Hello.
What is content?
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.

1. Brand & market insights
   - What does your brand stand for?

2. Audience insights
   - What does your audience want and need?

3. Performance insights
   - 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 / YOUGOV / 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.

- Make you feel valued
- Provide innovative products
- Help you to simplify your life
- Improve your knowledge & skills
- Keep you up-to-date
- Provide entertaining content
- Make you feel cool
- Improve your image
- Connect you with other fans

[Bar chart showing the percentage of audience for each of the above preferences for Ted Baker and Ted Baker Baseline]
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.

I inform friends and family on new products
I tend to buy the premium version
I like to keep up with the latest fashions
I would buy... to be part of a community
I always like to try new products
Other people view me as adventurous
I am a brand conscious person
I like to stand out in a crowd
I always strive to achieve more in life
I try to fit as much into my day as possible
I am a risk taker
I like to challenge and push myself
I am comfortable borrowing money
It is important for me to feel respected
It is important to develop new skills
Price is more important than the brand
I am indifferent to what is ‘in’ right now
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
What levers do you need to pull to drive SEO success?

Performance insights

KEY PERFORMANCE FACTORS

RESEARCH & STRATEGY

STRATEGIC COMPONENTS

MEASUREMENT & REFINEMENT

TECHNICAL PROFICIENCY

USER EXPERIENCE

FUNCTIONAL CONTENT

USER ENGAGEMENT

MARKING COMM.

AUTHORITY & TRUST

ENGAGING CONTENT

UX OPTIMISATION

CRO

MOBILE OPTIMISATION

TECHNICAL OPTIMISATION

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SEO PROFICIENCY SCORECARD

- Ted Baker: 60% Visibility, 70% Authority, 63% Relevancy, 62% Engagement, 60% UX
- Selfridges: 70% Visibility, 63% Authority, 60% Relevancy, 61% Engagement, 58% UX
- Flannels: 63% Visibility, 62% Authority, 61% Relevancy, 61% Engagement, 58% UX
- Harvey Nichols: 62% Visibility, 61% Authority, 61% Relevancy, 60% Engagement, 58% UX
- Harrods: 61% Visibility, 61% Authority, 61% Relevancy, 60% Engagement, 58% UX
- House of Fraser: 61% Visibility, 60% Authority, 60% Relevancy, 60% Engagement, 58% UX
- Far Fetch: 60% Visibility, 58% Authority, 58% Relevancy, 60% Engagement, 58% UX
- TK Maxx: 58% Visibility, 51% Authority, 51% Relevancy, 58% Engagement, 58% UX
- Tessuti: 51% Visibility, 51% Authority, 51% Relevancy, 58% Engagement, 58% UX
- Zee & Co: 54% Visibility, 54% Authority, 54% Relevancy, 58% Engagement, 58% UX
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.
We target the sweet spot

- 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

- Organic social media
- YouTube channel
Micro-moments occur when people reflexively turn to a device — increasingly a smartphone or smart speaker — to act on a particular need.

- **I want to KNOW**
  Exploring or researching but not yet in purchase mode. Users want useful information and inspiration.

- **I want to DO**
  Before or after purchase, those key moments when people want to get things done or try new things.

- **I want to GO**
  The user is actively looking to visit somewhere - they're looking for a range of ideas and inspiration.

- **I want to BUY**
  Someone’s actively ready to make a purchase and may need help - we need to be there to help them.
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
DIRECT
Messaging that is directly about the brand, product or service

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

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
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

**FUNCTIONAL**

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

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

**INFORMATIONAL**

**STRATEGY**

**INSIGHTS**

**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

**BEST-IN-CLASS PRODUCT CONTENT**

**IN-DEPTH DESTINATION GUIDES**

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

**AWESOME ADS!**

**ENGAGING INTERACTIVE TOOLS**

**DISTRIBUTION**
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**AWESOME ADS!**

**ENGAGING INTERACTIVE TOOLS**
SEE
Boost brand awareness

THINK
Improve brand preference

DO
Increase conversions

CARE
Engagement & advocacy
Complete Content
“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:

- Gets your brand discovered
- Convinces & converts the audience
What do people want and need?
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 ••

ORDER WITHIN THE NEXT RECEIVE YOUR ORDER ON
20 HR 32 MINS 51 SECS Friday 8th
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
A HUGE OPPORTUNITY

Relevant search volume distribution

<table>
<thead>
<tr>
<th>Country</th>
<th>Monthly Searches</th>
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<tbody>
<tr>
<td>Australia</td>
<td>122K, 83K, 492K</td>
</tr>
<tr>
<td>Germany</td>
<td>185K, 170K, 948K</td>
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<tr>
<td>UK</td>
<td>534K, 332K, 1.6M</td>
</tr>
<tr>
<td>USA</td>
<td>927K, 94K, 6.0M</td>
</tr>
</tbody>
</table>
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

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.
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**: 7,682 per month

**Organic keywords**: 3,379

Source: ahrefs, Mar 2018
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.
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 AND SHARE THE ROUTE THAT'S BEST FOR THEM.
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!
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

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.

Final Whitepaper
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)

Including:

- Head of People, Morrices PLC
- HR COO, Lloyds Banking Group
- Head of Transparency, Vodafone
- CEO, Camellia PLC
- Director, ABB Robotics
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%
ROADMAP INSIGHTS

Correlation score shift: Domain authority vs. brand search volume

<table>
<thead>
<tr>
<th></th>
<th>Sep-17</th>
<th></th>
<th>Apr-18</th>
<th></th>
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<tbody>
<tr>
<td>Correlation score</td>
<td>88.26</td>
<td>67.32</td>
<td>84.58</td>
<td>78.01</td>
</tr>
</tbody>
</table>

- **Domain Authority**
- **Brand search volume**
RANKING DISCREPANCIES

% of available clicks reached

Established products

- Home Insurance: 22.9%
- Loans: 22.6%
- Car Insurance: 19.6%
- Credit Cards: 19.3%
- Pet Insurance: 15.7%
- Travel Insurance: 12.6%

Unestablished products

- Travel Money: 3.4%
- Current Accounts: 1.9%
- Savings: 0.4%
- Mortgages: 0.3%

> 10% clicks reached
< 10% clicks reached
CONSUMER AWARENESS

Brand + keyword search volume - relative to market

% brand + product search volume vs. top 3

Credit Cards: 333%
Loans: 245%
Home Insurance: 239%
Car Insurance: 188%
Pet Insurance: 169%
Travel Money: 111%
Current Accounts: 88%
Travel Insurance: 81%
Life Insurance: 65%
Mortgages: 30%
Savings: 29%
CONSUMER AWARENESS

Brand + keyword search volume - relative to top 3

- Established products: 189%
- Unestablished products: 65%
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Thanks.