: At first glance, every reader can see whether an editor has taken the time to reflect on a topic in detail or whether a text has been created automatically on the basis of structured product data, for example.""

(G. Grunert@grunertMethodischesContentMarketing2019)

"The work of the content marketing editorial team is particularly important in the Top of Funnel. At the beginning of the customer journey, neither advantage communication nor cost-benefit argumentation are in

the foreground. In this phase, contexts and theme worlds are developed. The user's question"what all this has to do with him" must be answered."

(G. Grunert Grunert ([2019](#)))

Facts: Content Marketing

[CONTENT MARKETING MARKETING B2C 2018 Benchmarks, Budgets, and Trends—North America](#)

[2018 B2B Content Marketing Report: CMI & MarketingProfs](#)

Theses

1. Brands today have different and by far more touch points with customers than they used to have. On the other site they are losing the traditional media channels controlled by their budget in a quasi monopolistic way.

2. Control of the digital touchpoints has been transferred to the customers.

3. The value propositions of brands are getting more complex and more networked. Brands are perceived as parts of a media world.

4. For these reasons brands are transformed into complex content offers. Content provides opportunities for continuous interaction from raising awareness to consolidating loyalty.

5. Only radically user centered content marketing provides the chance to reach customers in a manner not limited to isolated contacts and interactions.
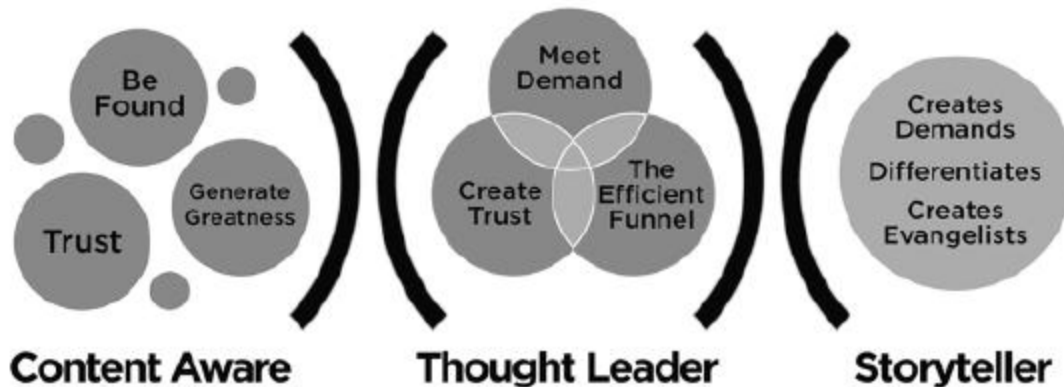
Make the customer the hero of your story

[Make Your Customer the Hero of Your Story: 'The Fault in Our Stars' Video](#)

Discussion
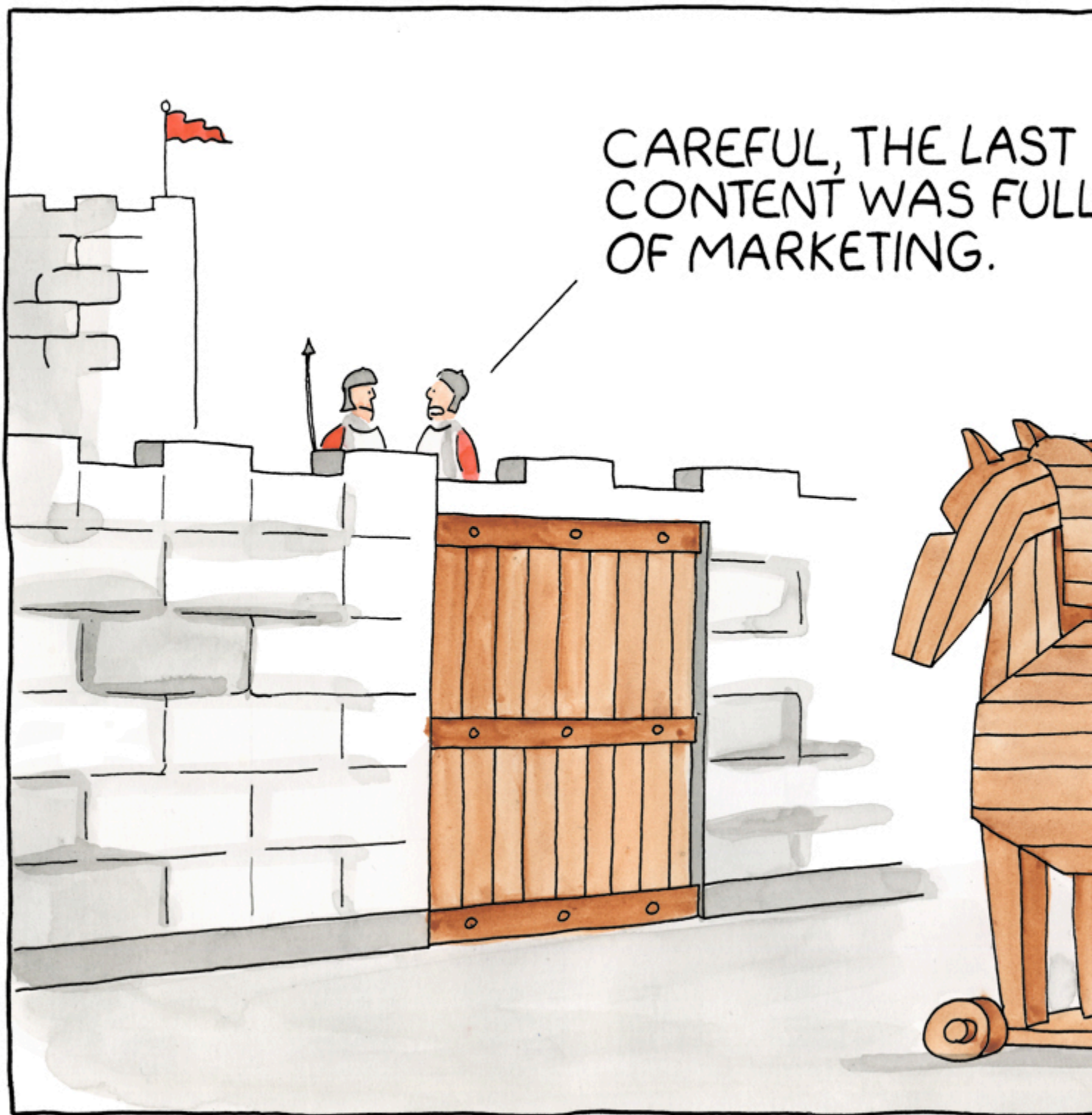
Content marketing says: "Brainstorm what content your audience wants, then distribute it wherever they are."

Content strategy says: "Your audience could care less about your content until they need it. Better talk to them and figure out when, what, and where that is."

— Kristina Halvorson (@halvorson) [6. Februar 2019](#)

[Thomas Strerath über die Content-Lüge | W&V](#)

["Content-Marketing hat uns der Teifl gebracht"](#)

Content marketing in 2018 has not been a trend topic anymore, that was in 2016/2017, that is about the zenith. The work with influencers has become normal and is no longer hype. We were able to score with a systematic approach that combines AI with human creativity and intelligence. We call this "Trufluence™".

[prmagazin: Wolfgang Lünenbürger-Reidenbach](#)

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Löffler, M., Michl, I., & Galileo Press. (2019). *Think Content!* (2nd ed.). Bonn: Rheinwerk Verlag GmbH.

Pulizzi, J. (2013). *Epic content marketing.* McGraw-Hill Education. Retrieved from http://books.google.ie/books?id=8dprAAAAQBAJ