Your marketing content is most likely crap
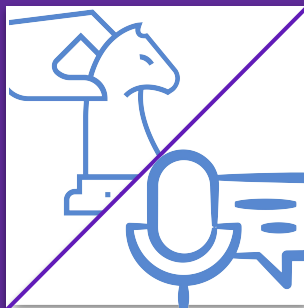
Presented by Andrés López-Varela
for Cooperate
27 November 2018, Melbourne
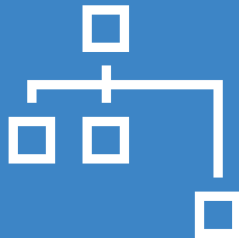
@hackjack

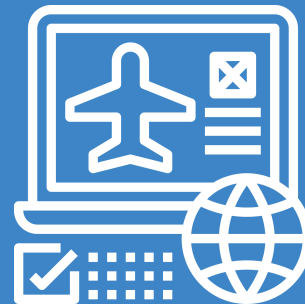**Planning**

Qualifying

Booking

Our customer journey

0.001%

Power Index

99.999%

More than half our content was scoring 30% or less across all stages of our customer journey

The data revealed the truth about our content and the customer journey

0.001%   30%   *Power Index*   99.999%

Do you know the truth about your content?🤔

Your marketing content is most likely crap 😬

Some common assumptions

We should be making shareable content because sharing = exponential reach

Social sharing of content has halved since 2015

Two out of three shares are now private ('dark social')

We should target our content to popular search terms to get more traffic

28% of search queries result in no click through

Branded search queries result in higher CTRs than generic queries

WE SHOULD MAKE OUR CONTENT MORE EMOTIVE TO CUT THROUGH THE CLUTTER

More than 70% of people use YouTube videos to solve a problem in their job, studies or hobbies

86% of people use YouTube to learn new things

We should curate more content, because people are used to that kind of content

BuzzFeed's social engagements have tanked by 60% in the last three years

Average shares for New York Times content has trebled

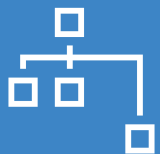|	
We should be making shareable content because sharing = exponential reach	We should be making engaging content because engagements = high value interactions
We should target our content to popular search terms to get more traffic	We should target our content to topics that our audience wants to hear from us about
We should make our content more emotive to cut through the clutter	We should make our content more useful to cut through the clutter
We should curate more content, because people are used to that kind of content	We should create more original content, because people are drawn to authoritative opinions

Planning — 68%*

Qualifying — 63%*

Booking — 82%*

71% score across all content, up from 30%*

0.001%   *Power Index*   99.999%

* average scores

We should be making engaging content because engagements = high value interactions

#1

WHAT COUNTS AS A HIGH VALUE ENGAGEMENT?

High-value engagements are triggers that move your users to the next stage in their purchase journey

#2

MEASURE HIGH-VALUE ENGAGEMENTS

Be as granular as you can be with these measurements so you can begin to uncover trends and insights

#3

REPLICATE ENGAGEMENT TRENDS THROUGHOUT YOUR CONTENT

Start adding more engagement points into your content that reflect the trends and insights identified; start small and then scale up the wins

We should target our content to topics our audience wants to hear from us about

#1 — **WHAT DO OUR AUDIENCES WANT TO KNOW MORE ABOUT?**

Use search data (on-site and third party) to identify the most common topics your audience is looking for more information on

#2 — **MAP YOUR CONTENT TO AUDIENCE NEEDS**

Line up your existing and upcoming content to the common audience needs and restructure the content to answer specific questions

#3 — **DOUBLE DOWN ON YOUR HARDEST WORKING CHANNELS**

Measure the performance of restructured content and dial up certain topics in the channels where that content is working hard

We should make our content more useful to cut through the clutter

#1 — **WHAT FORMATS MAKE IT EASIEST FOR OUR AUDIENCE TO LEARN?**

Run an a-b-x test presenting some of your most popular content in at least four formats to determine which formats your audience responds to best

#2 — **RE-BALANCE CONTENT PRODUCTION TO FOCUS ON THE BEST FORMATS**

Focus 80% of your efforts on producing useful content in the top two or three most engaging formats

#3 — **TEST, LEARN, ITERATE, RETIRE, REPEAT**

After a set number of times, test your formats again to see if they're still working for you and update or retire as needed

We should create more original content, because people are drawn to authoritative opinions

#1 — **WHICH ORIGINAL CONTENT DRIVES THE MOST VALUABLE ACTION?**

Review data with an editorial eye to determine which content topics, sources, producers, formats and styles are stimulating the most valuable engagements

#2 — **CREATE EDITORIAL GUIDELINES THAT CAPTURE THE RIGHT CHOICES**

Develop a concise, informative document that informs producers about how to increase authority in the content they make

#3 — **LEVERAGE THE CHANNELS OF YOUR MOST CREDIBLE SOURCES**

As much as possible, ask your authoritative sources to share content first and track reach, traffic and high-value engagements

Do you know the truth about your content?🤔