



How to Optimize Your Content Marketing Strategy

with Social Media Intelligence



Content

Introduction

1. The Principles
2. Best Practices
3. Content Strategy Case Studies

Authors and Resources

Introduction

70% of consumers prefer to discover a brand through content rather than conventional advertising. So it is no surprise that content marketing is a popular topic among marketers and is prioritised in marketing strategies.

Whether a content strategy focuses on online or offline, inbound or outbound marketing, social media intelligence plays a pivotal role in improving the effectiveness of your content and generating a return on investment.

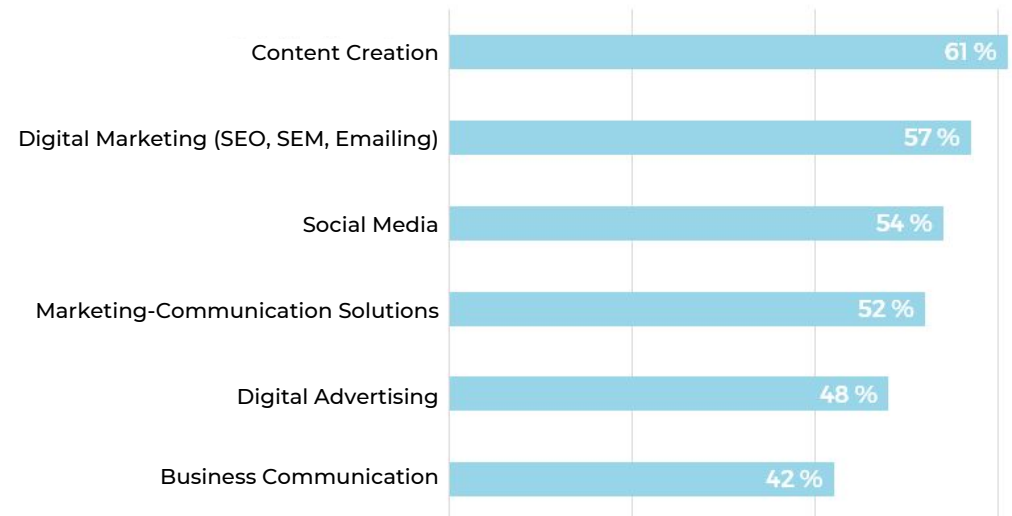
Content marketing is one of the key strategic pillars leading brands and marketers have adopted. It is also the most discussed topic on social media within digital marketing trends (1).

In fact, **content creation claims the highest priority in marketing** budgets for 2018, ahead of emailing and SEO/ SEM.



Marketing budgets in 2018: 'Content' leads

% of respondents who would allocate their budget in the following areas



This eBook answers the following questions:

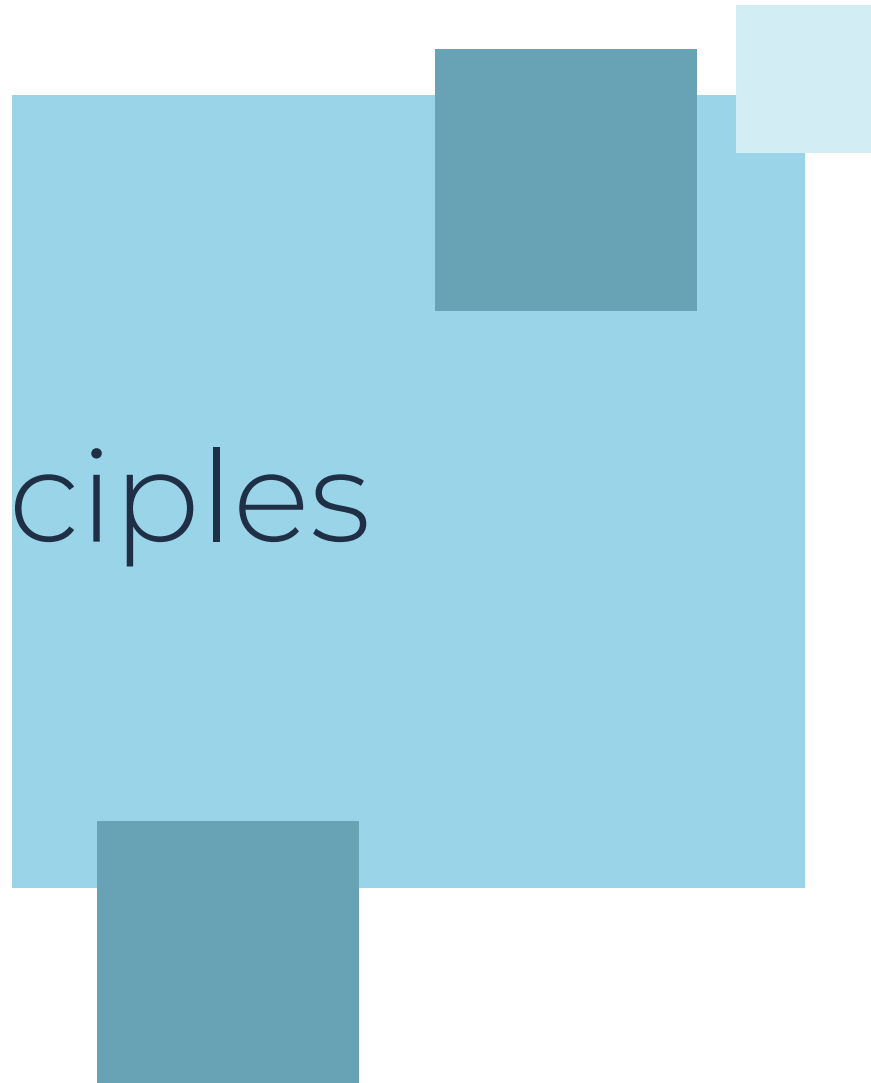
- What is content marketing strategy?
- What types of content exist?
- What are the principles for developing a content strategy through social media listening?
- What steps should you take?
- What are some successful use cases for content strategies?

(1) <https://blog.digimind.com/fr/tendances/barometre-marketing-digital-top-tendances/>



CHAPTER 1

The Principles





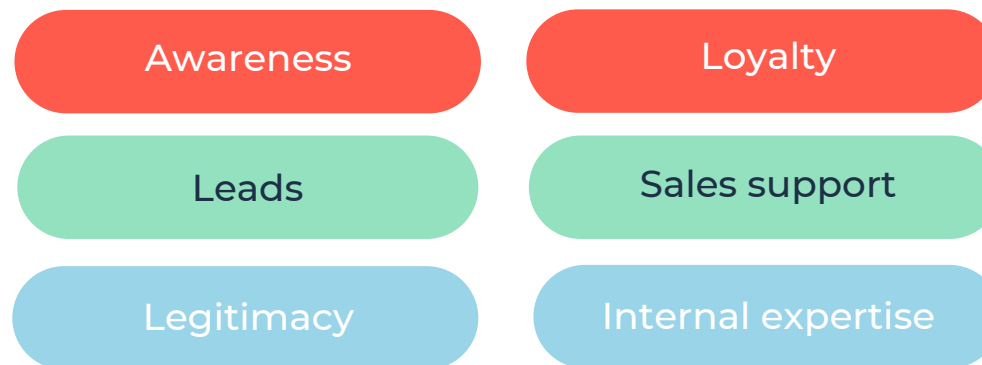
What is a Content Marketing Strategy?

Content marketing involves the creation and distribution of content, primarily online, without explicitly promoting the brand or the product, in order to attract the interest of prospects, as part of an inbound or outbound marketing strategy.

There are many different types of content: blog posts, videos, graphics, articles, white papers, and messages. The mode of delivery also varies with online and offline: social media, emailing, newsletter, podcasts, and events (conferences and webinars). For optimal effectiveness, content strategies must be developed in line with overall business strategies.

We often summarize the business value of content marketing to lead acquisition. However, content strategies play various roles along the different phases of the marketing funnel: Awareness > Engagement Acquisition > Satisfaction > Conversion > Loyalty:

Content marketing helps to develop





INSPIRE

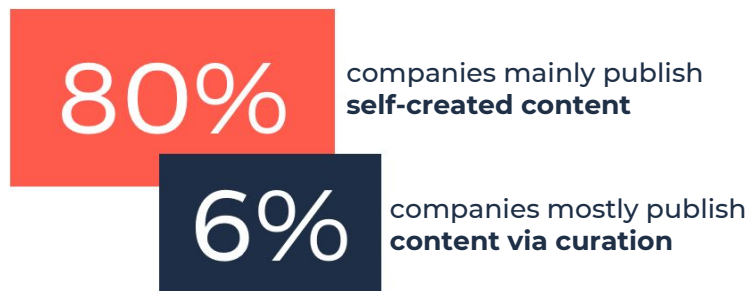
Objective:

Create & optimize editorial messages to engage target audiences.

It is about finding inspiration to create your own branded content, and not just sharing content created by others.

Moreover, consumer trends no longer favour solely content curation, but also the creation of original content (Clutch.com).

Companies need to create content to differentiate themselves and therefore, need to first assemble teams with the right listening, analysis, and distribution tools.

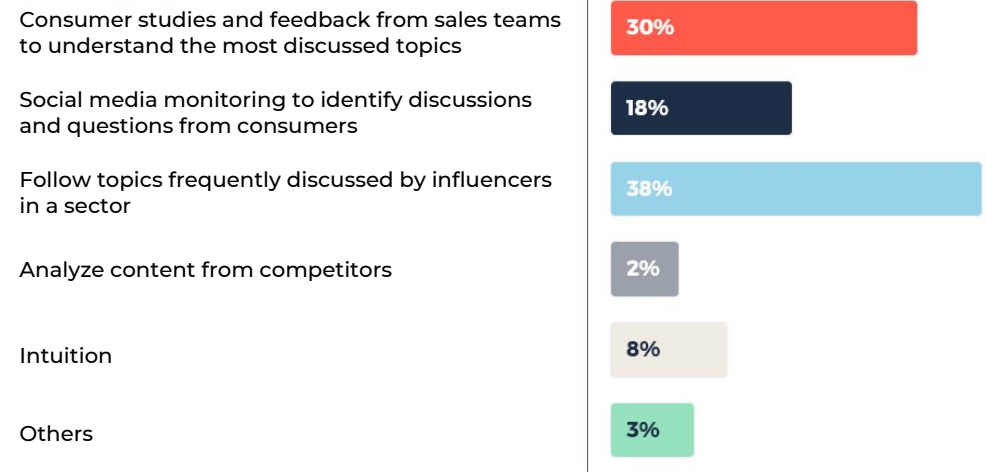


To create great content, you have to find inspiration and not copy from others. It is about leveraging data, trends, and news to create content specific to your business and target audience.

Inspirational Topics

A study by Scoop.it shows topics most discussed by opinion leaders, consumer studies, and feedback from sales teams are the primary sources of inspiration for marketers.

How marketers find inspiration for content creation



- 30% of marketers rely on consumer studies and feedback from salespeople
- 18% listen to the consumer conversations on social media

Surprisingly, only 2% of respondents cite analyzing competitor's content. However this figure may possibly be understated as it may be difficult for companies to admit to being inspired by competitors.



INSPIRE

The Ideal Approach for Inspiration

Here are some steps you can use to get content inspiration:

1. Understand who your audience is

Before creating the content, you need to determine the topics your audience prefers. For this, you can use social media insights segmented by profession, themes and age groups. *For example, Communications Directors, aged between 35 to 50 years, with a primary interest in awareness and social responsibility.*

2. Define your goals

What are your content strategy goals within the marketing funnel? Awareness, lead acquisition, sales support? However, with that do remember that you can't rely solely on content to achieve your marketing goals.

3. Define your personas

Personas are imaginary people selected to represent target audiences for your marketing strategies. Each persona should be defined by their function, objectives, and content that may be of interest to them. *E.g. A social media manager, establishes social media strategy and prioritizes channels, is potentially interested in brand performance studies on social media by sector.*

>> **Pro Tip:** Remember to identify and include custom sources that are important to your industry in your social media listening platform.

4. Listen and analyze relevant topics on the web and social media

Topics for inspiration can be identified using a social media listening tool.

You can collect insights from:

- **Market research:** attain consumers' opinions and trends on topics discussed by **influencers** or key leaders in the industry. Tip: innovation is key to revolutionizing your strategy, so do not restrict yourself to topics within the industry
- **Competitors:** learn from their content strategies to position and differentiate yourself
- **Google data:** continuously monitor the keywords that are relevant to queries on your products or those of your competitors, to identify customer needs and interests beyond social media messages

5. Gather feedback from your clients and sales teams

Feedback from clients and prospects is valuable for identifying important topics and potential areas of difficulties in the industry. Have an open feedback loop between sales and client support teams to proactively gather such feedback.

6. Gather KPIs to evaluate the most discussed and shared topics

Use these KPIs to establish the most discussed themes in earned media, and content performance across owned content and competitor's content. KPIs to track include: number of mentions, people, demographics, interaction rate, shares, and sentiment.

CREATE

Objective:

Develop content that will attract, engage, and retain customers.

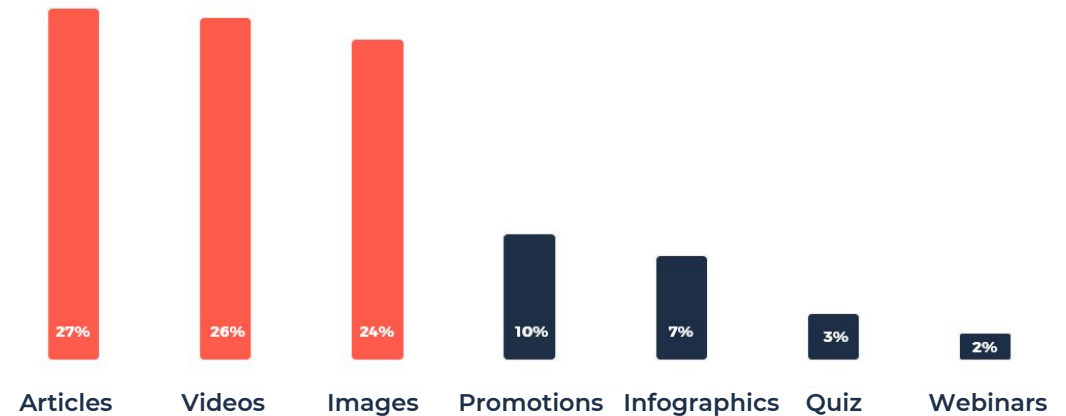
Types and Formats

For content to effectively achieve the objectives, the creative process needs to be optimized by understanding the best content types and formats for your product or service.

- What types of content generate higher engagement rates (shares, retweets, likes, and comments): articles, images, videos, infographics?
- What message format achieves targets and objectives? Example: Infographic for public awareness, customer cases to convert prospects into customers, white papers for brand consideration.
- In addition, the same content can and should be available in several formats to: develop awareness among multiple targets, to increase its lifespan, to acquire leads from TOFU, MOFU or BOFU, and to convert prospects.

Example: a white paper that is repurposed into an infographic, webinar, conference and videos.

What is the most engaging content for marketers?



A Clutch.com study shows that written content, such as articles, notes, and especially white papers, continues to engage on a similar level as videos.

>> **Pro Tip:** Consider the phases of the marketing funnel to help you define the type of content to use



CREATE

Define Your Content with the "Content Marketing Funnel"

Understanding your customer's behavior and thought process in the marketing funnel will help you prepare the right content, to give them the right information at the right time.

AWARENESS

"Top of the Funnel" content facilitates exposure, brand discovery, positioning, and awareness.

Suggested: Entertaining content

CONSIDERATION and EVALUATION

"Middle of the Funnel" content encourages the consideration and evaluation of your offer

Suggested: Informative content

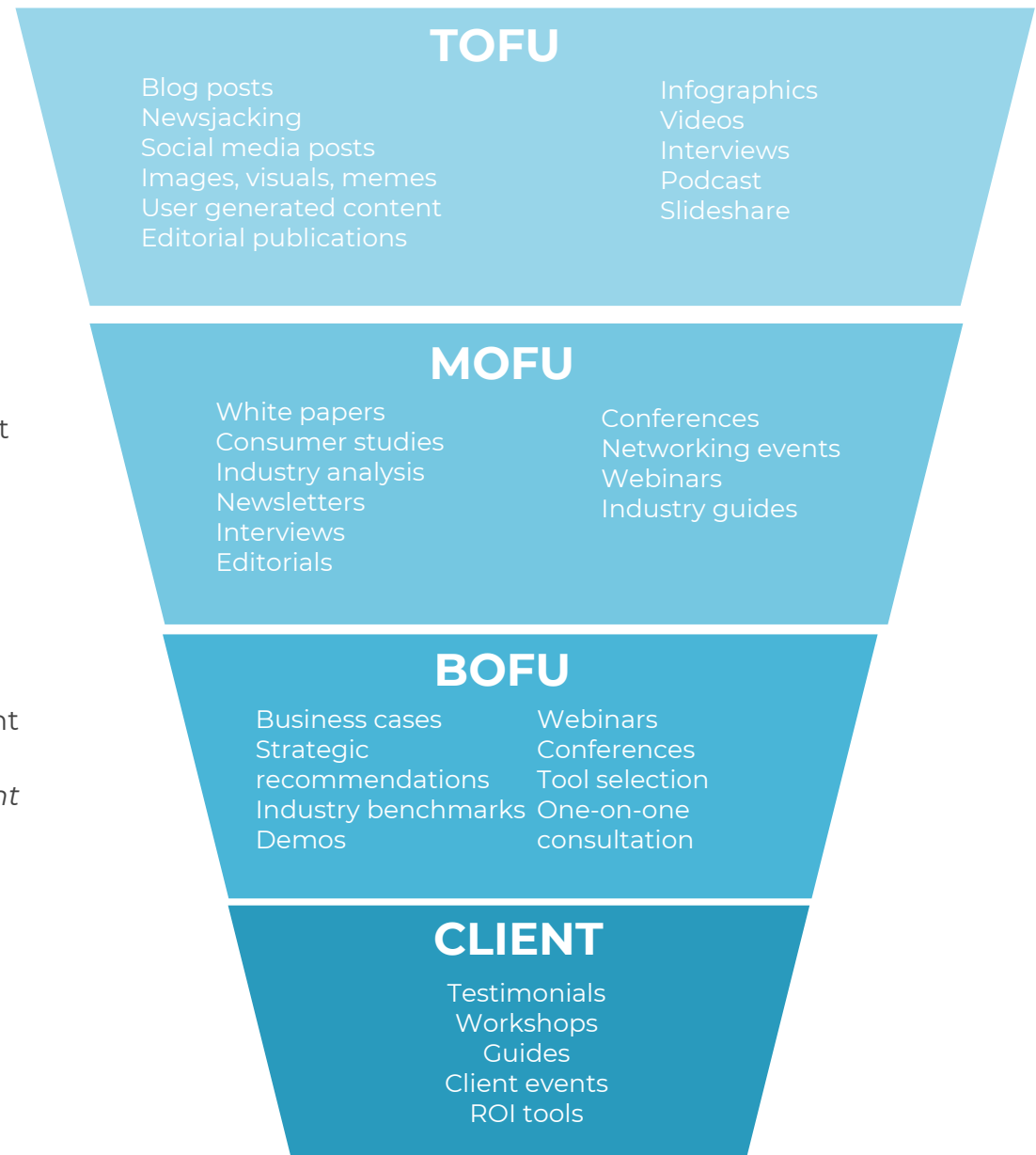
CONVERSION

"Bottom of the Funnel" content helps conversion

Suggested: Convincing content

RETENTION

Customer specific content to facilitate loyalty and *advocacy*





PROMOTE

Objective:

Deliver content to the right people, at the right time.

Use Content Appropriately for Maximum Effectiveness

To optimize this process of publication and promotion, it is necessary to:

1. Assign one or more pieces of content to your objectives and targets

Example: Infographic for TOFU awareness targeting a specific persona

2. Determine the most effective promotion channels for your target audience based on the type of content you are sharing.

Example: LinkedIn for MOFU content for consideration, and Facebook for TOFU content for brand awareness,

3. Mix up your promotion channels

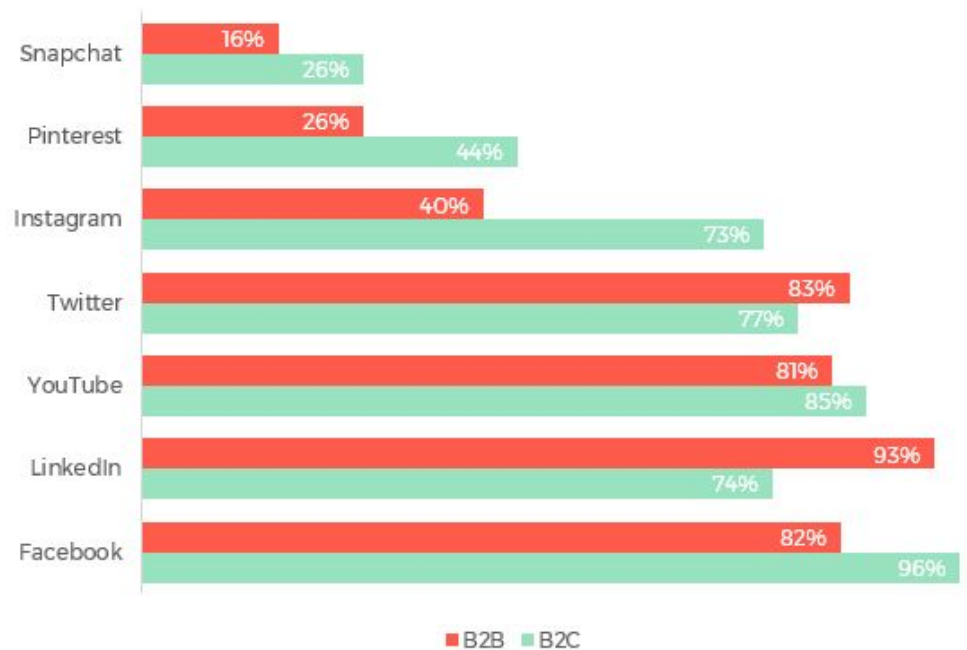
Use a mixture of appropriate channels such as social media, influencers, newsletters, events, webinars, etc.

4. Determine a content schedule

Use social media listening tool to monitor your target community and audience, to determine the ideal time for posting content.

5. Track your average number and performance of posts per day, week, and month with a social media analytics tool.

Business values of social media for B2B and B2C marketers



The most effective social media channel for B2B and B2C marketers surveyed (Clutch.com) shows LinkedIn dominating B2B content, while Facebook is the ideal platform for distributing B2C content.

EVALUATE

Objective:

Measure the impact of content and content performance by type, format, editorial line and social media channel.

How to Evaluate the ROI of Your Content?

One study estimates content marketing costs about 62% less than traditional marketing, and generates nearly 3 times more leads. To evaluate this profitability, it is necessary to:

1. Track content performance by:

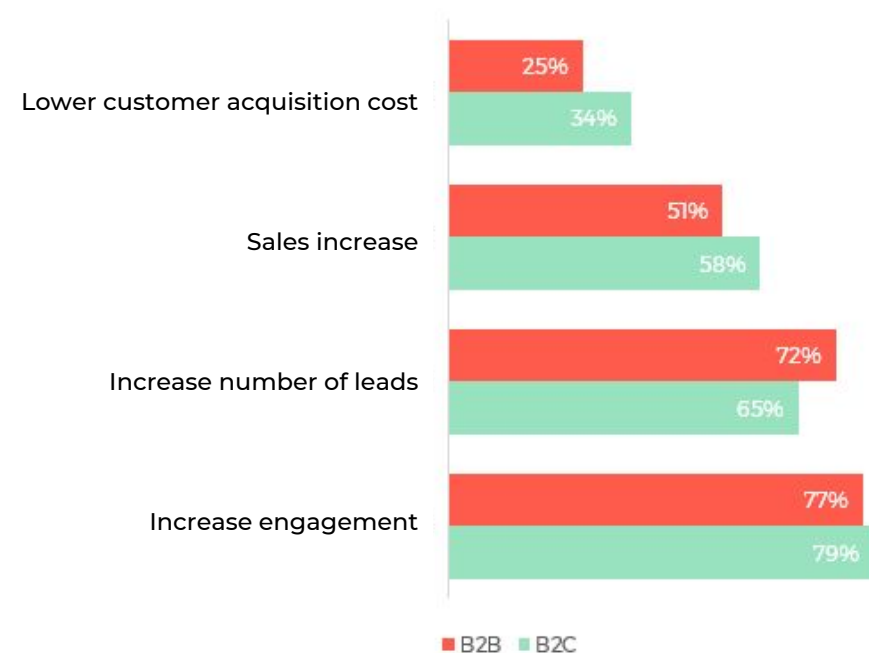
- **Earned Media:** monitor user and media conversations to evaluate share of voice and reach
- **Owned Media:** analyze the most successful publications in terms of social media engagement
- **Search:** analyze the appearance of keywords in Google queries related to your content

2. Determine the most relevant metrics for measuring the ROI of your content.

There are 3 types of indicators:

- **Social** (behavior on social media owned and earned media): number of mentions, engagement rate (likes, shares), reach, share of voice
- **Digital** (online behavior): website visits, clicks, sessions, conversion rate
- **Business** (sales behavior): leads, costs per lead, opportunities

Most used metrics for B2B and B2C content marketing



79% of marketing teams say measuring performance of B2C content marketing increases the engagement of their target audience. 77% of B2B marketers claimed the same (ContentMarketingInstitute 2018).

EVALUATE

Select the Right KPIs to Evaluate the Performance of Your Content

SOCIAL



Owned Media

- Engagement volume (likes, retweets, shares, comments)
- Interaction rate (number of interactions divided by number of followers or subscribers)
- Interactions by social media channel
- Overall interaction rate

Earned Media

- Number of mentions on a subject
- Reach
- Number of people talking

DIGITAL



User Behavior

- Visits
- Unique visitors
- Viewed pages
- Number of views
- Click through rate

Conversions

- Number of content downloads
- Number of event registrations
- Conversion rate

BUSINESS



Leads

- New leads
- New qualified leads (MQLs)
- New sales qualified leads (SQLs)
- New opportunities

Acquisition

- Cost per lead
- Cost per registrant or download
- Customer acquisition cost



CHAPTER 2

Best Practices





10 Best Practices for Your Content Marketing Strategy

1. Do not be too "commercial"

Content is a marketing strategy to get your brand known, attract leads, and demonstrate thought leadership. Don't use it to sell your products; rather, showcase the value of your offers and services.

2. Monitor and analyze conversations on social media

Social media is a gold mine for content inspiration. For example, you can use it to determine topics that most interest your target market.

3. Analyze topics and trends mentioned by influencers

Listen to what industry influencers are discussing on their blogs and social media accounts. Monitoring and analyzing topics discussed by opinion leaders, allows you to develop content based on topics which have greater interest.

4. Monitor new studies and research from institutions

Analysis of research from large firms (Forrester, Bain, Gartner, etc.), institutes, and industry leaders allows you to better anticipate trends and adapt your content. Don't forget to indicate the content source.

5. Analyze trends on search engines

Not all questions are asked on social media. By analyzing the most searched about keywords and terms around your brands, you can capture underlying trends and consumer behaviors among a broad audience online.

6. Widen your sources of inspiration

Don't just look at sources and topics directly related to your sector. A good source of inspiration involves expanding your topics of interest to learn from other industries, and re-exploiting trends through newsjacking.

7. Identify social media channels where you can best engage your target audience

Listening to conversations on selected topics allows you to know which channels your prospects, clients and competitors use and engage each other on.

8. Analyze users by their socio-demographic interests, age, gender

Social media listening tools can help you analyze profiles of Internauts. For example, you can gather details about the professions and interests of your prospects who express themselves on Twitter, and use this information to adapt your content.

9. Benchmark the performance of your content

Disappointed by the performance of your video? Benchmark your competitors via a social media analytics tool to discover what type of content works best in your industry.

10. Analyze your social media, digital, and business KPIs

Don't expect an overnight success. Analyze these 3 KPIs over a long period: the performance of a MOFU or BOFU content and its many variations must be monitored for at least 6 months before results can be seen.



The 13 Steps of Building Your Content Strategy

INSPIRE



1 Understand the characteristics of your target audience

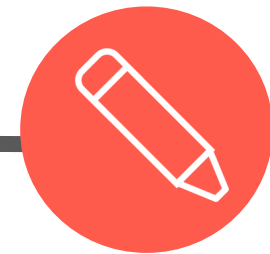
2 Define your content objectives: awareness, leads, sales support, etc.

3 Determine your target personas

4 Listen to social media and the influencers

5 Analyze search trends on search engines

CREATE



9 Consider the phases of the content in the marketing funnel

8 Repurpose content to multiply impact

7 Determine suitable formats for your messages

6 Identify the most engaging content

PROMOTE



10 Assign content to each type of persona

11 Determine the most relevant social media mix

EVALUATE



12 Identify relevant and KPIs: social, digital, and business

13 Follow the performance of earned and owned media, and search



CHAPTER 3

Content Strategy Case Studies

CONTENT STRATEGIES CASES

Health Industry: Gaining Insights from Google Data

A client from a pharmaceutical company used the analysis of keywords associated with a medical condition to identify the concerns of his patients and the public, to optimize their content.

It is essential to create content that corresponds to the expectations of readers. But how can we identify these expectations? The key is to analyze Google search data. An analysis of search trends associated with Hepatitis C, revealed concerns related to symptoms, pregnancy, and saliva.

The **knowledge of relevant keywords surrounding this particular topic** allowed the pharmaceutical company to adapt their content online (website, study, fact sheets) and offline (brochures, campaigns, doctors' brief).

Hepatitis C			
1	Hepatitis C symptomes	📄	- 0
2	Hepatitis C vaccin	📄	+1
3	Hepatitis C salive	📄	-1
4	Hepatitis C has	📄	NEW
5	Hepatitis C et grossesse	📄	-1
6	Hepatitis C genotype 1	📄	NEW
7	Hepatitis C est ce contagieux	📄	+2

↑ The analysis of Google data on Hepatitis C (via Digimind Social Top Reputation)

Restaurant Industry: Leveraging User Generated Content

One content marketing strategy is to make use of user generated content: content produced by a consumer or brand ambassador. The advantage to this approach is that it creates brand value through sharing real consumer opinions, which increases the authenticity and reliability of campaign messages.

Burger King and their agency, Buzzman, excelled in this strategy. In 2012, Burger King returned to France after 15 years of absence. Operating a fast-food chain in a country known for fine food is a challenge, but at the same time commands social buzz. To promote the launch of new franchises around France in early 2014, Burger King gathered tweets from internauts wishing for a BK outlet in the cities the franchises were being opened, printed them on a billboard, and prominently displayed them to promote the opening.

This campaign went viral, **raking up 150,000 retweets, making it the most retweeted campaign of 2014.**





CONTENT STRATEGIES CASES

TV Industry: Identify and Follow Micro Influencers

An agency employed by HBO in the US used Digimind Social to assist with developing their content strategy. They monitored different series and identified the top 100 influencers involved (by the number of mentions, as opposed to those with the highest following) for six of their best TV shows. These micro-influencers were added as custom sources to track, as they were more representative of everyday television consumers than those who purely had a high number of followers (journalists, celebrities).



By analyzing the demographic data, social media activity, interactions, and network connections of these micro-influencers, the agency was able to identify subcommunities and understand consumers' interests outside television. This allowed them to provide insight reports on these communities to fuel **future content** with more **targeted** advertising and social campaigns.

Food Industry: Analyze Conversations to Customize Messages

MRM//McCann was challenged by their client, Hershey's, to plan a campaign that would reach consumers on **social media beyond its usual community of fans**.



The agency used Digimind Social to run a real-time social media campaign that monitored social media for negative messages, to which they responded with "Happygrams" - virtual chocolate bars that contained positive personalized messages. At the end of the campaign, Hershey's Happygrams achieved:

- 4,000 direct responses from users who received a personalized Happygrams
- 8 million social engagements via likes, comments, shares and new Happygrams sent
- 92 million Facebook and Twitter users reached
- 60% growth in share of voice





CONTENT STRATEGIES CASES

Fashion Industry: Understanding What Engages and Excites Customers

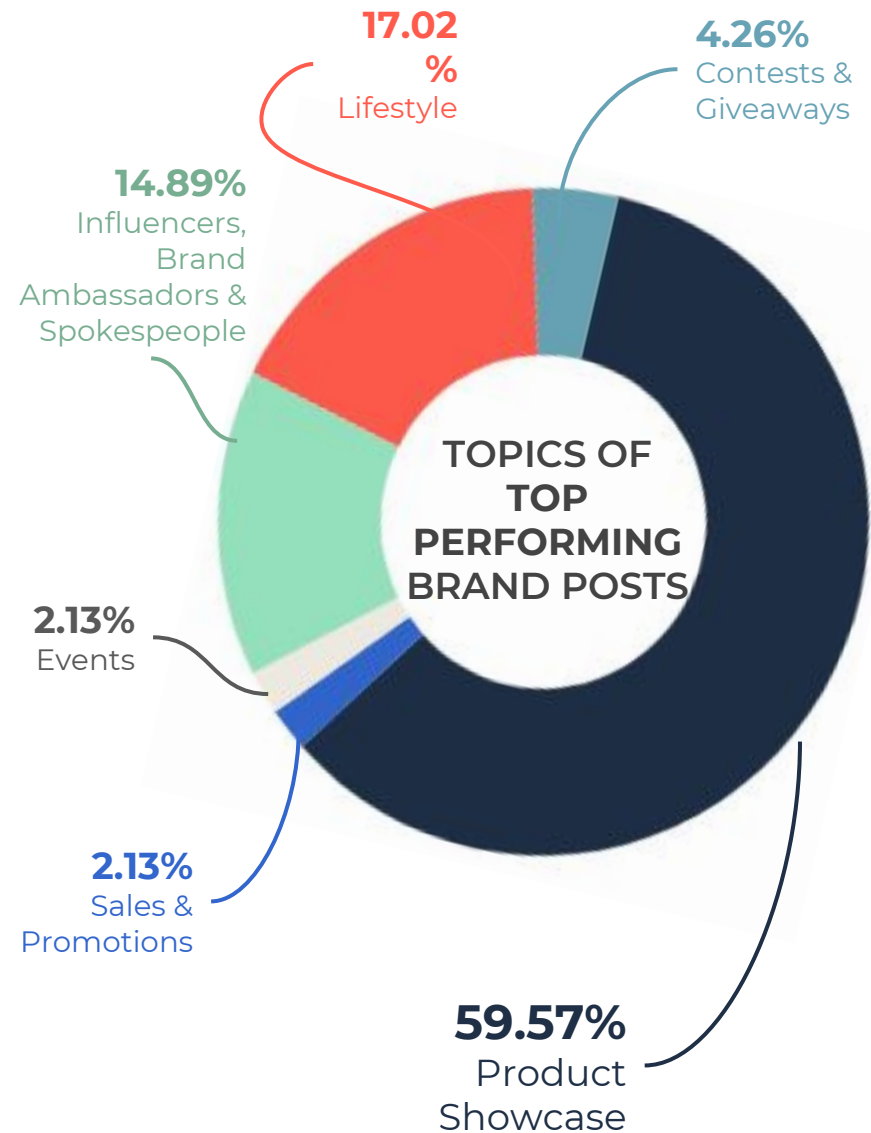
Analysis of the most engaging posts by fast fashion brands studied in Asia Pacific revealed that:

- Fashionistas enjoyed discovering information about different pieces and collections via **social media**.
- Posts featuring **influencers and brand ambassadors**, or holiday greetings and other lifestyle quotes, also performed well.

While posting behavior varied across fashion brands studied, **Instagram consistently topped other channels in terms of customer engagement.**

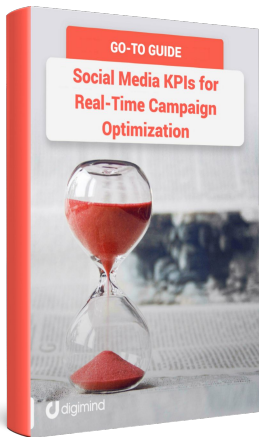
For brands like Esprit, Love, Bonito, and Seed Heritage, who were found to be leading discussions on Instagram alongside fashion influencers, **engaging with user generated content on top of their current content strategy**, can go a long way in making customers feel rewarded and motivated for posting about them, and maintaining **top of mind** on the platform.

By identifying the relevant social media mix of your target audience and determining the influencers to collaborate with, it can support your content strategies in reaching **high customer engagement.**



Our resources

On managing KPIs to optimize your social media and digital marketing strategies:

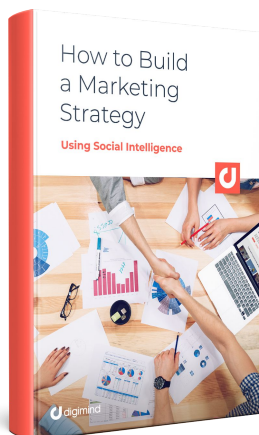


Social Media KPIs for Real-Time Campaign Optimization
[Download here](#)



20 KPIs for Your Social Media ROI
[Download here](#)

On social media data reporting and analysis:



How to Build Marketing Strategies with Social Intelligence
[Download here](#)



Social Media Analyst's Cookbook
[Download here](#)



About Digimind

Digimind is the leading social media monitoring and competitive intelligence software, designed for brands and agencies who want to accelerate digital transformation through an insights-driven approach. Recognised by Forrester and Gartner, Digimind's best-in-breed technology transforms social and online data into actionable business insights, enabling marketers to effectively plan, execute, and analyse their marketing strategy.

Founded in 1998, Digimind is headquartered in New York, Paris, Singapore, and Rabat, serving more than 600 customers worldwide including LinkedIn, Sony, McCann Worldwide, and Lexus.

More information on www.digimind.com

More resources (white Papers, studies, infographics) on <http://digimind.com/resources/>

Want to know more about Digimind and how our best in breed social listening and analytics technology can help boost *your* content strategy?

Contact Us:

marketing@digimind.com



Authors & Resources



Marketing @ Digimind

The marketing departments of Digimind

Digimind's marketers in New York, Singapore and Paris are specialists in social media, digital marketing and insight driven marketing strategies that enable organizations to perform better. They share their best practices as well as customer cases through white papers and ebooks.



Christophe ASSELIN

Chief Evangelist & Content Specialist

Christophe is a content specialist and speaker at Digimind. As an observer of the web since 2007, he likes to chat and write on all things Internet related. Follow him on Twitter [@asselin](https://twitter.com/asselin).



Digimind resources

White papers, webinars, studies, infographics ...

Digimind's marketing and insights department offers you many resources to help you review, execute and evaluate your marketing strategies. To use our resources to understand the evolution of markets and brands on the web and social media, head over here: <http://digimind.com/resources/>

- Digimind 2018 -



www.digimind.com