

Why Nobody Cares About Your Content



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It's no longer good enough for
brands to be good



Today, they have to be good
for something



Purpose

Clearly articulate why your brand exists and address that purpose to your audience



Culture

Authentically connect your
existence to a relevant moment in
culture



Activism

Confront a controversial issue that has a direct impact on your stakeholders



Using multi-touch attribution to reassess mid-funnel marketing





Nobody cares about your brand.
The faster you come to terms with
this idea, the better off you'll be



Some of the biggest brands we know and love are successful because they realized this early on and dug into it



They listened to their customers
and reflected their hopes and dreams
back to them. They made everything
they did about their customers



They morphed their brands
into being as relevant to their
customers as possible

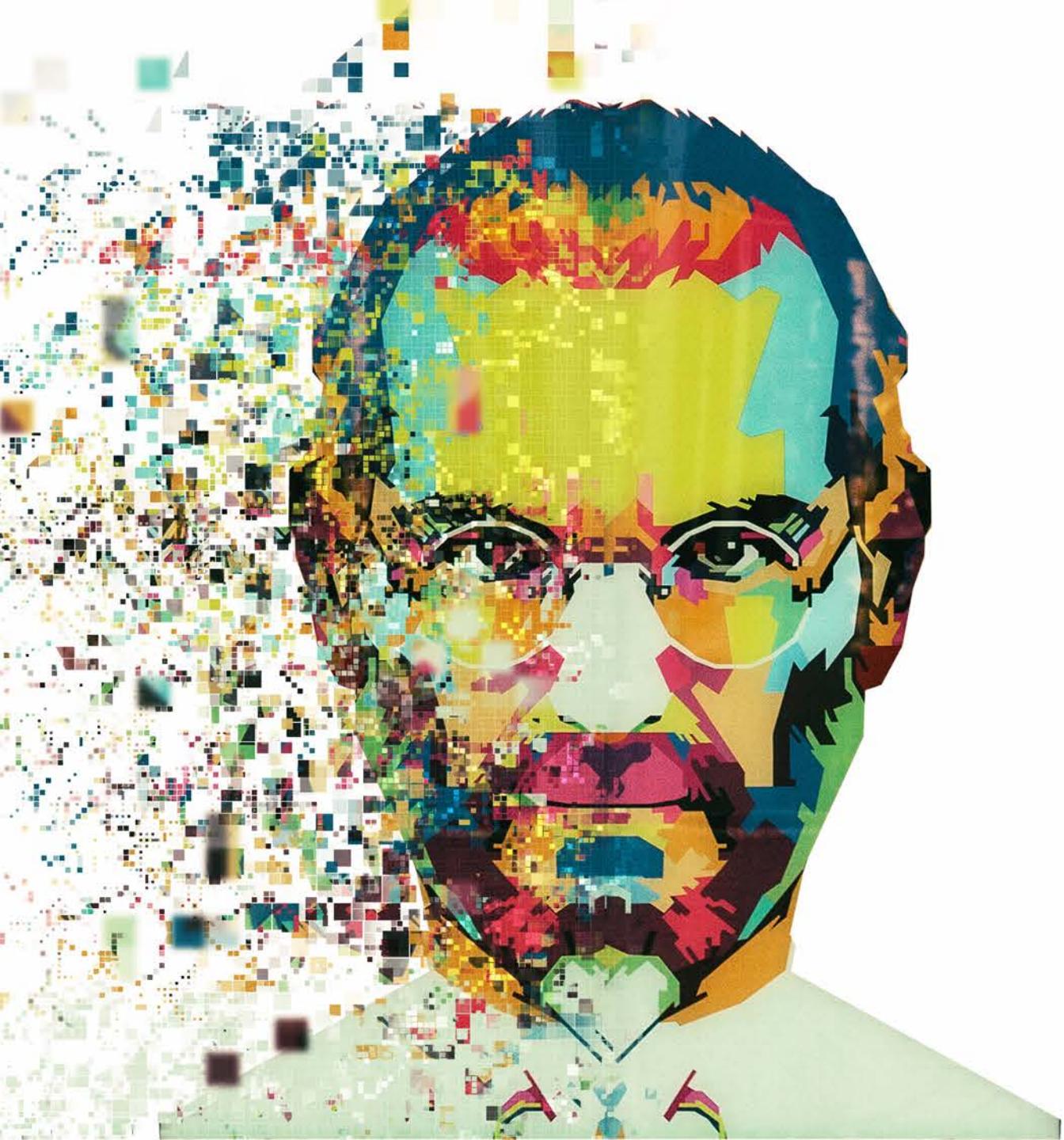


Six reasons why no one is not engaging with your content



Your content doesn't have
a relevant focus





“Focusing is about saying no.”

Steve Jobs



Your content simply
isn't good enough



Your content is too
self-promotional



Your editorial calendar is irregular





You don't have SEO in mind





Your content isn't being promoted effectively



To create a successful content marketing campaign, you first need a strategy!
This sets out the objectives and scope of your project

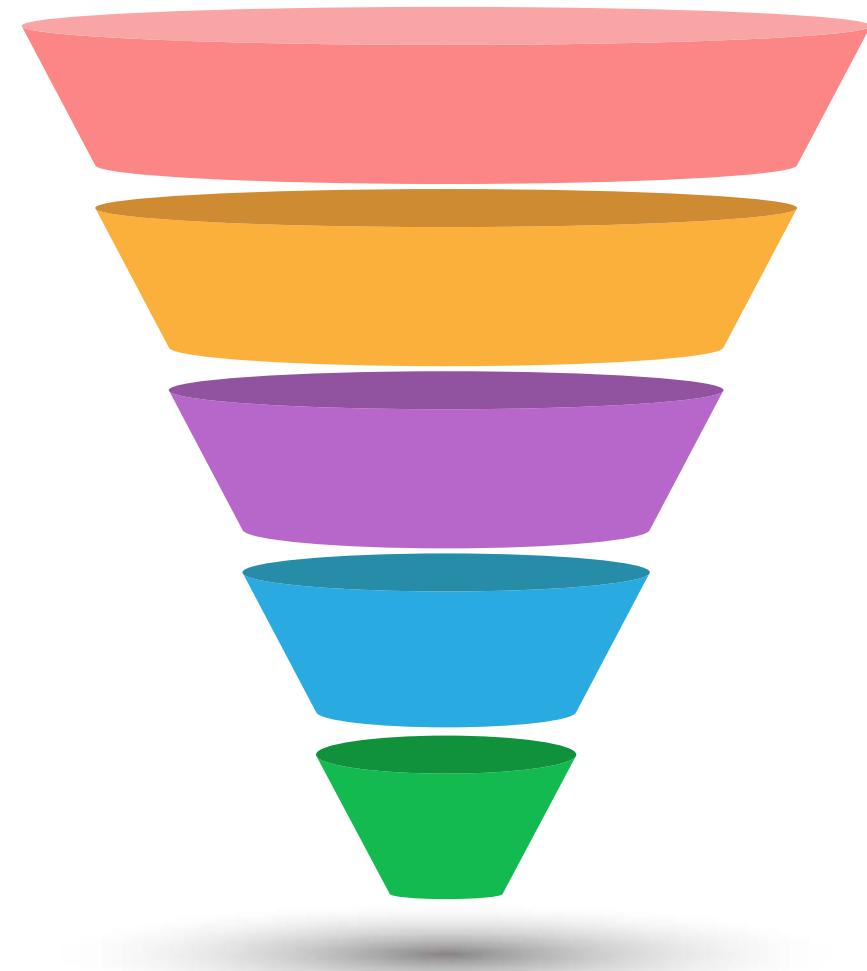


It keeps everything on track while providing a roadmap outlining the different aspects of your campaign

Applying funnel techniques

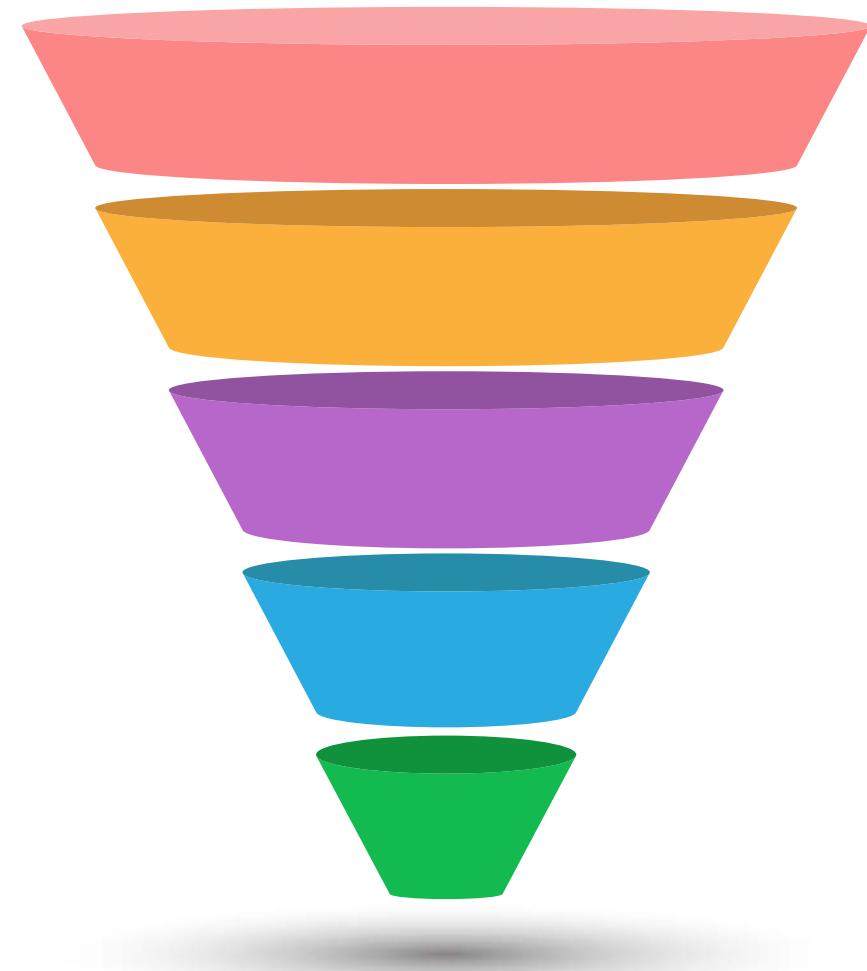


Applying funnel techniques



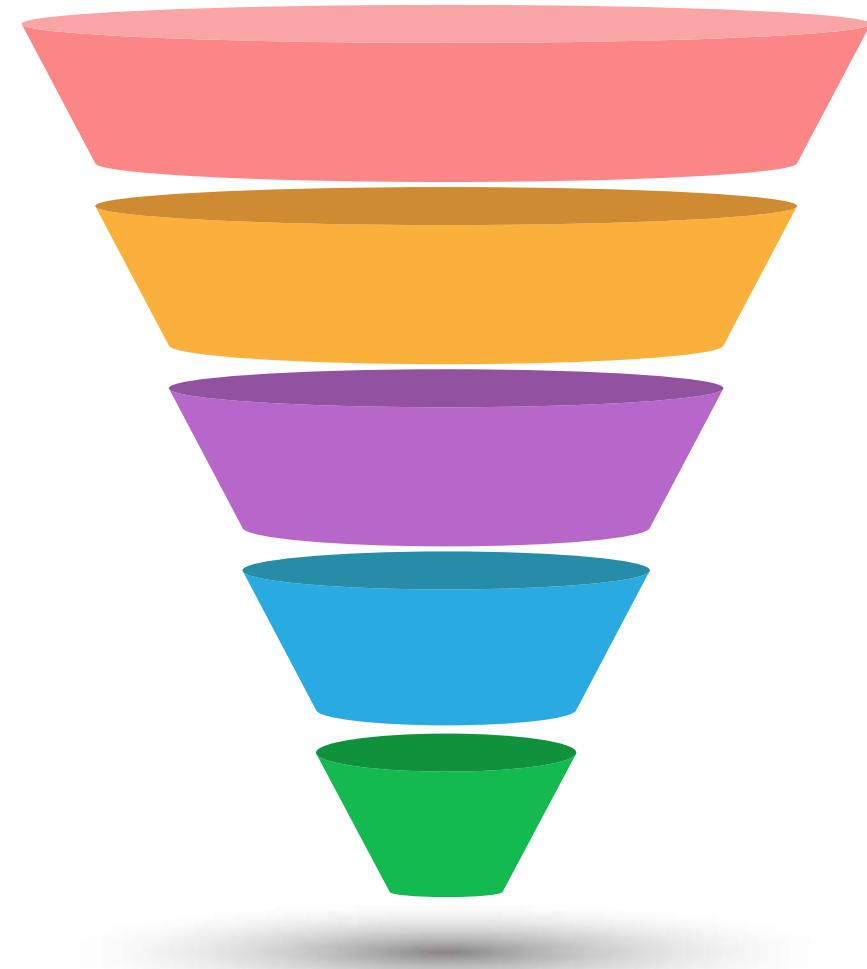
You can use the conversion funnel as a guide when planning your content marketing strategy

Applying funnel techniques



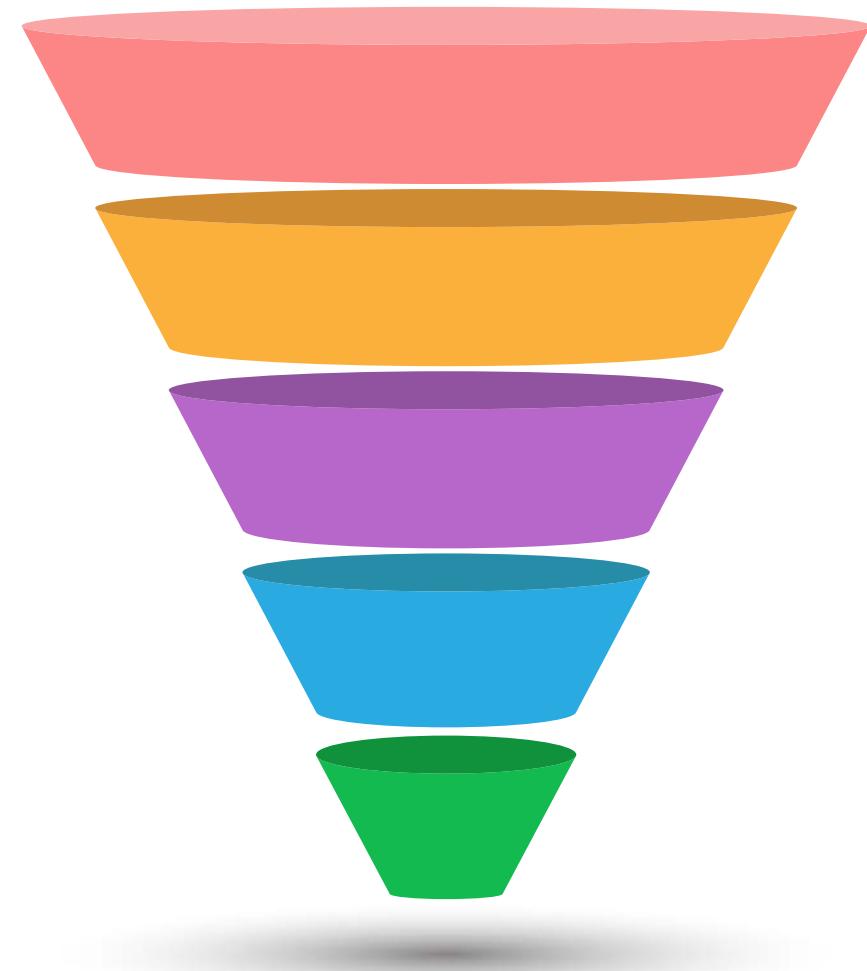
This enables you to map your content to key decision points in the consumer journey and address their needs

Applying funnel techniques



Begin with awareness content for the top of the funnel to get the word out there

Applying funnel techniques



Create consideration content for the middle parts of the funnel, when people are assessing options in the market

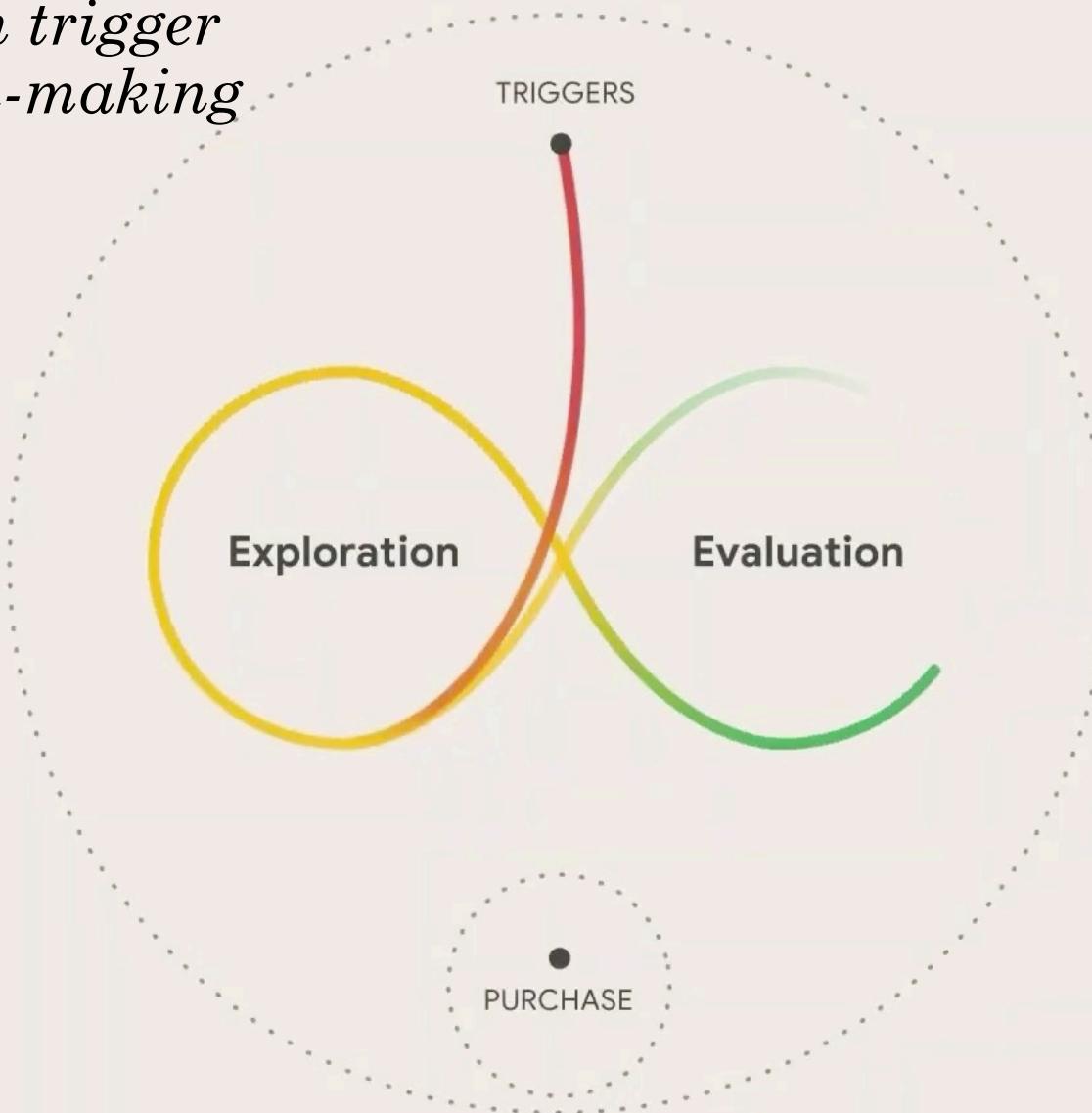
Applying funnel techniques



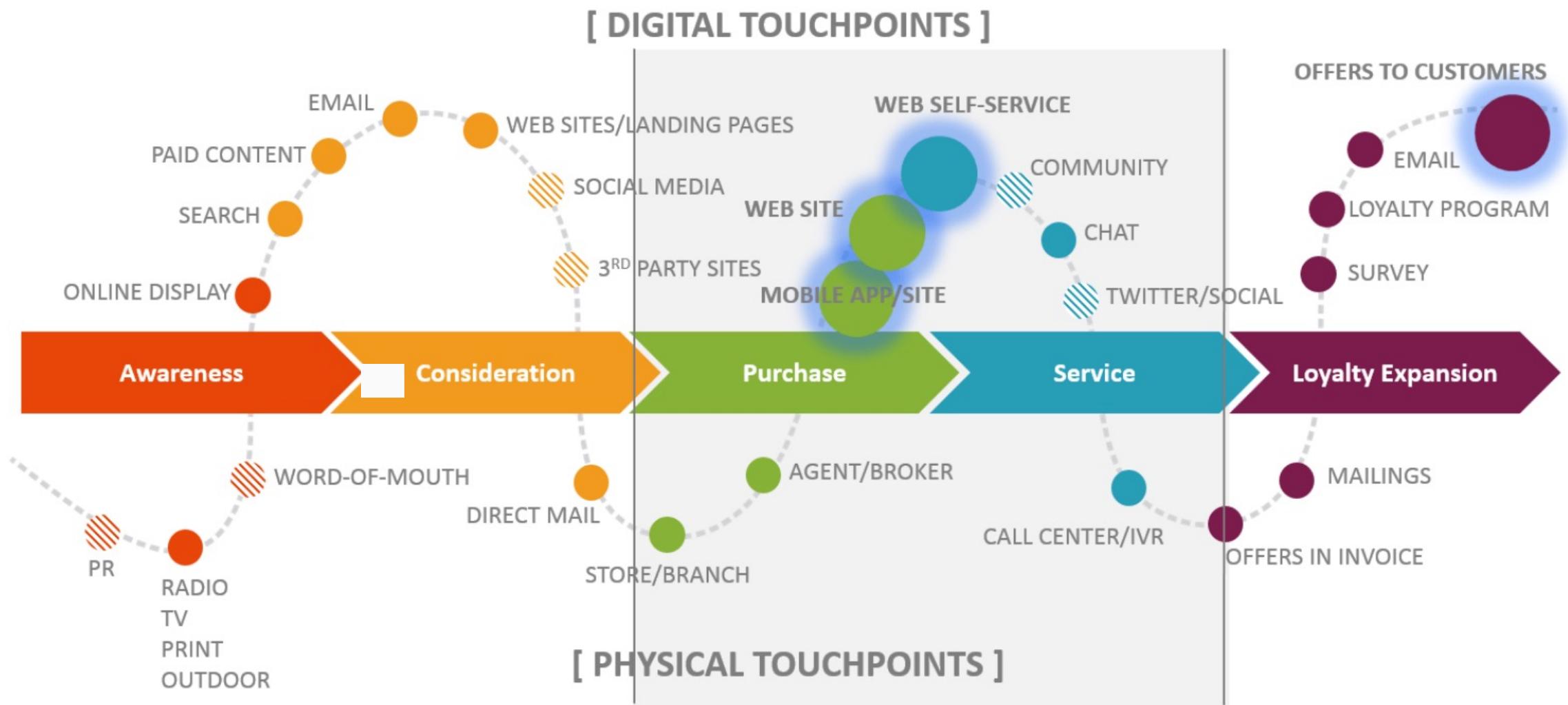
Produce high-impact conversion content
for the bottom of the funnel.
This drives people to take action

The “messy middle” of the purchase journey

*what happens between trigger
and purchase decision-making
is not linear*



The buyer journey



MANAGED TOUCHPOINT
EARNED TOUCHPOINT

Don't confuse tactics
with strategy





Phase A

Why? / Diagnosis

Phase A

Understand the context

SWOT

Research



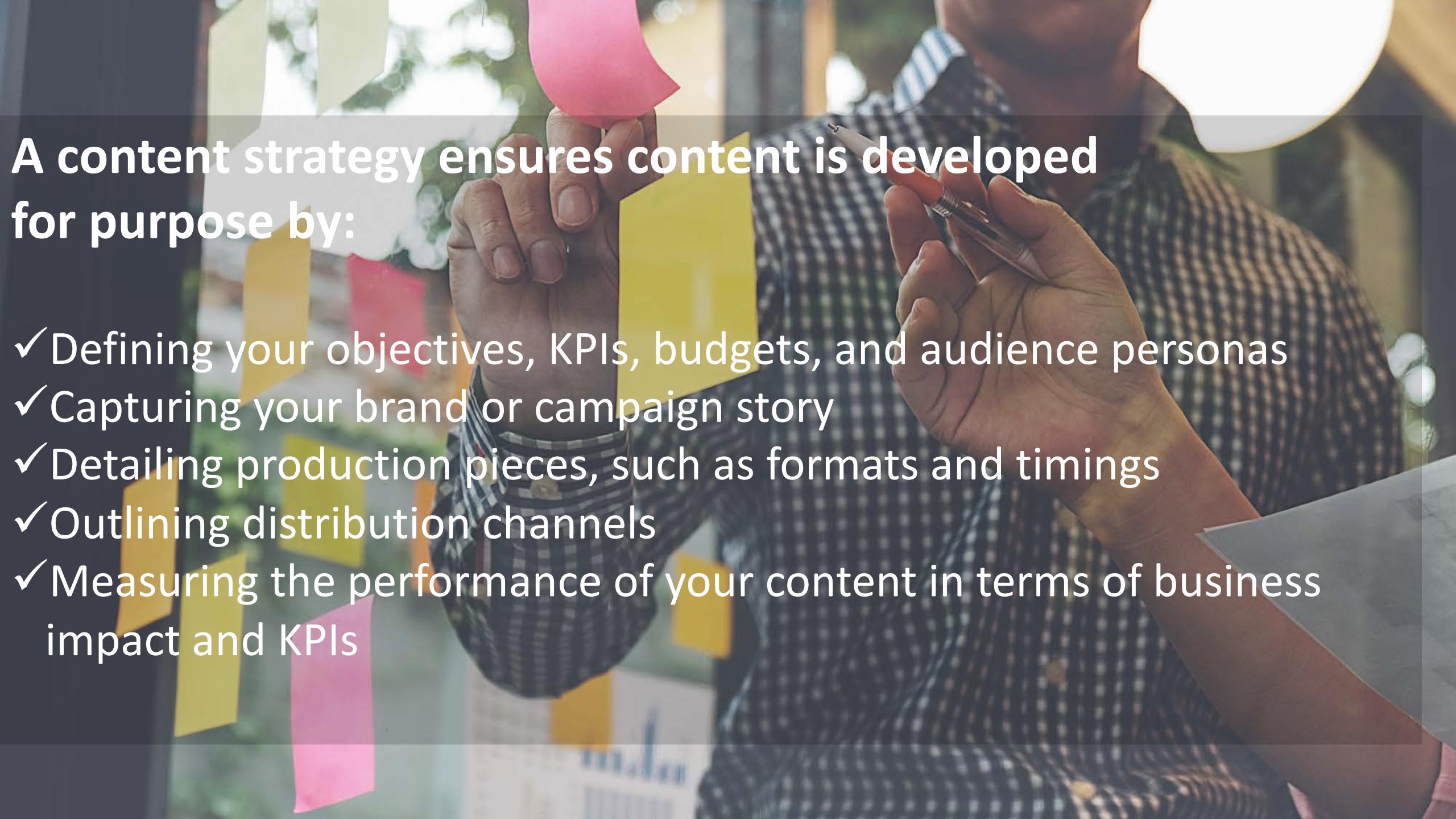
Phase B

What? / Strategy



Phase B

Objectives & Goals
Our advantage

A photograph showing a person's hands and torso. The person is wearing a dark blue and white checkered shirt. They are holding a silver pen in their right hand, poised above a stack of several small, colorful sticky notes. The sticky notes are in various colors including yellow, pink, and red. The background is slightly blurred, showing what appears to be an office or study environment.

A content strategy ensures content is developed for purpose by:

- ✓ Defining your objectives, KPIs, budgets, and audience personas
- ✓ Capturing your brand or campaign story
- ✓ Detailing production pieces, such as formats and timings
- ✓ Outlining distribution channels
- ✓ Measuring the performance of your content in terms of business impact and KPIs



Phase C

How? / Execution



Phase C

Action Plan Product, Price, Place, Promotion

People fall in love with brands when the brands help them be smarter, sexier, stronger, richer, cooler, faster, healthier, happier, more attractive, and otherwise achieve their dreams and improve their lives





Put the focus back
on your buyer persona



ENGAGEMENT



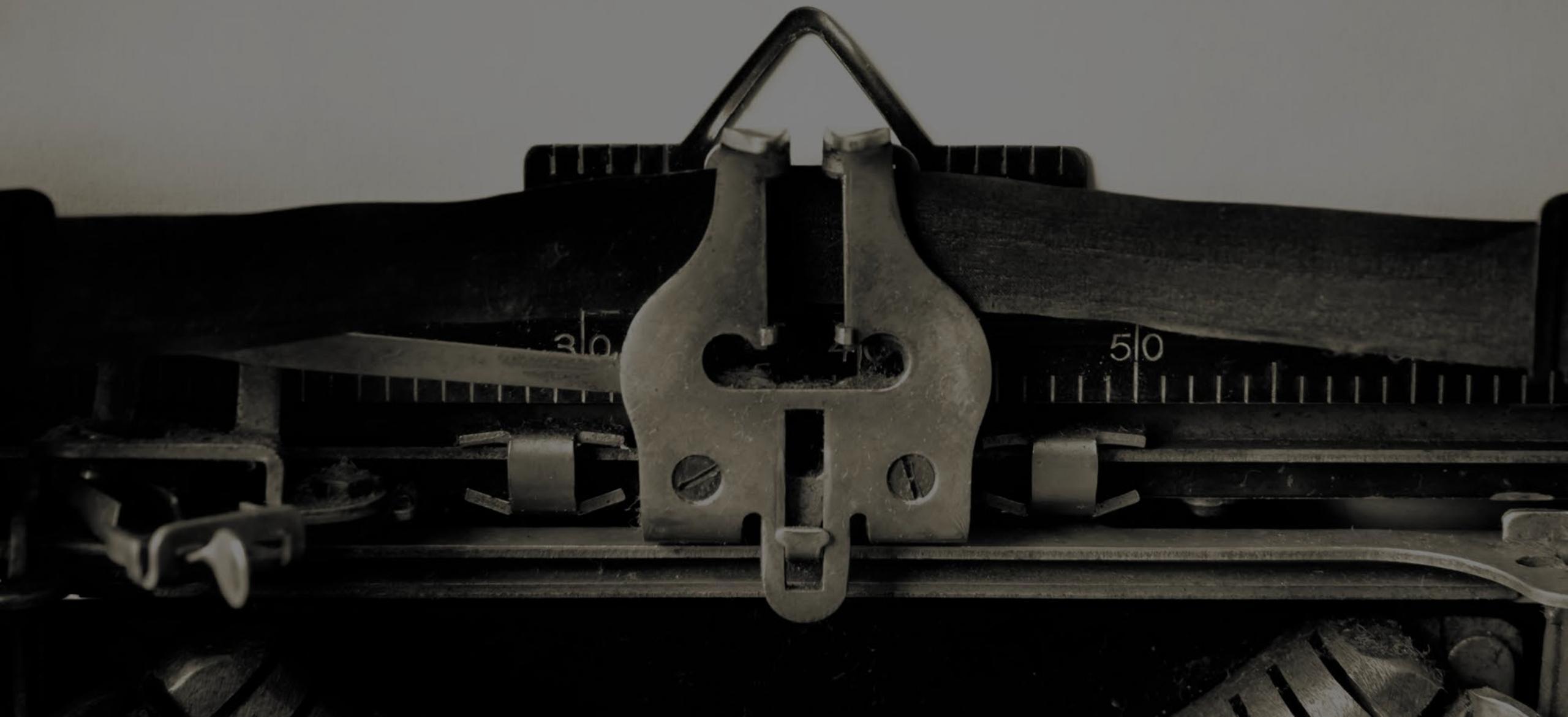
People are eager to engage with brands
when they can provide natural and intuitive experiences
that deliver value



Be strategic, before being tactical

Be strategic,
before being tactical

What is your Story?



Thank you!

