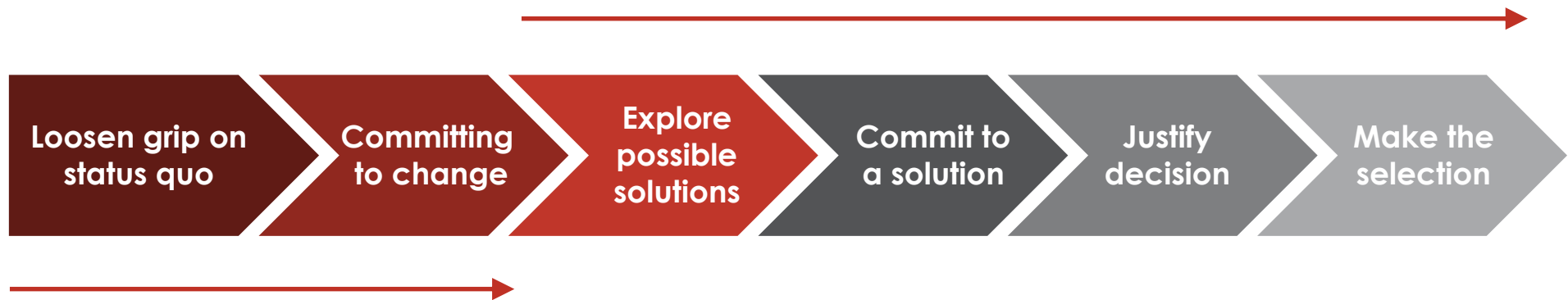


Challenges and importance of content marketing

Lee Hartt

Attraction



Aversion

Executing a content marketing strategy

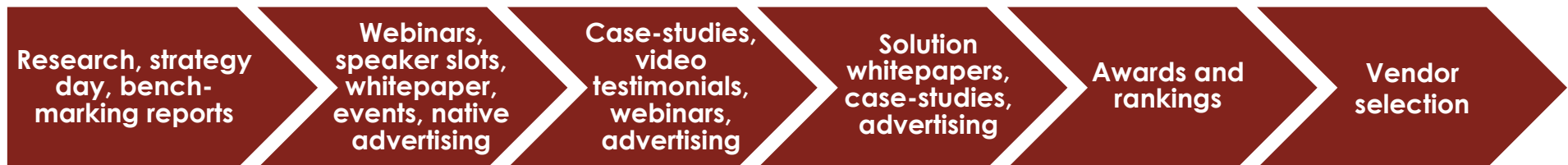
Client journey



Your message



The right platform



The **two biggest challenges** are:

1) Identifying good content creation opportunities

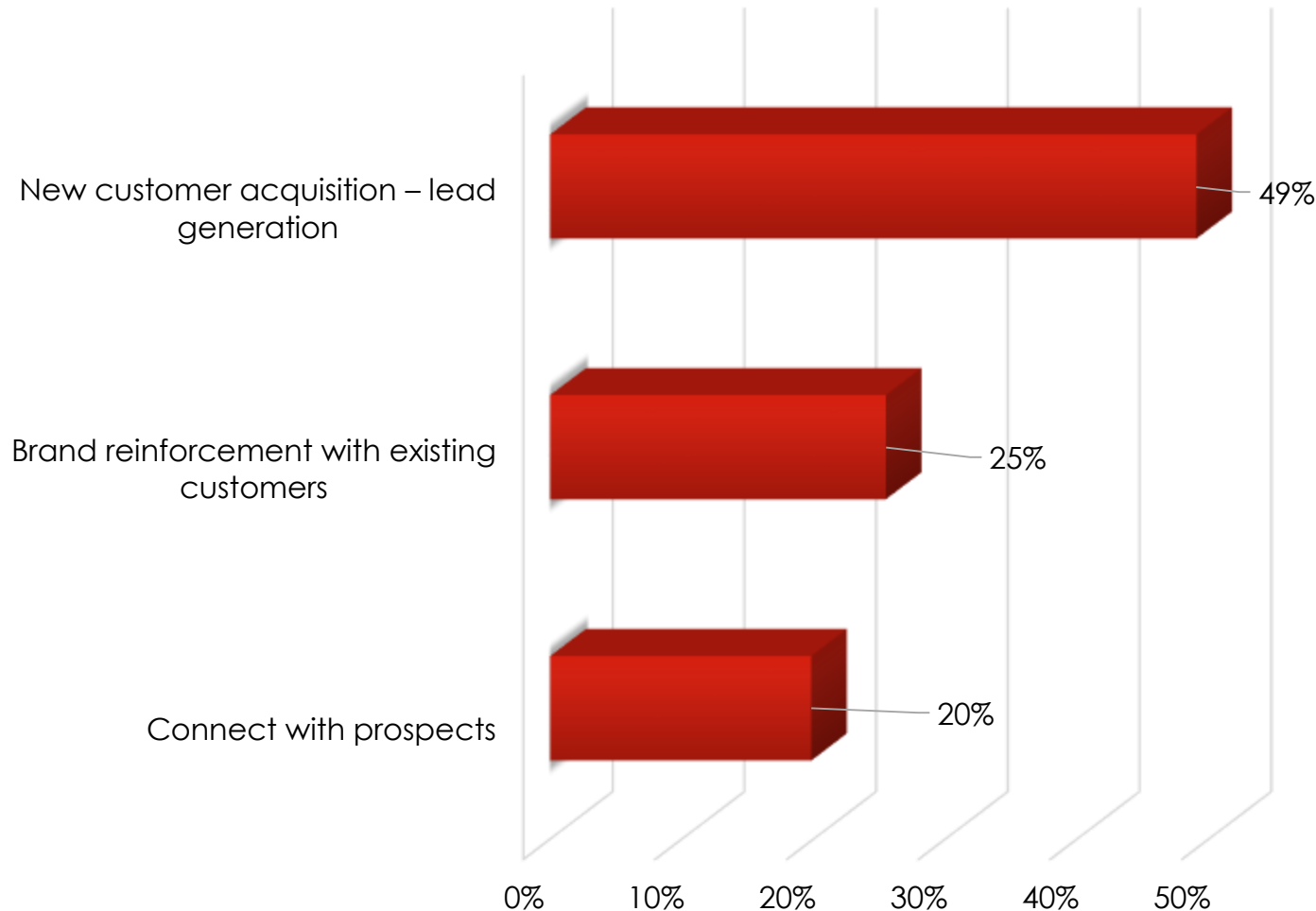
2) Having the skill and resource to produce content marketing

Because of the complex nature of information in this sector, and the need to position businesses as intellectual organisations with good thought leadership, the expertise to both understand that information and write professionally is a talent challenge both in-house and in sourcing third party contributors.

Why content marketing?

- Showcase insight of complex topics
- Creating awareness
- Positioning the business (& products & people)
- Audiences are looking for companies who have something to say
- Main objective is about lead generation

Top reasons for using content marketing



The **clear priority** for content marketing is to **drive lead generation** for new customer acquisition

25% cite **brand reinforcement** for existing customers as their **primary reason** for content marketing

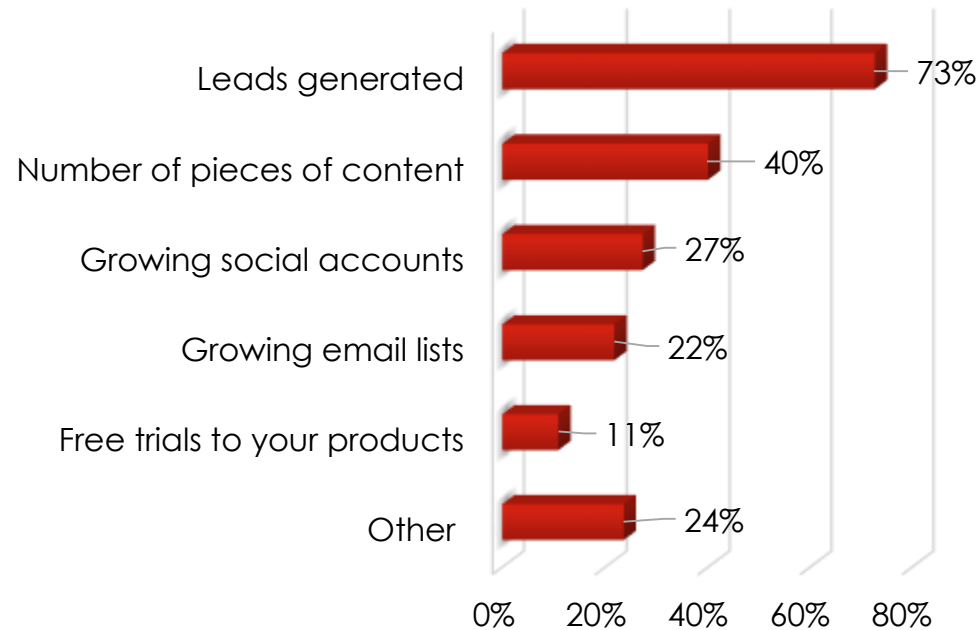
Types of content marketing used

Content type:	Existing clients	New prospects
White papers	71%	71%
Emails	70%	59%
Research and Surveys	64%	59%
Client newsletters	57%	38%
Briefings and in-house events	54%	48%
Social/blog	52%	54%
Guides (how to)	39%	34%
Video (camera pieces and animation)	38%	45%
Infographics	38%	43%
Digital advertising on in-house or external websites (to advertise the above)	34%	43%
Webcasts	32%	36%
Microsites and content hubs	23%	29%
Native	23%	18%
Sponsored articles (advertorials)	21%	38%
Glossaries	16%	7%
Other	5%	7%

How will that change over 12 months?

Content type:	Doing more	Doing less
Social/blog	61%	5%
Video (camera pieces and animation)	46%	18%
Emails	46%	13%
White papers	45%	14%
Research and Surveys	45%	11%
Infographics	39%	16%
Briefings and in-house events	39%	13%
Digital advertising on in-house or external websites (to advertise the above)	34%	14%
Client newsletters	34%	23%
Guides (how to)	25%	18%
Native	25%	9%
Webcasts	23%	23%
Microsites and content hubs	18%	25%
Sponsored articles (advertorials)	14%	29%
Glossaries	4%	25%
Other	4%	7%

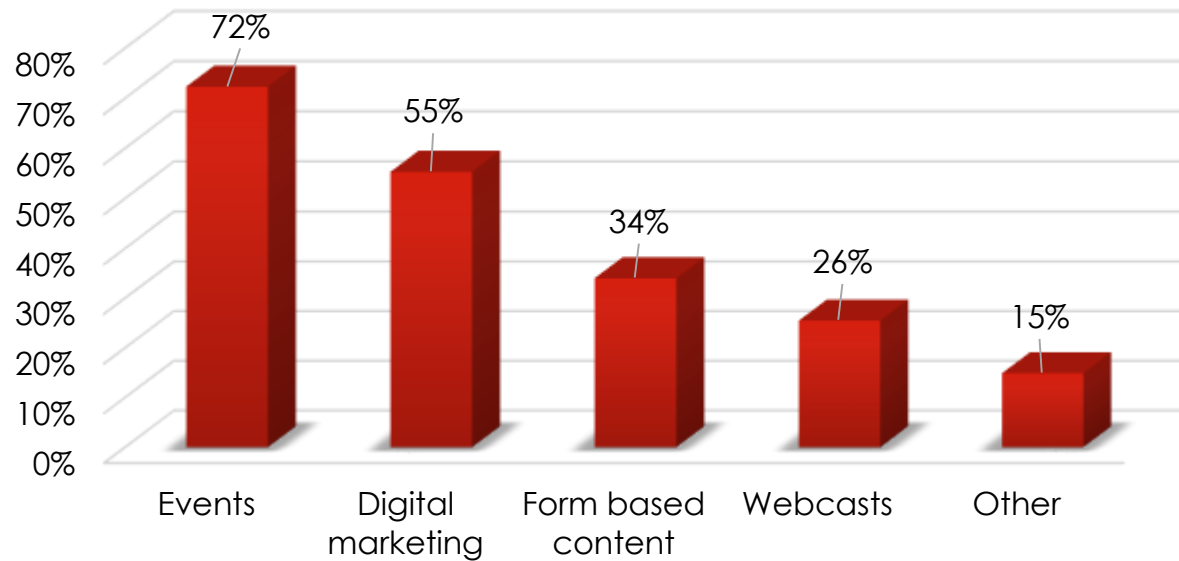
How are you personally measured in terms of success?



The only measurement that recurs within "other" is sales generated, while several respondents are not being measured at all

Lead generation – the most popular means

75% of companies have lead generation responsibility within the marketing department



Who creates your content marketing?

40% created ALL their content in-house

14% are using media owner resources exclusively

46% are using some external agency or specialist as well as in-house

1:3 are not aware they can work with us to produce content marketing

-
- “**hard to find experts** that understand the industry and our business.”
 - “Content marketing is extremely important part of the company's strategy. **We want to achieve the status as a industry expert.**”
 - “**Content marketing is important for us to help take ownership of industry topics** and present the expertise within the company to the outside world. We really like thought leadership content and we have lots of stories to tell with the pace of our product development.”
 - “It is key to ensuring a steady brand drumbeat and **growing market engagement**. In our case, our content has **helped to accelerate existing sales opps, identify new sales opps, and maintain customer relationships.**”
 - “**Critical form of communicating the company expertise and view of the industry future.**”
 - “**Content marketing is a primary tactic** within our overall marketing strategy”
 - “Effective way of **communicating that we are a knowledgeable and long term partner.**”
 - “**It has become probably the most important tool for our marketing in the past year.**”
 - “Potentially **hugely rewarding for building brand values and engagement.**”

8 key facts on content marketing

1. **Uptake:** More than 50% see it as the most important arm of their marketing.
2. **Lead Generation:** Most important and the predominant measure of success.
3. **Changing types/formats of content marketing:** Moving from the traditional (whitepapers, emails, research) to short, sharable, visual - more digestible content such as video and infographics.
4. **Social Media:** An integral component of maximising distribution of content marketing
5. **Creating the content:** Primarily relies on the use of in-house facilities or in tandem with external specialists. This is necessary, as the nature of content is specialist by nature and the need for compliance in the sector sometimes makes outsourcing a challenge.
6. **Targeting:** Is applied but not universally, there is scope for more sophistication to be applied, particularly around time sensitive messaging and in re-targeting of content.
7. **Measurement and engagement:** Mainly around lead generation and sales, but content marketing plays a role through the whole funnel from creating the initial awareness, to building engagement and qualifying leads for sales action.
8. **The reinvention of Account Based Marketing (ABM):** This is an area of opportunity as only a third of respondents use it now or plan to implement in the next 12 months.

8 key opportunities

1. Deliver higher levels of trust and engagement with audiences
2. **Create – short, sharable, visual content**
3. Use video content to promote your services
4. **Leverage the relationship between the media brand to enhance your campaign**
5. Provide components separately for content marketing
6. **Multi-platform campaigns can provide better results**
7. 1 message to promote = 1 overall campaign to manage
8. **Content marketing helps to avoid ad blocking**