

A Metia best practice guide

# Be a content marketing rockstar

Use data to create content that delivers clear business results



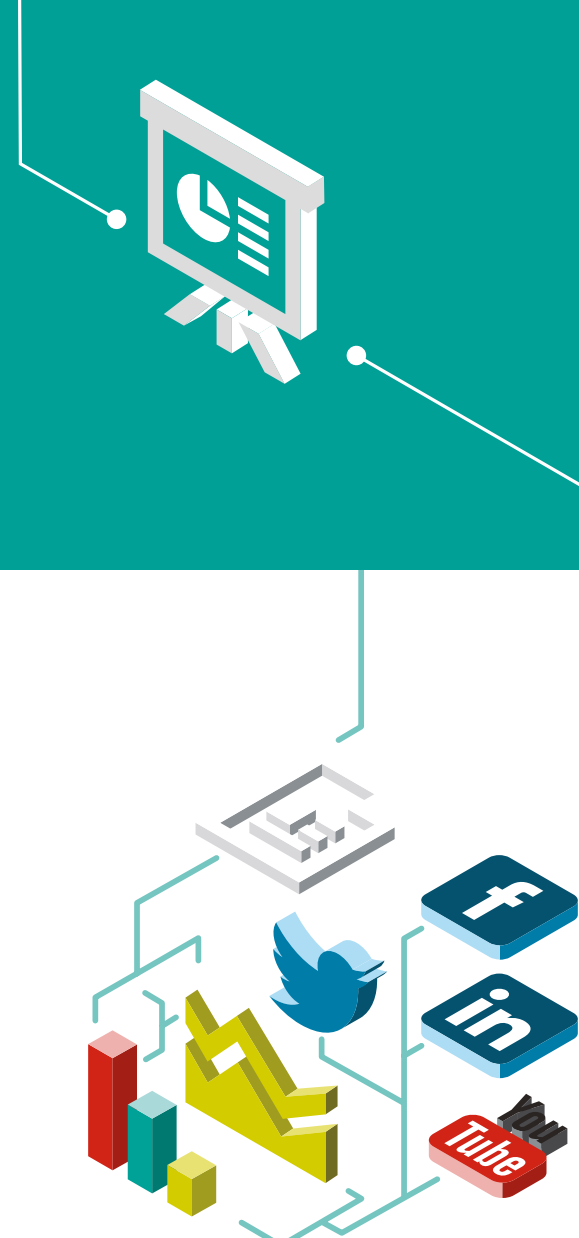
**metia**

# Introduction

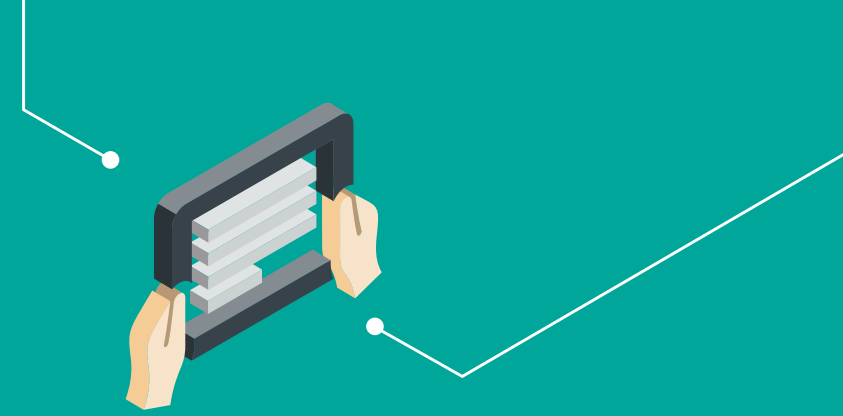
Everyone seems to be busy producing content to create demand. However limited effort is invested in understanding if the content is delivering on a defined commercial objective and will actually resonate with the interests of the target audience.

So, it's not a surprise that the commercial impact these content campaigns have can be disappointing or worse still, unclear. It doesn't have to be this way.

Misia Tramp, VP CX Strategy and Insights, Metia has these six tips to improve the effectiveness of your content.



# 1



## Know your audience

Go beyond limited demographic descriptions or personas and look at the hard data. A wealth of data is readily available today, as well as tools like Metia's own Content Resonance System\*, to interpret it. Create a detailed picture of the people your content is designed to influence.

- Understand what problems they need to solve and the forms of content they love to consume and share.
- Be clear where they go for answers, the questions they have and the language they use to describe their needs.
- Understand what your customers want to hear from you.



\* See page 10

# 2



## Use audience data

Define your content themes before you start to create anything. Content fails when it starts with what the brand wants to say and not what the customer wants to hear.

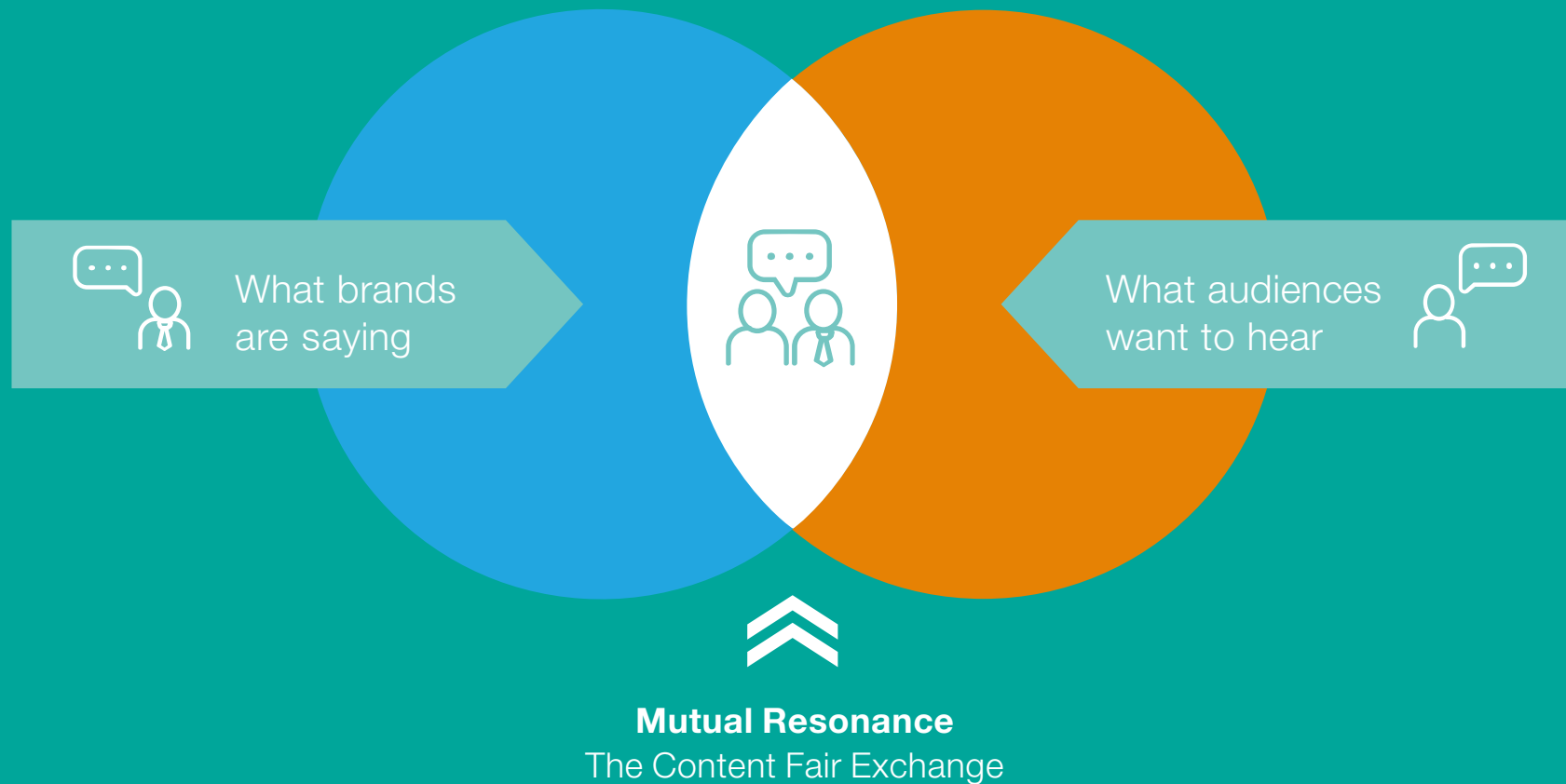
There is no fair exchange of value. If you are clear what your audience wants, you will find the common ground that is key to a successful conversation – we call this mutual resonance.

**“Businesses focus on what they want to say rather than what customers want/need to hear.”**

**Misia Tramp,  
VP CX Strategy and Insights, Metia**

# The focus of the analysis

Exploring the overlap between brand and audience priorities



# 3

## Think carefully about content delivery

Form matters. Written. Video. Short and long form. Infographics. Then there is when and where? Which channel is right for which audience? When do you release it – where is your audience located, what time works best and for what content form?

There is plenty of freely available advice to guide you from social platforms and other experts. Match this with your custom data on the consumption patterns of your target audience to create a Content Blueprint.

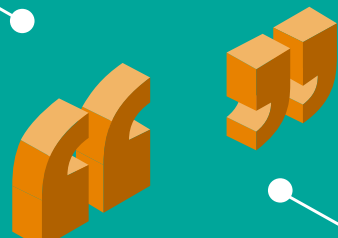


# 4

## Talk to the tribe they belong to

A lot has been written about the role of trust in content marketing and it explains why shares from third parties are so important. Tribes are also critical. To resonate, content must be relevant to the audience's community too.

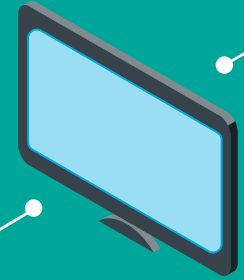
That means it must be specific to their geography, their profession and their personal priorities. It needs to talk their language. Get it right and people will want to share your content.



**“People have a preferred way to learn and this is reflected in which content they like – we learn by listening, seeing, reading and doing. Ensure you have all the bases covered.”**

**Misia Tramp,  
VP CX Strategy and Insights, Metia**

# 5



## Identify what type of content you have

People see content three ways:

- What they should consume,
- What they need to consume,
- And what they want to consume.

They will invest most time in content that makes them stand out from their peers and makes them more successful.

All too often companies invest all their time on content they believe the audience should, or needs to know.

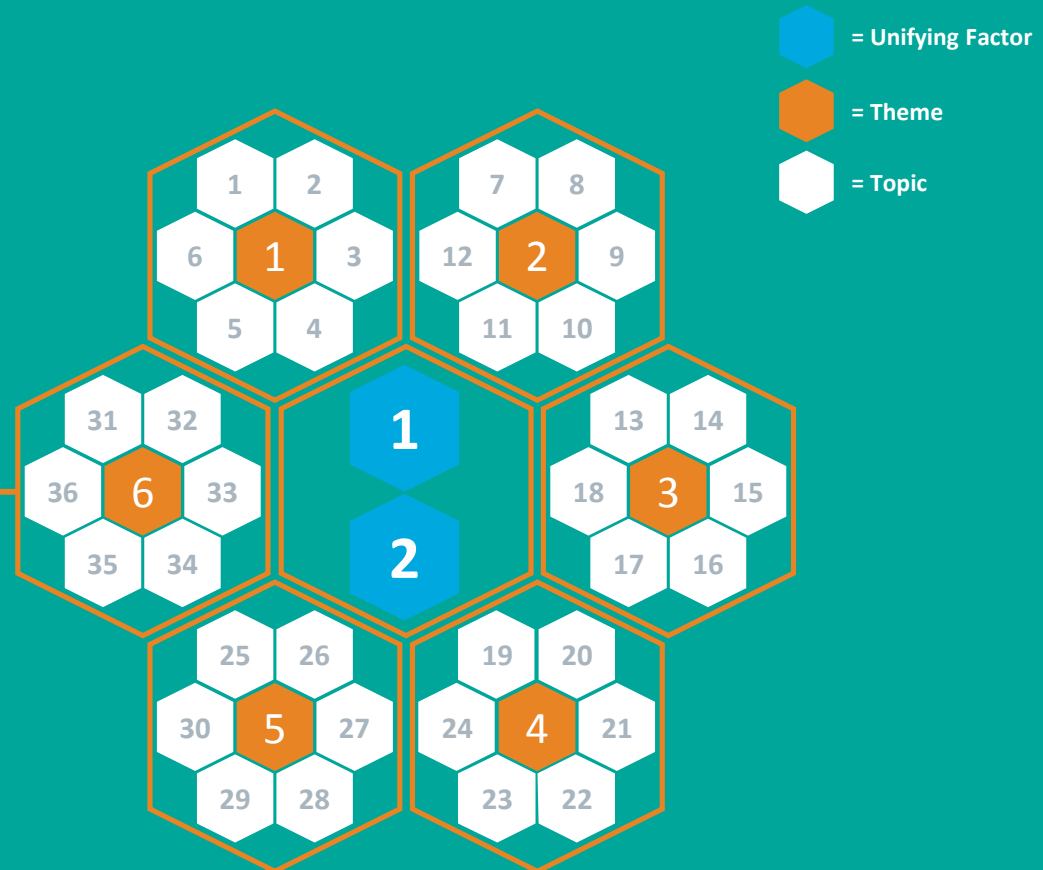
This content needs to be short and fast to consume for success. Free up time and resources to deliver more of the content your audience want to see and would like to share.



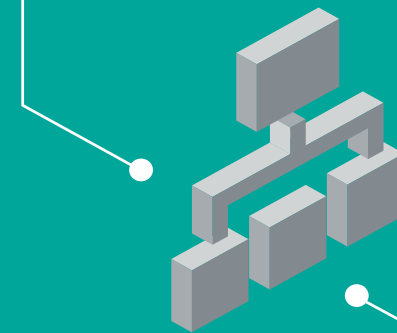
# Key Content Archetypes

Using data from internal and external sources, Metia creates Content Archetypes to ensure content has the right themes, tone of voice and narrative to best engage your audience.

| Theme 6  | Content required   | Channel  |
|----------|--|--|
| Topic 31 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Blog</li> </ul>   |
| Topic 32 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Blog</li> <li>• Web</li> </ul>  |
| Topic 33 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Web</li> <li>• Blog</li> <li>• Amplified in twitter/Facebook</li> </ul>             |
| Topic 34 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Web</li> <li>• Blog</li> <li>• Amplified in twitter/Facebook</li> </ul>             |
| Topic 35 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Web</li> <li>• Blog</li> <li>• Amplified in twitter/Facebook</li> </ul>             |
| Topic 36 | <ul style="list-style-type: none"> <li>• Key Themes</li> <li>• Tone of voice</li> <li>• Narrative</li> </ul> | <ul style="list-style-type: none"> <li>• Amplified in twitter/Facebook</li> <li>• Event presence for their events</li> </ul> |



# 6



## Trial. Track. Improve

Use audience data to see how your content works before investing too much in it. Learn how it resonates and adapt accordingly.

If you are going to use data to inform your choices of content themes and the forms it takes, make sure your assumptions are true in the real world too.

A/B test your content, messaging and calls to action to see what has the best result. If it worked for some targets you will have more confidence it will work for many.

# The Metia Content Resonance System



This is the data and statistical tool we use to measure the extent to which client content is resonating with audiences and how we help them optimize it for sharing. We use linguistic analysis to review the words that we find in both brand owned content and from the target audience itself.

We then use statistical techniques and data to create a Content Blueprint to identify the themes, stories and approach that matters to the target audience and the areas of cross-over with the objectives and messaging of the client.

**To find out more about how to make your content marketing more effective or the Metia Content Resonance System please contact:**

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