

2018 CONTENT MARKETING TRENDS

Marketing Advisory Committee (MAC), May 3, 2018

What Is Content Marketing?

Talking to instead of at customers

Old school ('Mad Men')

- Make noise and sell stuff
- Force your will upon the world
- Branded content is a form of advertising

New school

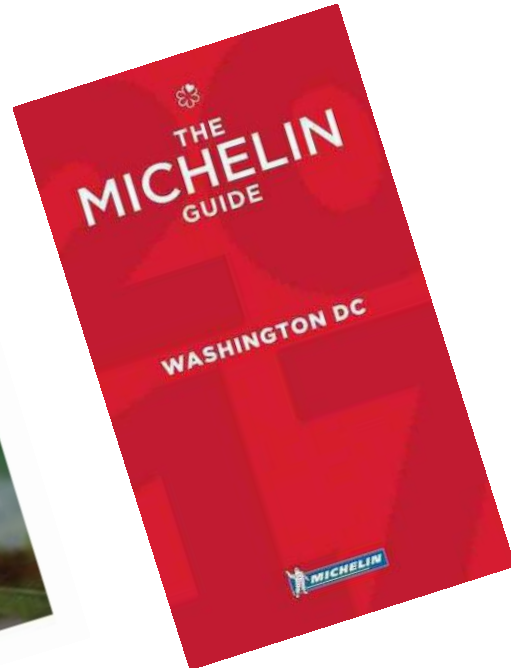
- Produce content that people want and share (i.e. audience building)
- It's more about *matter*ing in the world than collecting pageviews
- Content marketing is all that's left

"Will people miss you if you're gone?"

—Seth Godin



Evolution of Content Marketing



Brands become publishers

Late 1800s/early 1900s: high-quality magazines

John Deere's *The Furrow*

- Help farmers become more profitable

The Michelin Guide

- Sell more cars/tires

1930s-'50s: TV/radio, broadcasting

Procter & Gamble's soap operas

2000s: digital era, content explosion, early adopters

blogs, ebooks, podcasts, videos, infographics, social media, user-generated content, virtual reality, augmented reality, etc.

Attention Span



Blog posts written per month

59 million on WordPress alone

YouTube uploads per minute

400 hours of content

Human attention span

12 seconds (2000)

8 seconds (2017)*

Goldfish urban legend

What does this mean?

Forget attention span, people have become choosier about how they spend their time

*Not enough data to support this

Cutting Through the Noise

***Washington Post's* Pulitzer Prize-winning social experiment**

Joshua Bell (incognito) playing a \$3.5 million Stradivarius at a D.C. metro station during rush hour

- Out of 1,000 people, only a handful cared to notice
- He made \$32.17 for 43 minutes of playing
- Content, context, audience
- Swiss cheese model: getting the holes to line up



Being Exceptional

It's never been easier to be average

- Internet is full of advice, don't copy
- Use your intuition
- Pay more attention to customers and they will pay more attention to you
- Don't demand action, inspire it
- Focus on true believers rather than coercing skeptics

—Jay Acunzo, speaking at Content Marketing World 2017



Denver's "Love This City"
mural campaign stands out

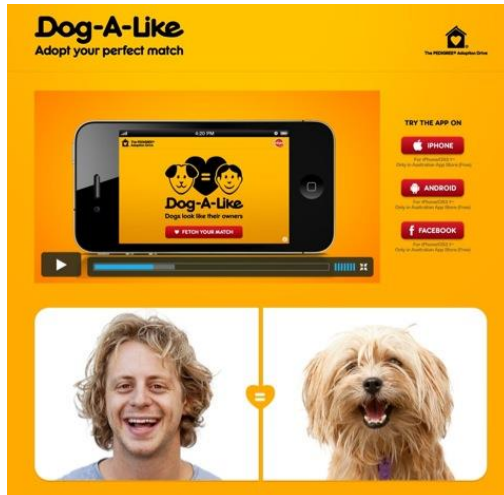


Themes From Content Marketing World



The human touch is more important than ever

- Show up as a person not a company
- Content should be trustworthy, relevant and memorable
- Be authentic/real (avoid using actors)
- Algorithms don't feel, people feel
- Look for emotionally charged experiences
- Let users personalize your content in real time (Dog-A-Like campaign)
- Make content about them not you: less than 5 percent of social conversations mention a brand or product (ex. talk about money instead of credit cards)



Creating Less Content



Case study: Virgin Group

Content team used to produce 9 pieces of new content per day on Virgin.com. Now 6 pieces.

Frees up team to:

- Spend longer on the creation and distribution of content
- Make each piece work harder and have a greater impact
- Look at the bigger picture
- Experiment with new formats and tools

–Virgin's Greg Rose via NewsCred

Lost and found

- Gaming the system
- Content wars
- Keyword stuffing
- User intent and voice search

Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE EVENTS

Searcher intent: The secret ingredient behind successful content development

Contributor Dave Davies takes the guesswork out of determining what type of content will resonate with an audience by creating Excel formulas to help determine what a searcher may be looking for.

Dave Davies on May 2, 2018 at 10:06 am



Google's goal is to satisfy a searcher's intent. When a user finds what they're looking for after clicking on an organic search result, that's a success.

Sounds easy enough, but things get complicated when there are multiple results that may fulfill the [primary intent of a given query](#).

What is "the primary intent of a given query?" Let's look at the search phrase "**Real estate in**

What Hasn't Changed

Storytelling

- Story: a thread connecting a series of events
- Narrative arc: beginning, middle, end
- Going above the genre
- Imagination is the only limiting factor

Mark Twain wrote for the masses with simple language and humor (sometimes dark), which still holds up

For only one night! And only a portion of that!

MARK TWAIN

Will deliver a

LECTURE

on the

SANDWICH ISLANDS

at the Metropolitan Theatre, on Thursday October 11th.

THE CELEBRATED BEARDED WOMAN!

is not with this Circus.

The Wonderful

COW WITH SIX LEGS!

is not attached to this menagerie.

That curious and unaccountable Freak of Nature,

THE IRISH GIANT!

who stands 9 feet 6 inches in height and has a breadth of beam in proportion,
and who has been the pet of kings and the honored associate
of the nobility and gentry of the old world,
will not be present and need not be expected.



Examples of Modern Content Marketing

[REI's 'How to Lace Hiking Boots'](#) (Web article)

[Santander's 'Prosper and Thrive'](#) (Website)

[Kona Bikes' 'Not Far From Home II – Destination North'](#) (video)

[National Geographic's 'Mars' 360-degree set tour](#) (virtual reality)

[Nike's 'Breaking2'](#) (interactive)

[Patagonia's 'The Cleanest Line'](#) (blog)

[Visit Seattle's 'Scent of a Sasquatch'](#) (video)

[Generali Spain](#) (Website)

[Away's 'Here Magazine'](#) (print magazine)

[IKEA's 'Oddly IKEA'](#) (AMSR, autonomous sensory meridian response)



THANK YOU!

