

HOW TO MAKE
HOW TO MAKE
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HOW TO MAKE

KICK-ARSE

SOME STRATEGY, SOME THEORY
AND A STACK OF SIMPLE IDEAS.

CONTENT
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CONTENT (N)

1. Catch-all term for 'stuff people engage with.'
2. A great new way to get customers to love you.



SEE WHAT
WE DID HERE?

CONTENT (S)

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BUSTING SOME CONTENT MYTHS



THEY DON'T

EVERYONE LOVES YOUR CONTENT.

98%* of your customers don't care about your content (and the other 2% probably work for you). More or less.



NOT EVEN

GREAT CONTENT CAN SELL ITSELF.

Making great content is only half the story. Even Netflix who spend \$8b making great content spent a further \$2b promoting it.



IF ONLY

CONTENT MARKETING IS REALLY EASY.

Posting stuff on the internet is easy. Working out what to post, when, where and how, that's the tricky bit. We can help.

*Like many content stats, this one is made up. But it's a good place to start.



ONE TWO THREE FOUR FIVE SIX SIMPLE QUESTIONS ABOUT MAKING GREAT CONTENT

WHO?

Who are we talking to? Why will they care?

Understanding your audience is the fundamental of any marketing. The tighter your target market, the better your content will perform.

WHAT DO WE KNOW ABOUT THIS RELATIONSHIP?

→ See [keeping your train on track on page 7](#)

WHAT?

What are people actually interested in?

Regardless of your NPS or brand engagement, most people have better things to think about than your brand. How do you earn their attention?

HOW CAN YOU ADD VALUE FOR YOUR CUSTOMERS?

→ See [the strategy sweet spot on page 6](#)

WHERE?

Where's the best place to connect?

What are people doing in the channels you're using? Are they chilling out? Are they checking in? Are you driving them back to your site to chat more?

WHAT'S THE BEST CONTEXT FOR YOUR CONVERSATION?

→ See [context is king on page 9](#)

WHY?

What is your content designed to achieve?

Why are you are creating content? Are you driving brand engagement, increasing awareness, genuinely helping customers – or something else?

WHAT'S THE BUSINESS REASON TO CREATE CONTENT?

→ See [the content paradox on page 5](#)

WHEN?

When is the best time to talk about your stuff?

Think time of day and time of year. How often should you share? What's happening in the world that can amplify your message?

WHEN'S A GOOD TIME TO CHAT?

→ See [three C's of when on page 8](#)

HOW?

How will you make something people remember?

Are you making a video, creating an infographic or writing a blog? However you create connections, the better you make it, the better it will work.

HOW DO YOU MAKE MEMORABLE CONTENT PEOPLE LOVE?

→ See [secrets of success on page 10](#)

THE CONTENT PARADOX

SALES

GOOD CONTENT SHOULD ALWAYS SELL STUFF.

The ultimate goal of commercial content is to sell something. If we're not making a difference to the brand or bottom line, we're missing the point.

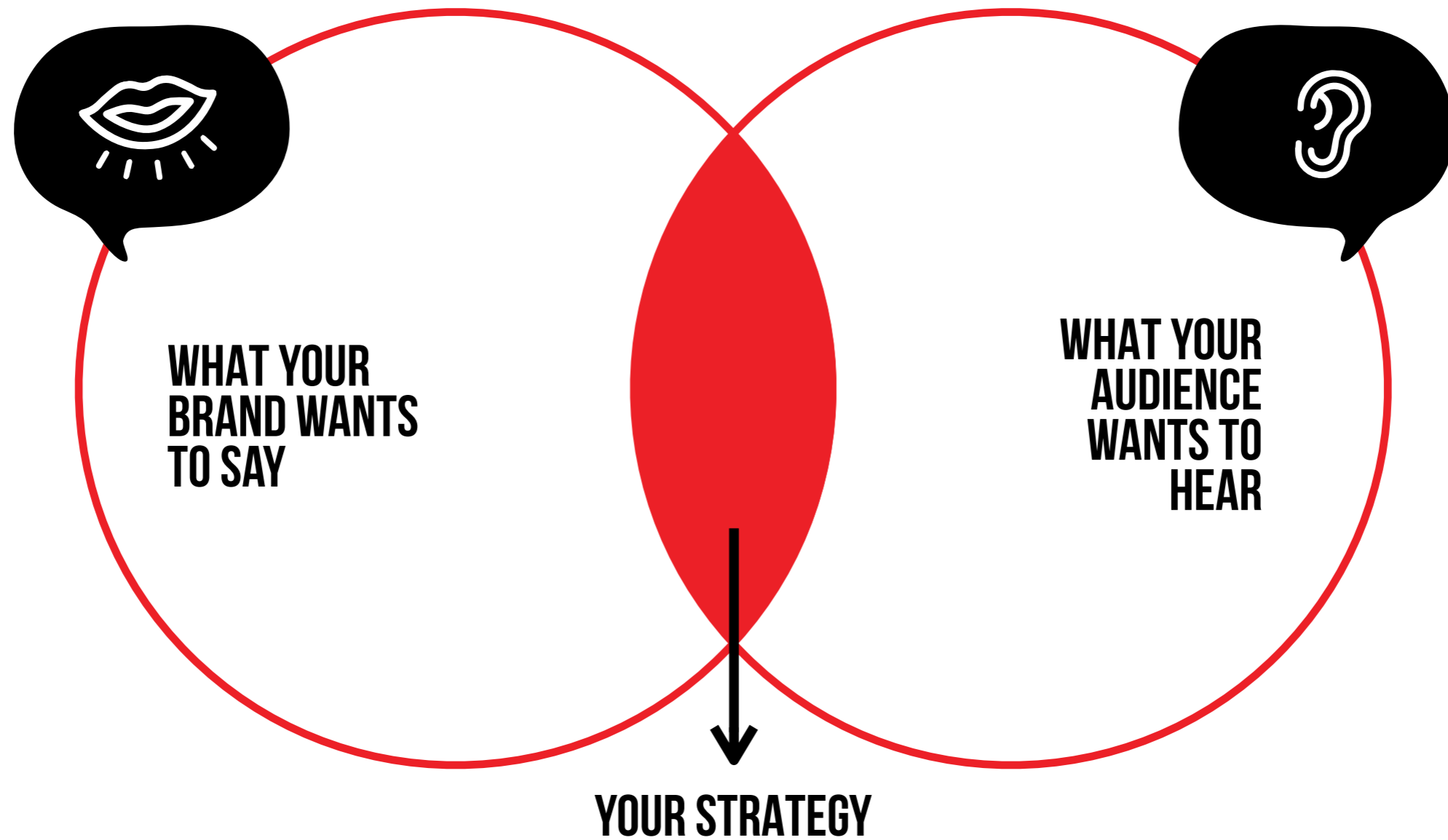
ENGAGEMENT

GOOD CONTENT SHOULD NEVER SELL STUFF.

Blatant advertising messages make people switch off. We need to add relevant and interesting value, or we're missing the point.

RULE 1:
CONTENT MARKETING IS ABOUT EARNING ATTENTION.

THE SWEET SPOT OF STRATEGY



It's not all about you. And it's not all about them. It's the bit in the middle where you're interesting and they're interested.

RULE #2:

ALWAYS START WITH STUFF YOUR CUSTOMERS CARE ABOUT.

KEEPING YOUR TRAIN ON TRACK

Knowing you need to keep stuff simple is all good in theory. But overlay the reality of KPIs and JFDIs and your content can easily become all about you. So we develop customer pillars to help us stay relevant and keep the train on track. A bit like this.

HELP ME

Are we being genuinely helpful to the customer? Are we solving a problem? Are we making someone's life easier?

 10 MYBRAND LIFE HACKS
 HOW WARREN BUFFET USES MYBRAND

INSPIRE ME

Are we knocking someone's socks off? Are we connecting emotionally and getting them to do something? Are we genuinely inspiring?

 MAKE MOMENTS LIKE THESE WITH MYBRAND
 BRAND AND YOU: RECIPES FOR LOVE

INFORM ME

Whatever your business, there's some stuff you just have to say. This is where owned media (emails) are best. But you still need to make it interesting.

 YOUR MYBRAND UPDATE.
 ARE YOU MAKING THE MOST OF MYBRAND?

RULE #3:

ASK YOURSELF: WHY WOULD ANYONE CARE? WHY WOULD THEY SHARE?

THE THREE C'S OF WHEN

So you've crafted the perfect message and refined your target market. But your message will be meaningless if your timing is off. So here's an easy way to line that up.



CONTEXT

WHAT PEOPLE ARE UP TO.

Are they at work? Are they relaxing?
How do you tweak your message to
fit how people are feeling?

CONTENT

WHAT YOU WANT TO SAY.

Is it relevant to the moment? Are you
surfing the zeitgeist? What do you want to
say about what you're doing right now?

CALENDAR

WHAT PEOPLE ARE TALKING ABOUT.

Is it national whatever day? Is it Christmas?
What moments can easily amplify the thing
you're talking about?

RULE #4:

UNDERSTAND WHAT'S HAPPENING IN YOUR CUSTOMERS' LIVES.

CONTEXT IS KING



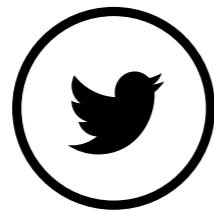
FACEBOOK

The biggest social network by far. Over 100 billion users share almost 5 billion bits of content daily.

65% FEMALE
65% 35+

Fans are more likely to buy stuff. Advanced targeting capabilities

Low organic reach. You need to pay to play.



TWITTER

Over quarter of a billion tweeters still share their wit, opinions and foreign policy.

MORE FEMALE
18-20

Great for customer service. Really useful analytics.

You really need to be committed to be credible



SNAPCHAT

Mobile app for sharing pictures and 'personal moments'. 100 million users and growing.

70% FEMALE
71% UNDER 25

Go straight to mobile and find customers where they are.

Creatively led so you need to put the time in.



PINTEREST

Digital inboards for sharing inspiration with 70 million of your closest friends.

79% FEMALE

Big audience of people who can easily be inspired to buy.

Not great for brands who don't sell online.



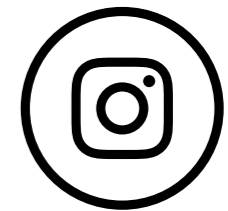
LINKEDIN

'Professional' network where 300 million 'white collars' and recruiters share thought-leadership.

BALANCED MALE/FEMALE

Useful to establish a 'thought-leading brand. Or to recruit.

Unlikely to drive sales. More about leads.



INSTAGRAM

Primarily mobile app where 200 million users share pictures, short videos and #hashtags

68% FEMALE
37% 18-29

Fast growing platform now with the innovation of Facebook

No links and not the best analytics.

RULE #5:

PLAY WHERE YOUR CUSTOMERS ARE ALREADY PLAYING.

SECRETS OF SUCCESS

Back when the internet was just starting, two guys called Chip and Dan Heath wrote a book called **Made to Stick**. It's good. Get it. They found that all the best, stickiest (most engaging) ideas had six things in common.

S

SIMPLE

ONLY ONE MESSAGE WILL EVER STAND OUT. BE CLEAR ABOUT IT

It's science. Most people forget 90% of what you tell them. So cut the clutter, choose one clear message and make that really matter.

U

UNEXPECTED

A POWERFUL WAY TO CAPTURE ATTENTION IS TO BREAK A PATTERN.

The key to getting a message heard is to capture attention. Our brains filter out consistency and only focus on what's different.

C

CONCRETE

WE ALWAYS RELATE BETTER TO THINGS WE CLEARLY UNDERSTAND.

That's why metaphors work so well, and pictures even better. If we can visualise something or link it to our lives we're more likely to click with it.

C

CREDIBLE

PEOPLE CONNECT WITH PEOPLE AND IDEAS THEY TRUST.

Why do you think people will trust you? It's not about long explanations. It's about brand and consistency and who shares your stuff.

E

EMOTIONAL

EMOTIONAL CONNECTIONS LOCK MESSAGES IN MEMORY.

Feelings inspire action. So if you want someone to act, you need them to care. It's less saving the whales and more about "what's in it for me?"

S

STORIES

STORIES HELP PEOPLE REMEMBER MESSAGES – FOR CENTURIES.

Communicating through storytelling really works. Stories can be concrete, credible and relevantly emotional. And told right, they'll get remembered.

S

THAT SELL

COMMERCIAL CONTENT SHOULD HAVE A COMMERCIAL IMPACT.

Great content that people love is just great content. Great content that communicates a message or builds a brand is commercial.

RULE #6:
MAKE IT GREAT OR DON'T BOTHER.



THREE GOLDEN RULES

- 1 BE RELEVANT**
- 2 BE RESPECTFUL**
- 3 BE REWARDING**

Your customers are interested in different things at different times in different places.
So talk to them about things *they* like, wherever *they* are at a time that suits *them*.

Any customer who engages with your content is gifting you their time.
Make it worth their while, give them something brilliant in return.

Your customers don't owe you anything. Any engagement is a choice.
But if you get that and respect their valuable attention, they'll come back.

CONTENT. EASY AS ABC

When you remove all the noise and metrics and racing to get stuff out the door, content marketing boils down to three simple things.

AUDIENCE
WHO ARE YOU TALKING TO?
WILL THEY CARE?



CREATIVE
HOW WILL YOU CONNECT?
IS IT GENUINELY ENGAGING?

BUSINESS
WHAT'S YOUR OBJECTIVE?
HOW WILL YOU MEASURE IT?

