B2B-Content-Marketing
Weniger Selfies, mehr Blockbuster

Shankho Mukherjee
Agency Lead DACH

AFBMC 2020
What we’ll cover today

1. Why Content Marketing?
2. Plan: Setting clear, Measurable Goals
3. Distribute: Finding & Understanding your Audience
4. Optimise: Creative Best Practices
5. Key takeaways: Recap & Questions
Why Content Marketing?
Relevance of Content Marketing today

**Search and Social**
Search and Social are central to the buyers journey.

**Always-on**
Always-on communication is necessary.

**Trust**
Build trust
“The content the B2B marketing factory produces is just like a bunch of selfies. It’s narcissistic – all about us and our products”

Source: My Three Biggest "Aha" Moments (So Far) Sirius Decisions
Then B2B is not just rational, it’s also very emotional
How trust plays an important role in the buying journey

1.) Identify the need

2.) Shortlist providers

3.) Compare quotes

4.) Makes a decision

Potential Buyer

Sales touchpoint
Marketing touchpoint

How trust plays an important role in the buying journey.
Thought leadership “de-risks” the buying process

It establishes trust, which leads directly to sales

Among creators of thought-leadership

49%
Believe it builds trust in our organization among potential clients

Among decision makers

82%
Business Decision Makers
Believe it increased trust in the organization

81%
C-Suite executives

Source: 2019 Edelman-LinkedIn B2B Thought Leadership Impact Study
Thought Leadership Creates Access to High-Value Decision Makers

47% of C-suite executives shared their contact information after reading thought leadership


Sellers are not recognizing the full potential

39% said that they believe thought leadership “helps with lead generation and getting new contacts that we can call on.”
Thought Leadership
Wins Business Opportunities

Thought leadership directly led decision makers to award business to an organization

58%

Sellers are not recognizing the full potential

26% said they believe thought leadership is directly responsible for helping them close business.

Source: 2019 Edelman LinkedIn B2B Thought Leadership Impact Study. Q13. How frequently has the following occurred after you have engaged with a piece of thought leadership? Please select one response for each statement. Columns: never, rarely, sometimes, often, almost every time. Net of sometimes, often and almost every time among US decision makers consuming thought leadership. Q17. Within your organization, is thought leadership effective in generating new business opportunities? Select all that apply. US sellers (managers+) leveraging thought leadership.
Creating **Meaningful Connections**

**Be Helpful**
Think about the benefit to the member.
Will it make your audience more informed, productive, or successful?

**Tell Stories**
Every story ever told is built on Character | Goal | Conflict
Aim to Inspire

**Be Human**
People talk to people.
Think about emotional triggers. Optimism wins on LinkedIn.
Plan

SET GOALS, OBJECTIVES AND METRICS
Step 1 out of 4

Set Goals, Objectives and Metrics

Understanding where you want to be is essential to actually getting there
Set Goals, Objectives and Metrics

Brand
Increase awareness and purchase consideration

Demand
Generate qualified leads and nurture them

Insights
Learn about the customer to improve content or product
Website Demographics: Audience Insights

Website demographics can reveal:

- If you’re reaching your intended audience on your website
- Traffic and engagement trends by audience
- Who’s converting
- What to create next
- Who to target next
The LinkedIn Content Marketing Score (CMS) is our answer to how companies and brands can better measure their content efforts on LinkedIn

CMS addresses the following questions:

• What is my share-of-voice against my audience each month?
• How do I rank against my peers?
• How influential are my employees?
• I really care about a specific audience. Are they engaging?
LinkedIn conversion tracking

Easily measure and optimize the true business impact of your Sponsored Content

- **Track conversions**: record the leads your ads are generating across desktop and mobile in Campaign Manager.
- **Understand your ROI**: Measure the true value of your LinkedIn ads, including return on ad spend, conversion rate and cost per conversion.
- **Optimise**: see which ads, creatives and audiences are driving conversions for your business and use this to inform future campaigns and strategies.
Understand your audience

Really understanding your audience is key to creating content that will engage them
Develop Buyer Personas

- Understand how they talk
- Understand how they like to be spoken to
- Understand the challenges they must overcome
- Understand key milestones in the buying cycle
- Understand # people in the buying centre
- Understand the decision makers
- Understand who or what influences them
- Understand the most common objections
Each Buyer Role has different needs from content

Champion: Business Value
- Will the solutions meet our needs?
- Does it help with one of our key initiatives

Influencer: Performance
- Is it stable, reliant and efficient?
- How will it perform?

Decision-maker: ROI
- What is the business value?
- Why should we spend money on this?

User: Customer Experience
- Will it help me do my job better?
- Will it enable me to achieve my goals?

Ratifier: TCO
- What are the alternatives?
- Can we get it cheaper?
Targeting on LinkedIn

Define your ideal personas on LinkedIn

- **Experience**
  - Job Function
  - Job Title
  - Job Seniority

- **Company**
  - Company Name
  - Company Industry
  - Company Size

- **Education**
  - Schools
  - Degrees
  - Fields of Study

- **Interest**
  - Skills
  - Groups

- **Identity**
  - Age
  - Gender
  - Location
Distribute

DISTRIBUTE YOUR CONTENT
PLAN CUSTOMER JOURNEYS
ACTIVATE EMPLOYEES
Building content that works on LinkedIn
Content is the Connective Thread

Sponsored Content
ABM
Retargeting
Elevate
InMail
Matched Audiences
The Rise of The B2B BLOCKBUSTER
Blockbusters Are The Best Way To Monetize Content
For a leading indicator, check out Disney’s content calendar
Marketers can take a similar approach

Create and/or Identify your classic “stories”
Step 4 out of 4

Unlock the potential of your employees

Activate employee networks to boost distribution on LinkedIn
Unlock the potential of your employees

**Trusted**
Employees are the most trusted people in a company

**Connected**
Employees generally have a network 10x larger than a company’s follower base

**Influential**
Peer-influenced media (search and social) now represents two of the top three most-used sources of news and information*

*Source: 2016 Edelman Trust Barometer
Optimise

CONTENT BEST PRACTICES
Tip #1

Visuals are the new headlines

Imagery is the biggest factor in engagement - so make sure your is differentiated. Avoid using stock imagery if possible; leverage real people or unexpected images.
Tip #1 | Visuals are the new headlines

Be consistent

Develop a distinct brand to immediately resonate with your audience
Demonstrate immediate value to the audience w/one key data insight.

Be Insightful

Don’t hide your great insights behind a click.

Be careful to not feature too much.

Tip #1 | Visuals are the new headlines
Tip #1 | Visuals are the new headlines

Be Creative, Human & Relatable

Especially at the top of the funnel
Tip #1 | Visuals are the new headlines

Use Different Approaches

Tell a story visually
Tip #2

Write killer copy

Aim to keep intro copy <150 characters and offer a clear value proposition for your content.
Tip #2 | Write killer copy

Watch the crop factor on mobile

✔ Keep text below 150 characters. Size images to 1200x627 pixels and leave a margin on the sides.
Tip #3

Design for mobile experience

58% (and growing) of member sessions come via mobile. So make sure your content delivers an optimal experience.
Tip #4

Product Mixology

Leverage a product mix throughout the funnel to keep your audience engaged and understand how your audiences interact with our platform to reach them the right way.
Product Mixology

- **Awareness**
  - Infographics, blog posts, best practice guides, industry trends

- **Consideration**
  - Case studies, webinars, white papers, brochures

- **Lead Generation**
  - Calculators, brochures, CTAS, offers

- **Retention & Research**
  - Recommendations, course news, mini-tutorials

**SPONSORED CONTENT**

**SPONSORED VIDEO**

**CAROUSEL ADS**

**DYNAMIC ADS**

**LEAD GEN FORMS**

**INMAIL**
Tip #5

Commit to A/B testing

Continue to isolate creative factors that driving success.
Test content in waves & refresh frequently

Launch content in “waves” of four posts to maximize engagement and compete on even playing field

Determine top performers within each wave and run them together (Wave 4) to let our platform optimize

Tip #5 | Commit to A/B testing
Check CTR trend graph for an indicator to refresh creative

**Client 1**
1 month
4 pieces of creative
No optimization

**Client 2**
2.5 months
8 pieces of creative
3-4 optimizations
(targeting and revising intro copy)
Which Ad performed better?

Version A: “Guide”

Version B: “eBook”

Tip #5 | Commit to A/B testing

100% Increase in CTR
Tip #5 | Commit to A/B testing

Audience callout

Version A: No Audience Callout

Version B: “Marketers”

53% Increase in CTR
Test. Test. Test.

Never stop testing and your advertising will never stop improving.

David Ogilvy
Key Takeways
Key Takeaways

**Plan**
- Set Goals, Objectives and Metrics
- Understand your audience
- Find your audience

**Distribute**
- Atomize your Blockbuster content
- Plan customer journeys
- Activate Employees

**Optimise**
- A / B test to find your own blueprint
- Optimise your Audience
- Test and test some more
Questions?