

HUGE

Hello.

Content Marketing 101

March 29, 2018

1. Attention.
2. Branded content.
3. Huge's approach.
4. Case studies.

Agenda.

Attention.

The attention deficit myth.

Are you smarter than a goldfish?

Stats say that our attention spans keep shrinking. But the 8-second attention span is a myth. Attention is not a zero sum game.



**User preferences
are not linear.**

Longform isn't going away.

Users are consuming content that speaks to them. Even in formats that seemed like they'd be on life-support by now.

67

Million Americans listen to podcasts at least monthly.

94%

Of top executives get their news from email newsletters.

2,000

The average word count of the top 10 results of the top 20,000 keywords in Google search.

**Branded
content.**

2

People prefer content.

3x

Content marketing generates approximately 3 times as many leads than traditional marketing.

82%

of consumers have a more positive opinion about a company after reading custom content.

70%

of people prefer to learn about a brand through articles than advertisements.

72%

of customers believe they form a relationship with a brand as a result of custom content.

Brands are listening.

91% of B2B marketers use content marketing.

But they're not always successful.

91% of B2B marketers use content marketing.

20% say their efforts are very successful.

The survey defined success as achieving your organization's desired/ targeted results.

53% says they are moderately successful.

That leaves nearly 1/3 of content marketers who say their efforts are not successful.

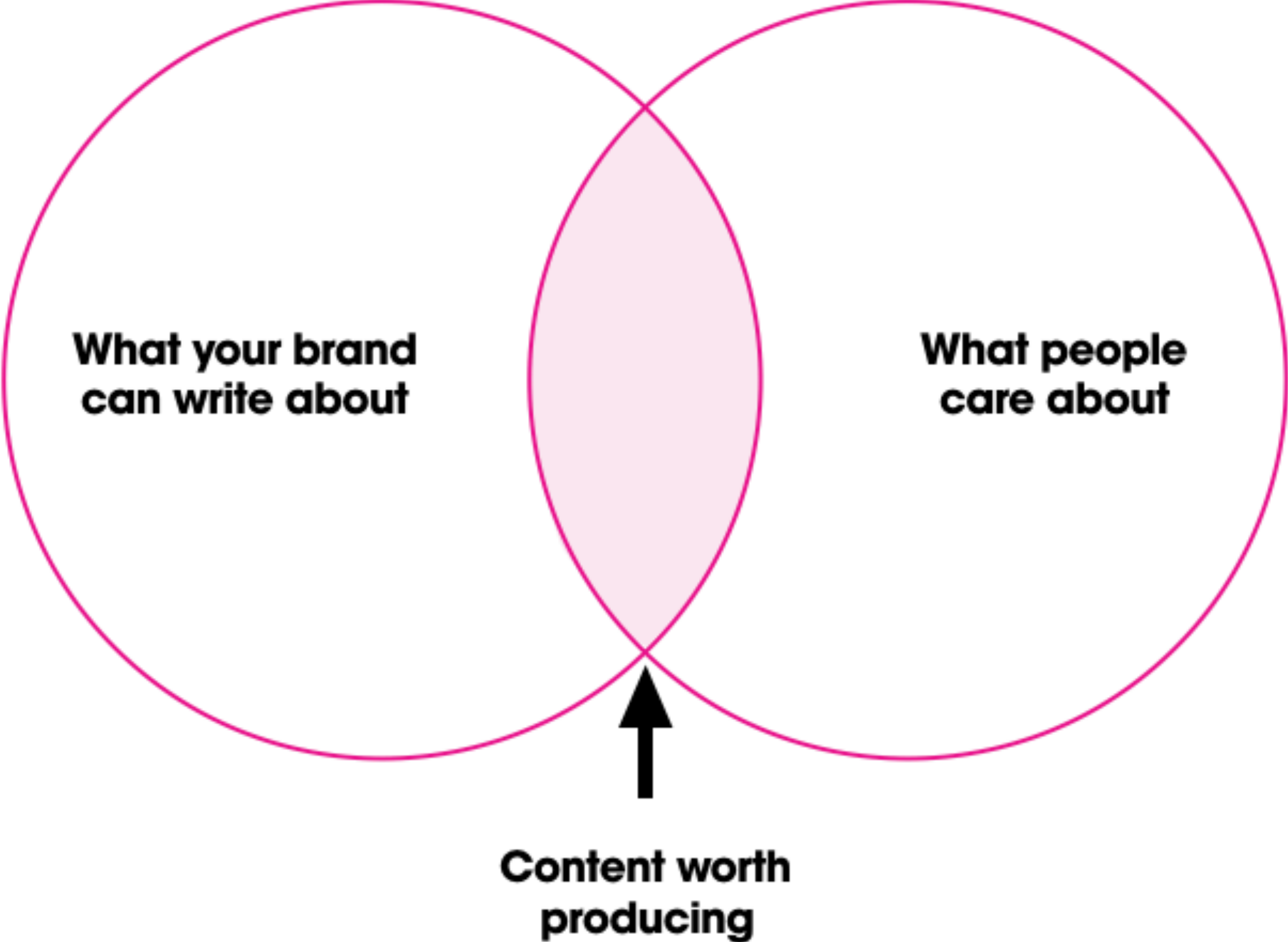
Users aren't getting dumber.

They're getting better at ignoring distractions.

- High-value content needs to be user-first.
- Your relationship with your audience matters more than ever.
- Find out exactly what people want to hear from yours.
- Provide it at a time and place they want.
- *Make it original.*

The right content for the right audience.

What do users want to hear from you?





**Our
approach.**

Timeline.

**CONTENT
BEGINS
HERE.**



ASSESSMENT

- Immersion
- Kickoff
- Materials review

SPRINT 1

- Stakeholder interviews
- Existing content audit
- Secondary consumer research

SPRINT 2

- Audience prioritization
- Client feedback

SPRINT 3

- Strategic positioning
- Sample editorial
- Client feedback

SPRINT 4

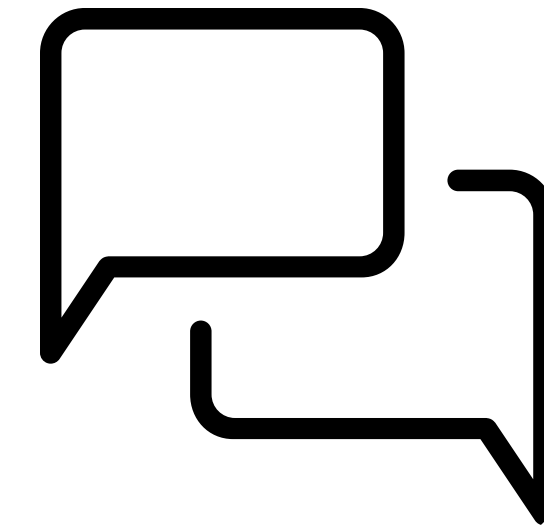
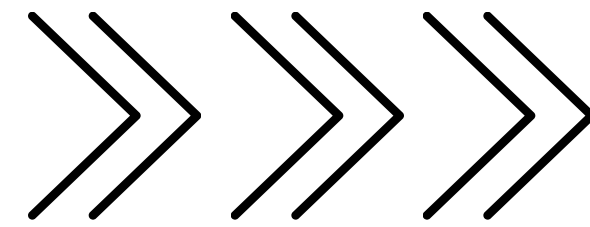
- Final strategic delivery
- Roadmap delivery
- Staffing recommendations

Our approach.



Passive communications.

You know the brand: Investing in content but not investing in the strategic thinking that makes that content valuable.



Active communications.

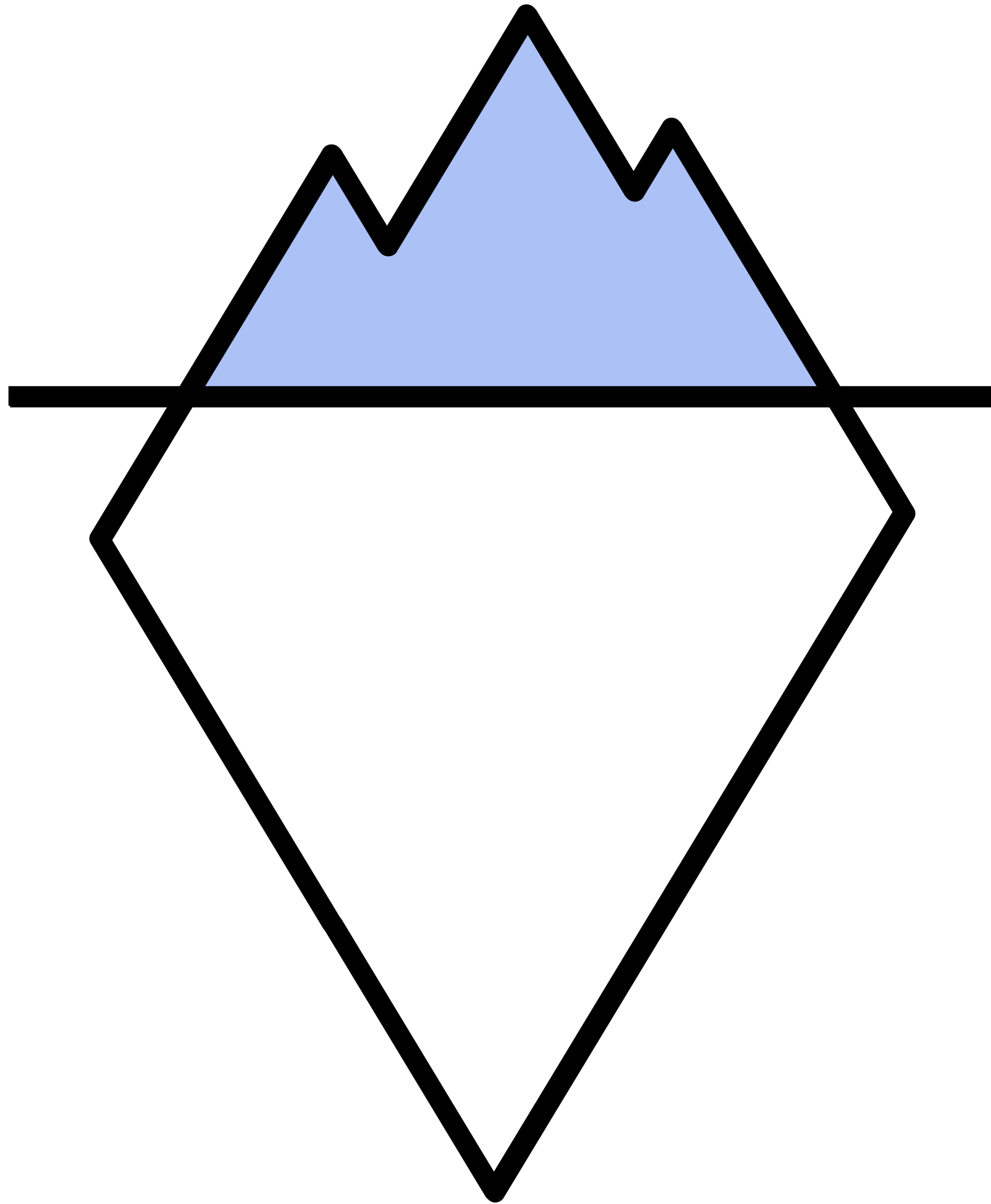
The brand that puts the user first, backs their words up with action, and thinks of content as both an experience and a conversation, not an opportunity to sell.

HOW IT WORKS

Tip of the iceberg.

Most brands only see the end product. They say things like:

- “We want some articles.”
- “Our articles are boring. Help!”
- “We want to be a lifestyle publisher”
- “We want something people will write about/share.”

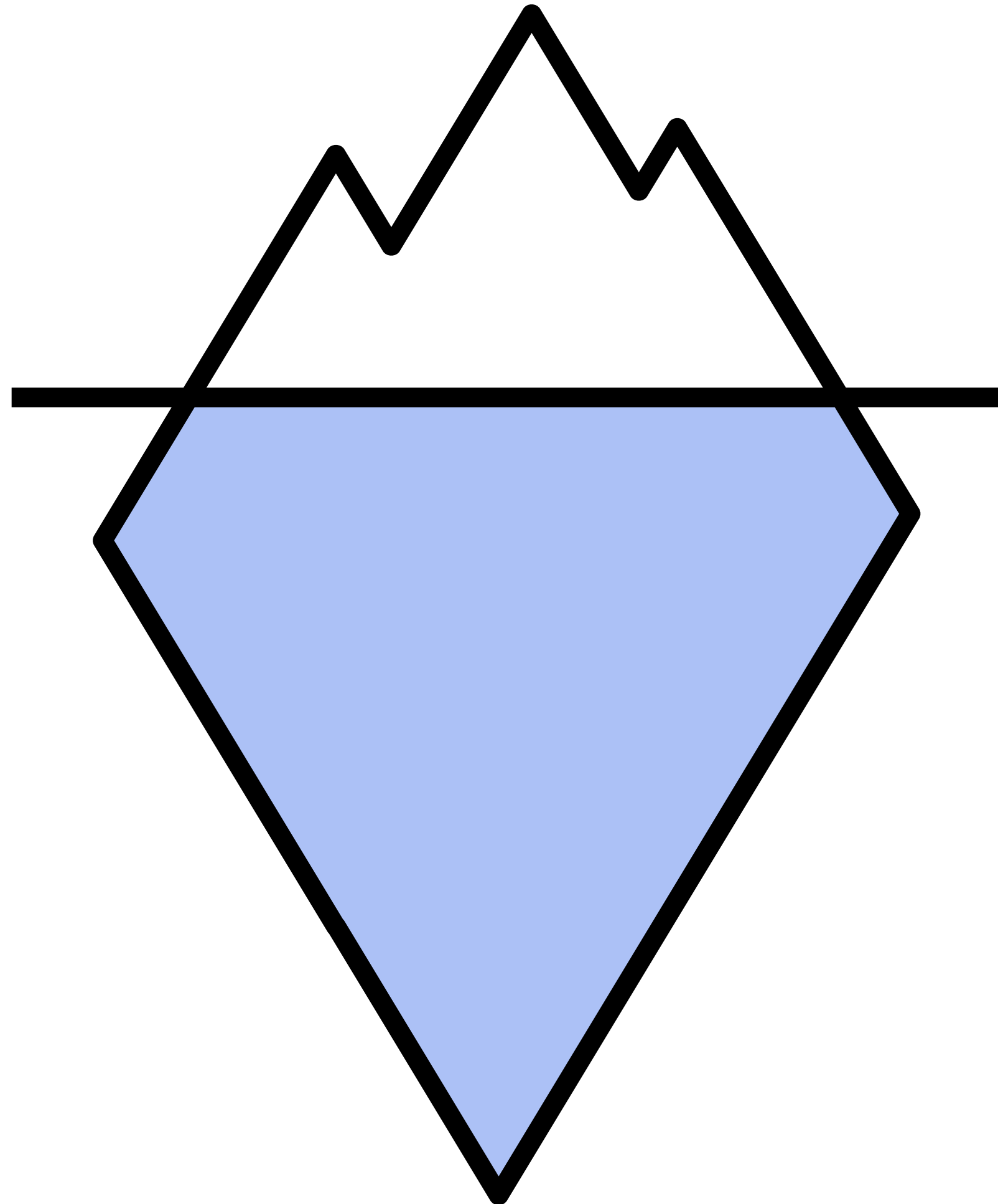


HOW IT WORKS

Where's the user?

To create truly user-centric content, you have to see the whole picture. No matter the format or channel, figuring out what content will resonate means digging a little deeper.

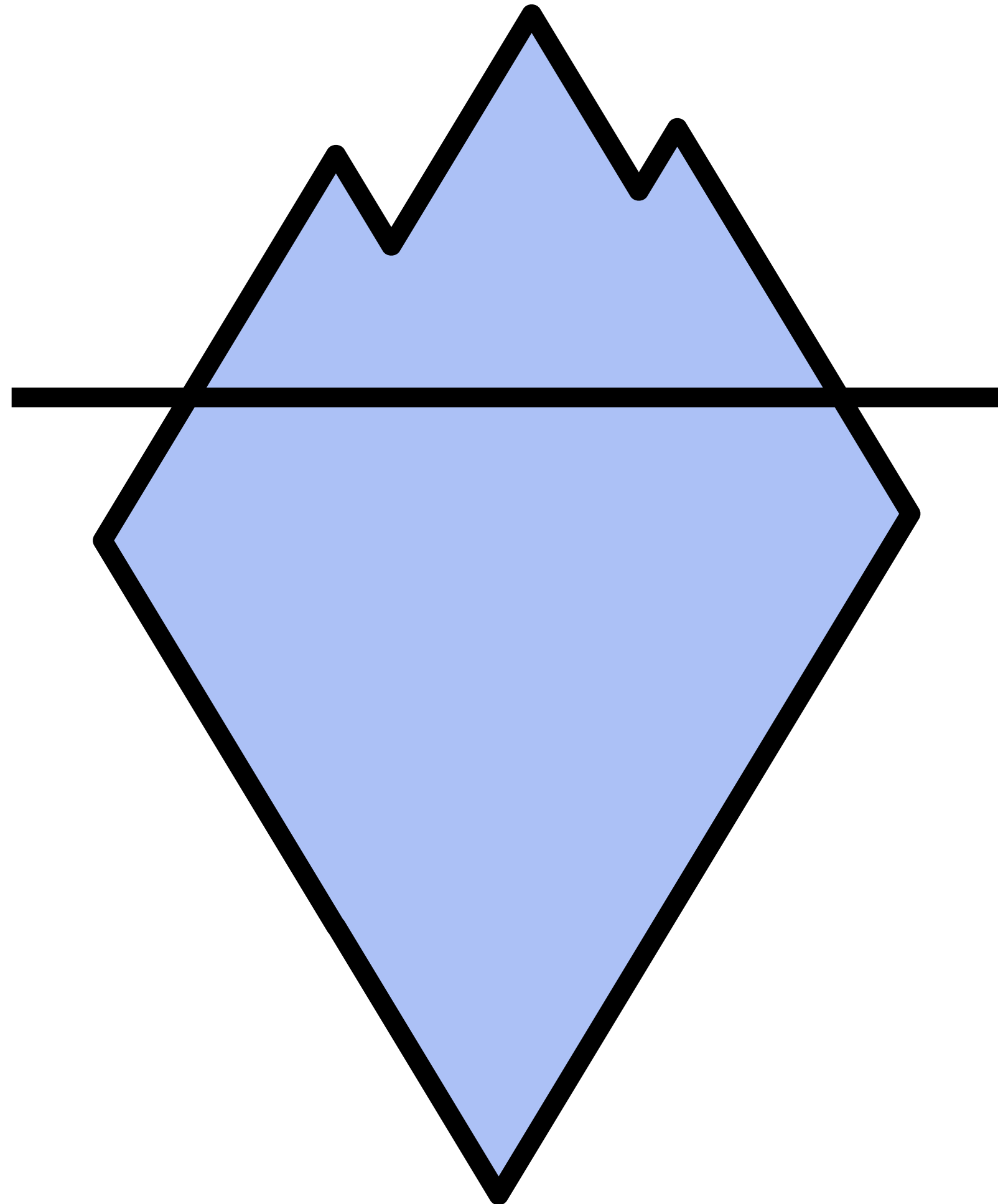
There needs to be a foundation.



LAY A FOUNDATION + EXECUTE

Align goals to output

1. Goals: Successful editorial ladders back to business goals.
What do you want the content to do?
2. Strategy: Brand goals + user needs = strategy. Defining the 5 W's : the who, what, when, where, why, how.
3. Execution: The laser-focused creation of content against those goals and strategy.
4. Distribution: Site, social, PR, email: The right channel mix that's set up to constantly listen to users through measurement



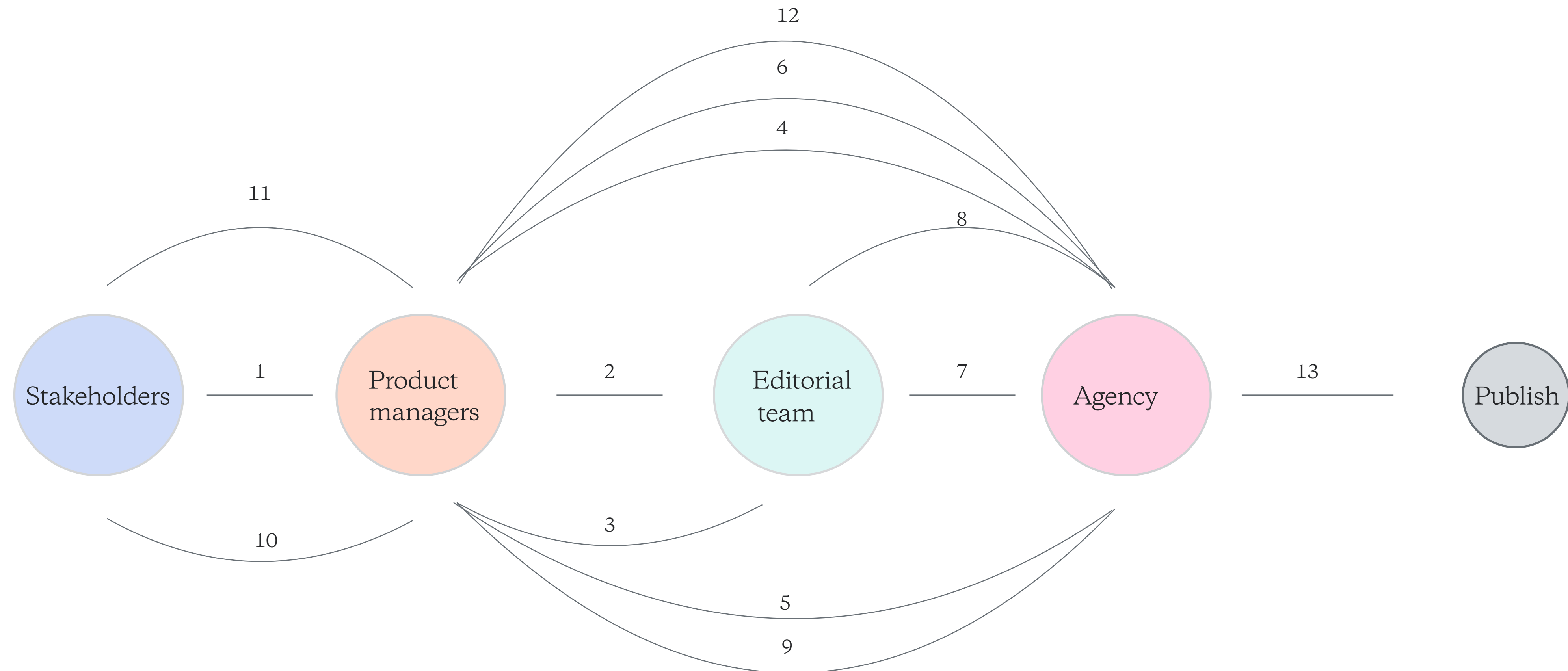
In publishing, process is simple.

When everyone is on the same team and there are no stakeholders, publishing content is simple.



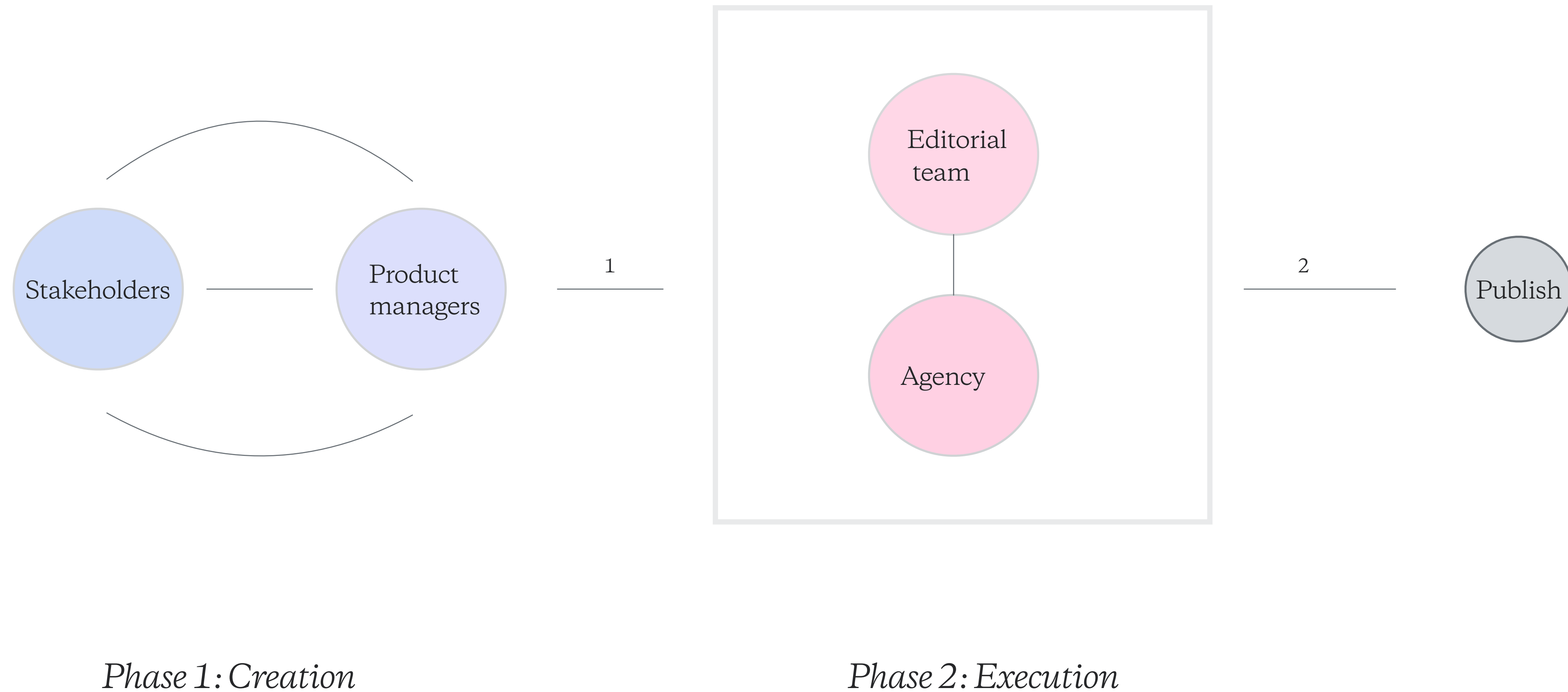
Brand editorial can get messy.

Between stakeholders, legal, and other brand entities that need to sign off on content, it's easy to end up swirling.



Streamlining the process.

By involving stakeholders at the right time and creating clear phases and ownership, you can dramatically reduce swirl and adopt a more efficient process.



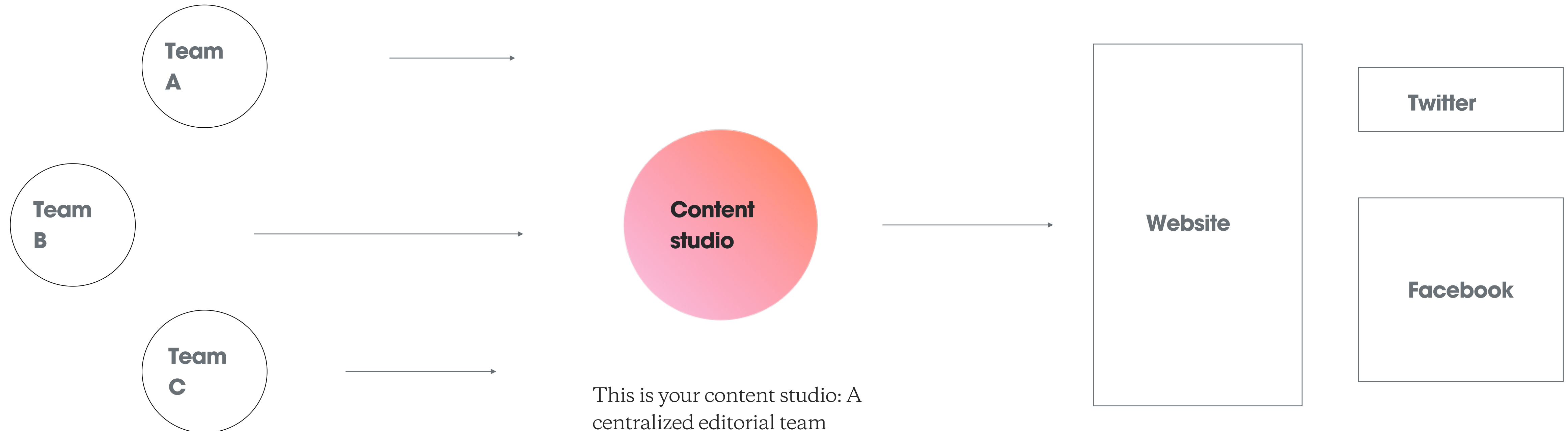
Typical: No governance, lost goals.

Most large brands have multiple teams producing content and publishing to channels at-will.

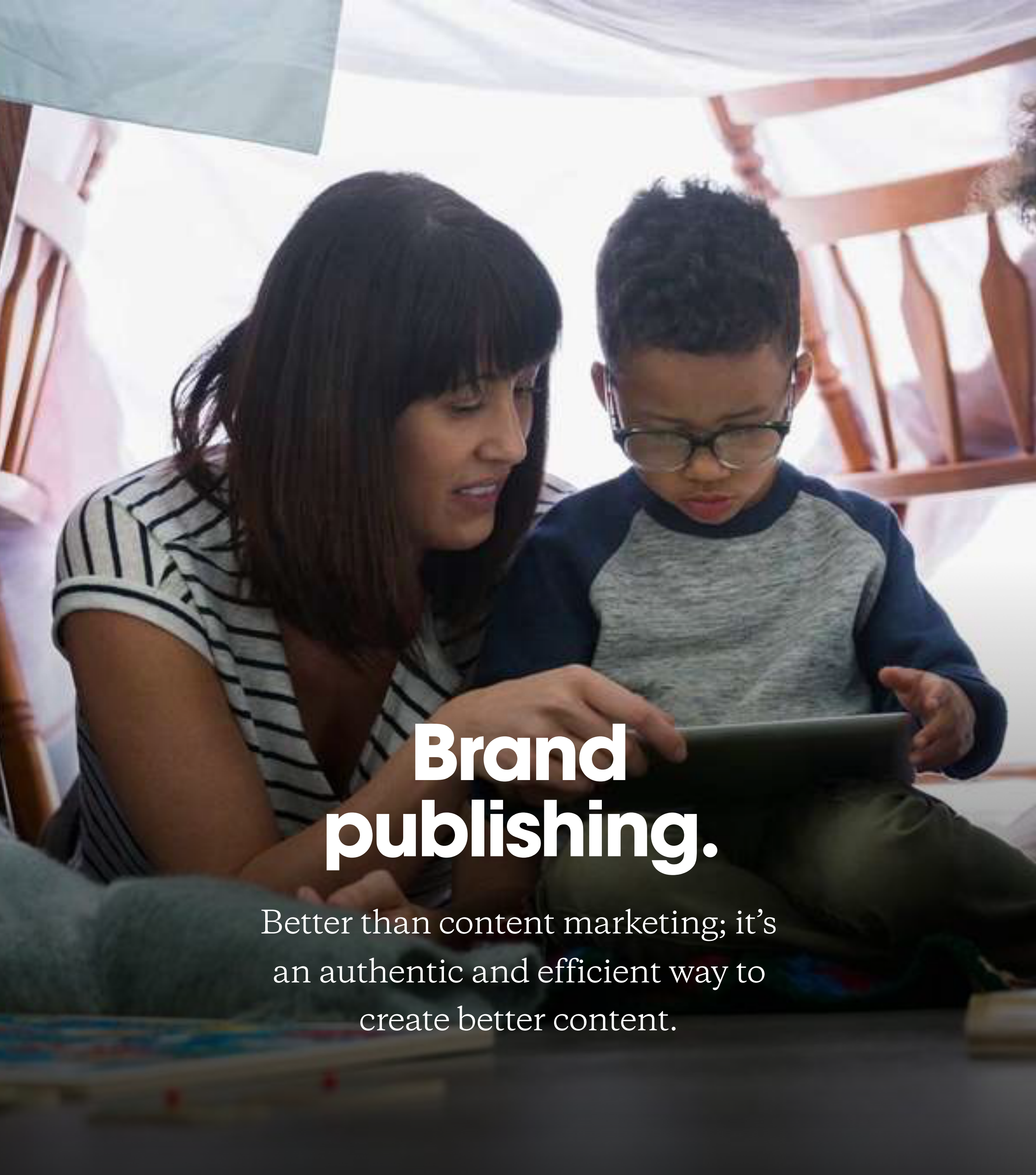


Centralized, expert, organized.

Large brands must centralize and organize, using a team of experts, to ensure content works towards goals.

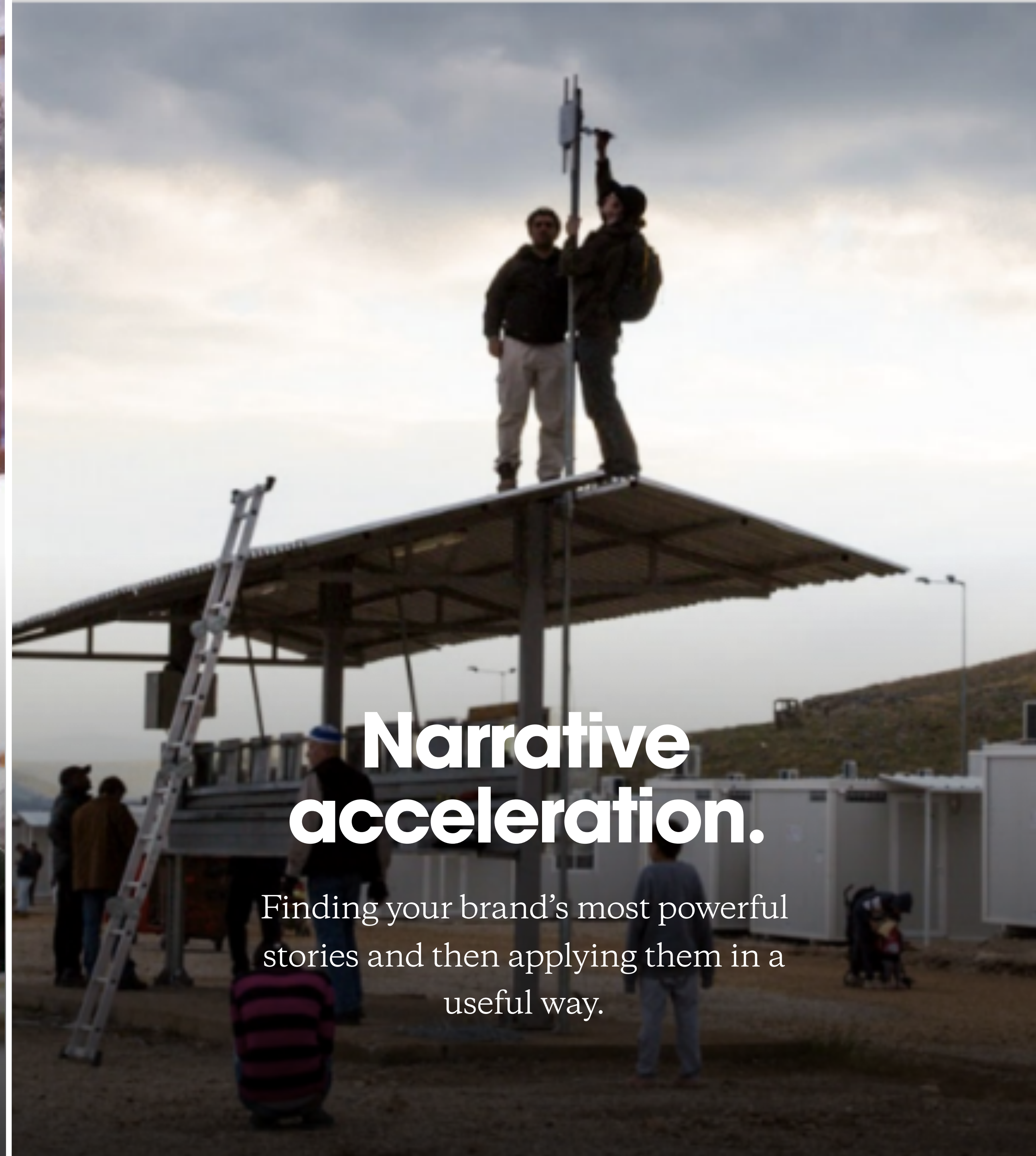


This is your content studio: A centralized editorial team comprised of content strategy, SEO, design, social that is responsible for organizing, creating, and publishing content so that it aligns with marketing team missions/goals.



Brand publishing.

Better than content marketing; it's an authentic and efficient way to create better content.



Narrative acceleration.

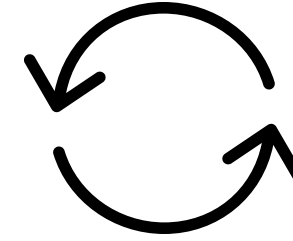
Finding your brand's most powerful stories and then applying them in a useful way.

Brand publishing activities.



Publishing strategy & planning.

Should we be publishing content?



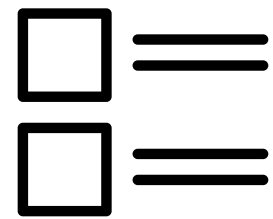
Workflow & operations.

How can we improve our content creation process?



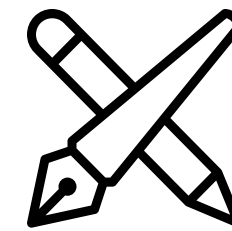
Thought leadership.

How do we stand out in the marketplace?



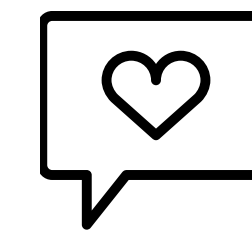
Editorial calendar.

What kinds of content should we produce?



Writing & editing.

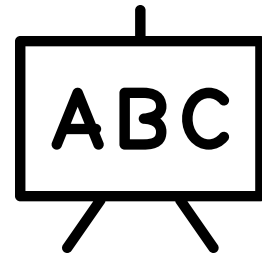
Help us create better content.



Tone/voice/style guides

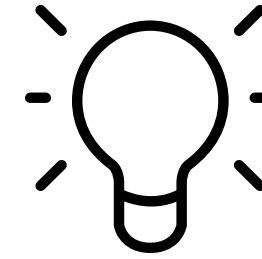
Help us improve and streamline our creative.

Narrative acceleration activities.



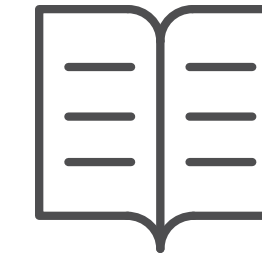
Workshops.

How do our stories work with our brand narrative?



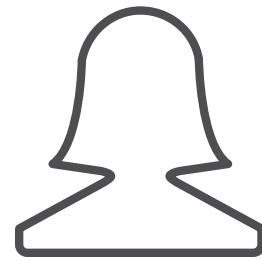
Story finding.

What are the best stories from our brand?



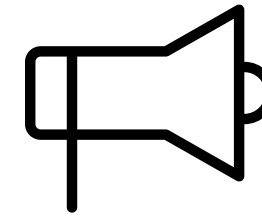
Editorial copywriting.

How does our brand narrative translate to our collateral?



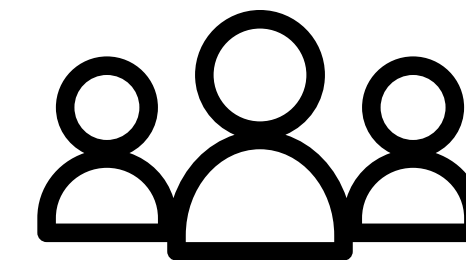
Executive narrative.

How can we leverage our executives' personal story in our brand narrative?



Narrative acceleration.

We love our brand narrative. But how do we make it relevant through content?



Events.

How can we use events to drive content and through leadership?

Work.

4

Broadridge.

Broadridge.

Re-imagining the bill for 2025.

- Broadridge reaches 80% of North American households every year, but needed a credible way to spur an industry transformation & create more value for their customers.
- To position Broadridge as an innovative thought leader, Huge helped to develop a design challenge around their key products: statements and bills.
 - Huge fielded five interdisciplinary teams to create futuristic billing artifacts - aiming to design a billing experience that was so engaging, end users would love bills and the brand that sent them.
- Huge captured quotes, interviews, photos, and videos throughout the challenge to share with media, and to generate long-form content detailing the unique experience.
- Results:
 - Co. Design editor invited “behind the scenes” to document the process and results.
 - The design challenge was featured in a Broadridge Innovation Report.

CO.DESIGN

10.24.17

The Way You Pay Bills Is About To Change Forever

A company you've never heard of handles bills for 5,000 businesses. Here is their vision of a less confounding future.



1/6

CAPITAL MARKETS TRANSFORMATION



Disrupting Bills and Statements

How technology and design can turn these transactional documents into next-generation communications tools.



Creative execution: phase two.

The five teams were eventually winnowed down to three, who presented their concepts on “Judgement Night” to an esteemed panel of judges, including Broadridge’s executive leadership team, and a number of Broadridge’s most high-profile corporate clients.

Voting was also opened company-wide to include all of Broadridge’s employees globally.

Cliff Kuang, a former design and technology journalist at *Wired* and *Fast Company*, emceed the judging event, creating an engaging and thought-provoking experience for all attendees.



Doug DeSchutter, President of Broadridge Customer Communications (left) and Rich Daly, Broadridge’s CEO (right).



Event host Cliff Kuang inspiring the audience with a look at some of the most important design trends impacting business.

Thought leadership.

Ready for Next Magazine.

Thought leadership magazine, published in collectible, quarterly volumes, each on a different theme. Authored by Broadridge and other industry thought leaders.





Huge.

Magenta

Showcase Huge's thinking + culture.

Magenta is Huge's design publication— but it's become our strongest editorial brand.

That was only possible with a solid editorial foundation, one that considered users first, platform second. We focused on creative first and set up a strategy that worked for the creative process as well as put guardrails up for brand support. .

H



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The Retail Apocalypse Is Overblown. And Retailers Can Still Thrive.

Emily Wengert, Huge's Group VP of User Experience, reveals how retailers can make their IRL experiences irresistible if they think more...

 Meghan Graham
Mar 16



If You Build It, They Will Not Come

 Meghan Graham



The Real Story of Who Invented Emoji (Hint: They're Ancient)

 John Brownlee

Who we're trying to reach:

1. Potential clients
2. Potential hires
3. Current clients

Editorial strategy for Huge Inc.

What are the broad missions of content in the Huge editorial ecosystem?

Timely, relevant

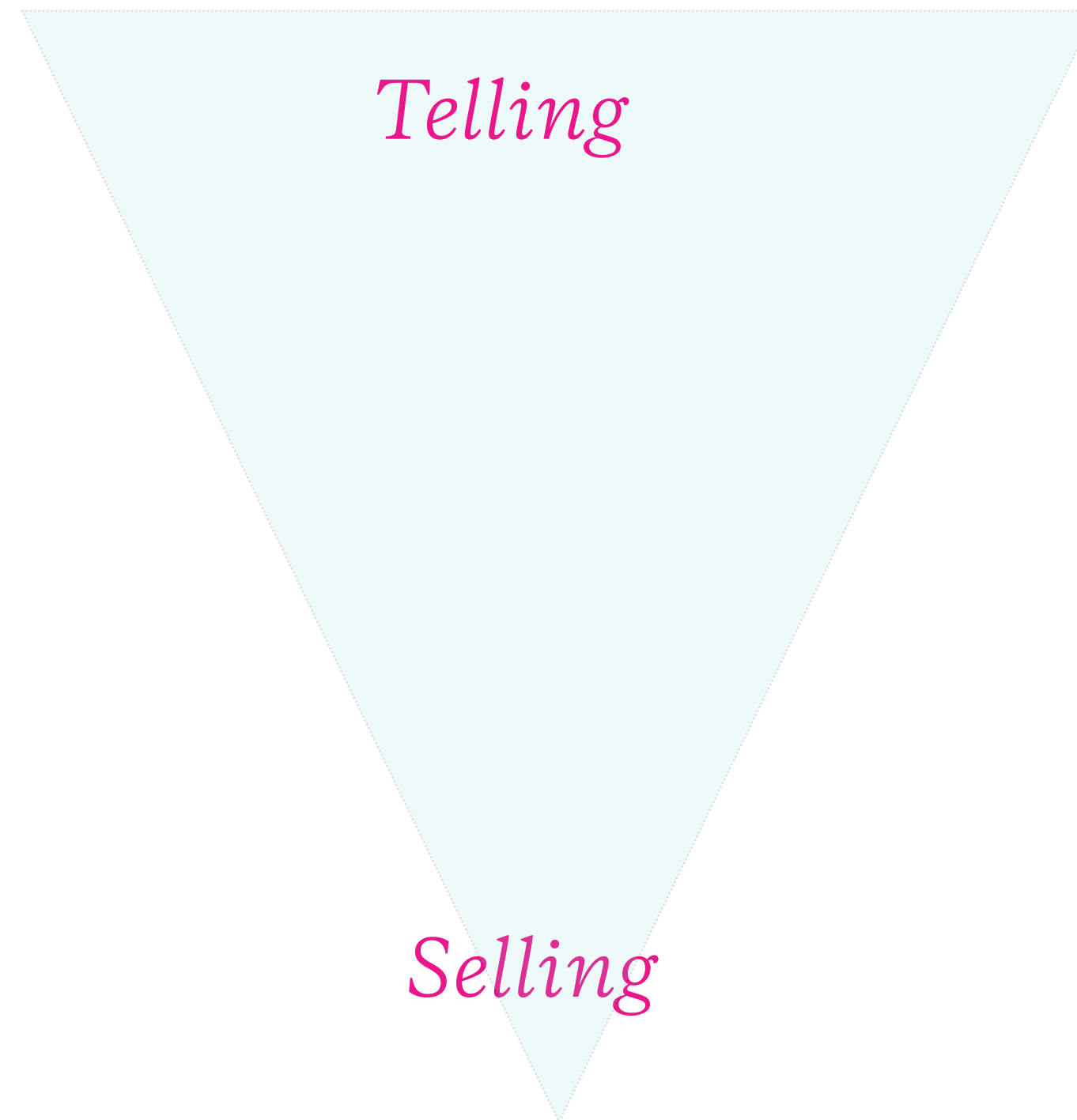
Awareness

Telling

Selling

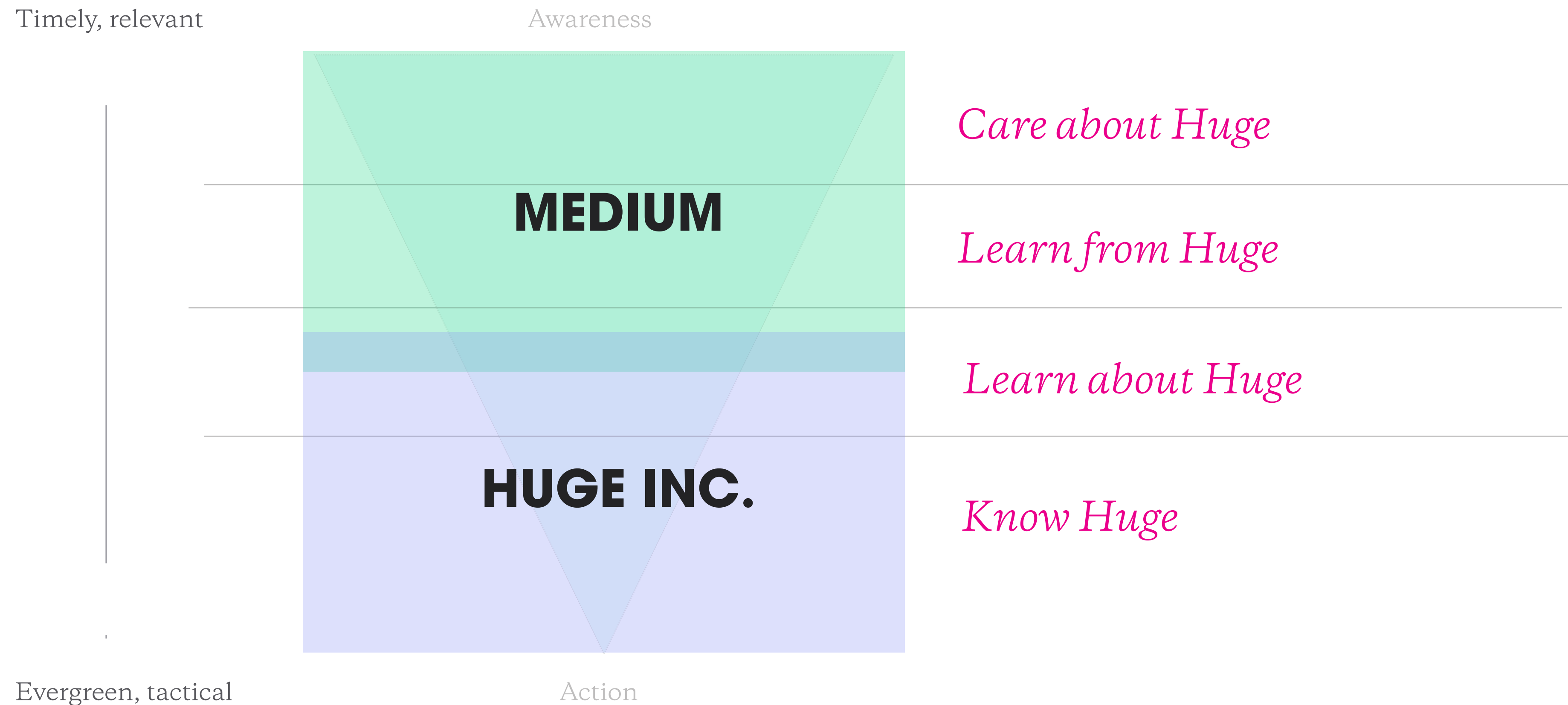
Evergreen, tactical

Action



Editorial strategy for Huge Inc.

Which platforms work the best for our readers?

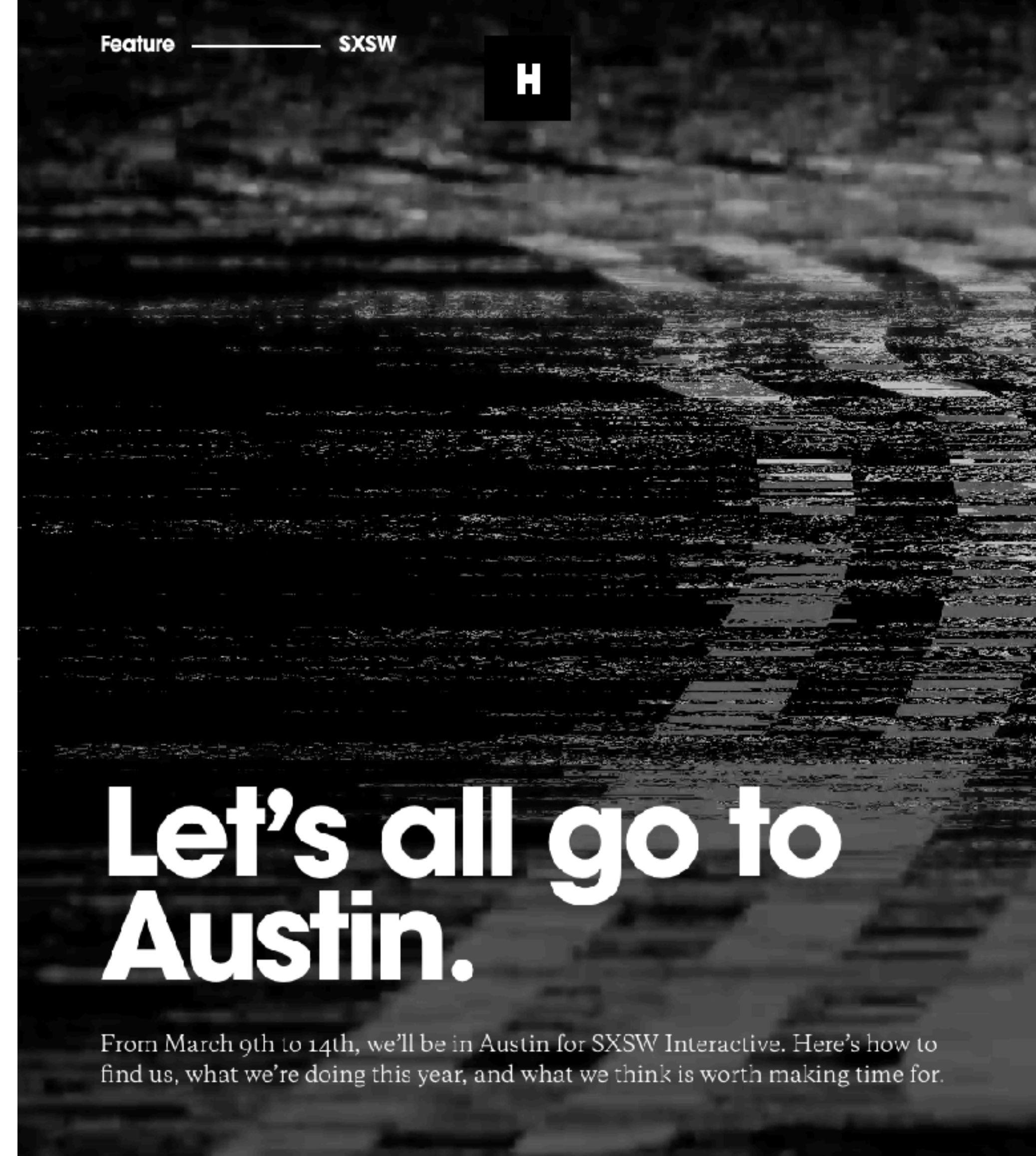


Huge.

Huge at SxSW.

- At this year's SXSW Interactive Week, Huge went to Austin, with thought leaders speaking on panels on the main stages, a cocktail lounge for friends and clients, and a series of high profile panel events with clients and influencers at Austin's Midnight Cowbody, including:
 - How McDonald's and Microsoft Innovate at Scale (McDonald's, Microsoft, and Quartz)
 - Design Thinking in Brand and Communications. (Google)
 - The End of Attention: Why Efficiency is the Future for Digital Business. (Harvard Business Review)
 - Designing for the Universe: How the World's Space Agencies are Engineering a Better Telescope. (NASA and Northrup Grumman)
 - Why marketers make the best HR people (Anheuser-Busch and Business Insider)
 - Faster Forward: Innovation Through Self-Disruption. (Broadridge)
 - A Team of Rivals: Turning Competitors into Partners. (Zelle and Digiday)

H



Who's going.

What we're up to.

Our picks.

Survival tips.

RSVP

HUGE

Done.

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