

Content Marketing

The need to listen, evolve and transform is more apparent than ever before in our marketing lifetime. In a world shaped by movement, uncertainty and confusion, your content strategy could make or break a brand's reputation. Now is the time to audit your creative storytelling to ensure to ensure it's consistent from the new digital DNA right through to amplification. This involves assessing your content lanes for alignment with brand pillars; allotting resources to subject matter experts deep in your product or services base; and connecting with middle-of-the-funnel activities to pull prospects from consideration to intent to purchase.

Many are struggling with the right framework for maximizing their content investment. That is, looking at the analytics of behaviors and audiences, evaluating content that resonates, building a compelling story, anchoring around a strong narrative and mapping it to titles for lead gen and pipeline growth. Taken a step further, how do we monitor the RIGHT engagement and implement performance measurement to understand traffic-to-value and ROI?

The new purchase cycle is no doubt a bit different, but the mechanics of the sale remain the same. Question remains – can your content replace the relationship side of the engagement? No – but there is no question that it must align and support that buyer journey in this current age of “digital everything.”

We've taken years of content marketing, earned media, storytelling and a data-driven approach to build out a simple way to integrate content across demand gen initiatives.

PAN is your content marketing partner to bring clarity, perspective and insight to your content marketing strategy. Here's what you can expect:

Discover

Proper discovery involves taking inventory of your content assets and evaluating their strength with respect to your brand perception, competitive positioning and impact on inbound efforts. Only by assessing the breadth and quality of your content across multiple departments, including sales, marketing and customer experience, can you surface the level of insights and guidance needed to improve before-the-funnel metrics and map content to audiences you need to reach and influence.



Assess

When developing your content strategy, do you assess it at the same time? Without a full-blown assessment of the past and present, you won't be able to see the gaps. For example, if you haven't evaluated your content format performance, then you won't know which formats are most consumable for your audience. And where we are now living in a truly “always on world” – is it the right style, with the perfect message at the right time?



78%
of marketers consider content marketing/storytelling a top priority for the second half of the year

Build

Connected content is where the rubber meets the road. One of the goals of content marketing is to create a connection with your audience built on trust, values and support. In a news cycle saturated with fake news or just unnecessary noise, standing out is paramount. Building trust enables your audience to see you as an expert and a thought leader – which equals brand equity, credibility and revenue.

You can accomplish this by enhancing their experience and speaking authentically. Ensure these characteristics and goals are part of your content marketing strategy so that you have a holistic approach to developing trust when building your library. Start by mapping content to each stage of the buyer's journey: awareness, consideration and decision.

Measure

Determining if your content strategy is performing as expected isn't easy, and without understanding your content's impact, you're just making content for content's sake. Mastering content analytics and identifying content's specific effect on how you attract and convert new customers is challenging. It takes time to craft the right approach so that you truly measure the metrics that matter. The best rule of thumb is to measure early and measure often.

Optimize

Even if your content may be performing well, your content marketing strategy may still need adjustments. Optimize your strategy with data. As you execute the strategy and begin to gather analytics on your content, you'll understand what your audience is responding to the most. Use those insights to your advantage. You can then leverage this to build upon a strategy that's already working well.

Early Questions to Ask:

- Who are your competitors?
- What does the market say about you?
- Who is your Ideal Customer Profile?
- What is your brand reputation?
- What are you known for?
- What are your goals?

Building Personas with Customer Data

- Integrate your sales team
- Interview customer support staff
- Conduct in-depth customer interviews
- Analyze external research
- Establish content performance testing
- Current consumption analysis
- Sentiment analysis



The global pandemic has made more marketers consider the value of a diversified content strategy.

58%

of marketers are considering adding webinars to their content strategy

50%

of marketers are leaning into the power of video

Assess your digital footprint with DiVA

Evaluate your online presence and advance your communication organization

Common Goals

- Increase traffic to valued website pages
- Growing awareness of your products
- Supporting customers
- Advocating for a change in thinking
- Attracting & retaining employees
- Encouraging downloads, sign-ups, etc.
- Nurturing leads into conversions
- Building customer loyalty
- Growing word of mouth

Metrics that Matter

- Traffic, views, shares
- Decrease bounce rate and increase time of site
- Downloads, reduction in support calls
- Engagement on social media
- Number/quality of job applicants; staff turnover
- Conversion of traffic to trial
- Earned media success with content assets
- Use by sales reps, conversions from email
- Newsletter sign-ups, word-of-mouth referrals

Approach

- **Create and optimize content for the awareness stage**
 - PR, blogging, SEO, social media, virtual events, thought leadership
- **Nurture leads within the consideration stage**
 - Newsletters, premium content (eBooks, video, social shareables, infographics, web copy/landing pages, demos and microsites)
- **Content alignment for the decision stage**
 - Voice of customer, personalization via ABM, third-party validation (partners, analysts, influencers, etc.)

Content Analytics

- **Consumption metrics:** Page views, unique visitors, bounce rates, time on page, opt-ins, conversions, impressions, open rates, click-throughs
- **Sharing metrics:** Website, blog, and online assets shares, social shares
- **Retention metrics:** New and returning visitors, bounce rate, social media follower rates, unsubscribes
- **Leads metrics:** New titles in pipeline, leads generated by specific content, existing leads engaged with the new content, conversion strength
- **Sales metrics:** Sales opportunities, revenue, pipeline, organic growth opportunities, shortened sales cycles, lower customer acquisition costs, increased customer satisfaction, higher win rates, strengthened WOM

Content Inventory and Optimization

- Keep content fresh - weekly/monthly
- Review internal links, pillar strategy and anchor text
- Focus on topics instead of keywords - pain points
- Fill in the content gaps - track journey and patterns
- Optimize page structure
- Stop writing for search engines
- Focus on addressing user intent
- Optimize images with alt tags and image tags
- Optimize video with titles, descriptions and tags



68%

of marketers can attribute their content marketing efforts to revenue

Content marketing should be the cornerstone of a strong lead gen and inbound strategy. It can drive conversions and improve advocacy while helping sales focus on the accounts that matter. PAN will take on the challenge of content marketing with storytelling, creative, social media and analytics.

Questions to ask when planning your content marketing strategy:

- **What is the overall goal for your content?**
 - What problems are you trying to solve?
 - What questions are you trying to answer?

Who are you trying to engage?

- Customers
- Prospects
- Current or prospective employees

What will you write about?

- What does your audience care about?
- What resources will you use?

What will your process be?

- How do you currently manage content?
- Do you need a blended team (internal & agency)?
- Will legal have to approve?
- Who will have final approval?

Who will produce your content?

- Do you have a dedicated team?
- Will you use internal employees?
- Do you have access to a creative team?

What type of content will you publish?

- Social
- Blog
- Press release
- Long-form content (byline/white paper)
- Case study
- eBook
- Infographic
- Video or animation
- Podcast

How will you distribute your content?

- Paid distribution strategies?
- Earned media and social channels?
- Do you have a budget?
- Will you rely on organic?
- Can you leverage influencers?

How often should you publish?

- What is the pace of your content?
- What is the style and tone of your content?
- Do you know your buyer behavior?

What will be your main KPIs?

- Consumption
- Engagement
- Acquisition versus retention
- Leads versus sales

How often should you revisit and tweak your strategy accordingly?

PAN

Interested in learning more?
Contact us at info@pancomm.com

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WE MOVE IDEAS.