

CONTENT MARKETING

Overview



FIRST THINGS FIRST...



About today's moderator:

With an extensive background in print and digital media, Isabella spent the early part of her career in newspaper sales working with local and national accounts. Isabella came to Advance in 2005 and is currently the Director of Direct Marketing and Advertising Content. She focuses on content marketing, preprint and custom print products, and works with the account executives to create multi-platform solutions for their clients.

Isabella Mest

Director of Direct Marketing and Advertising Content
NJ Advance Media
imest@njadvancemedia.com

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FIRST THINGS FIRST...



Randi Ungar

Director of Digital Development
NJ Advance Media
rungar@njadvancemedia.com

About today's presenter:

With a diverse media background working on both the print and digital side, Randi spent the early part of her career at Conde Nast. She got exclusively into digital in 2007, working with large national accounts on the display side of the business. Randi came to Advance in 2013 and is currently NJ Advance Media's Director of Digital Development, playing a large role in laying out the digital strategy for the company and is responsible for many of our larger partnerships. She focuses primarily on content marketing, audience targeting, and programmatic buying.

AGENDA

Evolution of Communication & Content

The content marketing landscape

- Where we are versus where we have been
- Understanding content consumption habits

Having a strategy- taking the proper steps and why its so important

- Key findings that support why companies need a strategy
- Defining your goals
- Dedicating Manpower
- Leveraging the right tools/ partnerships

Content as an overall marketing strategy

WHAT IS CONTENT MARKETING?

“Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience- with the objective of driving profitable customer action”



There are two different types of content marketing solutions

Native Advertising

A “non-interruptive “advertising message that fits our readers expectations and is as good as the editorial content on the page



Branded Content

Content created to promote a brand. It can be created in a native format or it can live on a brand’s owned channels

EVOLUTION OF COMMUNICATION

Events
Direct Fax
Direct Mail
Telephone

<1990

TV
Radio
Print
Display

IM
Email
Events
Direct Fax
Direct Mail
Telephone

1990s

TV
Radio
Print
Display
Cable TV
Website
Search
Online Display

IM
Email
Events
Direct Fax
Direct Mail
Telephone

1999

TV
Radio
Print
Display
Website
Search
Online Display
Paid Search
Landing Page
Microsites
Online Video
Webinars
Affiliate Marketing

Mobile Email
SMS
IM
Email
Events
Direct Fax
Direct Mail
Telephone

2000s

TV
Radio
Print
Display
Website
Search
Online Display
Paid Search
Landing Page
Microsites
Online Video
Webinars
Affiliate Marketing
Blogs
RSS
Podcasts
Contextual
Wikis
Social Networks
Mobile Web

Snap Chat/Poke
Apps/Push Notifications
Group Texting
Social DM
Voice Marketing
Mobile Email
SMS+MMS
IM
Events
Email
Direct Fax
Direct Mail
Telephone

2013

TV
Radio
Print
Display
Website
Search
Online Display
Paid Search
Landing Page
Microsites
Online Video
Webinars
Affiliate Marketing
Blogs/RSS
Podcasts
Contextual
Wikis
Social Networks
Mobile Web
Behavioral
Social Media & Ads
Virtual Worlds
Widgets
Twitter
Mobile Apps
Geolocation
Pinterest
Vine

EVOLUTION OF CONTENT



Bisquick's going
to help you more
Than any other package
in the grocery store!



"Yes, and here are four grand September-y ways to let Bisquick prove it! You'll make after-school cookies, doughnuts for crisp autumn mornings, fritters, even pizza, all from your Bisquick box. (It isn't really magic, it just seems like it!) To say nothing of your old favorites, pancakes and biscuits. Let Bisquick help. It starts you so far ahead, you have time to give the family more of the fun things, the gay things that make cooking so rewarding."



Betty Crocker General Mills



PUDDIN' COOKIES! Mix well $\frac{3}{4}$ cup Bisquick, 1 pkg. instant pudding mix (any flavor), $\frac{1}{4}$ cup salad oil, 1 egg. Form into small balls; flatten with hand on ungreased baking sheet. Bake 8 min. at 350 (mod.). Makes about 3 doz. They're fun!



PIZZA! Easiest pizza dough ever. You'll be the favorite mother anywhere around! The recipe is right there on your Bisquick box, tested (like all our Bisquick recipes) in hundreds of homes like yours. Tonight?



DOUGHNUTS! Surprised? Don't be. Bisquick's the beginning of so many things you'd like to make oftener. Why not make up a batch in a few minutes right now? Recipe's on your Bisquick box. Wouldn't everybody love you, though?



APPLE FRITTERS! Time now for apple-y things, heartwarming old-time food like fritters; add sausage patties, salad, and you have a meal. Easier fritters, now, and light as light because Bisquick's spun together. Recipe's on the box.

SEPTEMBER 1957

19

Surprise! Chopped Nuts In This Crust!



"A nut-rich, extra-flaky crust... so easy...
so sure, with dependable Gold Medal!"

Betty Crocker
of General Mills



NUT CRUST

$1\frac{1}{2}$ cups sifted GOLD MEDAL Flour $\frac{1}{2}$ cup chopped nuts
1 tsp. salt $\frac{1}{2}$ cup Wesson Oil
3 tbsp. cold milk

Heat oven to 475° (very hot). Mix flour, salt, finely chopped nuts. Measure oil, milk into same cup. Pour all at once into flour. Mix well. Press into ball; flatten. Roll between two 12" sq. waxed paper (to edges of paper). Dampen table top to prevent slipping. Peel off top paper. Place paper-side-up in pie pan. Peel off paper. Ease into pan. Flute. Prick well. Bake 13 to 15 min.

PUMPKIN CHIFFON

Fill with Pumpkin Chiffon (recipe in Gold Medal sack, or write Betty Crocker, General Mills, Minneapolis). Or use your favorite pumpkin pie filling recipe. Top with Reddi-wip.

• For this new STIR-N-ROLL nut crust and for everything you bake—depend on America's favorite flour. Gold Medal is the "Kitchen-tested" flour—tested in Betty Crocker's kitchens and in the kitchens of homemakers like you. Try it—enjoy "Gold Medal Success" every time.

Make it best with
Pure-mild, Wesson Oil
Gold Medal
"Kitchen-tested" Flour
Real cream Reddi-wip



EVOLUTION OF CONTENT



Pinterest

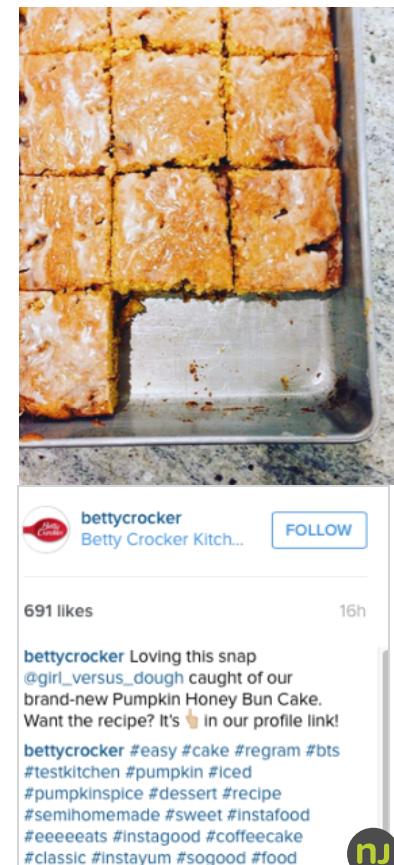
YouTube

Instagram

7.5k pins
184k followers

51 MM views
75k subscribers

531 posts
64k followers





The Content Landscape

HOW BIG IS CONTENT MARKETING

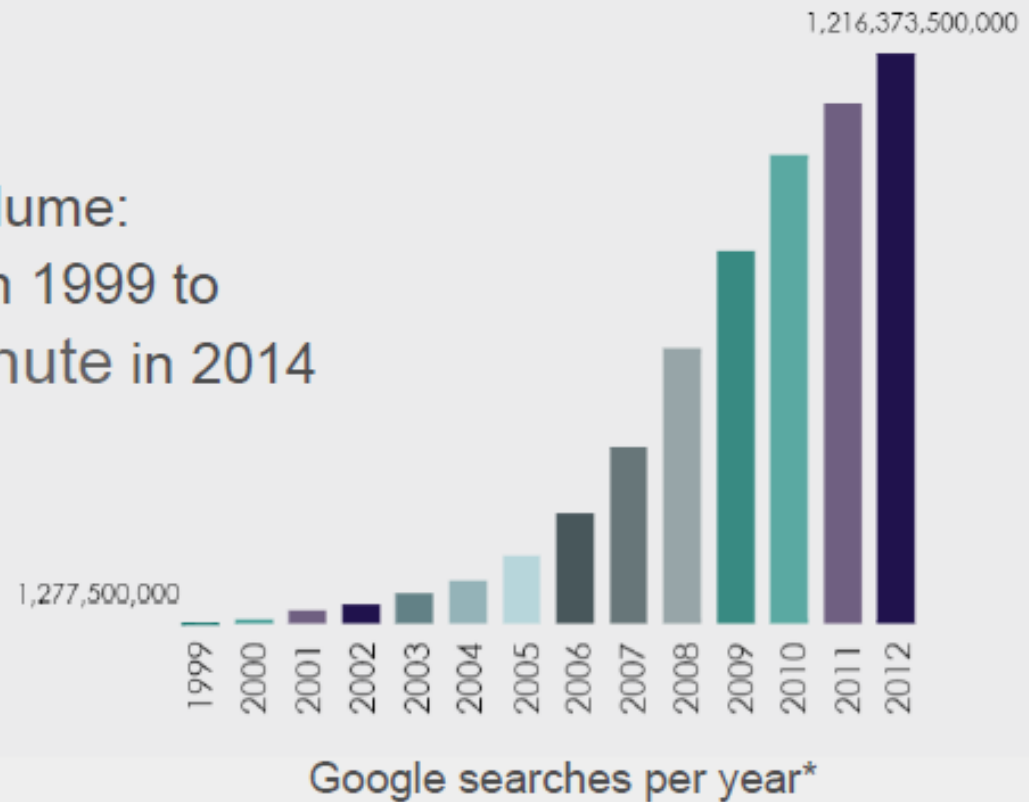
90 out of 100

Percentage of business that use
Content marketing
Bitly.com/cm-research



CONTENT HAS EXPLODED!

Google search volume:
3.5 million daily in 1999 to
3.5 million per minute in 2014



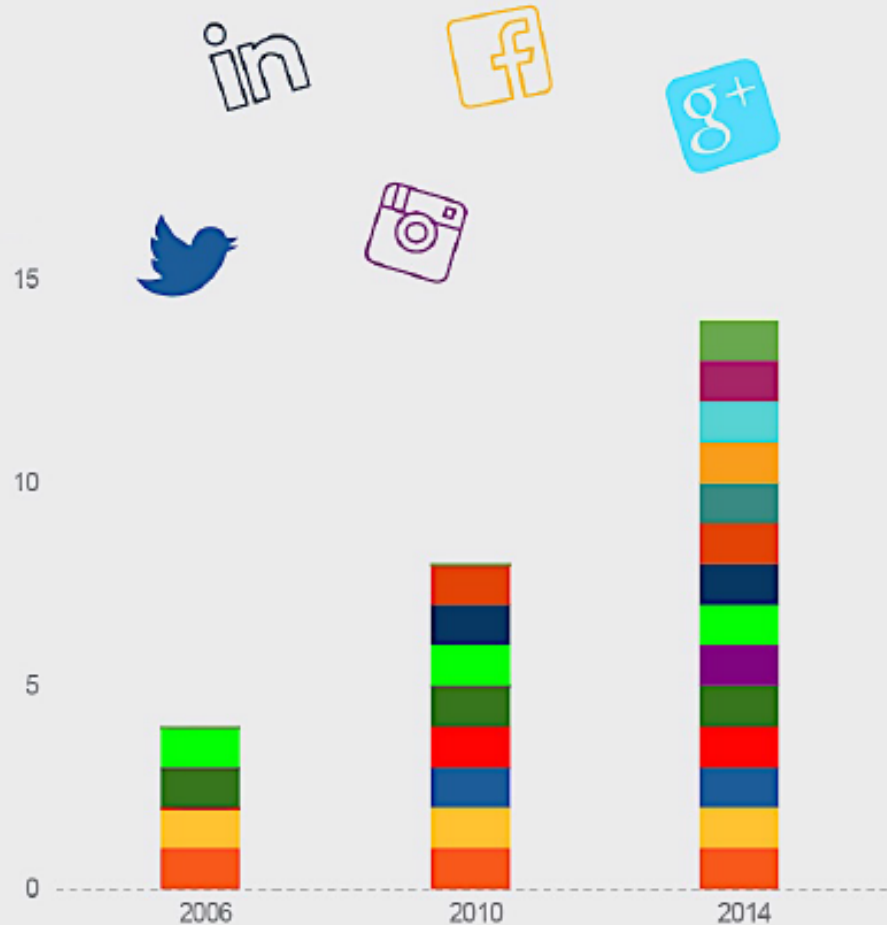
*Google Zeitgeist 2012

CONTENT HAS ALSO EVOLVED

People have more places to look

Social media growth

- Myspace
- Facebook
- Twitter
- Reddit
- Youtube
- Instagram
- Yelp
- LinkedIn
- FourSquare
- Pinterest
- Vine
- Google+
- Tumblr
- Snapchat



CONSUMERS CARE ABOUT CONTENT



90% of organizations market with content



50% of users time is spent on content



68% of people spend time reading about brands that interest them



57% read content marketing titles at least once a month



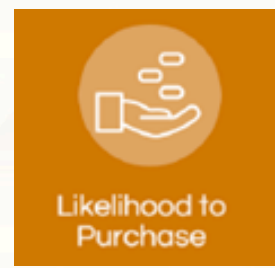
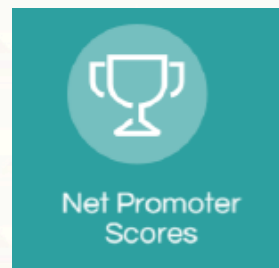
80% of people appreciate learning about a company through custom content



60% of people are inspired to seek out a product after reading content about it

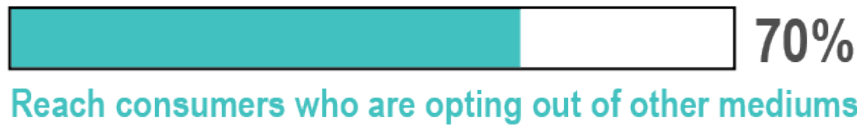
WHY ARE BRANDS INVOLVED?

They get the message: higher engagement with content yields lifts in a myriad of KPI's. Here are a few....



LET'S NOT FORGET- content marketing drives leads!

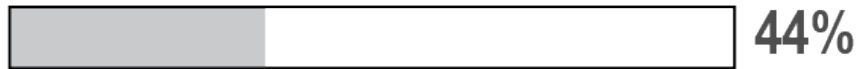
People who have said they would rather learn about a company through articles as opposed to advertisements



People who skip TV advertisements



People who ignore direct mail



People who unsubscribe from company emails



\$

Per dollar spent, content marketing generates approximately three times as many leads as traditional marketing

IT ALSO DRIVES TRAFFIC

Content helps customers find brands by improving search results and driving traffic to a site.

But what will they find when they get there?

Consumers are savvy: They smell an advertisement a mile away. If it's not valuable, they're going to click elsewhere.



WHY DO PEOPLE CONSUME CONTENT?



Emotional Needs

- Identity
- Community
- Entertainment
- Inspiration



Rational Needs

- Immediate Utility
- Information
- Enrichment

**Real content marketing
isn't about re-purposed
advertising- its about
making something worth
talking about.**

- Seth Godin



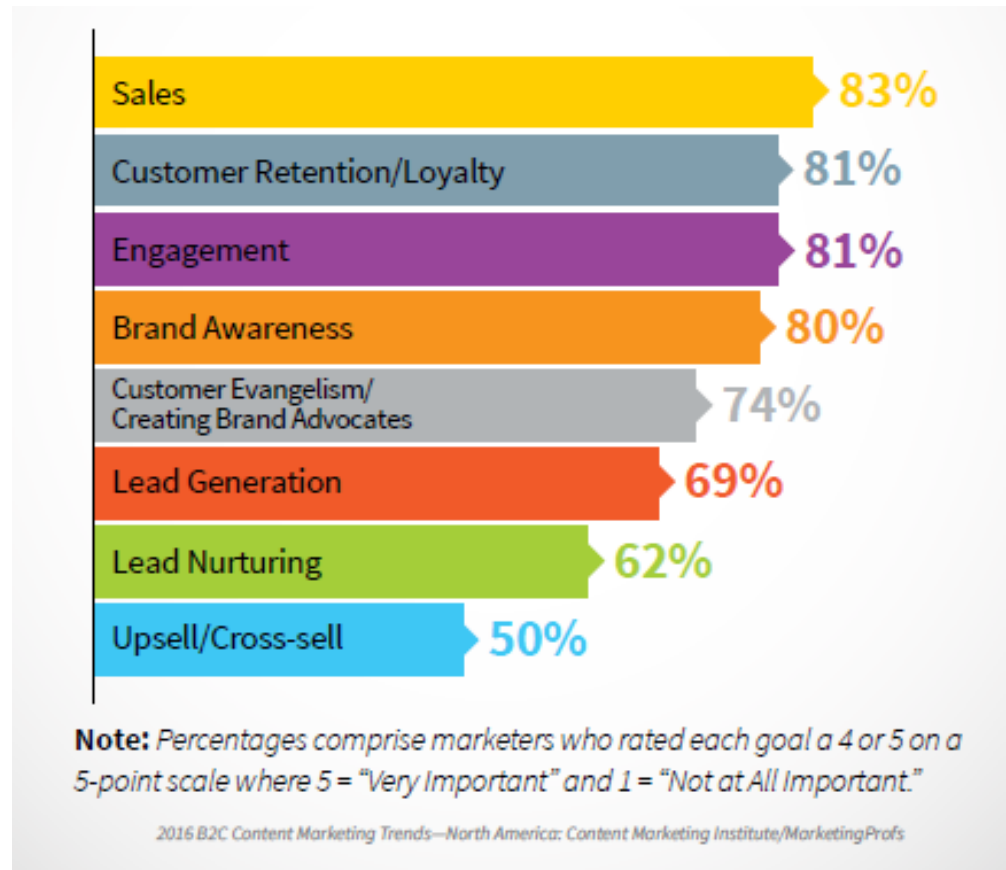


Strategy: Key findings that show the importance of having a solid strategy

A CONTENT MARKETING STRATEGY=

Knowing what you want to accomplish

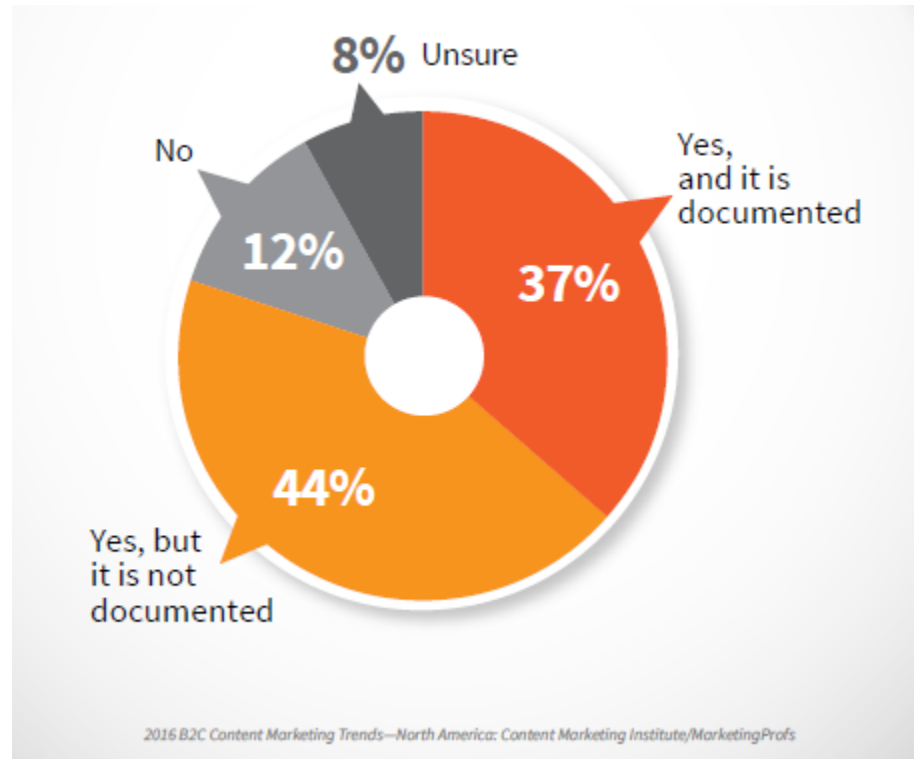
Organizational
goals for content
marketing



PERCENTAGE OF B2C MARKETERS

WHO HAVE CONTENT MARKETING STRATEGY

Marketers who have a documented content marketing strategy get better results from their content marketing tactics*

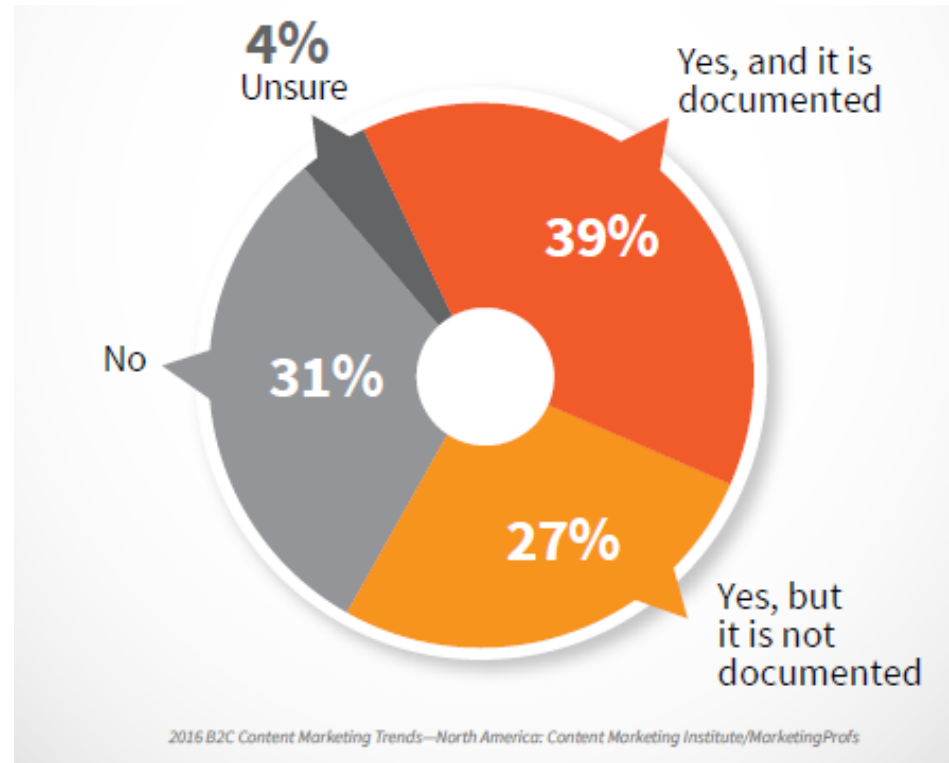


*Information from Content marketing institute 2015

THIS CORRELATES TO THE % of B2C

MARKETERS WHO HAVE AN EDITORIAL MISSION STATEMENT

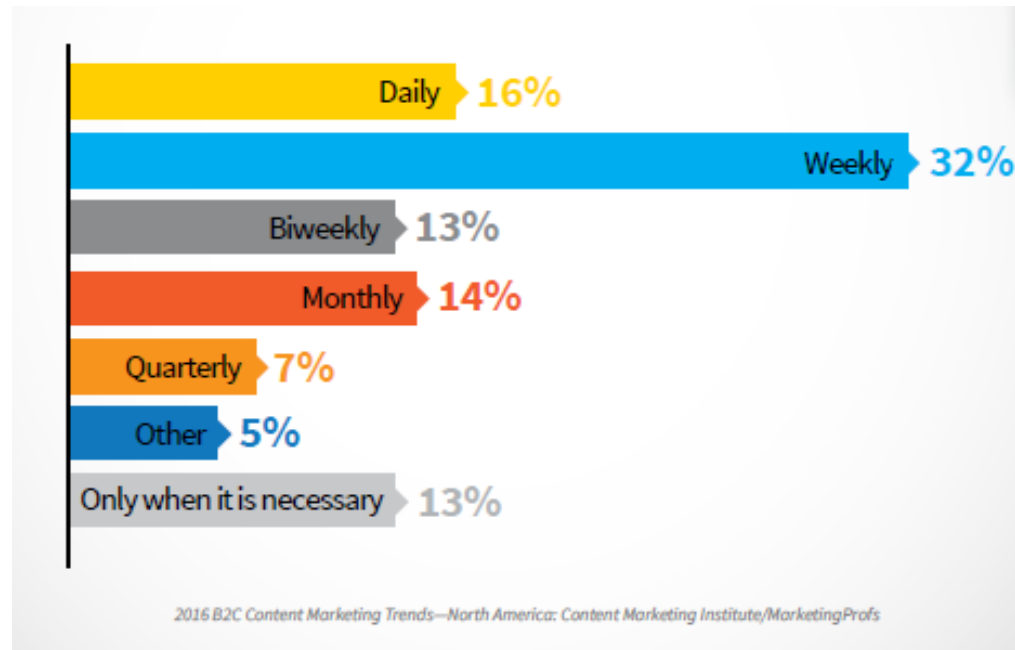
The likelihood of having a documented editorial mission statement increases if the marketer has a documented content marketing strategy*



COMMUNICATION IS KEY

HOW OFTEN B2C MARKETERS MEET TO DISCUSS THEIR CONTENT MARKETING PROGRAM

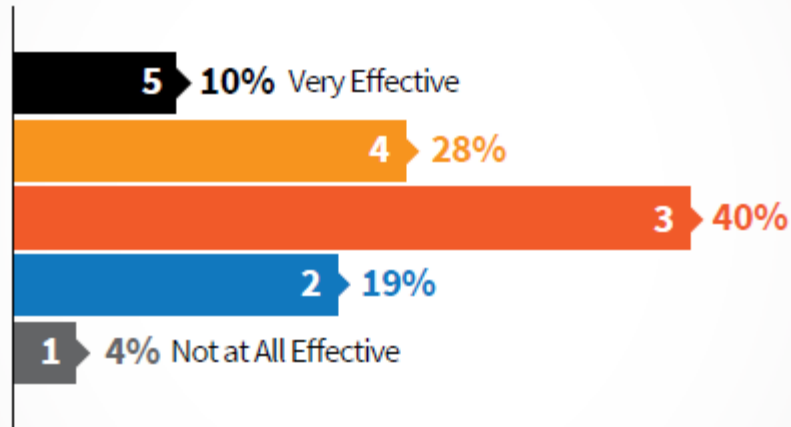
Additionally, the content marketing institute finds that effectiveness is greater among teams who meet more frequently



IS YOUR STRATEGY EFFECTIVE?

How B2C marketers rate the effectiveness of their organization's use of content marketing

Effectiveness is greater among teams who meet more frequently



Note: For this survey, we define effectiveness as "accomplishing your overall objectives." We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5, with 5 being "Very Effective" and 1 being "Not at All Effective") as the "most effective" or "best-in-class" marketers. The 1s and 2s are considered the "least effective," while the 3s are neutral.

2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



Strategy: How do you find one?

A CONTENT MARKETING STRATEGY=

GETTING IT DONE

PLANNING IS KEY



Define Goals



Dedicate
Manpower



Find a Partner



TOYO TOYO

**RULE #1:
KNOW YOURSELF.**



**RULE #2:
KNOW YOUR CUSTOMER.**





**RULE #2:
KNOW YOUR CUSTOMER.**





RULE #3: KNOW YOUR COMPETITION.



RULE #4: KNOW YOUR PROBLEM.





**RULE #5:
KNOW WHAT SUCCESS
LOOKS LIKE.**

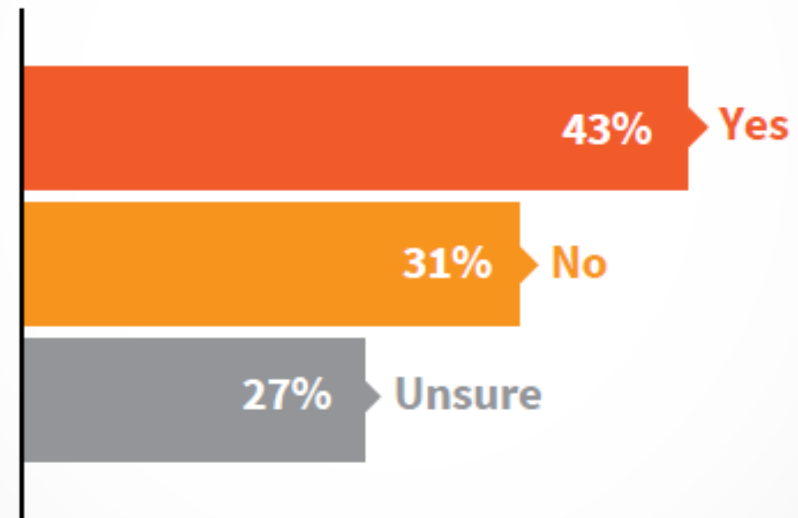
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CLARITY OF SUCCESS

% OF B2C MARKETERS WHOSE ORGANIZATIONS HAVE CLARITY ON CONTENT MARKETING SUCCESS

B2C marketers whose organizations have a clear vision of content marketing success are more effective than those that do not

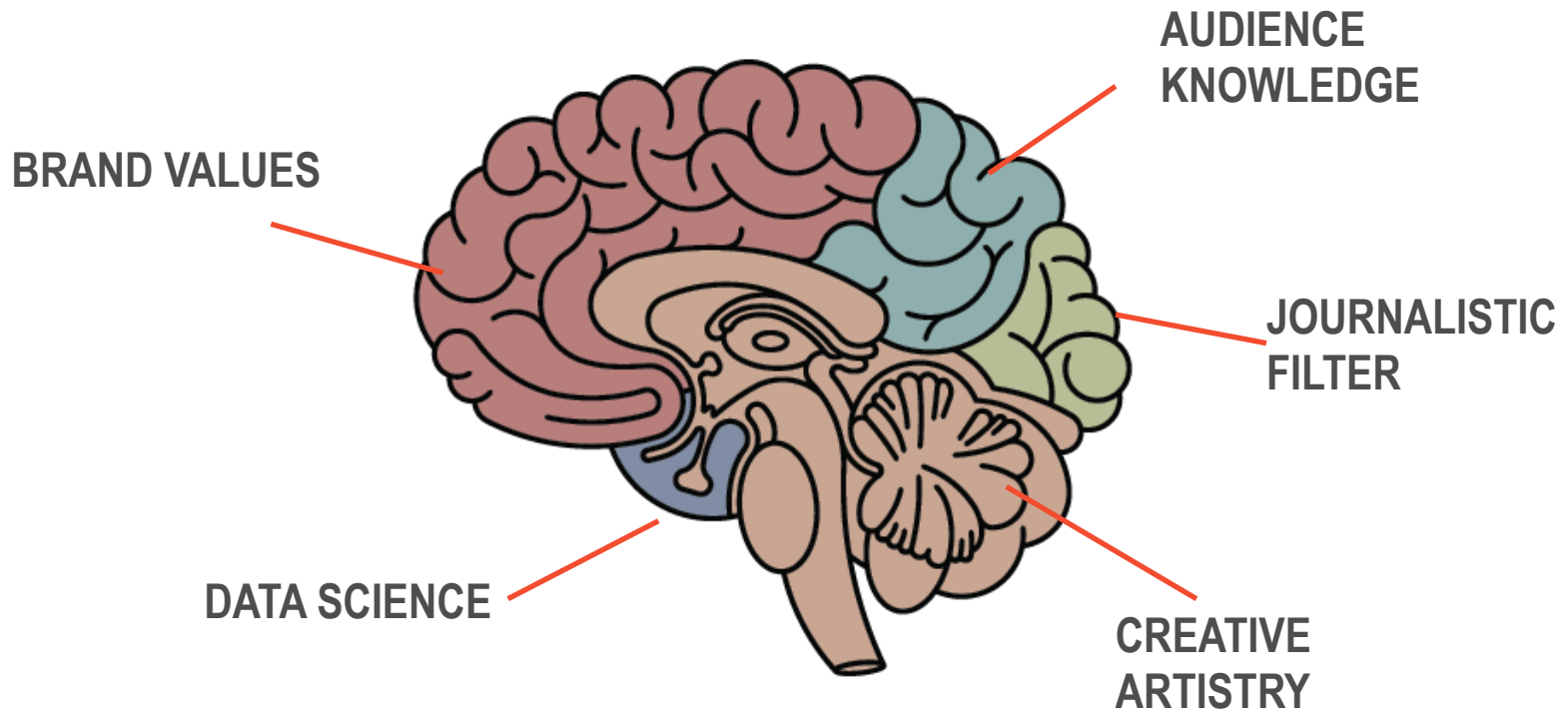
Percentage of B2C Marketers Whose Organizations Have Clarity on Content Marketing Success



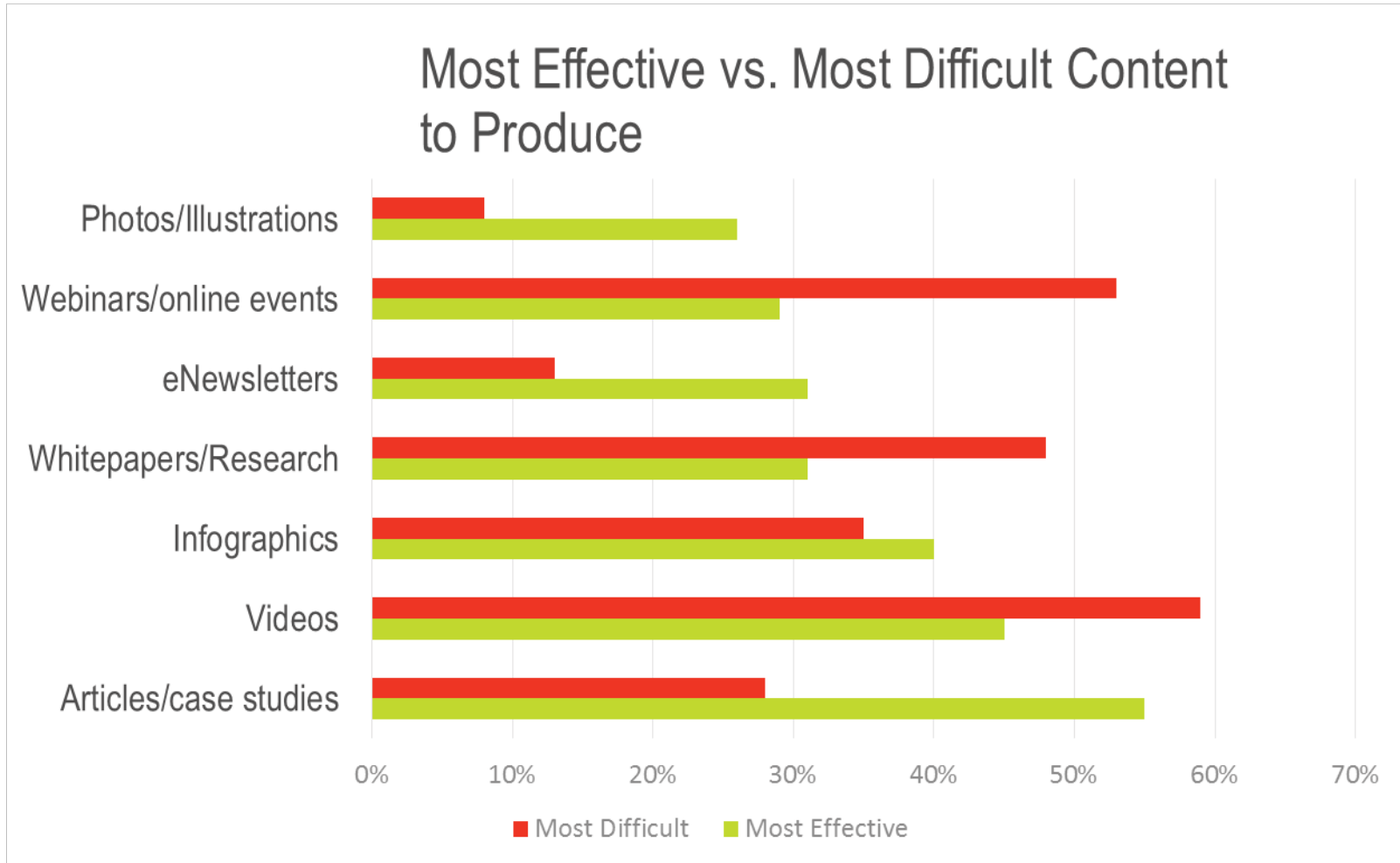
2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

IDENTIFY INTERNAL RESOURCES

CONTENT MARKETING MENTALITY - THE JOURNALISTIC FILTER IS KEY



IDENTIFY AREAS FOR PARTNERSHIP



CONTENT BECOMES THE STRATEGY

THAT DRIVES THE TACTICS

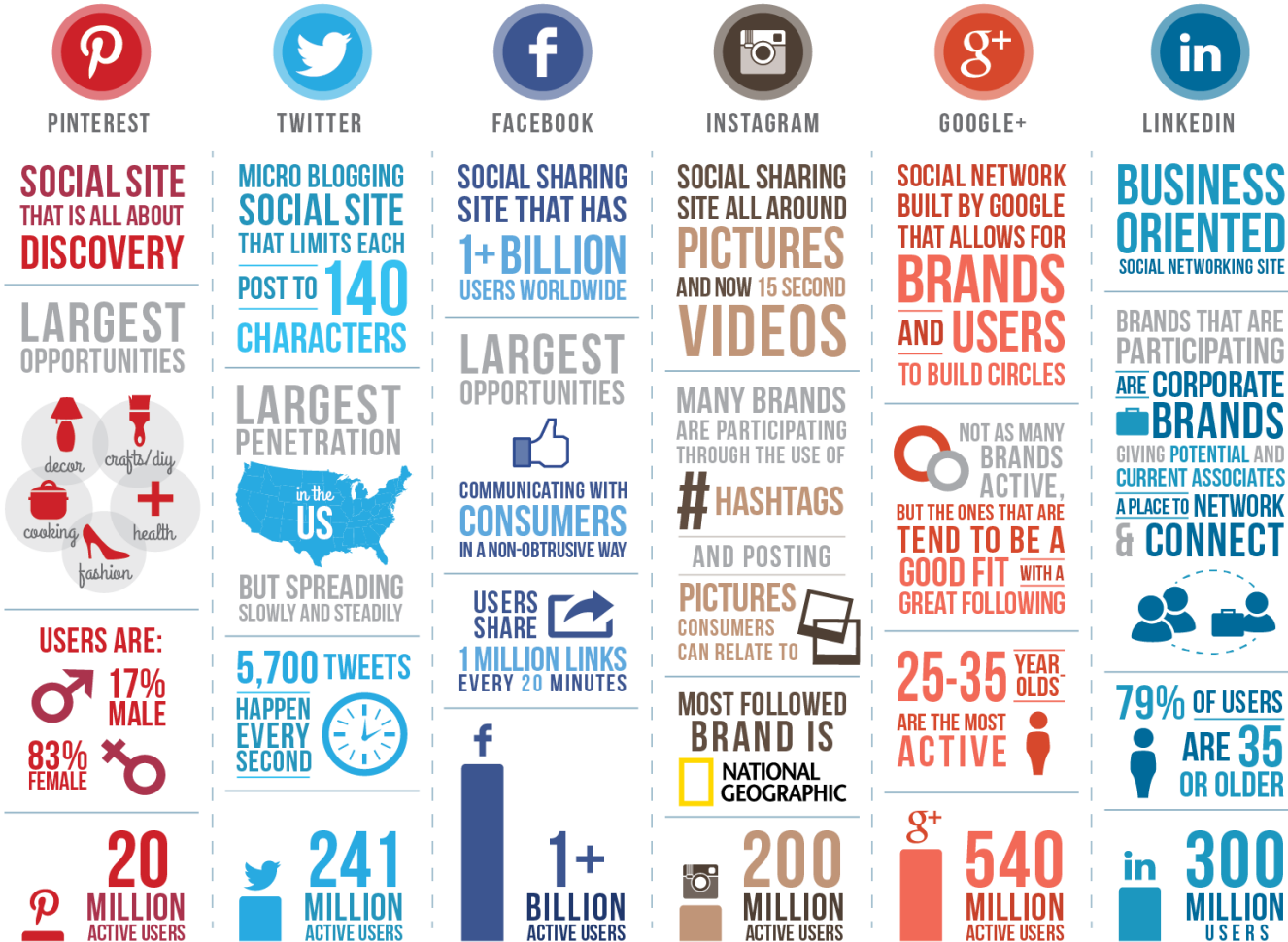


FUEL YOUR OWNED CHANNELS

- Use your business website as home base
- Include snack-size content in emails and link back for more
- Use social networks to reach current and potential customers through targeting



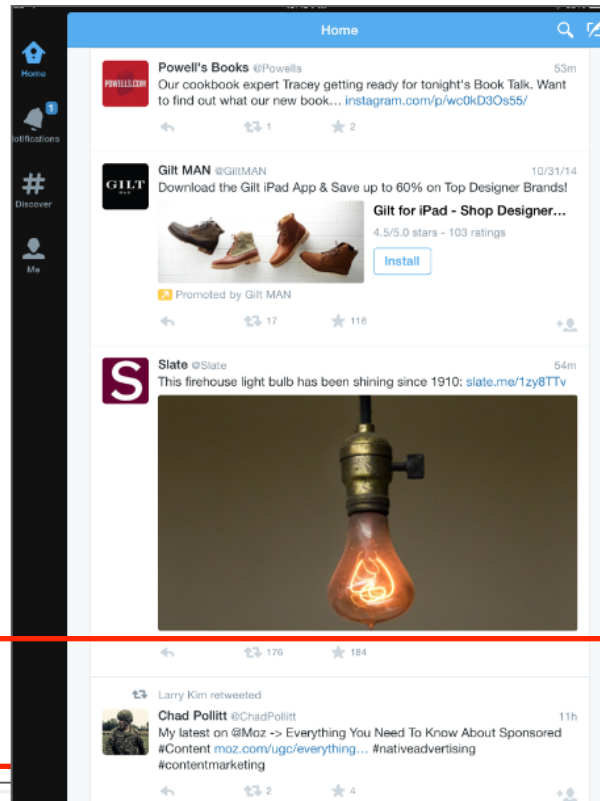
PUTTING SOCIAL MEDIA TO WORK



Statistics as of 4.25.2014. Designed by: Leverage - leverageagemedia.com

TWITTER

- Short, timely messages to entertain or educate
- Retweets can expand your reach exponentially



FACEBOOK

- Largest social site
- High level of targeting
- Receptive audience open to messages from brands
- No Like-Bait allowed

Office
Sponsored ·

Like Page

Five business owners share the secrets they wish they knew in the beginning. Download your free eBook.

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1.5k Likes 63 Comments 441 Shares

Like Comment Share

Last Name

Business Email

Country
Select... ▾

Company Size
Select... ▾

Job Role
Select... ▾

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What I wish I knew: 5 Small Business Owners Share Success Secrets

Share: [f](#) [t](#) [in](#)

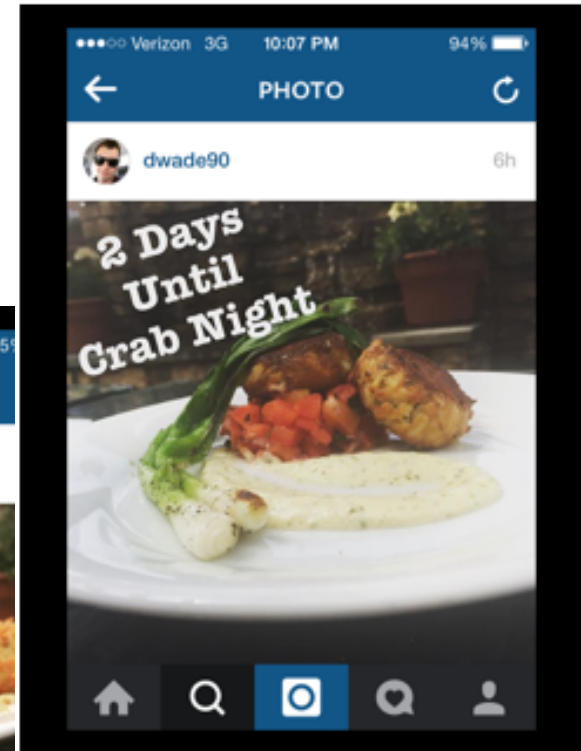
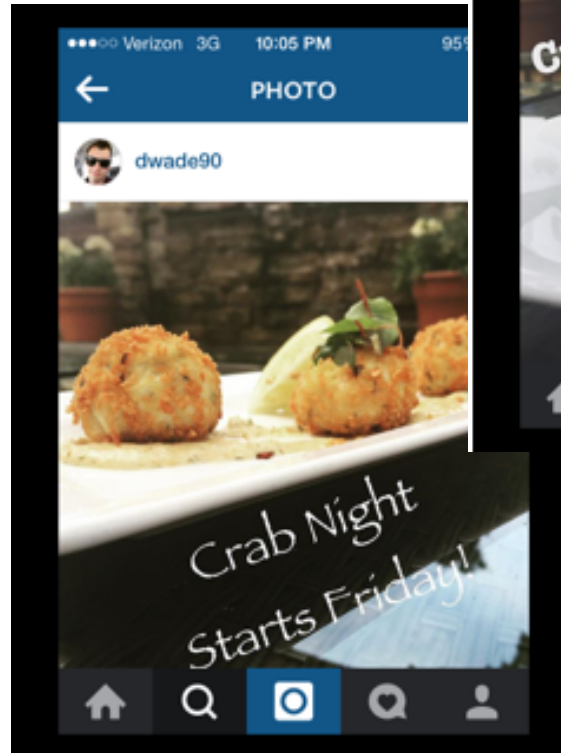
In a collection of stories called, "What I wish I knew," we asked successful entrepreneurs to share the insights and guidance they gained as they started their small businesses. From a yoga studio in Seattle to an innovative beverage company in Southern California, real small business owners offer real world advice, so you can manage common problems—before they arise.

Download the free eBook to learn how five entrepreneurs built their successful businesses, and offer some hard-won insights that may help you build yours. Here are a few tips to get you started:

- **Decide what matters.** Natalie Loeb of Loeb Consulting Group shares the importance of staying true to your values and investing in your business.
- **Find the keys to starting a successful business.** Amber Borgomainerio, cofounder of Breathe Hot Yoga in Seattle, says you need bravery, belief and balance.
- **Pay attention to the numbers.** Ted Vu, cofounder of innovative drink company Tastea, reflects on the importance of analyzing your data.

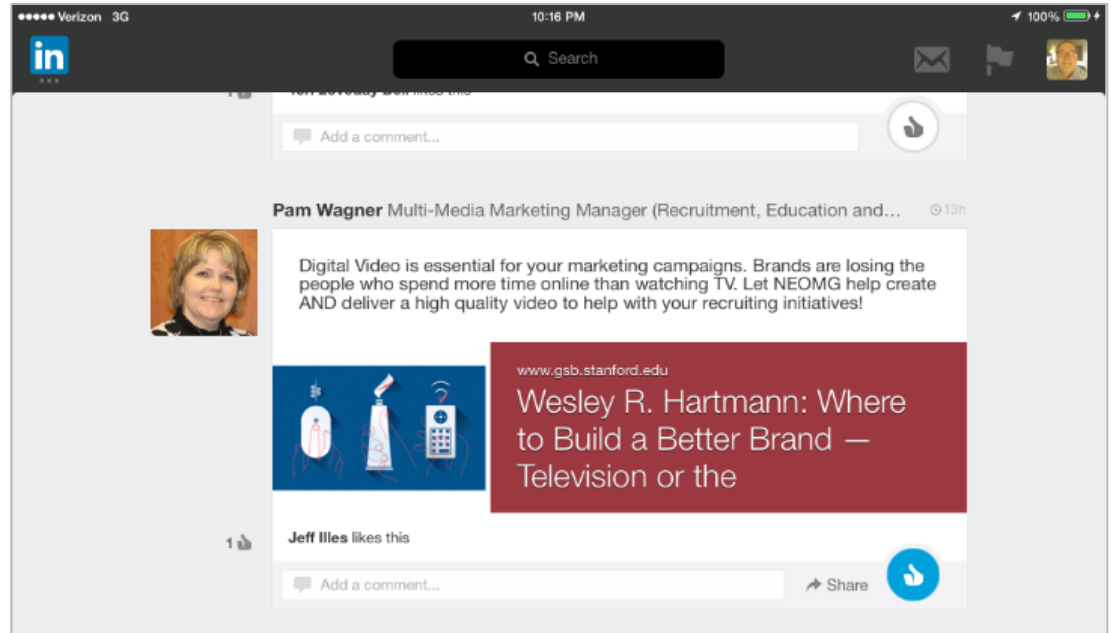
INSTAGRAM

- Great for businesses with visual appeal
- NEW Video functionality adds dimension
- Hashtag use helps create conversation



LINKEDIN

- B2B and partnership prospecting
- Sharing industry news and thought-leadership
- Recruiting fresh talent



DISTRIBUTE THROUGH TRUSTED, PAID CHANNELS

- Consider Sponsor Content
- Elevate your brand as a thought leader
- Drive earned media with “shareable” content that consumers will push forward

The screenshot shows a web page from NJ.com. At the top, there is a navigation bar with a menu icon, weather information, the NJ.com logo, and a search icon. Below the navigation bar is a banner for RCCA with the text "Don't compromise your cancer care. Choose RCCA. Over 100 Oncologists and 25 Locations" and a "LEARN MORE" button. The main content area features a "SPONSOR CONTENT" label above the article title "An RCCA oncologist explains how doctors classify a patient's cancer". The article is attributed to "Special to NJ.com" and dated "on January 07, 2016 at 10:30 AM, updated January 11, 2016 at 10:45 AM". There are "Print" and "Email" icons next to the date. The article text begins with "The news that you have cancer can be overwhelming, and much of the information you receive after learning your diagnosis can be difficult to absorb, including discussions about cancer stage and tumor grade," says Andrew Prosser, MD, FACP. To the right of the article is a photo of a doctor in a white coat with the RCCA logo, and a "LEARN MORE" button. Below the photo is another banner for RCCA with the same text as the top banner.

IN CONCLUSION

Content marketing can be a powerful tool for your company but only if you use it strategically

CONTENT MARKETING DO'S & DON'TS

DO:

- ✓ Produce original content that informs and entertains.
- ✓ Highlight your expertise in your industry and region.
- ✓ Use a variety of distribution channels.
- ✓ Start small and find help.
- ✓ Monitor what's working.

DON'T

- X Assume traditional marketing strategies are enough.
- X Think content marketing is only for bigger companies.
- X Forget who your audience is.
- X Bury your content on your website.
- X Say things you'll regret on social media.



QUESTIONS?

Contact for further information:
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