



Making the mundane inspiring: Creating compelling & effective content, no matter what you sell.

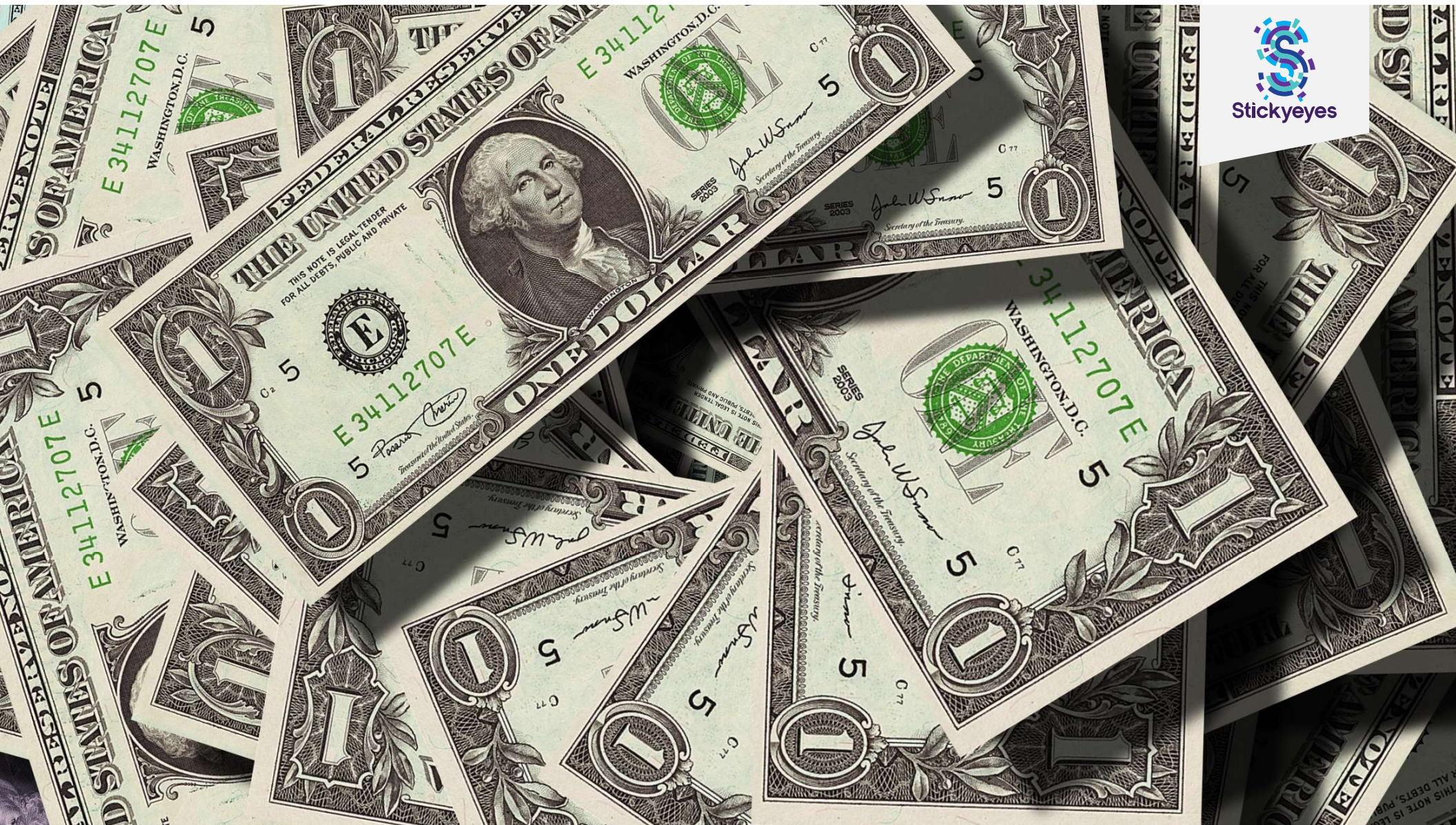
Michael Hewitt, Content Marketing Manager

@whatmichaelsays



**A lot of content marketing
conference talks all sound
the same....**







**Estimated
Budget:
\$30m.**





A 15-person social media “war room”.



YOU CAN STILL DUNK IN THE DARK



OUR
BLADES
ARE
F**KING
GREAT

Stand-up
comedian.

Banned by the ASA.

ALWAYS BET ON BLACK

WE'VE PAID OUT EARLY ON A MAYWEATHER VICTORY

BECAUSE WE CHECKED, AND ONLY ONE OF THEM IS A BOXER

Pay out applies on Floyd Mayweather as the fight winner vs Conor McGregor on all singles bets placed up to 11.59pm, Tuesday 22nd August. Applies to outright match betting market only. T&C's apply.



PADDYPOWER
YOU BEAUTY!



**Most of us are
not sexy.**

30%

of B2B Marketers
describe their
content marketing
as “extremely
effective”

CMI B2B Benchmark Budget & Trends Report 2017



Exciting,
huh?

**Yes,
actually.**

What are you trying to achieve?

Content objectives depend on your business goals – and they generally fall into three core areas:



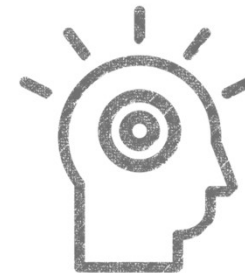
Drive acquisition

Content that delivers a sale or a lead – as one of many touchpoints or in its own right.



Drive performance

Content that enhances the performance of a customer engagement channel – eg SEO or conversion rate.



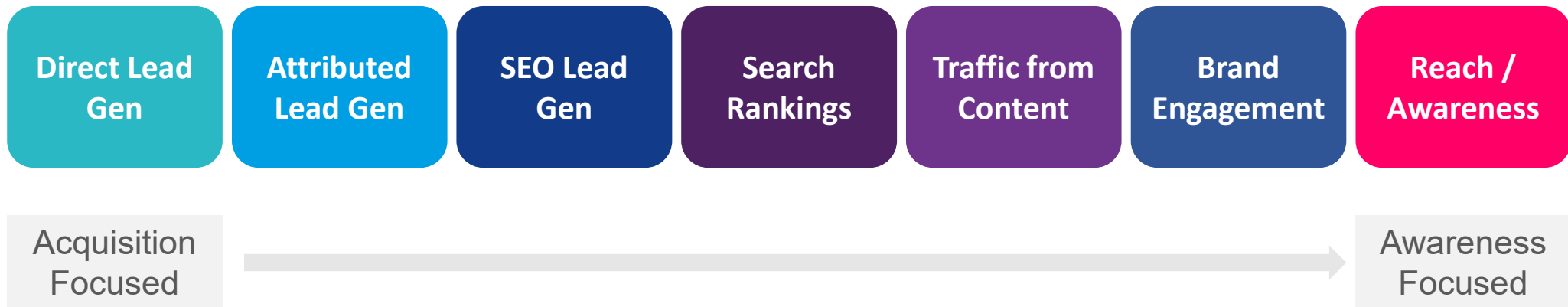
Drive exposure

Content that makes a splash in the marketplace – generating awareness and positive conversation.



Right objectives, right metrics.

Having a clear understanding of your content objectives allows you to identify which metrics you'll use to quantify how well your content is performing.





**Let's find the
audience.**



**“Our audience is CEOs,
MDs and sales directors in
the construction industry.”**

- **Who are they?**
- **Where are they active?**
- **What makes them tick?**
- **What are their challenges & pain points?**
- **What solutions are they looking for?**

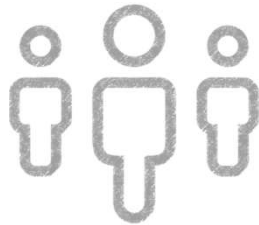


Introducing Pinpoint.

Harnessing big data to generate insights into your online audience.



Join the dots between multiple data sources to produce fully rounded audience insights.



In-depth audience profiling – demographics, location, politics, professions, disposable income etc.



How does your audience behave online? Device usage, social network preference, time spent online etc.



Other insights - hobbies, activities, outlook on life, brand role preference, values etc.

Sources include: [Global Web Index](#) / [Proprietary Data Sets](#) / [Social Network Insights](#) / [YouGov](#) / [Experian](#) / [Hitwise](#)

So where are your opportunities?



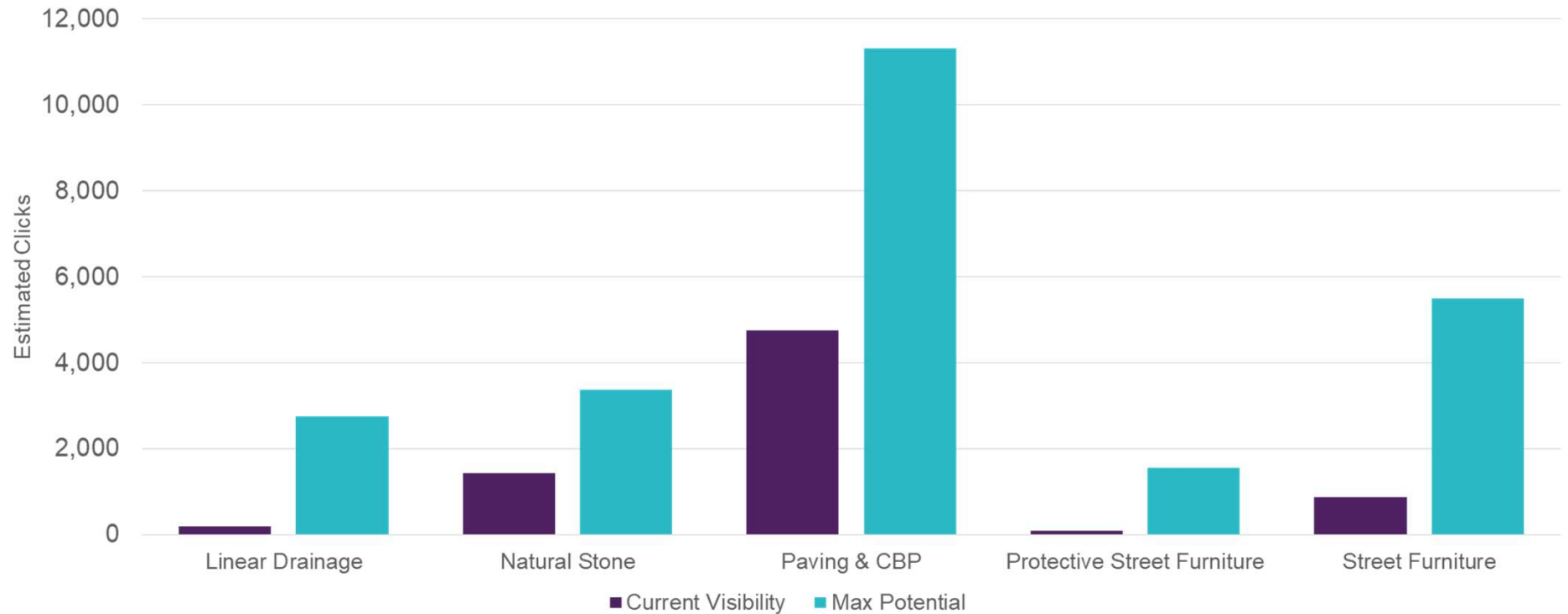
Your audience is
overwhelmed by
content.

**“The buyer journey is
nothing more than a series
of questions that must be
answered.”**

- IDC

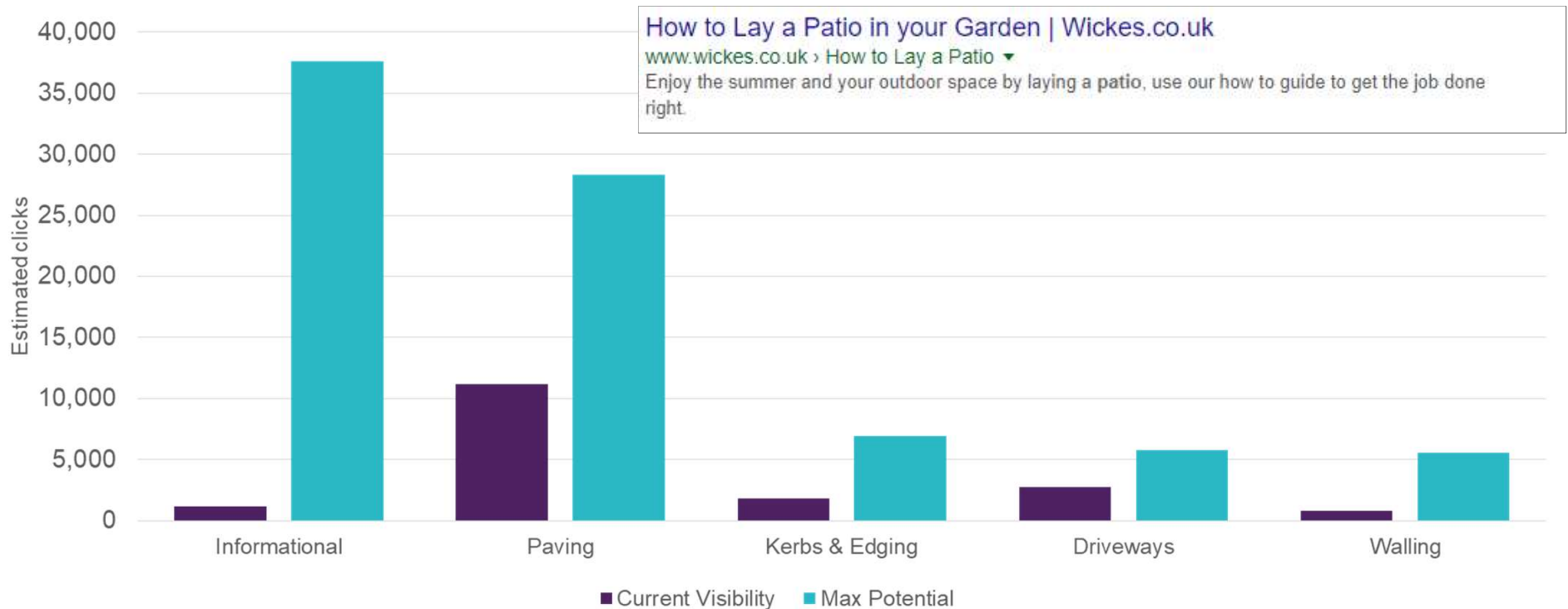
Find the Opportunities

Where are you going to have the biggest impact?



Find the Opportunities

Where are you going to have the biggest impact?



What do people care about?

What actually matters to your audiences?

What is the
environmental impact
of the product?

“Product longevity
is important to me”

What does it
look like in situ?



**This is where we
start adding value.**



**People will give you
their time if you can make
them happy, healthy, wise
and wealthy.**



And that's the hard part...



**Think about what
makes good
content good.**

“Behind every piece of bad content is an executive who asked for it.”

- Michael Brenner



What does a 'Brexit' mean for UK businesses?


By [QuickBooks UK](#)

3 min read

If you run a small business you might be worried about the implications of Brexit in June would have far reaching implications for the economy, employment laws and funding. This blog post will give a cursory overview of each, with a more detailed analysis available shortly.

Employment Law and Brexit

The EU has had a pervasive effect on employment legislation in the UK, with wide reaching social policy creating red tape for employers. A Brexit could remove a great many regulations pertaining to employment and immigration policy. Those arguing in favour of a Brexit point to how it would enable the UK Government to decide which of these regulations it wished to maintain and which to repeal. Those who argue in favour of remaining in the EU point to non-EU states like Norway whose firms can access the single market, but have been required to implement some EU style employment laws.



“It depends what deal we negotiate.”

Creating Financial Statements: How to Prepare a Cash Flow Statement

Why ROI is King when managing money

Payroll basics - How to pay your first employee







Convey your passion

Regular Content → Big Bang Content






Awareness

	 COMPETITIONS	 INFOGRAPHICS	 DATA VIZ	 TOOLS
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Consideration

 QUIZZES	 FAQS	 PRESENTATIONS	 WIDGETS	 GAMES	 HOW-TO VIDEOS
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Preference

 NEWS & ARTICLES	 LIST FEATURES		 BRANDED VIDEO	 REVIEWS	 INTERACTIVE CONTENT
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Action

	 CHECKLISTS	 EBOOKS	 GUIDES	 SURVEY REPORTS
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Loyalty

 IMAGES	 POLLS	 HUMAN INTEREST	 PODCASTS	 WEBINAR	 EVENTS
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Advocacy

 SOCIAL MEDIA POSTS	 SPECIAL OFFERS	 CURATED CONTENT	 EDITORIAL NEWSLETTER		
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Content formats

The format can make or break the success of your content.

Which format is most suitable for the purpose?



Tell people about it



In Summary



**We can't all work
for energy drink
mega-brands.**





What do you want from your content marketing?



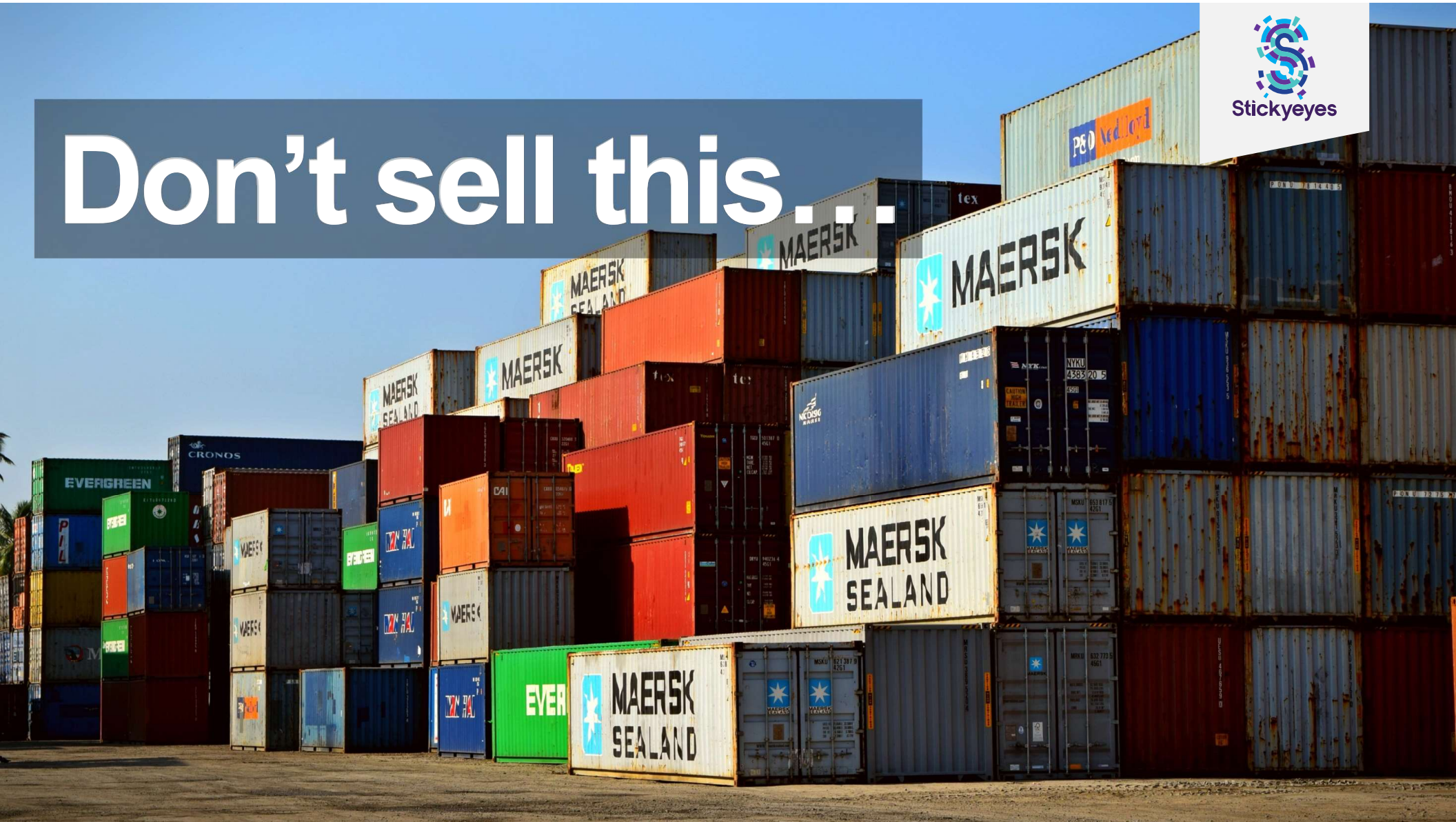
**What you do is
interesting to
somebody**

**Clearly define
who is interested
in it.**



**Add something
of value.**

Don't sell this...





Stickyeyes



When you
can sell this...





**Download every Stickyeyes B2B
Marketing Expo presentation at
www.stickyeyes.com/b2bexpo**

