Content workshop for **AmCham**

2016

9.9 h

(SOURCE: eMarketer)

POEPLE ARE NOT CONSUMING SCREENS „BECAUSE OF CONTENT"

THEY WANT TO SOLVE THEIR PROBLEMS AND NEEDS

WHAT TYPES OF CONTENT?

TEXT

VOICE

STILL IMAGE

VIDEO

CONTENT MYTHS...

Content is text

Content marketing = articles on my site

Content has to be top quality

It should be brief enough

More content = better for us

I need to have our content under control

Content strategy = SEO

Content is cheap

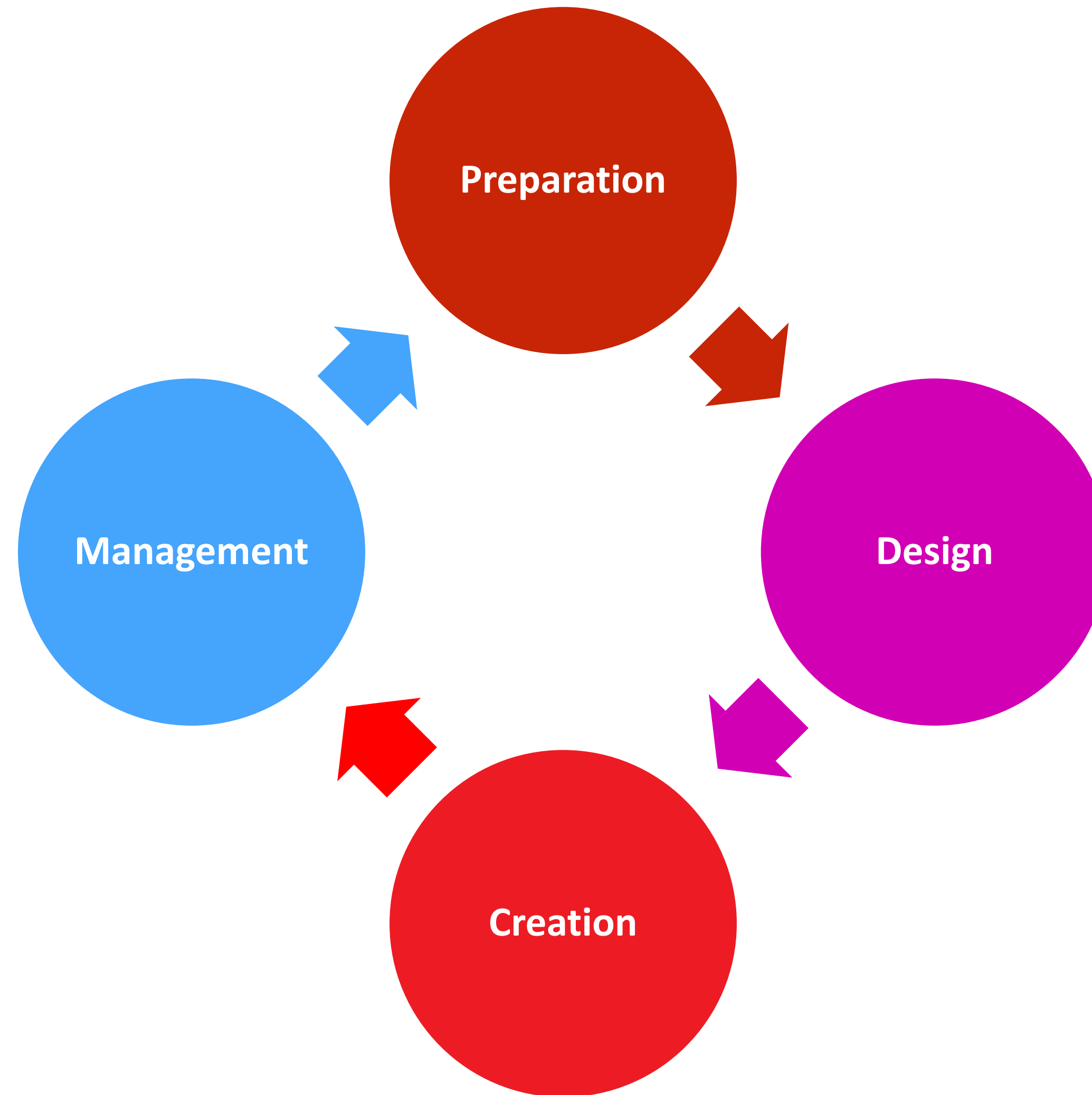**Its easy to create content**

ITS OPTIONAL…

ITS DURABLE…

THEY ARE MORE CHOOSY

… AND MORE DEMANDING THEN EVER

CONTENT LIFE - CYCLE

Preparation

Preparation Us

- Company targets definition – who we are, what our values are, what our benefits are

- Content audit

  - Quantitative – where we have what, who takes care about this, when was the last update...

  - Qualitative – quality, relevancy and prioritization evaluation

- Competition analysis

  - Who is my competitor? What are they publishing and where?

  - Pluses and minuses – opportunity to differenciaton

TARGETS?

To give my audience informations about news

To write blog-posts

Instagram picture twice a week

Infographics creation

❌ To give my audience informations about news

❌ To write blog-posts

❌ Instagram picture twice a week

❌ Infographics creation

⭐ More evening reservations in my restaurant

⭐ No. downloaded Apps

⭐ Newsletter registration

⭐ Inspiration for my audience

COMPANY VALUES

WHAT TYPE OF CONTENT YOU WILL SHARE WITH YOUR CUSTOMERS:

„We will share user-facing, task-based content that makes our customer feel smart and safe, both personally and professionally."

CONTENT AUDIT

CONTENT AUDIT - example

Sales	Product	Navigation	Support	Manual	PR/media
Goods, products, music, e-book	Captions, pistures, videos	Section namings, Call-to-action,	About us, referencies, case studies	How to choose..., video, FAQ	Press releases, logos
E-shop	Product page	Menu, buttons, SMS	Company wesbite, employees	Company website	Company website, email

User	Communication	informations	viral	technical	internal
Questions, comments, reviews, notes	Reactions on customer´s questions, conversations	Legal information	Infographics, games, videos	Metadata	Contracts, orders, analysis, processes
Helpdesk, FB, email	FAQ, manual, company website	Company website	Blog, YouTube, LinkedIn	Source code, XML, RSS	Intranet, shared disk

COMPETITION ANALYSIS

Strengths

(areas you do well or advantages of your organization)

Opportunities

(external factors that may contribute to your organization and can build up your strengths)

SWOT

Weaknesses

(areas to be improved)

Threats

(potential problems/risks caused by external factors that your organization may face)

Preparation cutomers

- Name, gender, age, job, education, worldview

- Demands, needs, barriers, expecations, arguments

- User scenarios

- Keyword analysis

  - What do people search

  - What they are interested in

  - How do they call that

- Customers´ behaviour
  - How they communicate
    - When, why?
    - Are we there?

Design

Design

Information architecture

Channels, forms

Structure and USP

Content modeů

Styleguide

Language

Style

Tone of voice

Plan

Topics

Dates

Sources

Design Information architecture

- You have to define

  - Channels: Web, mobile app, social media…

  - Content genre + style

  - Formats: pictures, videos, articles

  - Metrics: based on what you can measure content

- Content structure

  - List of informations, USP

  - Connectivity, placement, proritization

  - Metadata

This actually creates CMS demands

OUR CONTENT FITS VARIOUS PLATFORMS

Design Styleguide

- Manual for content creators

  - Target group

  - Rules, style and tone of communication

  - Language rules

  - Formating

  - Targets and metrics

- Internal content

  - CMS handling

  - Process proposal – people and resources

Connect your values with concrete words

Identify expressions you don´t want to use

WHAT ARE YOUR WORDS OF PERSUATION?

Design plan

- Content publication plan

  - Platform, form, type of content, topics, targets and metrics, people, dates

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Date	Theme	Topic	Contributor	Keywords
Twitter				
11.1	Events	Industry Event GR	Jane Doe	new technology
Facebook				
13.1	Events	Industry Event Chicago	John Smith	new technology
Blog				
2.1	Research	Top Industry KPIs	Joe	industry benchmarks
10.1	Research	Our Company Survey	Joe	survey results
15.1	Research	Tech Summit	Joe	new technology
23.1	Research	Industry Trends	Joe	industry R & D
YouTube				
29.1	Events	Industry Event Video	John Smith	new technology
Other				
17.1	Article	How to plan for future	Sam	Industry Impact
21.1	E-Mail	Latest News	Mike	Value

Creation

Creation

Content matrix

Project overview

Daily journal

Proces

task

remarks

approval

publication

Tvorba Proces

- Checklist

  - For task, remarks and approvals

- Creation management

  - Communication with all participants

- Early check of correct display

Management

Management

Evaluation

Analysis

Update

adjustments

archivation

development

- Update/adjust/delete your content on regular basis

  - Based on targets and results

- Plan development of your content – publication plan

  - Whats the plan of your company, whats going to happen next month / year?

  - Whats currently happening at you company?

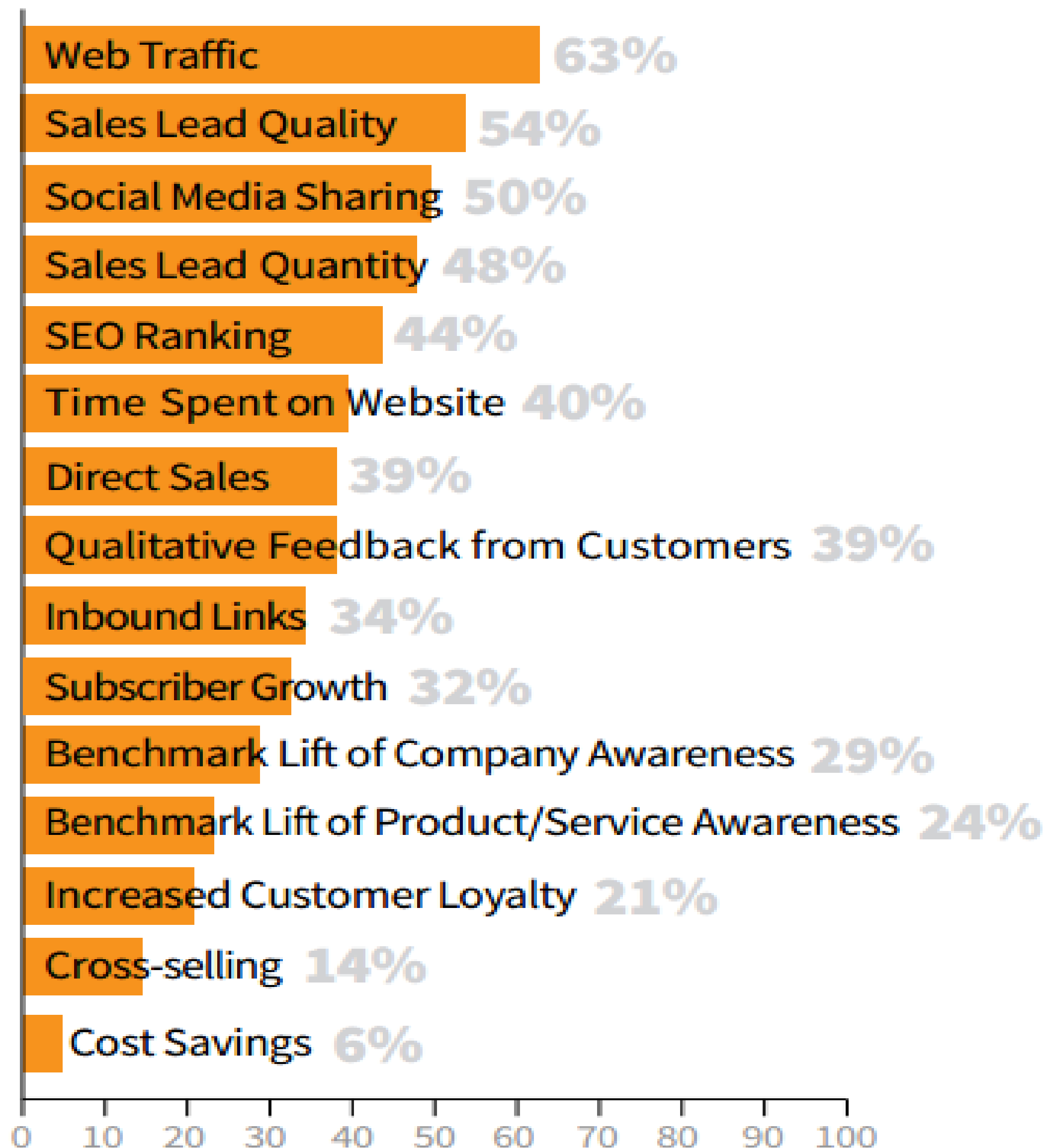 - Whats news in your business / segment? Localy or worldwide

Management evalutation

- Content efficiency analysis

  - Based on set up metrics

- Another evaluation options

  - Ask ☺

  - Surveys dedicated to content

CONTENT METRICS

- **Reach:** visitors, views…

- **Activation:** reaction, shares, backlinks, notices…

- **Conversions:** sales, inquiry, registrations, downloads, form completions…

- **Emotions**: likes/dislikes, helped/didnt help, (not)good feeling…

- **Feedback:** from customers, employees, colleagues…

- **Costs:** money, time…

Metrics for B2B Content Marketing Success

Metric	Percentage
Web Traffic	63%
Sales Lead Quality	54%
Social Media Sharing	50%
Sales Lead Quantity	48%
SEO Ranking	44%
Time Spent on Website	40%
Direct Sales	39%
Qualitative Feedback from Customers	39%
Inbound Links	34%
Subscriber Growth	32%
Benchmark Lift of Company Awareness	29%
Benchmark Lift of Product/Service Awareness	24%
Increased Customer Loyalty	21%
Cross-selling	14%
Cost Savings	6%

Metrics for B2C Content Marketing Success

Metric	Percentage
Web Traffic	66%
Social Media Sharing	52%
Time Spent on Website	46%
Direct Sales	44%
Qualitative Feedback from Customers	43%
SEO Ranking	41%
Increased Customer Loyalty	40%
Subscriber Growth	35%
Benchmark Lift of Company Awareness	29%
Benchmark Lift of Product/Service Awareness	27%
Inbound Links	27%
Sales Lead Quality	27%
Sales Lead Quantity	23%
Cross-selling	14%
Cost Savings	11%

TIPS FOR YOUR CONTENT CREATION
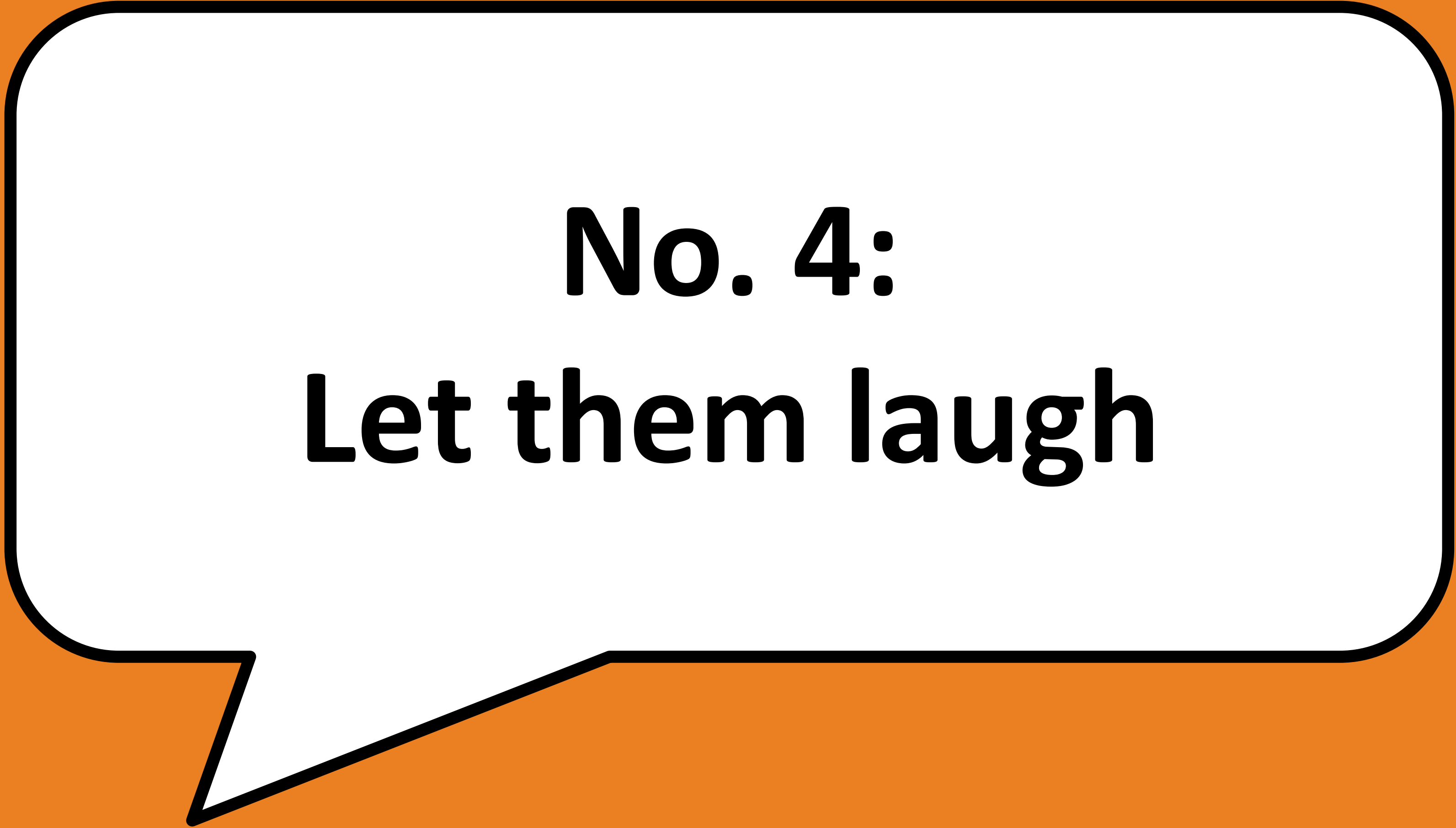
No. 4:
Let them laugh
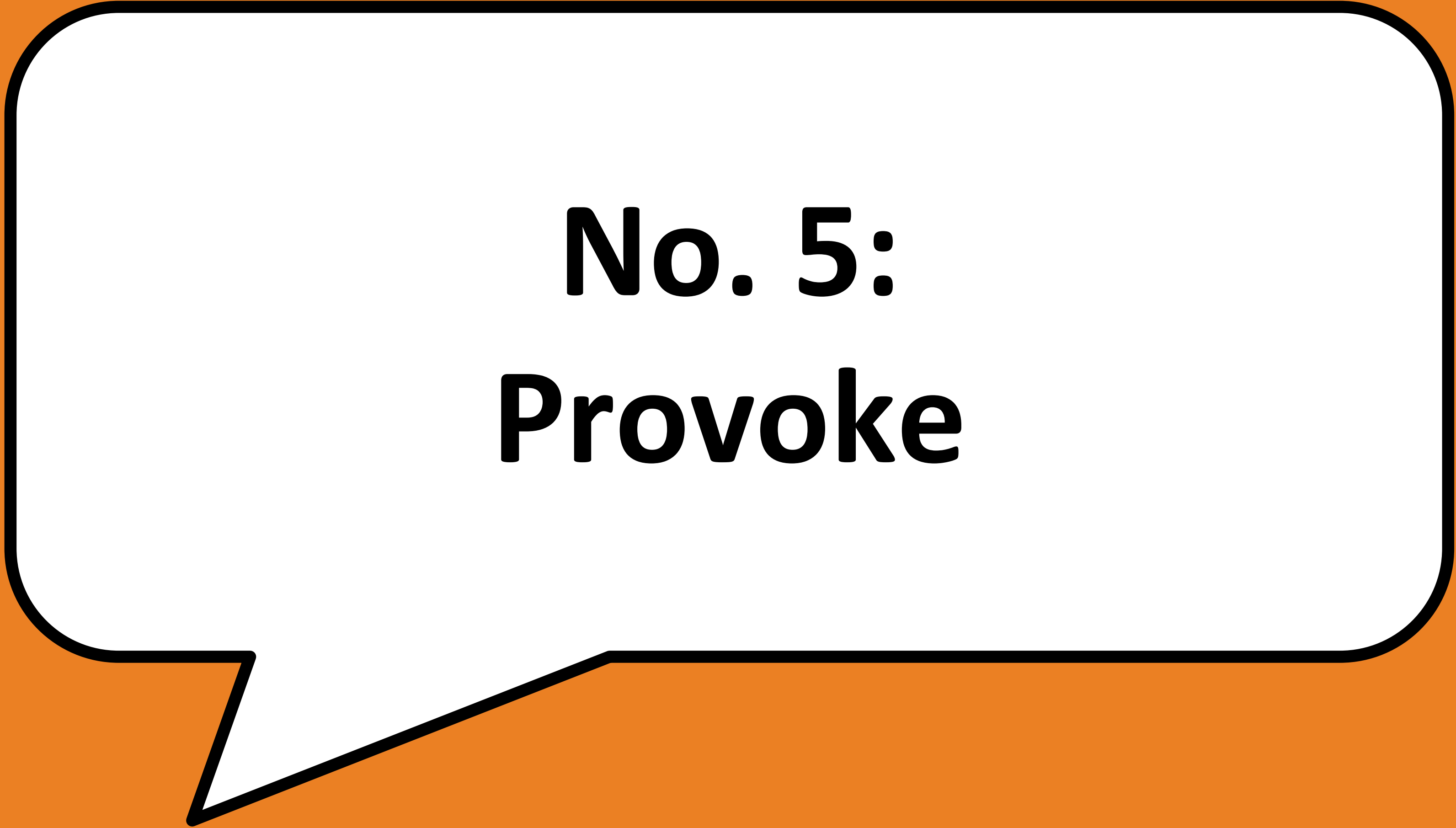
content is KING

Content is king.

CONTENT IS KING

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content is king

CONTENT IS KING!

Content is ♔

EHM...

IN A GALAXY FAR FAR AWAY... CONTENT WAS STILL KING
Live +SOCIAL

CONTENT

CONTENT K ♠ CONTENT ♥ K

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