“Content marketing is about creating interesting information your customers are passionate about so they actually pay attention to you.”

Looking to undertake international content marketing?
  • “It’s all about identifying the right channels, platforms and the cultural identities of each nation…”

Perform a content PEST analysis to assess the international marketplace

Language is ever evolving and reflects common cultural differences. Embrace where there is change and use it to your content marketing advantage.

You need to capture the nuances of each language to really engage with your target audience. Always be on the look out for colloquialisms, humour and cultural sensitivites...

Understand how user journeys are different across countries, economic regions or territories

Where possible, use local language experts when creating content campaigns
When looking to perform well on search engine results pages, it’s all about relevant, quality on-site content.

Google’s Hummingbird algorithm provides users with more focused, relevant and precise results, which has led to decreased diversity within results but more competition!

“People are impatient and don’t want to wait for what they want…”

Therefore provide users with exactly what they want and this will in turn have a positive impact on your organic search visibility.

Always work with user experience in mind, develop a navigation structure that makes a user’s journey seamless.

In today’s mobile world, page speed is one of the most important factors when it comes down to mobile rankings…

74% of users will abandon the page after waiting five seconds.

46% of people wouldn’t return to poor performing website.

A one second delay in page load time equals 11% fewer page views, a 16% decrease in customer satisfaction and a 7% loss in conversions.
Too many people focus their efforts on the ‘researching and buying phases’ of the consumer buying cycle…

- **The solution:** Focus on relevancy, the spectrum between ‘what you would like to say’ and what your ‘target consumers are interested in’

- There is no ‘average user’, people approach the buying process in a multitude of different ways

- Each audience type has its own behaviour and requires its own individual targeting strategy

- Truly research your audience before creating any marketing material; find out what they say, need and read

- Continually research and understand your audience, recognise where they are in the sales funnel and always keep in mind that not every piece of content needs to sell
• Dark social refers to web traffic from sources that web analytics are not able to track and usually misattribute as ‘Direct’

• Dark social occurs when someone shares a link by copying and pasting a URL into instant messages, emails, forums or local hub sites
  • This equates to a social network twice the size of Facebook!

• Worldwide social shares:
  • Facebook – 23%
  • All other – 8%
  • Dark social – 69%

• European social shares
  • Facebook – 16%
  • All other – 7%
  • Dark social – 77%

• A third of all online social sharing occurs via dark social

• Top tip – Ensure that you have visibility into dark social. It could be the case that you’re missing out on up to 70% of the leads that are available to you
• **An #Awesome Relationship defined:** An association between an individual or company for mutual benefit...so what’s key?
  - **Reciprocity**
  - **Staying connected**

• **The #Awesome Relationship equation:**
  - **Credibility + reliability + intimacy / self-orientation x by emotion**
  - **Credibility** – “Be real, make people believe in you”
  - **Reliability** – make yourself reliable and create a routine – engage with bloggers regularly > invite bloggers into your company to recognise and understand their needs
  - **Intimacy** – Make it personal and appreciate! Take it offline and meet face to face with your bloggers – don’t just communicate via email
  - **Self-orientation** – Listen actively to bloggers, give more than you receive, understand what “floats their boat” and what challenges they face
  - **Emotion** – You need to provoke an emotional response to make SEO work – make someone laugh or at least smile, or perhaps evoke another emotion such as sadness or intrigue
“Planning your conversion rate optimisation tests is the most important part of the process”

**During the planning stage, use the PIE Analysis framework:**

- **Potential** - How much of a difference do you think the test will make? How long will it take to reach a conclusion?
- **Importance** - What is the importance of the page or feature? Is your PPC team planning to increase keyword exposure? Is the product category about to come into season?
- **Ease** - Will your CMS allow the permanent change? How long will it take to set up? Does the change require developers’ time?

- Thoroughly check your tests and always test across multiple browsers and devices
- If you see that a test is not working or performing to your expectations move onto another test with more potential...
- Apply learnings across your website, but only if they are valid; for example, if your test was run on your top five product pages, apply this to all products
- Keep a knowledge bank of all the tests you complete as this can help to plan future tests or be used during the planning stages of building a new website...
“Look beyond ‘SEO’ in isolation, the task is to look at how it can be used to link business functions and help deliver overall business strategy”

**Data**
- Consumer behaviour and search data can add scientific insight to campaign planning and can align marketing strategy to the SEO strategy
- Draw on your data online to influence your above-the-line activity

**Attribution**
- To ensure your brand is at the top of the funnel, aligning your content strategy with targets set by your online sales team is key
- SEO is designed for first interaction content

**Branding**
- Building authority in modern SEO requires a strong brand presence
- Use the science behind on-page to truly understand how to communicate with your audience. This should always be based on what they want and how they want it

Maximise the use of SEO data: it’s precise, up to date and can allow a business to better understand its customers
Mobile is rapidly becoming a primary internet access point

Mobile website vs App:
- 30% favour apps
- 33% favour mobile web
- 37% equal favour

App indexing is not new (it was introduced in 2013), but it can now be used to index content on apps that are not installed on a user’s device

Through combing mobile search and app experience, new opportunities for data driven, personalised responses to searches are now available
  - Creating better user experience

Many mobile journeys are broken, and with more searches now taking place on mobile devices than on computers across 10 countries (inc UK, US & Japan), it is the time to create a high quality mobile experience
  - Mobile experience
  - Responsive web design
  - Monitor desktop vs mobile rankings, traffic and conversions

Top stat – Domino’s Pizza mobile app: 1 in 8 people have the app in the UK & 40% of orders come through the app
• Define your social communication strategy for each social channel
• Structure your social posts to contain a variety of consumer touch points, i.e. products/services, blogs, news, events or imagery

1. 60 minutes preparation for seven days content
   That’s about 9 minutes a day

2. Each day spend 3 min at 9am, 1pm and 6pm to scan & reply
   That’s 9 minutes

3. Each day spend 2 minutes to RT key relevant information
   That’s 2 minutes

4. 5 minutes to follow 5 new people
   That’s 5 minutes

5. Analyse the success for 5 minutes
   That’s 5 more minutes

30 minutes a day
• Deconstruct digital silos and use audience data as the glue that ties them together
• The advertising world is increasingly complex – consumers have shifted their media time away from traditional avenues towards digital channels
  • They have forever altered the way organisations and marketers need to interact with their target audiences
• Buyer journeys are fragmented. When making a purchase, consumers can use, for example, 10 sources of information spanning multiple channels over the course of 20-30 days
  • Search and social remain the top two most important channels for influencing buying decisions
• Focus on acquiring customers across multiple channels > tailor a bespoke strategy to the needs of that consumer, not to the generic channel
  • Search touches + social touches = better performance (customers are more valuable)
  • “65% of online revenue comes from purchases with touch points across multiple channels” *Google, 2012
• Use the strengths of each channel to reach the right customer at the right time
• Focus your efforts on cross-channel audience activation > capture/build/activate and engage
• “The future of search is something way beyond the search bar – search doesn’t belong in a box”

• Search is the new electricity – you forget that it’s there and take for granted that it is part of our lives

• There is currently a discoverability problem within search – there are solutions we desire readily available, however do not have the exposure on search engines

• The future is for ‘ambient intelligence’ and ‘sequential search’, for example Cortana – a live solution that searches on your behalf and seamlessly provides real time information

• “There is currently a difficulty within search when there is a lack of knowledge surrounding a search query” – it shouldn’t be difficult to find a solution for a user

• The future will be moulded by innovation and search should always be located in places that users require search
What type of agency are you? What type of client are you? Working with an agency is a lot like a relationship, you need GREAT communication!

When working with an agency, make it clear what you need from a campaign…
  - Define your goals and objectives

Success is defined by integrating:
  - Clear briefs
  - Well-defined goals
  - Transparent reporting
  - Priority setting

“Don’t just think outside the box, climb out and discard it. It’s very liberating”

Always be aware of key influencers within an industry
  - Attend conferences and trade shows > make connections. That one show will be worth more than a day of researching

Clients should always work on the basis of ‘embracing new ideas’. Develop a ‘content marketing machine’ between agency and client