Certificate II

COURSE 1, CONTENT MARKETING

media federation of australia | DIGITAL FOUNDATIONS CERTIFICATION

DIGITAL FOUNDATIONS

MODULE 1
CONTENT MARKETING: WHAT IS IT?

STUDY GUIDE

CONTENTS

COURSE: CONTENT MARKETING

1 Content Marketing - What is it?

2 Types of Content

3 Paid (P) Content

4 Earned (E) Content

5 Shared (S) Content

6 Owned (O) Content

7 The Planning Process

8 Creative & Production

There are two certificates, which cover 8 different topics that you need to know to achieve MFA Digital Certification.

This is the second topic for Certificate II, i.e., Content Marketing.

There are similarities across the topics. Where the similarities occur, we will attempt to show examples and share our experiences that relate to Content Marketing.

In this training workshop, will have 8 bite sized modules. We'll be covering:

Module 1 – Content Marketing – What is it?
Module 2 – Types of Content

Then across the next four modules we cover PESO, Paid, Earned, Shared and Owned Content
Module 3 – Paid Content
Module 4 – Earned Content
Module 5 – Shared Content
Module 6 – Owned Content

Module 7 – The Planning Process
Module 8 – Creative and Production

WHAT IS CONTENT?

Content is:
Anything, on any channel that people watch, listen to or read.

Content
MARKETING

What is content?

CONTENT IS ANYTHING ON ANY CHANNEL THAT PEOPLE VIEW, READ OF LISTEN TO.

There is a common expression you will no doubt have heard many times, which is that 'content is king'. This expression came from an article published by Bill Gates in 1996 and whilst it can be interpreted in many ways, the significance of quality, relevance and effectiveness of the content cannot be disputed in driving commercial success.

Digital content (digital media) - will be the core of what this module covers. Digital content comes in many forms, from text, audio and videos files, to graphics, animations, and images.

Typically, digital content refers to information available for download or distribution on electronic media such as an eBook or an iTunes song.

But many in the content industry argue that digital content is anything that can be published.

It is safe to say that if you are on the internet, you are most likely looking at, watching, or listening to a piece of digital content.

Content marketing - is a form of marketing focused on creating, publishing and distributing relevant and useful content for a target audience online. e.g. videos, blogs, social media posts or podcasts.

It is often used by businesses in order to: attract attention, increase brand awareness or credibility, generate leads or increase online sales.

Content marketing is usually a longer-term strategy. When done well, it can reduce your reliance on Paid media as consumers start to seek out and share your content.

Events, experiential, partnerships and sponsorships – are a tangible form of content which connects brands with consumers in the real world. It directly engages consumers, inviting and encouraging them to participate in the evolution of a brand or a brand experience.

PUSH OR PULL CONTENT

PUSH Communication	CONTENT	PULL Communication
LOW ENGAGEMENT		HIGH ENGAGEMENT
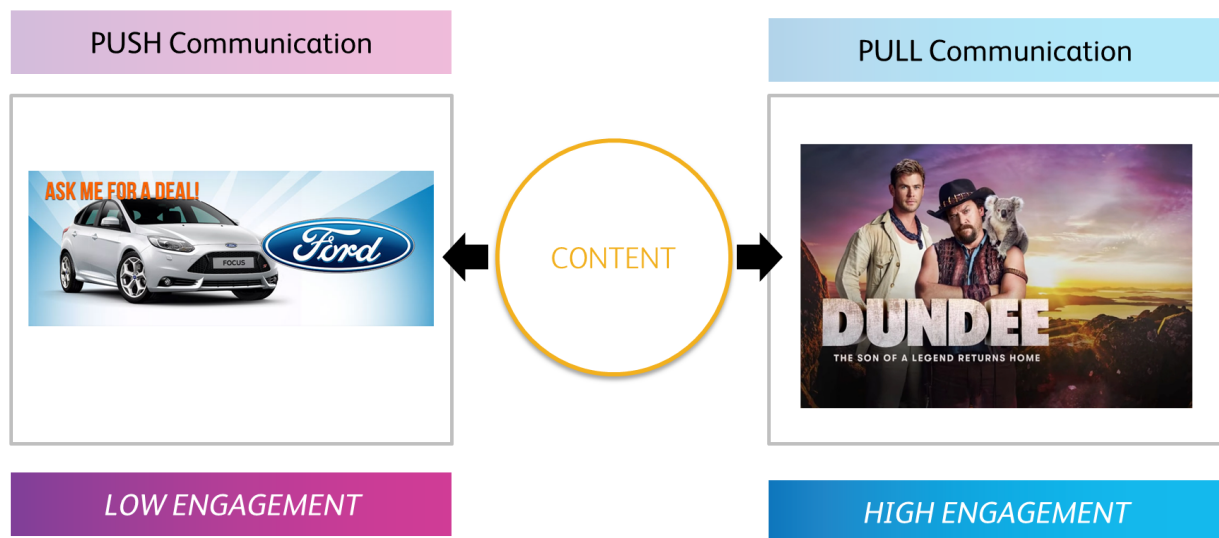
The Content ecosystem can be segmented into Push or Pull communication.

Some agencies and clients only consider PULL content to be Content Marketing, whereas others will see value in both PUSH and PULL for content purposes.

PUSH communication tends to be Paid and more product or brand focused (Ford as an example).
- Content that you push out to consumers, but not necessarily content that they interact or engage with.
- PUSH communication can include things like a price promotion ads, educational materials, and advertorials.

PULL communication, tends to be highly engaging, entertaining or of high interest to your consumers.
- Communication that consumers seek out.
- Can include user generated content (UGC).
- PULL communication tends to be more about branded experiences, however, can still be paid communication.

For example, Tourism Australia.
- Created a fake movie trailer for the Crocodile Dundee movie sequel and aired it in the 2018 Superbowl.
- The video went viral and created a global conversation as if was actually a real sequel.
- Although this started as PAID communication, it very quickly moved to being shared virally
- Creating free extended coverage through conversation. https://www.youtube.com/watch?v=NNJKWVmK-GM.

WHAT IS THE ROLE OF CONTENT MARKETING?
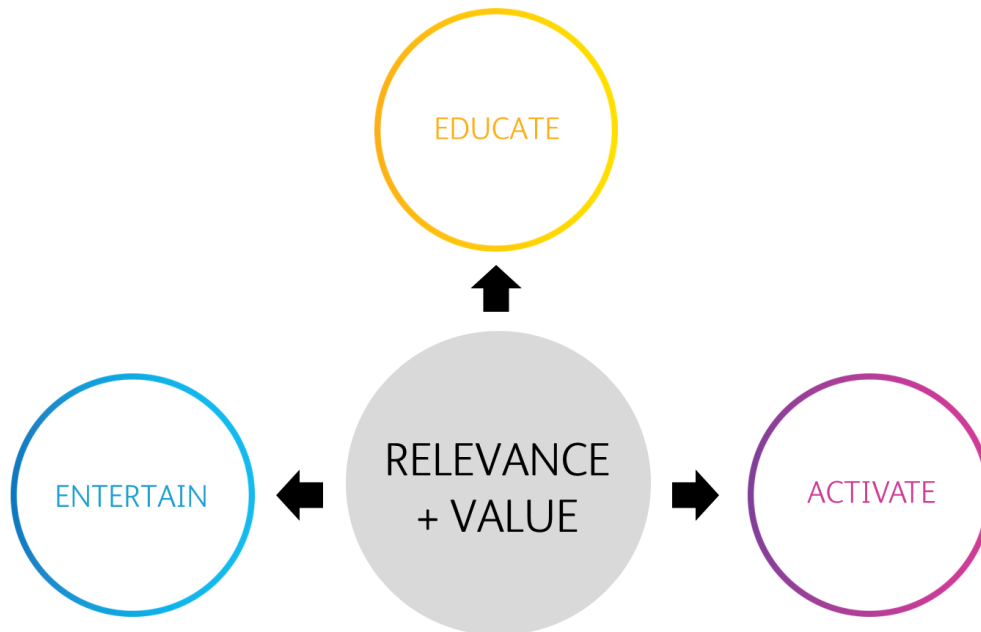
What is the role of content marketing?

IT COULD BE TO ENTERTAIN, EDUCATE OR TO ACTIVATE SOME FORM OF ACTION BY THE CONSUMER, BUT REGARDLESS, THE CONTENT SHOULD ALWAYS BE RELEVANT, VALUABLE AND DRIVE A DESIRED CUSTOMER ACTION.

Whilst every advertiser will have a different strategy and focus, the broad role of content marketing will always come back to one, or all of these core functions - entertain, educate and/or activate.

So irrespective of where you draw the line between PULL and PUSH communication Content marketing should always be:

- ENTERTAINING is about connecting the audience to the brand in a relevant way.
  - Often this is done through humor, motivation, inspiration or a real-life connection that might resonate with the target audience.

- EDUCATING is about informing and enlightening the audience about the brand and what it is offering.
  - Given more information and explanation.

- ACTIVATING is where technical and functional elements of the product or service are brought into the creative to encourage or activate a response from the audience.

Content should never be created for the sake of it. It needs to have a customer centric approach.
Regardless of the role, content should only be created if it is 'purposeful' e.g., will deliver value and relevance to the customer.

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IT'S NOT NEW…

MICHELIN	GUINNESS	P&G

Content marketing whilst very popular now, is not new. It has in fact been in our lives for hundreds of years.

Here are some very early and innovative ways that content was created to influence behaviour.

In each example what we'll also show you, is how they relate back to the previous pillars we spoke about - educate, entertain and activate.

Activate
The Michelin Guides are a good example of Activate.
- They are a series of guidebooks published by the French tyre company Michelin.
- First created in 1900 for the World Fair in Paris to encourage people to drive and visit restaurants and hotels around the country.
- Desire to increase the number of consumers needing to buy Michelin tyres along the way.

Entertain
The Managing Director of Guinness Breweries, knew that people loved talking trivia in pubs.
- Created the Guinness Book of World Records in the 1950s to encourage people to talk trivia over a nice cold pint of Stout.

Educate and Entertain
Proctor and Gamble, both entertained and educated with their content.
- One of the first companies to sponsor daytime serial dramas on the radio in the 1930s.
- Advertise their products to housewives, giving rise to the term ''soaps''.

CONTENT MARKETING CAN TAKE MANY FORMS

Branded posts	Product placement	Bespoke short-form	Brands as publishers

Content Marketing can take many forms. Here are some modern examples of content marketing.

1. **Branded posts -** a brand creates and brands the content which is then distributed through social networks.

For example - Oreo
- During the third quarter of the 2013 US Super Bowl, a power outage at the Superdome caused some of the lights to go out.
- Their social media team designed, captioned and approved within minutes a tweet that read "Power Out? No problem" with a starkly-lit image of a solitary Oreo and the caption, "You can still dunk in the dark".
- Within the hour, it was retweeted 16,000 times.
- This is an example of entertainment.

2. **Product placement -** a brand pays to have their product shown in the content of a relevant program.

For example:
- The Block and Mitre10.
- MasterChef and Coles.
- Carlton Draught & The Front Bar.

Examples of aligning a product or products naturally within the content program and aren't forced and superficial.

3. **Bespoke short-form videos -** brands create videos/content about a specific brand, product or service.

For example: Dove's Real Beauty Sketches – 'You're more beautiful than you think'.
- One of the most successful short form videos that went viral with over 114 million views on YouTube.
- Great storytelling for a product without showing the product.
- Goal of building brand love and loyalty, the Real Beauty Sketches was a continuation of Dove's long running Real Beauty campaign.
- Explores the gap between how others perceive us and how we perceive ourselves.
- This is really worth watching https://www.youtube.com/watch?v=XpaOjMXyJGk

4. **Brands as publishers –** brands create their own communication platform, which may sit within the main website or as a separate destination.

For example: ANZ BlueNotes digital publication.
- A separate site created to play the role of a financial and investment newsroom, building credibility and trust for the brand.
- Includes a forum for insights opinions, research and news about the economy, financial services, investment and society, from within ANZ and outside. https://bluenotes.anz.com/

IN THIS SECTION WE HAVE COVERED…

1	What is Content Marketing
2	The difference between push and pull content
3	The role of Content Marketing
4	Content Marketing is not new and can take many forms

In this section we have covered:

1. What is Content Marketing.
2. The difference between push and pull content.
3. The Role of Content Marketing i.e., to entertain, educate and activate.
4. And finally, that content marketing is not new and can take many forms.

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MODULE 2
TYPES OF CONTENT

STUDY GUIDE

CONTENT HAS EXPLODED THANKS TO DIGITAL

Advertiser funded programming	Branded stunts	Branded movies	User General Content (USG)

Module 2 – Types of Content.

Content has exploded thanks to digital. The digital environment has meant that the spectrum for content can be explored in so many different forms and continues to grow, as a result of things like:
- Access and lower costs to create and distribute content.
- Continuously growing platforms and formats.
- Execution innovation and technology advances.

Following examples of content executions that have been possible due to the opportunities of the digital landscape.
None of these formats are new HOWEVER digital has provided a level of scale and accessibility that didn't exist before.

1. **Advertiser funded programming** - a brand co-creates content with a broadcast partner.
   - Westpac's Air Rescue is an example of this in which they co-created a TV series with a broadcaster in order to communicate a message for the brand.

2. **Branded stunts**
   - Red Bull does this very well and have attracted a huge earned media following by branding and activating activities that their consumers love to watch and if possible, participate in.
   - This example is Red Bull 'the mission to the edge of space'.
   - It featured Felix Baumgartner making a freefall jump from 24 miles above the earth.
   - The jump broke five records and Baumgartner became the first human to break the sound barrier without engine power.
   - The stunt captured global attention; the live webcast racked up 52 million views.
   https://www.youtube.com/watch?v=FHtvDA0W34I

3. **Branded movies** – for example, the Lego Movie. Released in 2014, based on Lego construction toys.
   - This was followed by two subsequent sequels. https://www.youtube.com/watch?v=fZ_JOBCLF-I

4. **User Generated Content (UGC)**
   - Dominated by Go Pro. In their own words, '*We're not just a camera anymore, we are an enjoyment platform for people around the world to watch.*'
   - Producing aspirational, short-form content that has inspired tens of thousands of customers to capture immersive footage of their adventures, which they share online.
   - Receive a large amount of content for their owned and earned content channels.
   - In addition to users producing the content and publishing it for them, they also want to share it therefore keeping the cycle of content marketing going.
   - https://youtu.be/UAxqf5ZAssw

This spectrum is of course immense, and it will only continue to expand into the future.

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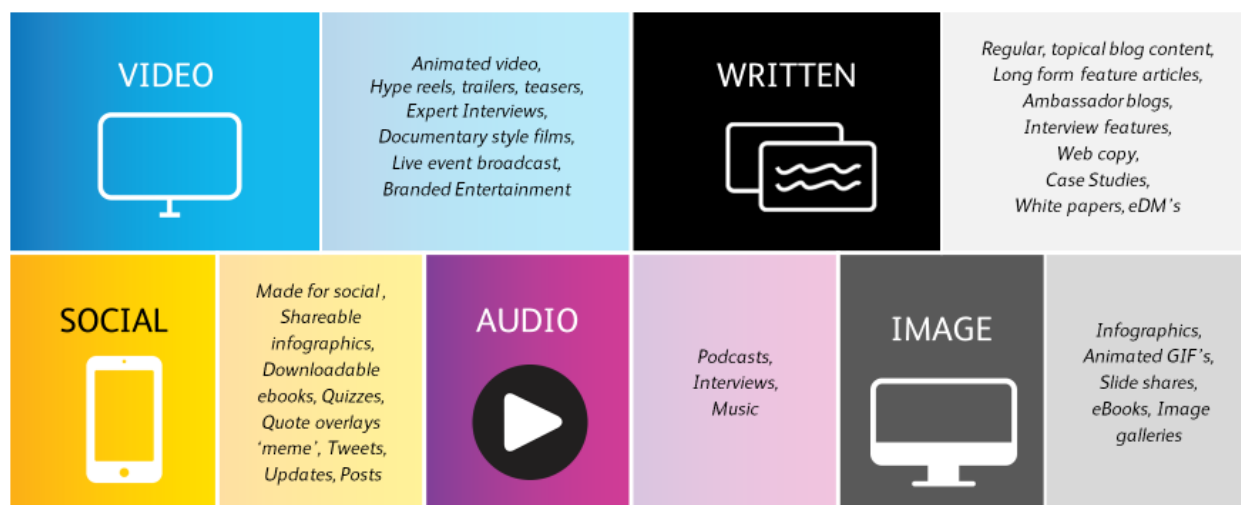
TYPES OF CONTENT

The type of content that can be created is vast and can include:

Video	Written	Social	Audio	Image
Animated Video	Long form feature articles	Made for social	Podcasts	Infographics
Hype reels, trailers, teasers	Web copy	Shareable infographics	Interviews	Animated GIFs
Expert Interviews	Case studies	Downloadable eBooks	Music	Slideshares
Documentary style films	White papers	Quizzes		eBooks
Live event broadcasts	eDM	Quote overlays 'meme'		Image galleries
Branded entertainment	Blogs – regular, topical or ambassador blogs	Tweets		
	Interview features	Updates		
		Posts		

CONTENT CAN LIVE ANYWHERE

EVENT

TV

OUT OF
HOME

THE

IDEA

ONLINE

IN APP

MOBILE
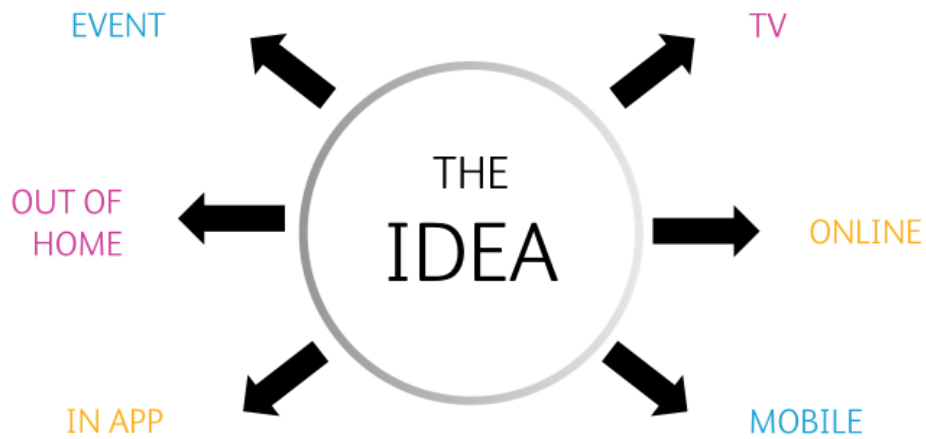
Content starts with the insight and idea and it can live on any platform.

We've already highlighted that the types of content that you can create, publish and distribute are exhaustive.

In today's world, there are no boundaries as to what you can do with content, from Digital to TV to apps and stunt events.

In this environment of endless opportunities, it is easy to get over-excited by what is possible.

For effective content, it is critical that the insight and idea always comes first, and that the content is created to fit the audiences behaviours and consumption as well as the channel.

THE RIGHT CONTENT FOR THE CHANNEL
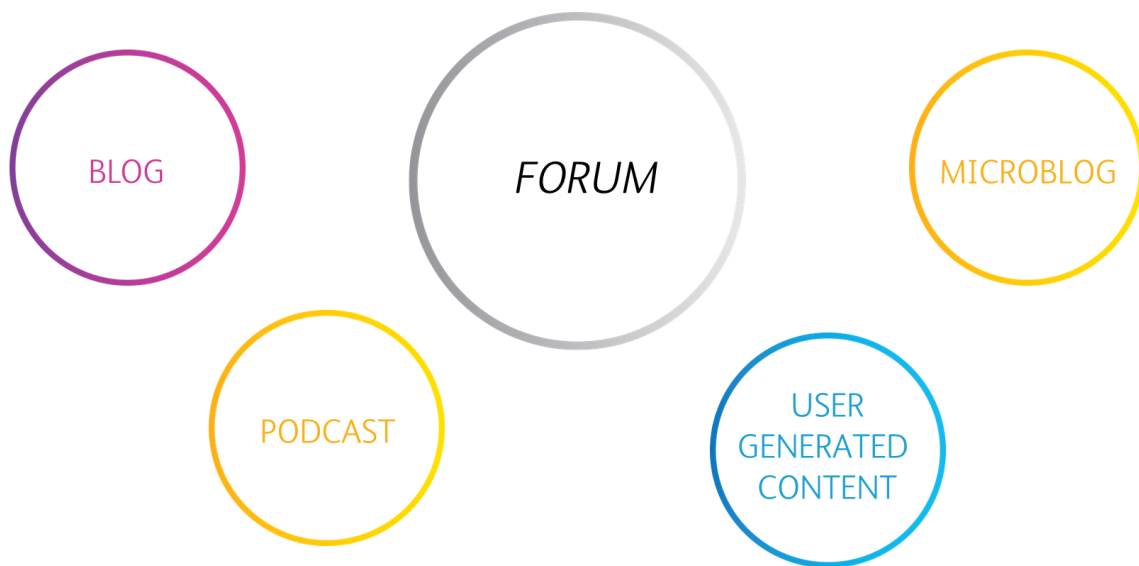
The second step, after you have the idea, is the analysis of all different channels and platforms that people can access and consume content on within the digital eco-system.

From this understanding, it is then about creating content that will connect with the consumer within that environment.

KEY TERMS

BLOG

FORUM

MICROBLOG

PODCAST

USER GENERATED CONTENT

Now that you have an understanding of what content marketing is, there are many, many terms you need to know.

Many of the same terms apply across the different subjects – so there will be repetition.

The study guide for this workshop includes a list of terms relating to content marketing that you should study before sitting the exam. You can also use the Digital Foundations Glossary of Terms downloadable from the MFA website.

Blog: Short for 'weblogs' this is a special kind of website for self-publishing, often done by the owner of the site (the "blogger"), but sometimes by a committee of authorised authors.

Forum: An area on a website (or an entire website) dedicated to user conversation through written comments and message boards, often related to customer support or fan engagement.

Microblog: A microblog is a social media utility where users can share short status updates and information. The most famous example is Twitter, which combines aspects of blogs (personalised Web posting) with aspects of social networking sites (making and tracking connections, or "friends").

Podcast: A series of audio or video content which can be downloaded and listened to offline (of a particular episode in that series, e.g. podcast #6 of The Sporkful). Podcasts are sometimes created to provide stand-alone copies of existing radio or television programming but they may also consist of entirely unique content intended for devoted Web-based subscribers.

User Generated Content: Commonly abbreviated as "UGC", it is any piece of content created by a member of a given website's audience for use on that website and sometimes to be freely distributed on the Web. Wikis (and Wikipedia) are examples of UGC.

IN THIS SECTION WE HAVE COVERED…

1	Content Marketing can take many forms
2	That content has exploded thanks to digital
3	The different types of content
4	Content can live anywhere
5	There are lots of key terms

In this section we have covered:

1. Content Marketing can take many forms.
2. That content has exploded thanks to digital.
3. The different types of content.
4. Content can live anywhere.
5. There are lots of key terms.

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MODULE 3
PAID CONTENT
STUDY GUIDE

WHAT IS PAID, EARNED, SHARED AND OWNED

PAID	EARNED	SHARED	OWNED
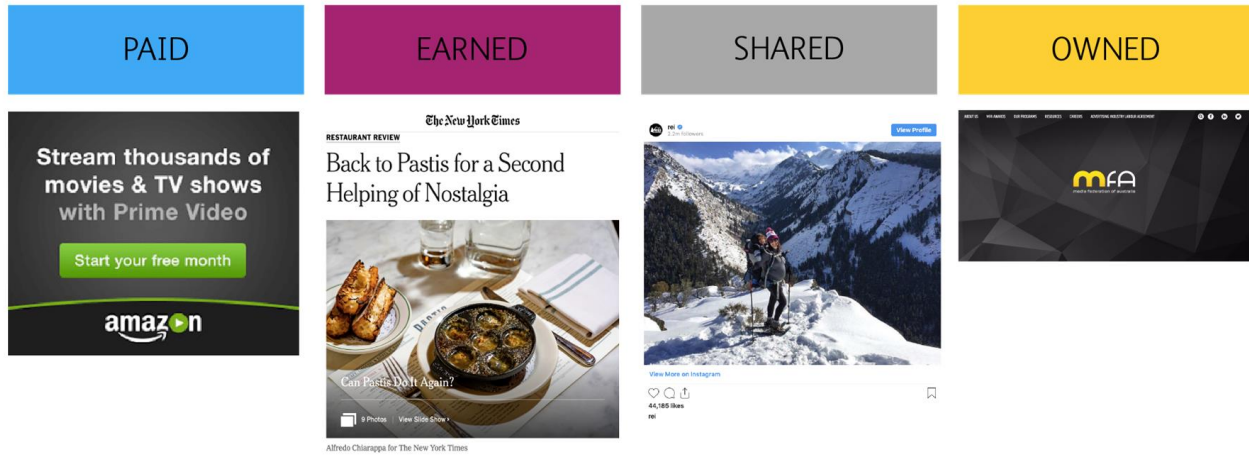
Paid content.

Refers to activity purchased by the company or brand and can be:
- Non-digital, e.g., magazine advertising.
- Digital, e.g., display banner advertising.

Earned content.

Refers to media activity relating to a company or brand that is generated by external sources, for example journalists, reviewers or customers.
- Non-digital, e.g., publicity mentions in a magazine.
- Digital, e.g., post in online communities or review sites.

Shared content.

Refers to user-generated content and social media.
- It is the participation and interaction with content by consumers on social sites and includes publishing on social sites e.g., Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest, etc.
- Think about how Paid and Owned content influences Shared media and Shared media influences Earned media.

Owned content.
Refers to assets that are created and owned by a company or brand.
- Non-digital, e.g., in-store displays
- Digital, e.g., a company/brand website

Each media segment and the channels within are better performing over others. This can vary depending on a number of factors including the strength of the content and how it is used.

We will review the general strength and weaknesses of the Paid, Earned, Shared and Owned segments and provide examples of the different content.

THE VALUE OF UNDERSTANDING THE ADVANTAGES AND DISADVANTAGES

	MEDIA TYPE	ADVANTAGES	DISADVANTAGES
Growing Owned and creating Earned media	PAID CONTENT	• Control • Scale	• Lack of engagement • Ability to skip/block ads • Poor credibility

The advantages of paid content are the potential to control your audience exposure as you are paying to push the content out.
- The potential to build high reach or scale - dependent on your budget, your channel selection and your target audience.

The disadvantages:
- Not as engaging
- The user is more in control and they have the ability to skip ads and block ads entirely, through Ad Blocking.
- Paid content may also not have the same 'organic' feel as owned or earned channels, i.e., not as shareable, not credible.

(PAID) ADVERTISER-FUNDED PROGRAMMING (AFP)

Advertiser-funded programming:
- Is an example of Paid content.
- Is a partnership between a television channel or publisher and an advertiser.

The advertiser wholly or partially funds the production and with that, obtains the right to associate its brand through integration and experiences within the production.

For example, Westpac's Air Rescue.

Westpac's long-term sponsorship of the Lifesaver Rescue Helicopter Service is an iconic example of the bank's brand position; 'Australia, proudly supported by Westpac'.

To celebrate the 40-year anniversary of this sponsorship, Westpac produced a six-part document series for Channel Seven – Air Rescue.

- The stories within Air Rescue highlight the lifesaving work the Westpac Lifesaver Rescue Helicopter Service performs in the community.
- The production of Air Rescue is a very natural extension of Westpac's partnership with the service.
- A great way for a bank to build trust.
- Over the past five years Air Rescue has evolved from a primetime TV series to a multi-screen, multi format content series across TV, digital and social.
- It is broadcast in over 100 markets globally, making it one of the most successful brand funded content series.

(PAID) EXPERIENTIAL

REDBULL EVENTS
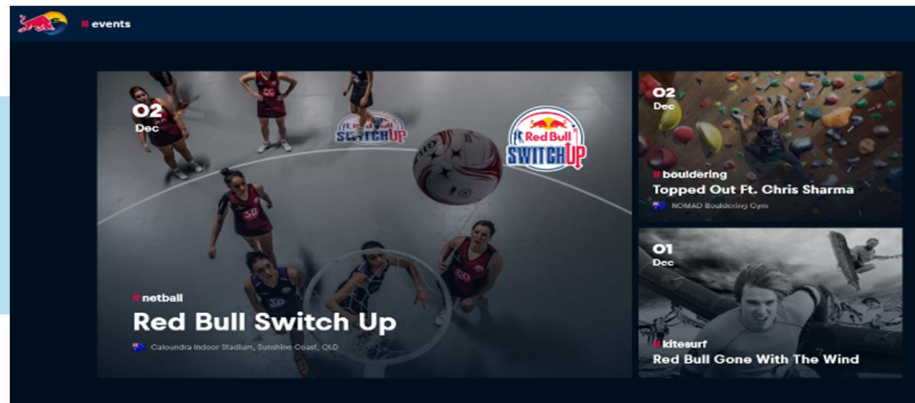
Experiential Events:
- Whilst experiential 'events' usually happen in the real world at festivals or sampling zones,
- on digital it comes to life to deliver reach or scale to an audience.

Rather than looking at consumers as passive receivers of messages, experiential marketers believe that consumers should be actively involved in the production and co-creation of marketing content.

This is where we see a lot of UGC content come to life.

Think 'brand zones' at The Australian Open, Spring Carnival or Fashion Week – a hashtag or a snapchat filter and you're incentivized to post about your experience.

Red Bull are the original content marketers that create brand experiences true to who they are.

Now they have a "multi-platform media company with a focus on sports, culture, and lifestyle" with a "mission to fascinate" that creates and distributes top-quality content.

(PAID) SPONSORSHIP

BASIC	➡	INTEGRATED	➡	COMPLEX
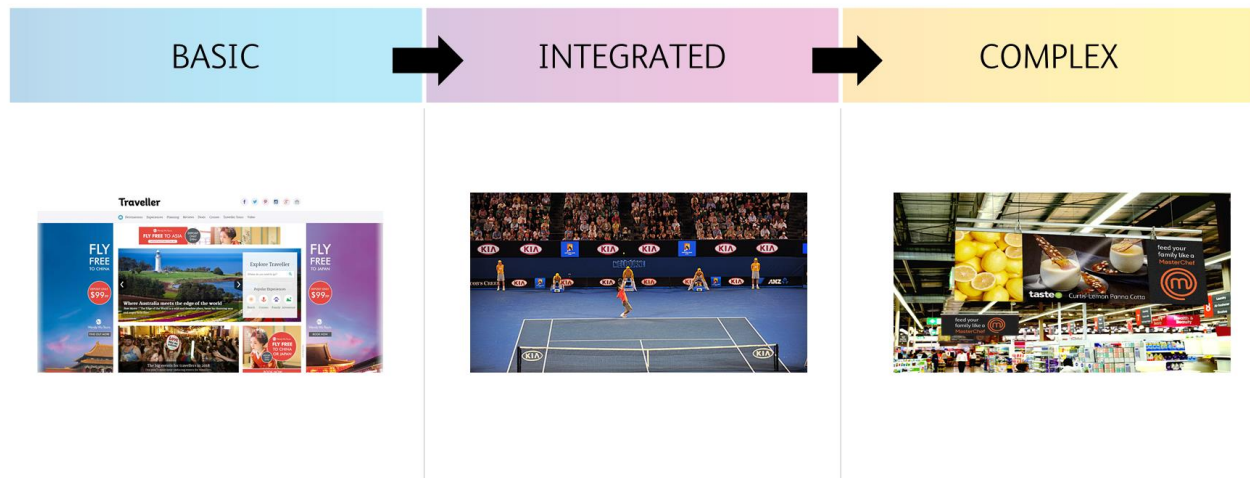
Sponsorship
- There are a myriad of ways that content can be activated though paid Sponsorships.
- Ranging from basic digital sponsorships, to sporting teams, clubs and leagues, naming rights of stadiums and TV broadcast sponsorships.

1. Basic

Tennis Australia is an example of a basic digital sponsorship for the Australian Open.
- Includes online roadblocks/banners surrounding the digital real estate on Nine.

2. Integrated

Kia's sponsorship of The Australian Open, is an example of an integrated sponsorship.
- Kia is able to integrate within their dealerships, use hospitality for consumer promotions and put their brand on the global stage.

3. Complex

The Uber and Australian Open partnership are an example of an integrated sponsorship that has a higher level of complexity in how the sponsorship is leveraged.
- The partnership created content that was made to look like it was in the program.
- Including ensuring the players were wearing the same clothes during the shoot and actually during their Australian Open matches.
- This is a great example of thinking beyond a badging exercise when it comes to sponsorships.

IN THIS SECTION WE HAVE COVERED…

1	Strengths and Weaknesses of Paid Content
2	Advertiser Funded Programming (AFP)
3	Experiential
4	Sponsorship

In this section we have covered.

1. The Strengths and Weaknesses of Paid Content.
2. Advertiser Funded Programming.
3. Experiential.
4. Sponsorship.

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MODULE 4
EARNED CONTENT
STUDY GUIDE

EARNED CONTENT

	MEDIA TYPE	ADVANTAGES	DISADVANTAGES
LISTEN AND RESPOND: Creating a dialogue with customers	*EARNED CONTENT*	• Impartiality and authority • Audience is choosing/opt-in to your content	• No control of the message

EARNED content is publicity and praise gained without having to incentivise or pay the people/publishers that are talking about the brand/product.   Although boosting via paid media is generally required to kickstart exposure.

It gives the brand an opportunity to directly engage with the community.

Earned media tends to sit in the awareness, consideration and advocacy components of the consumer purchase funnel.

The advantages of EARNED content are:
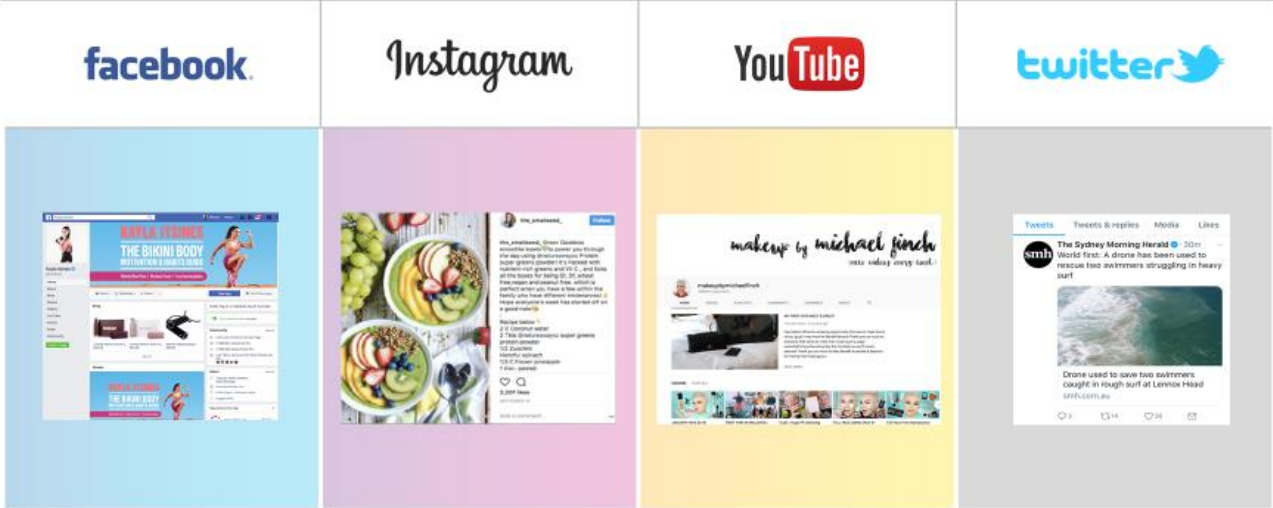• Impartiality and authority gained from an engaged audience.
• Audience is choosing to opt-in to content about your brand/product.

The disadvantages of EARNED content are:
• Can't control the message and the audience has free reign.

EARNED SOCIAL: EXAMPLES

Social media is used to talk about events and activations through comments, posts and shares, generating earned media for a brand.

EARNED SOCIAL: EXAMPLES

For example:

Spotify.
• They took their online data and used it to populate offline physical experiences for people.
• People then went back to those experiences and shared their face on the physical billboards. The brand was then able to generate more earned media.

Coca-Cola Share a Coke campaign
• In 2011, generated over 7 % in sales, earning 8 million media impressions.
• At the same time, page likes grew by 39 % and Facebook traffic increased by 870 %.

REVIEWS INFLUENCE CUSTOMERS CONSIDERATIONS
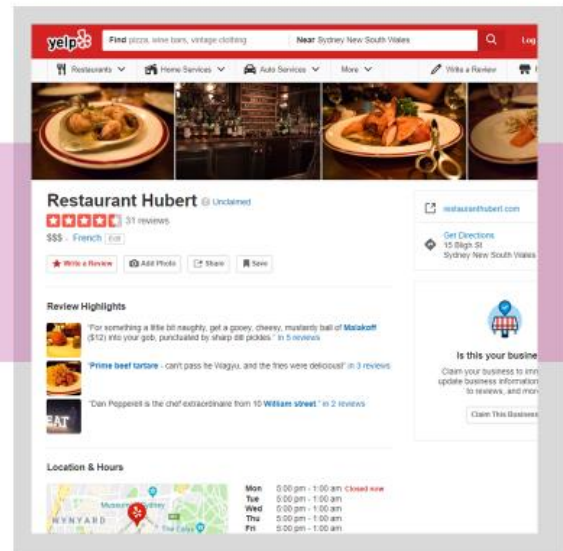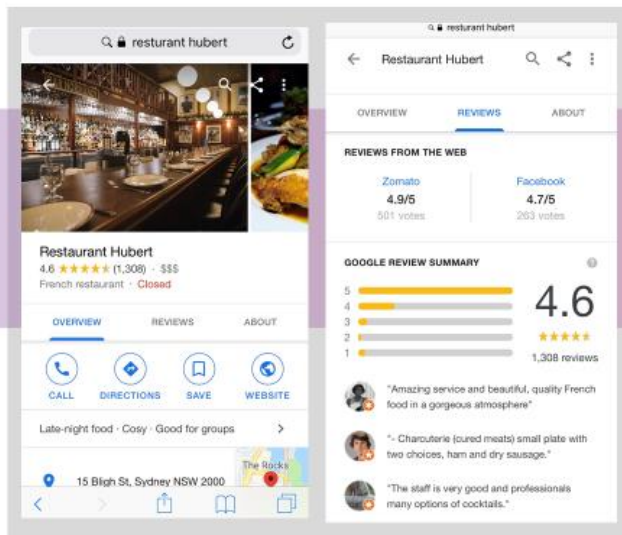
Reviews influence customer's considerations.
Word of mouth marketing is the original trusted source of truth and todays online equivalent is the review site.

There are a variety of review sites online with a lot of specialty sites for certain products, services and industry with the most prominent review sites being Google My Business, Facebook, Yelp, TripAdvisor … the list goes on.

You tend to find the review site that will give you the information for the thing that you are looking to do.

EARNED: THE LAST BASTION OF TRUE EARNED

From a customer to an advocate to a content creator, when your brand is much loved, customers move from liking and sharing content to creating content for you - generating you even more earned content.

For example.

IKEA Hacks

- Since 2009, over 15,000 pages have been added to the IKEA Hacks website by consumers
- Showing consumers different ideas of what they can do with their flatpack furniture.

Lego
- Legos' *Not just for Kids* has 14 different certified professionals operating around the world who can build you stuff out of Lego.

IN THIS SECTION WE HAVE COVERED…

1	Strengths & weaknesses of Earned content
2	Earned content generating awareness
3	Reviews influencing consideration
4	Customers becoming advocates

In this section we covered:

- Strengths and weaknesses of Earned content
- Earned content generating awareness
- Reviews influencing consideration
- Customers becoming advocates

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CERTIFICATE II
CONTENT MARKETING

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MODULE 5
SHARED CONTENT

STUDY GUIDE

SHARED MEDIA:
ADVANTAGES AND DISADVANTAGES

	MEDIA TYPE	ADVANTAGES	DISADVANTAGES
Allowing audiences to have opportunities to contribute to conversations	SHARED CONTENT	• Engagement/Advocacy • Reach • Cost efficiency • Authenticity	• No control • Can be negative

Module 5 – Shared Content

Shared content is a great way of allowing audiences to have opportunities to contribute to conversations.

Advantages:

• Engagement and Advocacy, the audience becomes a third-party validator of your content. Customers react to a brand's posts on social media, by giving it a Like on Facebook or a retweet on Twitter.
• Reach, the engagement on social amplifies the reach and impact of your message.
• Cost Efficiency, for many brands, one of the biggest benefits of social media is its cost effectiveness, as large spends may not be required to reach your audience.
• Authenticity, the more you interact with your followers when they are engaging, the more you can generate brand trust and advocacy for your brand. This is an essential key to building authenticity through shared media. By responding thoughtfully and honestly when provided with feedback, consumers and peers will develop trust and brand recognition.

Disadvantages:
• Controlling the message can be difficult as it's no longer coming straight from the brand.
• Negativity, the way in which customers share you content is not always positive. Brands need to have a plan of how they engage and respond in these situations.

You can always turn a negative review into a positive opportunity to show how well a brand responds.

SHARED SOCIAL: EXAMPLES
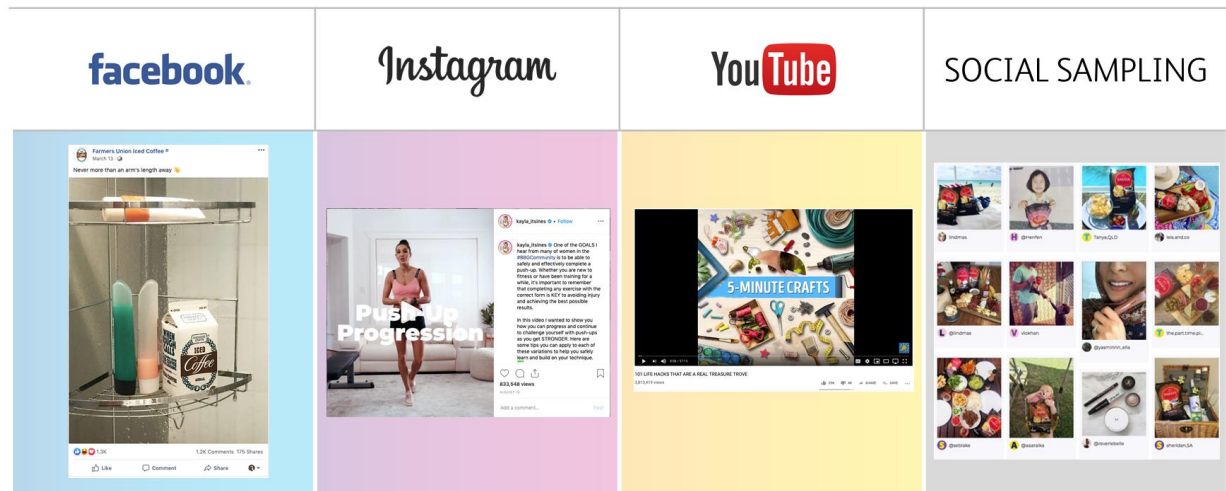
FARMERS UNION, KAYLA, FIVEMINUTECRAFTS AND SOCIAL SAMPLING

Shared content is defined by users' comments, shares, likes, retweets etc.
- It is usually driven organically by consumers or begins from an influencer, sporting personality, celebrity etc.
- It provides authority, impartiality and an engagement because people want to hear from people they follow.

For example:

Adelaide Coffee Brand, Farmers Union Iced Coffee.
- The brand made a Facebook post in which was shared. The post reached over 900,000 people and had 160,000 engagements in Adelaide alone.

Kayla Itsines
- One of the biggest influencers.
- 11.6M Followers on Instagram and 26M on Facebook.

Fiveminutecrafts
- A YouTube channel with 57M subscribers eager to hear and view content.

There are rare instances where something goes 'viral' because of organic reach. It's not the norm.
- This includes content such as the Ice Bucket Challenge, Bottle flip or The Bottle Cap Challenge.

It's important to note that with the Facebook algorithms in place, getting high organic reach is almost impossible (less than 2%).
You have to pay for people to see your content, so we talk a lot about 'paying for earned media'

Social Sampling.
- Brands have consumers review and sample your product in the hope of generating positive reviews.
- Often positive reviews as they receive free products.
- A brand also only sends their product of people they believe would likely purchase it, appealing to relevant audiences and minimizing wastage.

IN THIS SECTION WE HAVE COVERED…

1	Strengths & Weaknesses of Shared Content
2	Examples of shared content on different platforms including social sampling

In this section we have covered SHARED Content

- The Strengths and Weaknesses of it and examples of shared content on social platforms including social sampling

CERTIFICATE II
CONTENT MARKETING

DIGITAL FOUNDATIONS

MODULE 6
OWNED CONTENT
STUDY GUIDE

OWNED MEDIA:
ADVANTAGES AND DISADVANTAGES

	MEDIA TYPE	ADVANTAGES	DISADVANTAGES
Build longer term relationships with existing & potential customers	OWNED CONTENT	• Control • Cost efficiency • Longevity • Versatility • Niche audiences	• No guarantees • Company communication not trusted • Takes time to scale

Module 6 – Owned Content

OWNED CONTENT MEANS YOU SET THE AGENDA.

As the name suggests, Owned Content is content that a company or brand is in full control of such as websites, social media accounts, company blogs etc.

Advantages:

- Control, the company can set the agenda (because you own the content and platform it will be populated on).
    - By using owned channels to achieve this, it provides you with complete control over the messaging, content and the ability to provide the customer with relevant information and education.
- Cost efficiency, longevity and versatility.

Disadvantages:

- Difficulties in finding/establishing the audience to share it with.
    - The company will need to rely on paid amplification to drive audience to the owned assets as people aren't seeking content on the page initially.
- Time is required and there is a degree of mistrust from consumers about information coming directly from the company. This might mean that on top of your owned media, you need to put more effort into encouraging positive earned media exposure.
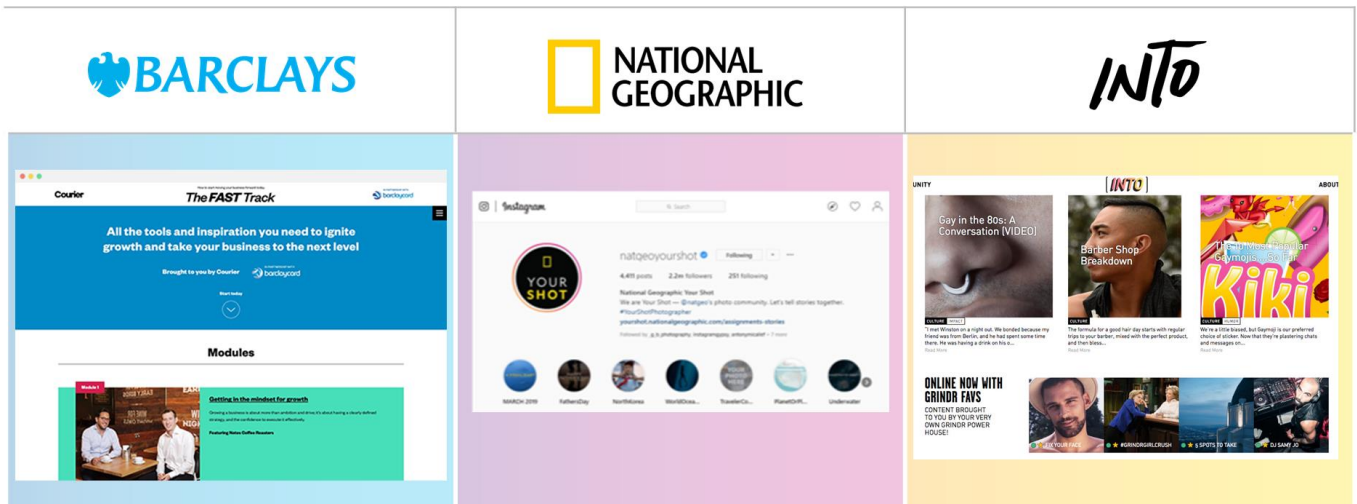
Examples of Owned Content on Different Platforms

Barclaycard for Business
- Spent years building its news and insights content hub to form an ongoing dialogue with its customers.
- Articles and infographics cover a range of topics that are important to the audience.
  - Topics such as 'How to Protect Against a Cyber Attack' and even fun quizzes such as 'How well do you know your business?'.
- Barclaycard has now launched *Fast Track.*
  - An online portal for business owners and entrepreneurs.
  - Each of the modules spotlight a local business with video, audio, written and downloadable guides.
  - Fast Track is a full funnel content initiative with content appropriate for both new and existing customers.
  - In order to amplify its content, Barclaycard is using its own social channels as well as platforms such as Outbrain to get it in front of people who may not have seen it before.

National Geographic
- Known for iconic photos.
- Has a community called Your Shot which is managed by a subdomain.
- Photographers are encouraged to upload their photos, curate and engage with other photographers which generates the content on that channel.

Into
- Came about from the Gay dating app Grindr as a digital magazine.
- With 64 % of Grindr users under the age of 34, the company saw an opportunity to create content that spoke about travel, culture, social and political issues that the audience would be interested in and engage with.
- In the first 6 months the website hit 1 million unique visitors in the US and 4 million worldwide.
- The level of engagement that a piece of created content is receiving is measured as an engagement rate and is relative to the number of followers.
- The higher consumer engagement is a sign of great content or a very engaged community.

| 1 | Strengths & Weaknesses of Owned Content |
| 2 | Examples of Owned Content on different platforms |

In this section we have covered OWNED Content

1. Strengths and Weaknesses of Owned Content
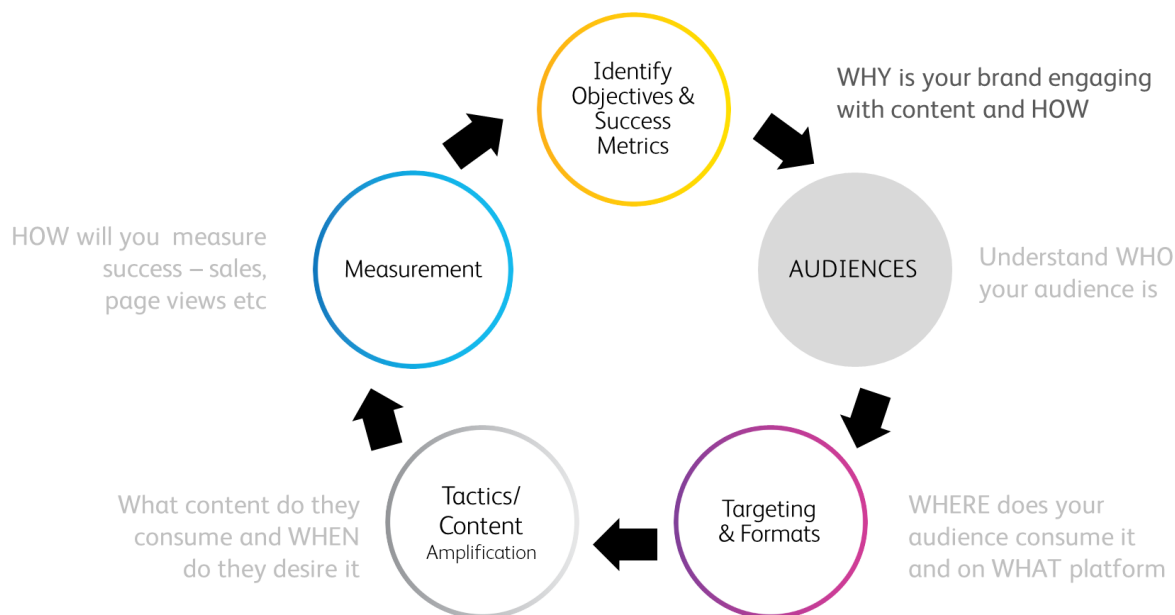2. Examples of Owned Content on different platforms

DIGITAL FOUNDATIONS

MODULE 7
PLANNING PROCESS

STUDY GUIDE

DIGITAL CONTENT PROCESS

Identify Objectives & Success Metrics

WHY is your brand engaging with content and HOW

AUDIENCES

Understand WHO your audience is

Measurement

HOW will you measure success – sales, page views etc

Tactics/ Content Amplification

What content do they consume and WHEN do they desire it

Targeting & Formats

WHERE does your audience consume it and on WHAT platform

Module 7 – The Planning Process

The Planning Process for content marketing is very similar to the process we have covered in the other training workshops.

The main difference being that amplification of your content spans paid, earned, shared and owned media and therefore you need to develop a strategy that takes this into account.

Understanding your objectives and success metrics allows you to determine the roles your content needs to play in your strategy as well as what success looks like not only for your campaign, but also the different content elements.

The main questions to answer are:

- What are you trying to achieve in the campaign?
- Why is your brand engaging with content?
- How can you create purposeful content?
- How should you best deliver on this?

CONTENT CAN DELIVER AGAINST MULTIPLE OBJECTIVES

OBJECTIVES

ENGAGEMENT → PURCHASE → CONSIDERATION → UNDERSTANDING → AWARENESS
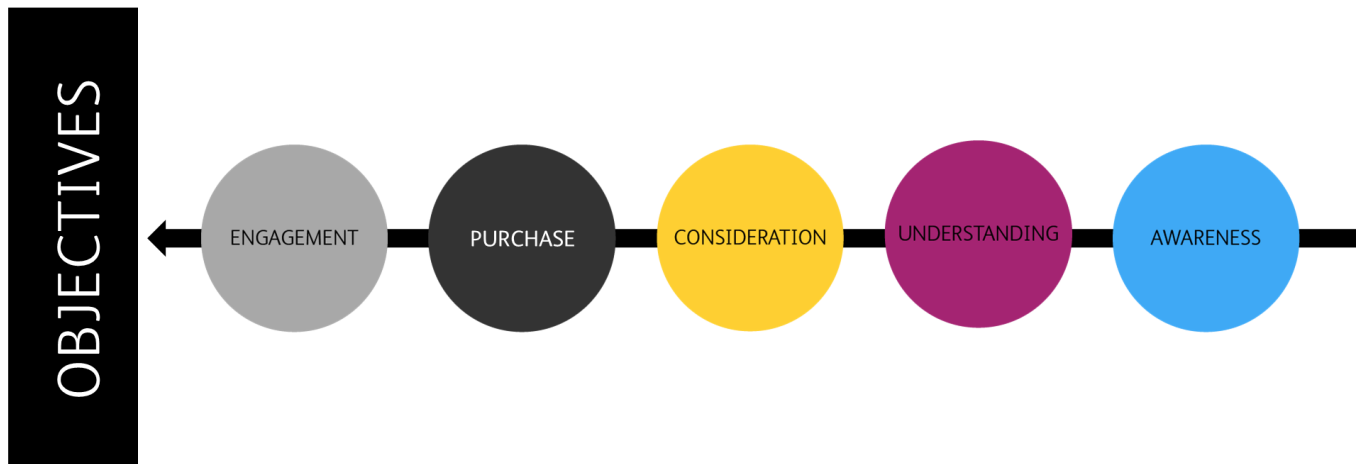
Content Marketing can deliver against multiple objectives – from awareness all the way through to purchase and engagement.

So it's super important to define the specific objectives for your campaign, in order to understand what the right metric is to help you measure success.

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UNDERSTANDING WHAT'S IMPORTANT

Brand first		Audience first
Niche		Scale
Cost efficient		Premium
Sales		Awareness
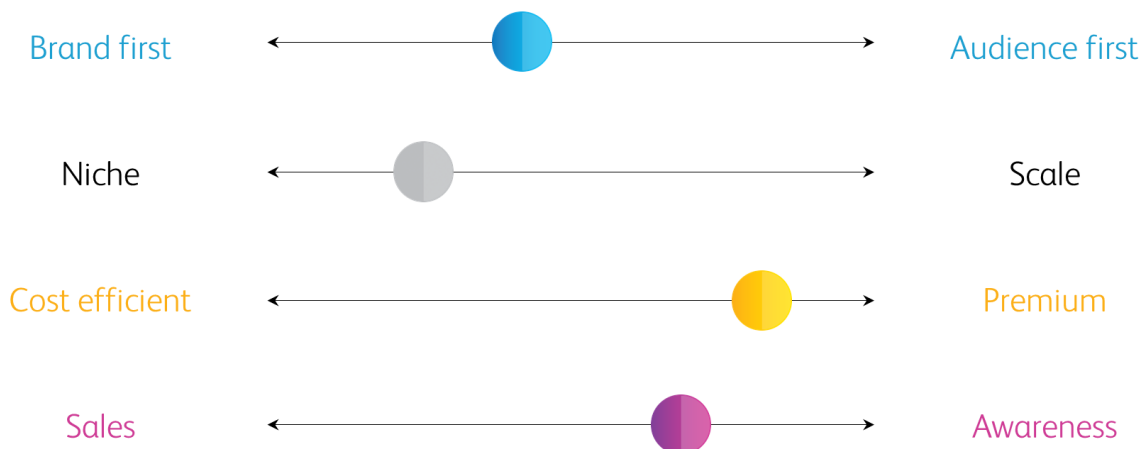
Understanding what is important, will help you determine how you are going to use content.

There are no rules as to right and wrong.
Agreement on what is important is usually the result of collaboration between different stakeholders such as the media agency, social agency, creative agency and of course the client.

The elements here, are a visual sliding scale that can be considered to help determine what is important and what is not.

Consider Brand first versus Audience first:
- Placing greater focus on the brand relates to giving the actual product and/or the pricing priority, but this does not mean that we disregard the audience's needs.
- Conversely, the audiences' first angle focuses on being credible and authentic to make a more emotional connection with the audience.

Niche versus Scale:
- The level of context we choose to place in advertising can have an impact on audience reach potential.
- Greater contextual relevance often correlates with a niche market, whereas if we focus on a broader contextual message there will often be opportunity for greater scalability.

Cost efficiency versus Premium:
- Cost efficiency in terms of ad placement may not be as important to some brands as it can result in a lot of wastage in reaching out to people you don't necessarily want to reach.
- Quality/premium targeted environments could be more effective in some cases as it can help leverage the brands editorial or contextual credibility.

Sales versus Awareness:
- This relates to whether product sales are more or less important than brand messaging and association.
- If sales are more important less context is needed.
- Whereas if brand awareness is more important. greater context is imperative.

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DIGITAL CONTENT PROCESS
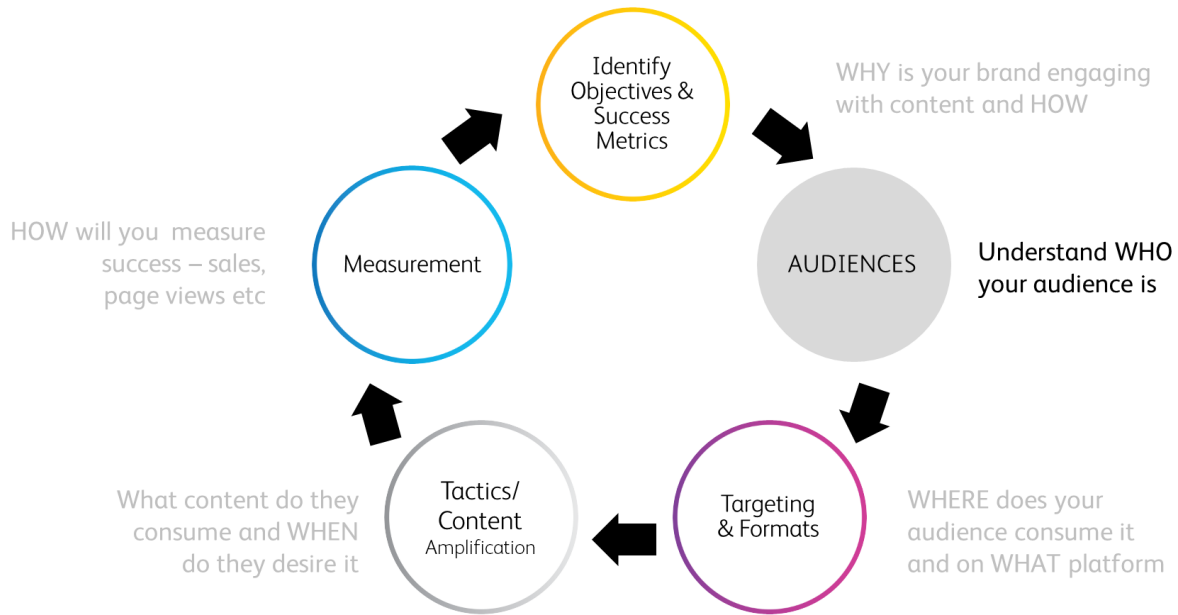
UNDERSTAND WHO YOUR AUDIENCE IS.

This is a step in the process that you would be familiar with.

To recap, once you have defined your objectives and success metrics you need to understand who you are trying to reach and how to connect with them.

The key questions to answer are:

Who are they?
Use various forms of research, data and analysis to understand who you are trying to reach.

Where are they?
Where are they located geographically, where are they in terms of familiarity with your brand, where they are at in terms of purchase intent.

How are they consuming media?
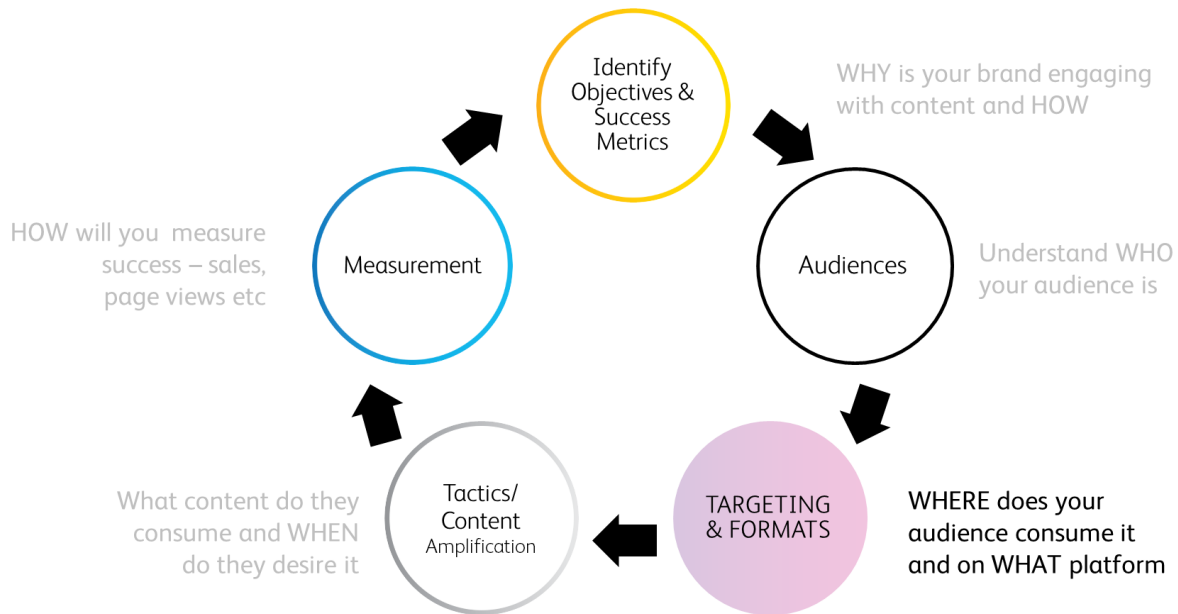What are their media consumption habits – what do they consume, when do they consume it, how do they consume it.

What do they need to know?
Using the insights from the above questions to help work out what they need to know.

DIGITAL CONTENT PROCESS

WHY is your brand engaging with content and HOW

Understand WHO your audience is

WHERE does your audience consume it and on WHAT platform

What content do they consume and WHEN do they desire it

HOW will you measure success – sales, page views etc

**WHERE YOUR AUDIENCE CONSUMES MEDIA AND ON WHAT PLATFORM IS THE NEXT STEP.**

When considering the environment you want your content to be in…

Evaluate which platforms your audience uses the most, which sites or networks they prefer, whether they will be consuming the content at home or on the commute to work.

All of these elements will help define your selection and shape the content development:

- The Channel (e.g., mobile, online video, website)
- The Format (e.g., video, display banner, advertorial, blog)
- The Platform (e.g., Facebook, YouTube, Snapchat - these have content which sits on a platform within their own "walled garden")
- The Screen (e.g., mobile, connected TV, tablet, PC, in-store screen)

AUDIENCES CHOOSE WHERE THEY WANT TO CONSUME CONTENT
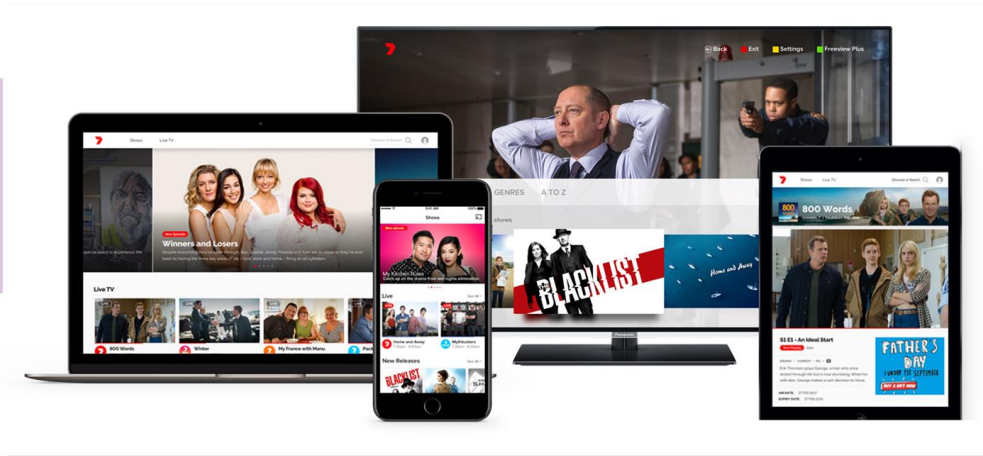
Audiences have a choice of where they wish to consume the content they are looking for.

Content can be created and tailored to any platform and format, each one will generate a different outcome.

You need to narrow down your decision based on questions like:

• Which platform will your content most likely be discovered from?
• What do I need to prioritise?
• Is it appropriate content for that platform?
• Is your target audience likely to consume your content on that platform?

DIGITAL CONTENT PROCESS
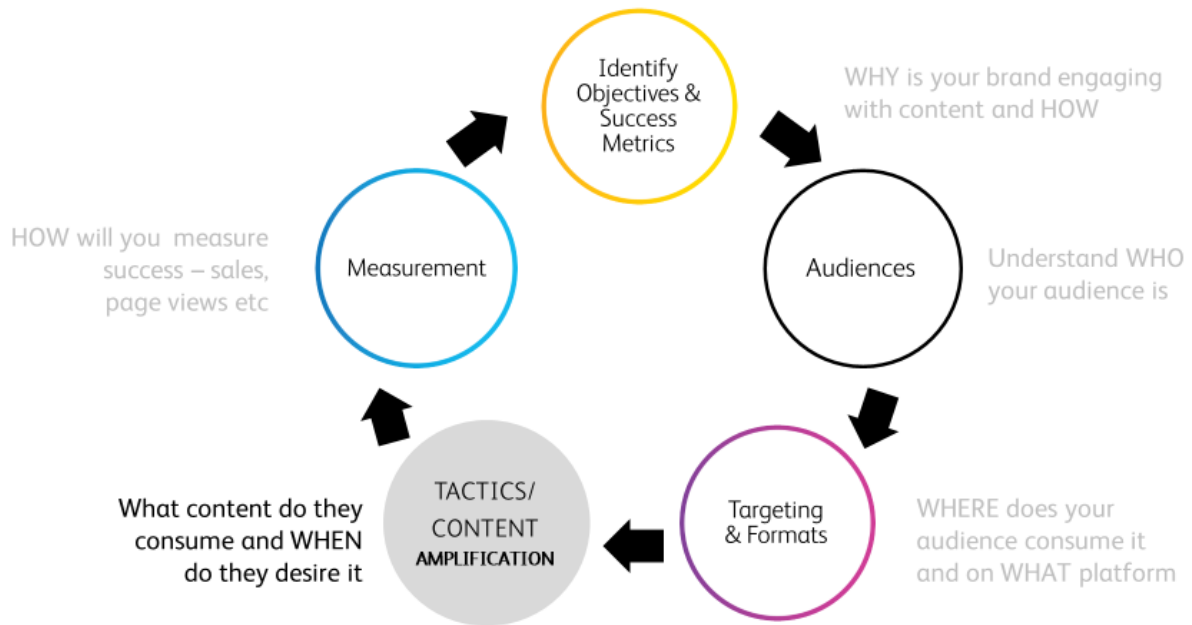
TACTICS FOR CONTENT SHARING.

Content amplification is the process and practice of drawing attention to your content:
- More people will view
- Link to it.
- Share your content
- Read your posts

WAYS TO DISTRIBUTE CONTENT

AMPLIFY → INFLUENCE → BOOST

EVERYTHING CAN BE AMPLIFIED; YOU JUST NEED TO PICK THE RIGHT CONTENT TO SHARE IN THE MOST APPROPRIATE ENVIRONMENT.

Even the best content is ineffective if no one or not enough people see it.

You may have heard reference to 'working media' and 'non-working media'.

This refers to the investment behind producing/creating content (non-working) and amplifying content (working).

You should start by looking at your owned assets first.

You can amplify content via social platforms, websites and enable content distribution.

Amplify:
- Utilising paid content distribution (as organic reach on social is minimal) as well as using a brand's 'Owned' assets e.g., digital display, screens in store or a brands website etc.
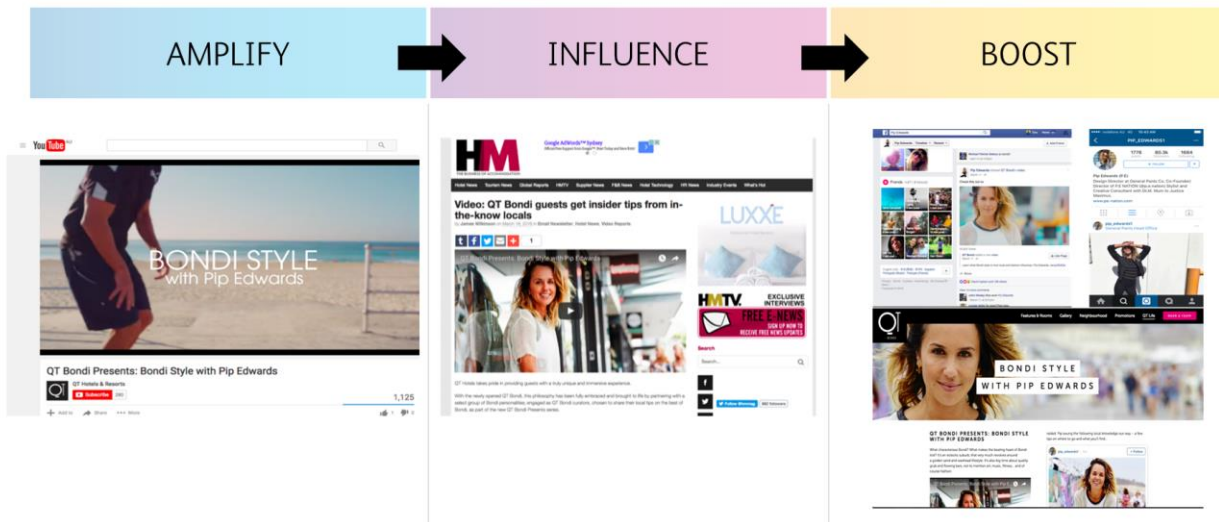
Influence:
- Not to be confused with 'Influencer'.
- Is about using the power of trusted sources to get your content out there.
- Via technology and algorithms, to working with media partners or any other third party that you may want to partner with.

Boost:
- Working with influencers, influencer groups or talent 'earned media avenues' to get your content out 'organically' to other communities.
- In most instances, you need to pay for earned media.

WAYS TO DISTRIBUTE CONTENT:
QT BONDI OPENING

Now that we have reviewed the amplification model, here is an example brought to life using the QT Bondi campaign.

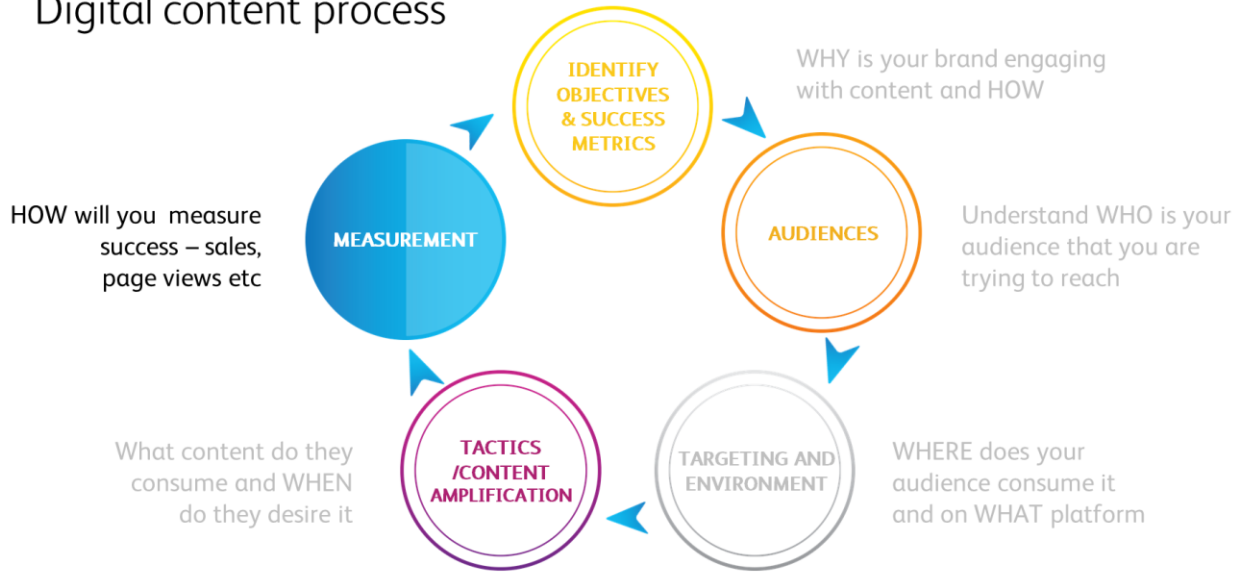Fashion influencer and Bondi local Pip Edwards gives her insider tips on Bondi.
• Where to shop
• What you will find and
• The run down on 'Bondi Style' in the new QT Bondi Presents series.

They **amplified** a piece of content on youtube. https://www.youtube.com/watch?v=K60Z_gIM8KM

They used **influence** through a Press Release.

And **boosted** content through influencers, blogs and social posts.

Digital content process

IDENTIFY OBJECTIVES & SUCCESS METRICS

WHY is your brand engaging with content and HOW

MEASUREMENT

HOW will you measure success – sales, page views etc

AUDIENCES

Understand WHO is your audience that you are trying to reach

TACTICS /CONTENT AMPLIFICATION

What content do they consume and WHEN do they desire it

TARGETING AND ENVIRONMENT

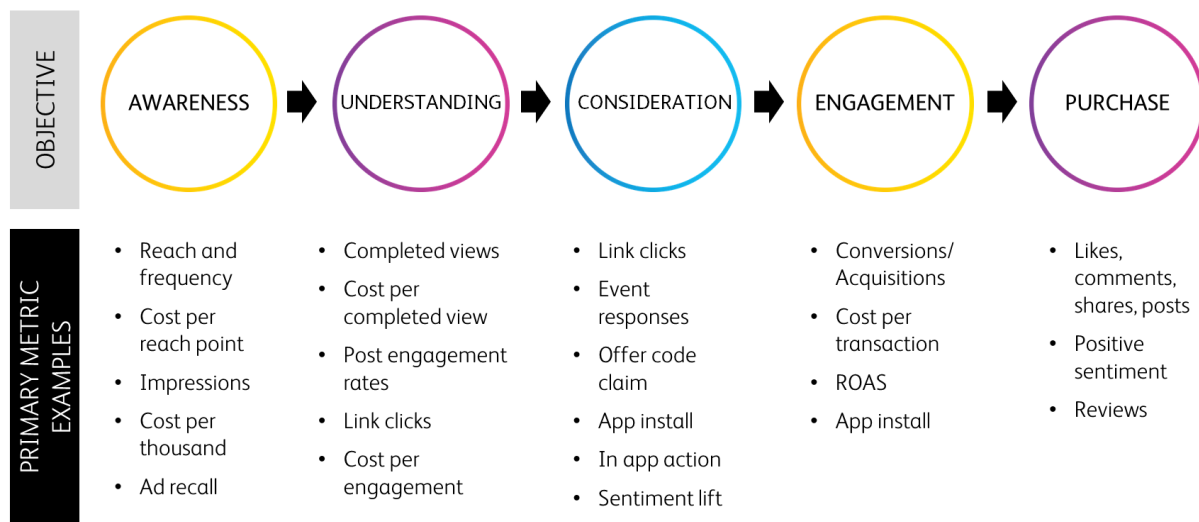WHERE does your audience consume it and on WHAT platform

MEASURING SUCCESS.

Earlier we looked at campaign objectives and determining what success looks like.

Similar to all other types of campaigns, it is important that you determine how you will measure this success and set relevant KPI's.

On this slide we will touch on Measurement and relevant KPI's, however this is covered in much more depth in the specific courses - Display, Video, Social, Programmatic, and the Measurement that Matters topics.

MEASURE SUCCESS & SET KPIs

OBJECTIVE

AWARENESS	UNDERSTANDING	CONSIDERATION	ENGAGEMENT	PURCHASE

PRIMARY METRIC EXAMPLES

AWARENESS	UNDERSTANDING	CONSIDERATION	ENGAGEMENT	PURCHASE
• Reach and frequency • Cost per reach point • Impressions • Cost per thousand • Ad recall	• Completed views • Cost per completed view • Post engagement rates • Link clicks • Cost per engagement	• Link clicks • Event responses • Offer code claim • App install • In app action • Sentiment lift	• Conversions/ Acquisitions • Cost per transaction • ROAS • App install	• Likes, comments, shares, posts • Positive sentiment • Reviews

Your KPI's will be determined by your campaign objectives.

Here are some examples.

When setting your KPI's, it is helpful to 'classify' the type of content you have or you will be creating, based on your campaign objective.

If your communication objective is awareness, you will be after high reach and you may choose to create entertaining style content.
• That entertaining content may be audio like a podcast, visual like a video or a static image such as a meme.
• The KPI for success could therefore be listens, views or ad recall.

If your communication objective is consideration, you may choose to create 'educational' content which could be a 'how to video'.
• Therefore, your KPI could be clicks or total views over time.

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IN THIS SECTION WE HAVE COVERED…

1	The objectives and success metrics
2	Audiences
3	Targeting and Environments
4	Tactics/Content/Amplification
5	Measurement

In this section we have covered the planning process

1. The objectives and success metrics
2. Audiences
3. Targeting and Environments
4. Tactics/Content/Amplification
5. Measurement

DIGITAL FOUNDATIONS

MODULE 8
CREATIVE & PRODUCTION
STUDY GUIDE

GROW YOUR IDEA

Module 8 – Creative and Production

GROWING YOUR IDEA INTO SOMETHING TANGIBLE.

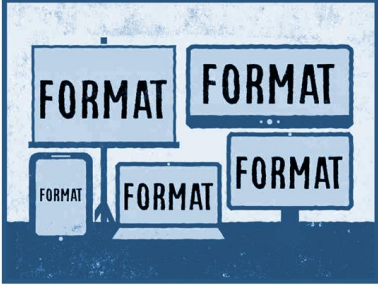So now you understand what Content Marketing is.

You know where it's going to appear.

You know who you are trying to reach and what you want to say to them.

You've got your idea, your strategy, your plan… now you've got to turn all of that into something REAL, something that consumers will actually engage with…so how can you do that?

How can you grow your idea into something tangible?

FORMAT & CONTENT CONSIDERATIONS

Format Placement	Content

When creating the idea, you also need to consider the media placement and format for your assets.

Consider the following questions:
* Which actual content will perform better and drive higher engagement with your target audience?
* Which creative concept will appeal most?

Format and Placement:
* What are the limitations for the format?
* For paid, earned, shared and owned media, what placements generate the best response?
* What formats are most engaging and will deliver the best experience of the content e.g., the audience may be best reached by a paid TV campaign with a maximum of 30 sec video.
* Or the intended target audience may be younger so mobile performs better than other channels.

These sorts of parameters and potential limitations must be considered when creating content.

Specifically, with content, think about which concept will resonate more to your intended target?

* Will the audience respond and engage more to puppies or children?
* Are they into extreme sports or cross stitch?

Use the audience insights to develop the concept and/or content idea, and bear in mind any of the format or placement requirements.

FORMAT & CONTENT CONSIDERATIONS
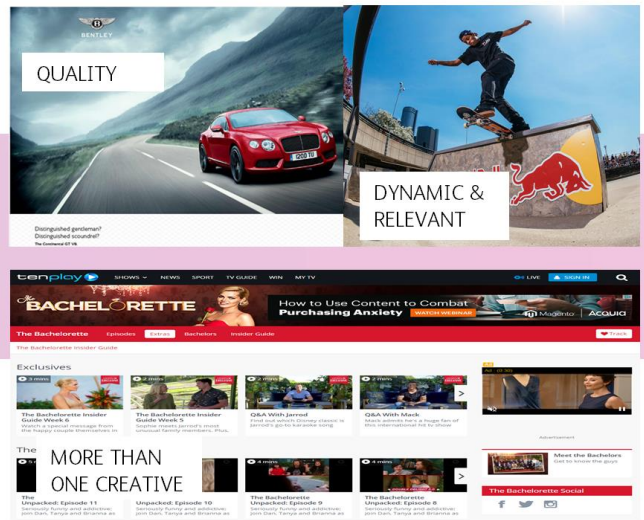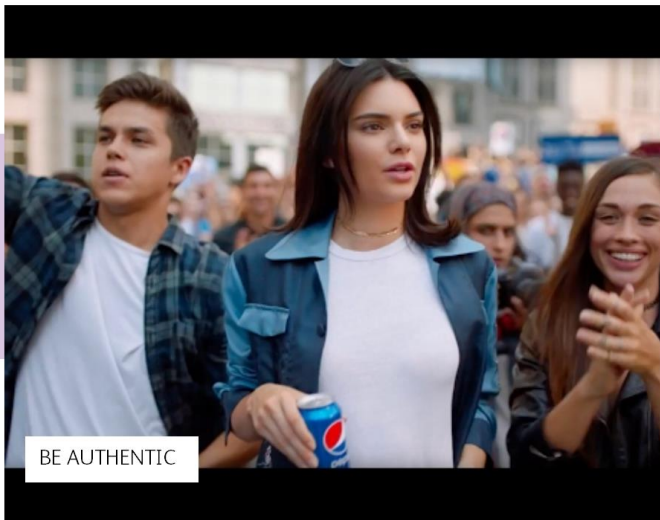
Format and content considerations.

The content should be authentic, dynamic, impactful and relevant.

The key elements when considering the creative/content:

Authenticity
- What is the most authentic way to communicate with your audience?
- Ensuring that the brand delivers authentic messaging and narrative.
  - Today's audiences demand authenticity and are well-equipped to sniff out fraud.
  - The best recent example of authenticity fail is Kendall Jenner's Pepsi ad where consumers felt that the brand trivialized the 'Blacklivesmatter' movement. https://www.youtube.com/watch?v=bTivpgMkGKA.
- Credible storytelling is key in this day and age.

Quality of the content and what are the expectations of the audience:
- What does your audience expect from your brand?
- What sort of brand communications have been run in the past?
- Is it a brand the requires more polish, or can you get away with more of a user generated content style?
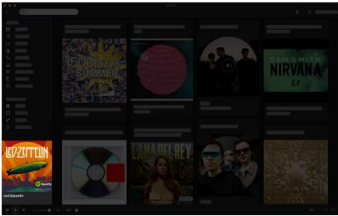- Keep it fresh.

Be dynamic and relevant
- Refresh creative where possible to ensure cut-through.
- Create content relevant to the audience/environment.
  - Remember the Red Bull example, they rarely do the same thing twice.

More than just one creative.
- Running one creative across multiple platforms and devices can lead to creative-fatigue and as we've shared earlier one piece of creative might not necessarily be right for every platform.
- Think about other opportunities, such as behind the scenes footage, outtakes, extended storylines, cut down versions.
- For example, The Voice TV show does this well, driving people to their website for additional content beyond the TV program.

TAILORED CONTENT FOR DEVICE OR PLATFORM

Video	Audio	OOH

Tailored content for device or platform.

The best practice is to have content customised to the device and platform, ensuring that it is heavily influenced by consumer behaviour and consumption habits.

You don't want re-purpose broadcast ads such as a TVC and run them across digital and social. Consumer expectations and habits are not the same across all channels.

Here are some specific examples:

Video
- When thinking about video, ensure that it's tailored to the device being used.
    - o   E.g., Create bite sized content for mobile consumption, or longer form content for heavy commuter periods.
- It should also be tailored to the platform.
    - o   E.g., Facebook content should have subtitles throughout and branding in the first frames.

The Tourism Australia campaign we touched on earlier did a great job of this.
- The second phase of the superbowl ad, was a series of online videos inviting Americans to book a trip Down Under and visit the 'set' of the movie.
- Also created and published tailored travel itineraries and inspiring destination information on Australia.com.

Audio
- Streaming audio is consumed in a variety of environments and experiences such as, at parties, commuting, exercising etc.
- The data and targeting capabilities of audio platforms create a real opportunity for content that is contextually relevant.
    - o   Tailor content in terms of genres, experiences and occasions.
- More than taking a broadcast radio ad and playing that same ad across Spotify.

Podcasts
- Not just paid ad spots, but also commissioned podcast series.
- An example of a paid podcast is the NOVA and Genea (fertility clinic in Australia) tailor-made podcast called Modern Babies about fertility treatment and conception. https://www.genea.com.au/my-fertility/why-genea/podcast

OOH
- Sites are becoming digital screens; this means more opportunities for digital content and dynamic advertising.
- Content across these sites can be more environmentally relevant than ever before.
- For example, Bonds, via a live RSS feed, advertised on a digital screen. The imagery and copy changed in real time based on the current weather conditions.
- When it was windy, the 'boys' would sway side to side. How fun is that!   https://youtu.be/Pxv-aXXPI8c

PRODUCTION OPTIONS

In-House	Outsource	Hybrid
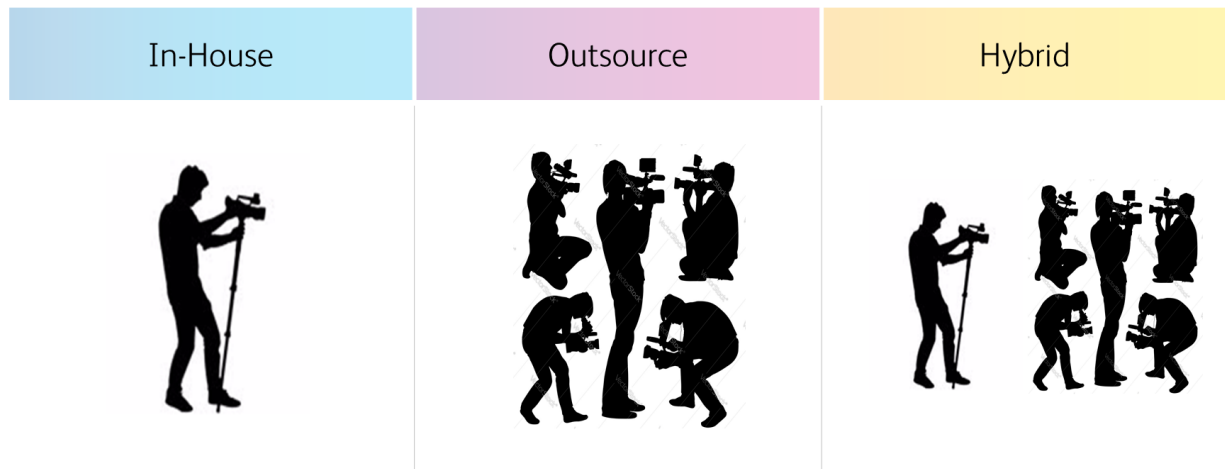
Each agency and client will have a different alignment on how and where the content is produced.

The three main options for producing the content will either be:

- In house - services provided within the agency.
- Outsourced **-** either to a freelancer or 3rd party production house.
- Hybrid - or a bit of both depending on the scope of the work and assets available.

IN THIS SECTION WE HAVE COVERED…

1	Format and Considerations
2	Tailor content for device or platform
3	Production Options

In this section we have covered the Creative and Production
1. Format and Considerations
2. Tailor content for device or platform
3. Production Options

CONTENTS

COURSE: CONTENT MARKETING

1 Content Marketing - What is it?

2 Types of Content

3 Paid (P) Content

4 Earned (E) Content

5 Shared (S) Content

6 Owned (O) Content

7 The Planning Process

8 Creative & Production

This concludes the content marketing topic!

We've covered a lot:
- What content is
- The different types of Content
- The differences between Paid, Earned, Shared and Owned Content
- The planning process
- And lastly Creative & production

Don't forget to print a copy of the study notes and study before sitting the exam.
You can also access the Digital Foundations Glossary of Terms on the MFA website for you to use as a reference.
To achieve certification, you will need to successfully complete the Certificate II exam and achieve a result of 80 % or more to pass.
You guys have got this, Good luck!

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