

# Nutshell



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Understanding  
**CONTENT  
MARKETING**

- **BRITANNIA AD**

## *From the Chairman's desk*

Dear Member,

In a recently conducted Marketing trend survey, it has been found that "Content Marketing" leads the list of marketing activities that is expected to make the largest commercial impact for businesses in 2018.

Content marketing is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself. It is therefore a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content, to attract and retain a clearly defined audience and ultimately, to drive profitable customer action.

This issue of Nutshell attempts to understand the challenges of Content Marketing and showcase how it can be used to achieve the desired objective. We would love to hear from you. Do send-in your feedback to [isa.ed@vsnl.net](mailto:isa.ed@vsnl.net)

Regards,



Sunil Kataria  
Chairman

# Content Marketing

Content marketing is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself. Content marketing is therefore a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Unlike other forms of online marketing, content marketing relies on anticipating and meeting an existing customer need for information, as opposed to creating demand for a new need. Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues.

The marketplace we live and work in today is radically different from the one in which many of us started. Salespeople and store employees used to be the experts, and brands and businesses used to spend advertising dollars to find prospects who needed their services.

Today, the buyer is the expert and the one proactively reaching out to brands and businesses for help. For example:

- The average buyer guides themselves through 60% to 90% of the traditional sales funnel before ever contacting a brand or salesperson.
- 81% of shoppers research online before setting foot in a store.
- Consumers spend an average of 79 days conducting online research before buying.



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**SANTOOR**

# Nutshell

There is an answer to this buyer-driven environment: Content. Content marketing is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself. Buyers and consumers are already searching the web for answers that your brand is uniquely positioned to offer. Its benefits are three-fold:



- **Increased brand awareness:** As prospects and buyers search the web for answers to their questions and solutions for their problems, your brand continues to show up.
- **Increased brand preference:** Content marketing helps to further establish your brand as a thought leader in your industry, which strengthens relationships with buyers.
- **Greater reach at lower cost:** It is not a short-term strategy, but over time, a library of great content will continue to reach more qualified leads and interested buyers.



*Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.*

Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues.



**Content marketing** is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to:

- Attract attention and generate leads.
- Expand their customer base.
- Generate or increase online sales.
- Increase brand awareness or credibility.
- Engage an online community of users.





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# Nutshell

**Content marketing is good for your bottom line – and your customers:**

Specifically, there are three key reasons – and benefits – for enterprises that use content marketing:

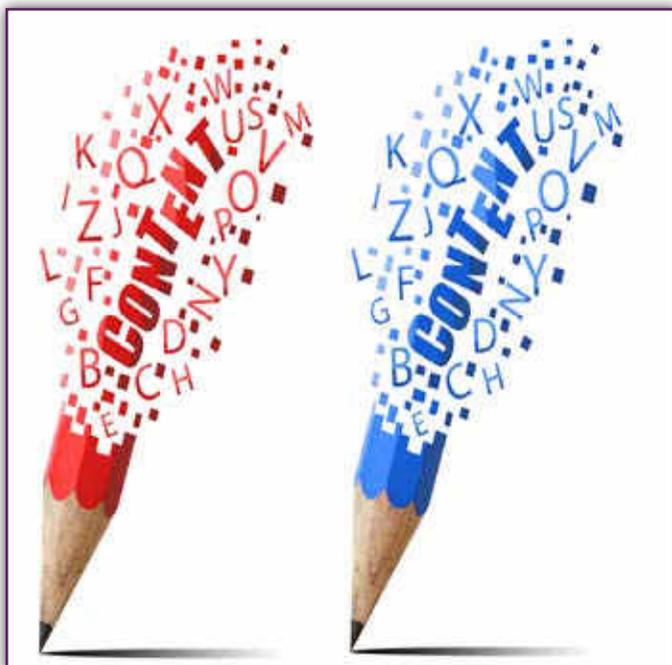
- Increased sales.
- Cost savings.
- Better customers who have more loyalty.

**Content is the present – and the future – of marketing:**

Go back and read the content marketing definition one more time, but this time remove the relevant and valuable. That's the difference between content marketing and the other informational garbage you get from companies trying to sell you "stuff." That's what makes content marketing so intriguing in today's environment of thousands of marketing messages per person per day.

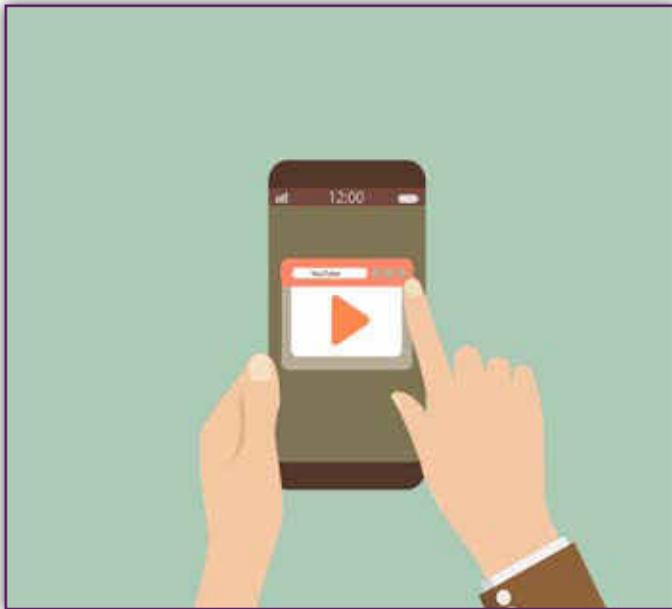
## HISTORY

Traditional marketers have long used content to disseminate information about a brand and build a brand's reputation. Business owners started to apply content marketing techniques in the late 19th century due to



the technological advances in transportation and communication. They also wanted to build connections with their customers. For example:

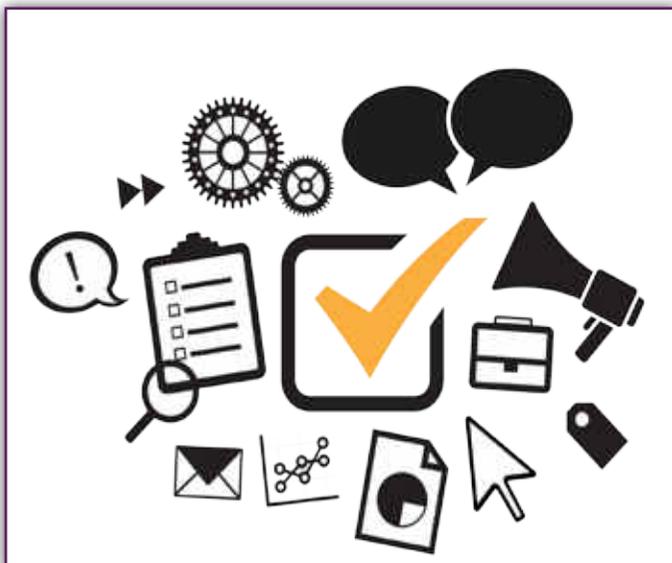
- In 1732, Benjamin Franklin issued the Poor Richard's Almanack. Franklin wanted to promote his printing business.
- In 1888, Johnson & Johnson introduced a publication called "Modern Methods of Antiseptic Wound Treatment" that was targeted at doctors that used bandages. They also released two publications that contained tips for the medical community.
- In 1895, John Deere launched the magazine *The Furrow*, providing information to farmers on how to become more profitable. The magazine, considered the first custom publication, is still in circulation, reaching 1.5 million readers in 40 countries in 12 different languages.
- In 1900, Michelin developed the Michelin Guide, offering drivers information on auto maintenance, accommodations, and other travel tips. 35,000 copies were distributed for free in this first edition.
- In 1904, Jell-O salesmen went door-to-door, distributing their cookbook for free. Touting the dessert as a versatile food, the company saw its sales rise to over \$1 million by 1906.
- In 1933, Procter & Gamble started to broadcast a radio serial drama sponsored by their Oxydol soap powder. The owners wanted to build brand loyalty by aiming to target adult women. They could intermix



their marketing messages into the serial drama. The term soap opera was born in this year, and they marked a precedent for native ads. Engagement with the audience was a key element with the creation of this content.

Between the 1940s and 1950s, TV was in its golden age, and advertising took over the media. Companies focused on sales rather than connecting with the public. There were few ventures into content marketing, and no very prominent campaigns.

During the baby boom era, Kellogg's began selling sugary cereal to children. With this



change in business model came sociable animal mascots, lively animated commercials and the back of the cereal box as a form of targeted content marketing. Infographics were born in this era. This represented a new approach to make a brand memorable with the audience.

In the 1990s, everything changed for marketers. The arrival of computers and the Internet made websites and blogs flourish, and corporations found content marketing opportunities through email.



E-commerce adaptations and digital distribution became the foundation of marketing strategy.

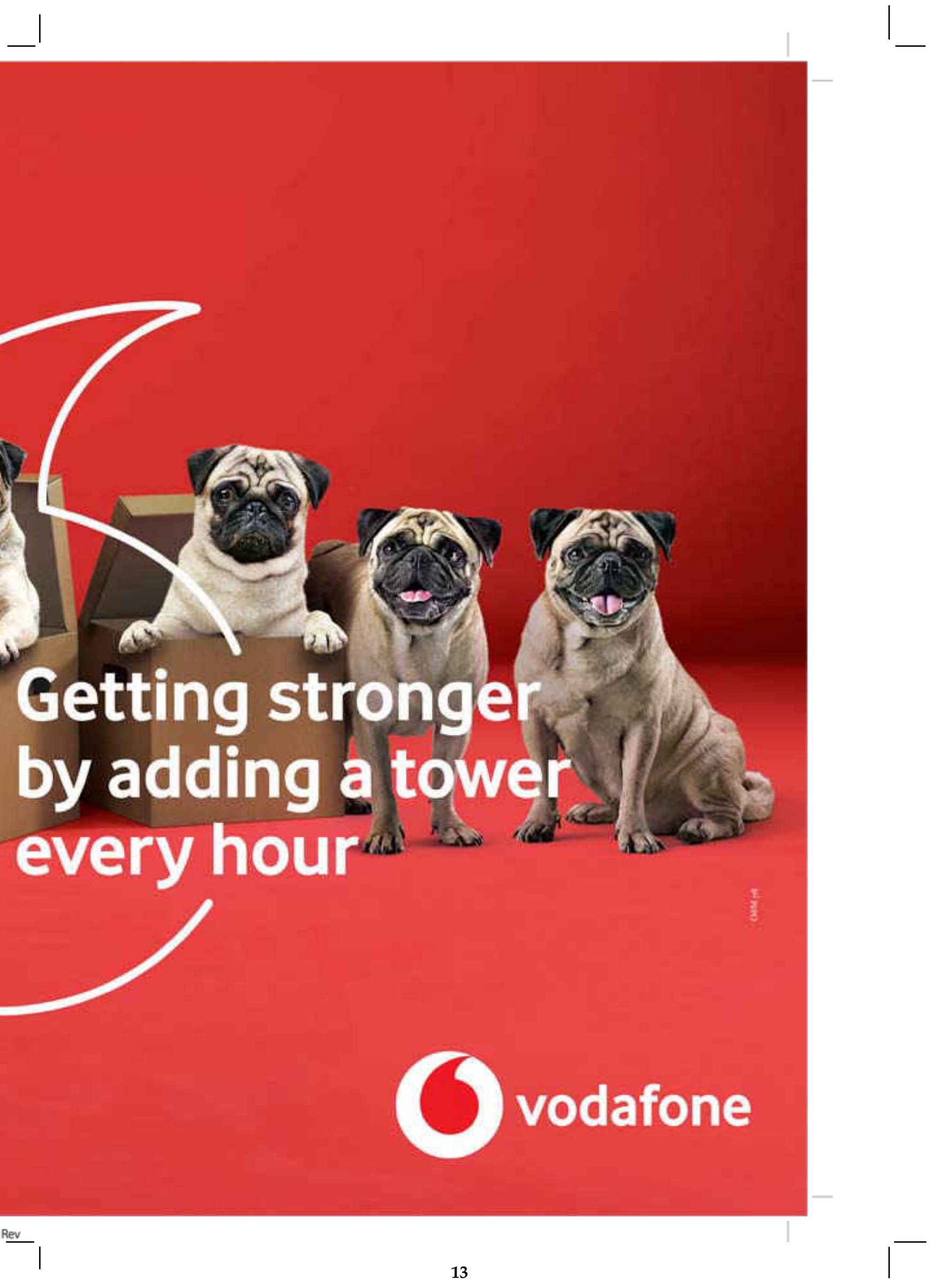
Internet also helped content marketing become a mainstream form of marketing. Traditional media such as newspapers, magazines, radio and TV started to lose their power in the marketplace. Companies started to promote and sell their products digitally.



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The phrase “Content Marketing” was used as early as 1996, when John F. Oppedahl led a roundtable for journalists at the American Society for Newspaper Editors.



- In 1998, Jerrell Jimerson held the title of “director of online and content marketing” at Netscape.
- In 1999, author Jeff Cannon wrote, “In content marketing, content is created to provide consumers with the information they seek.”

By the late 2000s, when social networks such as Facebook, Twitter, YouTube were born, online content marketing was accessible, shareable and on-demand anytime worldwide.

By 2014, Forbes Magazine’s website had written about the seven most popular ways companies use content marketing. In it, the columnist points out that by 2013, use of content marketing had jumped across corporations from 60% a year or so before, to



93% as part of their overall marketing strategy. Despite the fact that 70% of organizations are creating more content, only 21% of marketers think they are successful at tracking return on investment.

Today, content marketing has become a powerful model for marketers. Storytelling is part of it, and they must convey the companies’ messages or goals to their desired audience without pushing them to just buy the product or service.

## IMPACT

The rise of content marketing has turned traditional businesses into media publishing companies.

For example:

- Red Bull, which sells a high-energy beverage, has published YouTube videos, hosted experiences, and sponsored events around extreme sports and activities like mountain biking, BMX, motocross, snowboarding, skateboarding, cliff-diving, freestyle motocross, and Formula 1 racing. Red Bull Media House is a unit of Red Bull that “produces full-length feature films for cinema and downstream channels (DVD, VOD, TV).” The Red Bulletin is an international monthly magazine Red Bull publishes with a focus on men’s sports, culture, and lifestyle.

- The personal finance site Mint.com used content marketing, specifically their personal finance blog MintLife, to build an audience for a product they planned to sell. According to entrepreneur Sachin Rekhi, Mint.com concentrated on building the audience for MintLife “independent of the eventual Mint.com product.” Content on the blog included how-to guides on paying for college, saving for a house, and getting out of debt. Other popular content included in-depth interviews and a series of financial disasters called “Trainwreck Tuesdays.” Popularity of the site surged as did demand for the product. “Mint grew quickly enough to sell to Intuit for \$170 million after three years in business. By 2013, the tool reached 10 million users, many of whom trusted Mint to handle their sensitive banking information because of the blog’s smart, helpful content.”

The rise of content marketing has also accelerated the growth of online platforms such as YouTube, Yelp, LinkedIn, Tumblr, Pinterest, and more.



For example:

- YouTube, a subsidiary of Google, is an online video platform driving (and benefiting from) the surge to content marketing. As of 2016, YouTube had over 1 billion users, representing 1/3 of all internet users and reaching more 18-34 yr olds than any cable provider in the U.S.
- Yelp, an online business directory, has seen 30% year on year growth in the number of reviews, ending the second quarter of 2016 with 108 million reviews for over 3 million businesses.



Businesses actively curate their content on these platforms with hopes to expand their reach to new audiences.

## COMMON METRICS

Metrics to determine the success of a content marketing are often tied to the original goals of the campaign.

For example, for each of these goals, a content marketer may measure different engagement and conversion metrics:



## Brand awareness and visibility

Businesses focused on expanding their reach to more customers will want to pay attention to the increase in the volume of visitors, as well as the quality of those interactions. Traditional measurements of volume include number of visitors to a page and number of emails collected, while time spent on a page and click-throughs to other pages / photos are good indicators for engagement.



- Number of visitors to a page
- Time spent on the page
- Click-through across pages / photos
- Number of emails collected



## Brand health metrics

Businesses want to measure the impact that their messages have on consumers. Brand health refers to the positive or negative feedback that a company gets. It also measures how important a brand is for consumers. With this companies want to find out if brand reputation influences their customers to make a purchase.

Measurements in this part comprise:

- Share of voice (SOV) is the number of times a brand has been talked versus its competitors (conversations). Outside the digital world, SOV stands for the space and frequency a brand advertisement is placed on traditional media.
- Sentiment is when the brand has positive, negative or neutral feedback.
- Brand Influence refers to the number of times a post, comment or tweet is shared on different platforms.

## Diversified user base

For businesses hoping to reach not only more, but also new, types of customers online, they should pay attention to the demographics of

new visitors, as evidenced by cookies that can be installed, different sources of traffic, different online behaviors, and/or different buying habits of online visitors.

- Demographics of visitors.
- Sources of traffic (i.e., SEO, social media, referral, direct).
- Differences in buying patterns and user-behavior of visitors.

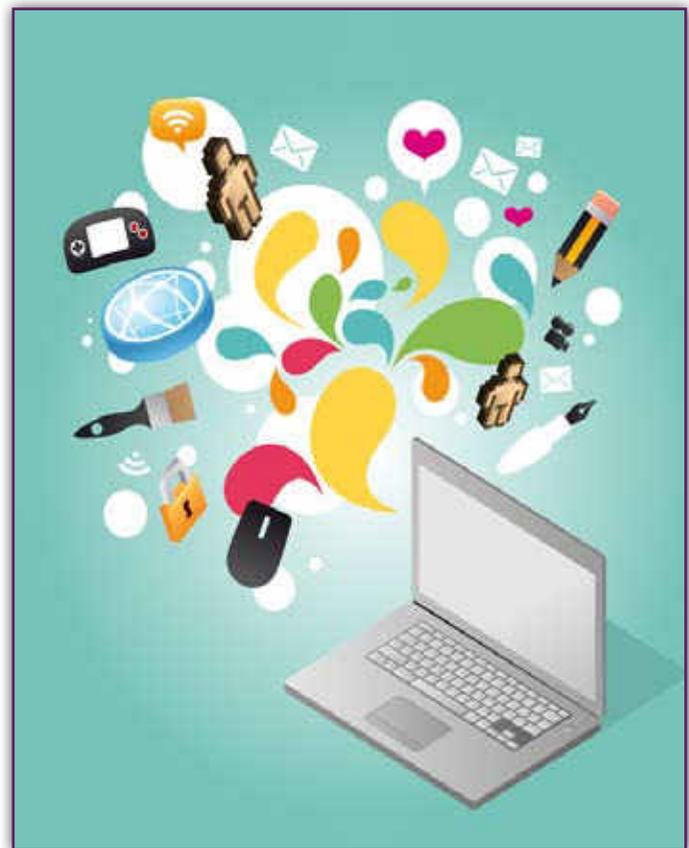


## Sales

Businesses focused on increasing sales through content marketing should look at traditional e-commerce metrics including click-through-rate for a product-page to check-out and completion rates at the check-out. Altogether, these form a conversion funnel. Moreover, to better understand customers' buying habits, they should look at other engagement metrics like time spent per page, number of product-page visits per user, and re-engagement.

- Conversion through the sales process (the process from sign-up to check-out), including click-through-rates at each stage of the conversion funnel.
- Time spent on the page.

- Re-engagement (i.e., % of returning visitors)
- Click-through across product pages



## Innovation metrics

Refers to companies that want to analyze whether their social media campaigns are generating any commentary among consumers. This helps them to come up with ways to improve their product and service. This involves "high level of brand engagement and builds brand loyalty".

Examples:

- When a company makes a post through their social media platforms and shares their ideas, consumers can be influenced or motivated to share their opinions.
- Trend spotting refers to the latest consumers' comments about a brand, product or service that must be targeted. Some tools can be provided by Google Trends, Trendsmap (Twitter) and other sites that report what is in everybody's mouths worldwide.



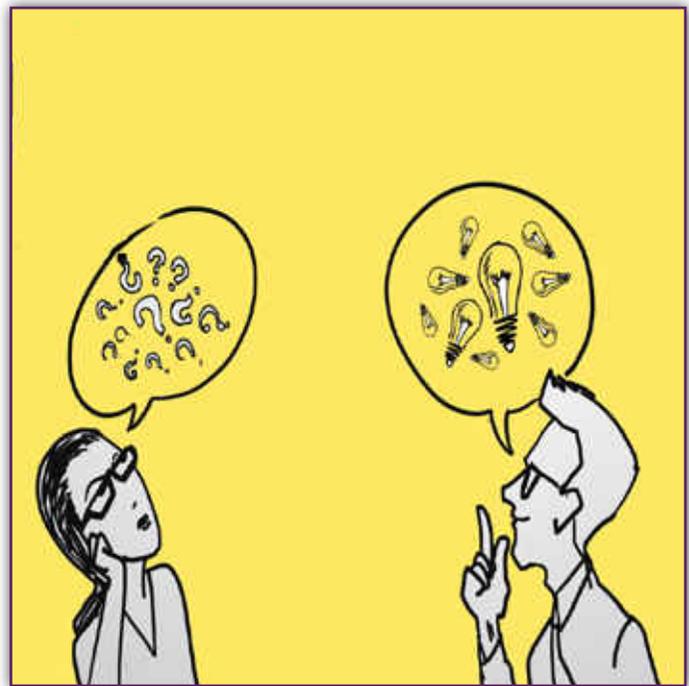
## Digital use

### Digital Content Marketing

Digital content marketing, which is a management process, uses digital products through different electronic channels to identify, forecast and satisfy the necessity of customers. It must be consistently maintained to preserve or change the behavior of customers.

#### Examples:

- On March 6, 2012, Dollar Shave Club launched their online video campaign. In the first 48 hours of their video debuting on YouTube they had over 12,000 people signing up for the service. The video cost



just \$4500 to make and as of November 2015 has had more than 21 million views. The video was considered as one of the best viral marketing campaigns of 2012 and won “Best Out-of-Nowhere Video Campaign” at the 2012 AdAge Viral Video Awards.

- The Big Word Project, launched in 2008, aimed to redefine the Oxford English Dictionary by allowing people to buy a word from a list of over 170,000 at \$1 a letter and link that word permanently to the URL of their choice. The project, created to fund two Masters students’ educations, attracted the attention of bloggers worldwide, and was featured on Daring Fireball and Wired Magazine.
- In mid 2016, an Indian tea company (TE-A-ME) had delivered 6,000 tea bags to Donald Trump and launched a video content on YouTube and Facebook. The video campaign became an award-winning content marketing case study and received various awards including most creative PR stunt in Southeast Asia after receiving 52000+ video shares, 3.1M video view in first 72-hour and hundreds of publication mentions (including Mashable, Quartz, Indian Express, BuzzFeed) across 80+ countries.



### Way of Digital Content Marketing

#### Combination of the supply chain and the users' experience

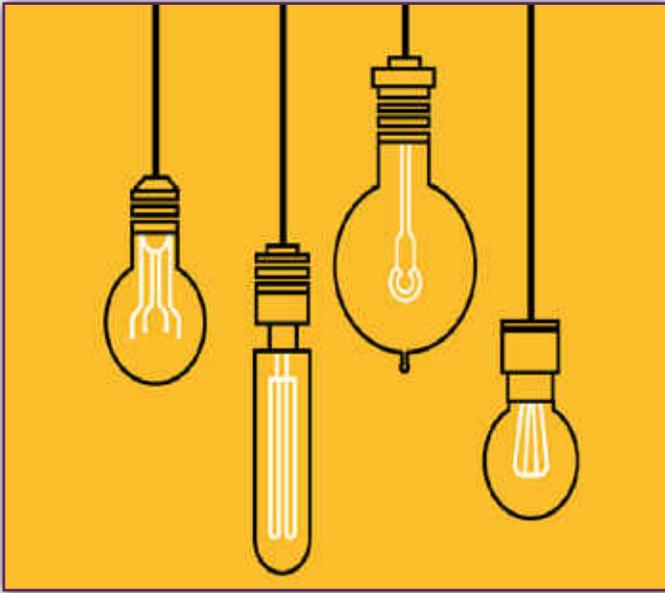
The supply chain of digital content marketing mainly consists of commercial stakeholders and end-user stakeholders which represent content providers and distributors and customers separately. In this process, distributors manage the interface between the publisher and the consumer, then distributors identify the content that consumers need through external channels and implement marketing strategies. For instance, library and document supply agencies as intermediaries can deliver the digital content of e-books, and e-journal articles to the users according to their search results through the electronic channels. Another example is when consumers pay for the acquisition of some MP3 downloads, search engines can be used to identify different music providers and smart agents can be used by consumers to search for multiple music provider sites.

In a word, the digital content marketing process needs to be conducted at the business level and service experience level because when consumers are accessing digital content, their own experience depends on the complex network of relationships in the content marketing channels such as websites and videos. The consumers interact directly with distributors in the big supply chain through various digital products which have an important role in meeting the requirements of the consumers. The design and user experience of these channels directly decides the success of digital content marketing.

#### Interaction with the consumer through electronic service

Electronic services refer to interactive network services. In the electronic service, the interaction between the customer and the organization happens mainly through network technologies, such as email, telephone, online chat windows etc. for communication. Electronic services are different from traditional services and they are not affected by distance restrictions and opening hours. Digital content marketing through electronic service is usually served together with other channels to achieve





marketing purposes including face-to-face, postal, and other remote services. Information companies provide different messages and documents to customers who use multiple search engines on different sites and set up access rights for business groups. These are some channels of digital content marketing.

## How to Design Engaging Content

Design means much more than color schemes and stock photos. The process will look different for every marketing team, and even for every team's various content pieces.

In general, design starts at the very beginning, as you map out a content marketing strategy. Understanding the brand's personas and marketing goals will shape the basic style of each design—each should be useful to your personas, and true to your brand voice.

A strong content marketing strategy includes a variety of content types, so as individual pieces begin to take shape, there are some specific things to keep in mind:

### Blog Posts

Distill your content marketing strategy into your blog schedule/strategy. The company blog can and should be used to cross-promote

other content, which will help keep posts on a consistent schedule. If you don't have a marketing team member who is familiar with SEO, this is one area where you might want to consult a professional.

### E-books

E-book content should follow some sort of a narrative structure, and include a lot of good, visual design. The goal of an e-book is to educate (rather than entertain), but make sure to keep the language conversational if that is consistent with your brand and personas.

### Cheat Sheets

These are short (two or three pages at most). That means there won't be a lot of room for big images, so you'll want to use text formatting to make them easy for a reader to quickly scan through. Link or point to other resources for more in-depth learning.

### Workbooks and Templates

A great way to keep your brand in front of buyers, while also being really helpful. These resources should be designed for print and made as interactive and practical as possible.

### Whitepapers and Reports

These are similar to an e-book in that they are primarily educational materials, but whitepapers and reports are generally less graphically designed and use language that is a little more professional. They can also create opportunities to partner with other organizations.

### Infographics

The name says it all: just give readers info and graphics. Use as little text as possible for the former, and let the latter tell the story. If you don't have a killer graphics artist in-house, this is one for which you might want to work with a professional.



## Pinterest

Consumers love Pinterest. Forty seven percent of online shoppers have made a purchase because of a Pinterest recommendation. Every day nearly 2 million people pin product rich Pins. 81% of Pinterest users are actually females.



## Instagram

Instagram is definitely the most visual platform available today and is also the fastest growing social platforms in the world. It has been named “one of the most influential social networks in the world” at present. Creative images and quirky captions are one thing, added to that are the hash tags and keywords that helps you build a community of followers and creates a virtual presence for an individual or a brand deeming to have a social presence. Instagram has the highest user engagement too. 59% of internet users between the ages of 18 and 29 are on Instagram. 33% of internet users between the ages of 30 and 49 use Instagram. 5% of Instagrammers take action after being inspired by a post, like visiting a website, searching, shopping or telling a friend.

## Content Marketing and SEO

In the same way that you take a couple extra steps to help your content succeed on social, take a couple more to help your content succeed with search engines. Weaving some SEO best practices into your content will help



make a good impression with Google and move your website up the rankings list.

- Use keywords (naturally): Identify your main keyword for the content, a few synonyms, and a few related keywords. Then make sure you’re actually using them in your content, headers, and page content. Don’t overdo it, though. Search engines have been cracking down on content that is “stuffed” with one or two keywords. Write for the reader, but do make sure those important words are present.
- Earn natural links: Links from spammy sources can actually hurt your site with search engines. Build relationships with industry professionals who will share your content, and link to their primary resources in return. Links from high-quality websites will give yours a boost.
- Media: Include images and videos (with descriptive titles and alt text) on blog posts and landing pages. They improve the user experience, which decreases bounce rates and improves your standing with Google.
- The strength of a good content marketing strategy is in providing the information and answers that your target audience is looking for, but your hard work is all for nought if they can’t find it! Make sure you’re creating content for the user that search engines will also favor.

keep the world guessing

taste life in style



New  
**odonil**  
*Nature*  
Inspired fragrances

**Zipper**  
So powerful

