

Fueling Content with Data

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The Landscape

For a new generation of leaders who are marketing and communications professionals—working at the intersection of strategy, creativity and technology to tackle the biggest business challenge:

Tomorrow.

Power Your Content

Content is the connective thread of marketing and communications. The brands that get this right will get ahead – scaling brand awareness, building engagement, strengthening consumer trust and driving sales.

- Understanding how to craft value and engagement in an interactive and always-on environment is essential.
- What works in a right swipe, 3 second, Amazon world?
- Data should be THE most important part of your content strategy. Data can help identify target audiences and their trending topics, channel-specific preferences of potential customers, and the influencers most relevant to those groups.
- Take a look at distribution and creation of your content.
- Data storytelling is essential in your content strategy.

7 Stages of Data Storytelling

Denial

Fear

Confusion

Bargaining

Self-Promotion

Re-evaluation

Accountability

Managing Content Chaos

When using data to make content choices, make sure you tell a story based upon what the data says, not what you want it to say.

- Do not torture the data until it confesses
- Data drives & determines your content decisions. It is the fuel for your content car.
- Data can help identify content opportunities
- Using data points, what type of content should you create and where should it live?



Content should be a backstage pass to your band brand.

It can transform your business and create an amazing customer experience.

Tools For Data Discovery

- Social Mentions
- Trends Maps
- Google Trends
- Google Analytics
- Simlpe SEO

**“Content does not become strategic
until it travels between channels.”**

Making the Most of the Metrics

In content creation, metrics can help make creative decisions. Benchmarks to determine the engagement around content should be **historical, competitive and marketplace.**

- Learn how to balance the vanity metrics with the utility metrics.
- **Stop Random Acts of Marketing:** You must develop new skills and a new process for creating content in real-time on a global scale.
- Truly understand your **return on insight** and make the business case to support your new process.

Soft Metrics (Vanity)

- Awareness
- Impressions
- Reach
- Share of Voice

Hard Metrics (Utility)

- Pipeline
- Revenue
- Profit
- Validated Leads



Case Study: The Super Bowl

The Super Bowl is so much more than a just a sporting event with a viewership of 103M, it's THE live-broadcasted event of the year. **It's also an experience, a community, and a global conversation.**

Did you know? In 2004, many advertisers hadn't realized that women comprised nearly half of all Super Bowl viewership

Business problem

The Super Bowl presents a conundrum as attentions are drawn away from TV screens while the cost of ad placements continues to reach new heights. A digital-first direction can possibly deflate a sense of excitement or freshness on Super Bowl Sunday.

Solution

With in-game, 30-second spots now costing an average of more than \$5 million, brands are getting smarter with mobile, social and creative, promoting user-generated content to wring the most bang out of their buck. **(Nostalgia, Humor, Emotionally engaging)**



Great content doesn't happen by accident.

Listen & Learn From Your Audience.

A brand must understand what resonates in conversations of the moment among an audience.

Be Agile.

Create a workflow between teams that eliminates wasted time and effort so you can easily respond to cultural moments in real time.

Data Storytelling.

Measure, analyze, and iterate until you reach your content goals and can justify your spend!

Be Your Brand Voice.

Content marketing should help shape and support your unique brand personality,

Let's Connect!

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