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=

! Hello.

&

;

@Danny_Blackburn
@stickyeyes

www.stickyeyes.com



What is content?

Dictionary

Enter a word, e.g. 'pie'

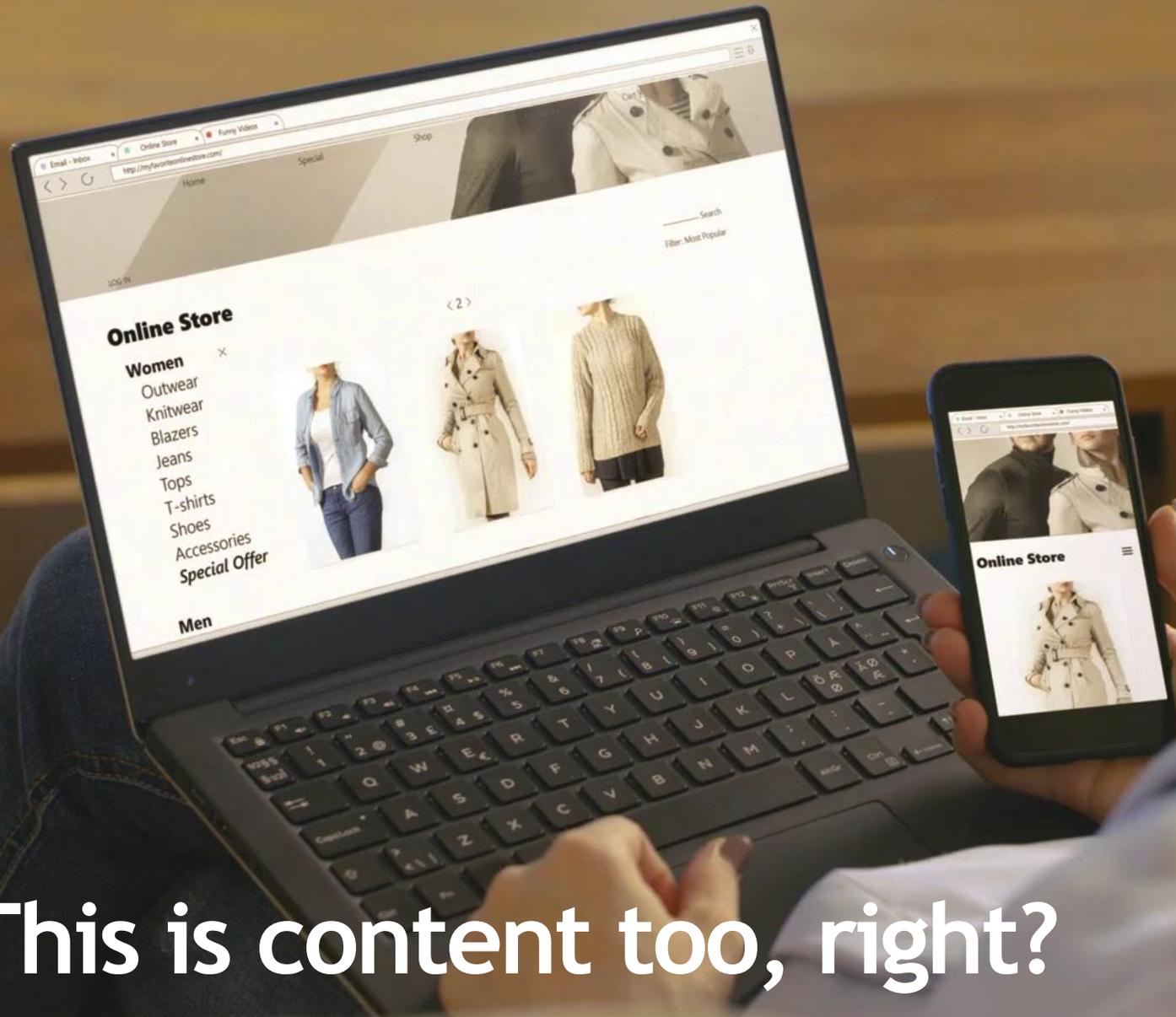


content marketing

noun

a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) **that does not explicitly promote a brand** but is intended to stimulate interest in its products or services.

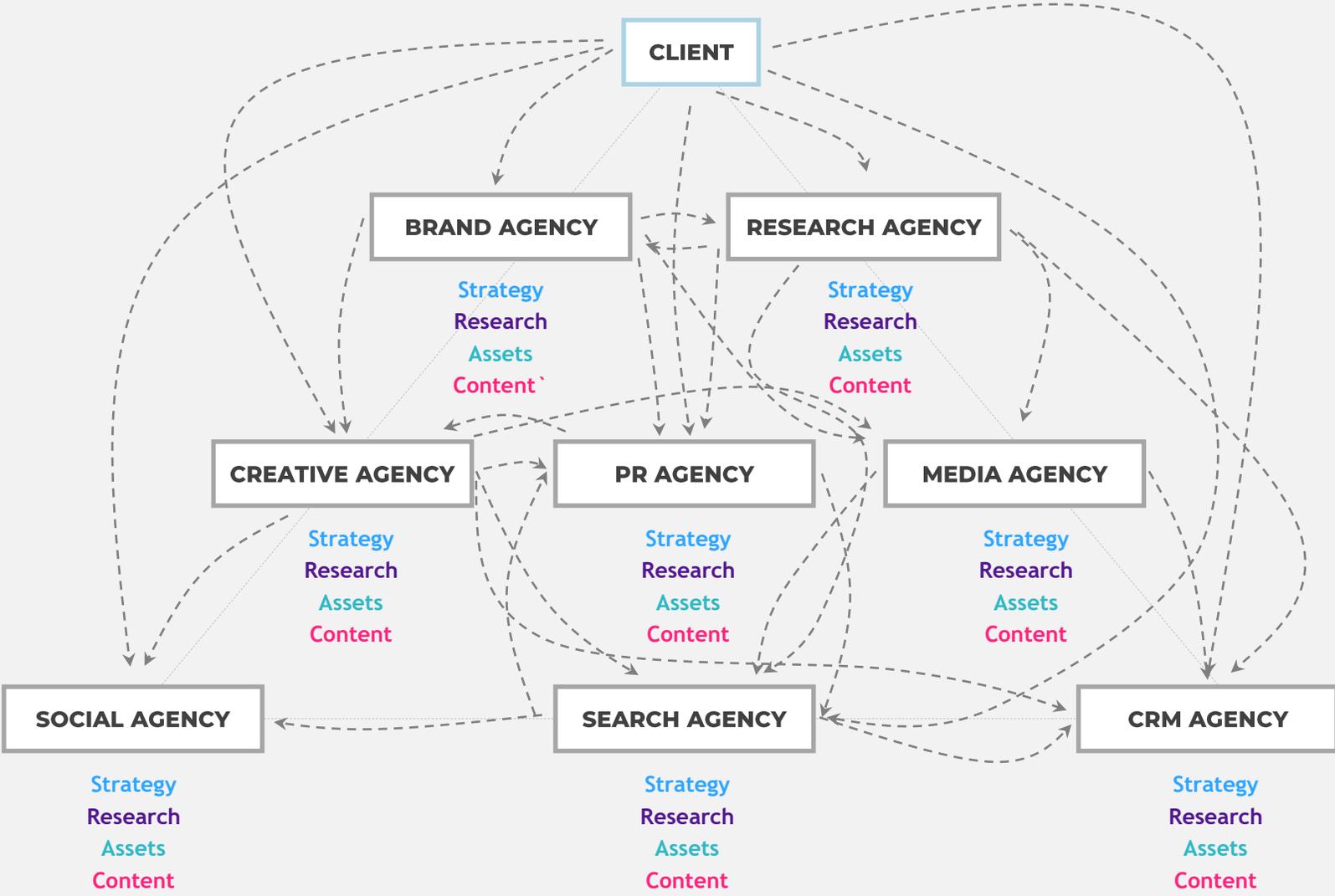
"social media is an integral part of content marketing"



This is content too, right?

Content?







Consumers are dynamic.

**There has to be
a better way.**



What do people want and need from you?

“Spotting patterns in what people wanted in their lives, and their obstacles, then creating content around that just plain worked.”

Tara-Nicholle Nelson

Former VP of Marketing, Under Armour/MyFitnessPal
Author, The Transformational Consumer



That's what Google wants too.

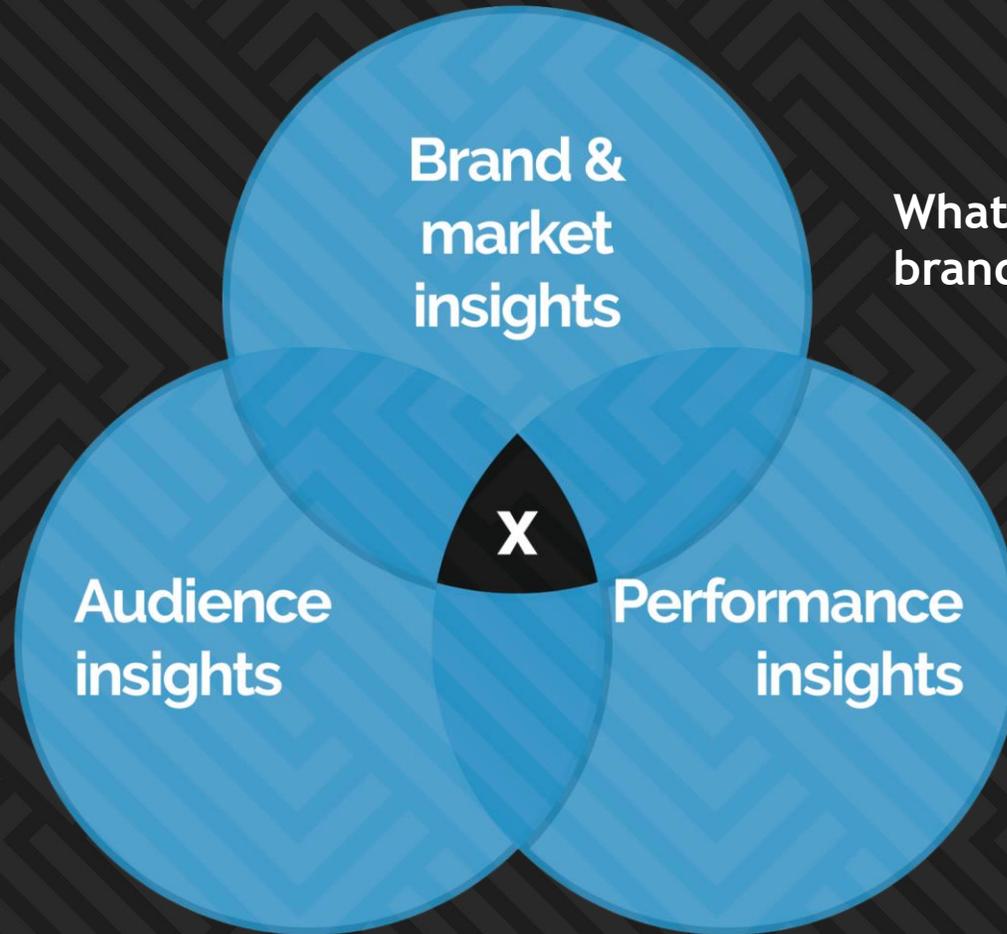
Google's latest algorithm update (Aug 2018) is specifically designed to reward sites which provide high-quality content that's hyper relevant to their searches.

Page Quality Factors

- **PAGE PURPOSE:** Does the page content meet the user's wants and needs?
- **E-A-T:** Does the content have a high level of Expertise, Authority & Trustworthiness?
- **QUALITY & DEPTH:** Is the content good and deep enough to meet user needs?
- **RELEVANCE:** Does the website have a 'right' to publish this content?
- **REPUTATION:** Does the website/author have a strong reputation?



Three layers of insight.



What does your brand stand for?

What does your audience want and need?

What do we need to do to drive performance?



What makes you, you?

○ Audience Insights.

Demographics are a great start, but we need to go way deeper. What do they want and need from you? What do they care about?



TRUSTED SOURCES

Join the dots between multiple data sources to produce fully rounded audience insights.



IN-DEPTH PROFILING

In-depth profiling - demographics, geo, politics, professions, disposable income etc.



ONLINE BEHAVIOURS

Learn how audiences behave online. Device usage, social network preferences and more.



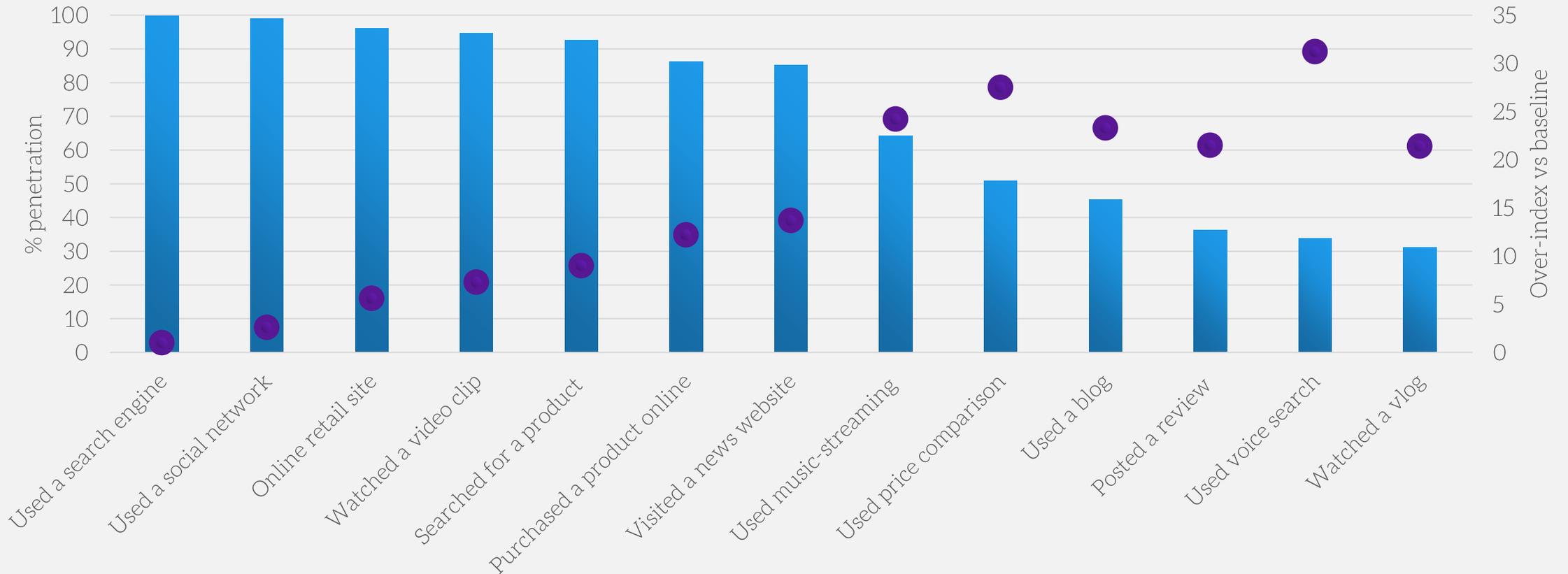
DEEP INSIGHTS

Unlock additional key insights such as hobbies, outlook on life, brand role preferences and so on.

SOURCES INCLUDE: COMSCORE / GWI / YOUNG & RUBICAM / EXPERIAN / HITWISE / GOOGLE ANALYTICS / PROPRIETARY DATA

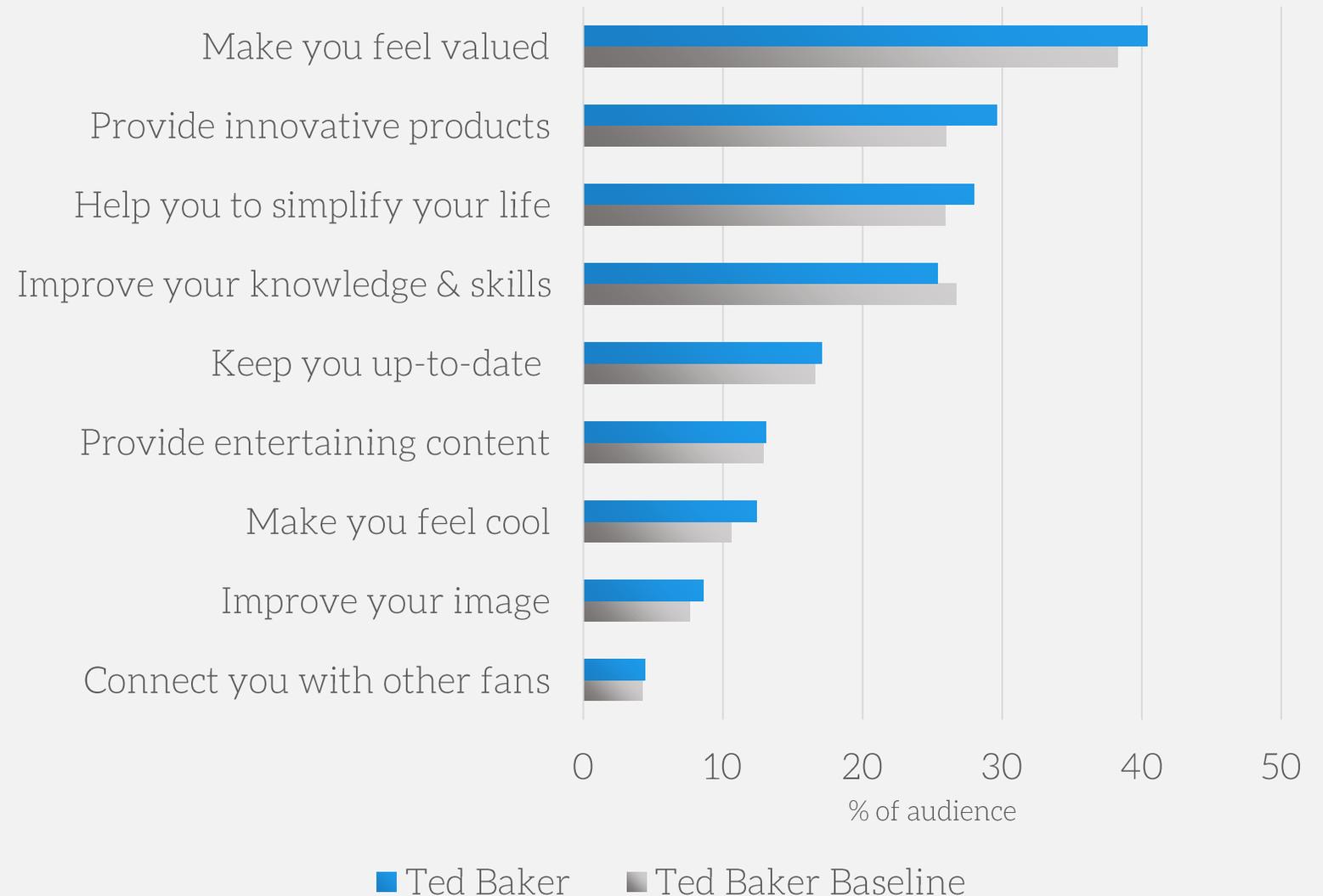
Online activities.

This audience uses digital channels extensively, with almost 100% penetration on search and social. There are also big over-indexes in voice search, blogs and vlogs.



What do they want from brands?

The audience wants brands to make them feel valued, showcase innovative products and help them in their daily lives. There's also a desire for brands which make them feel cool and improve their image.



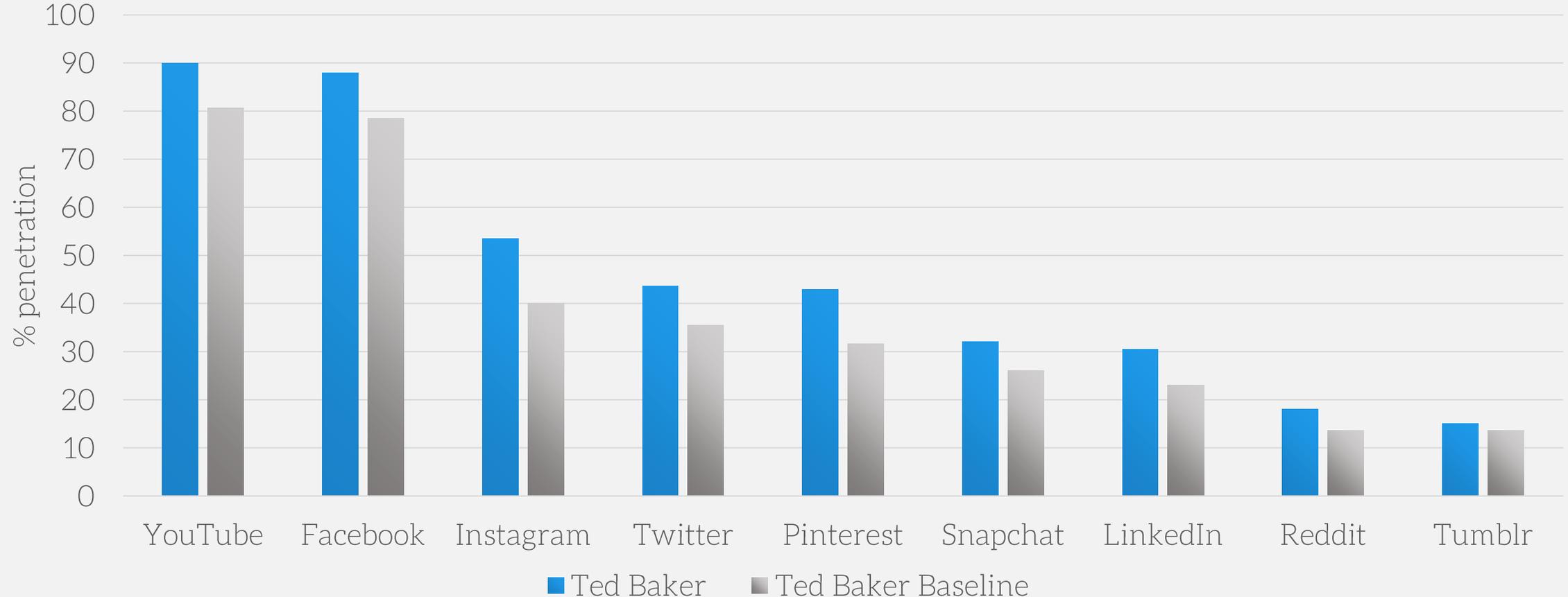
Audience self-perceptions.

Pinpoint data gives us a strong sense of how this audience thinks about itself. This is a confident, adventurous audience who care deeply about image and invest time and money in style and the latest fashions.



Social media active usage.

We can also see that the global audience is highly active on social media, with YouTube and Facebook particularly well used. Instagram also features strongly.



Digital audience personas.

We then build detailed digital audience personas to inform our content. We can also use PPC learnings to inform this – we know older people convert better.



ALICE, 28

In a serious relationship
Lives in North London
PR staffer (and blogger)
Massive Instagram user
Loves fashion, eating out & lifestyle
Michael Kors, Dove, Apple



MATT, 37

Married with two children
Lives in Surrey
Business director
Big into home entertainment –
movies, Netflix and Spotify
(Sonos One owner)
Hugo Boss, VW, Samsung



LYNNE, 49

Married with 3 teenage kids
Lives in Harrogate
Headteacher
Enjoys interiors & entertaining
Online shopper & Facebooker
L'Oreal, Ralph Lauren,
Samsung

Performance insights

What levers do you need to pull to drive SEO success?



KEY PERFORMANCE FACTORS



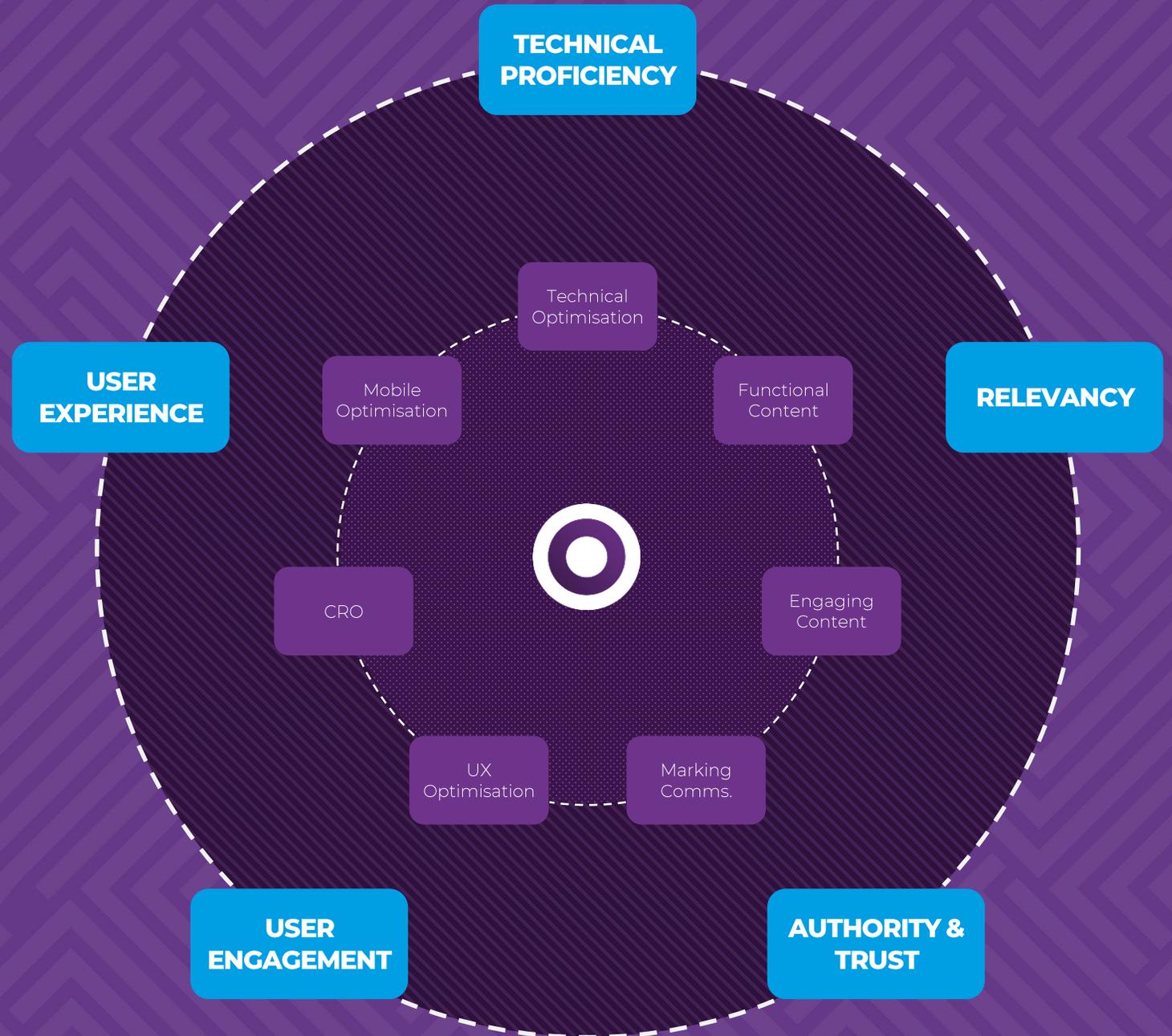
RESEARCH & STRATEGY



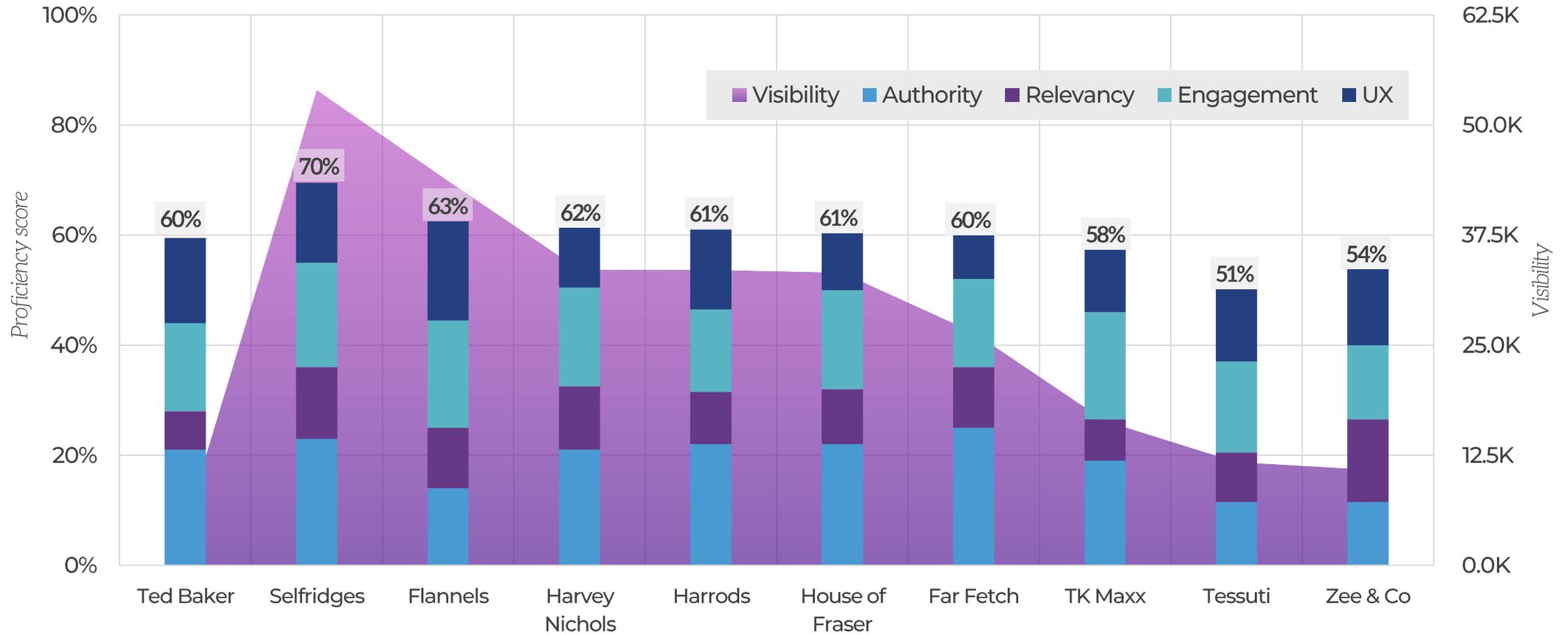
STRATEGIC COMPONENTS



MEASUREMENT & REFINEMENT



SEO PROFICIENCY SCORECARD



Content performance audit.

The next piece of the jigsaw is to audit your existing content and benchmark that performance against other similar providers.



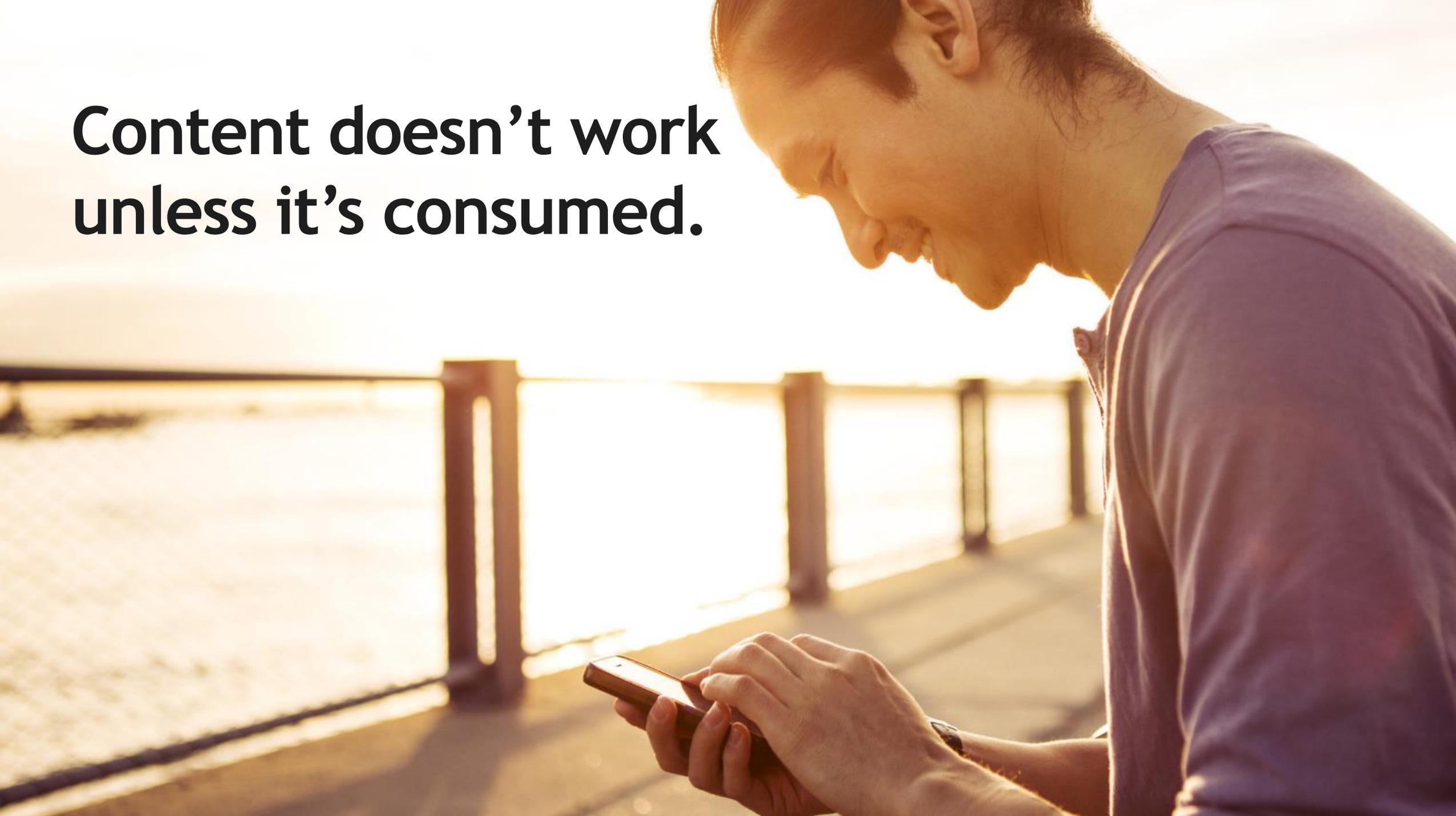
- What content is driving most traffic?
- What content is generating most engagement?
- What content is attracting most links?
- What content topics are most effective?
- What content formats work best?
- What content channels are driving engagement?



From insights to strategy...

**The internet is
a brilliant place
to hide content.**

**Content doesn't work
unless it's consumed.**



CONTENT DISTRIBUTION

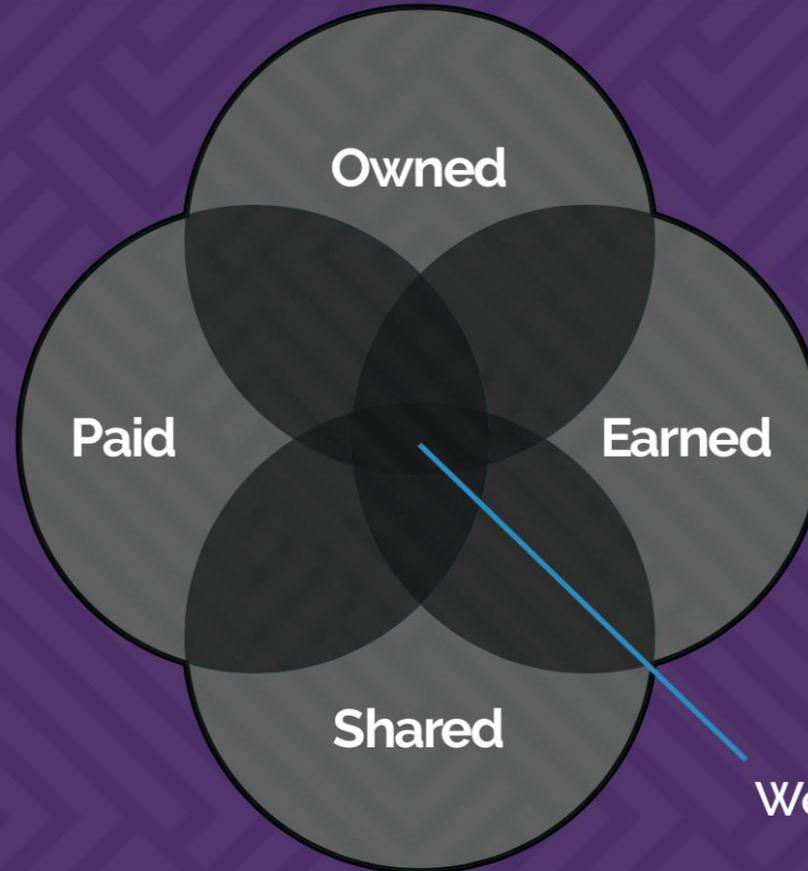
Pushing content to the audience via a blend of owned, earned and paid channels.

CONTENT DISCOVERY

Creating content in a specific way to make sure people find it when they're looking.

- ⇒ Homepage
- ⇒ Store/POS
- ⇒ Communities
- ⇒ Email
- ⇒ Blog/Hub
- ⇒ Apps

- ⇒ Social media
- ⇒ Bloggers / vloggers
- ⇒ Paid partnerships
- ⇒ Display
- ⇒ Paid search
- ⇒ Native ads
- ⇒ Content networks
- ⇒ Sponsored content
- ⇒ Brand ambassadors



- Influencer outreach ⇐
- Media outreach ⇐
- Placed content ⇐
- Brand advocacy ⇐
- Specialist website ⇐

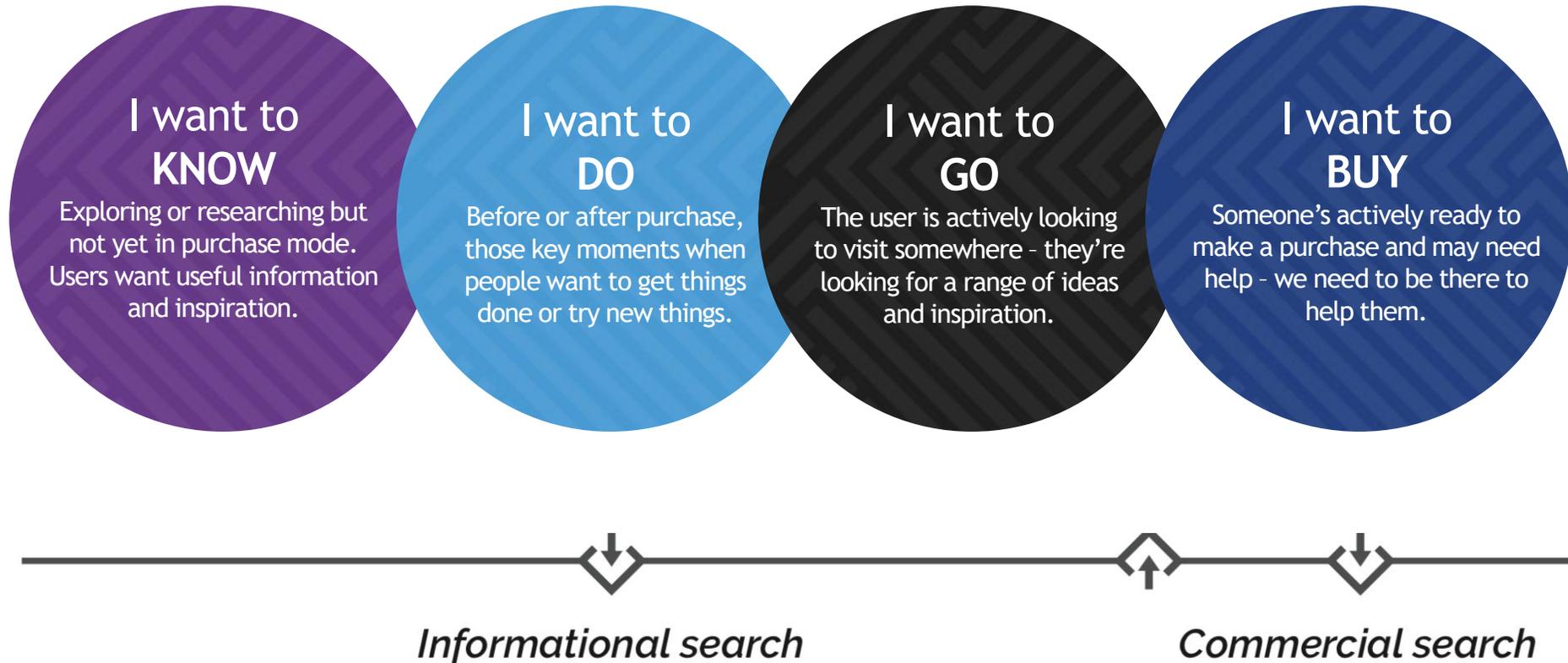
We target the sweet spot

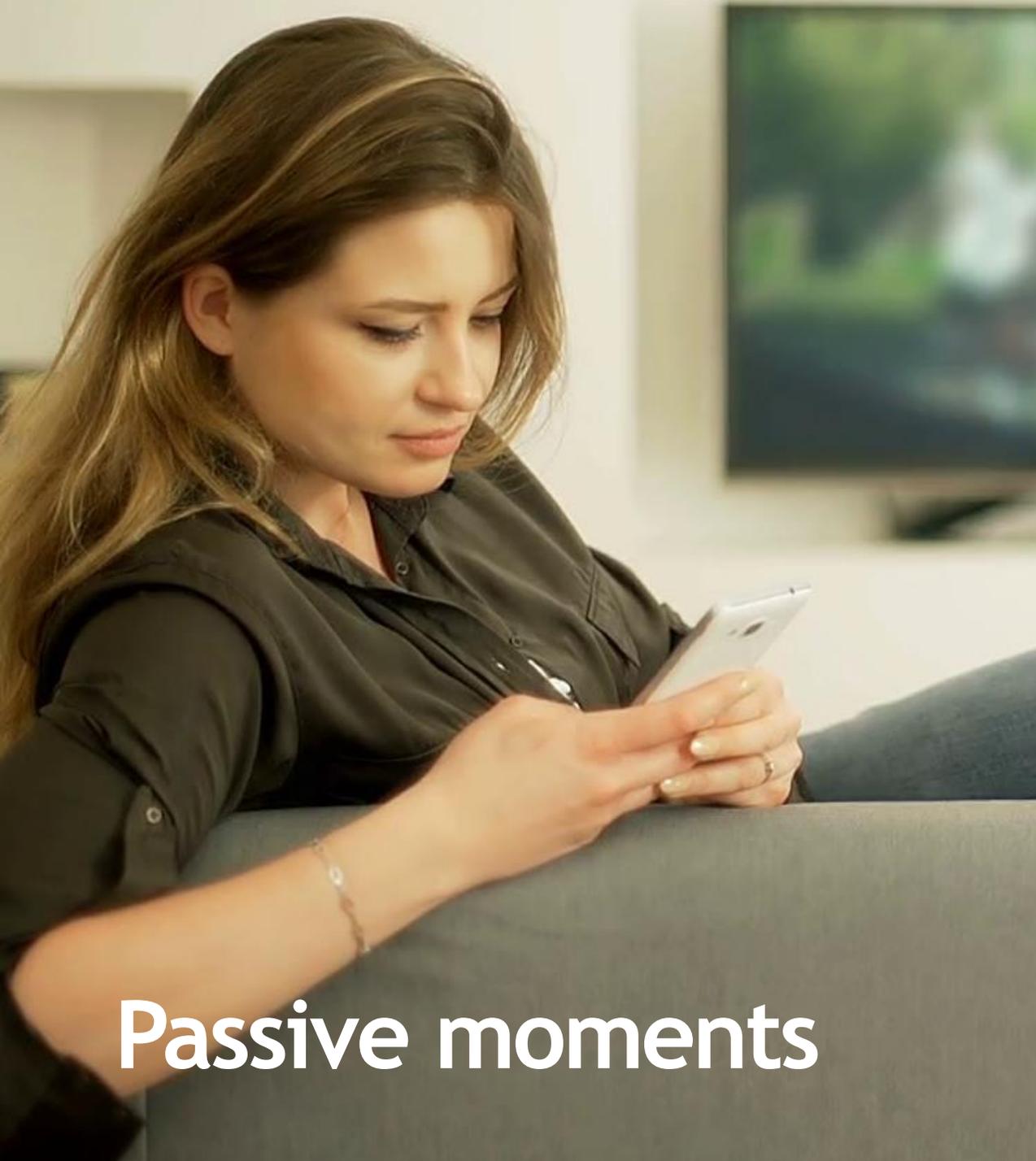
- ⇒ Organic social media
- ⇒ YouTube channel

MICRO MOMENTS

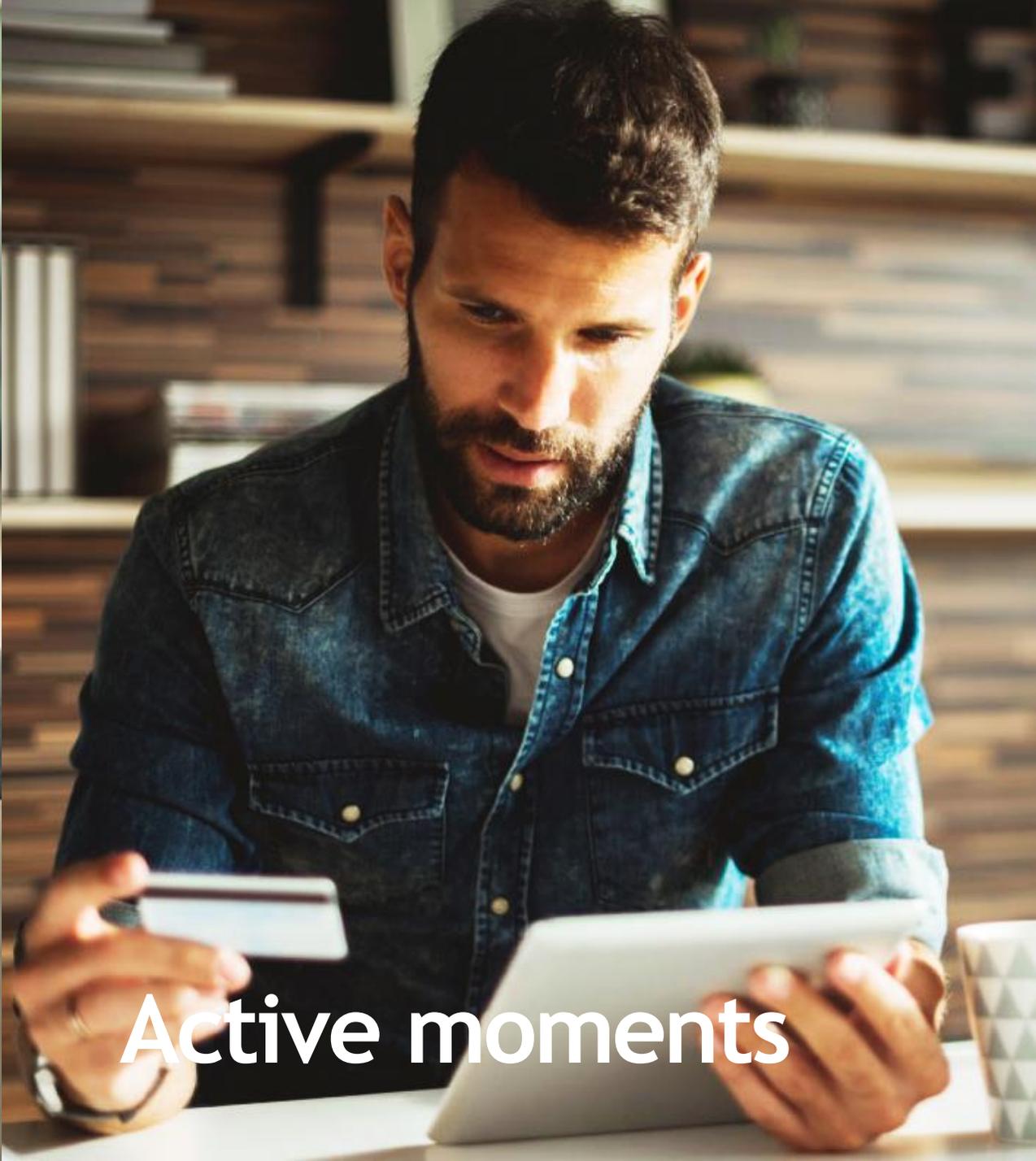


Micro-moments occur when people reflexively turn to a device – increasingly a smartphone or smart speaker – to act on a particular need.





Passive moments



Active moments



DISCOVERY

Creating what the audience is looking for and making sure they find it



DISTRIBUTION

Creating what will engage the audience and pushing it in front of them



DISCOVERY

Creating what the audience is looking for and making sure they find it

DIRECT

Messaging that is directly about the brand, product or service

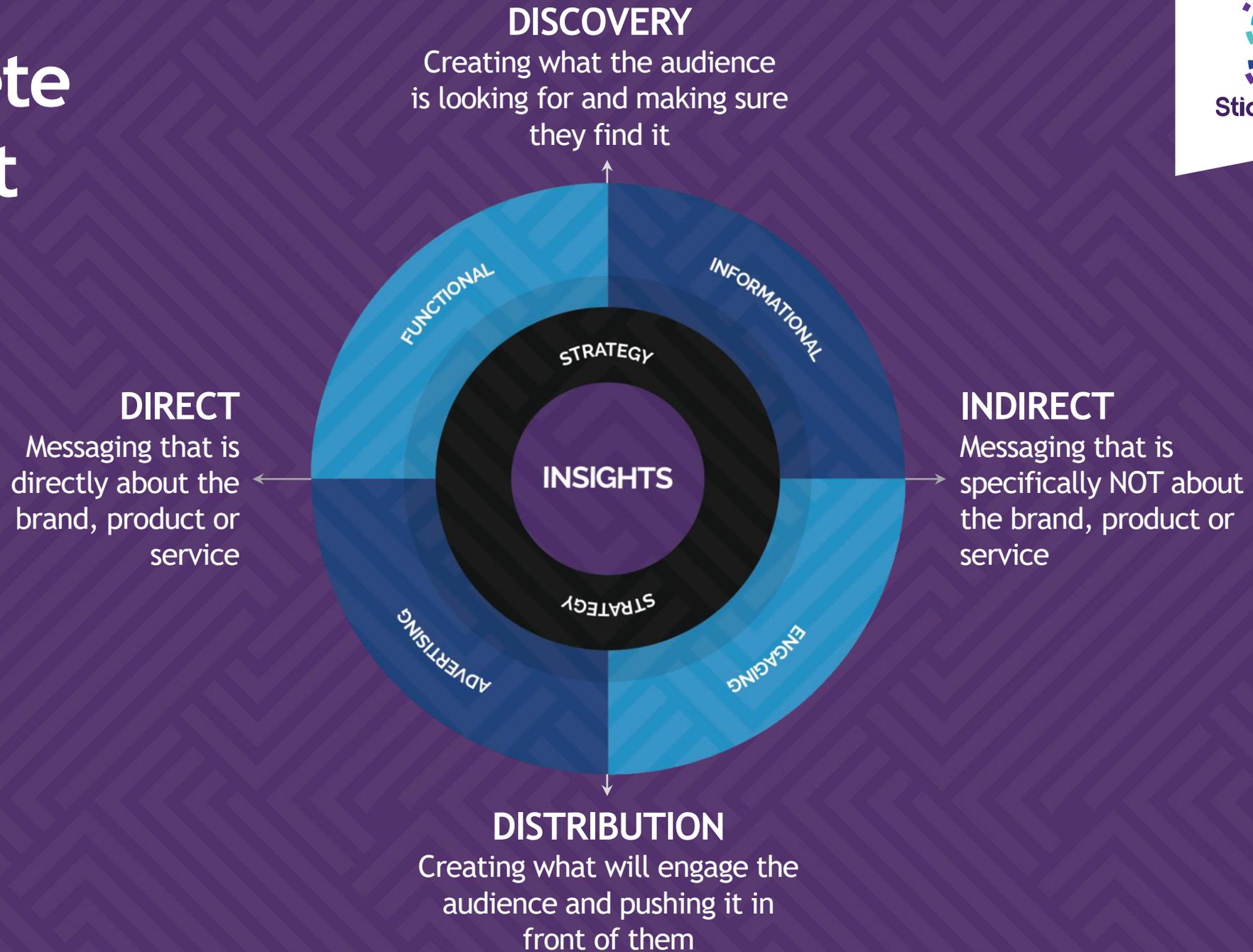
INDIRECT

Messaging that is specifically NOT about the brand, product or service

DISTRIBUTION

Creating what will engage the audience and pushing it in front of them

Complete Content





DISCOVERY

Creating what the audience is looking for and making sure they find it



DIRECT
Messaging that is directly about the brand, product or service

INDIRECT
Messaging that is specifically NOT about the brand, product or service



DISTRIBUTION

Creating what will engage the audience and pushing it in front of them

SEE

Boost brand awareness

THINK

Improve brand preference

DO

Increase conversions

CARE

Engagement & advocacy



“What you want your audience to take away...”

Your brand purpose

Your personality & tone of voice

Your content theme

YOUR KEY CONTENT TOPICS

Functional Content

Best-in-class, highly optimized category & product content that's aligned to users' search behavior and focused on driving conversions.

Informational Content

Highly-relevant practical and actionable informational content which helps our customers in critical 'I want to know' micro moments.

Engaging Content

Instantly engaging, talkable, sharable content designed to be distributed to the audience via owned, earned and paid channels to grab their attention.

Advertising Content

Channel-appropriate, user-journey align advertising creative - from Digital Display, to DR paid social ads to brand VOD, engineered for impact.

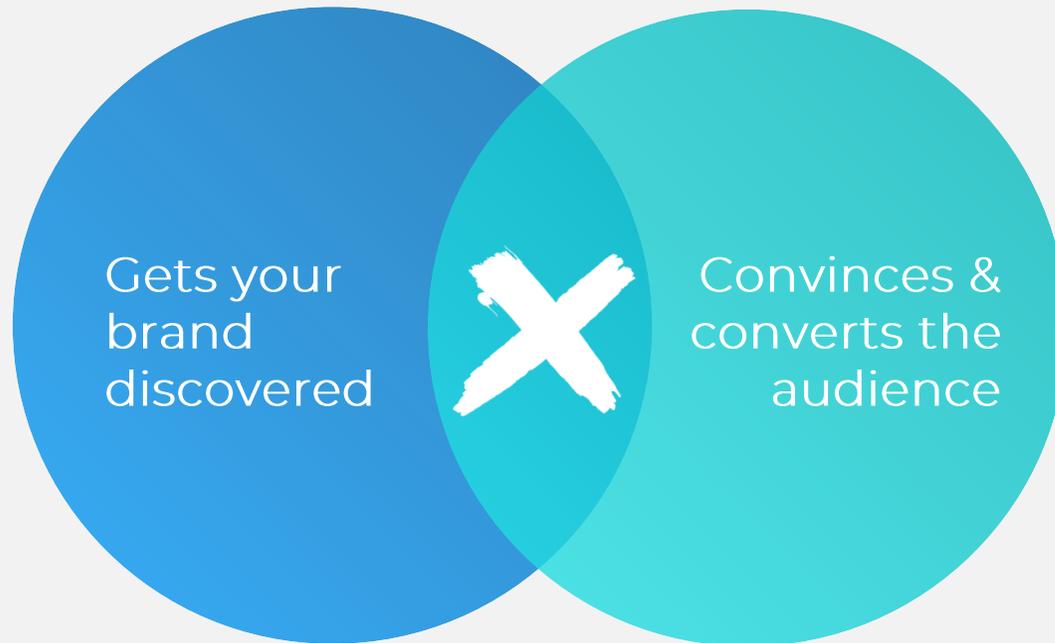
Channels & Investment Strategy

Functional Content.

—
Driving SEO visibility with content.

‘I want to buy’...

Functional Content is all about your brand, product or service, and it’s primarily there to be discovered – so it has two key jobs:



What do people want and need?



The screenshot shows the BoConcept website interface. At the top, there is a navigation bar with the BoConcept logo and menu items: SOFAS, SESSEL & STÜHLE, TISCHE, AUFBEWAHRUNG, BETTEN, ACCESSOIRES, and UNSERE NEUHEITEN. There are also icons for search, shopping cart, and a menu. The main content area features a large heading 'Weiße Ledersofas' and a descriptive paragraph: 'Klare Linien, reine Farben. Ein weißes Ledersofa mit schlichter Form ist perfekt für minimalistische Einrichtungen. Auch kurvige Modelle haben Ihren Reiz. Sie sind das A und O für ein gemütliches Zuhause. Finden Sie hier Ihr passendes Modell für zu Hause.' Below this, there are two product cards, each labeled 'NEUHEIT' (New Arrival). The first card shows a large L-shaped sofa, and the second shows a smaller armchair. To the left of the product cards is a sidebar with filter options: 'SUCHE EINGRENZEN', 'SITZFLÄCHE', 'PREIS', 'KOLLEKTION', and 'DESIGNER', each with a plus sign. On the right side of the page, there are two data boxes: one stating '3,300 SEARCHES PER MONTH' and another showing '>100 ranking as of 1st Jan 2018'. A third box shows '5 ranking as of 1st Apr 2018'.

BoConcept SOFAS SESSEL & STÜHLE TISCHE AUFBEWAHRUNG BETTEN ACCESSOIRES UNSERE NEUHEITEN

Weiße Ledersofas

Klare Linien, reine Farben. Ein weißes Ledersofa mit schlichter Form ist perfekt für minimalistische Einrichtungen. Auch kurvige Modelle haben Ihren Reiz. Sie sind das A und O für ein gemütliches Zuhause. Finden Sie hier Ihr passendes Modell für zu Hause.

3,300 SEARCHES PER MONTH

>100 ranking as of 1st Jan 2018

5 ranking as of 1st Apr 2018

[Home](#) / [Flyers & Leaflets](#) / [A6 Flyers & Leaflets](#)

ORDER WITHIN THE NEXT

RECEIVE YOUR ORDER ON

20 HRS 32 MINS 51 SECS

Friday 8th

A6 Flyers & Leaflets

If you want to showcase photography or promote an event, A6 flyers and leaflets are a great way to do it. All you need to do is create an eye-catching design and choose your paper type, then we'll do the rest.

All A6 flyers are trimmed to 148 x 105 mm.

Missed the 12noon deadline, and need your order tomorrow?

Check out our new extended deadline service – order before 5pm and receive your order tomorrow. Please note the options and quantity choices are limited - [Click Here!](#)

PRICE:

£17

CUSTOMISE YOUR A6 FLYERS & LEAFLETS ✪

PRINTED SIDES

SOLOPRESS: CRO EXAMPLE

Business Cards

A well-designed business card can be a great conversation starter and your ticket to making a lasting impression on potential clients. It's your chance to impress, which is why we create cost-effective bespoke business cards of the highest quality.

from £10

GREAT VALUE
SAVE MONEY on quantities of 250+ with our new turnaround options

QTY	NEXT DAY	2 DAY	3 DAY
250	£14	£11	£10
500	£19	£12	£11
1000	£22	£17	£14

DESIGN NOW > SHOP NOW >



VS

Business Cards

A well-designed business card can be a great conversation starter and your ticket to making a lasting impression on potential clients. It's your chance to impress, which is why we create cost-effective bespoke business cards of the highest quality.

from £10

GREAT VALUE
SAVE MONEY on quantities of 250+ with our new turnaround options

QTY	NEXT DAY	2 DAY	3 DAY
250	£14	£11	£10
500	£19	£12	£11
1000	£22	£17	£14

CHOOSE A CARD STYLE >

Don't have your own artwork? Create your own business card with our [free online design tool](#)



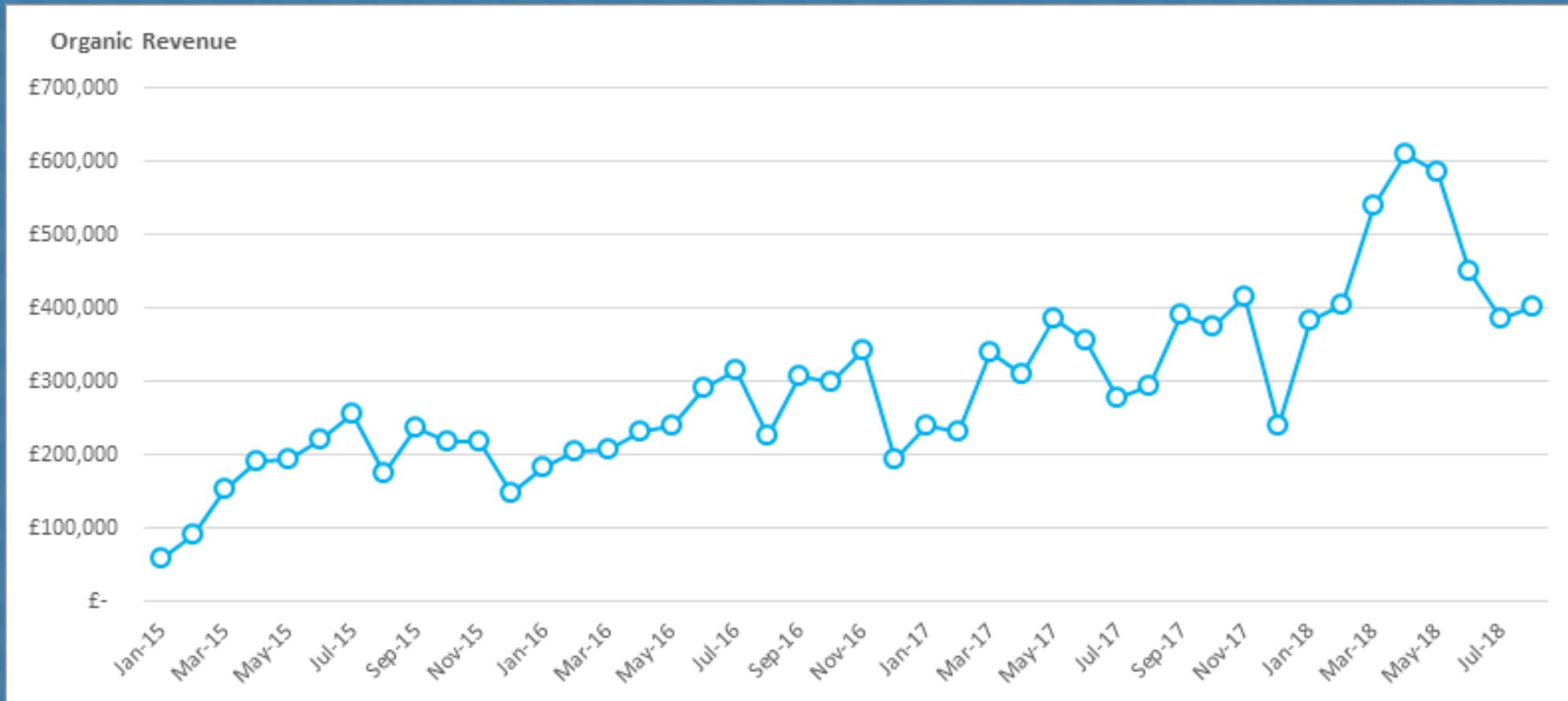
The new layout outperformed the original with a:

- 7.1% rise in click-throughs to product pages
- 2.2% rise in overall conversion rate

SOLOPRESS: THE RESULTS



SOLOPRESS: THE RESULTS



Informational Content.

—
Tapping into 'I want to know' micromoments

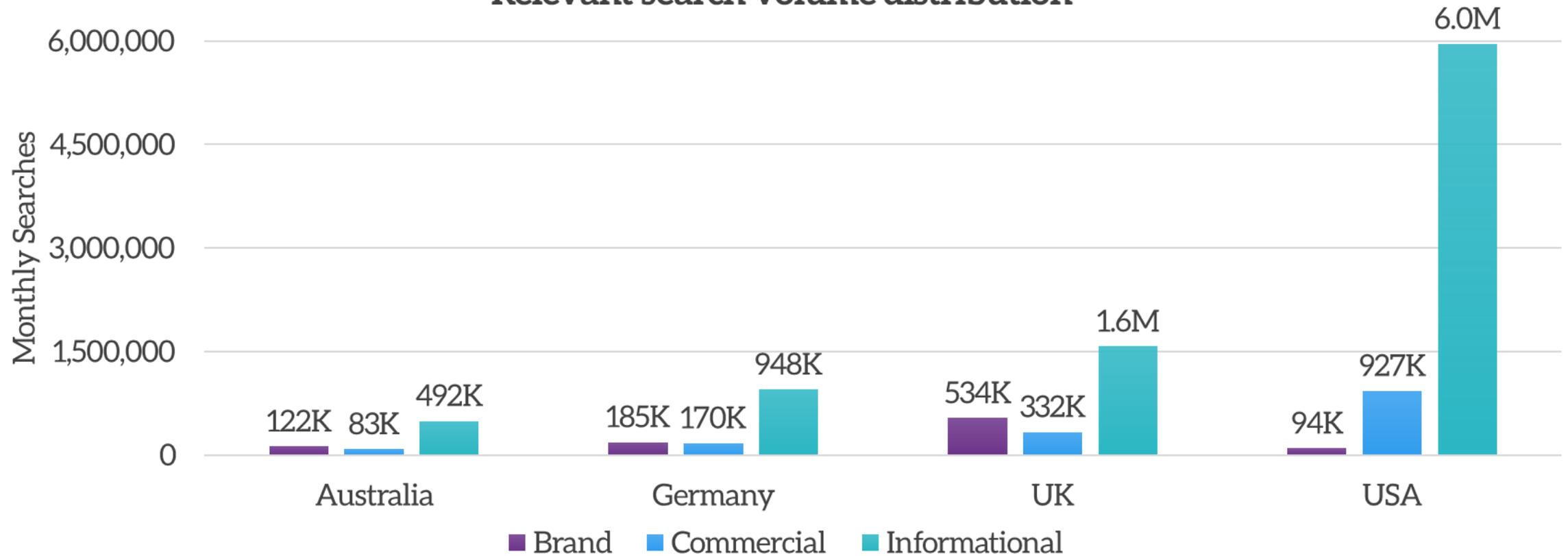


gnd

A HUGE OPPORTUNITY



Relevant search volume distribution





HAIRSTYLES

It's time to join the hair revolution and trade in your go-to daily styles for a hot new look. We've got all the hairstyle inspiration you need to transform your locks, whatever style you want to rock or hair length you're flaunting.



OCCASION HAIRSTYLES

VIEW ALL



Make your hair the centre of attention at your next big event. Our collection of occasion hairstyles has you covered for nailing that boho look at a music festival, dancing the night away at a prom or party, and being the epitome of elegance for your wedding day.



GET THE LOOK: BOHO BEACH WAVES

Get a boho-inspired look for your next wedding, as styled by ghd.

Like 0 Tweet 0

For your next nuptials, channel your inner-bohemian beauty and opt for wedding guest hair style that goes against the norm. Perfect for a summer wedding, get textured beachy waves that go against convention – chic, stylish and cool, this hairstyle for wedding guests is a bona fide head-turner.

You don't need to be a stylist to get a salon-quality finish either. Let the [ghd platinum® styler](#) be your essential tool to crafting textured curls, and use the [ghd distancing comb](#) to turn them into wedding hair boho waves.

Achieve enjoyable boho waves with help from ghd. It might not be your big day, but make sure your wedding guest hairstyle is the best among the pairs.



HERE'S HOW TO CREATE BOHO BEACH WAVES

1. Create a centre parting.
2. Place hair in styler, rotate 180 degrees and glide through.
3. Repeat through hair, changing direction each time.
4. Leave to cool, then loosen curls with comb.



step one: Create a centre parting
Using the end of the [ghd tall comb](#), create a centre parting.



step two: Place hair in styler, rotate 180 degrees and glide through
Start to create a beachy texture in the hair using the [ghd platinum® styler](#). Place hair between the plates, rotate 180 degrees away from the face, and glide the styler through the hair towards the ground.



RELATED ARTICLES



HOW-TO BRIDAL BUN



HOW-TO HOLLYWOOD LUXE BRIDE



HOW-TO BRIDAL BRAID



HOW-TO BRAIDED BAND UPDO



GET THE LOOK MERMAID WAVES

Don't conform when it comes to your wavy hair. Join the millennial revolution with a set of mermaid waves, the wavy hairstyle every boho girl needs to rock. This beach-inspired style is all about having luxuriously deep waves with a shaken out finish to create a free-spirited, uber-cool look.

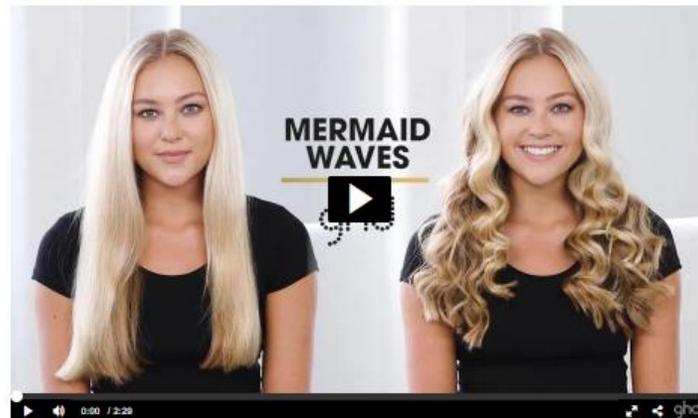
Bringing mermaid waves to your hair repertoire is effortless. Make sure your locks are prepped for a boho wavy hairstyle with [ghd curl hold spray](#), then dry into your tresses with the [ghd air® hairdryer](#) for long-lasting ripples. The [ghd curves® creative curl wand](#) will bring that mermaid movement to your hair without the hassle.

Make a statement with your next wavy hairstyle, with this sea-stimulated look. Find out how to curl hair and create majestic mermaid waves with our how-to guide.

VIEW STEP BY STEPS

WATCH VIDEO

GET INSPIRED



SHOP THE LOOK

Select the products you need to recreate the look at home, with Shop the Look. The simple way to shop and style

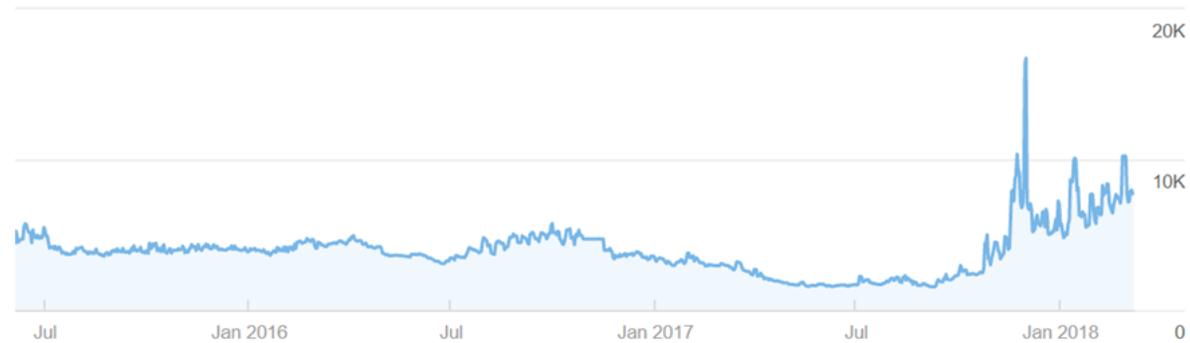


This is not keyword stuffed SEO fodder - it's high quality brand content including step by step how to guides and glossy video designed to give users exactly what they want and need.

INFORMATIONAL RESULTS

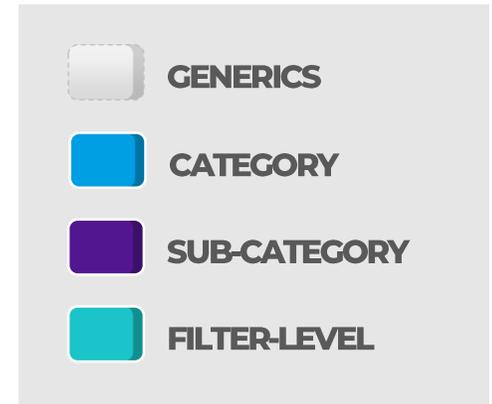
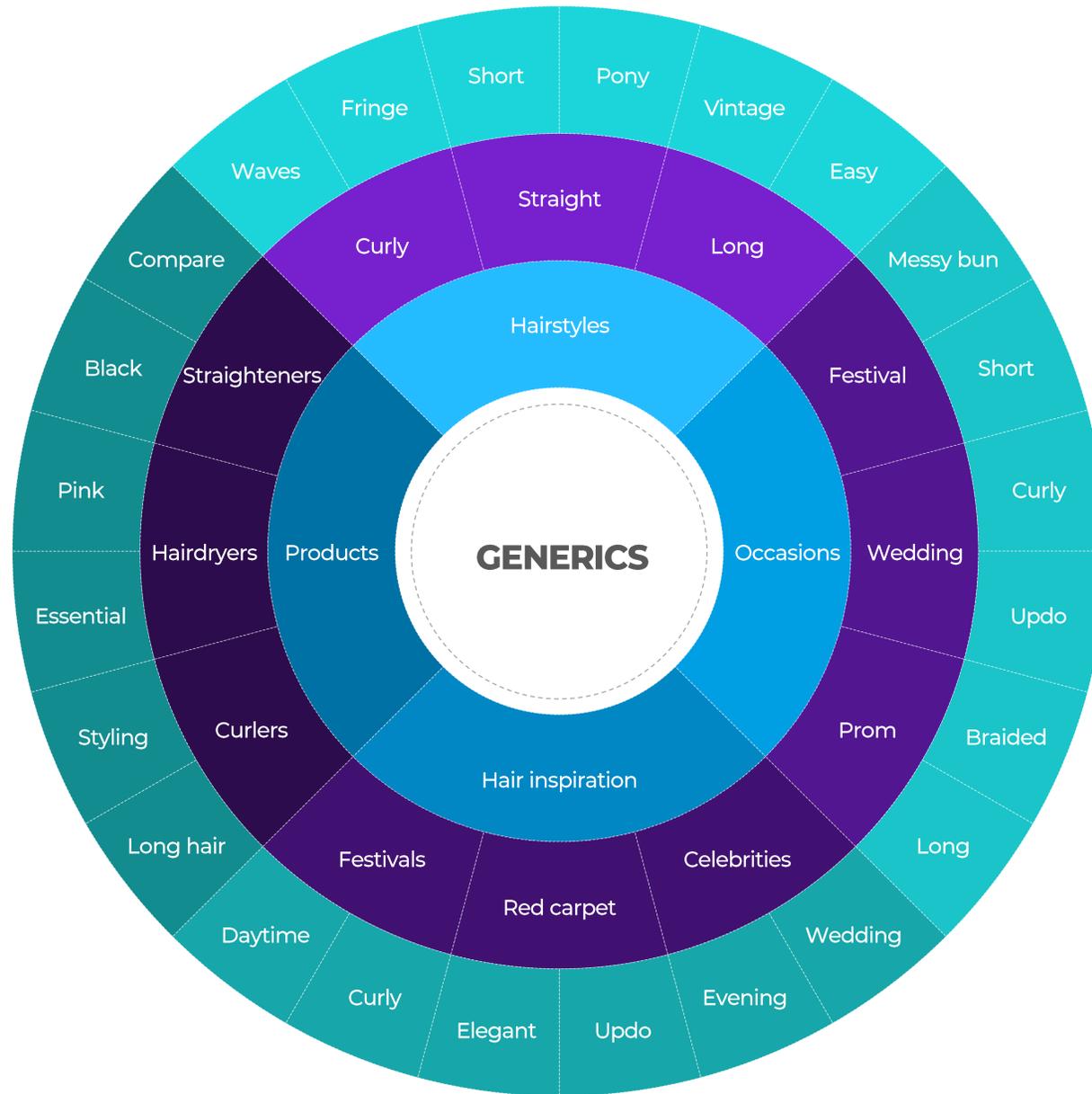


Organic traffic ⁱ 7,682 /month



Organic keywords ⁱ 3,379





Engaging Content.

—
Reaching the audience in all the right channels

Leveraging passion points.

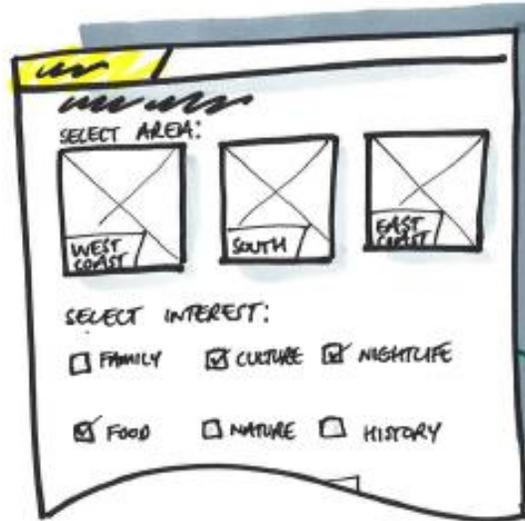
In an age when 40% of millennials use ad-blockers, more brands than ever are using engaging content - eg stuff that isn't explicitly about the brand, product or service - in conjunction with traditional advertising as part of the marketing mix. Crucially this stuff has to be something people WANT to and WILL consume.



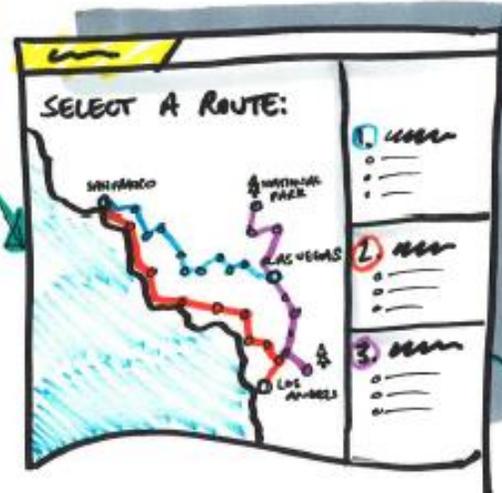
Hertz®



THE ULTIMATE US ROADTRIP



① USER SELECTS AREA AND THEIR INTERESTS.



② THE THREE BEST MATCHING ROUTES ARE SHOWN AND USER SELECTS PREFERENCE



③ USER CAN STEP THROUGH + SHARE THE ROUTE THAT'S BEST FOR THEM.

EACH LOCATION HAS HERO IMAGE DESCRIPTION RELEVANT LINKS AND EMBEDDED INSTAGRAM IMAGES FOR THAT LOCATION.

THE ULTIMATE US ROADTRIP

Not only highly engaging but also incredibly useful, we created an evergreen resource which continues to drive authority and awareness.

It's a gift that keeps on giving!



FEATURED BY: Forbes theguardian METRO Condé Nast Traveler

Case study

KPMG

Content for lead generation.

KPMG asked us to help drive new leads in a super-niche B2B market – HR directors and senior leaders of FTSE 350 companies – using content and smart distribution.

Original Draft

Gender pay gap reporting: why early preparation will pay dividends

Are you feeling relaxed about gender pay gap (GPG) reporting? If you are, you won't be alone. The deadline for companies to make their first report is as far out as April 2016. So it feels as if there's plenty of time to prepare. And there is.

But it's also true that arriving at the figures you'll submit could be a more complex affair than you might imagine. And beyond the basic requirement to publish details of how pay for men and women compares in your organisation, there are broader issues at stake.

Analysis of pay data may expose important and potentially costly questions around equal opportunities and equal pay. These are better addressed in advance of your first report – before your figures become public and league tables showing how you compare with other companies in your sector appear.

By preparing for mandatory gender pay gap reporting now, you can make sure your organisation is on the front foot.

About the new requirement

The gender pay gap highlights the different levels of pay and bonuses awarded to men and women in an organisation, and shows how many men and women sit in each pay quartile. Currently in the UK, average GPG across all sectors is 19%. In sectors such as finance, it is as high as 28%.

From October 2016, if your organisation has 250 employees or more, you must report your gender pay gap by publishing details on your website and on a government-sponsored site that will include sector tables. You must submit your first GPG report no later than April 2016 and this must be based on pay data from April 2015-17.

By introducing mandatory GPG reporting, the government aims to improve gender equality at work and ensure career opportunities are open equally to men and women.

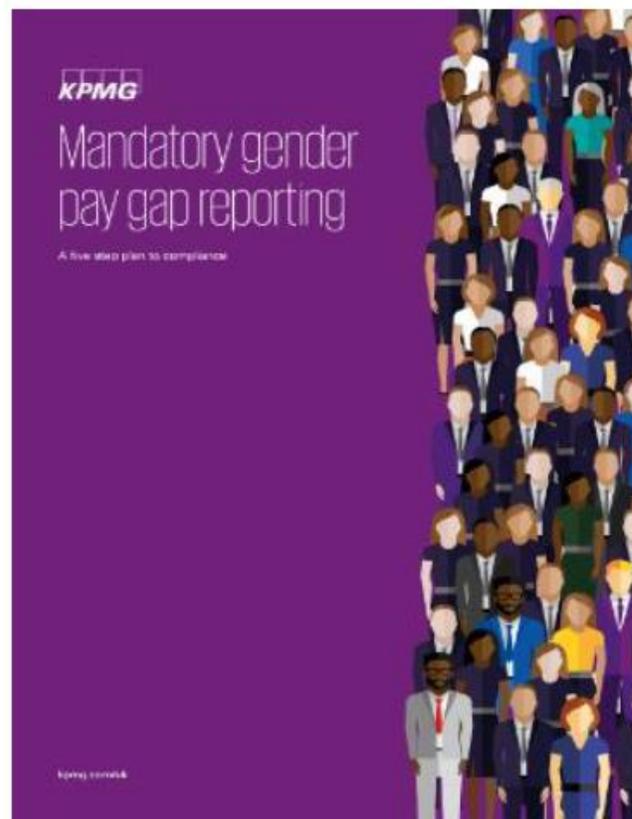
Crunching the data

Working out the gender pay gap in your organisation is far from straightforward. The first challenge is to calculate a gross hourly rate for each employee – but should you include paid leave, maternity pay and overtime? Do expenses count and what is the value of salary sacrifice schemes?

You'll also need to calculate the difference in bonus payments to men and women. This calculation will need to take into account different types of incentive pay such as profit sharing, share schemes and commission.



Final Whitepaper



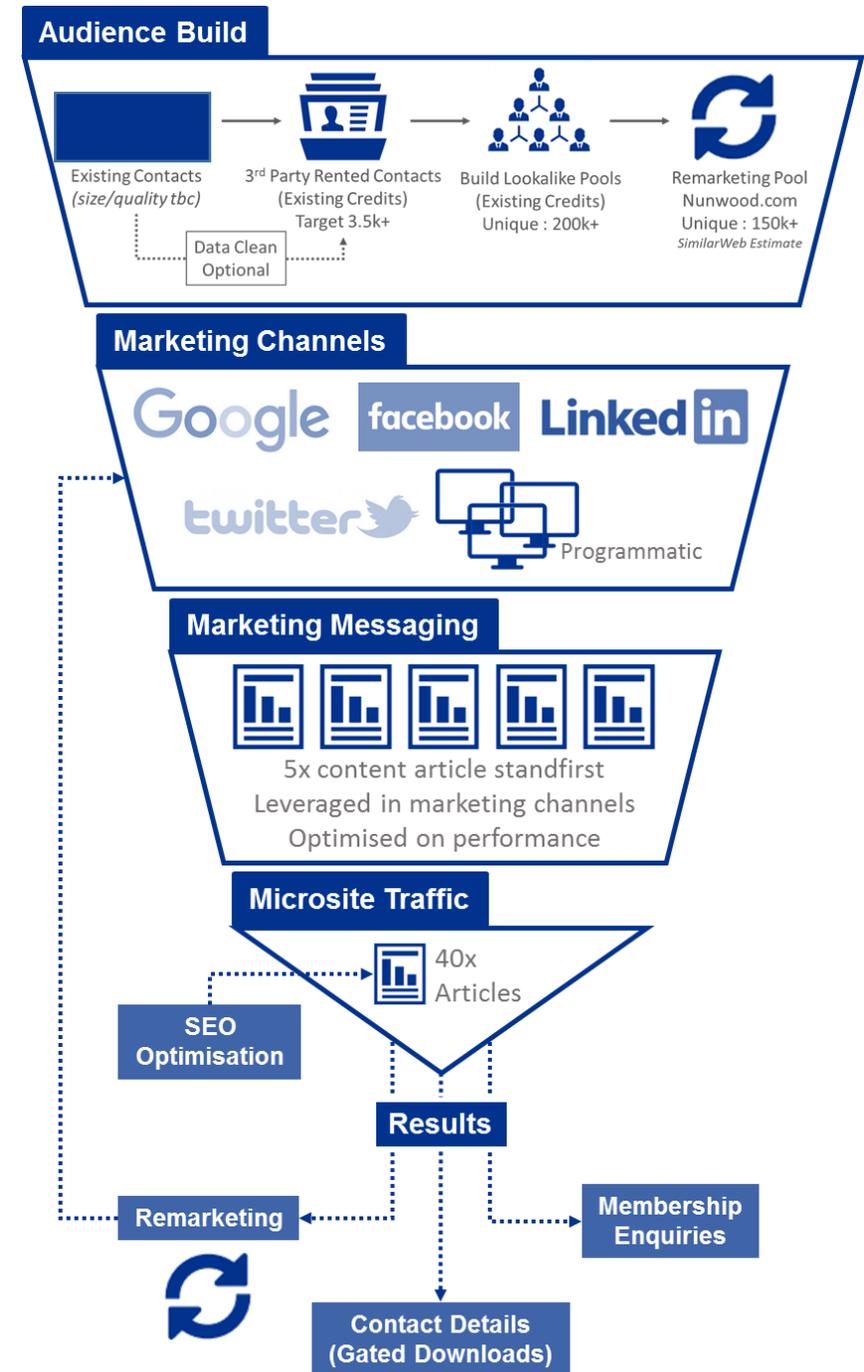
Our key recommendation after reviewing the draft content was to make it **more practical and actionable.**

We proposed making the **five-step plan to compliance** the centrepiece of the content asset to ensure its value could be quickly communicated and understood.

Case study.

For one of the world's big four Professional Services companies, we're putting this into practice and delivering major benefits:

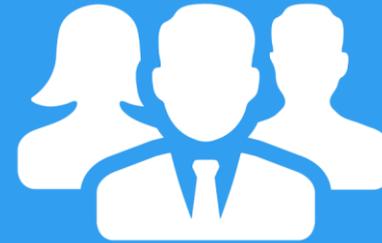
- **Audience Build:** We use your existing data and then layers of contact enhancement to identify a large but highly-relevant audience pool.
- **Marketing Channels:** Our insights inform our channel selection. We then optimise in real-time to ensure effectiveness.
- **Marketing Messages:** We use insights – and experience – to hone the best and most effective messaging then refine based on performance.
- **Traffic:** The off-site activity drives awareness, but also traffic to site – we can use site tags and other data capture to drive enhanced value from this.
- **Results:** We measure our performance in line with agreed metrics and feed this into the next campaign planning process in order to boost efficiency



The results.

For our client, we've achieved incredible results from a very small investment – generating 210 highly-relevant leads, including:

- Whitepaper library: **63 leads** (£80 CPA)
- Facebook: **99 leads** (£22 CPA)
- LinkedIn: **15 leads** (£16 CPA)
- Twitter: **6 leads** (£33 CPA)



- Head of People, Morrisons PLC
- HR COO, Lloyds Banking Group
- Head of Transparency, Vodafone
- CEO, Camellia PLC
- Director, ABB Robotics

Including

Advertising Content.

This is not a case of content vs advertising...

It's hard to prove ads work...

But sales at John Lewis are up

37%

since they upped their ad game.

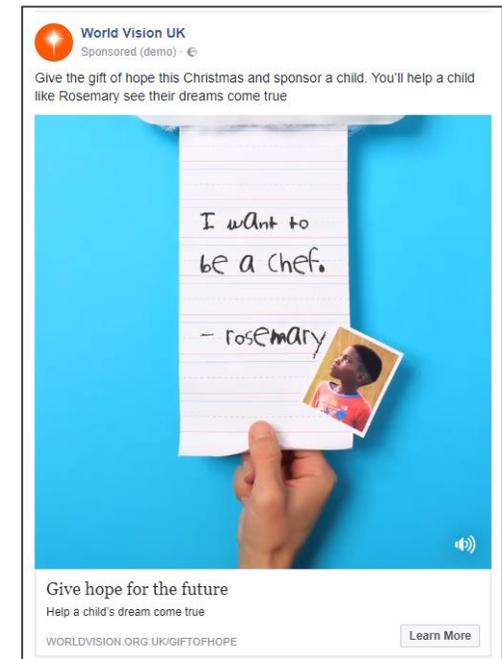
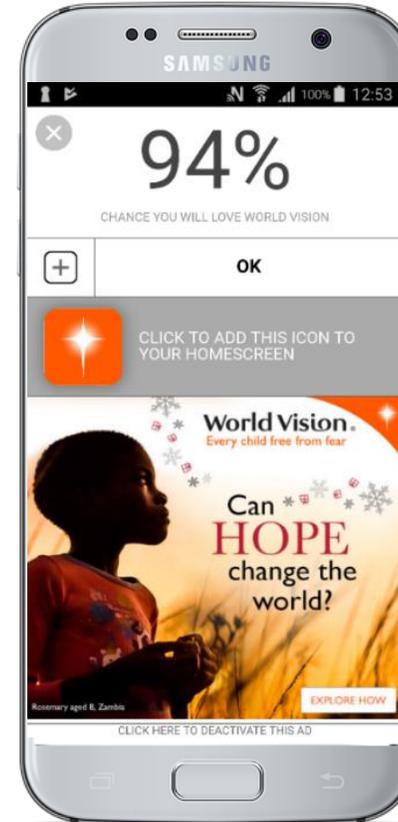


And they impact digital performance

Awareness-driving content - such as ads - can have a profound effect on the performance of other channels.

RESULTS

- Branded Search Volume **increased by 15%**
- PPC conversions **increased by 25%**
- SEO conversions **increased by 38%**



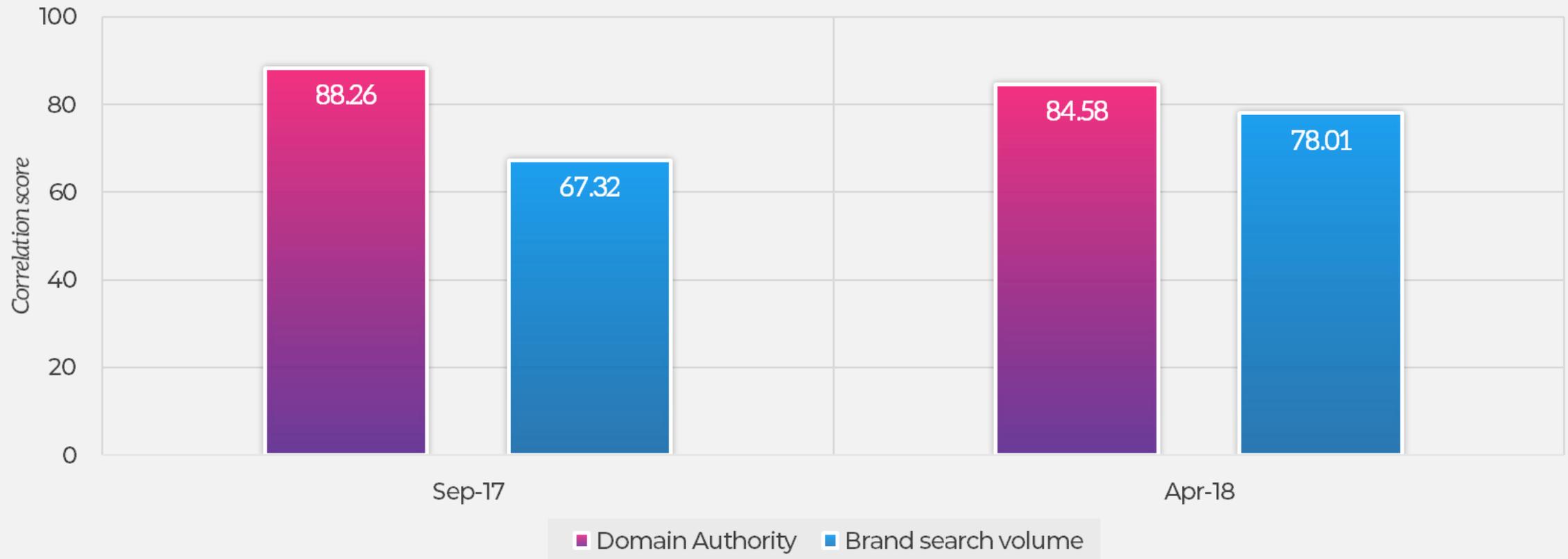
Tesco Bank



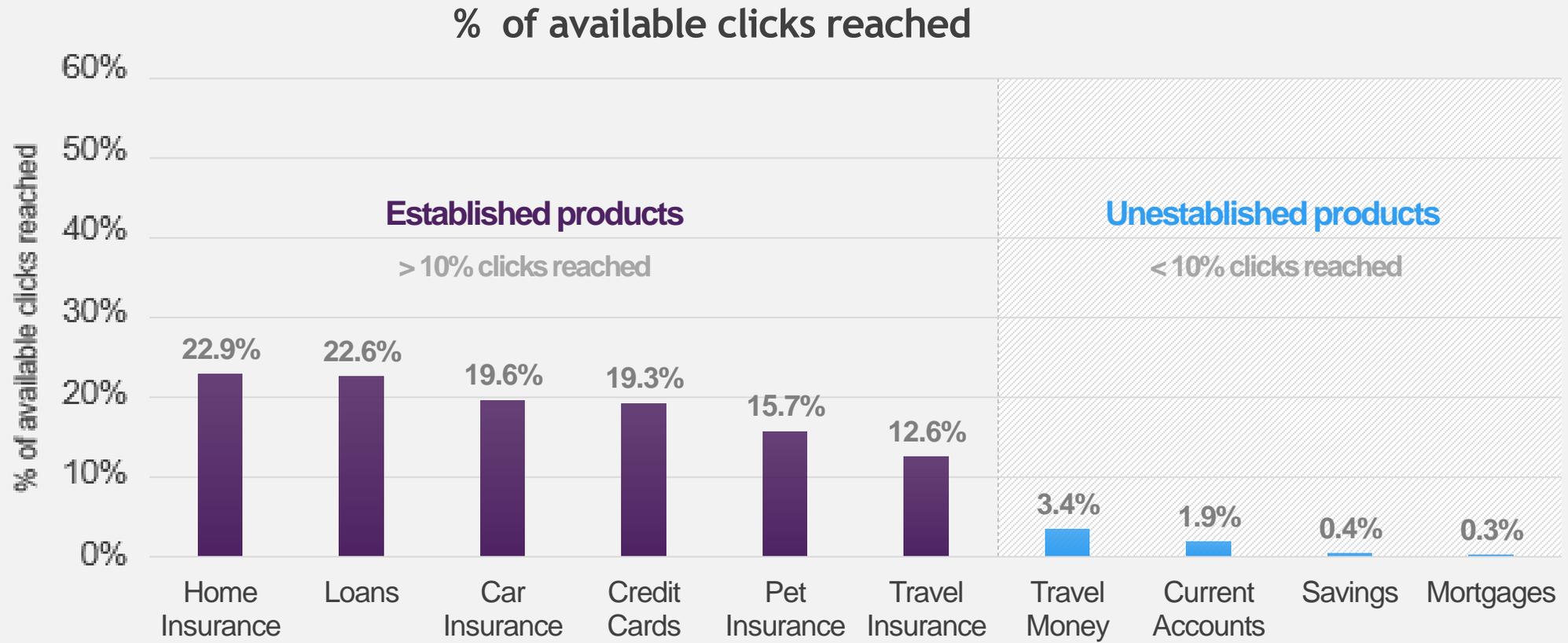
ROADMAP INSIGHTS



Correlation score shift: Domain authority vs. brand search volume



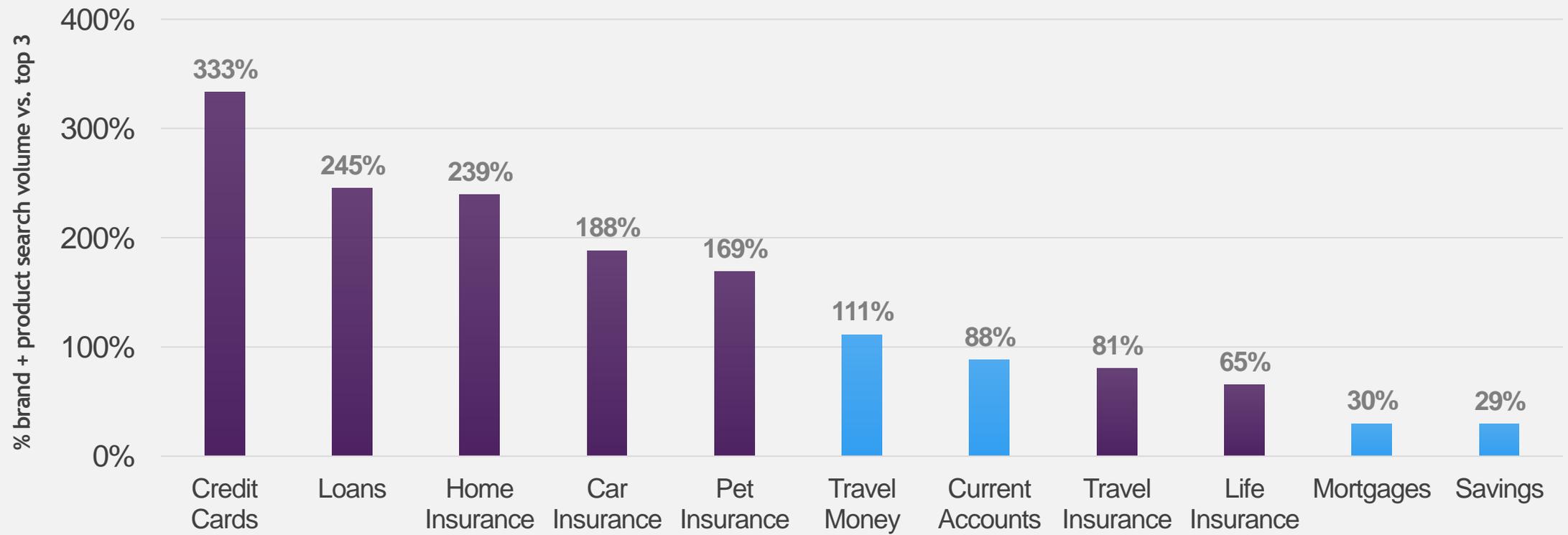
RANKING DISCREPANCIES



CONSUMER AWARENESS



Brand + keyword search volume - relative to market



CONSUMER AWARENESS



Brand + keyword search volume - relative to top 3



DISCOVERY

Creating what the audience is looking for and making sure they find it

DIRECT
Messaging that is directly about the brand, product or service



INDIRECT
Messaging that is specifically NOT about the brand, product or service

DISTRIBUTION

Creating what will engage the audience and pushing it in front of them

RARE



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