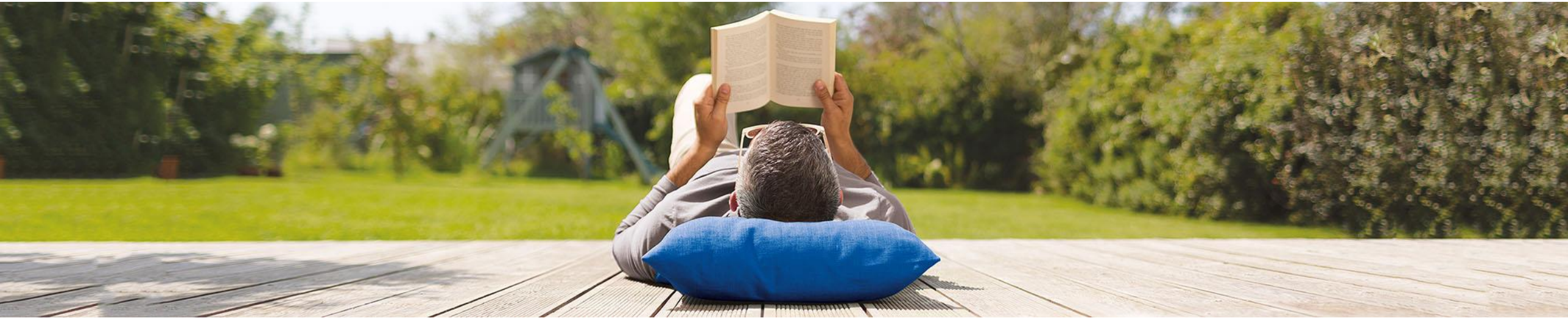


# Content Marketing



# AGENDA



# Agenda

- Objectives
- What is Content Marketing?
  - Understanding your audience
  - What is content marketing?
  - Content formats
- Why is Content Marketing important?
  - You cannot not communicate
  - Online trends
  - Owned, Earned, Paid Media
  - Content and the Sales Funnel
- Creating a Content Marketing Strategy
  - Keyword Research
  - Content Frameworks
  - Content Repurposing
- Summary

# OBJECTIVES



# Objectives

- To understand how valuable content marketing is for your business
- Everything your potential customers see with your brand attached is content
- Content feeds all other digital marketing activity



# WHAT IS CONTENT MARKETING?

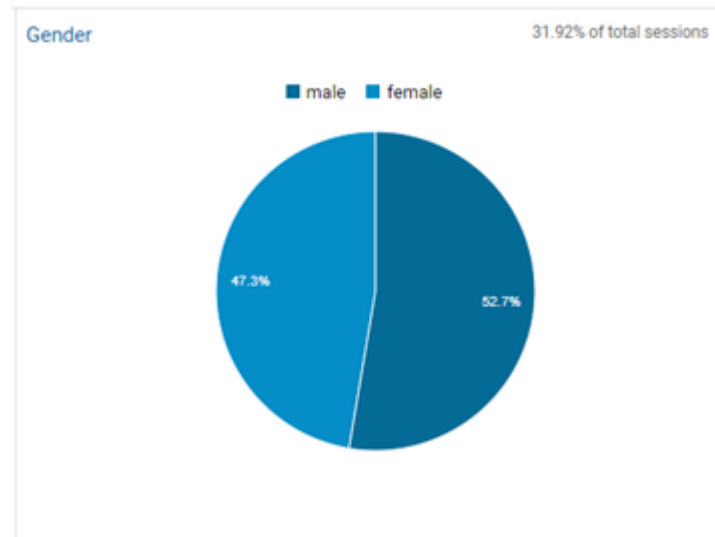
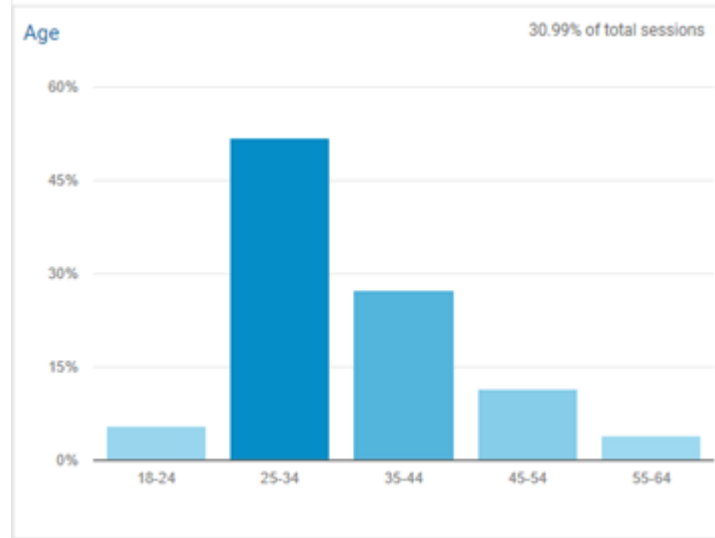


# Understanding Your Audience

- If you try to talk to everyone, you'll end up talking to no-one
- An audience of 100 really engaged prospects is more valuable than 100,000 people that don't need insurance
- Personas are helpful to give you a picture of your target but
  - Data – where they are and what they are interested in
  - Context – talk about them, their lives and the problems they have
  - Answer their questions



# Demographics & Insights



Device Category	Sessions
	1,018 % of Total: 100.00% (1,018)
1. desktop	951
2. mobile	51
3. tablet	16

Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	15,732 % of Total: 100.00% (15,732)	10,509 % of Total: 100.00% (10,509)	19,249 % of Total: 100.00% (19,249)
1. Organic Search	7,312 (45.81%)	3,404 (32.39%)	8,710 (45.25%)
2. Direct	3,350 (20.99%)	2,948 (28.05%)	3,974 (20.65%)
3. (Other)	2,470 (15.47%)	2,177 (20.72%)	2,975 (15.46%)
4. Paid Search	1,623 (10.17%)	1,049 (9.98%)	1,955 (10.16%)
5. Referral	767 (4.81%)	548 (5.21%)	1,141 (5.93%)
6. Social	439 (2.75%)	383 (3.64%)	485 (2.52%)
7. Email	1 (0.01%)	0 (0.00%)	9 (0.05%)



# Other Sources

## Audience data and insights

- Keyword Research – Google search pages “People also ask”
- Google Analytics – info from your web traffic
- Facebook Audience Insights
- Twitter Analytics
- Reddit/subreddits – on subjects that you want to cover
- Answerthepublic.com – the questions people type into Google
- Buzzsumo.com – the most shared articles on topics

The screenshot shows a Google search for 'pensions'. The search bar at the top contains the word 'pensions'. Below the search bar, there are navigation tabs for 'All', 'Images', 'News', 'Maps', 'Videos', and 'More'. The search results are displayed below, starting with a snippet from 'www.pensionadvice.ie' titled 'Looking For Pension Advice? | We Compare The Whole Market'. Below this, there are two columns of links: 'Contact Us For Advice' and 'Instant Pension Quotes'. Further down, there is a snippet from 'www.zurich.ie' titled 'Pensions | Find The Right Plan For You | zurich.ie'. Below that, there is a snippet from 'www.irishlife.ie' titled 'Choose the Right Pension Fund for Your Retirement with Zurich Life'. The next snippet is from 'www.irishlife.ie' titled 'Pension Calculator | Irish Life - Life Insurance, Pensions, Investments ...'. Below the snippets, there is a map showing the location of 'The Pensions Authority' in Dublin. Below the map, there are three entries for 'The Pensions Authority', 'Financial Services and Pensions Ombudsman', and 'Construction Workers Pension Scheme'. Below the map and entries, there is a section titled 'Pensions - Citizens Information' with a link to 'www.citizensinformation.ie/en/money\_and\_tax/personal\_finance/pensions/'. Below this, there is a snippet from 'www.pensionsauthority.ie/en/' titled 'The Pensions Authority - Welcome to the Pensions Authority'. At the bottom of the search results, there is a section titled 'People also ask' with four questions: 'How much should I be paying into my pension?', 'How are pensions calculated?', 'How do you find out if you have a pension?', and 'How do pensions work?'. This section is highlighted with a red box. Below the 'People also ask' section, there is a snippet from 'www.rte.ie' titled '6 things you need to know about starting a pension - RTE'.



# What is Content Marketing?

“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.”



# Different Content Formats

- Web copy
- Blog articles
- Images
- Video
- Infographics
- eBooks
- Whitepapers
- Case Studies
- User Generated Content
- Magazines
- FAQs
- Demos
- Interviews
- Testimonials
- Reviews
- Audio files
- Podcasts
- Classes
- Webinars
- Spreadsheets
- Templates
- Checklists
- Slideshows
- Gifs
- Data visualisations
- Email
- 360 video
- AR
- VR
- Drone footage
- 404
- Research studies
- Quizzes
- Social specific content
- Native articles
- PR

# WHY IS CONTENT MARKETING IMPORTANT?



# You Cannot Not Communicate

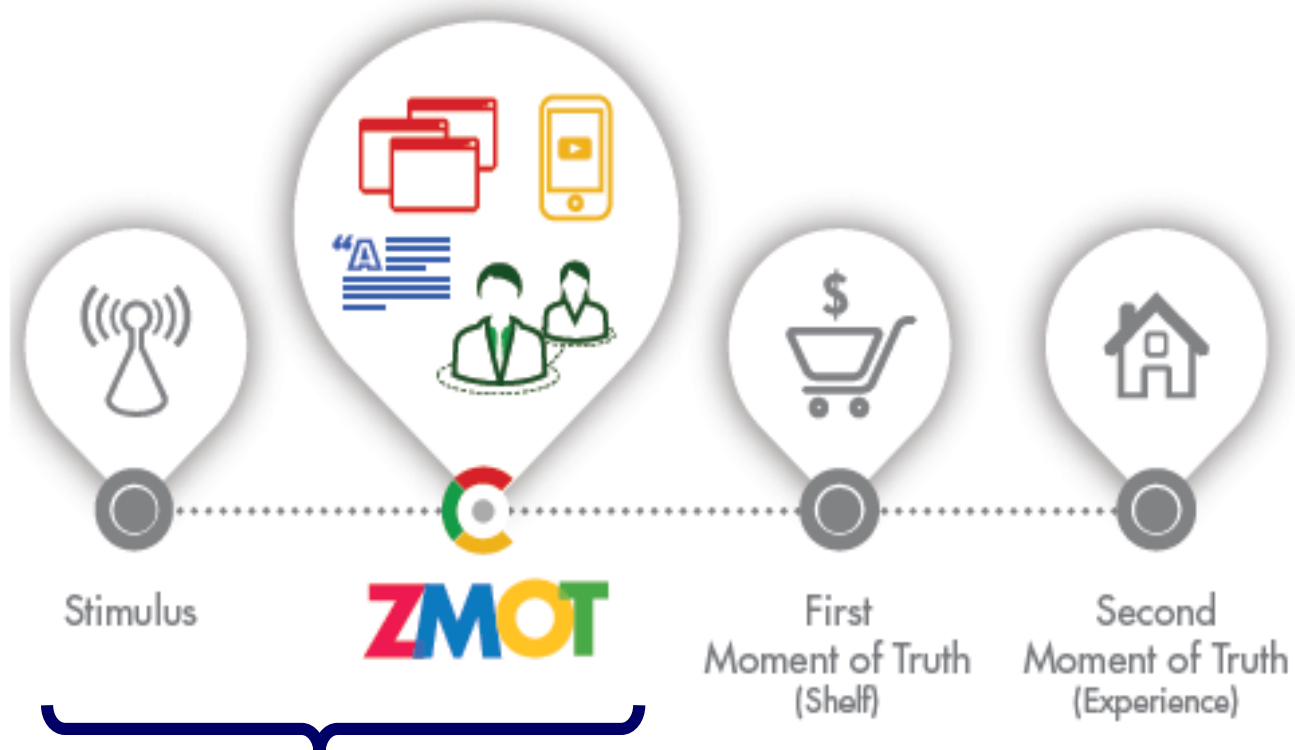
Axiom #1 - everything we say, don't say, do,  
don't do conveys a message...

You cannot not communicate.

- From the “The Pragmatics of Human Communication” by Paul Watzlawick published 1967 with Don Jackson and Janet Beavin. It presents five axioms as basic rules explaining how human communication and its paradoxes work.

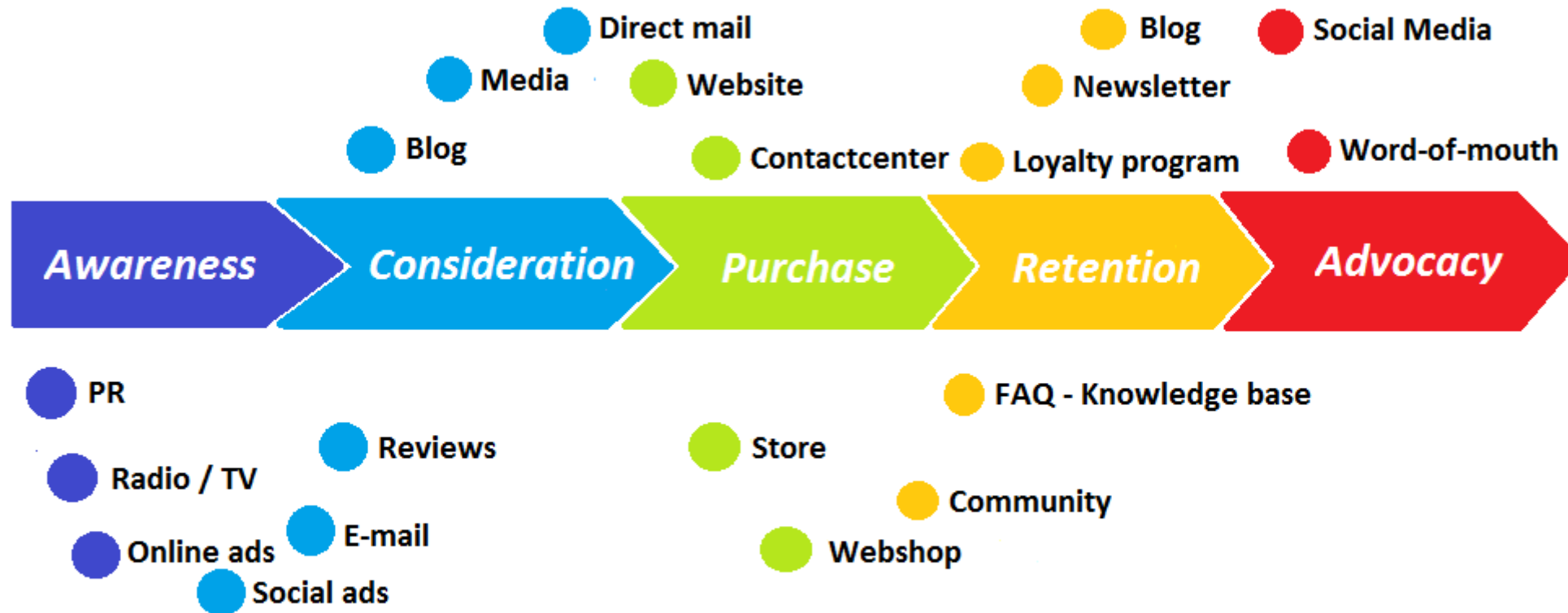
# Most of the Purchasing Journey Happens Online

The new mental model



This now represents 70-80% of the buyers decision making process

# Content Can Create a Roadmap to Purchase



# Online Trends = Content Opportunities

115%


Growth in mobile searches for "retirement calculator" over the last two years.


Think with Google

Google Data, U.S., Jan.–June 2015 vs Jan.–June 2017.



## Pensions





Volume: 1,000/mo | CPC: €2.45 | Competition: 0.61

All
News
Maps
Images
Shopping
More
Settings
Tools

About 174,000,000 results (0.56 seconds)

**Pensions Ireland | Start Planning A Better Future | zurich.ie**

(Ad) www.zurich.ie/

Winner - Best Life Assurance & Pensions 2017. Start Your Zurich Pension Today! Full Range Of Pensions. Over 30 Years In Ireland. Award Winning.

[Pension Products](#) · [Why You Need A Pension](#) · [Pension Guide](#) · [Pension Calculators](#)

**Best pensions | Make Your Money Work for You.**

(Ad) www.harvestfinancial.ie/pension (01) 237 5500

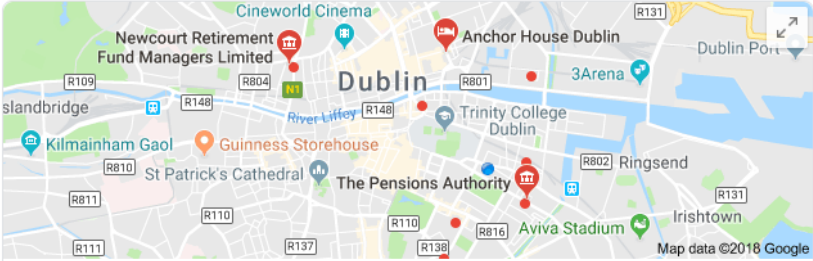
Award Winning Advice. Irish Pension Experts. No Ties to Banks or Insurance Companies. Professional Advice. Leading Pension Experts. 100% Irish Owned. Pension Broker of 2017. Cost Transparent.

[Pensions](#) · [Investments](#) · [About Us](#) · [Contact Us](#)

**How to choose which pension option is best - The Pensions Authority**

[https://www.pensionsauthority.ie/.../How\\_to\\_choose\\_which\\_pension\\_option\\_is\\_best/](https://www.pensionsauthority.ie/.../How_to_choose_which_pension_option_is_best/)

The best option for you depends on your personal circumstances and work situation. If you have not already done so, use the options above to personalise this ...



Hours ▾

**The Pensions Authority**

5.0 ★★★★★ (1) - Government office

450.0 m · Verschoyle House, 28-30 Mount Street Lower

Opens soon · 9 a.m.

[DIRECTIONS](#)

**Related Keywords** Export to CSV

★ Keyword	Vol	CPC	Comp
★ pension calculator	74,000	€1.19	0.36
★ irish life pension	1,600	€0.71	0.25
★ pension ireland calculator	1,300	€0.59	0.23
★ private pension ireland	390	€2.19	0.51
★ best pension plans ireland	170	€2.51	0.66
★ pension providers ireland	90	€1.82	0.35
★ best performing irish pension funds	50	€2.17	0.59
★ mercer pension calculator	30	€1.61	0.23

🔗 Tried our latest free chrome extension? [SEO Minion](#)

**People Also Search For** Export to CSV

★ Keyword	Vol	CPC	Comp
★ pension calculator	74,000	€1.19	0.36
★ pension calculator hse	320	€1.11	0.11
★ pension tax free lump sum calculation	320	€1.16	0.52
★ annuity calculator ireland	140	€0.60	0.32
★ tax on pension ireland	140	€0.99	0.18
★ aib pension	140	€0.86	0.07
★ average pension in ireland	110	€1.50	0.23
★ best investment funds ireland 2017	110	€3.43	0.64
★ employer pension contributions ireland	110	€2.26	0.13
★ cashing in pension at 50	110	€1.21	0.6
★ irish pension board	90	€0.99	0.07

# Online Trends = Content Opportunities



Mobile searches with "should I \_\_\_\_" have grown over 65% in the past two years, including "what should I invest in" and "should I invest in \_\_\_\_".

Think with Google

The Boston Consulting Group/Google, "Online to Offline Investor Journey," U.S., n=431, Sept. 2017.

# Online Trends = Content Opportunities



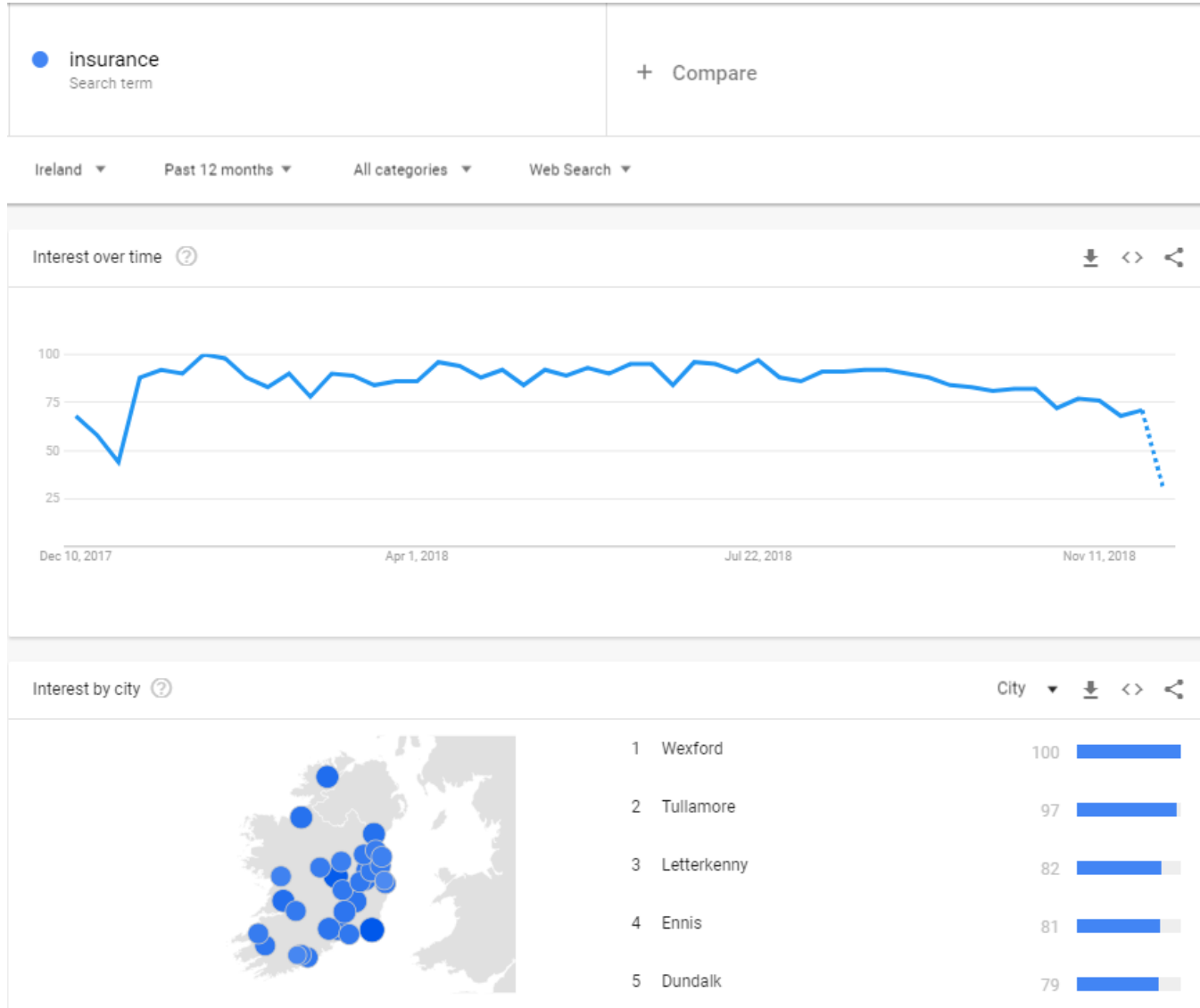
growth in mobile searches for "financial advisor" over the last two years.

Think with Google

Google Data, U.S., Jan.–June 2015 vs Jan.–June 2017.

# Digital Insights

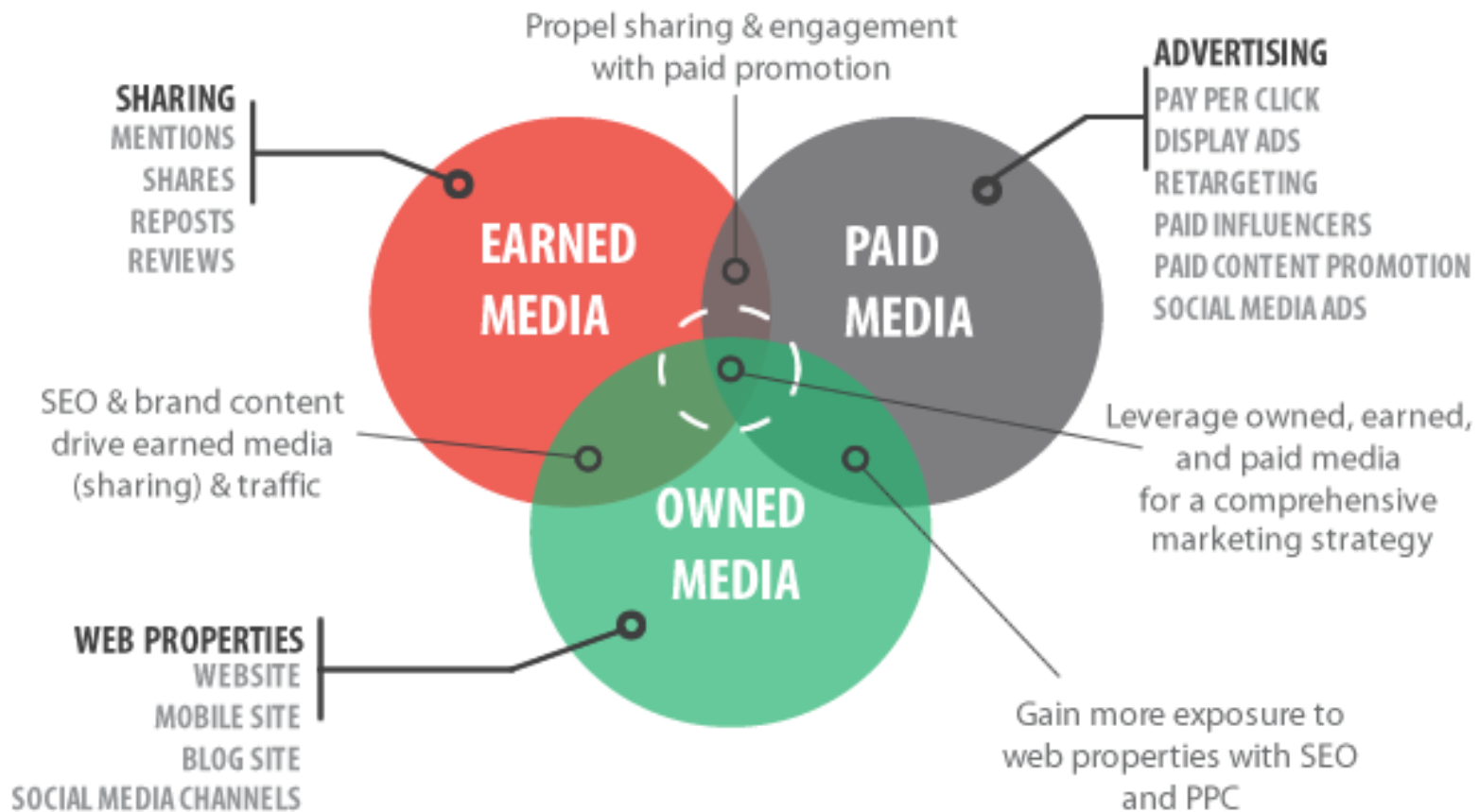
## Insurance



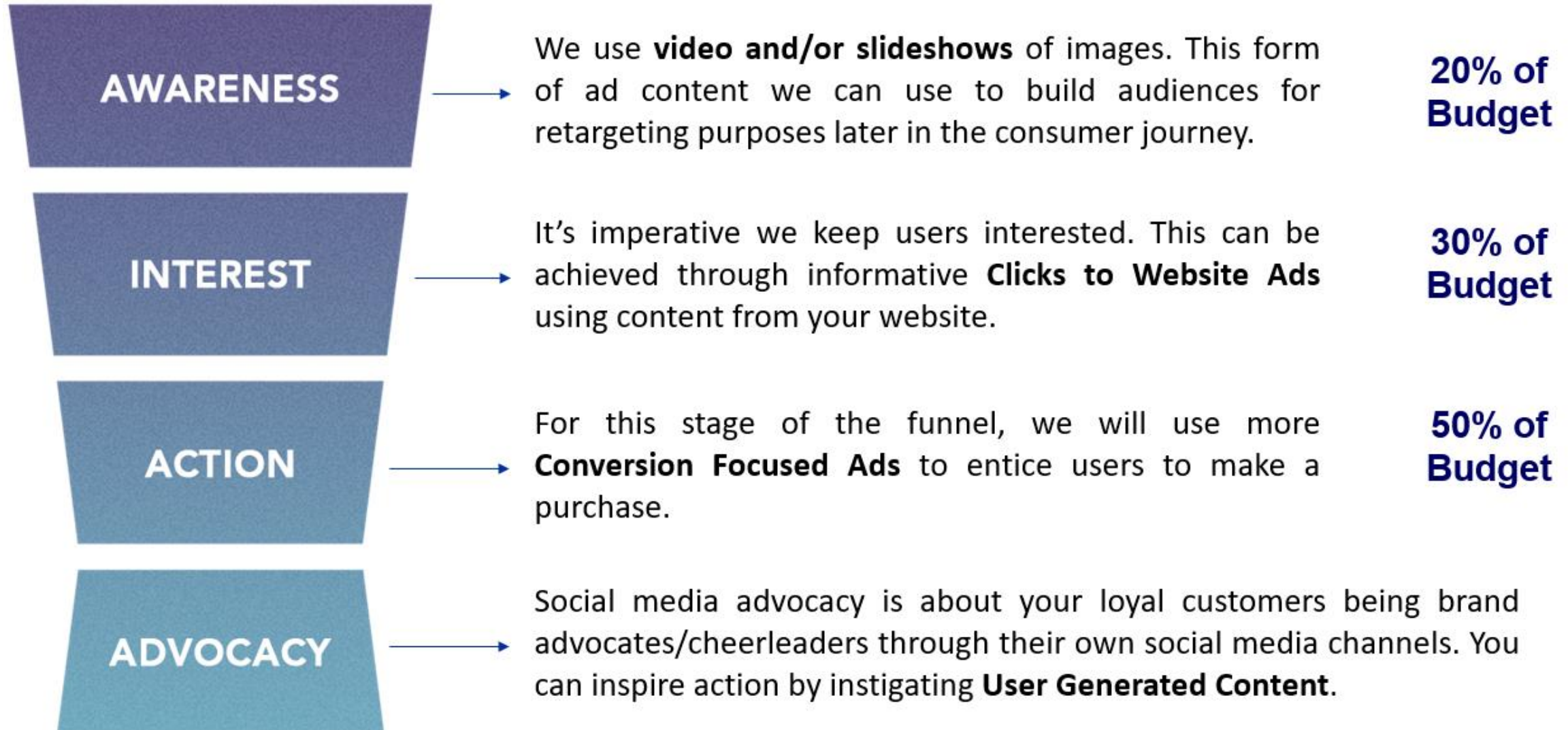
# Owned, Earned & Paid Media

## DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



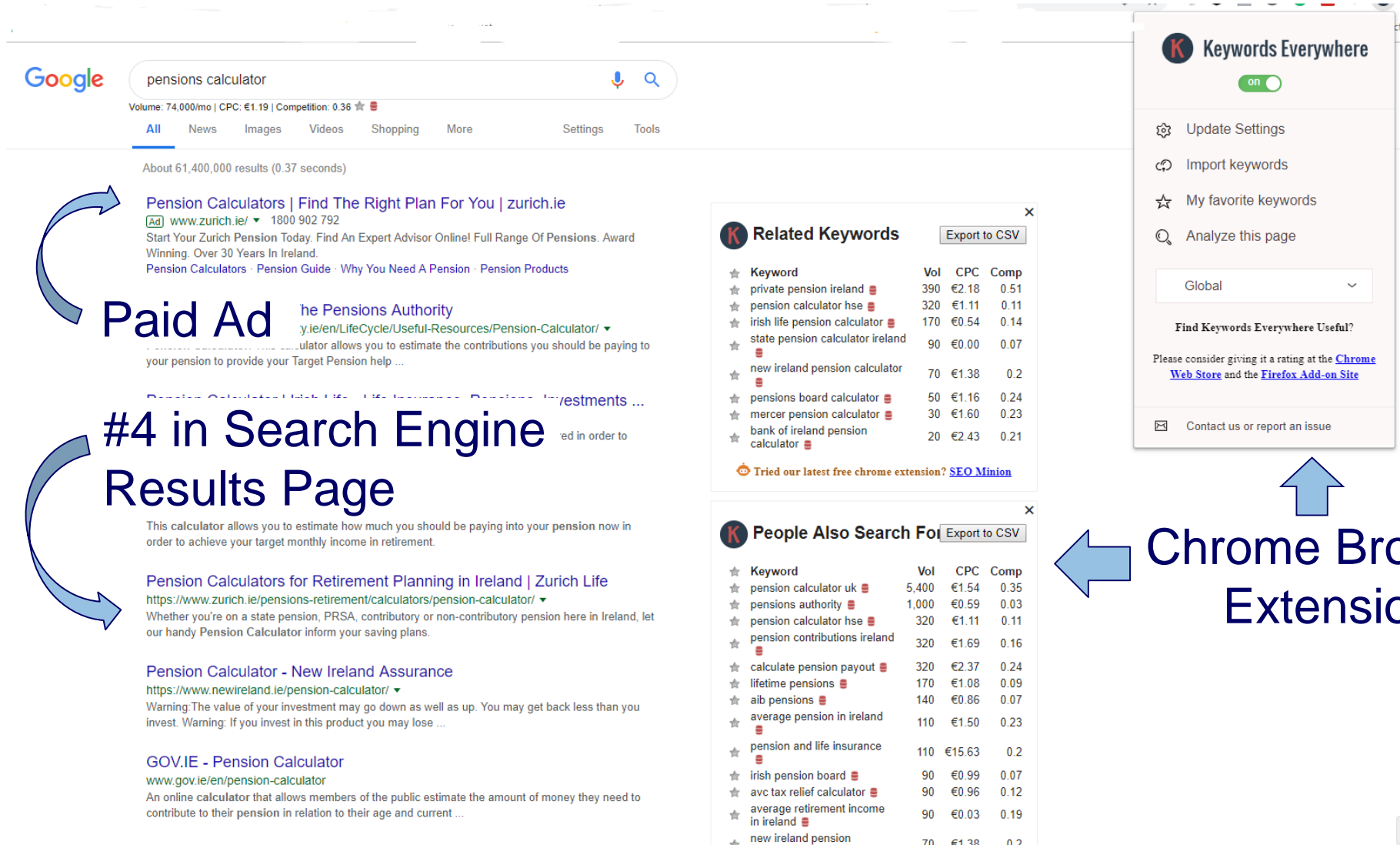
# Full Funnel Strategy – Content All the Way



# CREATING A CONTENT MARKETING STRATEGY



# Difference Between Paid & Organic



Google pensions calculator

Volume: 74,000/mo | CPC: €1.19 | Competition: 0.36

About 61,400,000 results (0.37 seconds)

**Paid Ad** Pension Calculators | Find The Right Plan For You | zurich.ie

**#4 in Search Engine Results Page**

**Keywords Everywhere** (on)

Update Settings

Import keywords

My favorite keywords

Analyze this page

Global

Find Keywords Everywhere Useful?

Please consider giving it a rating at the [Chrome Web Store](#) and the [Firefox Add-on Site](#)

Contact us or report an issue

Keyword	Vol	CPC	Comp
private pension ireland	390	€2.18	0.51
pension calculator hse	320	€1.11	0.11
irish life pension calculator	170	€0.54	0.14
state pension calculator ireland	90	€0.00	0.07
new ireland pension calculator	70	€1.38	0.2
pensions board calculator	50	€1.16	0.24
mercator pension calculator	30	€1.60	0.23
bank of ireland pension calculator	20	€2.43	0.21

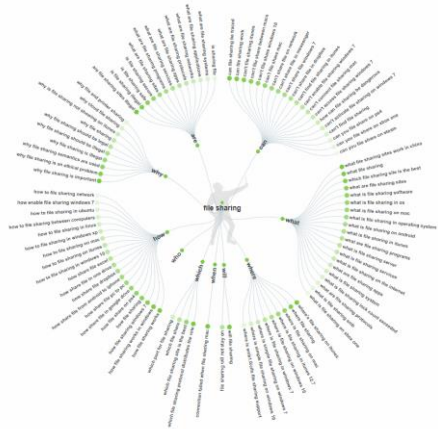
Keyword	Vol	CPC	Comp
pension calculator uk	5,400	€1.54	0.35
pensions authority	1,000	€0.59	0.03
pension calculator hse	320	€1.11	0.11
pension contributions ireland	320	€1.69	0.16
calculate pension payout	320	€2.37	0.24
lifetime pensions	170	€1.08	0.09
aib pensions	140	€0.86	0.07
average pension in ireland	110	€1.50	0.23
pension and life insurance	110	€15.63	0.2
irish pension board	90	€0.99	0.07
avc tax relief calculator	90	€0.96	0.12
average retirement income in ireland	90	€0.03	0.19
new ireland pension	70	€1.38	0.2

Chrome Browser Extension



# Keyword Research

## Ideas



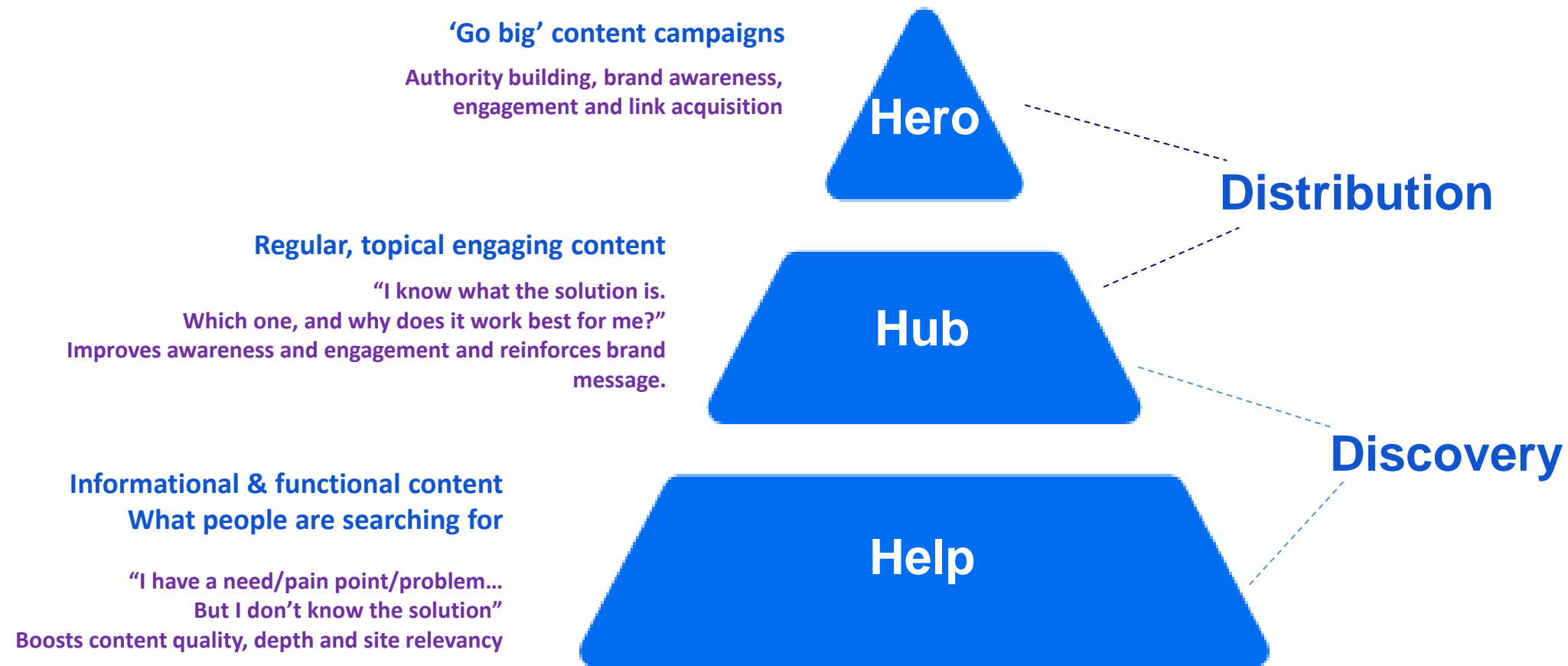
## Relevance



## Resonance



# Content Framework – Hero, Hub & Help

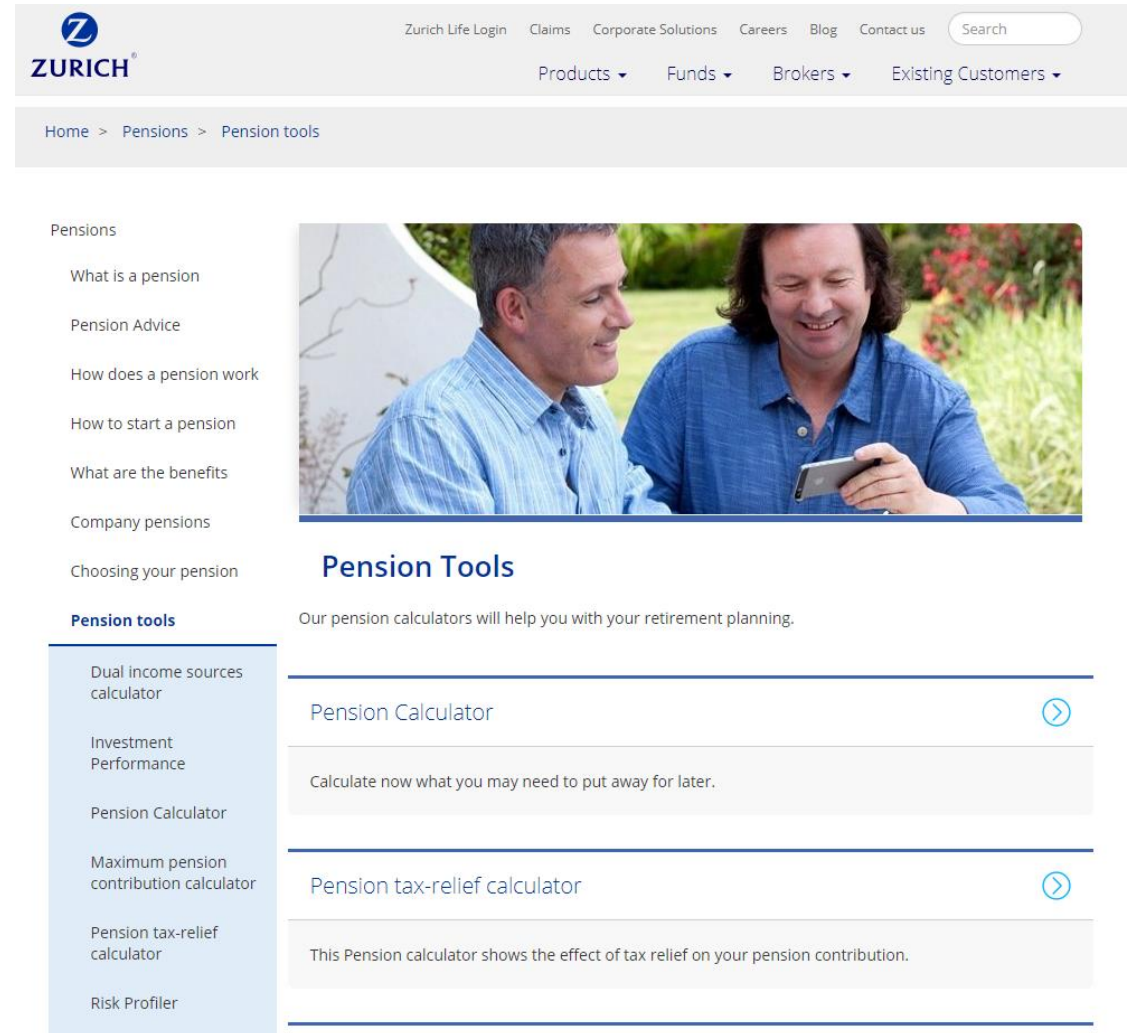


# Great Content Marketing Examples

## Hub Content

“I know what the solution is.  
Which one, and why does it work  
best for me?”

- Improves awareness and engagement and reinforces brand message
- Interactive content increases engagement



The screenshot shows the Zurich website's 'Pensions' hub. At the top, there is a navigation bar with the Zurich logo, 'Zurich Life Login', 'Claims', 'Corporate Solutions', 'Careers', 'Blog', 'Contact us', and a search bar. Below this is a secondary navigation bar with 'Products', 'Funds', 'Brokers', and 'Existing Customers'. A breadcrumb trail reads 'Home > Pensions > Pension tools'. The main content area is divided into two columns. The left column contains a list of pension topics: 'What is a pension', 'Pension Advice', 'How does a pension work', 'How to start a pension', 'What are the benefits', 'Company pensions', and 'Choosing your pension'. Below this list is a 'Pension tools' section with a light blue background, containing links to 'Dual income sources calculator', 'Investment Performance', 'Pension Calculator', 'Maximum pension contribution calculator', 'Pension tax-relief calculator', and 'Risk Profiler'. The right column features a large image of two men looking at a smartphone. Below the image is the heading 'Pension Tools' and the text 'Our pension calculators will help you with your retirement planning.' This is followed by two calculator cards. The first is 'Pension Calculator' with a right-pointing arrow icon and the text 'Calculate now what you may need to put away for later.' The second is 'Pension tax-relief calculator' with a right-pointing arrow icon and the text 'This Pension calculator shows the effect of tax relief on your pension contribution.'

# Great Content Marketing Examples

Hero



Business Loans Company Resources Support [Apply Now](#) Sign In

## More Customer Stories

INDUSTRY

- All
- All
- Auto repair or sales
- Beauty and Wellness
- Online retail
- Other
- Professional services
- Restaurants and Bars
- Retail

USE CASE

- All



**Laura & Johnny Hobson**  
Serendipity Café



**la**  
[View](#)



**Susan Rieser**  
Thrive Massage and Wellness

[View](#)



**Ernie Liverman**  
VMAC Van Maintenance & Auto Care

[View](#)

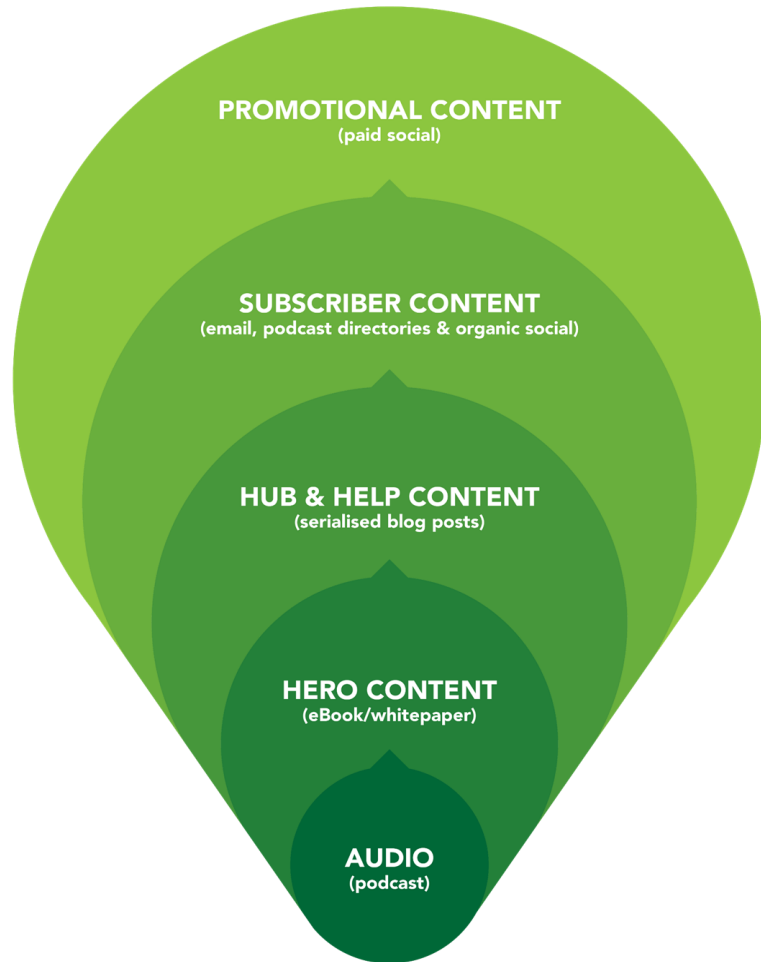


**Sarah Kelly**  
SaltyGirl Beauty

[View](#)

- Peer to peer recommendations still key

# Content Repurposing



Content repurposing is an effective way to get the most out of your content creation efforts.

Once you have agreed the topic for a piece of content a valuable exercise is to see how that content will translate into other formats.

The diagram across gives you an idea of how repurposed content can be used across a variety of media in a variety of formats.

# SUMMARY



# In Summary

1. Content marketing is an always on method of connecting with potential and existing customers.
2. It's as important to know who you are talking to as it is to know what you are talking to them about.
3. Content needs to answer questions that people ask on their purchasing journey from frustration to contentment.
4. The internet is a great place to hide content. Distribution is crucial.
5. Be remarkable or don't bother.

# Thank you