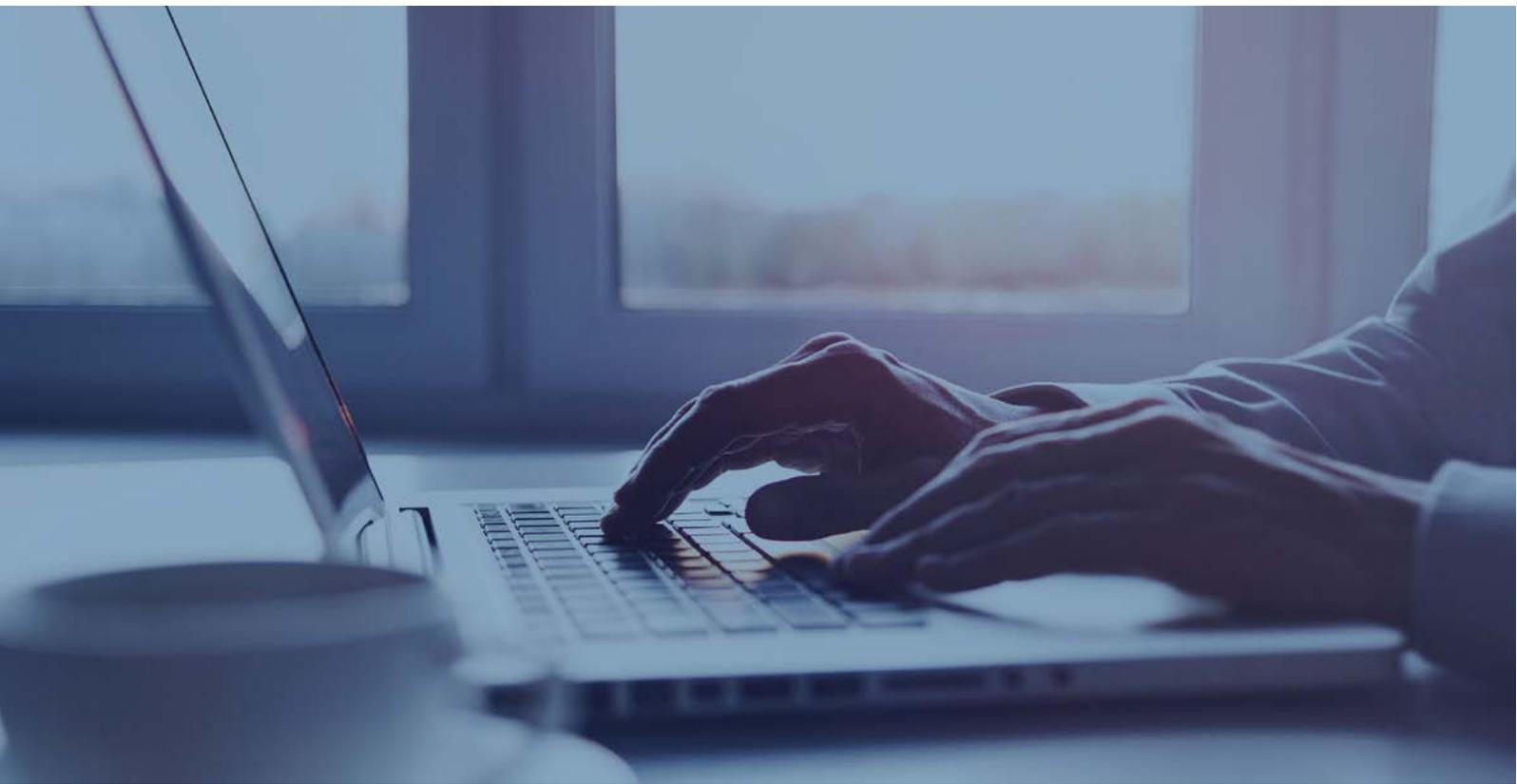


**KEO**Marketing

# MARKETER'S GUIDE



## THE ADVANCED GUIDE TO CONTENT MARKETING FOR 2020



Insight  
Selling

EDUCATION MARKETING



Inbound  
Marketing

LEAD GENERATION



Outbound  
Marketing

ACCOUNT BASED MARKETING



Content  
Marketing

MOBILE • LOCAL • SOCIAL



Marketing  
Automation

LEAD NURTURING



# 1. INTERACTIVE CONTENT

Marketers succeed when their audience not only consumes their content, but also enjoys it, acts upon it and shares it. As a result, more marketers are considering interactive content. Interactive content goes beyond passive reading. It engages participants in an activity: answering questions, making choices, exploring scenarios and playing games. Customers who view it have to think and respond; they can't just glance at it and toss it aside.

The best interactive content, the content that keeps the customer returning again and again, solves a problem that the customer has. For example, an online assessment that allows users to answer questions that customize their journey. This content provides useful answers to a question, suggested solutions to a problem, or results of some kind.

Marketers succeed when their audience not only consumes their content, but also enjoys it, acts upon it and shares it.



# TYPES OF INTERACTIVE CONTENT:

- Quizzes
- Assessments
- Polls and surveys
- Calculators
- Contests
- Interactive white papers or e-books
- Videos

Interactive content can also be used to move the prospect through the buyer's journey as well as provide marketers data they can use to learn more about the prospects. As the prospect interacts with the content, those interactions can be tracked and the sales messages and calls-to-action can be made stronger in order to close a sale.

Here are examples of the content a prospect might use when in specific stages of the buyer's journey:

## **Research stage.**

A prospect in research mode is likely to engage in polls, self-assessments and knowledge tests.

## **Evaluation stage.**

When evaluating solutions a buyer will be interested in benchmark assessments, interactive white papers and persona assessments.

## **Decision stage.**

At the critical buying stage the prospect will be interested in ROI calculators, data sheets, product selection guides and configuration tools that help guide decision-making.

## **Example:**

A good example of interactive content is the online content marketing assessment tool provided by the Content Marketing Institute. This online tool steps the visitor through a series of five questions asking about how much the visitor uses content marketing to reach their clients. When the questions are answered and the ranking is shown as compared to others, the visitor is then presented with the option to download the 2016 Benchmarks for Content Marketing report. The report includes great information about the state of content marketing as well as links to the Content Marketing Institute and other online resources.

## **Good Interactive Content is Good Marketing**

Improve your existing content strategy by considering adding interactive content to your marketing plan. Give your prospects and customers a chance to interact and learn something. Evaluate the types of interactive content that exist and give some thought to how they could be worked into your strategy.



## 2. BEHAVIOR-BASED CONTENT

Behavior-based content marketing is the art of delivering content based on past and current behavior of the prospect. Rather than just presenting all of your content to everyone, behavior-based content marketing analyzes information about the user while the user is moving through your website and then uses that information to deliver content specific to that prospect.

Behavior-based content marketing is the art of delivering content based on past and current behavior of the prospect.

Behavioral targeting uses web analytics, computer applications and cookies, browsing and search history and IP addresses to create user profiles of individual customers. With that information, the website will generate relevant and targeted content that appeals to their particular interests.

Based on the collected data, different types of content can be presented:

- **Quizzes, calculators and the like need not be presented to everyone.** Instead, they are shown to the people who would benefit the most based on where they are in the buyer's journey.
- **White papers or e-books can be presented according to level of advancement.** For example, an in-depth return-on-investment (ROI) assessment may not be as important to a very early stage prospect, but it would be to someone who has been searching your site and reading about your products for some time.
- **Emails can also be customized based on behavior.** Depending on a customer's buying pattern, different content can be inserted into customized emails and distributed through segmented drip email campaigns that serve content based on the person's behavior on the website or prior emails.

# CASE STUDY: **PANDADOC.COM**

PandaDoc.com, a startup that offers smart document automation for sales, incorporates user behavior to send more personalized emails.

PandaDoc offers four distinct features:

- Document Assembly.
- Deal Room.
- Configure, Price, Quote (CPQ).
- Workflow Automation.

Before signing up for PandaDoc, website visitors typically browse features, read their blog and compare pricing. These actions give PandaDoc clues as to what features the visitors will be most interested in.

To collect this data, PandaDoc creates a profile of the user when that user creates an account on the website. The information requested during sign-up is combined with the browsing and searching data to build a more complete user profile. This data enables PandaDoc to create a more tailored welcome email and series of follow up emails.

Instead of using a single welcome email path, PandaDoc sorts users into tracks with different content based on their behavior history. For example, users who browse blogs and pages about the price quote feature are added to the “Configure Price Quote” segment. After signing up, they receive a personalized email message about the feature they browsed, resulting in more engagement and conversions.



# TIPS FOR BEHAVIOR-BASED CONTENT MARKETING

Visitors to your website leave click-paths as they move through your site; pages they visit, directions they take, products they look at, and copy they read. Use that information to provide a dynamic and engaging experience.

Here are some tips to do that:



**Capture behavioral data everywhere.** Gather information as the prospect moves through your website. Also gather information from incoming links from web ads, channels such as mobile devices and responses to emails. Even data from event attendance can help define the content presented.



**Turn your website into a dynamic content delivery mechanism.** Transform your website from static promotions to dynamic, relevant content that is presented based upon past interactions, visits, purchases or the lack thereof.



**Solve the prospects' biggest problems.** When more data is gathered from the prospect as they move through your website, the problems and challenges they are facing can become obvious. So instead of placing more advanced content in front of the prospect, deduce what their greatest challenge might be and then begin presenting content that addresses it.



**Think in terms of series and programs, not stand-alone messages.** You will generate better results from behavior-based content when the system proffers multiple content pieces based around pre-determined personas, rather than just delivering one piece of content.



**Design for the platform or message context.** People are using their mobile devices to connect to websites more than through desktop computers. Use this information to provide the correct content.

We live in the age of “Big Data” when almost every online and offline move made by customers can be tracked. Work with your team to tie this information together and then build or update your website to deliver content based on the data and the movements of the prospect while they are browsing. The result will be greater engagement from the prospect and ultimately they may become a lead.



### 3. INDUSTRY-FOCUSED CONTENT

Another strategy to make your content stand out is to create industry-focused content. This is particularly helpful when you have case studies of your company's successes in particular vertical markets.

Creating industry-focused content has distinct advantages. All industries have their own unique terms, challenges, needs, processes, job requirements and regulations. By addressing those unique attributes, your content is more likely to be read because the prospects will recognize the industry-specific discussions and respond to it positively.

There are common practices, technologies and audiences within that industry that you must learn and understand. Done properly though, you can engage the audience, position yourself as the thought leader in that industry and lock out your competitors.



# UNDERSTAND YOUR CUSTOMER BASE

Start by doing research to gain an understanding of the industry. The more you can help your prospect or customer understand and serve their customers, the more valuable you will be.

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Consult industry publications and tradeshow agendas for areas where your customers want help. Call on your customers and ask questions such as the following:

- What challenges are they having with their customers?
- What challenges is the industry facing? Growth, consolidation, global change, etc.
- What are the pain points of their customers?
- How are they addressing them?
- What governmental regulations must they meet?
- Who are their competitors and how are they innovating?
- What do their customers demand?
- Where do they and other industry participants get their information?



## DISTRIBUTION IS IMPORTANT

The method you use to deliver the content to the industry audience is important. Be aware of where the target audience gets their information and leverage those channels as much as possible. Do not fall into the trap of the familiar. Just because you use Twitter does not mean everyone does. Consider the format of the content that the audience prefers. Some people within certain industries do not watch videos. They may get their information strictly from trade publications or websites. Be aware of that and adapt accordingly.



## BUILD RELATIONSHIPS AND GAIN LEVERAGE

Finally, use the content to build relationships and referrals through as many interactions as possible. One of the advantages of focusing on an industry is that the people within it know each other and connect on a regular basis. When your content is valuable to people in the industry it will be shared among colleagues. This is a great foundation on which to build your business.

# A DIFFERENT APPROACH

Industry-focused content is a different method of approaching content marketing. Many content marketers use buyer persona to influence their content development decisions. Take your buyer personas to the next level with industry specific content. With this strategy you will be able to more specifically target prospects with targeted messages in ways that really resonate.





## 4. DISRUPTIVE CONTENT

Interruptive marketing is becoming less effective every day. Why? People do not like being interrupted! Think of your own behavior: when a pop-up ad appears on your computer screen do you read it, or do you immediately search for the “close” button? Most people close the windows without looking at the content.

Disruptive content marketing is something different. It is a paradigm shift.

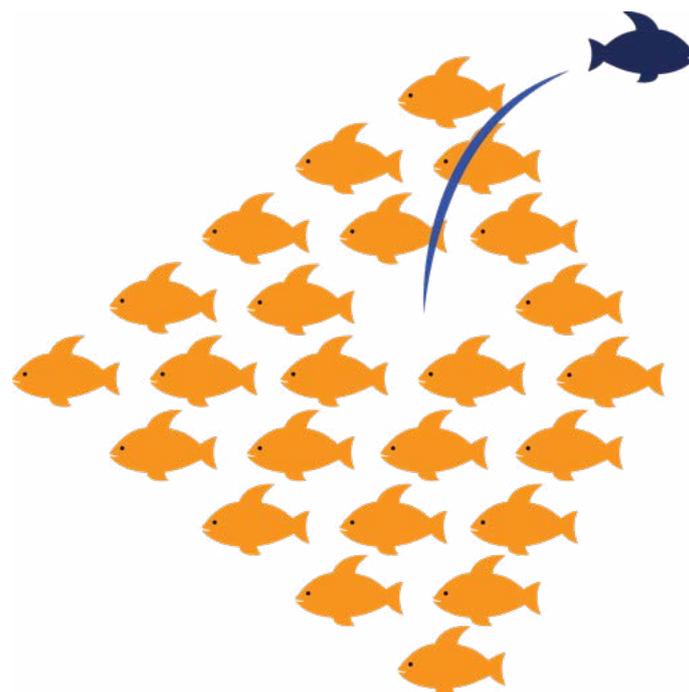
Disruptive content marketing is something different. It is a paradigm shift. It compels readers to stop what they are doing and get involved with the content. Instead of feeling interrupted, the readers *want* to get involved because they view the content as valuable. More importantly though, disruptive content makes the recipient re-think and re-assess their current situation and way of doing business. Through interactive assessments, comparisons to norms, checklists and other tools, disruptive content “disrupts” their current method of thinking and compels the prospect to think in a new direction.



Brands that want to create disruptive content can start by digging into the motivations of their target audience and looking for topics so unique that they will directly address specific problems or challenges the target audience has. Then, the content must be very tightly focused on a particular persona, preferably the decision-maker. Finally, those brands will have to be courageous about trying out different voices, tones, angles and formats in order to differentiate the material.

Here are some tips for creating disruptive content:

- Do not use the same jargon that your competitors are using.
- Talk about something unique and different.
- Use captivating headlines to capture your readers' attention.
- Find smaller, more tightly focused pain points within the larger problem.
- Develop content based current news, trends or interests.



# CASE STUDY: SUNGARD

SunGard is an information technology (IT) company that provides application management and disaster recovery services. They created awareness among IT professionals for SunGard Cloud offerings with a “zombie apocalypse” themed campaign, in which they compared an IT system failure to an outbreak of zombies. The timely pop culture zombie themed effort resulted in exceeding information-download target rates by 300% and a 5.7% email open rate.

With the deluge of content that exists today combined with the continual barrage from every company that wants to stand out, it is no longer enough to produce content like everyone else. Brands that want to survive must differentiate themselves with content that both breaks through the clutter and delivers value.

So try delivering something more disruptive. Whether it is an online cost-calculator or a “dire warning” of a coming zombie apocalypse, interesting and unusual content pieces placed with the targeted audience can result in high responses and conversions.

## THE ZOMBIE APOCALYPSE RECOVERY PLAN

FOLLOW THESE STEPS TO SURVIVE THE WALKING DEAD

### 1. PREPARE

Planning your recovery from the Zombie Apocalypse requires a level of preparation typically required for a Level 5 disaster or Phase 6 pandemic. If properly prepared, you'll be moving forward while everyone else is at a standstill—which is exactly how zombies like their victims.

**Consider these specific tactics:**

- **Identify what's vital to your recovery.** Make a detailed list that prioritizes these mission-critical items and their locations. Tip: Identify last-resort resources like grenades and whiskey.
- **Uncover all interdependencies.** For example, weapons are imperative to your recovery, but much more effective when used with live ammunition. Tip: Can openers and batteries should probably be on your list.
- **Expose and identify vulnerabilities in your current infrastructure.** In the apocalypse, block all areas open to zombie attack. Tip: Aside from heavy artillery, nothing stops zombie hordes more effectively than places they can't reach.
- **Follow enforcement policies.** If you've adopted government regulations, socialize the rules among the living to keep them from becoming undead.
- **Identify core defenses.** Recognize survivors who possess specialized skills to help after disaster strikes. Exterminating the living dead will require an organized team.

## 5. MOBILE CONTENT

Every day, more people are accessing the internet through a mobile device and spending more and more time on the small screens. People today spend more time online with their mobile devices than with their desktop computers.

Smart phones are the most popular device, but tablets are catching up very quickly. Because of this, the smart content marketer will be sure to create content specifically for mobile devices.

Here is how large the mobile market is becoming:

**75%** of internet users were online via a mobile device at the end of 2015

(GlobalWebIndex.com).

**4.8** billion people use mobile phones worldwide

(Forrester Research).

Owners of mobile devices use them **15 - 200** times per day

(Forrester Research).



When they are connected to your website, your customers and prospects demand a quality mobile experience. According to GlobalWebIndex.net, roughly 50% of US customers expect to find the information they want or need based on their context on their mobile device. So adapting your content for mobile devices is critical to a long-term content marketing plan.

Here is how to take advantage of the growth in mobile:

### **Set your mobile strategy**

Where will you connect with prospects in mobile and how will you deliver a quality mobile experience? Consider that mobile-access includes a variety of devices as well as a multitude of access methods including mobile websites and microsites, mobile apps and online portals. Each one has its own characteristics that must be addressed.

So adapting your content for mobile devices is critical to a long-term content marketing plan.

### **Prepare for mobile first**

When designing content, make it mobile-compatible first. Since more people are accessing your content with smart phones and tablets, prepare your content for mobile devices first. Then add to it for the desktop viewers. Mobile content is consumed in brief instants; according to Google research, mobile sessions average only 1 minute 10 seconds per usage. Therefore, plan your content consumption in short bite-size chunks.



## Design compelling mobile content

Writing and developing content that your audience relates to is one of the most important tenets of content marketing, and as such, should be your primary goal. Considering the restrictions on time-to-read and the small viewing-space, here are some methods to compel readers to read your content:

### Create short, strong headlines

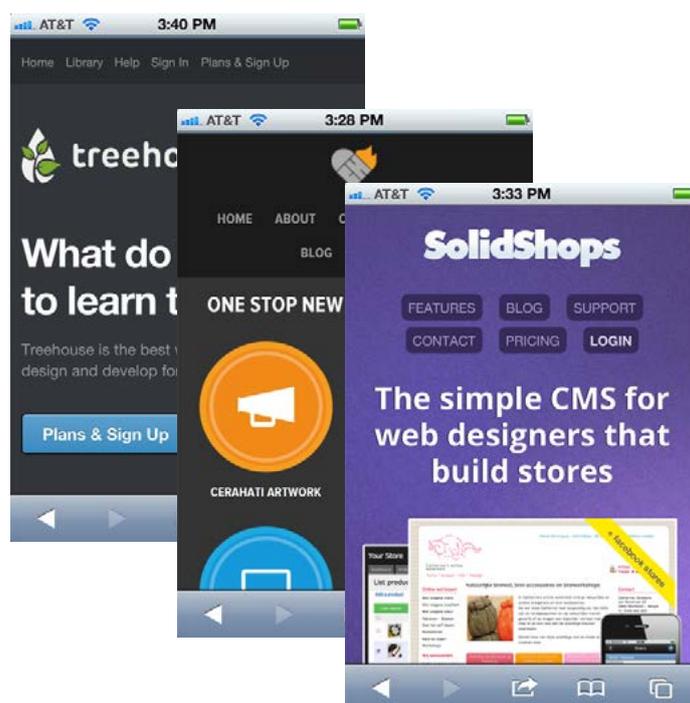
Concise and compelling headlines are essential because lengthy headlines get lost off-screen. According to Copyblogger.com, eight out of ten people will read your headline, but only two out of ten will read your content if the headline is boring. Therefore, use the headline to draw them in.

### Put your most powerful content up front

With desktop viewing, you have plenty of above-the-fold real estate. With mobile you do not. Start your content with attention-grabbing sentences so the reader is drawn in immediately.

### Get rid of unnecessary words, phrases and sentences

Concise writing is essential for mobile content. Give the user as much on-screen information as possible without requiring them to swipe or tap. The more clearly you can express an idea, the better.



# CONTENT MARKETING

## **Make the content easy to share**

Make it easy to email, tweet, post and pin the content. You want your readers to pass it on to others, therefore include icons and calls-to-action to share it.

## **Include entertainment value**

Visual media and podcasts are two of the most popular uses of smart phones. Add videos and podcasts to your content to capture more attention.

Creating mobile-focused content must be an essential part of your content marketing plan. As more people go online through their mobile devices, the more they will want mobile-friendly content. Forrester Research shows that only 25% of companies have a mobile strategy. By creating mobile-focused content, your content will stand out from many of your competitors.



## CONCLUSION:

Standing out in today's crowded marketplace means coming up with newer, more engaging content. Use the five strategies we covered to rise above the noise. Interactive, behavior-based, industry-focused, disruptive and mobile content can all work together to make your business stand out and ultimately bring in a lot more customers.



# ABOUT KEO MARKETING

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

**For more information and to request a complimentary marketing audit visit [keomarketing.com](http://keomarketing.com)**



## KEOMarketing

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