

Case Study: Creating a Content Marketing Strategy That Clicks

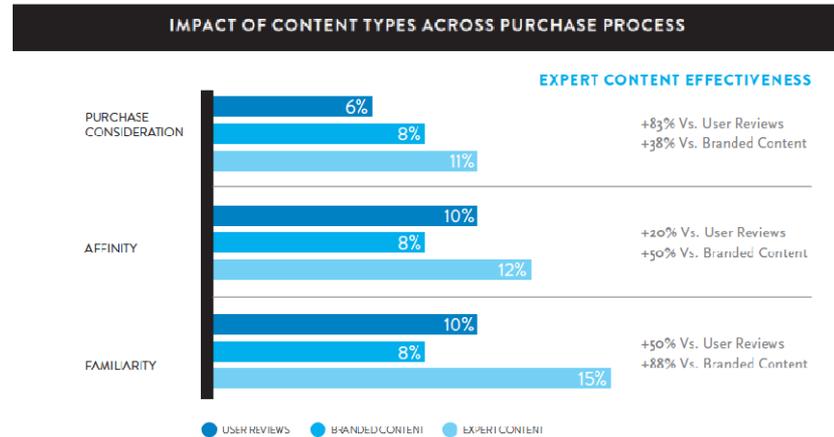
Chad Warren, Adobe

1. The winning of hearts
and minds rarely
happens within 140
characters.

The role of content

While each content type plays a role in driving product familiarity, affinity, and purchase intent, content written by credible experts performed best overall by a significant margin.

Expert content is also the only content type to exhibit a strong lift in all three areas of the purchase process.

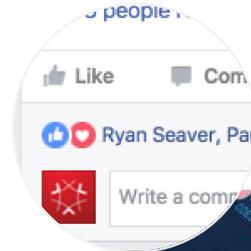


Source: Nielsen/InPowered MediaLab study, Dec 2013 - Jan 2014

Federated content

Shared natively via Social Media

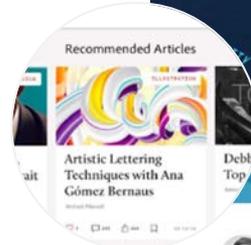
The asset can be easily shared in its native format via social media.



A single asset that exists in one destination, and deployable across channels.

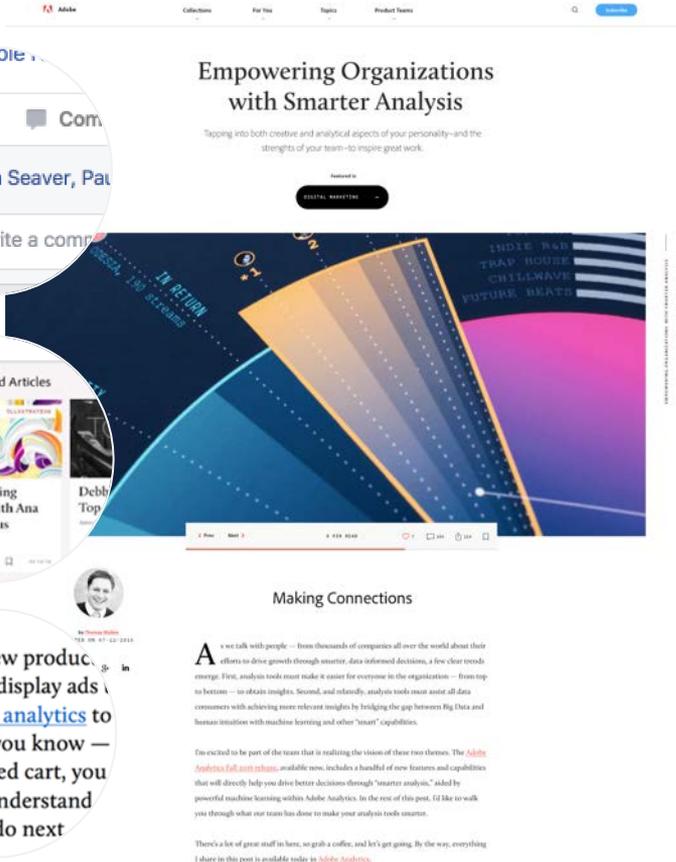
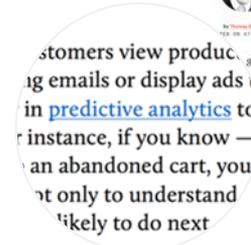
Syndicated

The same asset can be embedded in or delivered via multiple different websites or mobile apps

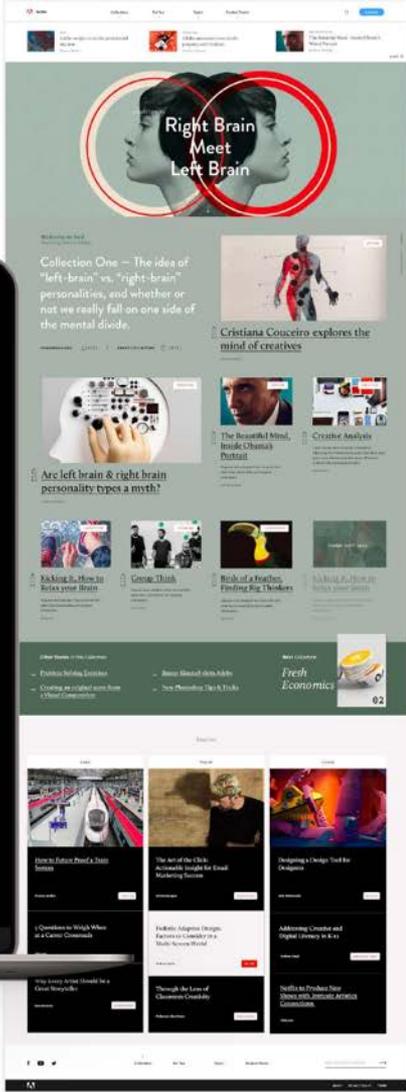
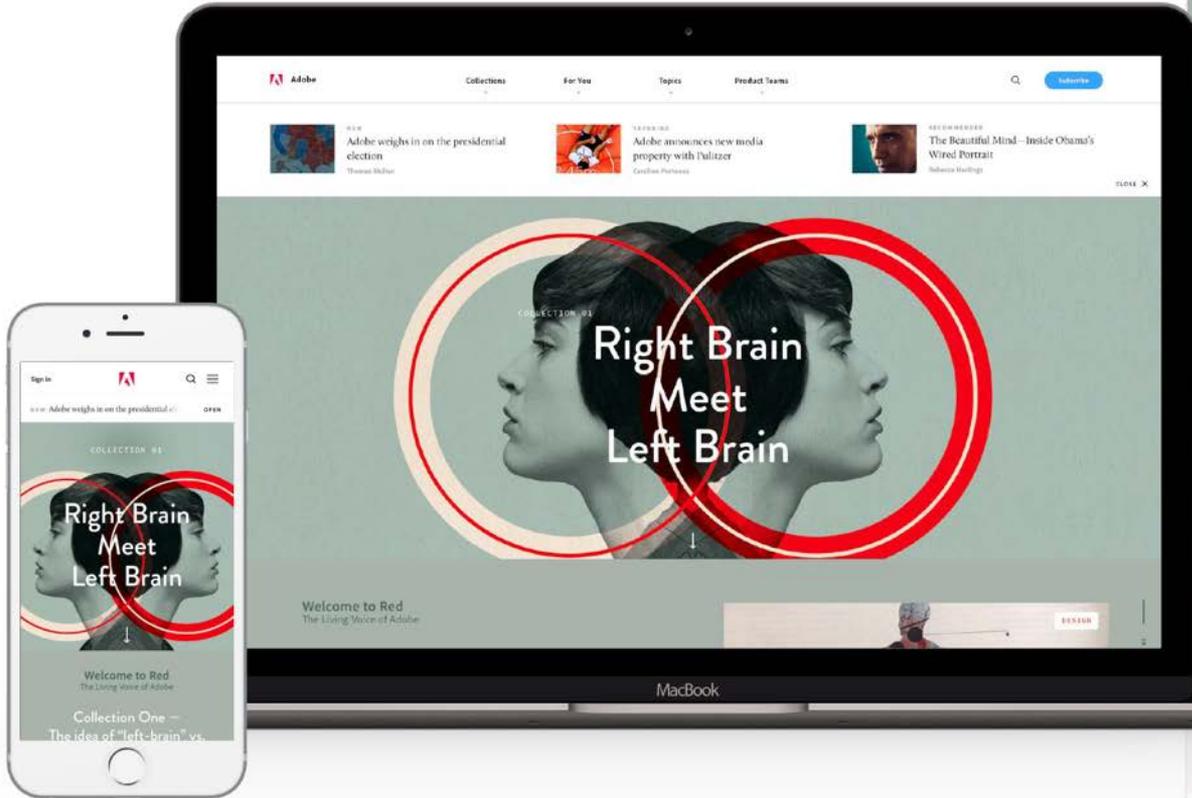


Indexed via Search

The asset can be easily indexed and shows in the results of the search engines.



Adobe's next generation publishing platform



Creating content is not enough

Rising above the noise means going beyond simply presenting new information, or re-packaging conventional wisdom. Instead, it deeply emphasizes:

1. Demonstration of deep expertise regarding your audience's reality and challenges; Frequently substantiating claims with real-world evidence.
2. Disrupting current logic, and surfacing what is overlooked or misunderstood, challenging audiences to reassess what they think they know.
3. Detailing solutions enabling audiences to take action to achieve their goals.



2. The irony of real-time is it requires a lot of pre-work.

Content programming approach

Evergreen

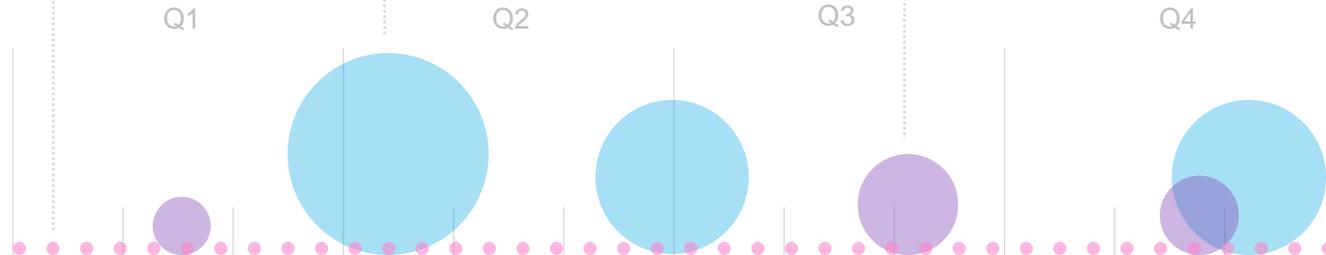
Period: Quarterly
Description: 365-day-relevant, “pull” content. Content that answers the question: “What is our audience actively searching for regarding our industry?”

Campaign

Period: Varies
Description: “Push” content for key inflection points like events, key business announcements or major campaigns.

Real-time

Period: 24 hrs.
Description: Content that responds to major industry news or events in culture.; breakout opportunities





The editorial calendar

Today < > March 2016 Month Week Day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	1	2	3	4	5
		HOLD: Companion article fo How to Measure Conversion How to Optimize for Higher /	Just When You Were Gettin Just When You Were Gettin	4 Keys to Effectively Measur Connecting Data to the Anor How to Gain, Keep, and Eva		
6	7	8	9	10	11	
Beyond Attribution: Insights Don't Let Your Mobile App E Driven to Personalize: Optin Why CMOs Think a Unified	11:01pm Adobe a Leader In	HOLD: Companion article fo http://blogs.adobe.com/digit:	Everyone's optimizing: How Help Your Customers Conne The interesting (and not-so- 2am Forrester Wave Compe	Anatomy of an Experience-L Defining Machine Learning, It's Time to Ditch Batch a Third Winners Selected for v		
13	14	15	16	17	18	
2016: the year we finally sta Get ready to think, learn anc If You Build It OR How Deve	Data and Content: The Kimy Summit Placeholder, Social	10 Ways a Strong Digital Fo HOLD: Companion article fo http://blogs.adobe.com/digit:				
20	21	22	23	24	25	
5 Things To Know About Mo Machine Learning and Crea Why an Integrated Marketin	AEM 6.2 Summit Machine Learning C The Bright Future of Digital-I	Summit Data Platform Anno	How Machine Learning and			
27	28	29	30	31		
5 Common Traits of the Bes Real-Time Solutions to Impr When Machine Learning Be	Breaking Down Mobile's Tru Campaign Management 101 How to Create a New Testin	5 Simple But Powerful Trick HOLD: Companion article fo Summit S204: Understandin Summit Session 101, Adobe	Why Real-Time Marketing is	Does Your Company Ag Mobile App Personalization The Changing Role of the Si What's Next in IoT for Perso	*Content Brief Completion Date	

10 Ways a Strong Digital Foundation Can Increase Your Productivity

Headline Concept 10 Ways a Strong Digital Foundation Can Increase Your Productivity

Short Description How can I spend more time innovating

SME Chris Nguyen: SME : Customer Experience

Adobe Product Alignment Adobe Experience Manager

Business Topic Customer Experience

Target Audience Decision Makers

Customer Journey Explore

Use Case Digital Foundation

Target Publication Adobe Digital Marketing Blog

Initial Project Notes PR will likely want to run or be involved in the interview process. Double check with PR on who they want as the

Target Publish Date 03/16/2016

Status Complete

Content Brief Due Date 02/20/2016

Headline Recommendation 10 Ways a Strong Digital Foundation Can Increase your Productivity

Key Questions / Messages As a marketer looks at their team and overall organization, what would they look for to know that they have a good digital foundation? What are the key indicators here? What are some key indicators of not having or needing a good digital foundation? These are examples put forth as foundations in various blogs: if they are not in your list from first question, why

Mobile

Editorial process at-a-glance

Phase	 Evaluate	 Design	 Align	 Plan	 Create	 Publish
Activities	<ol style="list-style-type: none"> 1. Analysis of social insights to inform industry trends 2. Briefing from key business stakeholders regarding business priorities 3. Assessment of performance of in-market assets 	Development of editorial strategy proposal based on outputs of Evaluate phase	Review and alignment of proposed editorial strategy with key business stakeholders and coordinating functions	Creation of editorial calendar including identification of bylines, target publish dates, formats, etc...	Production of assets on an ongoing basis throughout the planning cycle	Ongoing publishing and promotion of assets
Outputs	<ol style="list-style-type: none"> 1. Social insights assessment 2. Business brief 3. Summary of reporting and analysis 	Editorial strategy proposal	Approved editorial strategy	Editorial calendar	Publish-ready assets	Published assets
Resources	Editor-in-Chief Editor(s) Analyst Relevant business stakeholders Social insights manager	Editor-in-Chief Editor(s) Editorial Director (agency) Creative Director (agency)	Editor-in-Chief Editor(s) Analyst Relevant business stakeholders Comms Directors	Editor(s) Editorial Director	Editor(s) Creative Director (agency) Writers/Designers (agency)	Publishing Manager Social media manager

The content brief and workflow

The screenshot displays the Adobe Creative Cloud Content interface for a content brief. The main content area is divided into two columns: a left column for metadata and a right column for workflow and activity.

Left Column (Metadata):

- Asset ID:** Asset-00159
- Concept:** Abstract: The Art of Design - Platon
- Abstract:** Netflix's new series [Abstract: The Art of Design](#) debuted over the weekend. Through social listening, we've discovered the series is receiving raving reviews and is gaining popularity amongst the design community. The docuseries focuses on illustrator Christoph Neimann, graphic designer Paula Scher, photographer Platon, shoe designer Tinker Hatfield, architect Bjarke Ingels, interior designer Ilse Crawford, car designer Ralph Gilles and stage designer Es Devlin. Similar to Netflix's show *Chef's Table*, *Abstract* highlights the lives, ideas of creators and their efforts to bring an idea to life.
- Action:** We're sharing this with the team as we think there's an opportunity for a Behind the Buzz roundtable interview with the designe involved in the show. Similar to [The Hollywood Reporter's](#) roundtable interviews, the creators will be able to discuss their inspiration and process. Even though the designers represent different styles and different industries, the interview can also highlight the commonalities the all share.
- Next Steps/Progress:** 3/9: Interview complete for Platon. Tiffany reached out to Platon asking for images to include in the article.
- Target Publish Date:** Add Target Publish Date...
- Article Due Date:** Mon 20 March 2017
- Status:** Not Started, Planning, Ready for Interview

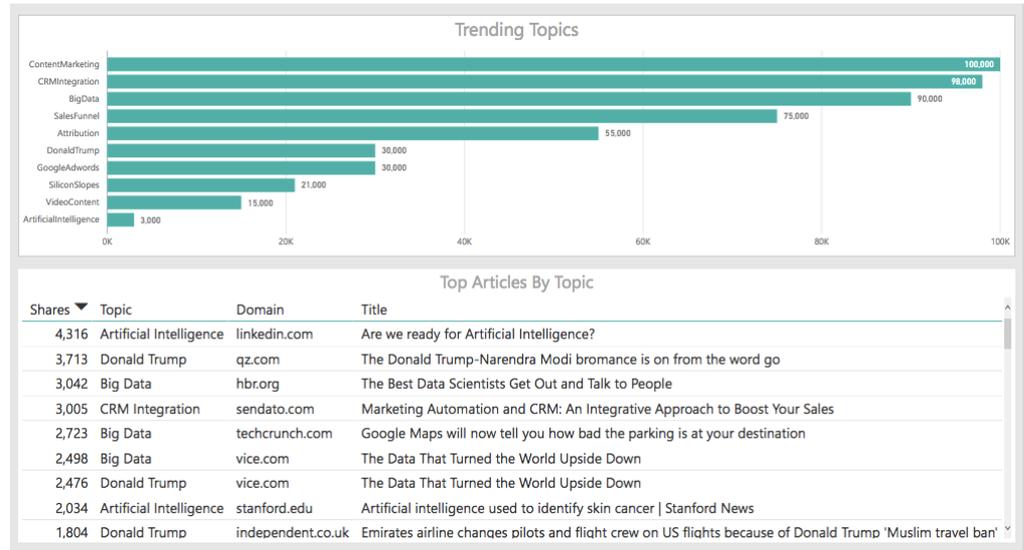
Right Column (Workflow & Activity):

- Activity:** Publish Date: Thu 30 March 2017; Article Due Date: Mon 20 March 2017
- Status:** A grid of buttons representing workflow stages: Not Started, Planning, Ready for Interview, Interview Scheduled, In Development, **Draft Ready for Review** (highlighted in red), In Review, Approved, Published, On Hold, Cancelled, Deleted.
- Next Steps/Progress:** 3/9: Interview complete for Platon. Tiffany reached out to Platon asking for images to include in the article.
- Linked Asset URL:** Type or paste web address
- Add a comment:** A text input field for adding comments.

Leveraging social data to inform content strategies

Mine audience-based sharing data to:

- Understand audience needs and interests
- Anticipate the rise and fall of trends



3. Content co-creation is
the only influencer
strategy you need.

Introducing Think Tank

Think Tank gathers luminaries working at the cutting edge of technology, communication, and creativity in a variety of disciplines. By putting experts in a face-to-face setting, we facilitate stimulating, in-depth discussions about topics that present challenges and opportunities for industries and consumers.



Think Tank: The Future of Experience Business, March 2017

20+

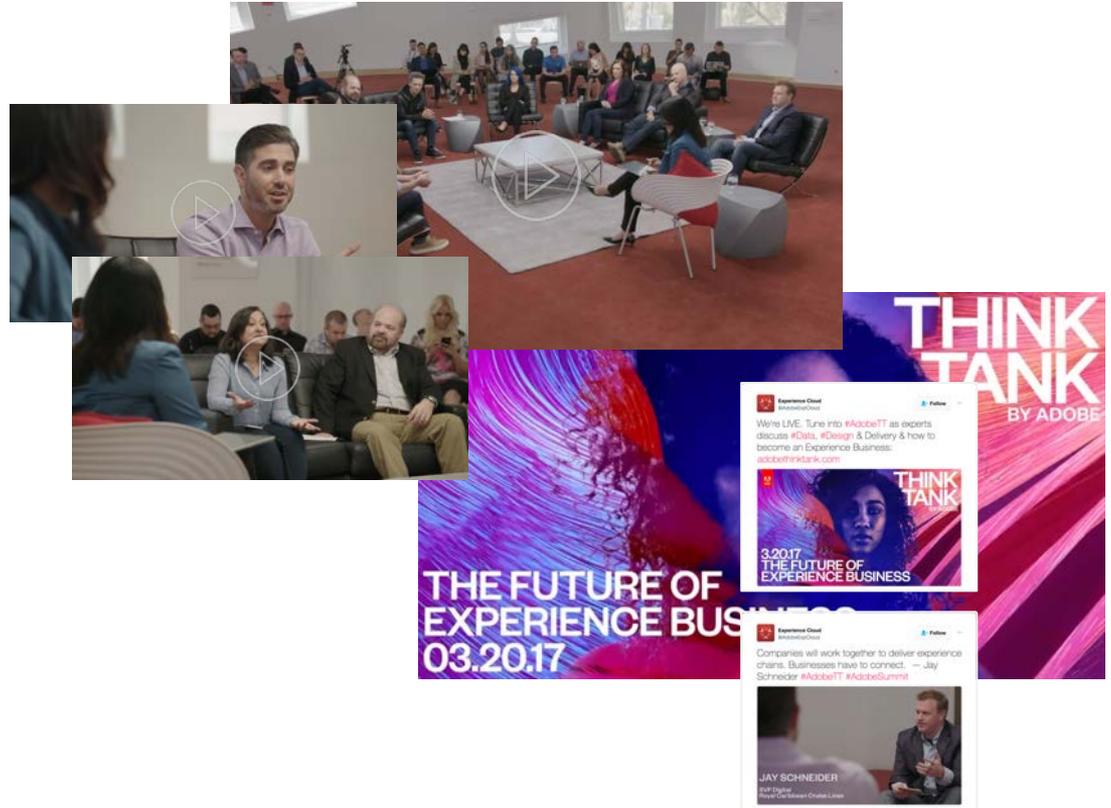
Thought Leadership
Assets

2.5M

Views of Think Tank
Videos

11,000

Unique Social
Mentions



Summary

1. Be relentless about process.
2. Focus on objectives, not attention.
3. Look for the value exchange.

Q&A