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How To Have A Customer-First Approach To Your Content Marketing

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The leading industry event by digital marketers for digital marketers

We know content is king



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But this is “king content” with no strategy



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Your strategy must start with your users



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You can't see the whole picture



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Consider this scenario



Here's your
new
engine!
What car is
this bad
boy going
into?

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Consider this scenario



The Cutie-Patootie SX. We're targeting fuel-efficiency minded people.

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Sketch Personas



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Surveys



- Survey Monkey
- Hello Bar
- Pop ups
- Embeds
- Google Consumer Surveys

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Interviews



- 10-15 minutes
- Don't just interview existing customers
- Set expectations
- Ask open-ended questions
- Don't be leading
- Ask questions they can answer

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What do you ask?

- When did you know you needed it?
- Talk to me about your shopping process.
- What was your timeline?
- What are your pain points?
- What things helped you make your decision?
- How do you use it?
- Did you consider others?
- How did you hear about it?
- What did you do after buying?



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Remember: Your users may not be your buyers



Buyers buy



Users use

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Buyer persona in action

“I need an easy way to buy quality products.”

Basics: 33, Working mom to an 8-month old daughter, Lilly

Social media: Mom Groups on Facebook, “Crazy pinner” on Pinterest

Concerns: Lack of sleep, supporting her child developmentally, feeding and teething.

Researching: Reads mostly in the middle of the night on her smartphone or when she’s feeding Lilly during the day on weekends. Doesn’t engage with baby-focused content at work

Purchasing: Price, user reviews, experts (moms, developmental psychologist), product availability (would rather buy online if she can get it quickly)

If she finds a product she likes, she’ll buy it without consulting her husband unless it’s more than \$100.



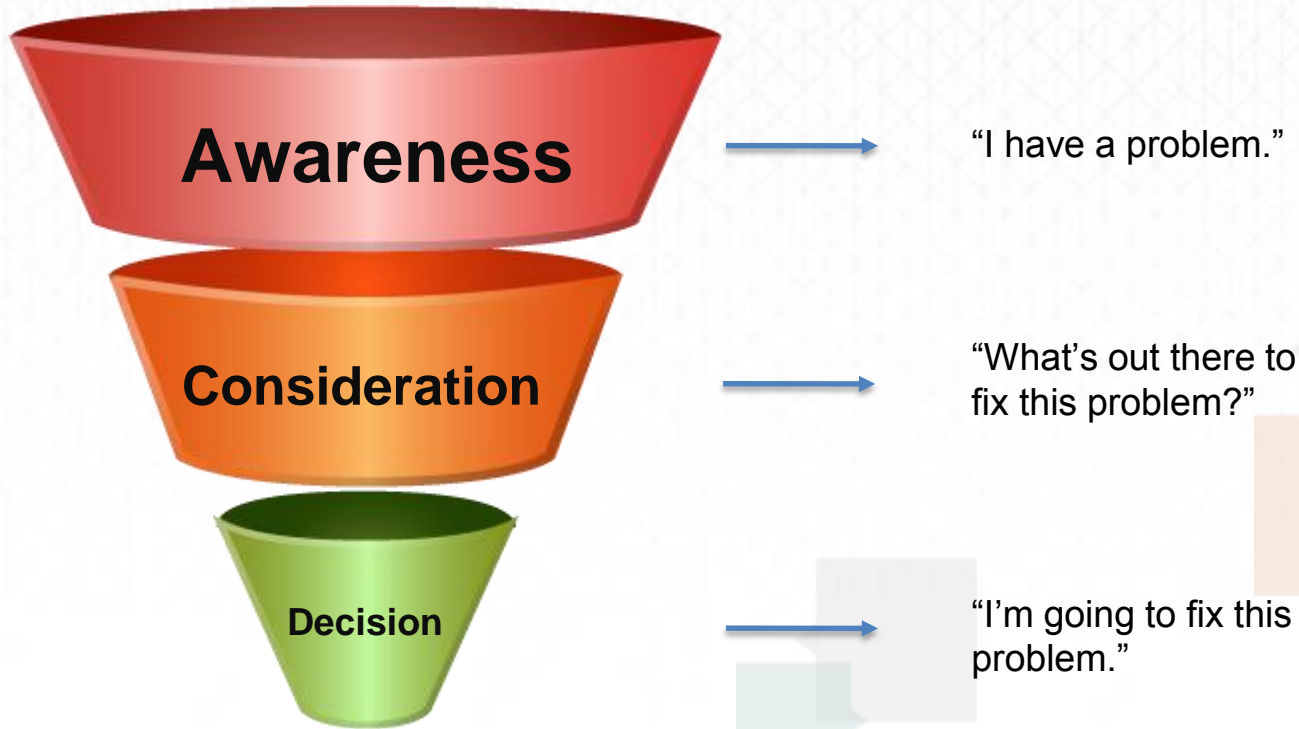
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Map their responses to your customer journey



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Got it. So now what do I do about my content?



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Surprise them with the unexpected



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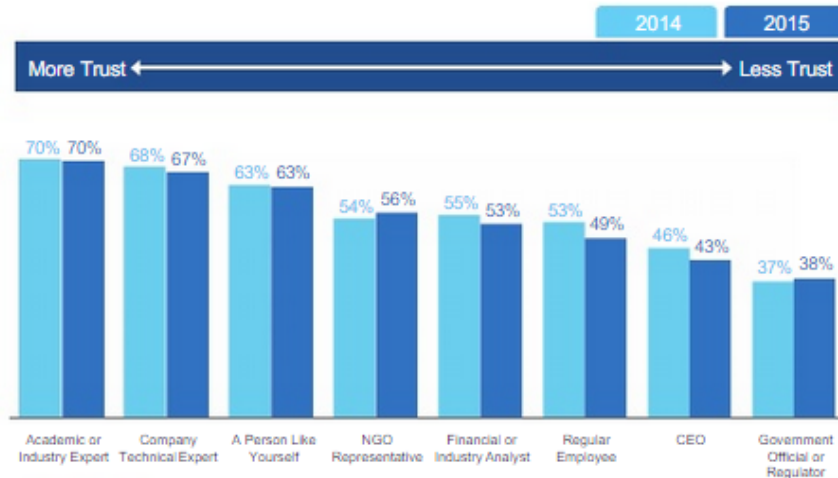
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Establish (and legitimize) your reputation

LEADERSHIP: EXPERTS AND “A PERSON LIKE YOURSELF” TWICE AS CREDIBLE AS CEOS

Credibility of spokespersons, 2014 vs. 2015



2015 | Trust Barometer

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Be a little disruptive

DON'T BUY THIS JACKET



THIS SEASON, SHARE SOME VALUES
Learn more about our Common Threads Initiative,
and take the pledge to reduce consumption

TAKE THE PLEDGE



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Be human



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Just implementing that isn't enough



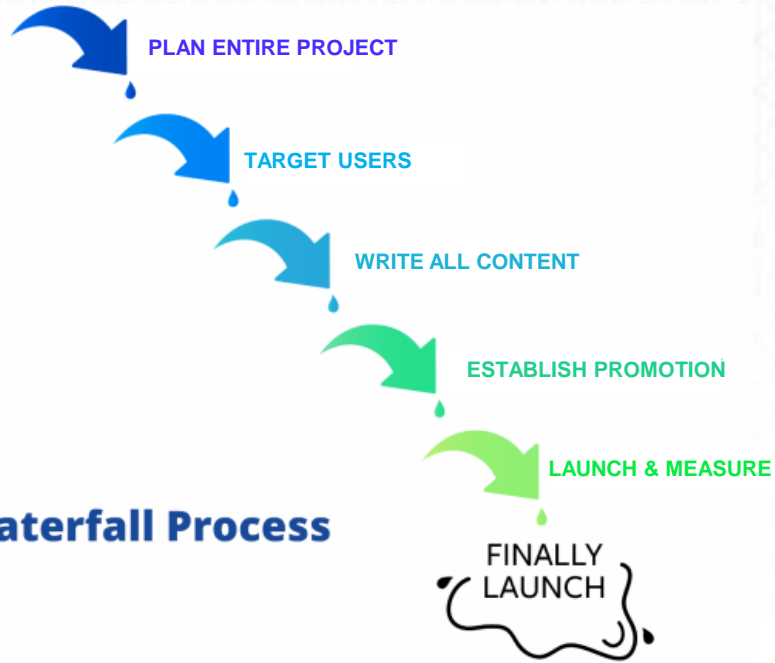
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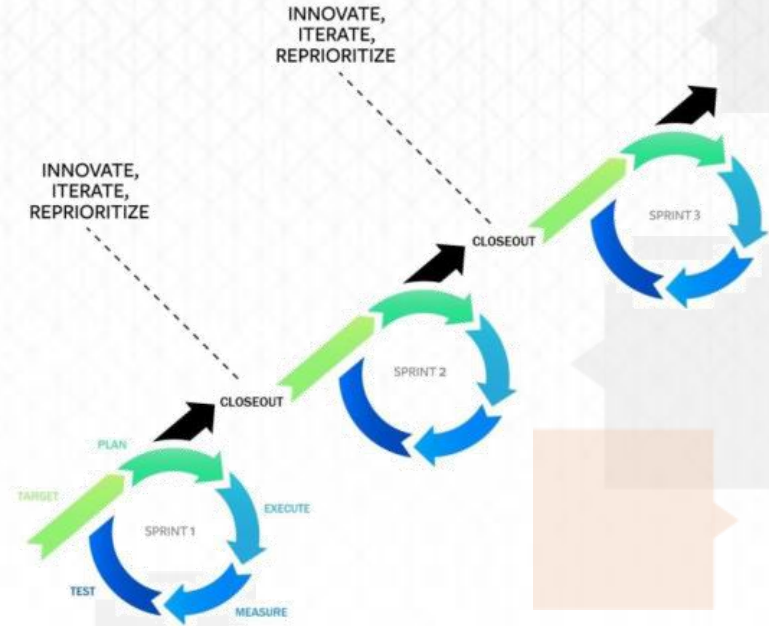
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Waterfall vs Agile



Waterfall Process



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Your content needs to be accessible everywhere



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But that doesn't mean on every channel

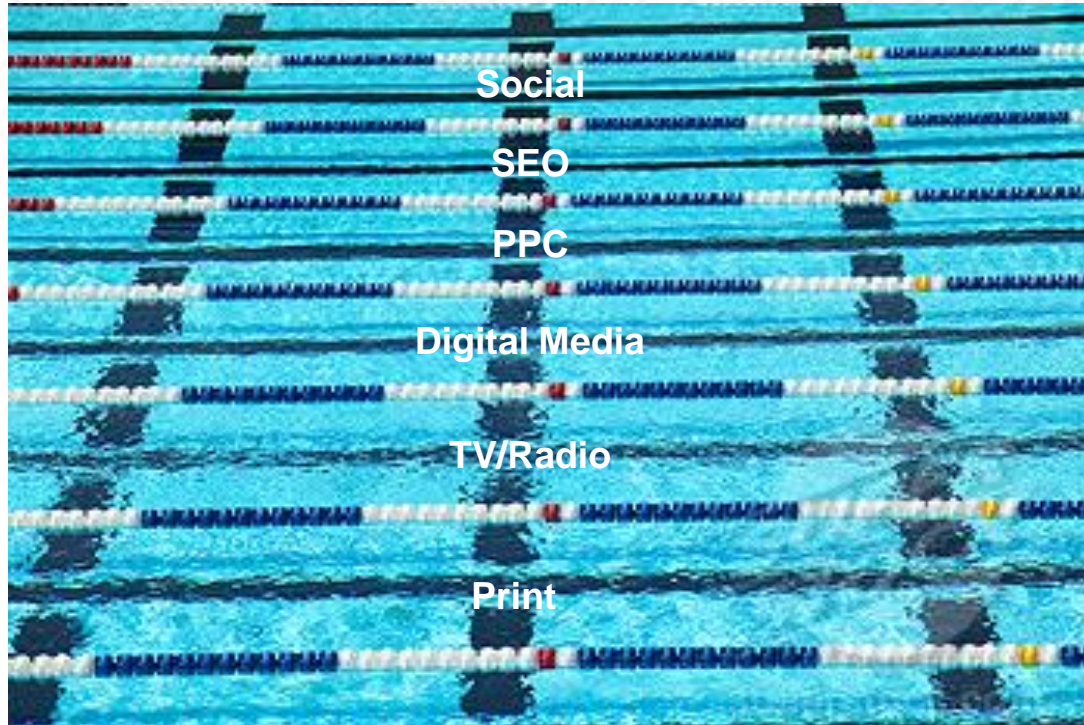


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Multichannel Strategy



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Omnichannel Strategy



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Thank you!



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