

CONTENT MATTERS TO MARKETERS...

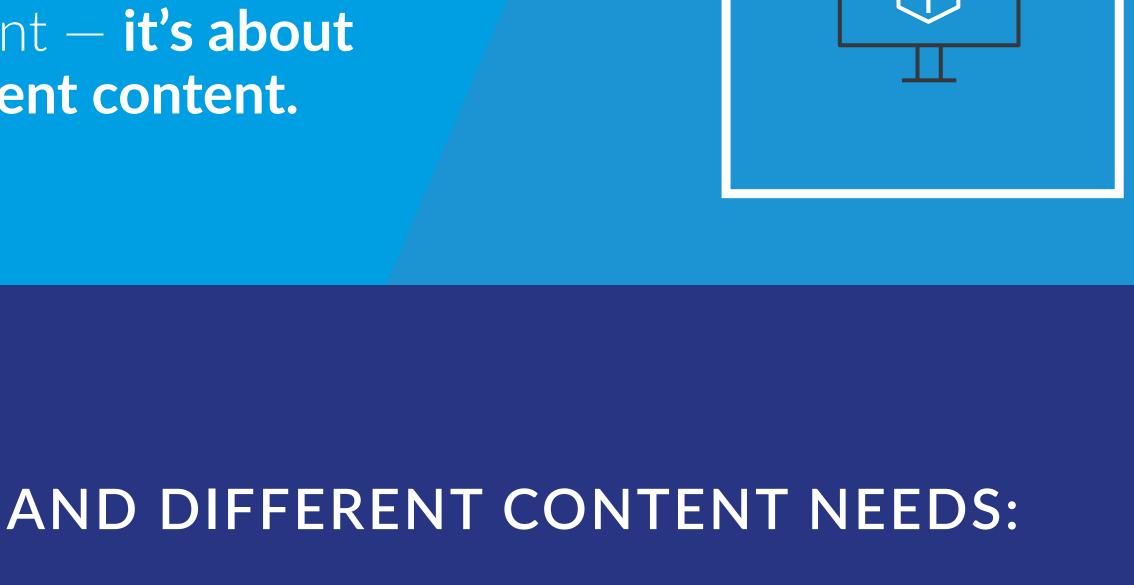
USE IT FOR LEAD GEN FOR CUSTOMER FOR NEW SALES **ACQUISITION** ...but only one in seven marketers have a written strategy to differentiate themselves from their competitors.

It's not about more

content — it's about

different content.

content or even better



A UNIQUE TONE

OF VOICE. 40% A

OF MARKETERS

SAY THEY DON'T

HAVE THIS.

So clearly, something's up...

AN APPROACH

DEFINED BY

DATA. 50% DON'T

PRODUCE DATA-

DRIVEN CONTENT.

AND WHILE 90%

MARKETERS

THINK THEY HAVE

ORIGINAL AND

FRESH IDEAS....

40% OF

MARKETERS THINK

THEIR CONTENT

IS "ABOUT THE

SAME AS THAT

FROM THEIR

COMPETITION".

Most marketers are too blasé about keeping tone consistent across channels...



BUT AREN'T USING

IT EFFECTIVELY

84% DON'T THINK THAT

MIXED MESSAGING HAS

A NEGATIVE IMPACT

50% ONLY HALF OF MARKETERS SAY DATA INFLUENCES THEIR STRATEGY

MARKETERS

WANT TO CREATE

DIFFERENTIATED

CONTENT... BUT THE

CLOCK TICKS ON...

NEARLY ONE THIRD OF THEM ARE COLLECTING DATA, BUT DON'T ACT ON THE INSIGHTS IT PROVIDES

70%

LACK THE TIME TO

PLAN GREAT CONTENT

OVER 50% LACK THE CAPACITY TO DIFFERENTIATE BY THOUGHT LEADERSHIP

AND WHERE THEY

DO DIFFERENTIATE,

THEY TAKE THE

EASY OPTIONS.

77%

CUSTOMISE BY INDUSTRY SECTOR...

CONTENT THAT

APPEALS TO THE HEART

SNAGS INTEREST FASTER

(the head stuff can happen later).

AND PSYCHOGRAPHICS THE BIG PROBLEM is too many marketers are targeting

customers according to what they

do (their job role or industry) rather

than what they want or need.

NEW CUSTOMERS. WHICH EXPLAINS WHY:

...BUT BARELY 40%

DIFFERENTIATE BY JOB ROLE

EAT DEMOGRAPHICS

FOR LUNCH.

So start differentiating by

what people want.

INITIAL ATTRACTION IS WHAT BRINGS IN

BOTTOM LINE?

OF ORGANISATIONS

CONCENTRATE ON ACQUISITION...

IF YOU LACK BUY-IN FOR

FRESH IDEAS... LIKE

OF MARKETERS DO

You'll waste valuable

you stand out.

OR DON'T TAILOR

DON'T

So spend less time creating

MEASURE THE DIFFERENCES IN

DELIVERY BETWEEN YOUR CONTENT

AND THAT OF YOUR COMPETITORS.

YOUR CONTENT.

...AND ONLY 36% ANGLE MORE

TOWARDS RETENTION

resources on over-producing content that fails to make

OR LACK COMPETITIVE

DIFFERENTIATORS... LIKE

OF MARKETERS DO

content, and more time personalising it meticulously for THE PEOPLE THAT MATTER TO YOU.

USE DATA IN CREATIVE WAYS (TO PROVIDE UNIQUE INSIGHTS ON MATTERS OF INTEREST)

UNDERSTAND YOUR CUSTOMERS'

MOTIVATIONS TO CREATE CONTENT

THAT SPEAKS TO THEM.