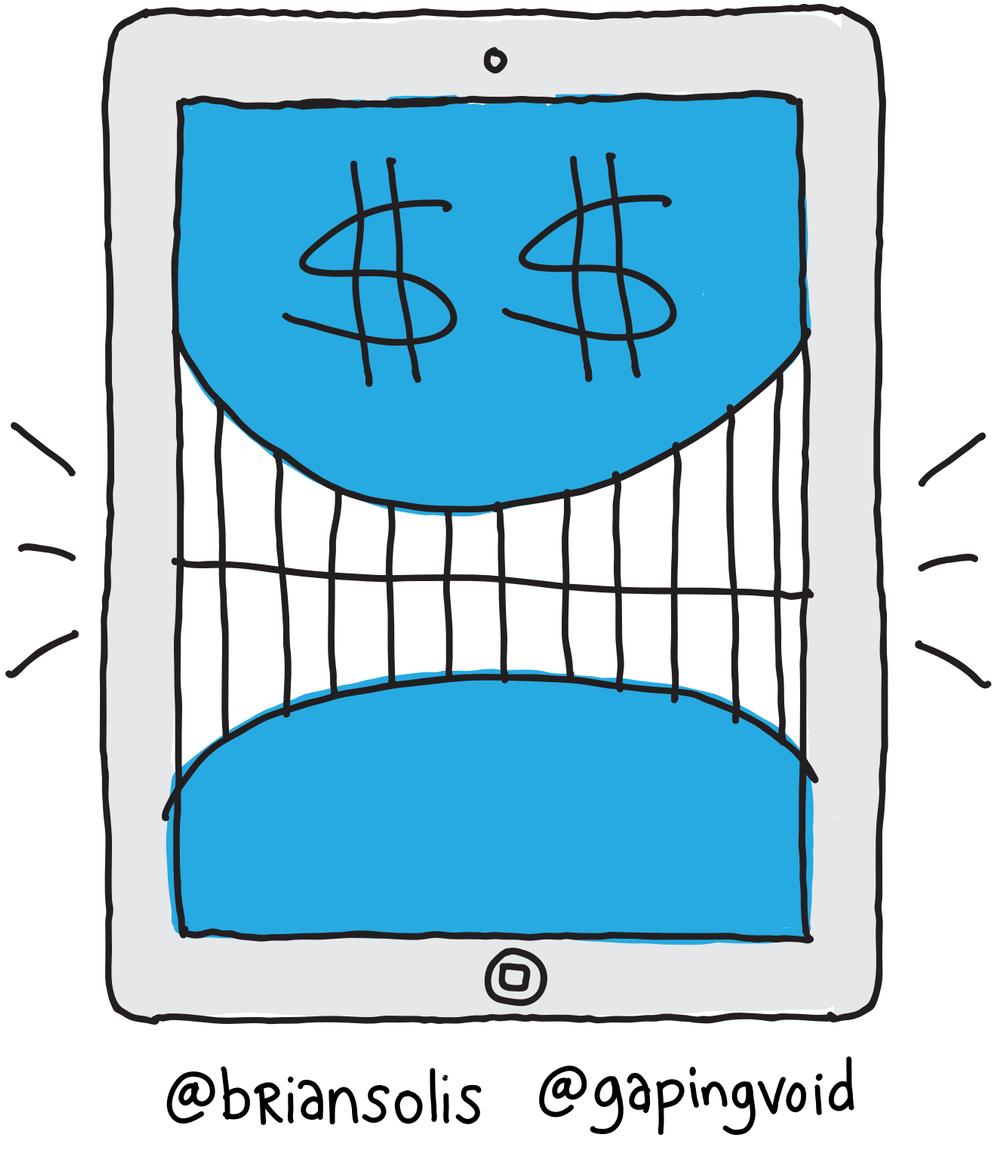
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Attention is a Currency

We earn it, we spend it, and sometimes we lose it. Why now is the time to invest in digital experiences that matter.

UK Edition

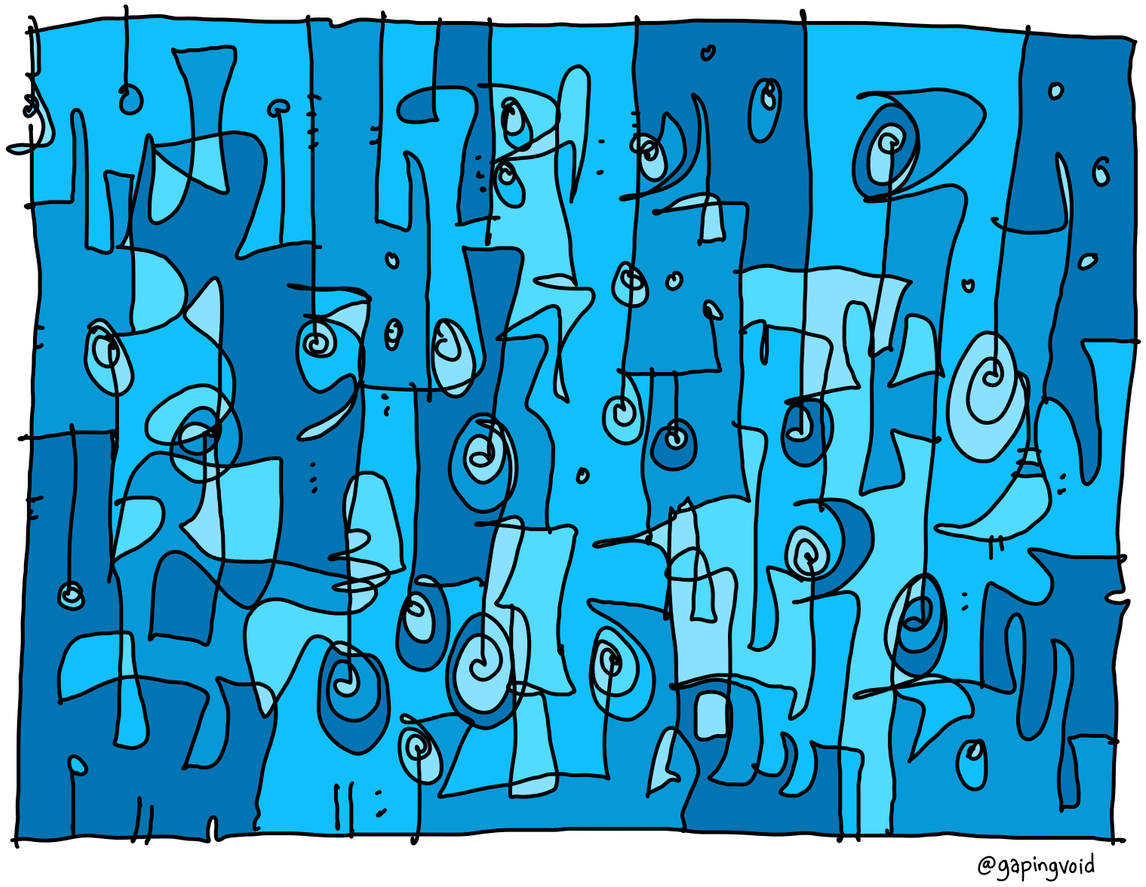
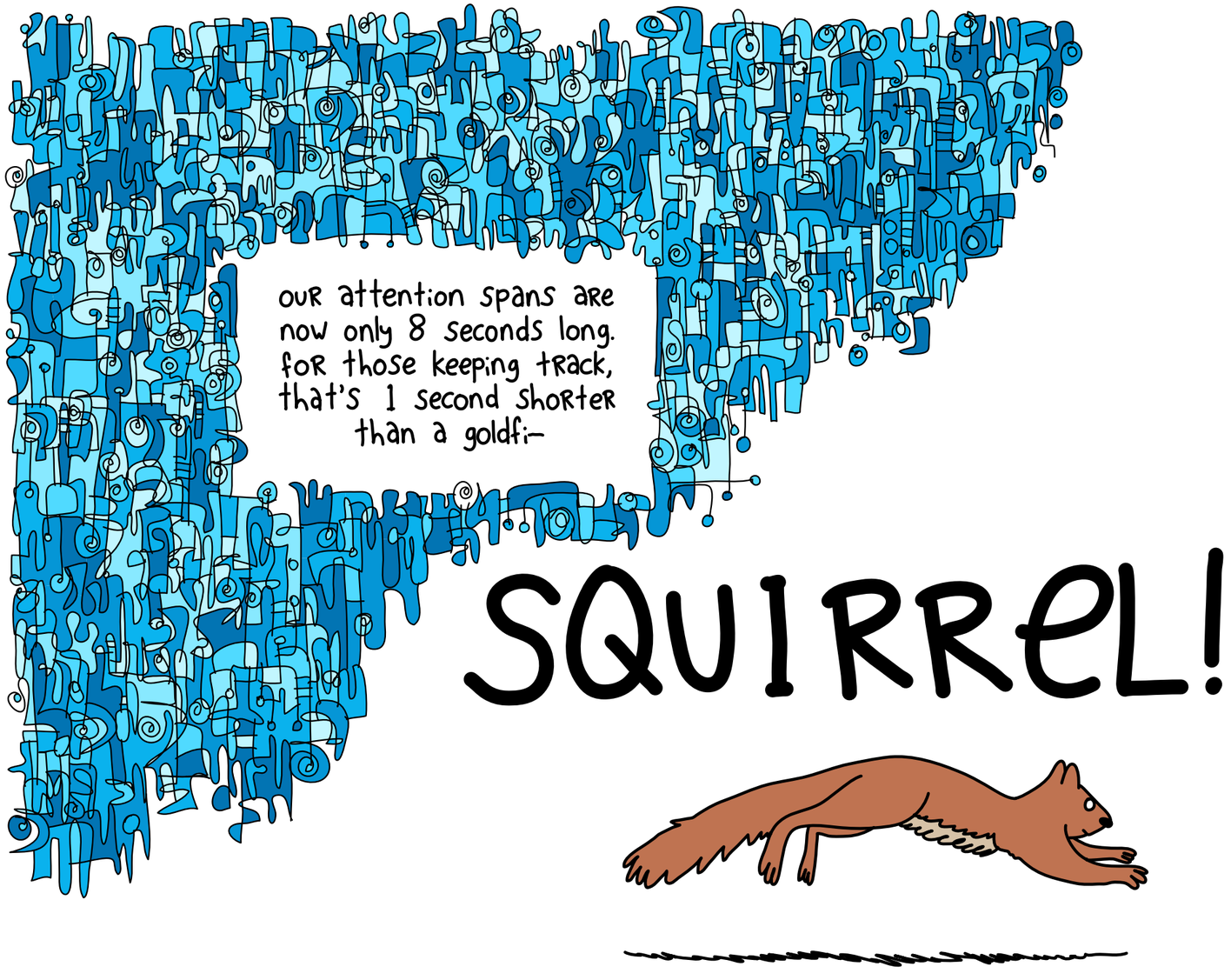


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The challenge with content marketing:

We think of our work as just “content”.

We think of “marketing” as the publishing of said content.

We don’t think about the human aspects of engagement.

May we have your attention please?

Did you know that nearly two-thirds of UK professionals get their news on Twitter and Facebook?

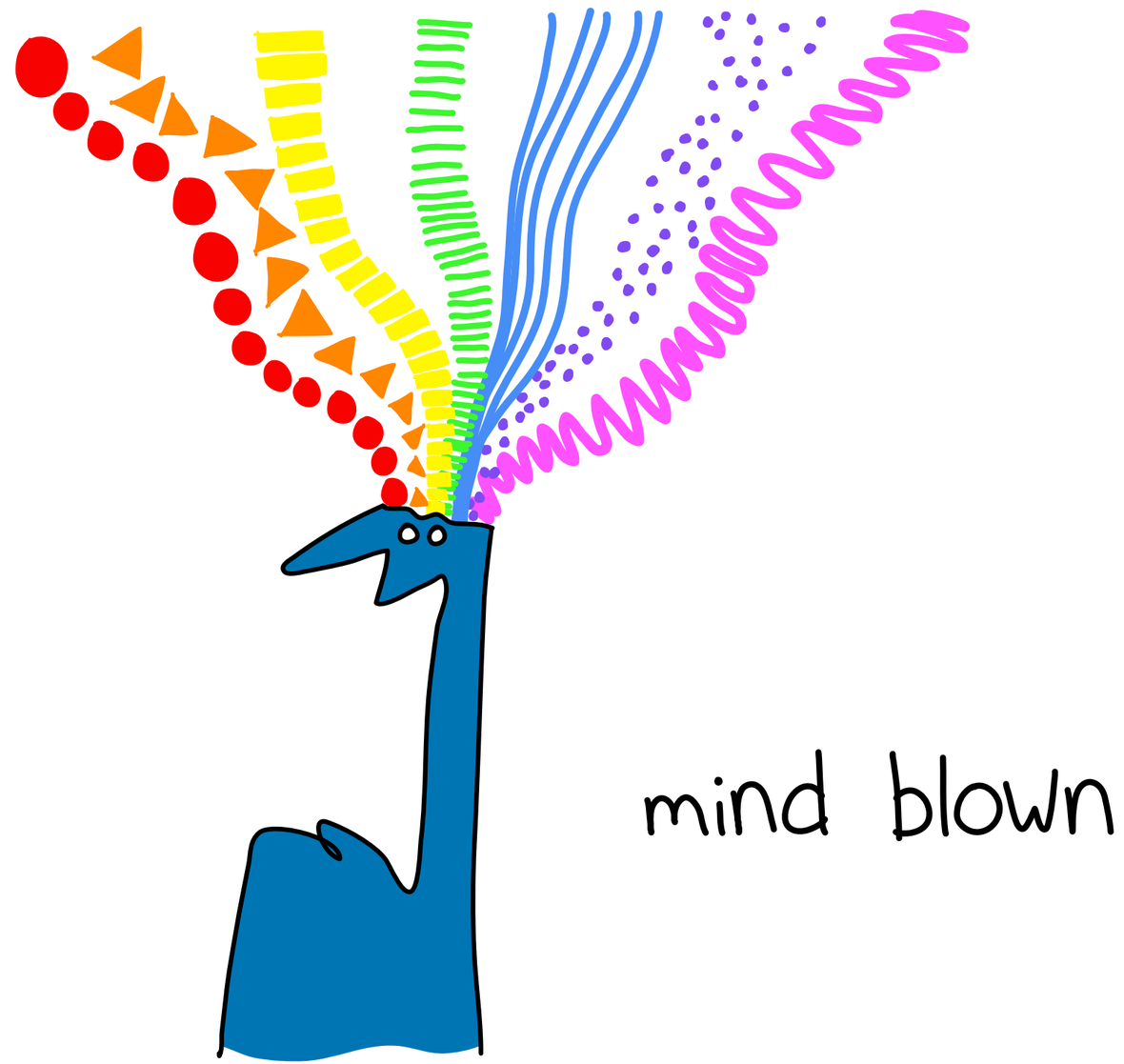
In the last 30 years, mankind has produced more information than in the previous 5,000. At the same time, attention spans are down to 8 seconds and falling.

We suffer from information overload like everyone else.

The flow of information is only accelerating while attention spans are struggling to stay focused on everything that happens every second of every day.

Algorithms are busy filtering, re-organising and presenting information to us…our way. If anything, when it works, I'm more addicted rather than soothed. But that's the point.

It's more than news though. It's all the memes, animated GIFs, updates, events, questions, conversations and every other digital snack that feeds our hunger for stuff. And we can't stop eating.



“If thou remember’st not the slightest folly that ever love did make thee run into,Thou hast not loved.”

Shakespeare, As You Like It

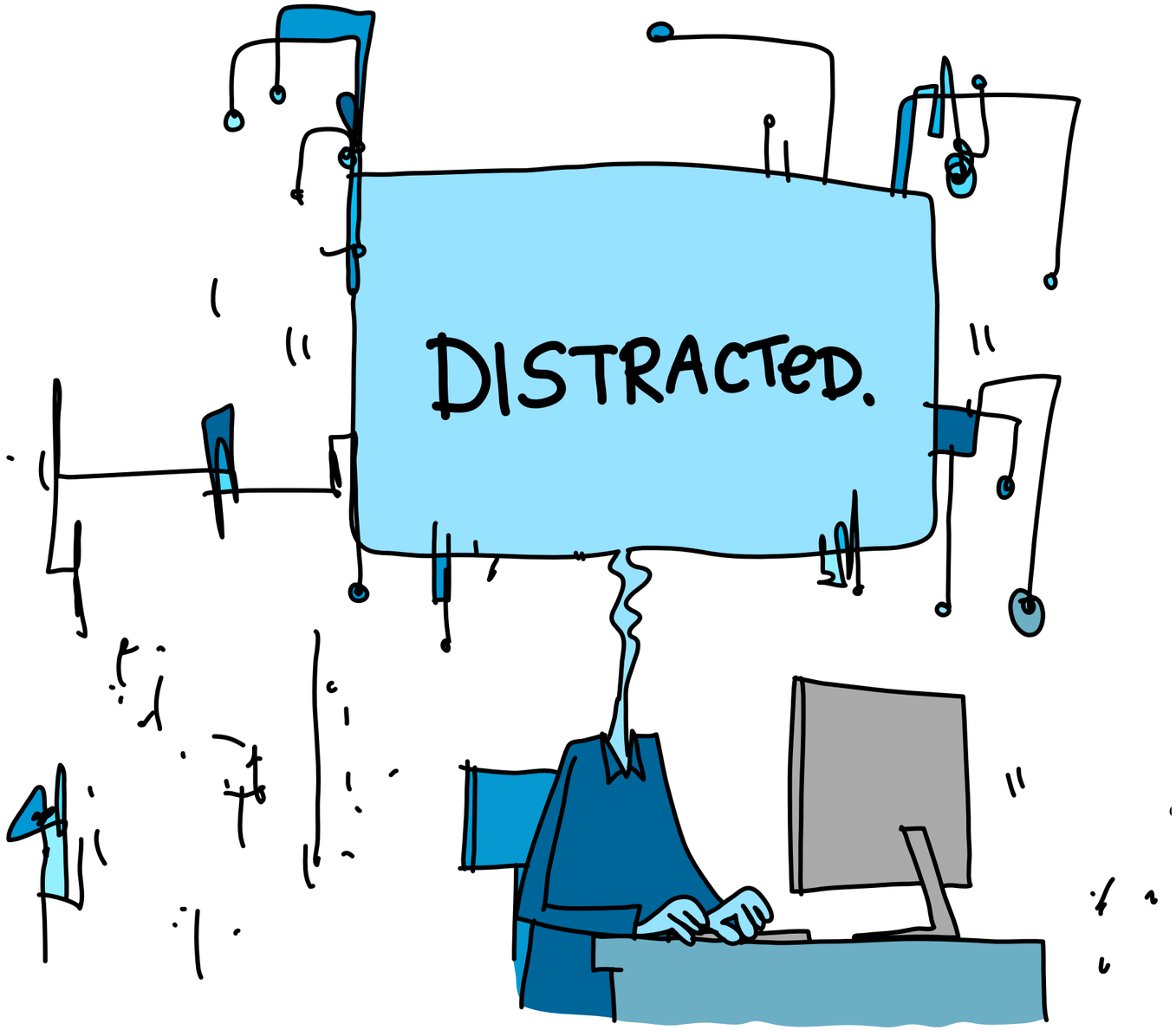
How many times did you have to read that quote? Did you gloss over it? Did you even take a moment to really understand it?

If you can’t recall any foolish, reckless or crazy behavior while being in love, then perhaps you were never really in love to begin with. That’s the basis for a relationship. It makes you do new and special things.

While this is a beautiful example of prose, it’s still difficult to read and grasp at first glance. So, what happens in a world where you may or may not get that one glance?

This is the challenge marketers face with digital engagement.





To solve for it takes mindfulness.

This moment, right now, is important.

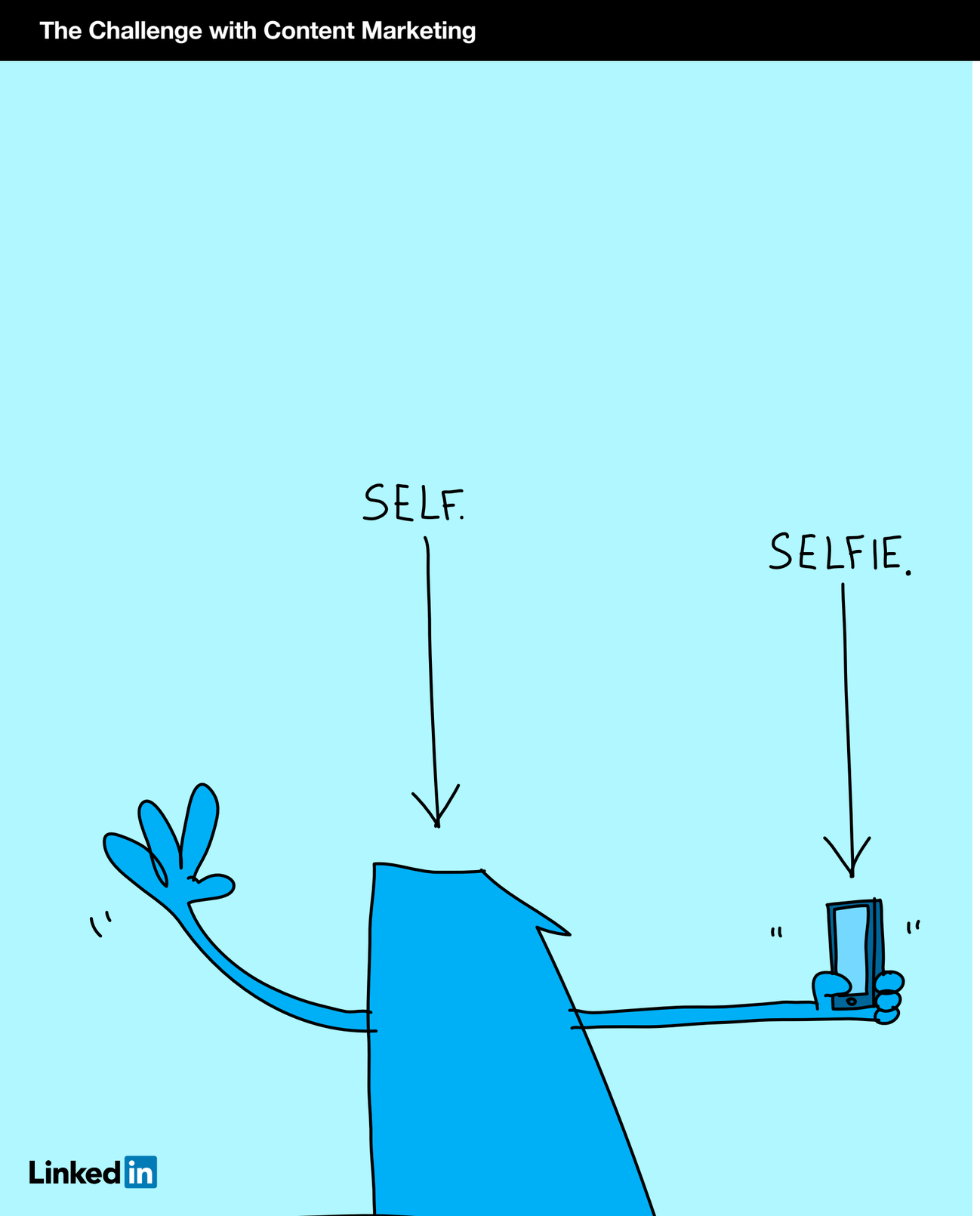
Every word. Every image. Everything is thoughtful.

We're here together to learn something… to do something.

What was it?

Attention is after all a currency.

We earn it. We spend it. We value it.



What this means for marketing:

Every message has to be clear. Concise.

A well-made Tweet is an art form. To get a retweet means you have to make a connection. It has to talk to and through someone.

To stand out from the swell, we must quietly say only what is important. Briefly and with care.

Make it the one post that converts or is remembered.

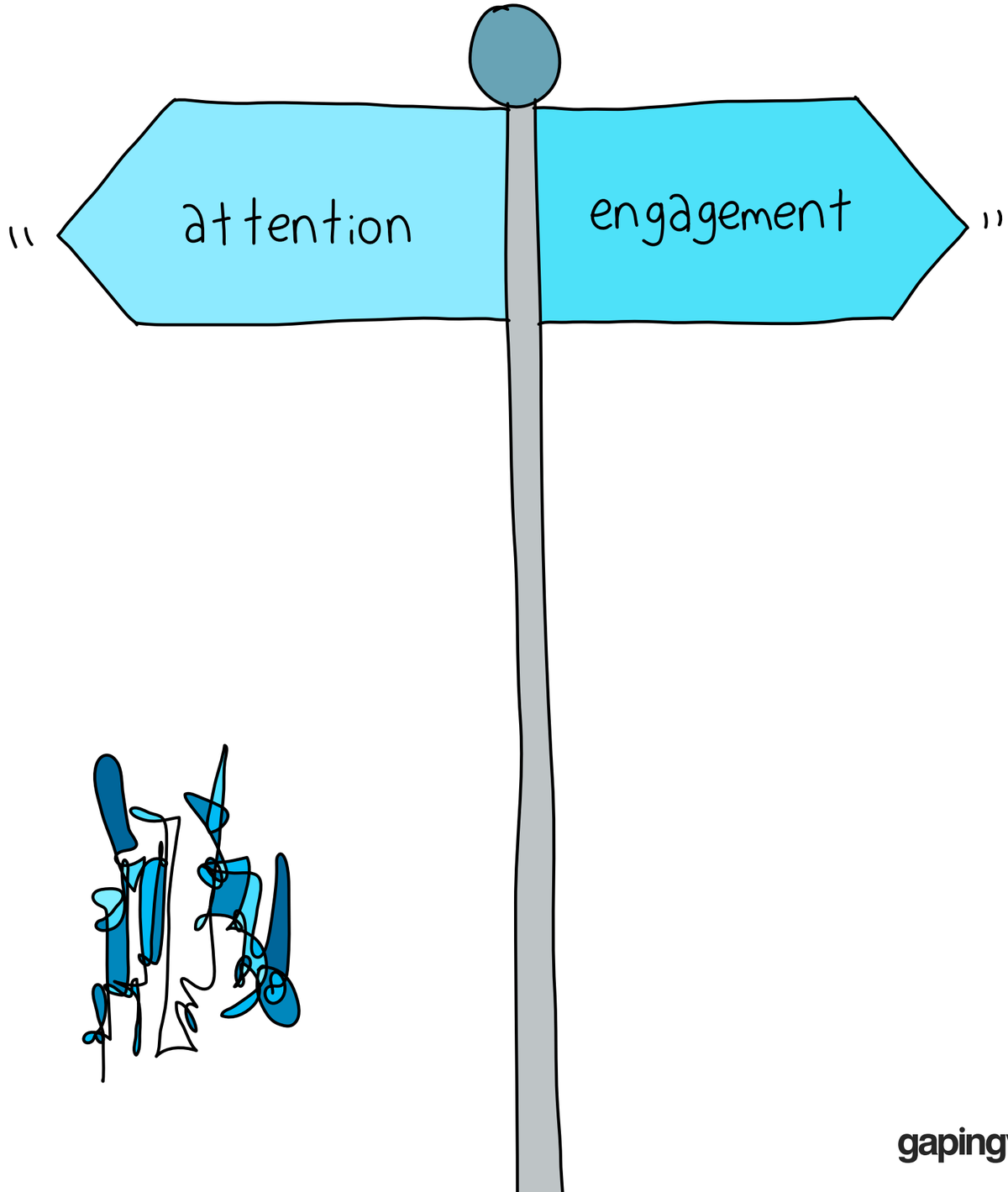
This is how you get heard.

We all assume that because consumers are consumers, they naturally consume everything we produce.

Attention is a gift. Content marketing is a tactic.

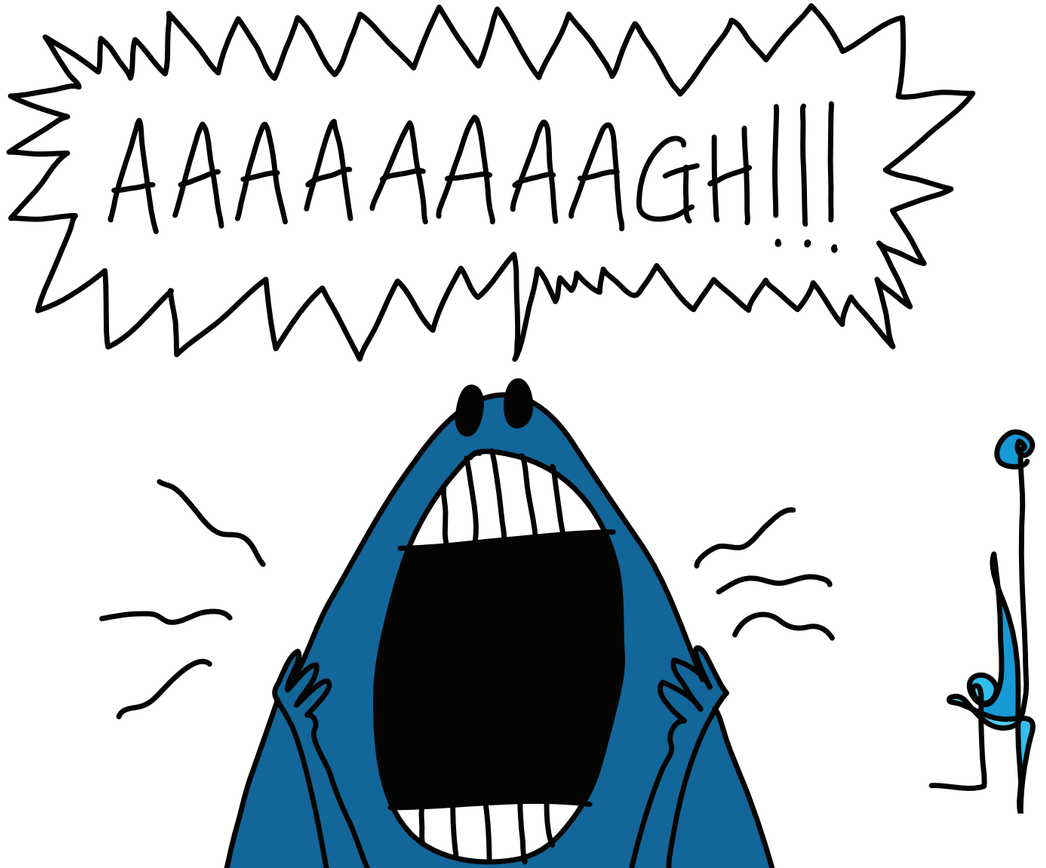
Content strategy is a means to an end. To what end are we working? And what does engagement look and feel like on the other side?

How do you and your consumers walk away from engagement with a feeling of satisfaction and value?



Did you know that 4.6 billion pieces of content are produced daily? Tweets / Videos / Whitepapers / Email / Listicles / Instagrams / Webinars / Vines / Infographics / Podcasts / eBooks / GIFs / Blogs / Memes

When everyone thinks their creativity is special, we drown in a sea of mediocrity.



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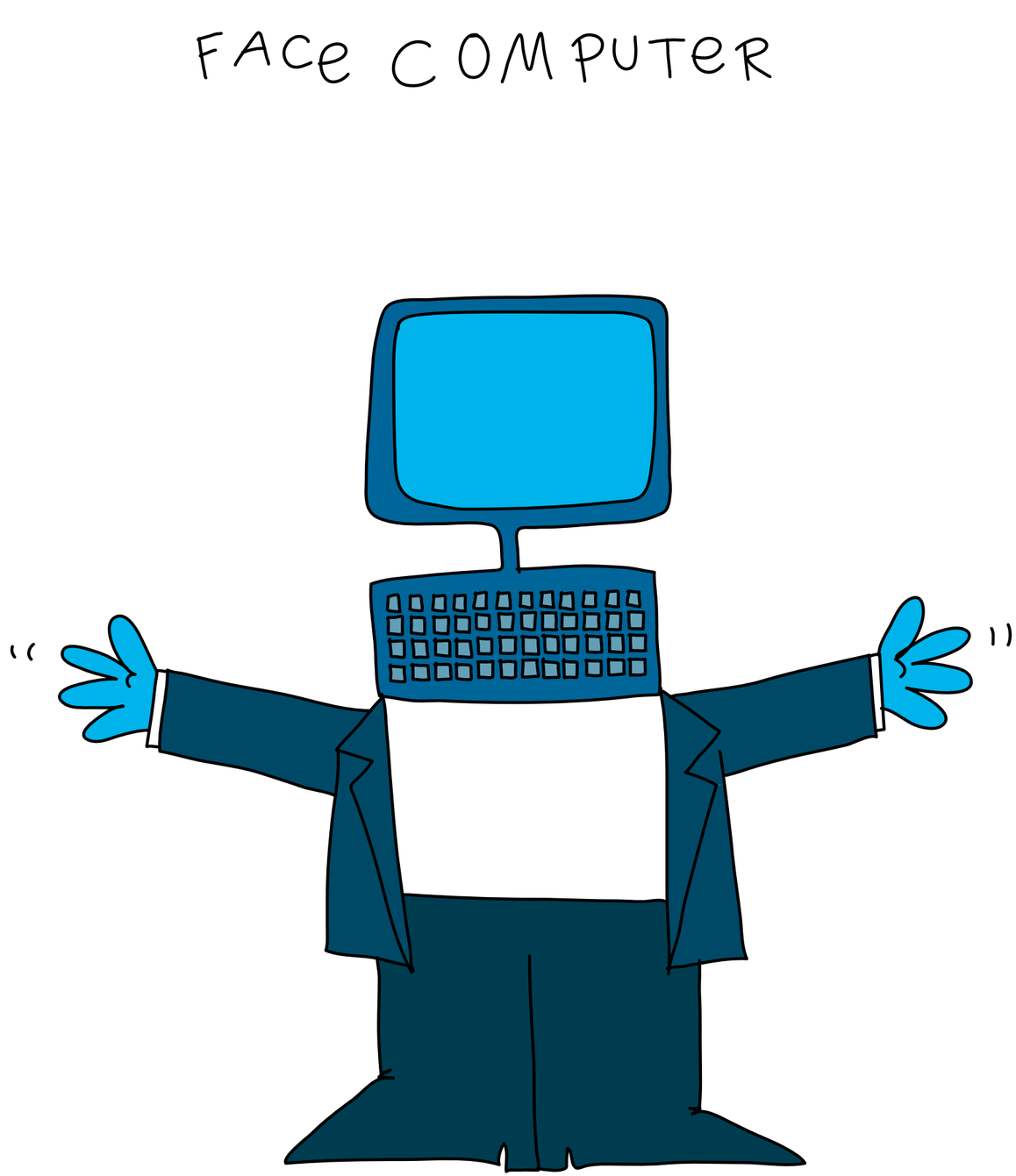
Stats help our cause to improve content and digital strategy overall.

So, while we're at it, did you know that we check our phones 110 times a day?

- Employees check email 30 times every hour.

- Social media has overtaken everything online as the #1 activity on the web.

- In 2 years, online video will make up 70% of consumer internet traffic.



Remarkable Content is the Answer

Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads.

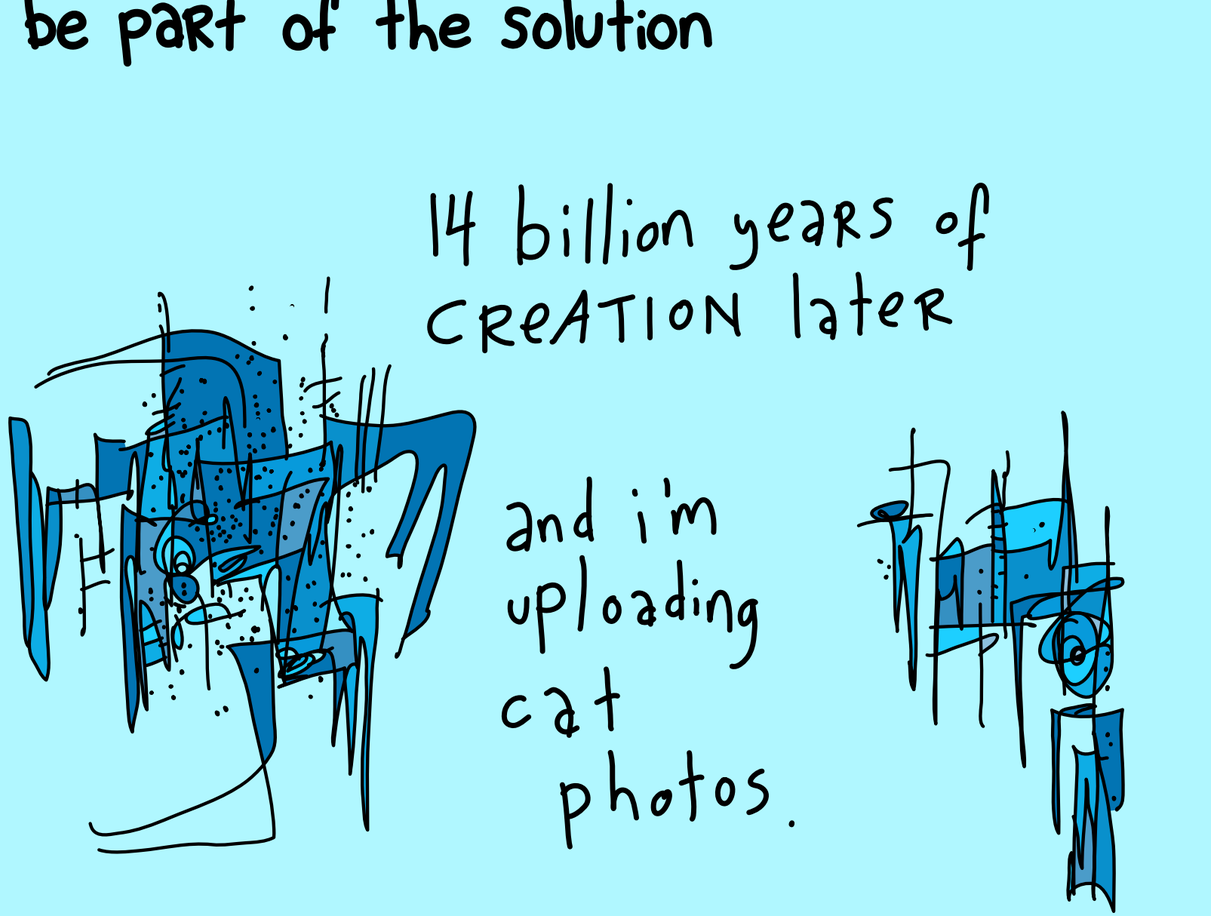
B2B companies that blog generate 67% more leads per month than those who do not blog.

The average return on an email marketing investment in the UK is £24.93 for every pound spent.

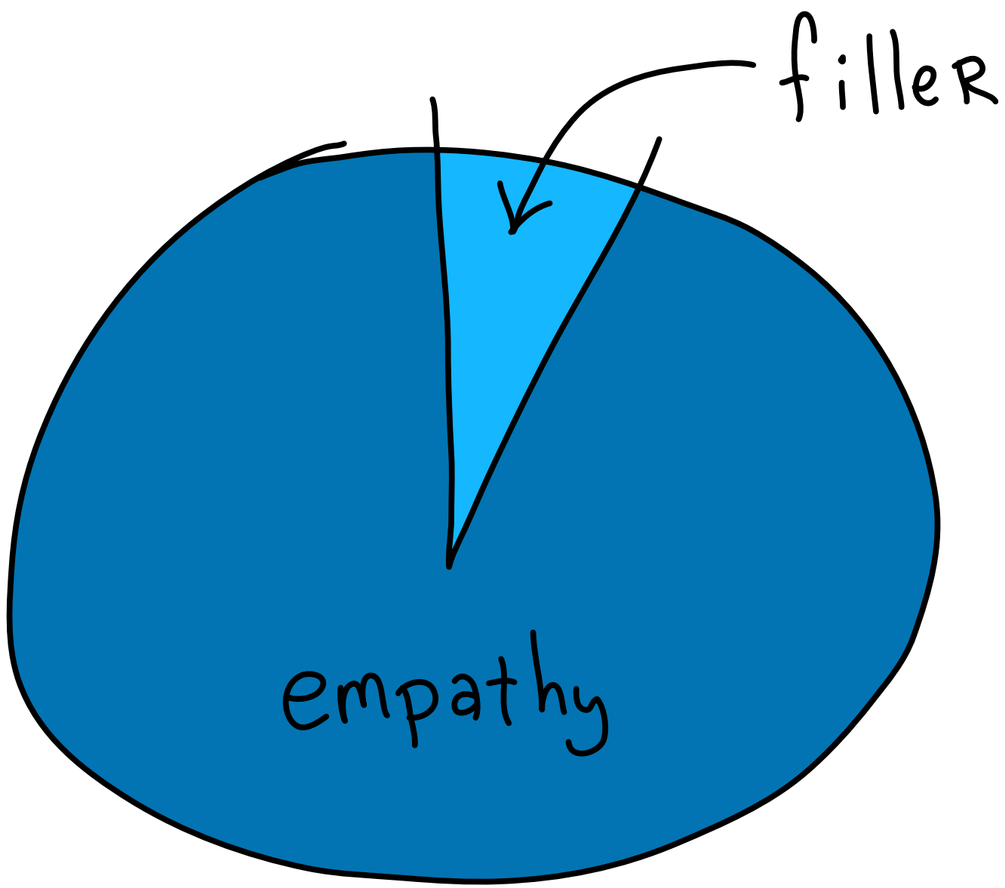
37% of marketers say blogs are the most valuable type of content marketing.

72% of marketers think that branded content is more effective than magazine advertisements. 69% say it's superior to direct mail and PR.

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So, what's the secret to success?

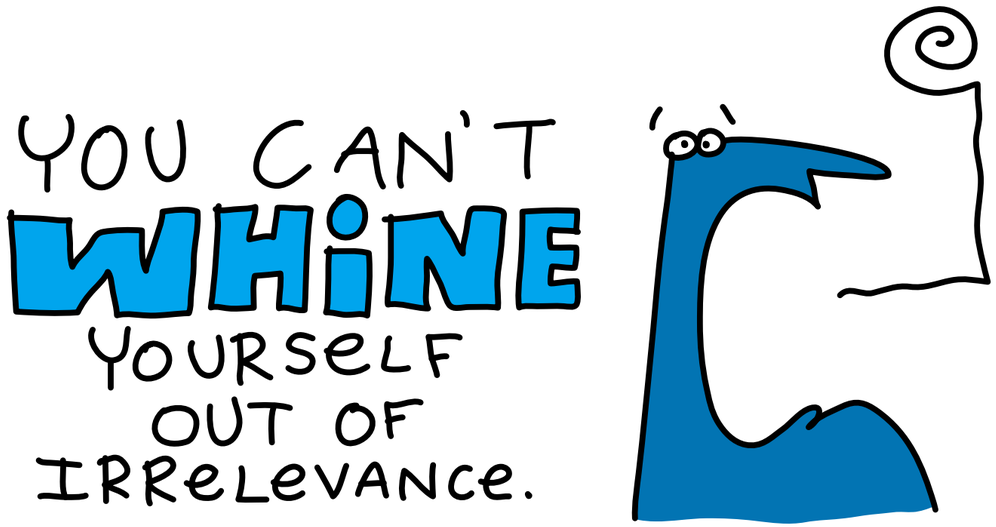
Content Strategy is practically a riddle wrapped in an enigma.

No one can tell you the secret to a viral video, infographic, Instagram, animated gif.

This is because nothing is truly viral until it goes viral.

The only secret to success is that you have to start with empathy. Understanding people, context, their state of mind and their aspirations and goals, inspires creativity and relevance. This is where true engagement connects.

Truth is, most consumers are vaccinated against mediocre content.



Rage Against Irrelevance

The world doesn't need more content, it needs more relevant content.

63% of consumers reported they may defect from brands due to irrelevant content.

Of that group, 41% would consider ending a brand relationship due to irrelevance and 22% already have.

"Great content needs pathological empathy."

Ann Handley

“If I had more time, I would have written a shorter letter.”

Blaise Pascal

I would have written you a shorter tweet if I had more time.

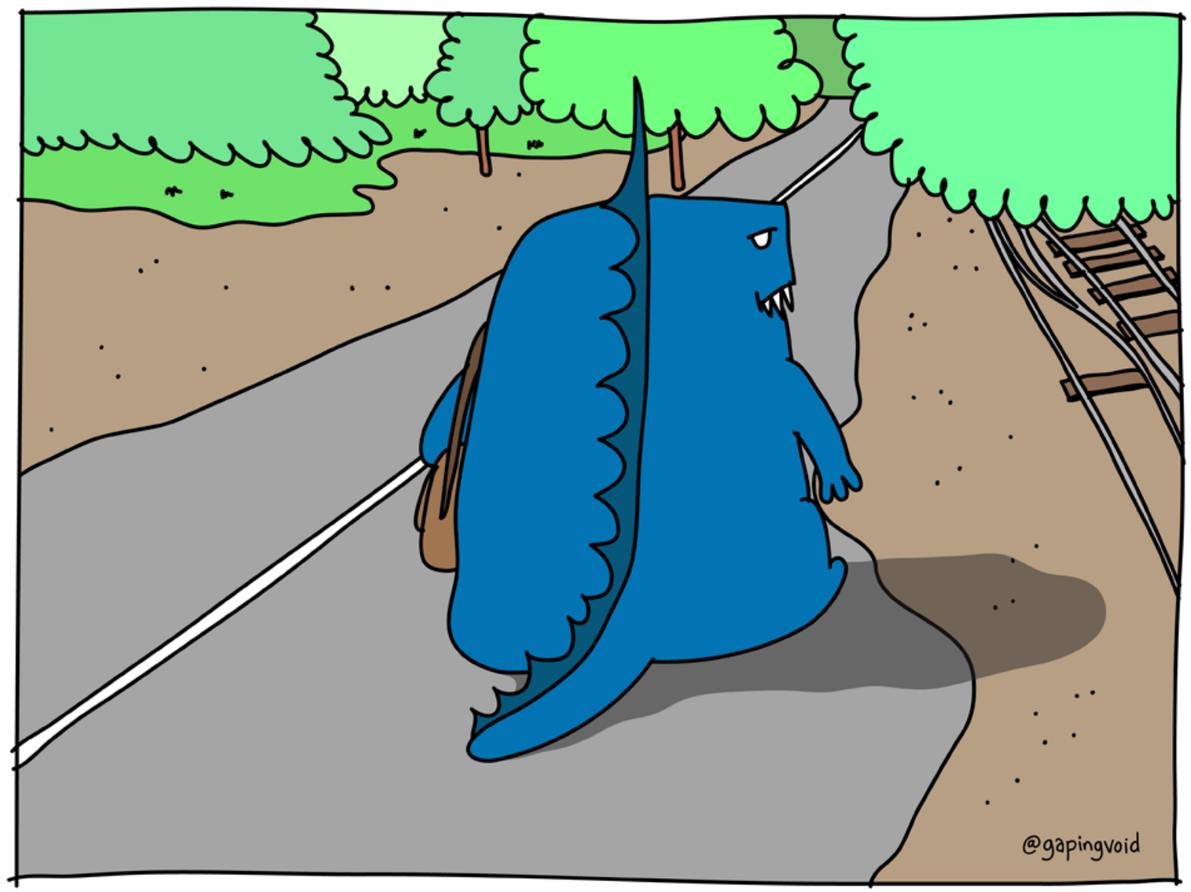
I would have been more engaged if I wasn’t so distracted.

I would get to know you better if I could just slow down.

I would value your attention more if I knew how to really measure it.

Excuses, excuses.

Perhaps the problem is we’re trying to change the game when in fact, we need to leave it behind and start from scratch.





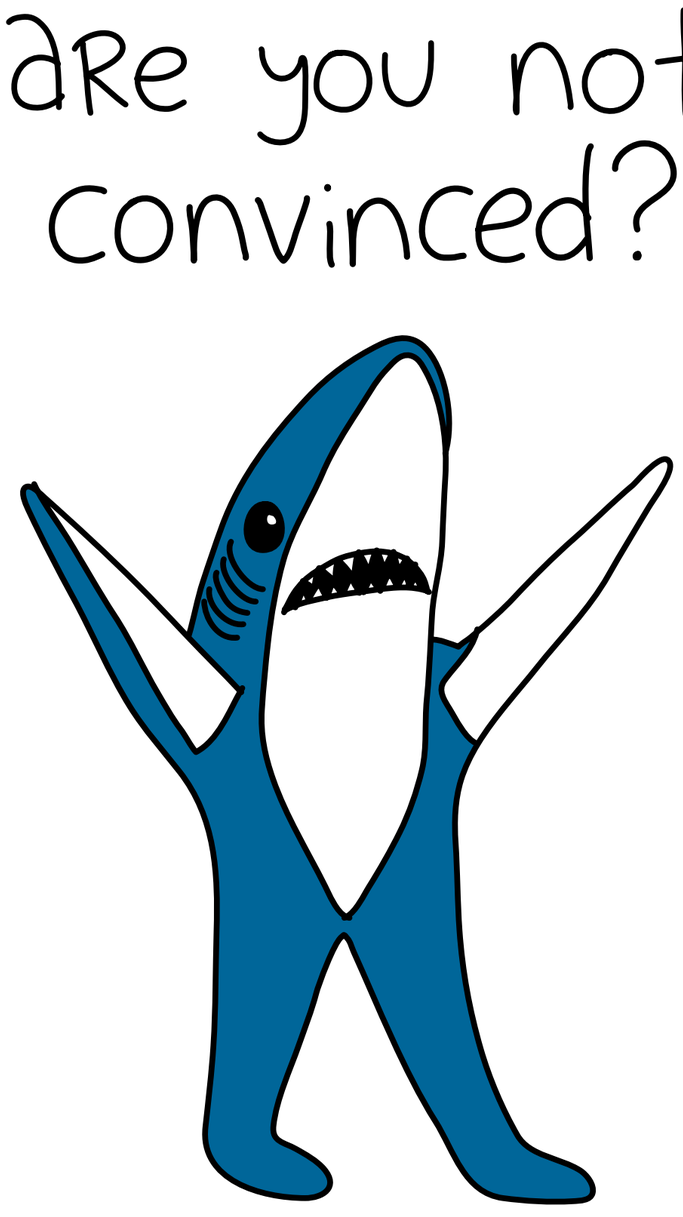
Relevance in content strategy takes intent. Maybe part of the problem is how we define success today. Success is not defined by vanity metrics. Yet we lean on them as a matter of survival at work and even in our personal lives. Vanity metrics don't add up to anything that really says we matter or we stand for something meaningful.

A like doesn't mean we're loved.

Comments don't really add up to community.

Don't let your ego hijack your content strategy. It's about who is sharing, commenting and caring. The right message gets to the the right people and is then shared through their audience and their audiences and so on.





Change is in the air.

If we're to do anything about the future of digital marketing, we must embrace that change happens to us or because of us.

Be the #leftshark.

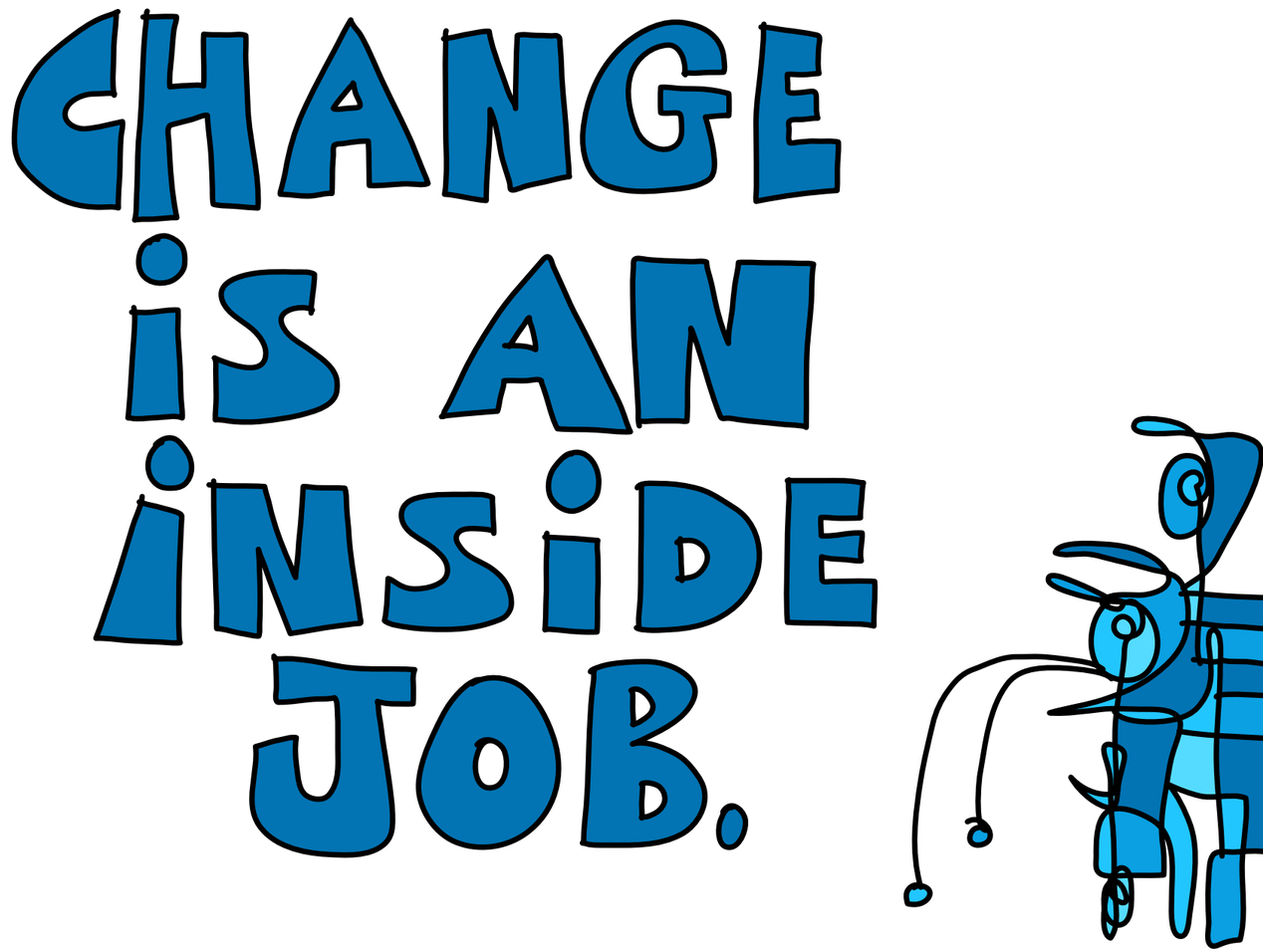
“Everyone thinks of changing the world, but no one thinks of changing himself.”
Leo Tolstoy

Change starts with you.

Ask “what if?” What if we tried something that matters?

Ask “why?” Why would someone feel compelled to share this moment with us?

Ask “what?” and “how?” What could engagement look like and how can we become more relevant, useful, helpful, entertaining, and engaging?

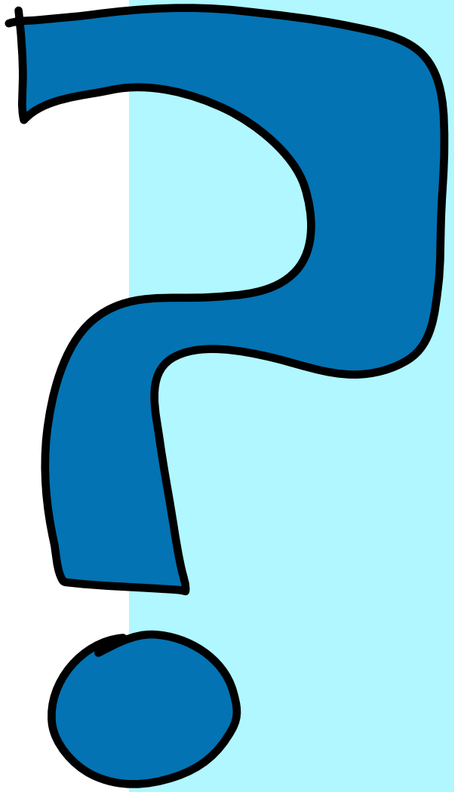


Question everything.

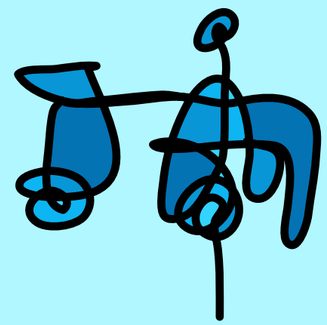
Meaning is uncovered when we ask “why?”

Change begins with “what if?”

Innovation starts with “what’s next?”



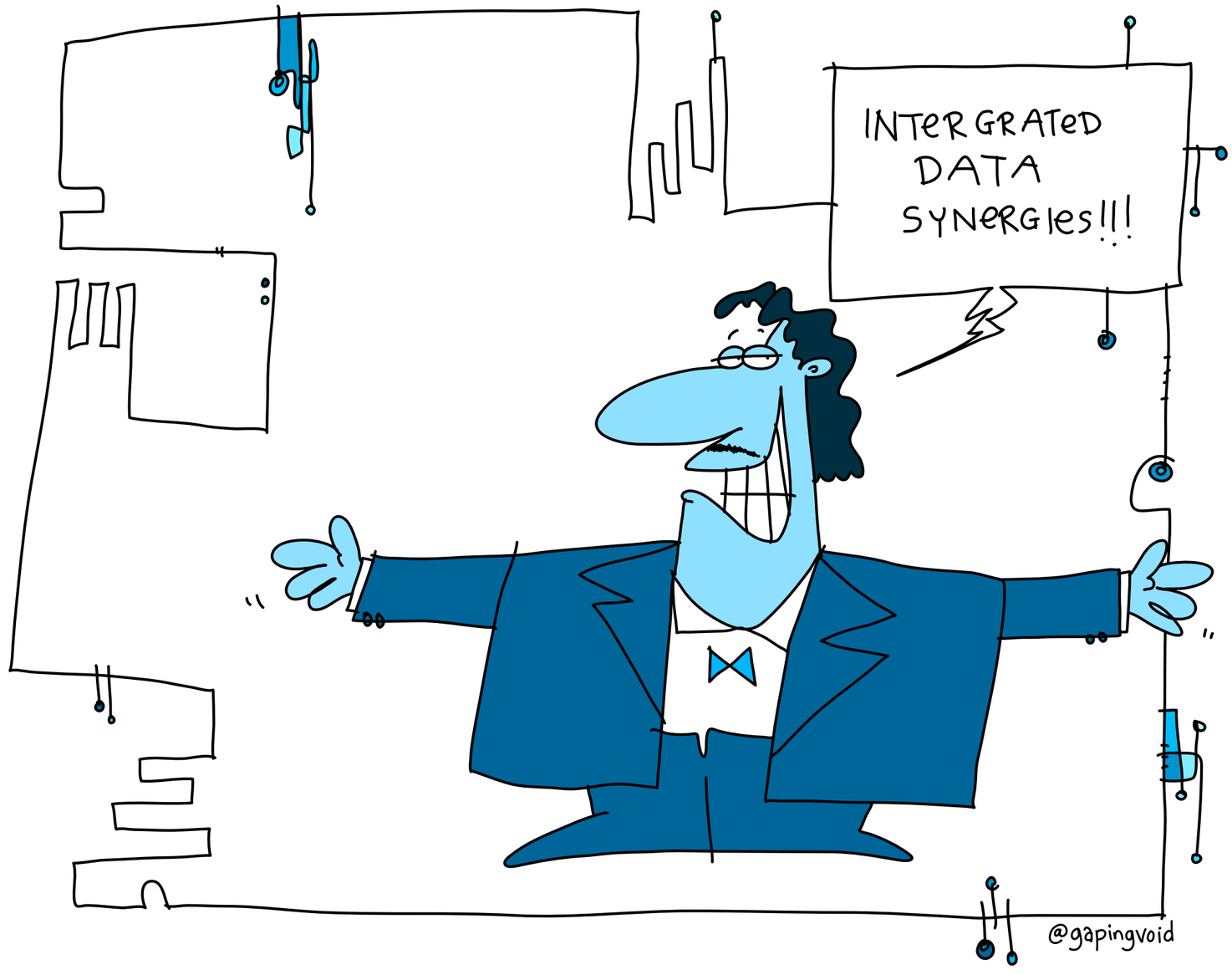




I just read a series of articles in a respected publication that tried to teach marketers how to talk like Millennials to be more engaging.

As Chris Brogan once said, “We can do a lot better business if we don’t try to fit in. If we’re where we fit, we belong.”

In other words: if you make good, worthwhile content, you’ll attract the right people.



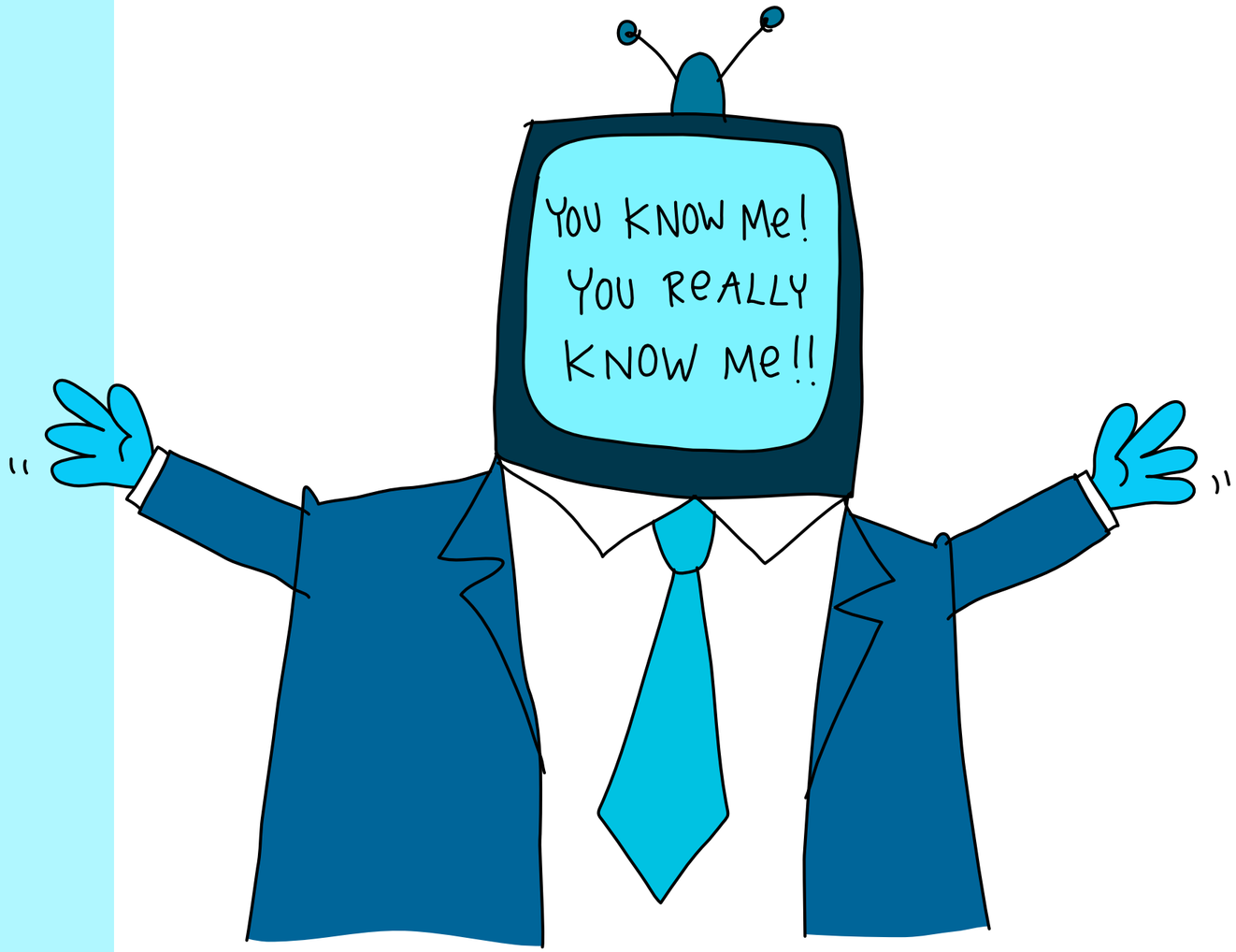
You are and aren't the person you're trying to reach.

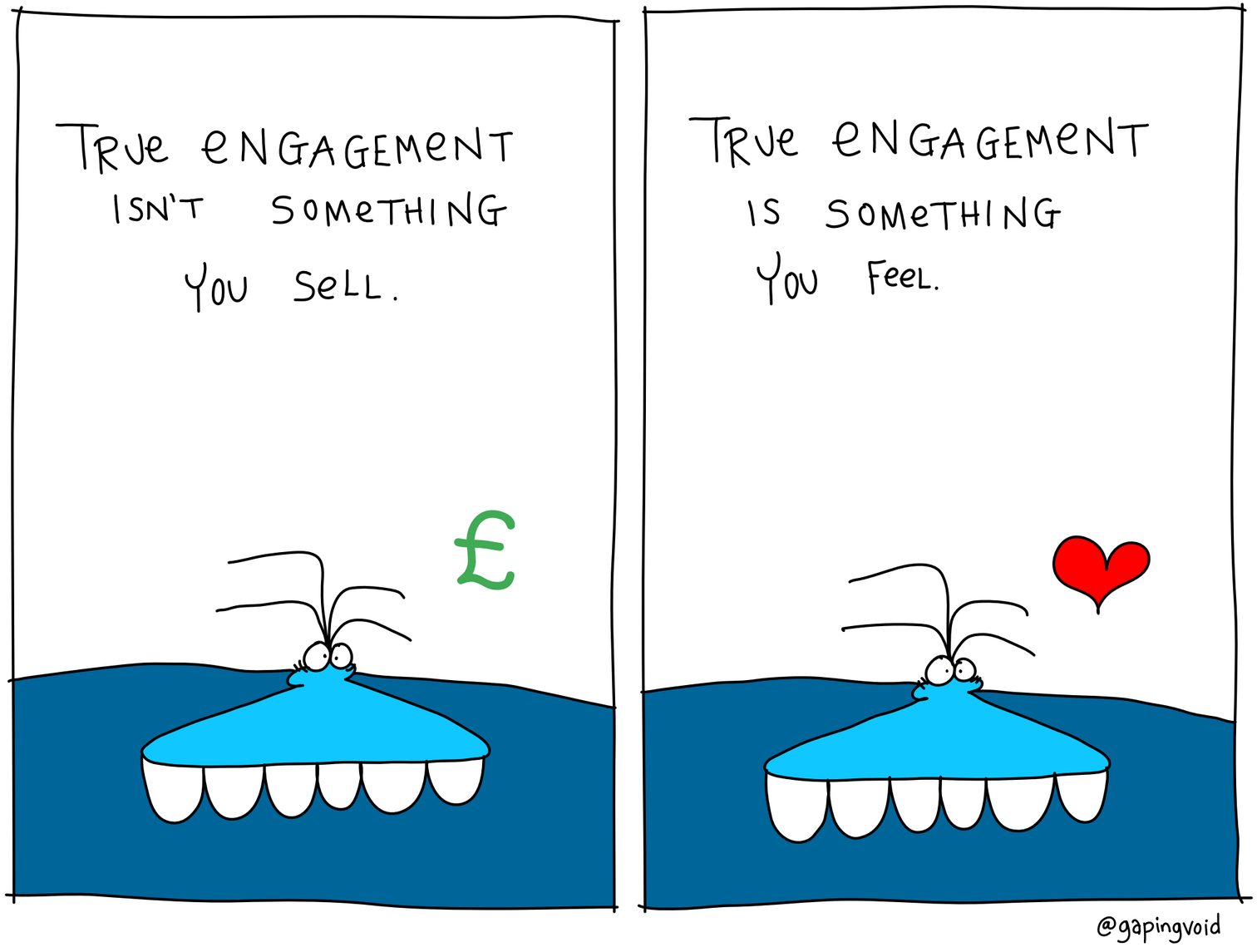
To challenge the status quo means you have to challenge assumptions.

The gap between what you know and what you need to know is separated by listening, observation and understanding of people and the specific groups to which they belong.

Who are they?
What questions do they have?
Where do they go and why?
What are they trying to do?
What do they value?

These answers will make your digital marketing matter. Content and technology merely become enablers to something more important.





Did you know that your customer will visit at least 10 digital places to learn about your product or service?

Did you know that your customer tends to drop hints and or express disappointment, without offering solutions to make things better?

In its own way, consumerism is a form of passive-aggression that no amount of amazing digital or content marketing can truly solve or make disappear.

The secret to success starts with intent.

Be impartial.

Inform next steps and offer guidance.

Answer questions.

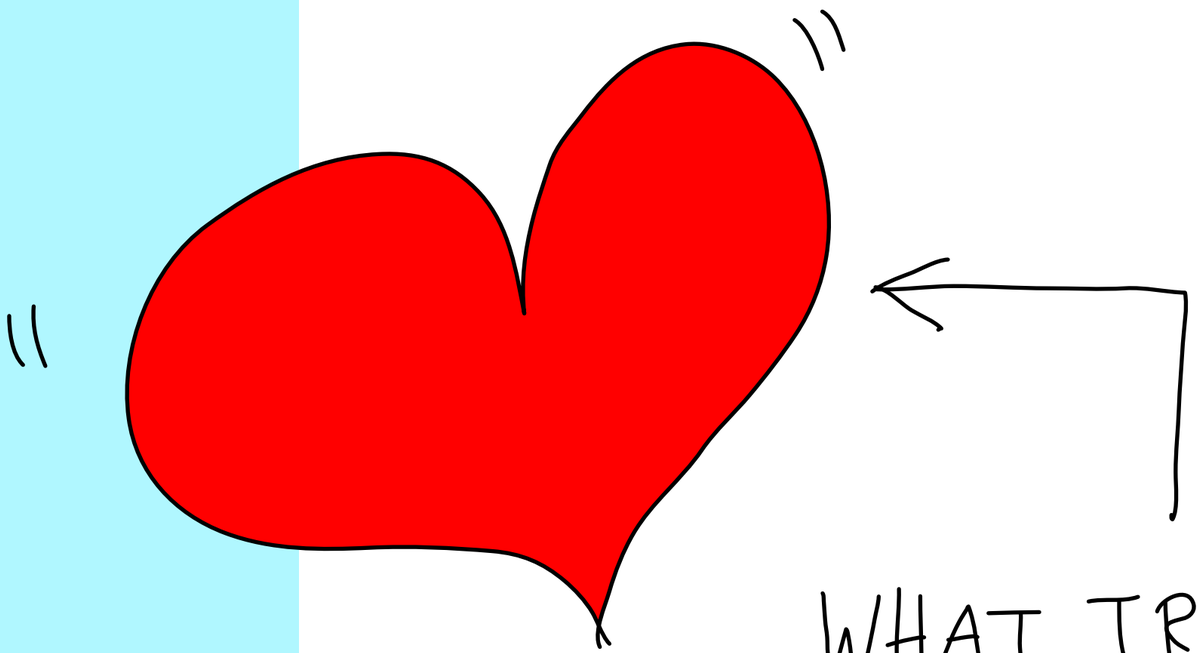
Solve problems.

Listen, respond and be helpful.

Make people smile, laugh and sometimes give them pause.

Design engagement and customer journeys across screens, platforms and networks so they are seamless.

Create experiences that are delightful, memorable and shareable.



WHAT TRUE ENGAGEMENT LOOKS LIKE.



What do you do with someone's attention once you have it?

I call this the embrace. This is true engagement.

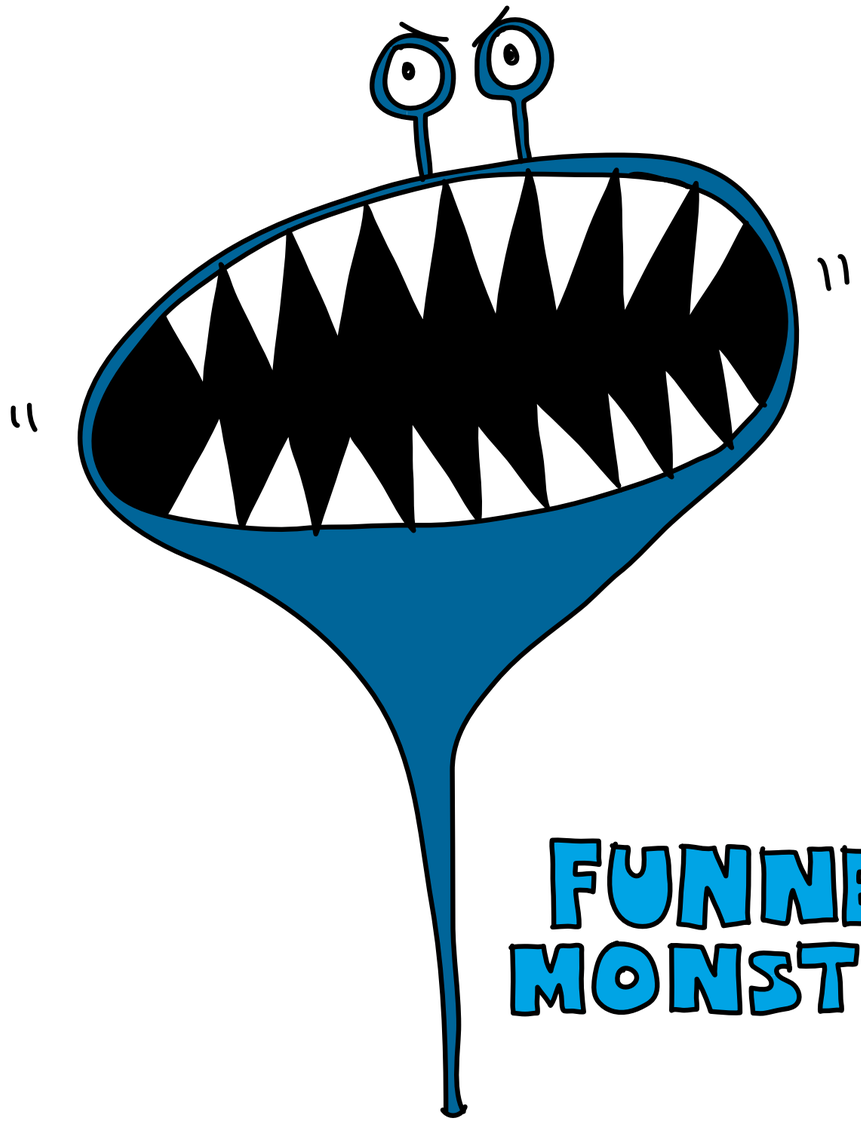
And here, success is measured by what happens next.

Taming the Funnel Monster

Technology moves fast and what was once a simple linear funnel has now become a complicated dynamic journey, and as a marketer it can easily turn on you.

Responsive design, one click form fills, opt-in email lists, retargeting, nurture campaigns and more are no longer nice to haves, they are essentials for a seamless experience across multiple devices.

As a marketer it can be a lot to take in. But it's up to us to tame this would be funnel monster and send him back to where he came from, the 90s.



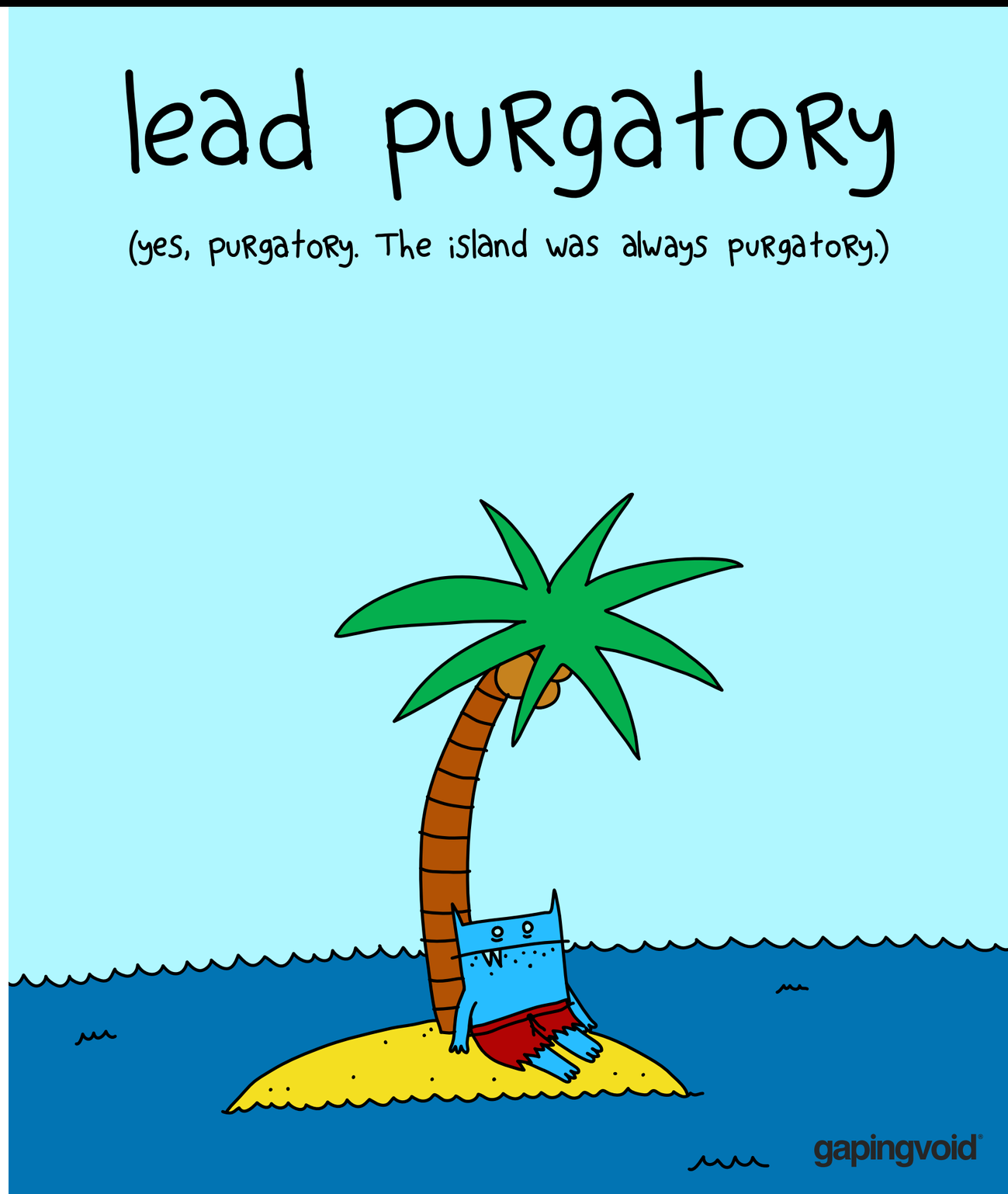
Our buyers live online and consult their networks to research potential purchases. According to Forrester Research, up to 90% of a buyer's path to purchase is completed before a salesperson comes into the picture.

Here's more stark reality:

- 95% of website visitors never provide an email address to marketers.

- Of the 5% who do, only about 20% open the prospecting emails they get afterwards.

- Bottom line: most marketers are converting less than 1% of all possible leads.



The funnel isn't a funnel at all. It's a journey.

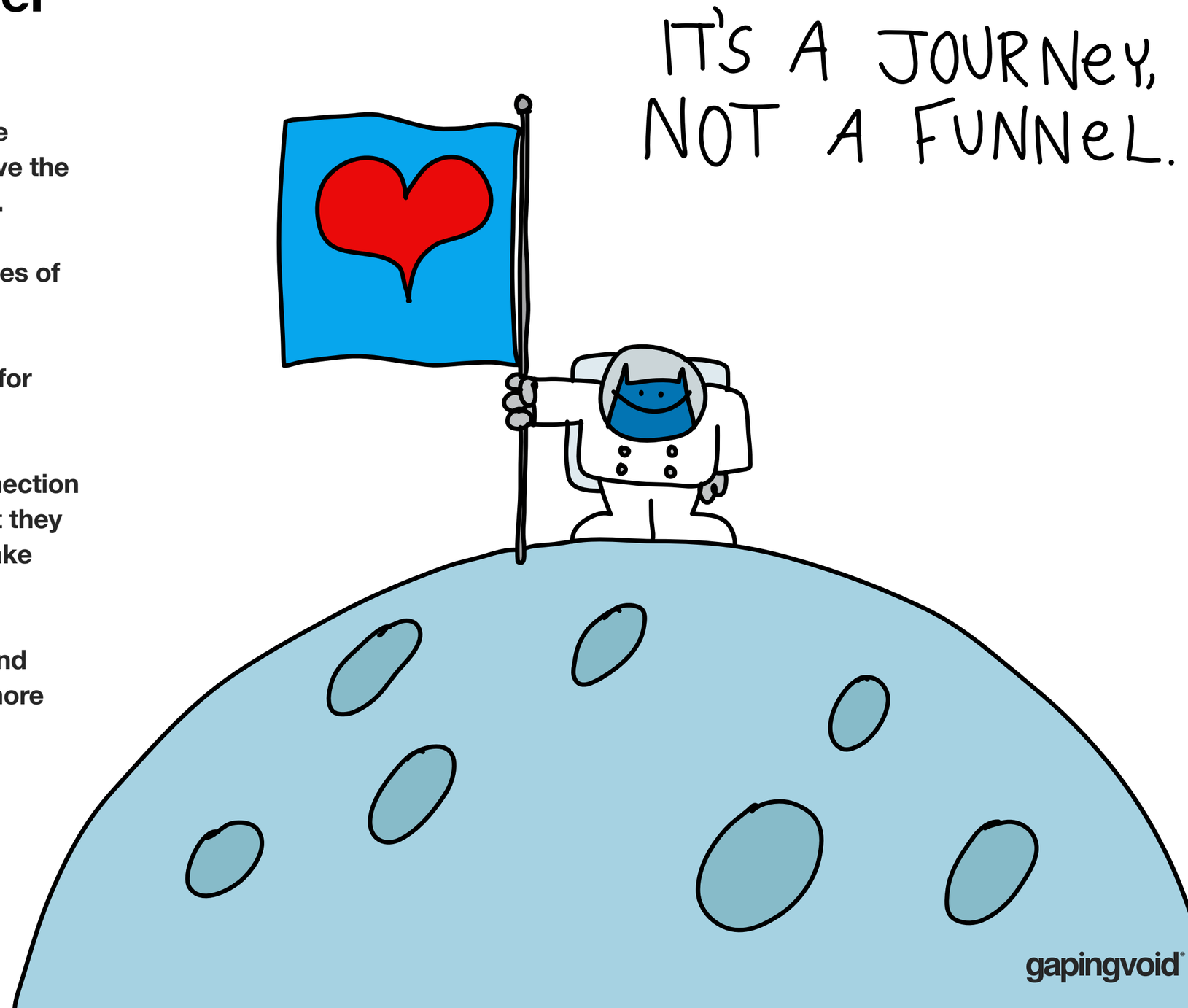
You now have an opportunity to deliver value throughout the customer journey…to improve the customer experience from beginning to end.

The customer journey is comprised of a series of moments.

What if you designed the funnel specifically for your audience?

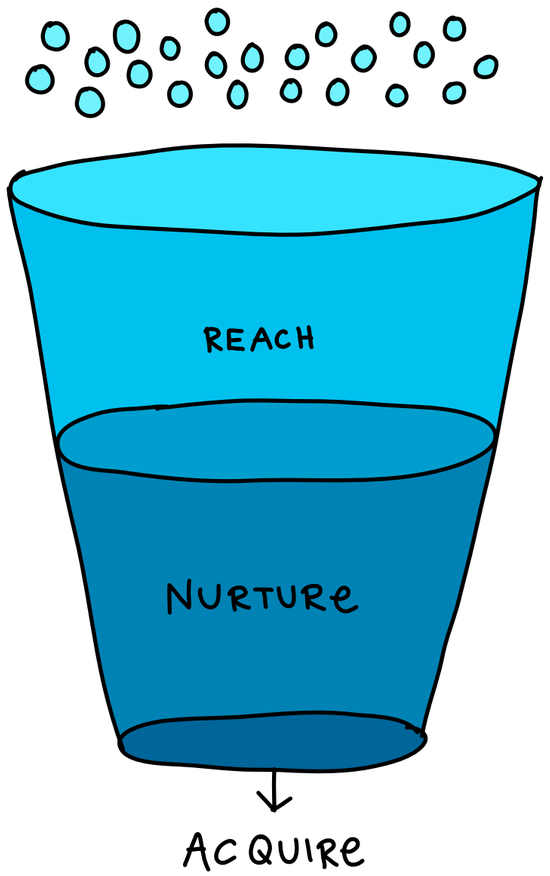
What if you could establish an ongoing connection and provide your prospects with the content they want at the right exact time to help them make their purchase decision?

What if you could eliminate all those leaks and realign the funnel, generating significantly more opportunities? You can.



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The Funnel Reimagined: LinkedIn Lead Accelerator

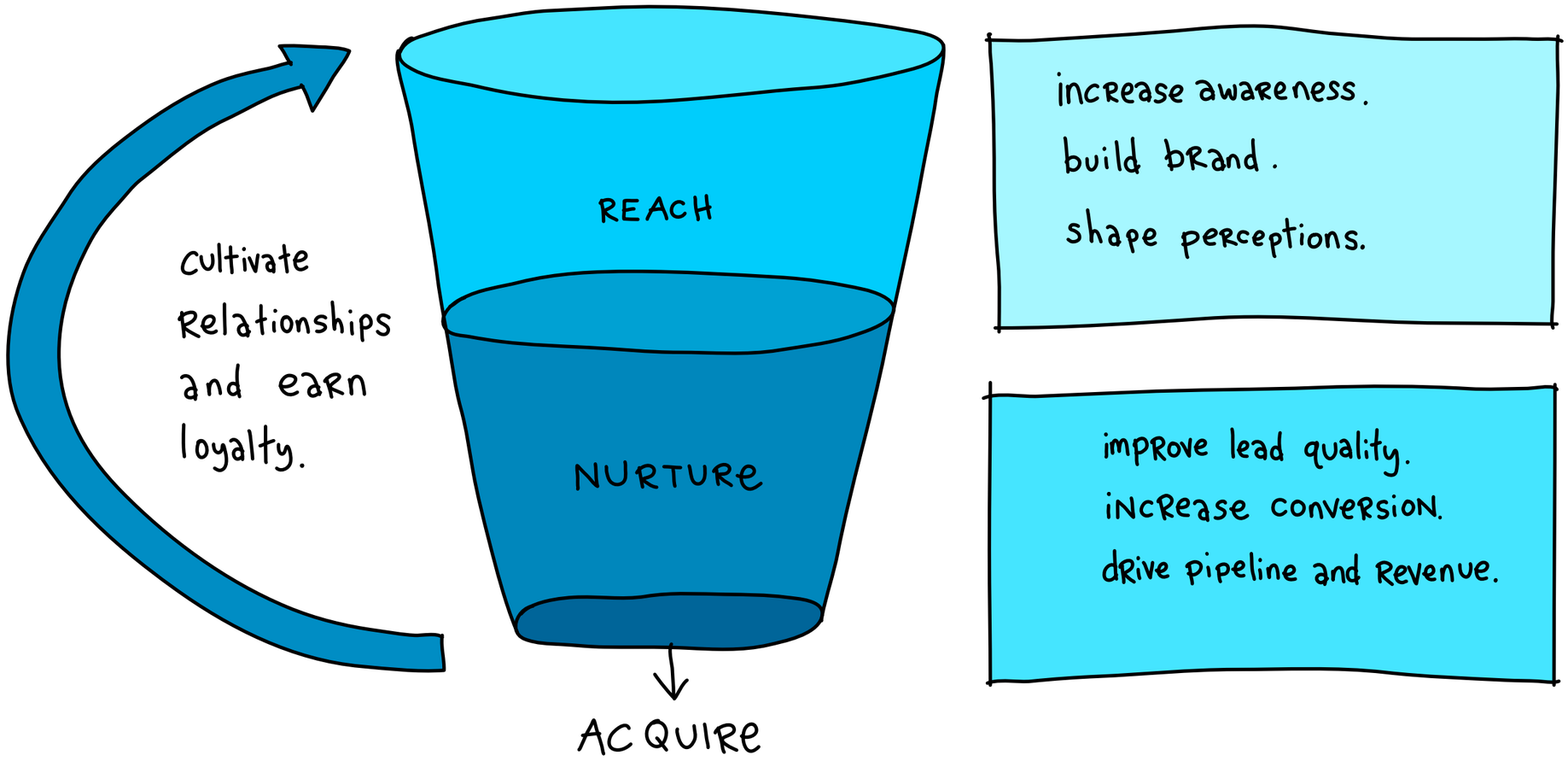


REACH ONLY THE RIGHT PEOPLE.

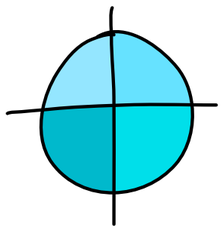
DEVELOP HIGHLY RELEVANT AND HELPFUL CONTENT.

TAILOR YOUR MESSAGE BASED ON WHERE THEY ARE IN THE DECISION PROCESS.

The New Funnel:
The Relationship Loop

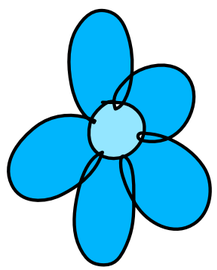


The Pillars of Digital Engagement



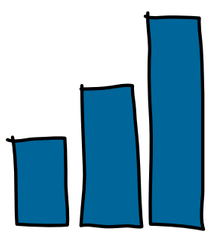
REACH.

KNOW PEOPLE. THEN FOCUS ON REACHING PEOPLE WITH THE RIGHT STORIES, IN THE RIGHT PLACE, AT THE RIGHT TIME. BE RELEVANT. BE PERSUASIVE.

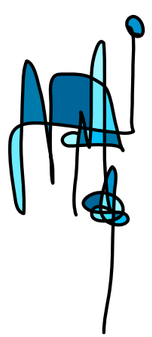


NURTURE.

CONNECT THE RIGHT PEOPLE WITH THE RIGHT CONTENT AS THEY MAKE THEIR WAY THROUGH THE PURCHASE DECISION PROCESS.



ACQUIRE.



ACQUIRE CUSTOMERS IN THE NETWORKS OF RELEVANCE. USE MEANINGFUL CONTENT TO HELP DRIVE MORE HIGH QUALITY LEADS WHICH IN TURN TRANSLATE INTO MORE BUSINESS.

The new funnel requires a new approach to marketing. This is where your story begins.

Let's evolve from content marketing to an era of meaningful engagement and experiences.

It's time to engage customers throughout the entire buyer's journey because that's what people want.





There's a greater return when strategies and outcomes align with what people value. And, mutual value doesn't happen by mistake. It's driven by purpose and intention. That's real engagement!

Now you have to think holistically with a full funnel solution that can deliver content, drive real results and offer mutual value to your business and to customers at the same time.

Remember, attention is a gift. Surprise and delight us. After all, everyone benefits. And, we can't wait to see what you do next.

Takeaways

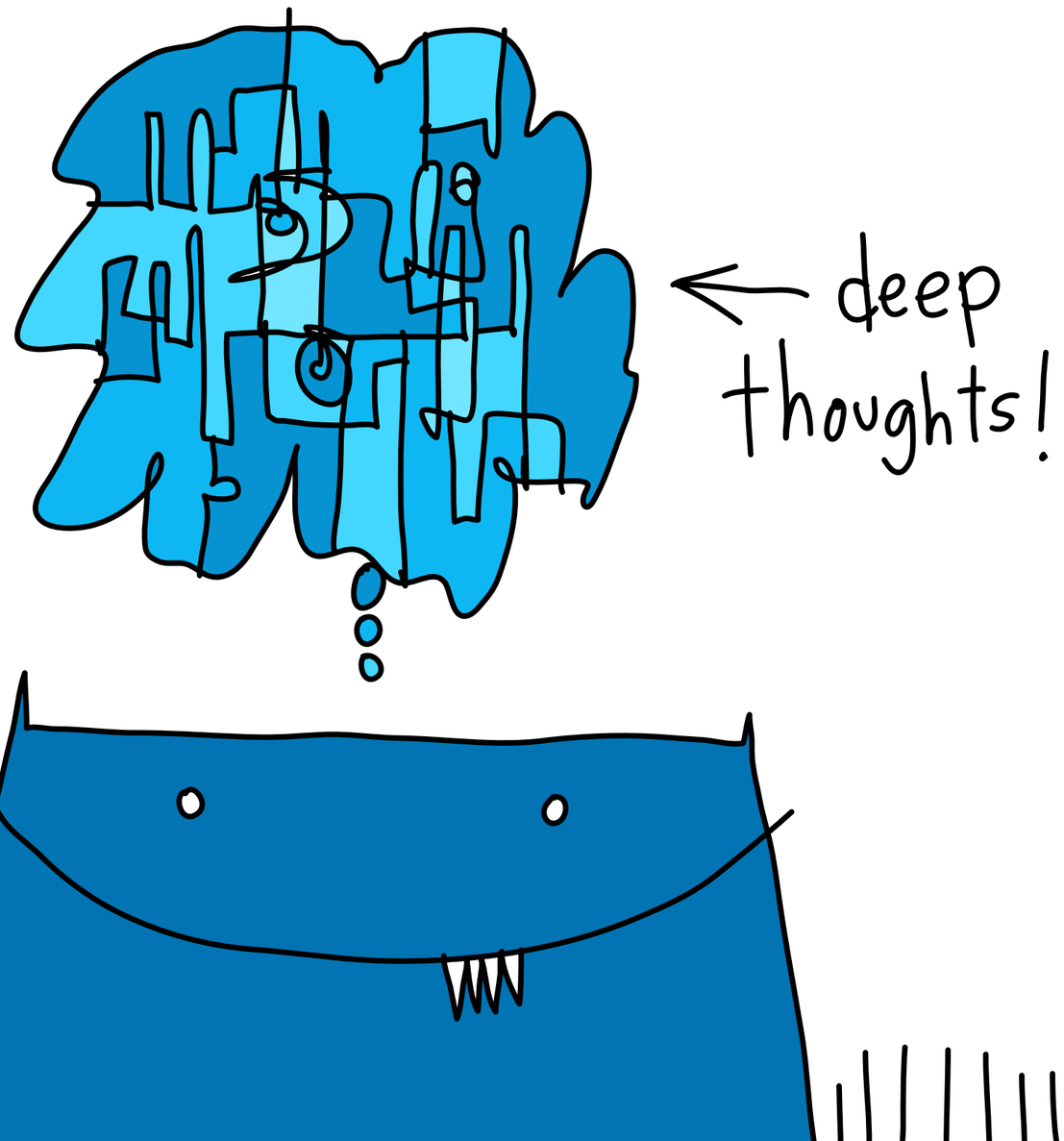
Realise that you're competing against pictures of food and cats.

Competition for attention means you compete against everything in the stream.

It's time to shelve your current digital strategy and campaigns.

Create more relevant experiences throughout the buyer's journey to rise above the noise.

Rethink the future of content marketing by competing for attention instead of memes.





Today, LinkedIn members number more than 380+ million professionals. That's over one-half of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent and educated people.

For more information, visit business.linkedin.com/en-uk/marketing-solutions

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