

Winning new business with words:

The critical role of content strategy

Today we'll cover:

- / The changing context for digital content
- / Common content challenges
- / The (still compelling) case for content
- / Strategy and effectiveness
- / Our content strategy framework
- / Planning for effectiveness
- / Implementing efficiently



Introductions



Claire /
Head of Copy & Strategy

Claire is a communications professional with over 20 years' experience.

She earned her stripes in marketing and communications roles with large financial services firms, including five years as Head of Communications for a large Sydney-based asset management firm.

As Stratton Craig's Head of Copy & Strategy, she works closely with clients to design fully integrated communications strategies that support their goals. To that end, she has helped many organisations (public and private sector) win trust, engagement and new business with words.

She relishes the challenge of making complex ideas accessible (but never 'dumbed down'!) and has an uncompromising eye for quality.



Helen /
Account Director

Helen has more than eight years of B2B marketing agency experience in client services

Helen joined Stratton Craig as an Account Director in 2023.

Working across a range of different industries, including financial services, energy and technology, Helen has an agile approach to client needs. She ensures the timely production and delivery of content, while overseeing ongoing measurement and developing strategies to shape future ideas and execution.

The winner of 'Account Manager of the Year' in a previous role, Helen has worked across a range of award nominated campaigns. She has a proven track record of delivering the best for her clients and helping them to publish content that exceeds expected KPIs.

A crowded and changing landscape



The information (overload) age

80

times per day the
average iPhone
user unlocks their
phone

74 GB

is the amount of
data consumed per
day on average

50-400

ads the average
adult in a metro
area sees

Making audiences more cynical than ever

8.25

Seconds is the average human attention span...or is it?

3

Seconds is the time you have to capture audience attention on TikTok

1596

the number of articles each of us looked at in 2022

300

the number of articles each of us actually read

A crowded landscape



Jasper



WORDPRESS



asana



Trello



Hootsuite



Google Analytics



ChatGPT



SEMRUSH



COPILOT



loom



Evernote

But... efficiency does not equal effectiveness

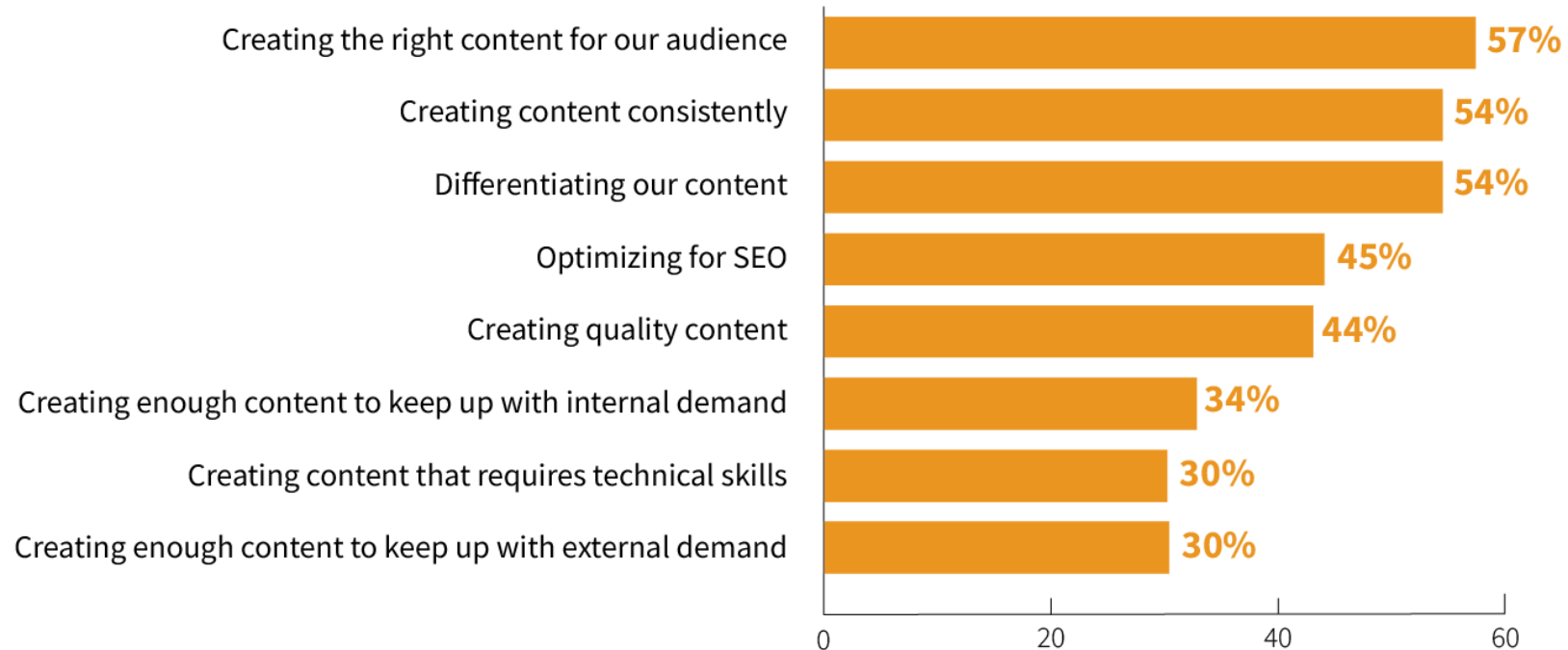
- ／ Although 3 out of 4 B2B marketers are already using AI tools...
- ／ It takes time to optimize prompts, create iterative drafts and fact check the output...
- ／ And it can only create generic content by definition.

Common content challenges



B2B content challenges

B2B marketers' content creation challenges



Q: What content creation challenges does your content team face? Select all that apply.

Source: 14th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs



Four key challenges

/ Misaligned

/ Inefficient

/ Unfocused

/ Ineffective

The case for content



Despite the challenges, content remains an essential tool for winning business



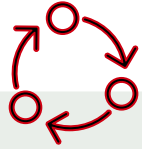
Strategy and effectiveness



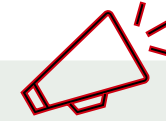
Back to basics

- / Why – what you want to achieve
- / What – the content that will help you achieve it
- / How – your implementation plan

Deliver the right messages at the right time to the right people



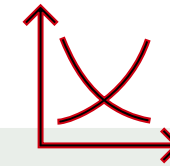
Own the space you're playing in



Be where your audience is



Use the right tone to connect with your audience



Create demand, not just traffic

Our content strategy process and output

Content strategy

SEO

- On-page SEO
- Keyword research & analysis
- SEO strategy
- Competitor keywords
- Content optimisation

Style

- TOV
- Style Guide
- Messaging
- Content pillars
- Topics

Planning

- Audit
- Customer journey
- Cadence
- Workflow
- Commissioning
- Demand generation
- Governance
- Maintenance

Process

- Format and type of content
- Content calendar
- Scheduling
- Process management
- Optimisation

Output

SEO audit

Content blueprint

Content plan

Channel plan



Ensuring alignment



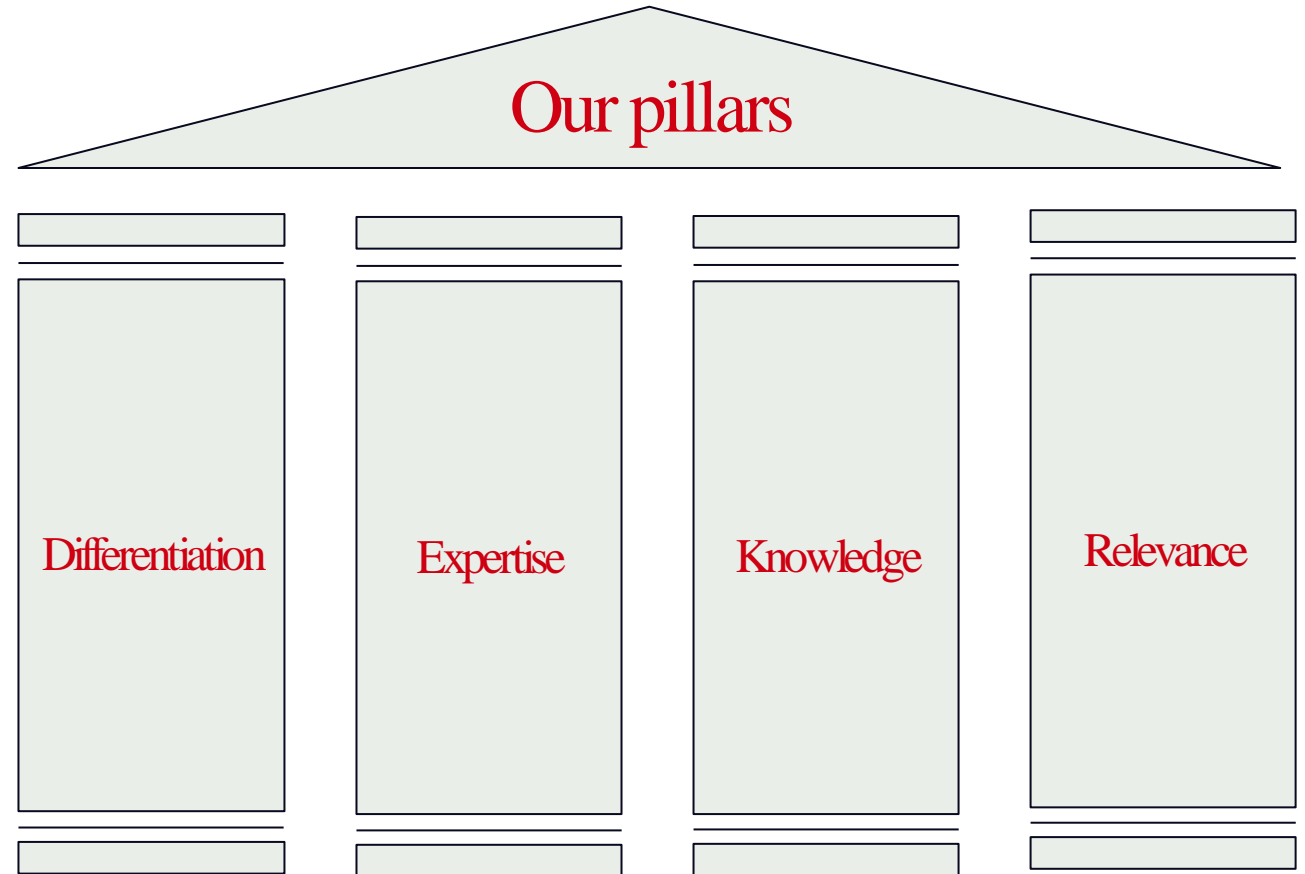
Common causes...

- / Competing internal priorities
- / Balancing noisier voices
- / Curse of (internal) knowledge

Establishing the space you'll own

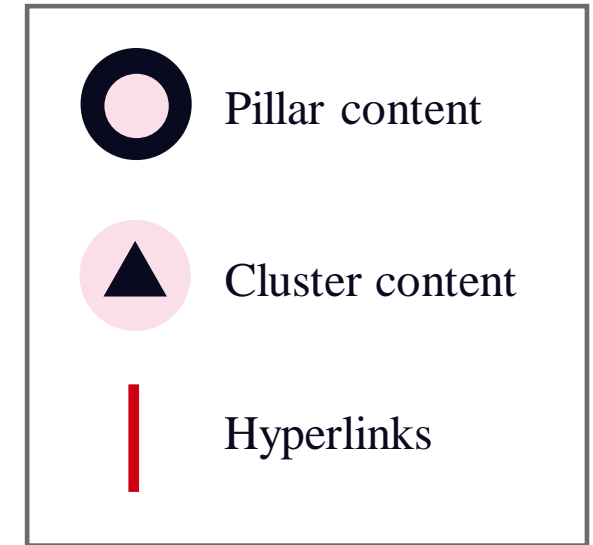
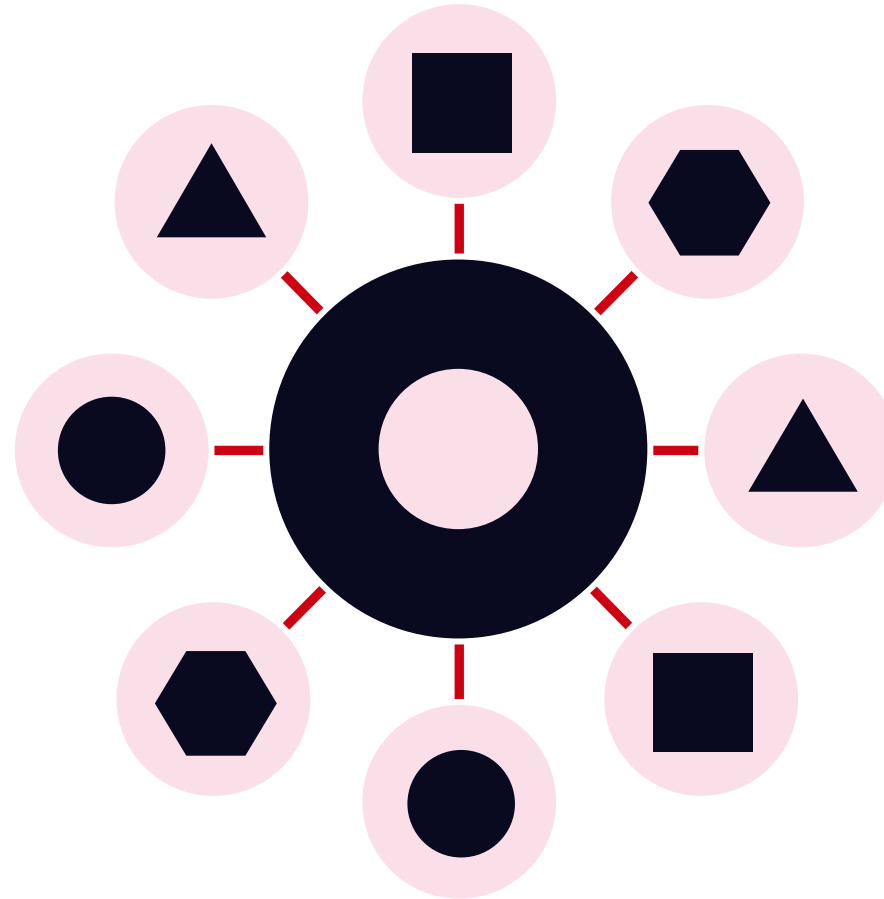
Content pillars are the three to five topics your brand will consistently discuss, amplify, and create content for.

It's an essential step in seeking to 'own' a certain space in terms of thought leadership. They can help to ensure your content investment and efforts are aligned with your business strategy.



Support your pillars with topic clusters

- ✓ A “pillar” page acts as the main hub of content for an overarching topic. Multiple content pages that are related to that topic link back to the pillar page. This linking action signals to search engines that the pillar page is an authority on the topic, and over time, the page may rank higher for the topic it covers.
- ✓ Our SEO analytics can provide the best topic clusters for your campaign or project.



Insight creation

/ Observation

A compelling fact or observation on industry, society, company or context.

/ Tension

A blocker, issue or tension which requires attention and redress.

/ Position

Your position, point of view or perspective on the issue

/ Angle

A strong angle on a topic which demands attention.

/ Observation

Blockchain is being sold as a silver bullet

Blockchain has the potential to revolutionise supply chain processes.

/ Tension

But it's currently just hype

Blockchain has no proven POCs let alone an enterprise solution. How are companies to know what to do with this unproven technology?

/ Position

We have years of expert supply chain insight and knowledge

The key to secure supply chains is having robust processes and relationships with parties across that supply chain.

/ Angle

Youth [tech] isn't a substitute for [our] experience

Technology is an enabler, not substitute, for supply chain management and risk mitigation

Focus on your
audience

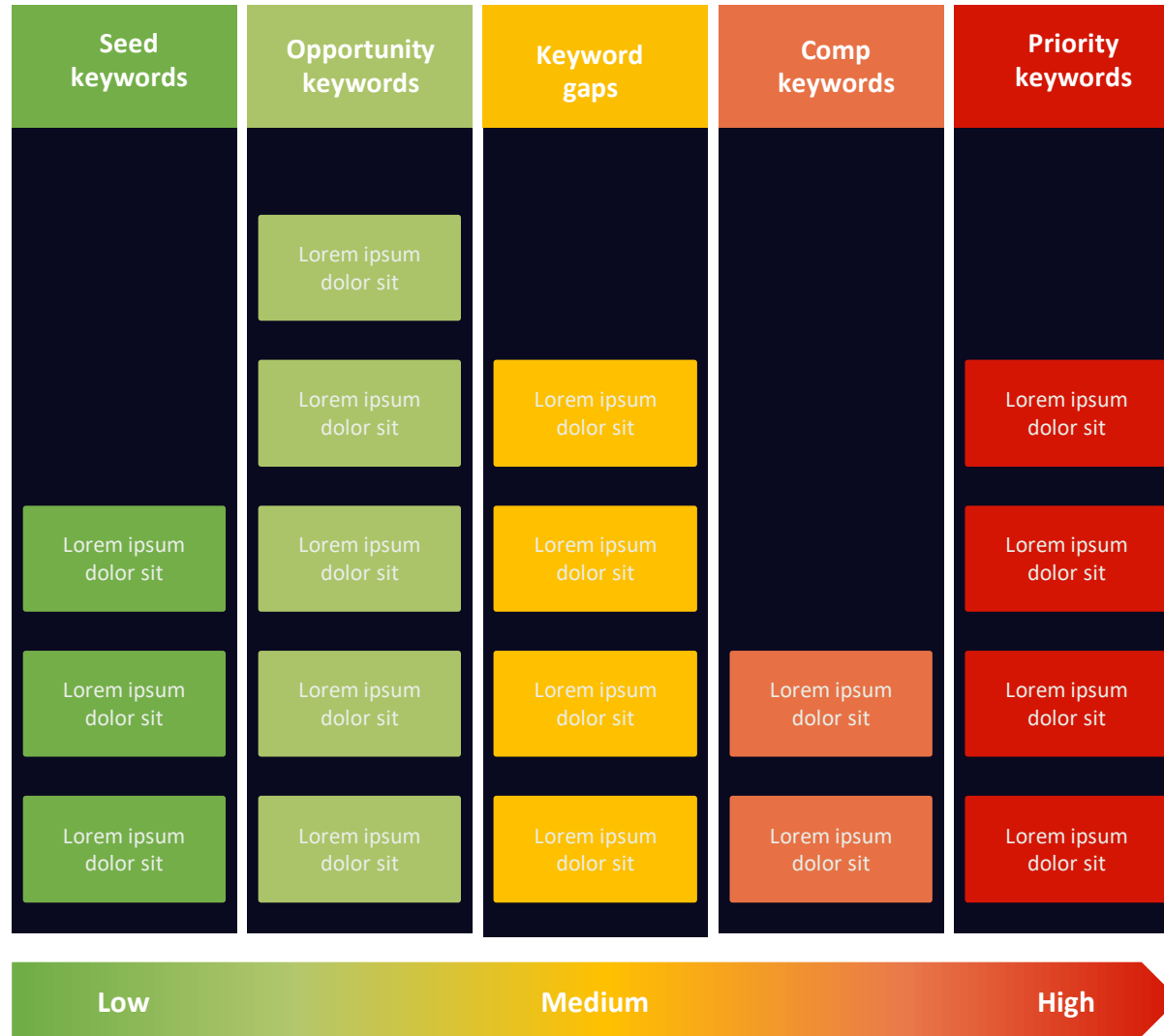


SEO audit

We believe in creating content that will elevate your SERP rankings.

We use 5-stage Keyword Analysis to discover your best SEO Opportunities, creating a SEO HEATMAP which will shape content topics and production

Our unique 5 stage methodology creates a hot list of Keywords you can actually rank for.



Categories

01

Seed Keywords – the main keywords already associated with your brand and products

02

Opportunity Keywords with low keyword difficulty that you are not ranking for

03

Keyword Gaps – keywords that you are not ranking for

04

Competitor Keywords- Keywords that your competitors are ranking for, but you are not

05

Your priority set of Keywords selected by high volume and low keyword difficulty

Messaging

THE ROOF: Positioning statement

A positioning statement is a short declaration that encapsulates your brand or product's unique value to your customers in relation to your competition. It is intended for internal use, to guide marketing and product decisions that affect customers' perception of the brand.

THE JOIST: What we offer

The proposition is the single-minded statement that sums up what the brand/product promises to deliver to its consumers.

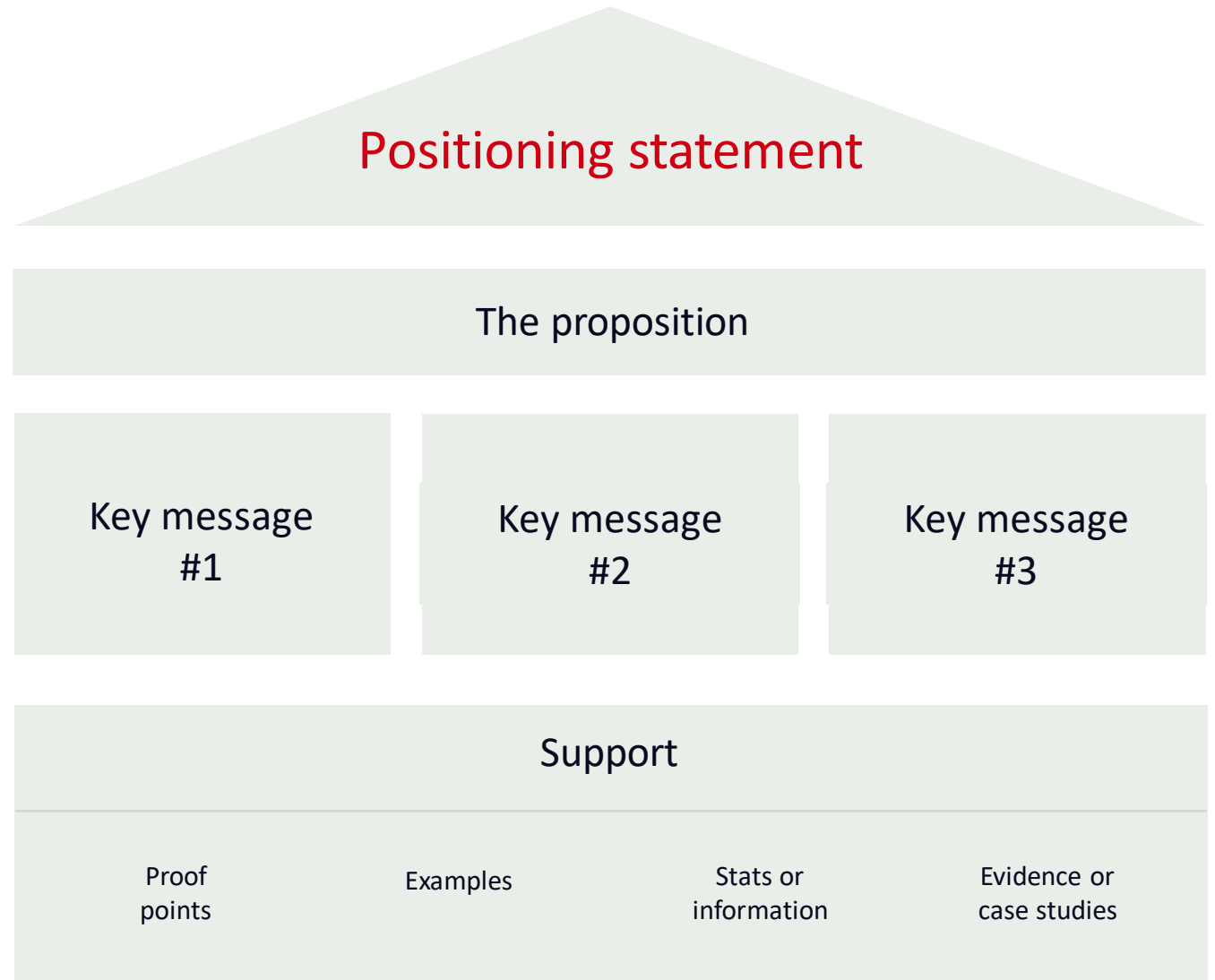
THE WALLS: Brand pillars

The core messages that support the roof – or brand promise that will be delivered to the market. These could be:

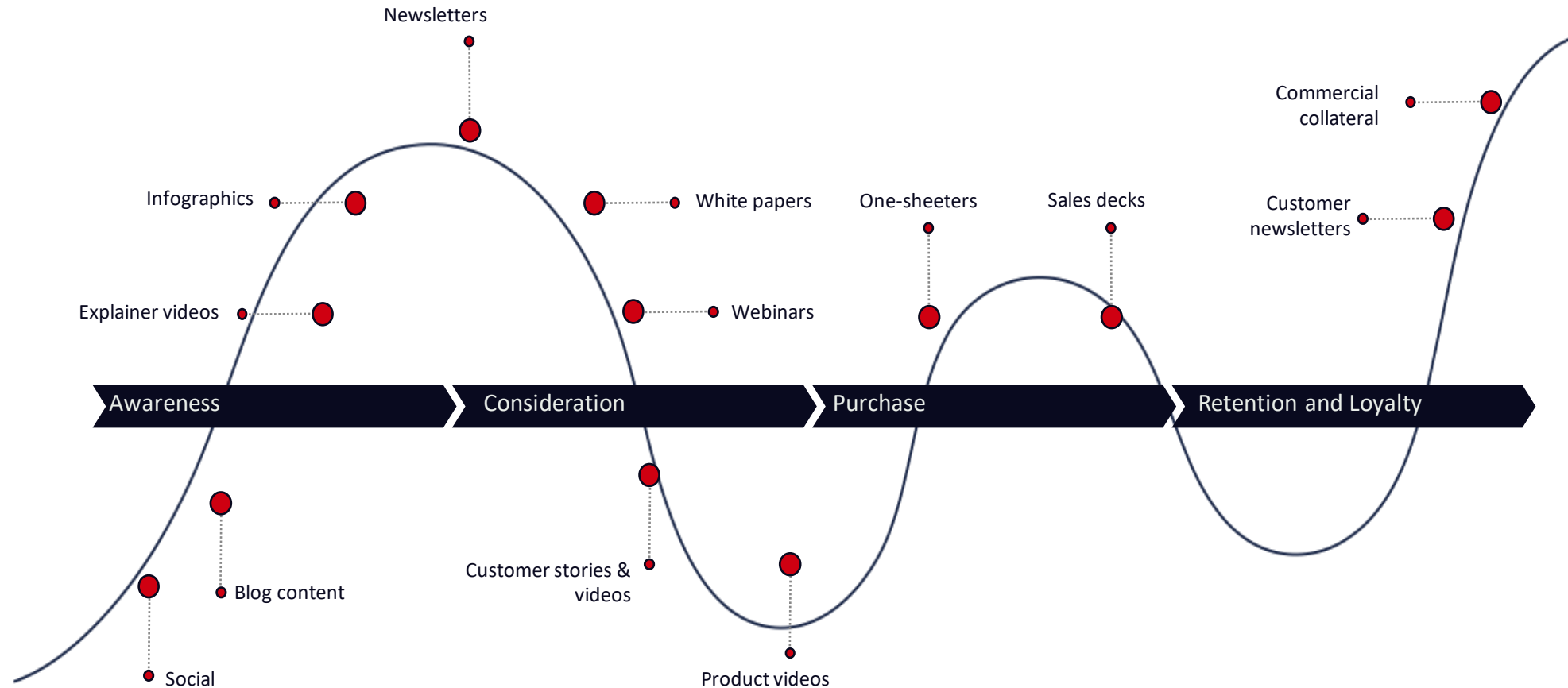
- *Distinct benefits or value*
- *How does it address audience pain points/needs/interests*
- *Call to action*

THE FOUNDATIONS: Proof points

The facts, evidence, product features or brand proof points that give the target audience a reason to believe in your key messages and ultimately your proposition. The house will fall down without these!



Map assets for each stage of the customer journey

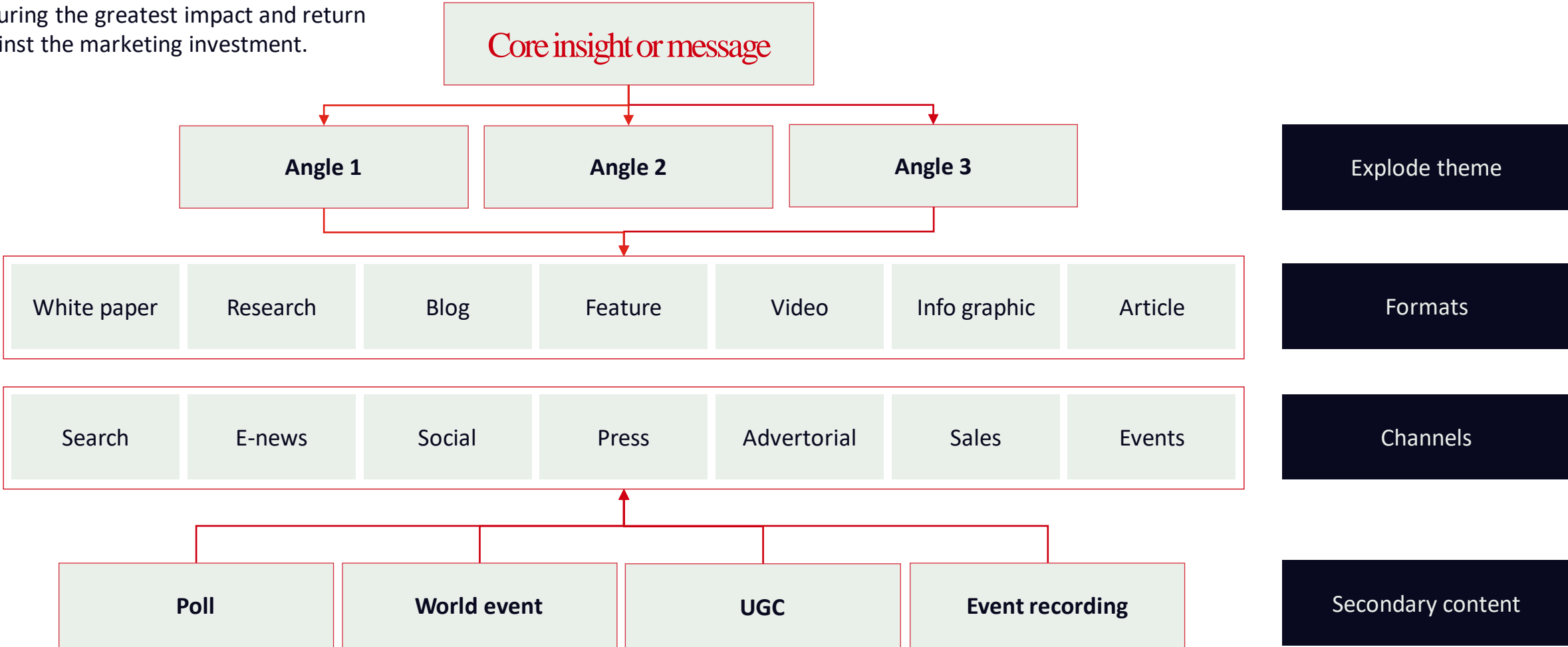


Implement
efficiently



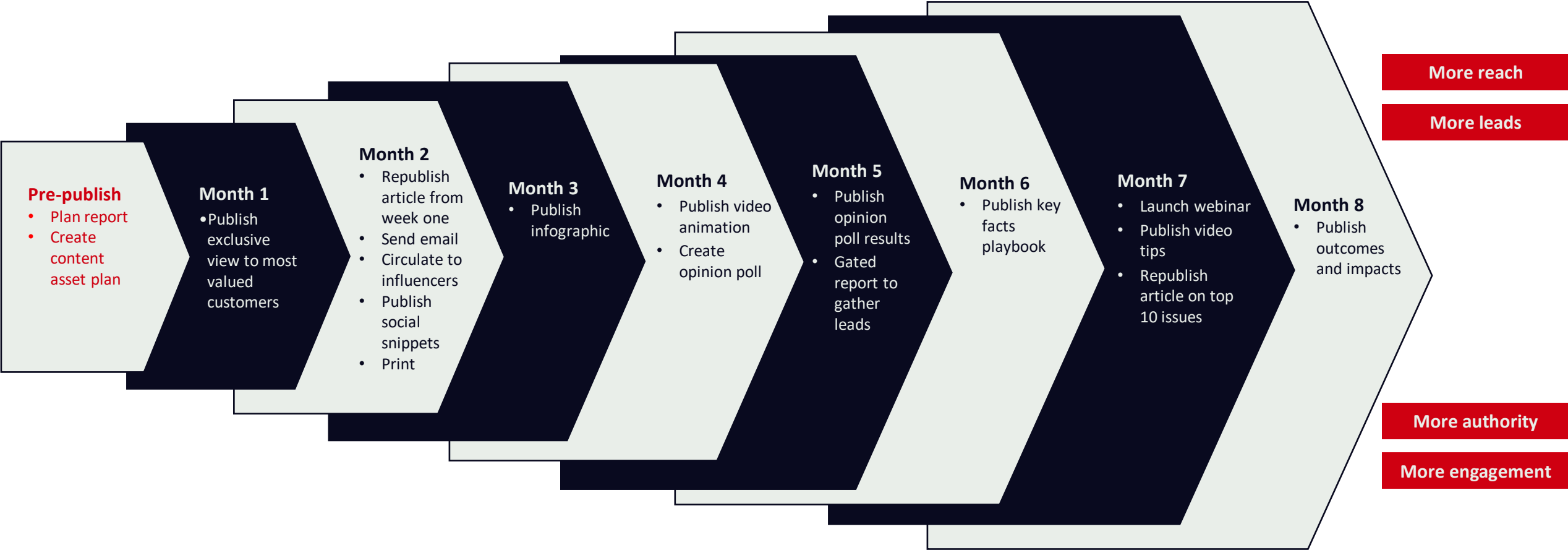
Extracting insight

We work to maximise the reach and versatility of the content we produce, ensuring the greatest impact and return against the marketing investment.



Extracting long-term value

We get the most out of every piece of content by publishing and promoting it across multiple channels. This drives more asset value and provides a more powerful performance.



Making content visible – Content calendar

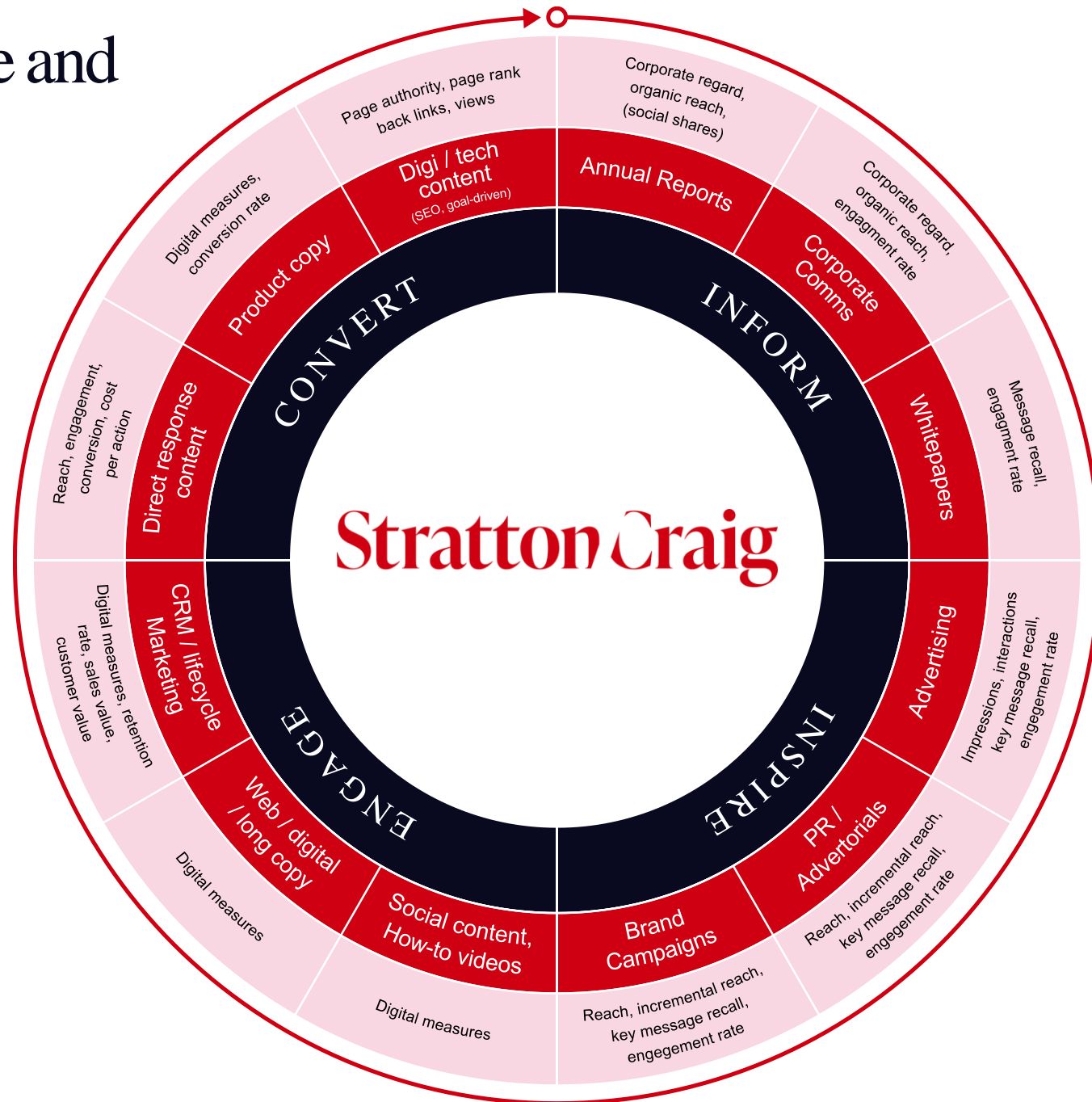
DATE	EVENT	CHANNEL/TYPE OF CONTENT	PERSON IN GHARGE	PUBLISHED	SCHEDULED	TOPIC	CONTENT / LINK	MORE INFO
FEBRUARY								
Mon, Jan 30	Team day	LinkedIn Instagram Facebook	Helen	X	X	Pictures from the team day		
WEEK 6								
Wed, Feb 1		Blog post	Mike	X		Email Marketing Tool Comprasion	https://www.lianatech.com/resources/blog/example.html	Based on webinar
Thu, Feb 2		Press release/ LianaPress	Anna			Q3 Growth	epress.com/pressrelease	
		Newsletter	Anna		X			
Fri, Feb 3		LinkedIn Facebook Twitter	Mike			Email Marketing Tool Comprasion	Link to the article: https://www.lianatech.com/resources/blog/example.html	
	Recruitment ad	LinkedIn Facebook	Helen			Join LianaCrew	https://www.lianatech.com/resources/careers/open-positions.html	
	Party	Instagram	Helen			Photos from the party		
WEEK 7								
Mon, Feb 13		Blog post	Mike		X	SEO Basics: Where to start?	https://www.lianatech.com/resources/blog/example.html	
Tue, Feb 14	Webinar ad	LinkedIn Facebook	Helen			Register to our webinar	events.lianatech.com/	
	Valentine's Day	LinkedIn Facebook Twitter Instagram	Mike		X	Which of these marketers would be your valentine?		
Fri, Feb 17	Webinar	Youtube	Tom			Boost your event communication	https://www.youtube.com/watch?v=UYk3cPMp8Iq	Guest speaker



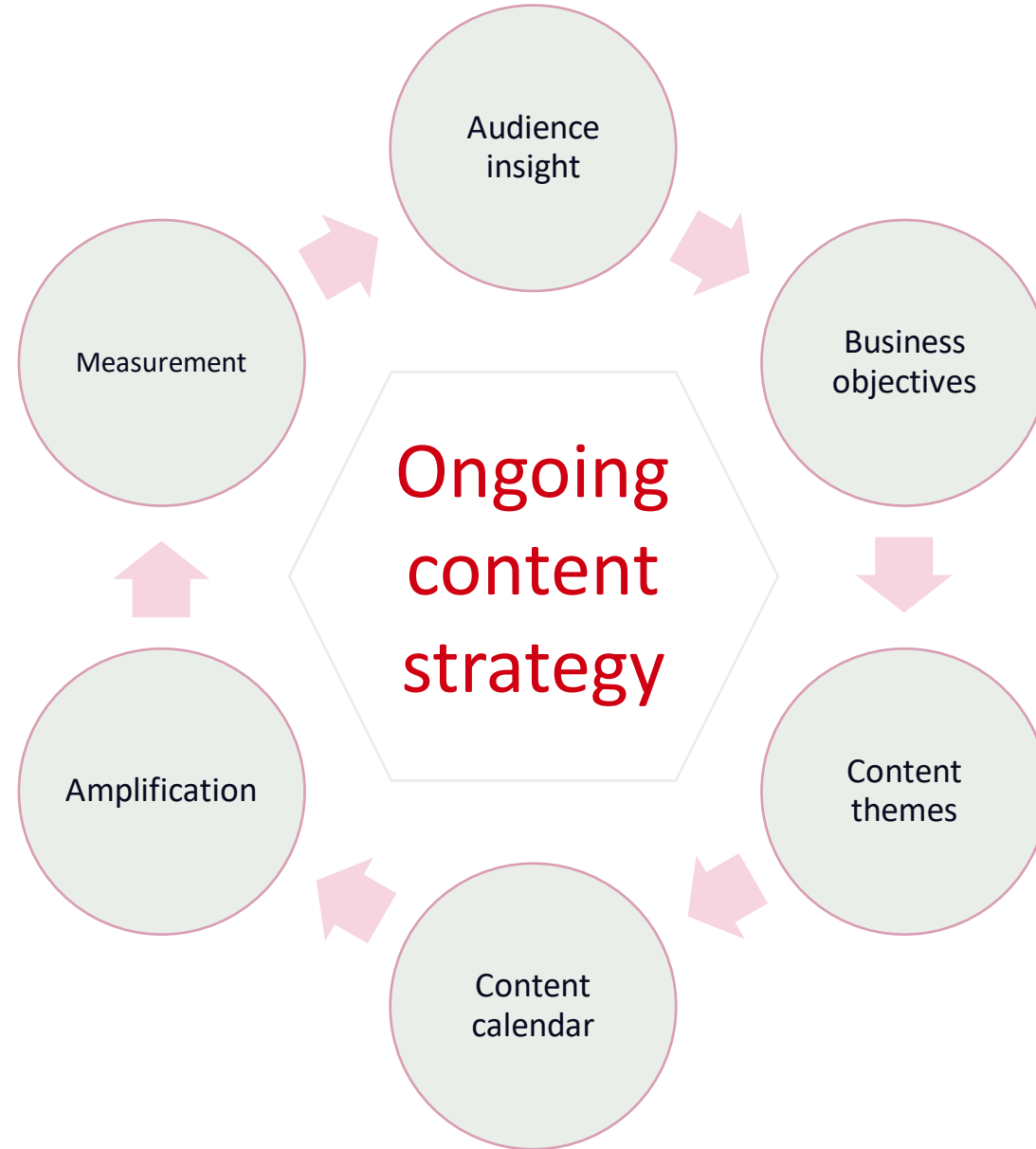
Measure effectiveness



Clarity of purpose and measurement



Creating a valuable feedback loop



Maximising impact



Addressing key challenges

/ Ensure alignment

/ Implement efficiently

/ Focus on your audience

/ Measure effectiveness

How to maximise impact and effectiveness:

- / Apply strategy at every stage, not just at the outset
- / Regularly sense check your approach to stay abreast of a fast-changing landscape
- / Get support from experts with a fresh perspective

Questions



How can we help you win with words?

Get in touch at win@strattoncraig.co.uk

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