Content: The Fuel of Awareness, Confidence and Trust

Presented by Kaya Ismail, Founder of Wordify

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About

Wordify is a London-based content strategy agency for software vendors and digital agencies.

- Content strategy consulting
- Marketing copy (blog articles, eBooks, white papers, email nurture campaigns)
- Website copy

Serving Growing Tech Companies

- dotCMS
- Shopify
- Convertful
- Subbly
- Authentic Digital
Introduction

The Power of Content: Yesterday, Today, Tomorrow

Content Marketing 2.0

How to Build Trust Through Content

The Six Fatal Mistakes of Content Marketing

How to Take Action Today

Q&A
● 86% of B2C companies and 91% of B2B companies use content marketing in 2018 (Content Marketing Institute)

● 74% of companies claim that content marketing has increased their marketing leads, both in quantity and quality. (Curata)

● 90% of consumers from a survey of 17,000+ people from Gen X, Millennials, and Gen Z say they like the idea of custom content as a way for brands to engage with them (Time Inc.)
“Content Marketing is getting more budget, but marketers are failing when it comes to execution.”

Ryan Skinner
Senior Analyst at Forrester
The Other Half of the Battle

Value
Answer questions, bring solutions, entertain, inspire.

Relevance
Make it relevant to your brand, and to your audience.

Consistency
Content marketing is a long-term game that requires patience.
The Power of Content: Yesterday, Today, and Tomorrow

From Michelin to IKEA.
The Michelin Guide (1900)

1819: Michelin Founded
A French tire company battling a lack of demand for tyres.

1900: The First Guide
The Michelin Guide listed and rated restaurants, cafes and hotels across France and Belgium.

2018: Still Publishing
The Michelin Guide is now a global online publication.
Modern Content Marketing Channels: Too Many to List

- Social media
- Blogging
- eBooks
- White papers
- Video
- Alexa Skills
- Email marketing
- Infographics
- Podcasts
- Webinars
- Online forums
- Physical Magazines
- Augmented Reality
The Power of Content: Today

PWC’s Annual Survey Publication

Every year, PwC surveys CEOs from around the world on subjects such as:

- Global economic growth
- Cybersecurity
- Local economic concerns

Their 2018 survey included the responses of 1,293 CEOs, with 40% of them running companies with over $1B in annual revenue.

Lenovo: Think Progress

Lenovo has developed multiple B2B websites under the “Think Progress” brand.

Targeting IT decision makers, their content is currently in seven languages, and seeks to solve common problems and address topics such as digital workplace performance and data management.
IKEA: Augmented Reality
Developed a mobile app that brings augmented reality into homes and workplaces, allowing customers to see furniture inside their room before making a purchase.

Gatorade: Virtual Reality
Introduced “The 360 degree Bryce Harper Virtual Reality Experience” for VR headset owners, allowing people to step up to the plate as Bryce Harper.

Gettysburg College: Alexa Skills
Released a set of Alexa Skills to help their college students find staff contact information, check upcoming events, and even check the day’s lunch menu.
Content Marketing 2.0: Interactive Content

Content that requires the participants' active engagement — more than simply reading or watching.

The Internet of Things

- Alexa Skills
- Smart Cities (Info Screens, Chatbots)
- Wearable Technology
- VR / AR
“The use of virtual and augmented reality content will have a compound annual growth rate of 82 percent, increasing 20-fold between now and 2021.”

Cisco
"The number of smart speaker users is growing at a compound annual growth rate of 47.9% — faster than any tech product since the smartphone."

eMarketer
How to Build Trust Through Content
“A group of 1,000 B2B customers won’t ever move as one. But if you can’t capture their attention and their trust, you’ll go nowhere.”

Seth Godin
Best Selling Author and Entrepreneur
“Marketers must shift their content marketing from being product-focused, to building relationships.”

Laura Ramos
VP, Principal Analyst, Forrester
4 Ways to Build Trust Through Your Content

- Use Statistics, Studies, and Quotes
- Publish Content from the Top
- Use Stories and Case Studies
- Don’t Ask for Too Much
Very cute deer
The Six Fatal Mistakes of Content Marketing

And how to avoid them.
The Six Fatal Content Marketing Mistakes (Part 1)

1. The Perfection Fallacy
   Perfection is the enemy of progress.

2. Impatience
   Give your strategy the time it needs to make its impact. Long-term patience is key.

3. Irregularity
   Trust is built with consistency.
The Six Fatal Content Marketing Mistakes (Part 2)

4. Impersonal
Show the faces and voices of your team members. Don't be afraid to be human.

5. “Our industry is boring!”
Your industry exists, therefore, people see value in it. Appeal to them.

6. No documented content strategy
Only 37% of B2B brands and 40% of B2C brands have a documented content strategy. (Content Marketing Institute)
Take Action Today

Step One:
Turn up, and keep turning up.

Step Two:
Add the three ingredients (value, relevance and consistency.)

Step Three:
Make trustworthy content. (Stats, Stories, Publish under leading names.)

Step Four:
Avoid the six fatal mistakes. (Perfection fallacy, impatience, no content strategy.)
Thank You!

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