

The background is a dark, textured surface with several chess pieces (pawns and kings) scattered across it. Some pieces are connected by thin white lines, forming a network. There are also small blue and red dots scattered around. In the center, there is a circular graphic with concentric circles and a central gold piece. A blue rectangular box with a white border and a folded corner is positioned on the right side, containing the title text.

# 5 Big, Strategic Content Experience Questions for CMOs

Welcome to MarTech Advisor's series on content experience.

Over the last few months, we have observed **unprecedented audience interest in content marketing**, and content experience - and indeed this interest is borne out by the numbers. Report after report tell us that content is an area that will see continued investments by CMOs, because it is central to customer engagement and the buyers journey in both - B2B and B2C - context.

Report after report also tell us that **marketers find content creation difficult, content performance measurement challenging, and content attribution confusing**. It is also an area that is witnessing a transformation - the strategic approach, the execution and channels of delivery, the tools and technology, and customers' content consumption behavior itself - all are evolving rapidly.

All of the above are reasons why the editorial team at MarTech Advisor sees value in **facilitating important conversations around content marketing, and its more evolved avatar, content experience**. All through 2019, we will publish features like this one, encouraging marketers to ask - and answer - key questions around their investments in content.

This eBook - **5 Big, Strategic Content Experience Questions for CMOs** - began with the question of whether content experience is bigger than the sum of the parts of content marketing. What aspects make the content experience approach distinct, and where should marketing leaders begin evaluating what it means to them? We hope you enjoy reading it. Please share your thoughts with me on [Twitter](#) and [LinkedIn](#) - and keep the conversation around content going!

# Why should CMOs care about content experience?

Even as marketers solve the operational challenges of creating, distributing, tracking and measuring the content they create; progressive CMOs are focused on elevating and transforming content marketing into a more strategic 'content experience' approach that is better aligned to their strategic marketing objectives such as improved CX, value creation, integration and collaboration.

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*The primary goal of content experience has to be to drive demand, revenue, and relationships.*

**Randy Frisch,**  
CMO and Co-founder, Uberflip

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*Content experience gives audiences what they actually need rather than what companies think they want—it's more than the collective number of marketing materials that were distributed over time.*

**Patricia Travaline,**  
Chief Marketing Officer, Skyword

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# Transforming content marketing

## Vision

From focusing on telling the marketers story....



...to focusing on customer expectations and journey

## Tools and Technology

From automation for efficiency..



...to Human + Data + Machine Intelligence for effectiveness

## Content Creation

From focusing on content creation by volume, topic, campaign or editorial calendar...



...to creating an integrated, and dynamic stream of content that offers value at each stage of the buyer's journey , across platforms and devices

## Tracking & Analysis

From focusing on volume-driven vanity metrics such as page views, reach, downloads and CTA...



...to also focusing on value-driven experiential metrics such as depth and width of engagement and relevance, revenue impact and loyalty

## Distribution, Amplification & Discoverability

**Internal:** access to content is limited, often lost between silos due to the way digital assets are organized and managed

**External:** channel-focused approach, amplified on available platforms or devices, for maximum visibility and shelf life



**Internal:** organize and democratize access across all internal stakeholders who may need access to content

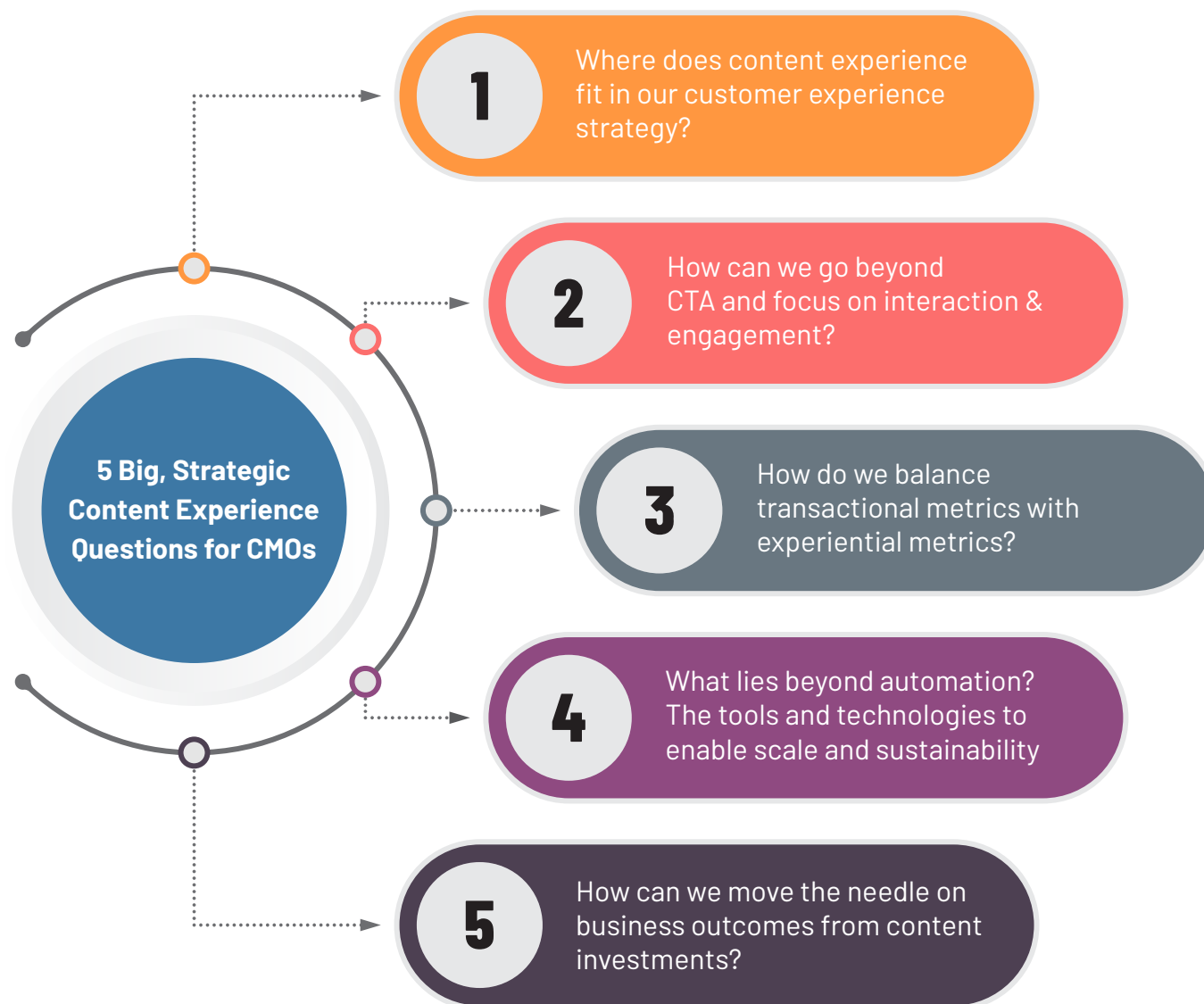
**External:** context-focused approach, to make the right content discoverable at the right stage of the journey, irrespective of platform or device

## Content Marketing Goals

From a transactional approach - 'your email ID in exchange for a piece of content'...



...to an experiential approach - content streams that help you purposefully move deeper into your journey



People hear what they want to hear, and they read what they want to read.



Our challenge is understand what that is, and finding a sweet spot with our own story.

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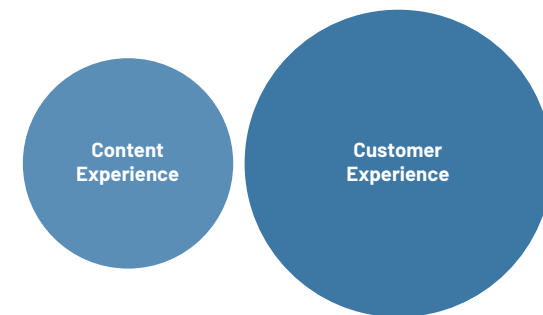
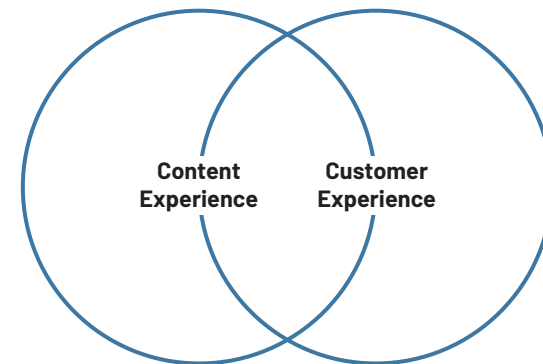
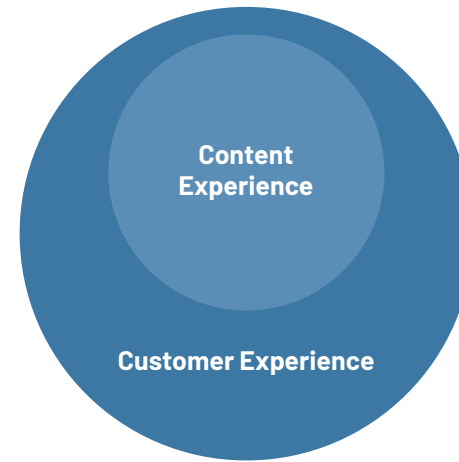
Content marketing' is generally used for demand generation and pipeline progression. 'Content experience' expands the scope of content to include how sales teams use content to engage directly with prospects.

**Theresa O'Neil,**  
VP Marketing, Showpad

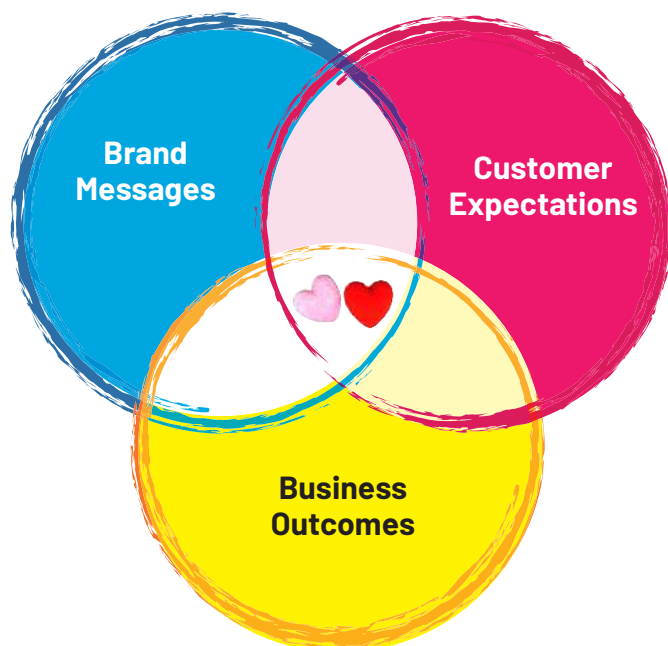
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# Question 1

Where does content experience fit in our customer experience strategy?







Content experience is central to delivering a meaningful customer experience. Customers prefer to consume content at their pace, over talking to a salesperson: content is the 'voice of the brand' for a major part of the customer's journey. How can we make it count?

### CMOs need to ask:

- How would the overall 'content experience' map to my customer journey and the Brand Experience we are creating?
- How can we create a content experience that is always on, real-time, flexible and agile in response to the evolving customers journey?
- How can we best collaborate with Sales & Service to understand the customer; and with Technology to leverage the right, data and tools to deliver these experiences?

*Your story was (probably) great but was anyone listening?*

*Often, the challenge is not to create great content, but to make sure the right person sees that content at the right time on the right channel.*



Also Read: [What will content experiences look like in 2020?](#)



# Don't rely on luck.

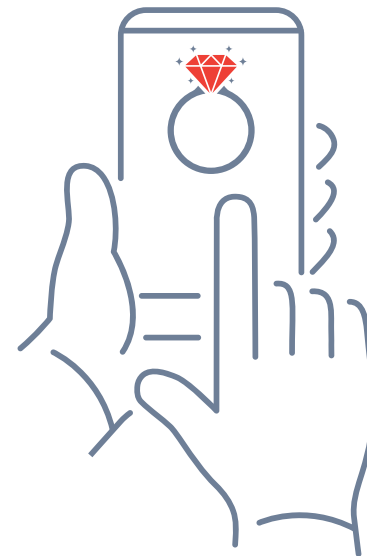
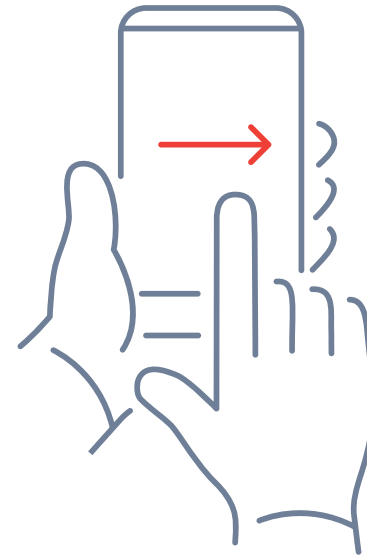
**DOWNLOAD THE REPORT**





# Question 2

How can we go beyond CTA and focus on interaction & engagement?



Customers don't want to be acquired, segmented, targeted or tracked! They prefer meaningful, relevant exchanges and interactions that add value to their journey.

CMOs have to ask the right questions about engagement to design the most relevant content strategy.

#### CMOs need to ask:

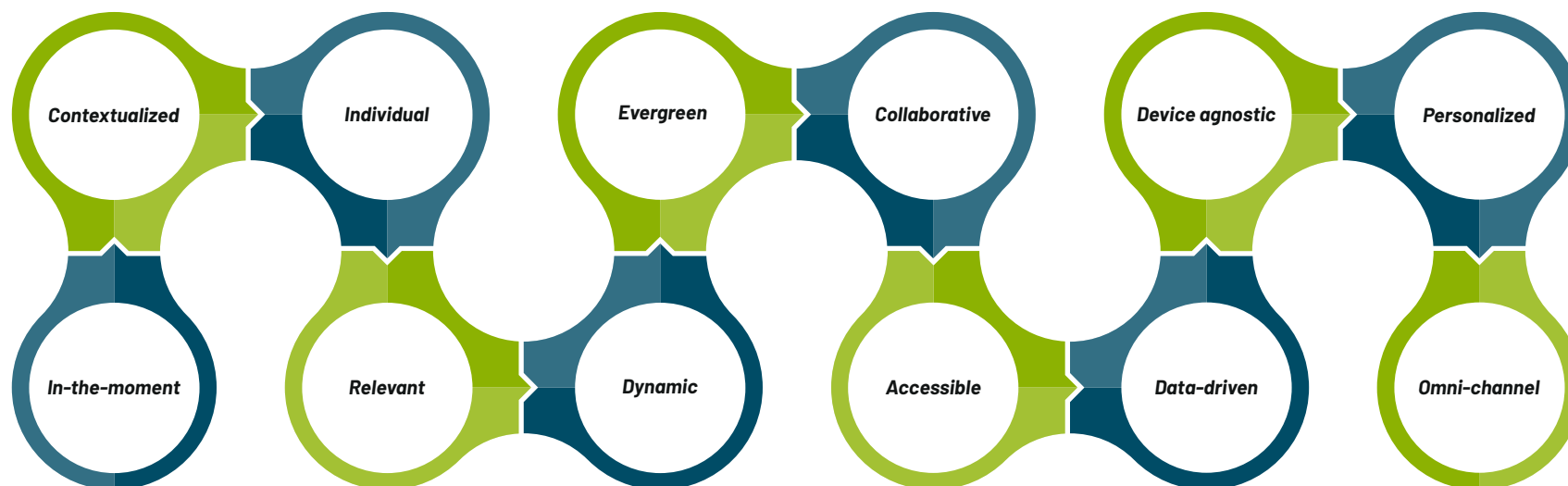
##### **What does 'reach' really mean in our context?**

1. Do we track both - volume-driven and value-driven definition of reach?
2. How do we ensure easy discoverability and access to our content by both- key internal and external audiences - to best support their needs at any stage of their journey?

##### **What are the strategic ways to drive optimal engagement with our content and our Brand?**

1. How are we using data to create and deliver intelligent, personal, relevant content?
2. Can our customers seamlessly access contextual, in-the-moment content irrespective of their chosen device, platform, format and channel?
3. Is our Brand voice authentic and consistent through the content and customer experience?

## The many aspects of exceptional customer experience



### Content Vs. Nontent

*My #1 tip is a fool-proof antidote for irrelevance; or what I love to call 'nontent'. The single most important thing in developing an effective content experience is to identify your customer's most pressing goals, aspirations and obstacles. You must identify what is keeping your audience up at night, and help them sleep by delivering content that has a tangible value proposition related to helping them achieve their goals and remove friction from their lives. This is an innovator's mindset. We must help content professionals become more innovative and entrepreneurial, and a focus on achieving excellence in content experience can help, but only if the core problem the content helps the individual overcome has been identified.*

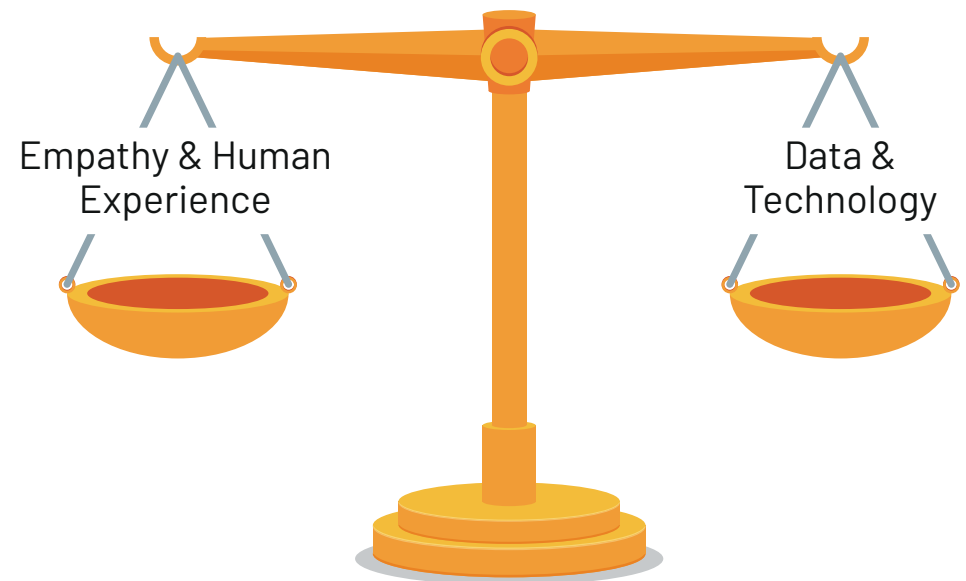
**Carlos Abler**, Leader - Content Marketing and Strategy, Global eTransformation, 3M



Also Read: [Brand Collaborations and Content Experience](#)

# Question 3

How do we balance transactional metrics with experiential metrics?



Marketing leadership needs to help clarify what success means for the content experience strategy, by measuring the business impact. This approach goes beyond tracking metrics for individual elements of the content calendar.

Conversion metrics are as important as experiential metrics – but both imply different measures and outcomes.

**CMOs need to ask what experiential metrics mean in their context.**

**At the experience level, measuring content success is about tracking content consumption through the customer journey to understand:**

- Which paths of content consumption move customers deeper into the funnel;
- Which patterns of content consumption indicate the strongest intent, or engagement;
- What actions do audiences take after consuming specific content combinations;
- Which experiences create true value for customer and business outcomes for the organization

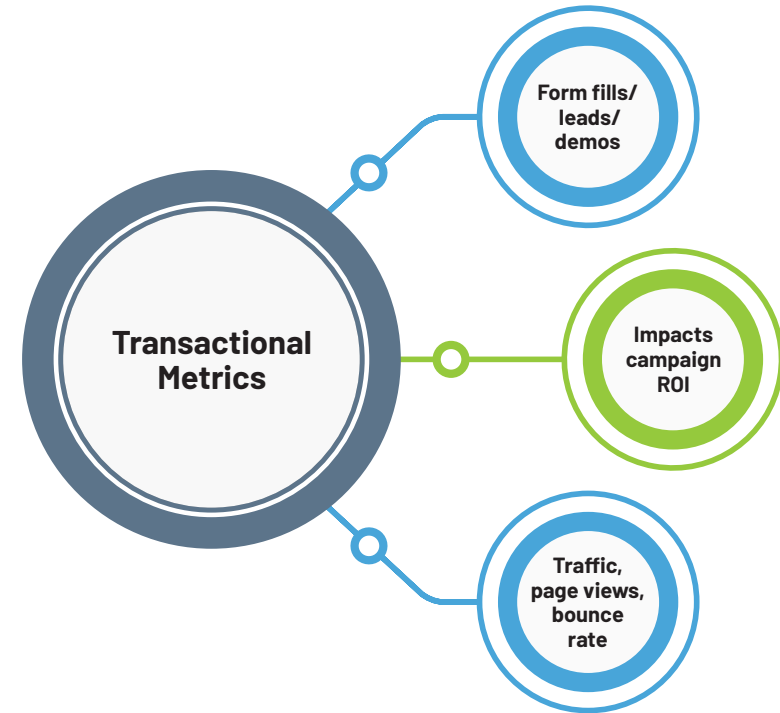
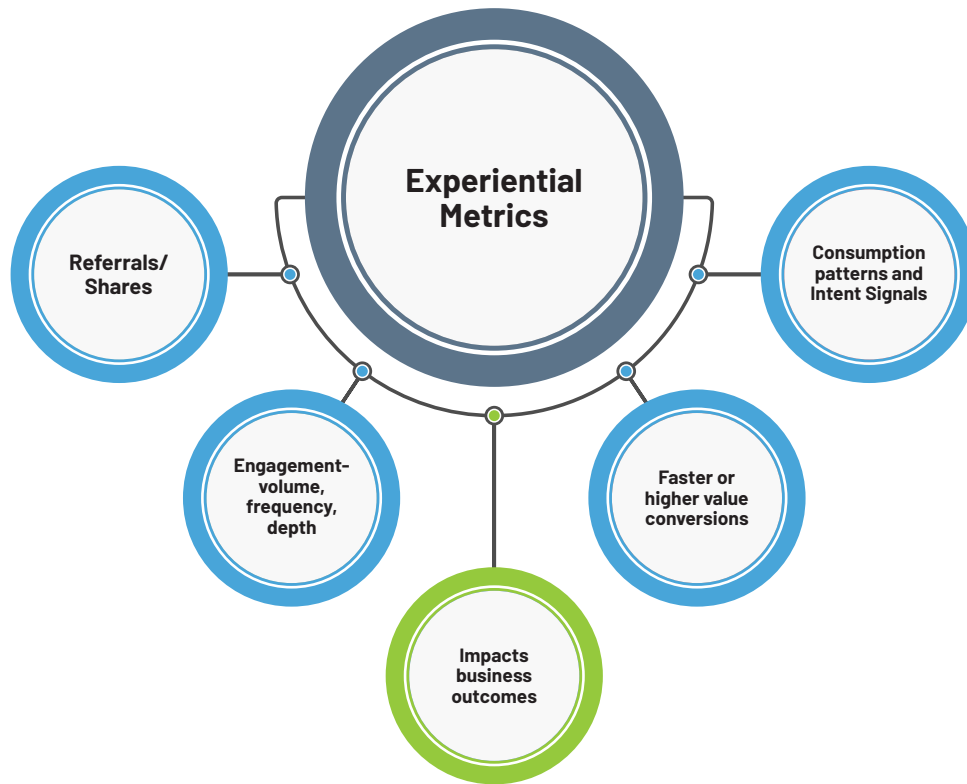
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*Content Marketing is a business practice of delivering content and content-driven applications in order to add value to customer and audience relationships in a manner that drives valuable business outcomes. Content Marketing should deliver content experience excellence.*

**Carlos Abler,**

*Leader - Content Marketing and Strategy, Global eTransformation, 3M*

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Uberflip scores each lead both demographically (is this our targeted audience?) and behaviorally (how engaged are they?).

**LEAD SCORING TIER SYSTEM**  
DEMOGRAPHIC SCORES AND BEHAVIOR  
SCORES BUCKETED INTO 3 LEVELS

DEMOGRAPHIC			BEHAVIOR
Target Audience	1	A	Extremely Engaged
Somewhat Ideal Profile	2	B	Somewhat Engaged
Not Ideal Profile	3	C	No Engagement

EACH LEVEL IS BROKEN DOWN BASED ON POINTS

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One of the best KPIs for customer experience lies in the volume of repeat purchases a customer makes and their level of loyalty to a brand, retailer or supplier. With an increased number of purchasing options to choose from, customers that choose to come back to your brand again and again indicate how closely and accurately you're targeting their specific behaviors and providing opportunities for them that they can't get anywhere else.

**Paul Michelotti**, Experience Management Practice Lead, Avionos

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The best metric for content performance is attribution to sales or return on investment. Achieving this holy grail can be quite challenging as siloed digital marketing platforms make it next to impossible to track content engagement across channels and content types. Additionally, the definitions of data across different platforms (Facebook, Twitter, YouTube, LinkedIn, Google Analytics) are all different, so you're constantly comparing apples to oranges!

**Krista LaRiviere**, Chief Strategy Officer, Mintent

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To create a memorable brand experience for the customer, each piece of content must fit into a larger conversation, contextualized to the individual. For each message, Marketers should consider the environment in which it will live; how it will drive engagement; the most appropriate channels to deliver it; and where it should appear in the customer journey. For maximum impact, everything must come together to create a seamless end-to-end content experience.

**Steve Taylor**, CEO, BlueRush

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## Tracking Metrics

Uberflip tracks metrics at each stage of the sales funnel, to stay nimble when content isn't hitting the mark

Attract	Convert	Close
Sessions	Ideal Account Profile Lead Fit	Assets Downloaded / Viewed at Each Opp Stage
Session Duration	Average Content Assets Per Session	Return Visit Rate by SQLs
Clicks	Content Assists (Page visit directly before conversion)	Content Multi-Touch Attribution
Click-Through Rate (CTR)	CTR of Email Nurture	Number of Influenced Opportunities
Bounce Rate	Marketing Qualified Leads (MQL)	Percentage of Opportunities With Content as a Touchpoint
Time on Page	Sales Accepted Leads (SAL)	Influenced Pipeline (Total deal size and asset attribution)
Page views	Sales Qualified Leads (SQL)	Influenced Revenue (Total deal size and asset attribution)
Leads	Content First Touch Attribution	First-Touch Content to Close Ratio
Cost Per Lead for Content	Average Lead Score	Closed-Won With Content Attribution

Graphic courtesy: Uberflip

## Here are some practical tips on measuring content performance:

- Ensure that CTAs are designed to capture real, marketing-qualified leads that you can pass on to your sales team.
- Implement a lead-scoring model to effectively track how your prospects are engaging.
- Track how the content experiences you produce influence pipeline and revenue.

# Question 4

What lies beyond automation?  
The tools and technologies to  
enable scale and sustainability



Technology and tools have democratized content experience and made true customization and contextualization possible for anyone with the vision to align content and customer experience.

#### CMOs need to ask:

- What tools can empower our customers to easily discover and access the right content at the right time in their journey?
- What tools can empower our customer-facing employees to easily access our content library and create personalized, curated content experiences for their best prospects and customers, in real-time?
- What infrastructure do we need to scale these contextual, personal experiences for all our prospects and customers, all the time?
- What technologies - from AI to IoT - will impact the efficiency and effectiveness of our content experience execution?

“

*You can't check just one box when looking at which content performs best. You have to look at every interaction across marketing, sales and the buyers themselves. Ideally, marketers are also measuring which content is tied to revenue so they can invest more in content that engages buyers and helps close deals.*

**Theresa O'Neil,**  
VP Marketing, Showpad

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### Empowered Employees and Partners



### Empowered Customers



### Scalable Infrastructure



### Agile Technology



Also Read: [By 2030, Each Person Will Own 15 Connected Devices – Here's What That Means for Your Business and Content](#)

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Marketers need systems to reimagine the way they work, redefine how they coordinate work across their organization and rethink the skills they need on their teams – particularly the unsung heroes in marketing operations. As a result, the smart marketers are doing what sales leaders did at the advent of CRM: justifying the investment in terms of ROI. Technology gives them the ability to show efficiencies and effectiveness, in turn making the case for spend in other key areas to drive growth. Having the right tech to orchestrate workflow, combined with a sound strategic plan, is how marketing teams will be able to scale and grow.

**Randy Wootton**, CEO, Percolate

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Good content marketing still starts with a good idea. But the best content teams have a deep understanding of how their audiences differ across channels – both in terms of topics that resonate the most, and the medium that's most successful for each. For any campaign intended to span multiple channels, teams should map out which parts of that story fit with each channel, then figure out how to best tell that story for each. Ideas can be channel-agnostic, but medium and angles must be tailored.

**Meghan Anderson**, VP Marketing, Hubspot

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# Question 5

How can we move the needle on business outcomes from content investments?



While the content stream makes a strategic contribution to customer and prospect goals and outcomes; the content strategy makes a strategic contribution to business goals and outcomes.

**Customer-centric CMOs follow customer experience principles and leverage technology to win with content experience**

**Design for the journey**

Create great content to address the customer's expectations at every stage of their journey, to help them buy better

**Data for decisioning**

Go beyond output and focus on outcome-driven metrics, analytics and intel to curate engaging and personalized content experiences based on audience signals

**Delivery at scale**

Deploy infrastructure and tools to deliver content experience at scale - to all prospects, all the time, across all platforms, channels and devices



“

*Content marketing is about having an on-going conversation with customers, across their decision-making journey and measuring it.*

**Krista LaRiviere,**  
Chief Strategy Officer, Mintent

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*Content-centric marketing will soon become the default operating model that organizations use to scale their marketing strategy—but how can they get there? Scaling content operations requires careful, proactive attention to five key areas: people, culture, processes, strategy, and technology.*

**Patricia Travaline,**  
Chief Marketing Officer, Skyword

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*Customers and prospects interact with us via text, voice, photos, social posts, mobile apps, video, games, immersive AR / VR or voice experiences, email signatures, sales presentations, chatbots, messenger apps, in-person, in-store, via service centre conversations...etc.*

*Each interaction is an opportunity to serve them a personalized, contextual, in-the-moment, relevant and compelling content experience.*



# About MarTech Advisor

Named in the top ten publications read by B2B CMOs by Forbes magazine, MarTech Advisor is one of the fastest growing Media brands providing unbiased news, industry research, software recommendations, and aggregated job opportunities for marketing professionals. Our community, of over a million professionals, includes highly engaged thought leaders (read: CMOs and marketing experts) that regularly contribute and participate on MarTech Advisor. Leading Marketing Technology brands like Salesforce, IBM, Radius, Techvalidate, Domo and SharpSpring, partner with MarTech Advisor to reach these highly engaged audiences and drive improved marketing performance across the funnel.

Author: Editor-in-Chief, **Chitra Iyer**

Additional credits: Design: Lead-Graphic Designer, **Shivaji Dange**