

HOW TO WOW — CONTENT MARKETING, NOW WITH ADDED STRATEGY

with Allister Frost / allister.live Zagreb, 06 February 2019

CONTENT MARKETING NOW WITH **ADDED STRATEGY**



hura!

with **ALLISTER FROST**
WWW.ALLISTER.LIVE

1

A complex digital graphic featuring a hand holding a tablet with the 'ALLISTER.LIVE' logo. The background is filled with binary code (0s and 1s) and various icons representing technology and communication. Logos for Kimberly-Clark, Microsoft, and Wild Orange Media are visible. A globe is also present in the center.

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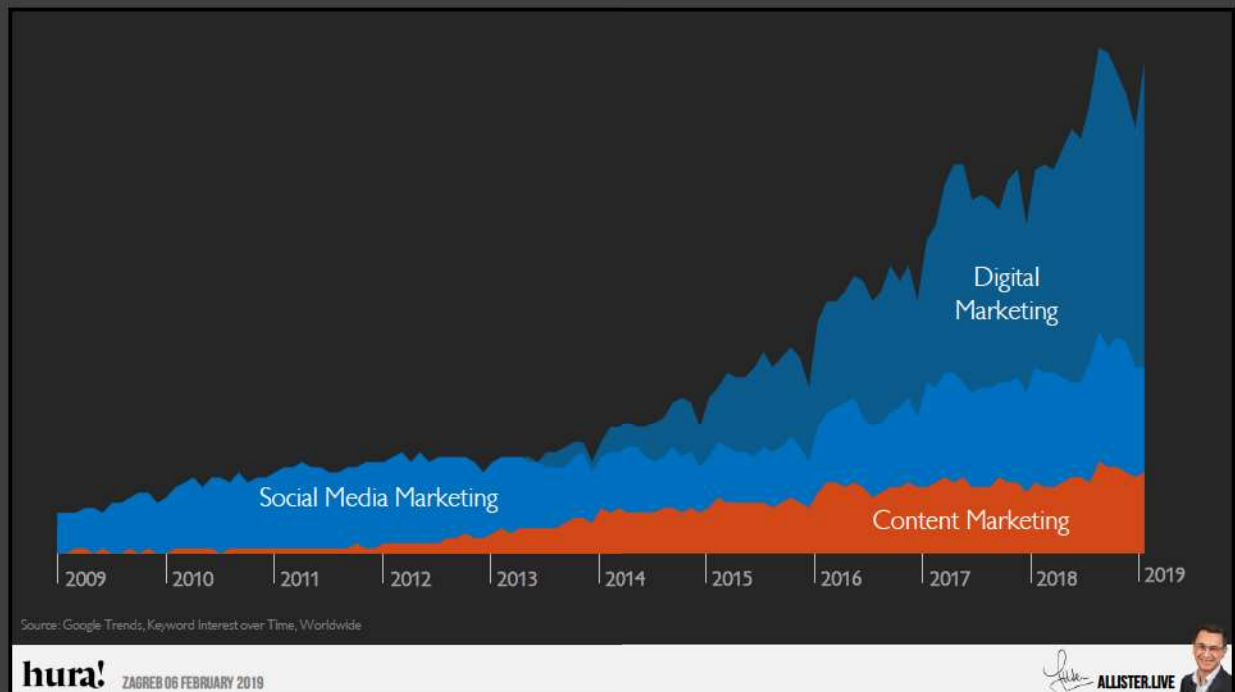
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CONTENT MARKETING

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TODAY



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5

1 WHAT IS CONTENT MARKETING ANYWAY?

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Content marketing is the technique of creating and distributing valuable and relevant content to attract and acquire a clearly defined audience with the objective of driving profitable customer action

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Traditional marketing and advertising is telling the world you're a rock star.

Content marketing is showing the world that you are one.



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The Marshall Car. 1900



35,000 free copies to encourage new motorists to drive

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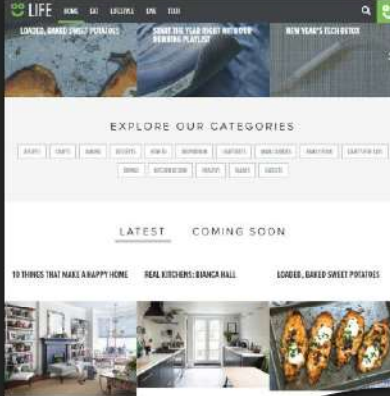
9

Content Marketing in the Digital Age



Let's Stay In Touch
The latest digital insights, intelligence

cmo.com
by Adobe



ao.com/life
by AO

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Who's in control?



Technology is shifting the power away from the editors, the publishers, the establishment, the media elite.

Now it's the people who are in control. ”



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Buying has Changed



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Reality Check

MYTH

- Create amazing piece of content your target will love
- Publish and promote your content
- The world goes crazy for your content and sales rocket!

REALITY

- A IDEATE**: Generate ideas, for better content and start publishing
- B TEST**: Try out more ideas, make lots of mistakes, feel disillusioned
- C REFINE**: Try again, and again, using learnings from experience, start creating and publishing better content
- D IMPROVE**: Start gaining traction, getting a few wins at last, but still testing and learning

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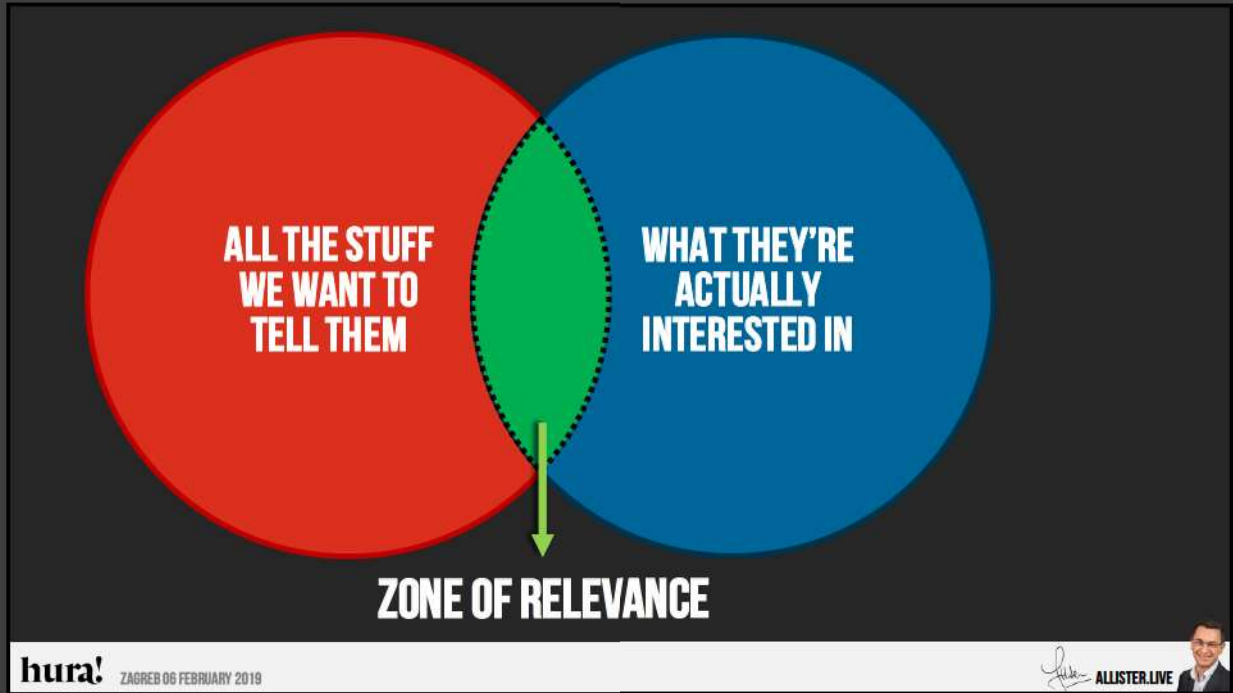
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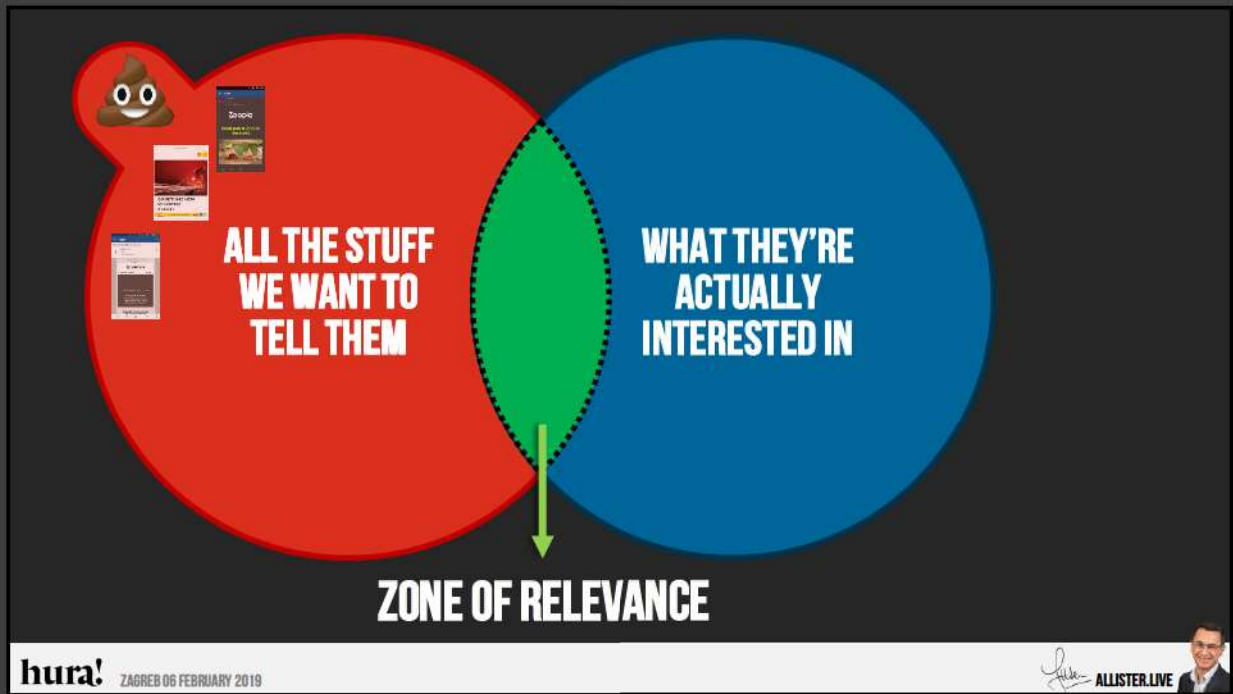
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15



16



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#1
GROUP EXERCISE

The Good, Bad and the Ugly of Content Marketing

TASK 1	TASK 2	TASK 3
GOOD	BAD	UGLY
Brainstorm the types of marketing content that you value most in your everyday lives. Which brands are great and why do you value their content?	Brainstorm the types of marketing content that really doesn't work. Why don't you like it?	Create a list of the <u>Top 5 Mistakes To Avoid</u> in future content marketing projects

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Our #1 Content Marketing Task



Create content that's so awesome and valuable our targets would choose to

SHARE IT WITH PEERS

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LAYING SOLID STRATEGIC FOUNDATIONS

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The Content Marketer's Mindset



STOP
Selling to Leads

START
Helping Friends

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GO BIG *OR* GO HOME

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Goal



Write down your goal + collectively commit

- Building brand awareness
- Cross-/up-selling to existing buyers
- Launching our new product range
- Educating prospects
- Generating new sales leads
- Gain industry media coverage
- Engaging with advocates
- Repositioning our brand
- Winning reference customers
- Serving existing users
- Moving qualified leads towards purchase
- Increase repeat purchase rate
- Demonstrating our expertise
- Creating interest in add-on services
- Selling more units out of peak season

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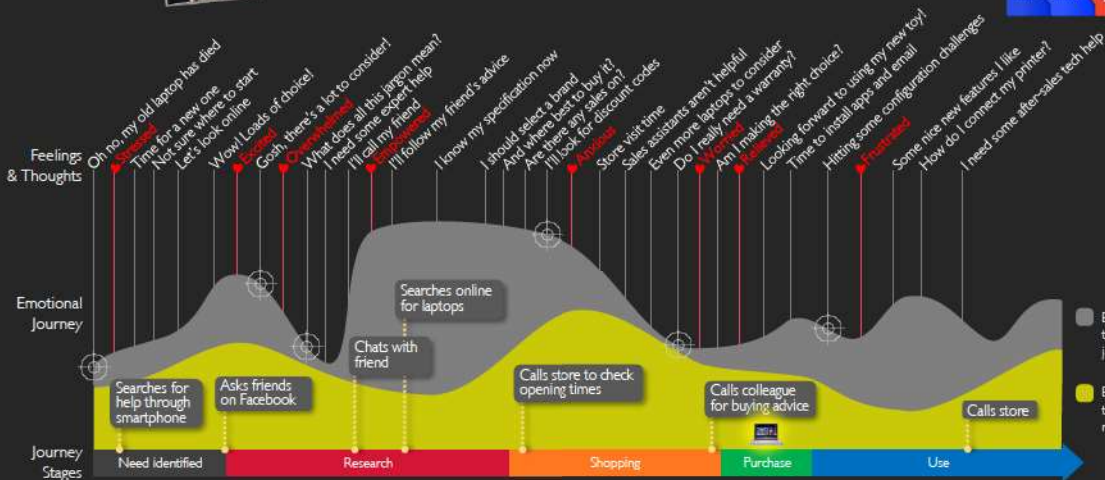


23

Target



When her five year old laptop fails to boot up after overheating, Jan embarks on a journey to find a suitable, affordable replacement. Like most people Jan doesn't know much about technology and turns to multiple information sources to guide her decision.



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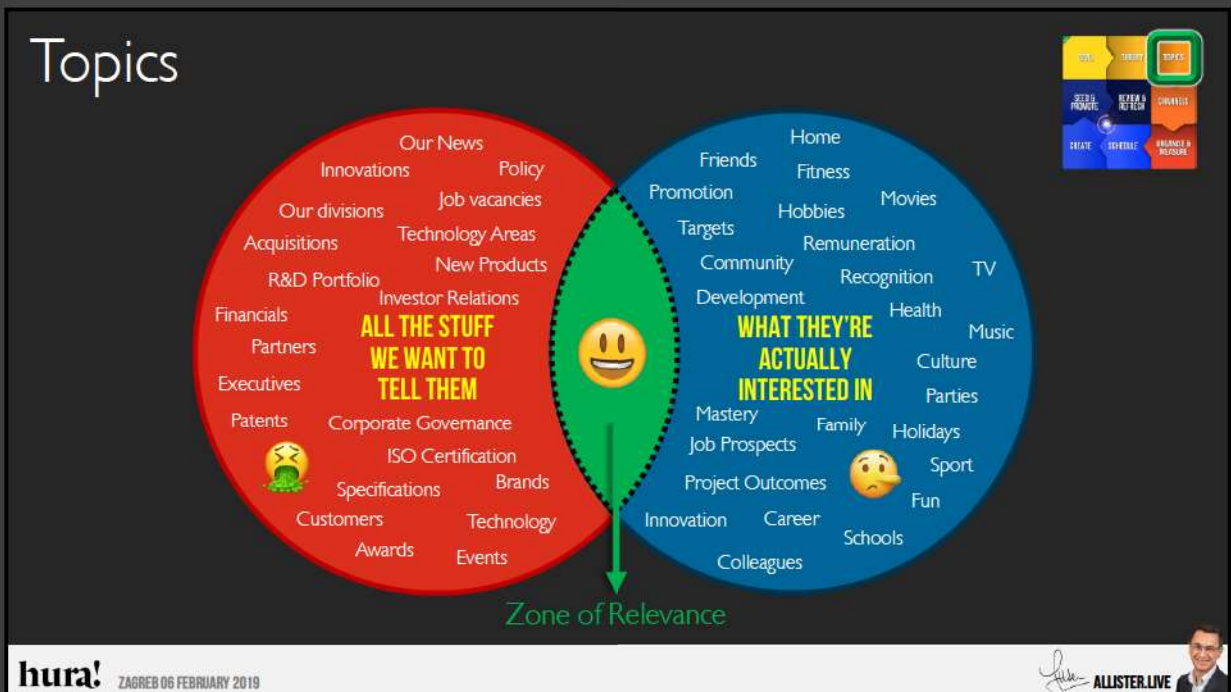
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25



26

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FOCUS GROUPS

SURVEYS & POLLS

TREND REPORTS

SOCIAL MEDIA CHATTER

WEB LOGS & ANALYTICS

SEARCH QUERIES

CUSTOMER SERVICE AGENTS

INDUSTRY MEDIA

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Topics

VITRIGUE

GOOD STUFF

INSPIRATION

SUPPORT

SELLER

PURCHASE

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Topics

Going beyond “Thought Leadership”



ACTIVIST



CO-PRODUCED



CITIZEN-CENTRIC



SOCIETY FIRST

Model from Robert Phillips, @citizenrobot of Jericho Chambers

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29

Channels

Create and maintain a list of all the channels available to you:



- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Website | <input type="checkbox"/> Employees | <input type="checkbox"/> Search advertising | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> E-Newsletters | <input type="checkbox"/> Advocates | <input type="checkbox"/> Social advertising | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Product Catalogues | <input type="checkbox"/> Organic Search | <input type="checkbox"/> Display advertising | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Internal Alerts | <input type="checkbox"/> Press Releases | <input type="checkbox"/> Sponsorship | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Email Signatures | <input type="checkbox"/> Industry Awards | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Social Sharing | <input type="checkbox"/> Third-party webinars | <input type="checkbox"/> Customer Forum |
| <input type="checkbox"/> Mobile Apps | <input type="checkbox"/> Bloggers | <input type="checkbox"/> Retargeting ads | <input type="checkbox"/> Quora |
| <input type="checkbox"/> Hero images on site | <input type="checkbox"/> Product Trials | <input type="checkbox"/> Speaker slots at events | <input type="checkbox"/> Niche social networks |

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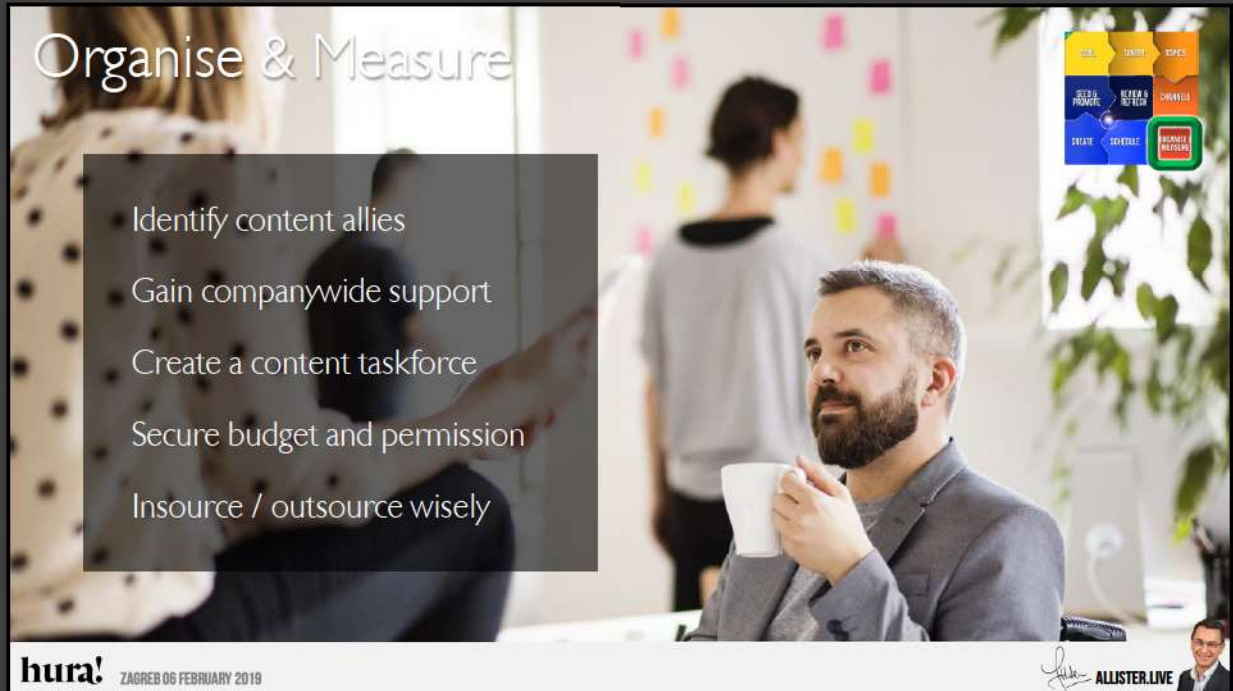
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Organise & Measure

- Identify content allies
- Gain companywide support
- Create a content taskforce
- Secure budget and permission
- Insource / outsource wisely



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Organise & Measure

- 1** DEFINE YOUR GOAL
- 2** MEASURE YOUR GOAL
- 3** TRACK RELEVANT PROXY METRICS
- 4** ALLOW FOR DARK SHARING



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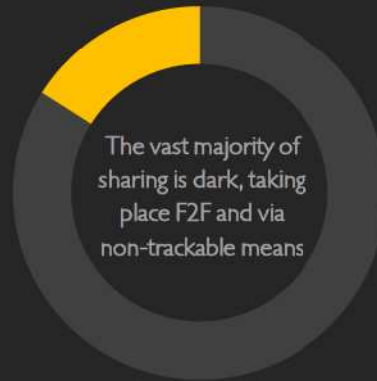
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Organise & Measure



PUBLIC SHARING

16%



DARK SHARING

84%

Web traffic that comes from outside sources that web analytics are not able to track



Source: Radium One

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Identifying Content Ideas across the Buying Journey

THE TASK

Review Jan's laptop buying journey to purchase.

Identify one awesome content idea that would help Jan at each of the six highlighted points on her journey



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34

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THE CONTENT CREATION SPIN

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Content Strategy Framework



The diagram illustrates the Content Strategy Framework as a continuous cycle. It begins with 'GOAL' (yellow), leading to 'TARGET' (orange), and then 'TOPICS' (orange). From 'TOPICS', the flow goes to 'CHANNELS' (orange), then 'ORGANISE & MEASURE' (red), 'SCHEDULE' (blue), 'CREATE' (blue), 'SEED & PROMOTE' (blue), 'REVIEW & REFRESH' (blue), and finally back to 'SEED & PROMOTE'. A blue box highlights the 'SEED & PROMOTE' and 'REVIEW & REFRESH' steps, with a circular arrow indicating a feedback loop between them. A small 'START' label is in the top left corner of the diagram.

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Schedule

What are your desired and realistic **Frequency & Volume?**

In light of our agreed organisational resources and skills:

What is a realistic **frequency** for content publication?

- Hourly
- Daily
- Weekly
- Monthly**
- Quarterly
- Annually

What is a reasonable **volume** of content to create and seed in that timeframe?

- 1
- 2**
- 3
- 4
- 5
- 6

[optional] What **servicing sizes** will be required?

- Seconds**
Tweet, sound bites
- 2 mins**
Blog, news release, social video
- 5 mins**
Article, long video
- 20+ mins**
White paper, eBook, webinar



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Schedule

TOPICAL CONTENT PLANNER December 2019

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
						1 Eat a Red Apple Day
2 Boeing 747 launches (1969)	3 Disability Day	4 Wear Brown Shoes	5 International Day	6 St Nicholas Day	7 Pearl Harbour 1941	8 Pretend to be a Time Traveller Day
9 Int. Day of Veterinary Medicine	10 Human Rights Day	11 International Mountain Day	12 Poinsettia Day	13 Hot Cocoa Day	14 Flash Floods in Venezuela (1999)	15 Cat Herders Day
16 Chocolate Covered Anything Day	17 Wright Bros First Flight 1903	18 Wear a Red Tie Day	19 Look for an Ant	20 Games Day	21 Crossword Puzzle Day	22 First Xmas Lights Sold 1882
23 First hospital ship (1910)	24 Christmas Eve	25 Christmas Day	26 Thank You Note Day	27 Visit The Zoo Day	28 Chewing Gum Patented 1869	29 Tick Tock Day
30 Bacon Day	31 New Year's Eve					



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Create

Chatbots

Cartoon user reviews

Poems

Video lessons

Data visualisations

Tools

Spotify playlist

Letter

If you can dream it, you can create it...

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Create

EVERGREEN

CAMPAIGNS

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Seed & Promote

COPE

Create once,
publish everywhere (intelligently)



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Seed & Promote

Use the channels list you created earlier:

<input checked="" type="checkbox"/> Website	<input checked="" type="checkbox"/> Employees	<input checked="" type="checkbox"/> Search advertising	<input checked="" type="checkbox"/> LinkedIn
<input checked="" type="checkbox"/> E-Newsletters	<input checked="" type="checkbox"/> Advocates	<input checked="" type="checkbox"/> Social advertising	<input checked="" type="checkbox"/> Twitter
<input type="checkbox"/> Product Catalogues	<input checked="" type="checkbox"/> Organic Search	<input type="checkbox"/> Display advertising	<input checked="" type="checkbox"/> Facebook
<input checked="" type="checkbox"/> Internal Alerts	<input type="checkbox"/> Press Releases	<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Instagram
<input checked="" type="checkbox"/> Email Signatures	<input type="checkbox"/> Industry Awards	<input type="checkbox"/> Direct Mail	<input type="checkbox"/> YouTube
<input type="checkbox"/> Signage	<input checked="" type="checkbox"/> Social Sharing	<input checked="" type="checkbox"/> Third-party webinars	<input type="checkbox"/> Customer Forum
<input type="checkbox"/> Mobile Apps	<input checked="" type="checkbox"/> Bloggers	<input type="checkbox"/> Retargeting ads	<input checked="" type="checkbox"/> Quora
<input checked="" type="checkbox"/> Hero images on site	<input type="checkbox"/> Product Trials	<input checked="" type="checkbox"/> Speaker slots at events	<input type="checkbox"/> Niche social networks

Don't go home until you've finished!

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Seed & Promote

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Review & Refresh

RETIRE

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Review & Refresh



ORIGINAL

REVAMP

REPURPOSE

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45

Review & Refresh



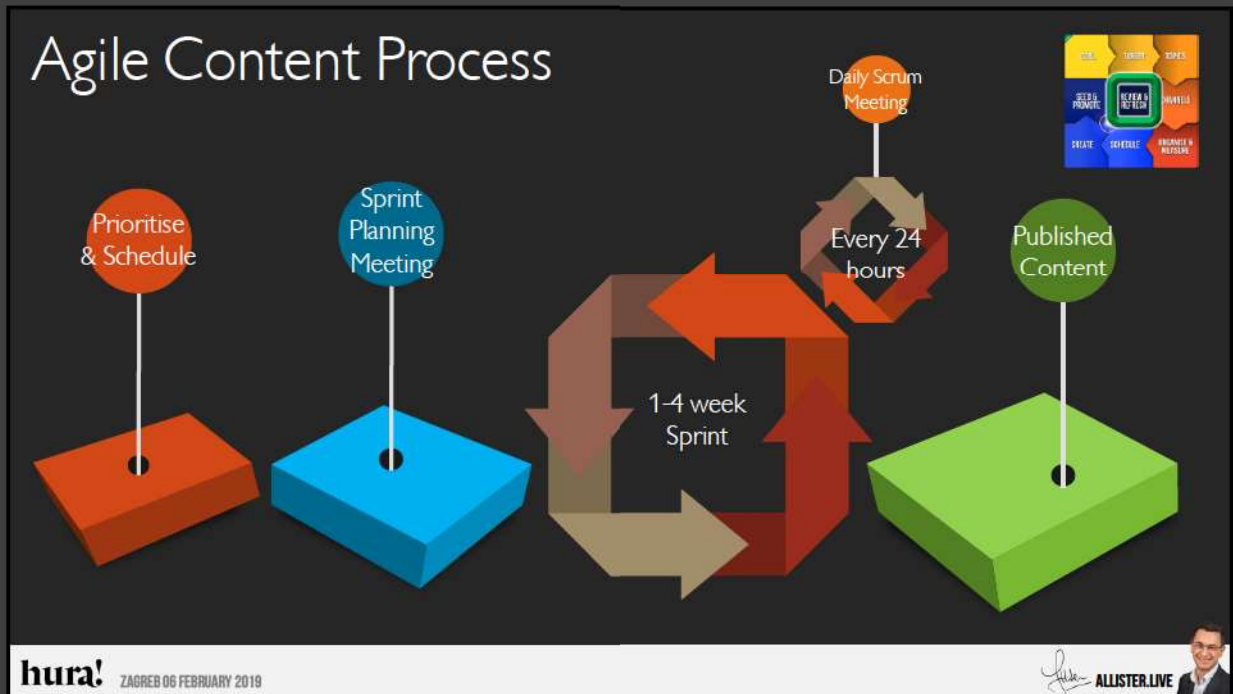
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47



48

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GROUP EXERCISE

Topical Content Ideas for December 2019

THE TASK

Your newest client is Zagreb Airport! You need to present your best two topical content ideas for release in Dec 2019.

Use the calendar for inspiration and think about how you will seed and promote your content.



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49



THE LAST BIT

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Develop Your Own Strategy



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Traditional marketing and advertising is telling the world you're a rock star.

Content marketing is showing the world that you are one.

Be that rock star!



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Quote: Robert Rose, Lead Strategist, Content Marketing Institute



53

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54