How to develop an awesome content distribution strategy.

April 2016.

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@danny_blackburn

Stickyeyes

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Failing to distribute your content properly is like

shouting into an empty room.



It’s a lot of effort for nothing.

The internet is a brilliant place to hide content.

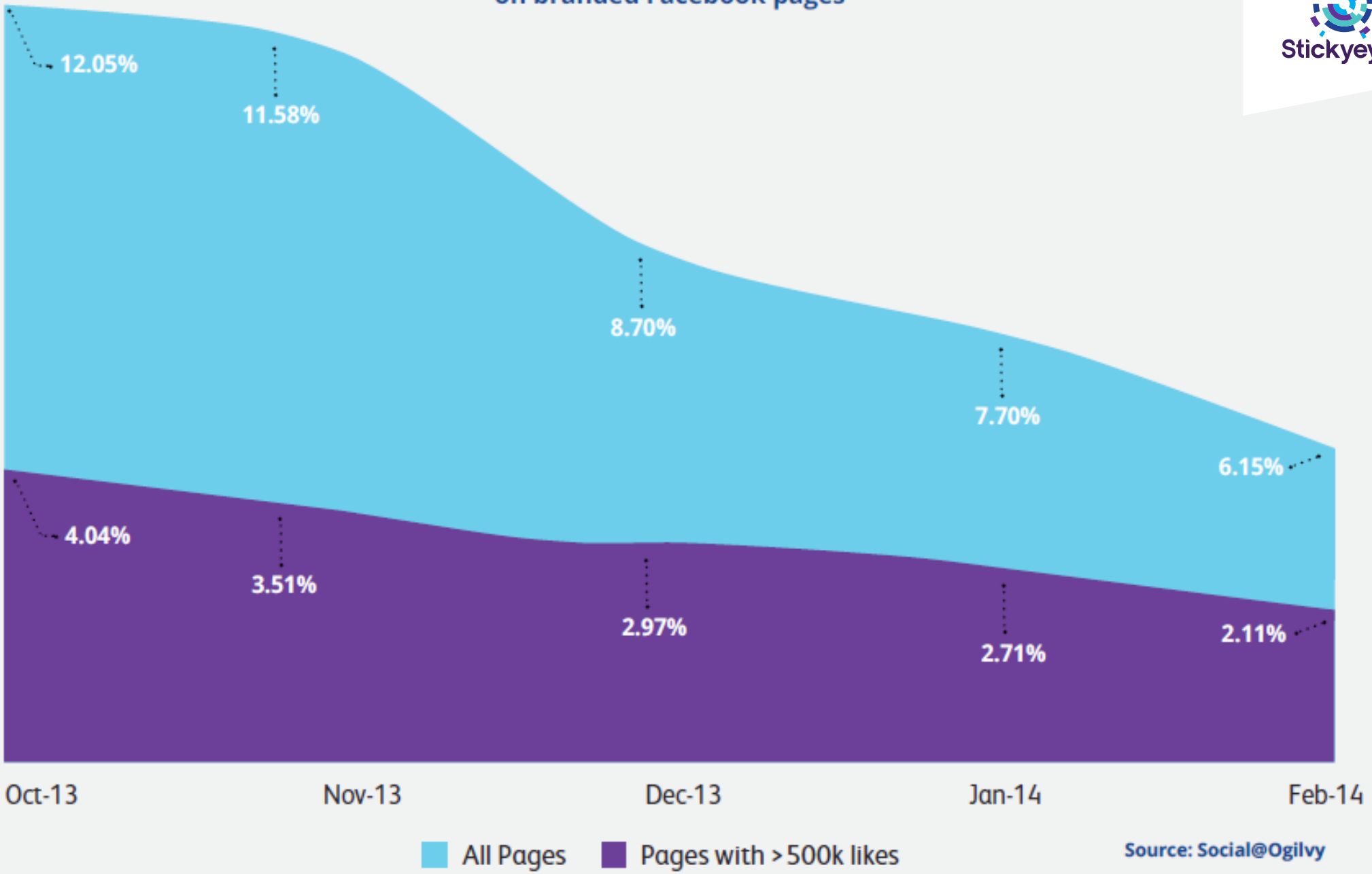
Content doesn’t work if it doesn’t move.

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Credit: Lauren Licata

Average organic reach of content published on branded Facebook pages



Source: Social@Ogilvy

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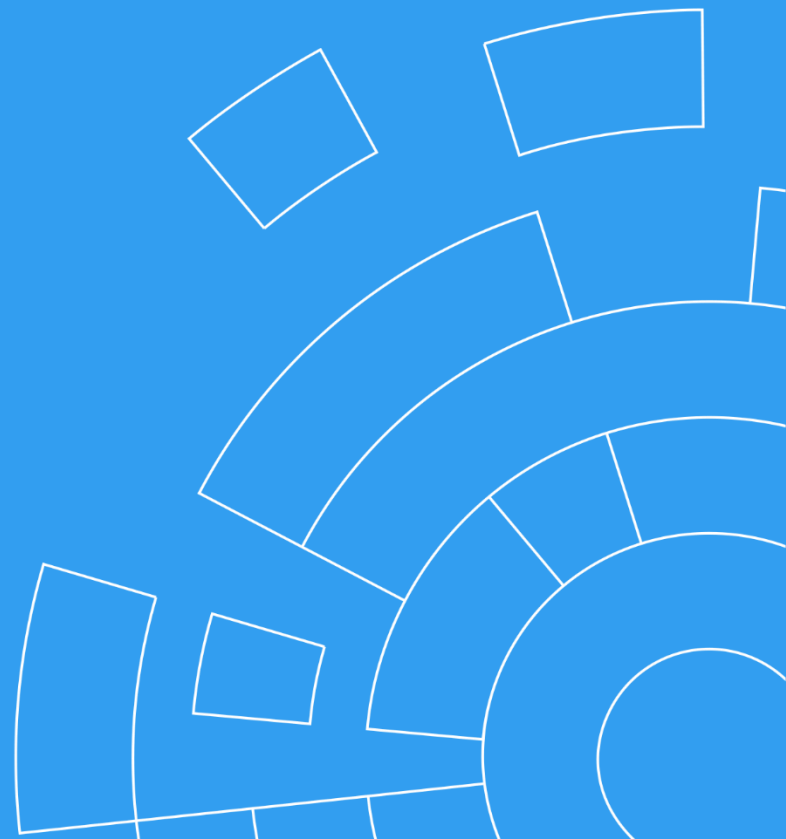
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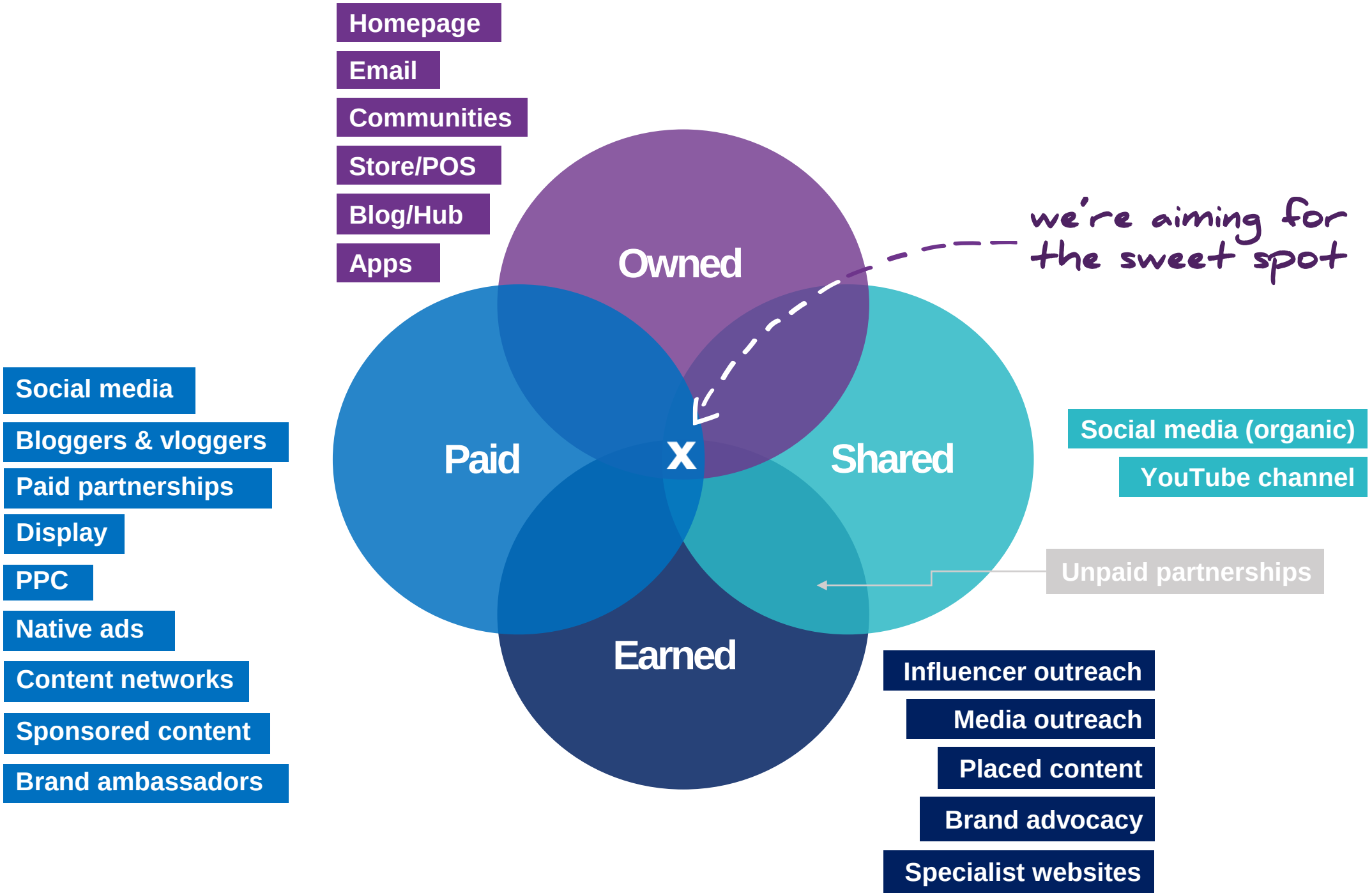
The answer is simple.

Put the right content in front of the right people in the right places at the right times.

Of course, simple isn’t necessarily easy.

Marketing communication channels.




Homepage
Email
Communities
Store/POS
Blog/Hub
Apps
Owned
we're aiming for the sweet spot
Social media
Bloggers & vloggers
Paid partnerships
Display
PPC
Native ads
Content networks
Sponsored content
Brand ambassadors
Paid
X
Shared
Social media (organic)
YouTube channel
Unpaid partnerships
Earned
Influencer outreach
Media outreach
Placed content
Brand advocacy
Specialist websites

Content distribution:

Pushing your content to your audience.

Content discovery:

Creating content in a specific way to make sure people find it.

A content distribution strategy which uses the right mix of channels in an integrated way will deliver more value than the sum of its parts.


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So let’s take it
step by step.

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Step 1.

Define your objectives at the outset.

“Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience – with the objective of driving a profitable consumer action.”

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How to define your objectives.

Content objectives depend on your business goals – but they generally fall into three core areas:



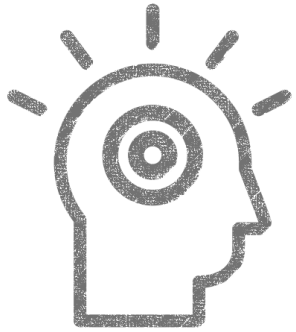
Drive acquisition

Content that delivers a sale or a lead – as one of many touchpoints or in its own right.



Drive performance

Content that enhances the performance of a customer engagement channel – eg SEO or conversion rate.



Drive exposure

Content that makes a splash in the marketplace – generating awareness and positive conversation.

How is what you're proposing going to capitalise on existing opportunities?

How is what you're proposing going to open up new and exciting opportunities?

Right objectives, right metrics.

Having a clear understanding of your content objectives allows you to identify which metrics you'll use to quantify how well your content is performing.

Acquisition-focussed



Awareness-focuseed

You can only develop an effective content distribution strategy if you're crystal clear about what you're trying to do with content.

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Step 2.

Ringfence budget for distribution.


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In the old days, the rules were simple.

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80/20

Paid media

Creative


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But things have changed. Evidently.

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70/30

Distribution

Content

Stickyeyes

60/40

Distribution

Content

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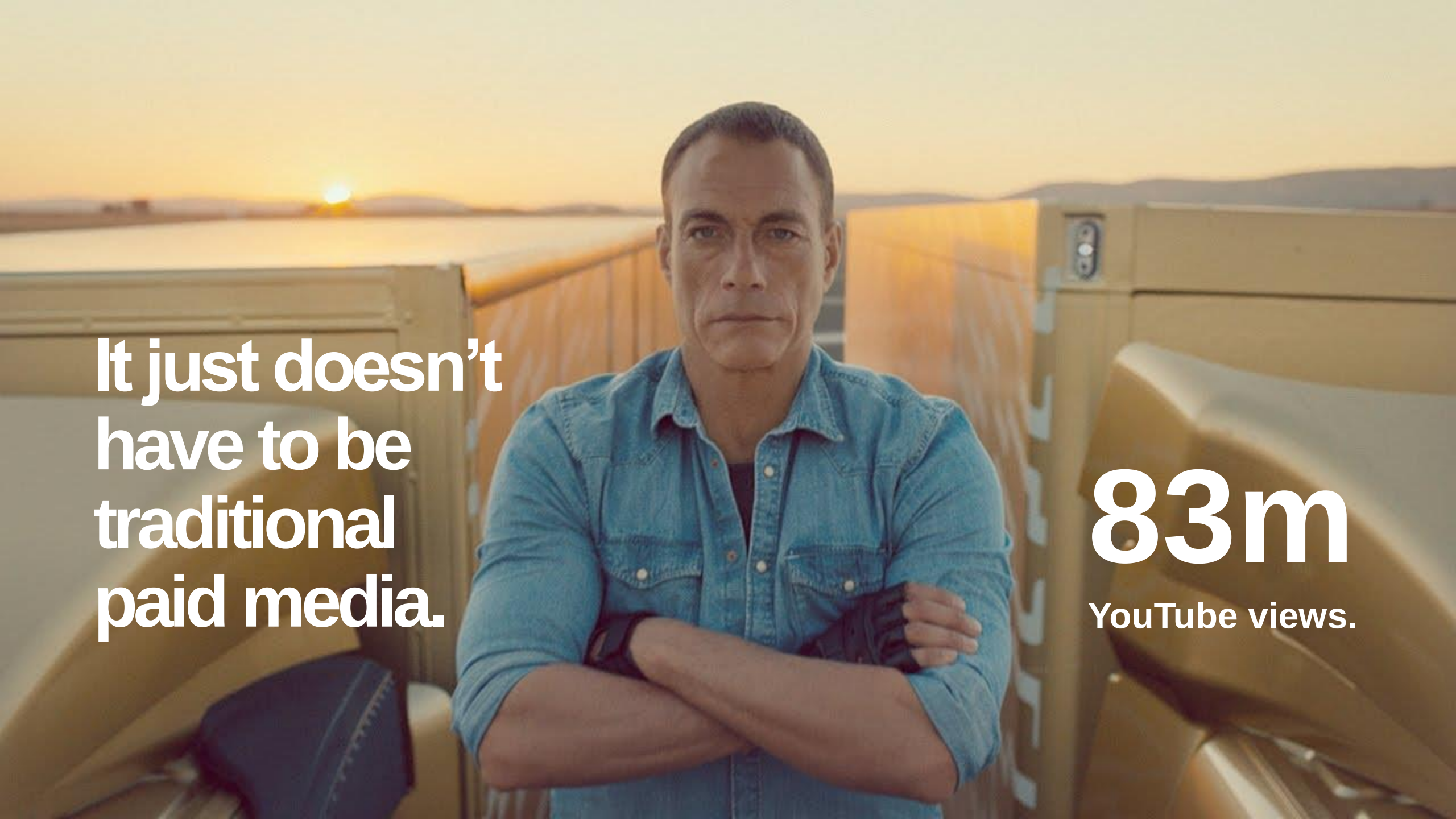
20/80

Distribution

Content

It depends.


85m
YouTube views.
Even the best content needs a distribution budget.


It just doesn't have to be traditional paid media.
83m
YouTube views.

Though a bit of paid can get the ball rolling nicely...



£1k

media spend

5.2m

views

You have to invest in content distribution – somewhere between 20% and 70% of your total content budget is probably about right.

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Step 3.

Know your audience inside out.

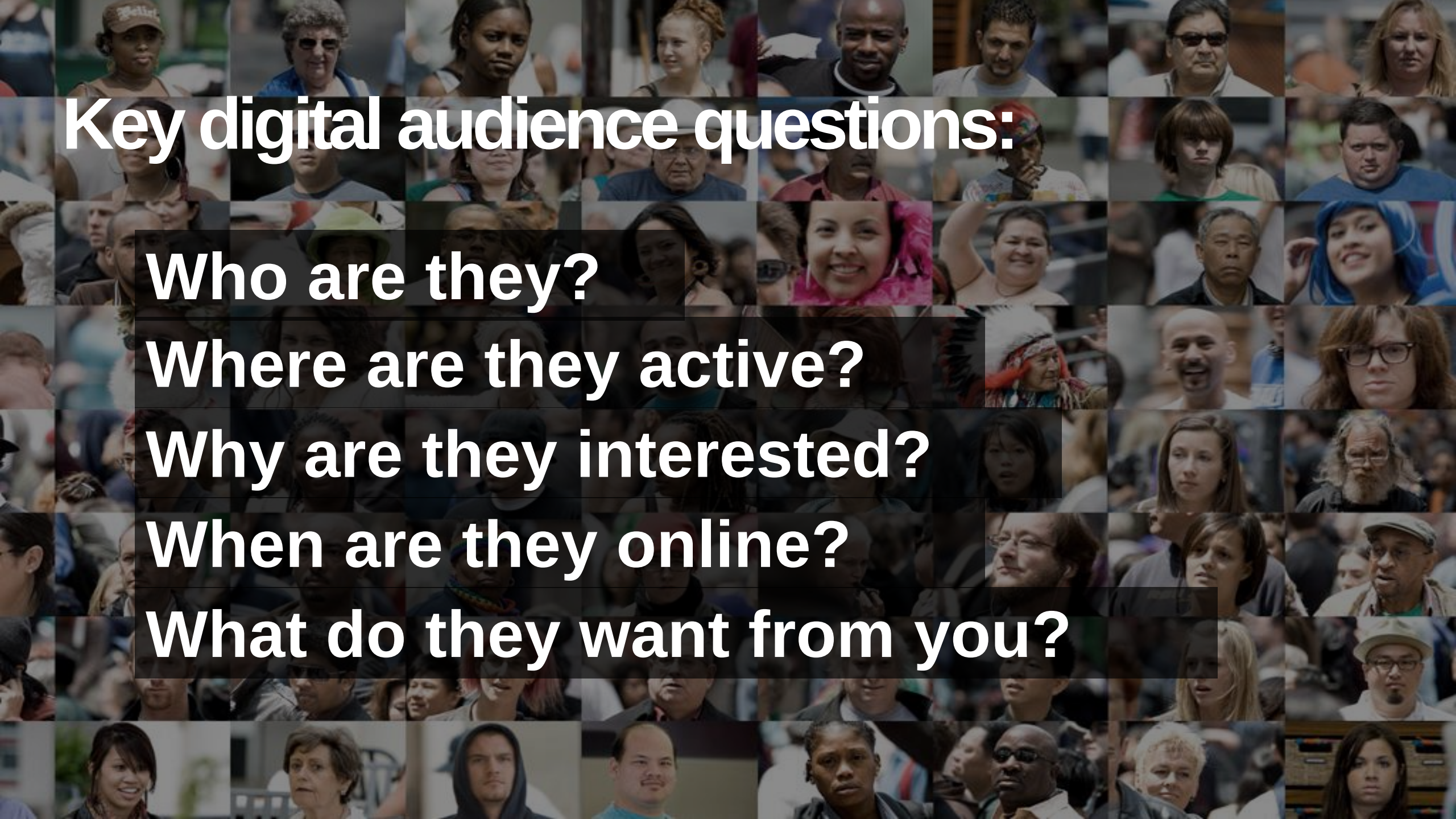
“Our target demographic is female, 22-35, married with kids, with a household income of £25k to £35k.”


It’s a great start. But there’s more to it than that.



Start with your biggest fans - your customers.


But don’t forget the big picture.



Key digital audience questions:

Who are they?

Where are they active?

Why are they interested?

When are they online?

What do they want from you?

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Don’t rely on hunches. Dive into the data.

There are loads of tools out there to help you understand your audience.

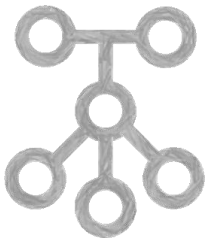


PINPOINT

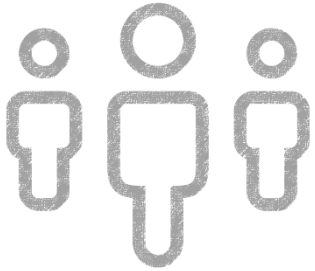
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Introducing Pinpoint.

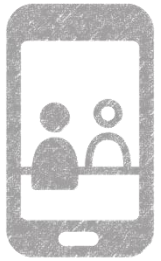
Harnessing big data to generate insights into your online audience.



Join the dots between multiple data sources to produce fully rounded audience insights.



In-depth audience profiling – demographics, location, politics, professions, disposable income etc.



How does your audience behave online? Device usage, social network preference, time spent online etc.



Other insights - hobbies, activities, outlook on live, brand role preference, values etc.

Sources include: Global Web Index / Proprietary Data Sets / Social Network Insights / YouGov / Experian / Hitwise

Insight considerations.

Audience insights inform content distribution in many ways – from the channels they prefer and the things they search for, to the media they consume and the sites that influence them. The best strategies consider all these factors.



Data-led distribution.

DEMOGRAPHICS

- GENDER: FEMALE +
- AGE: 25-39 +
- SOCIAL GRADE: C2DE +

TOP REGIONS +

- EAST ANGLIA
- WALES AND AVON
- MIDLANDS





POLITICS

LEFT RIGHT



PROFESSIONS +

- INSURANCE
- INFORMATION TECHNOLOGY
- FINANCE

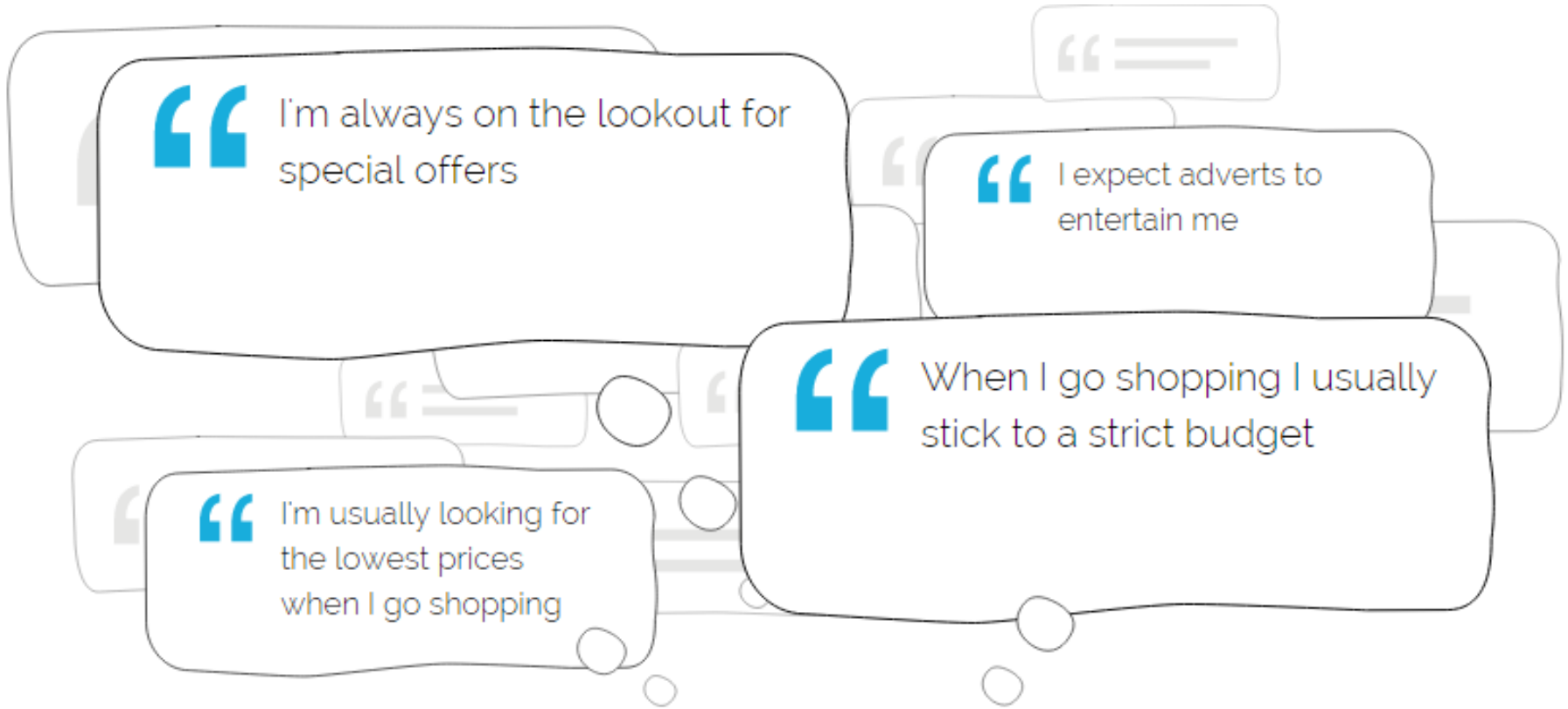
MONTHLY SPARE £ +

- LESS THAN £125



Data source: YouGov

Data-led distribution.





Data source: YouGov

Data-led distribution.

ONLINE FOR...

50+ HRS P/W

WATCHES TV FOR...

6-10 HRS P/W

NEWSPAPER READ

THE SUN

MAGAZINES READ

WHAT'S ON TV

TV SHOWS WATCHED RECENTLY

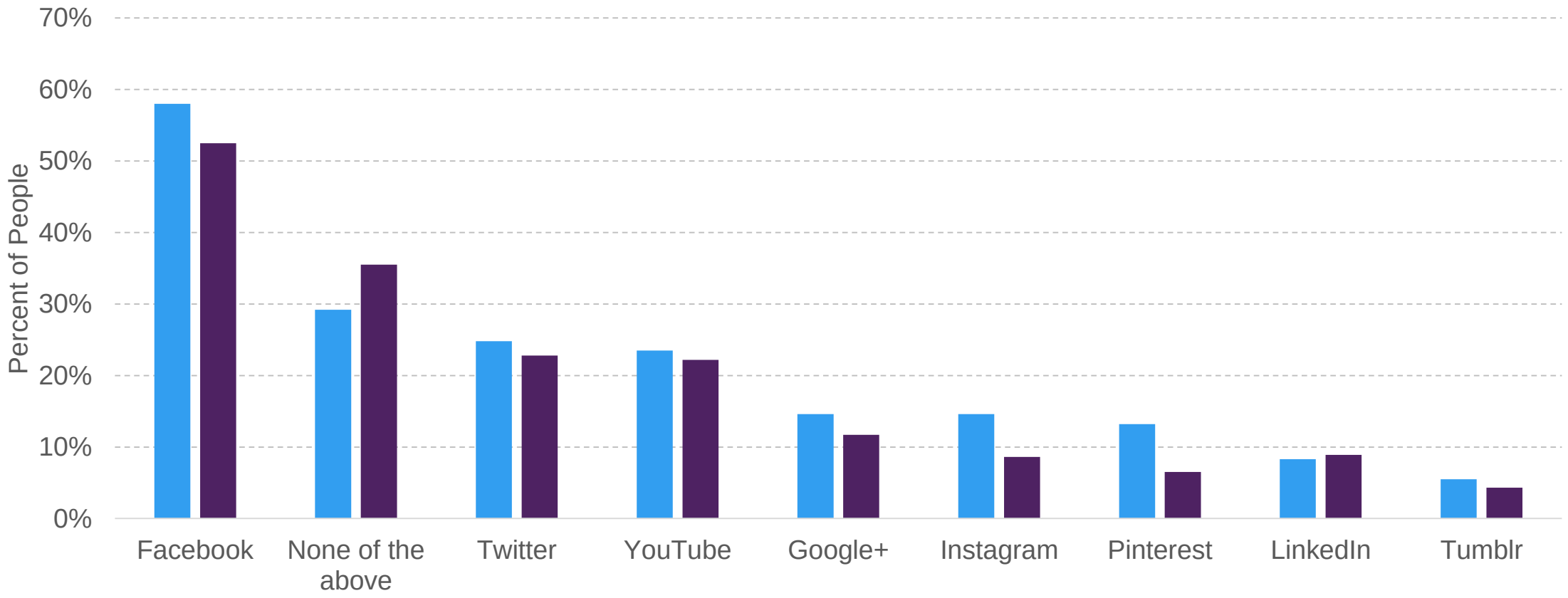
- EVAN ALMIGHTY
- EASTENDERS
- CSI: CRIME SCENE INVESTIGATION
- PHIL SPENCER: SECRET AGENT
- THE JEREMY KYLE SHOW



Data source: YouGov

Data-led distribution.

When assessing channels to use for content distribution, consider both the proportion of the audience who use that platform AND how that compares against the baseline.



Data source: Global Web Index

Facebook insights.

Facebook's free insights tool is a great way to investigate how your audience behaves online.

facebook.com/ads/audience-insights



Getting inside their heads.

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It's important to put yourself in your audience's shoes – what are they thinking?

A deep understanding of your digital audience will lead you to the right content distribution strategy.

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Step 4.

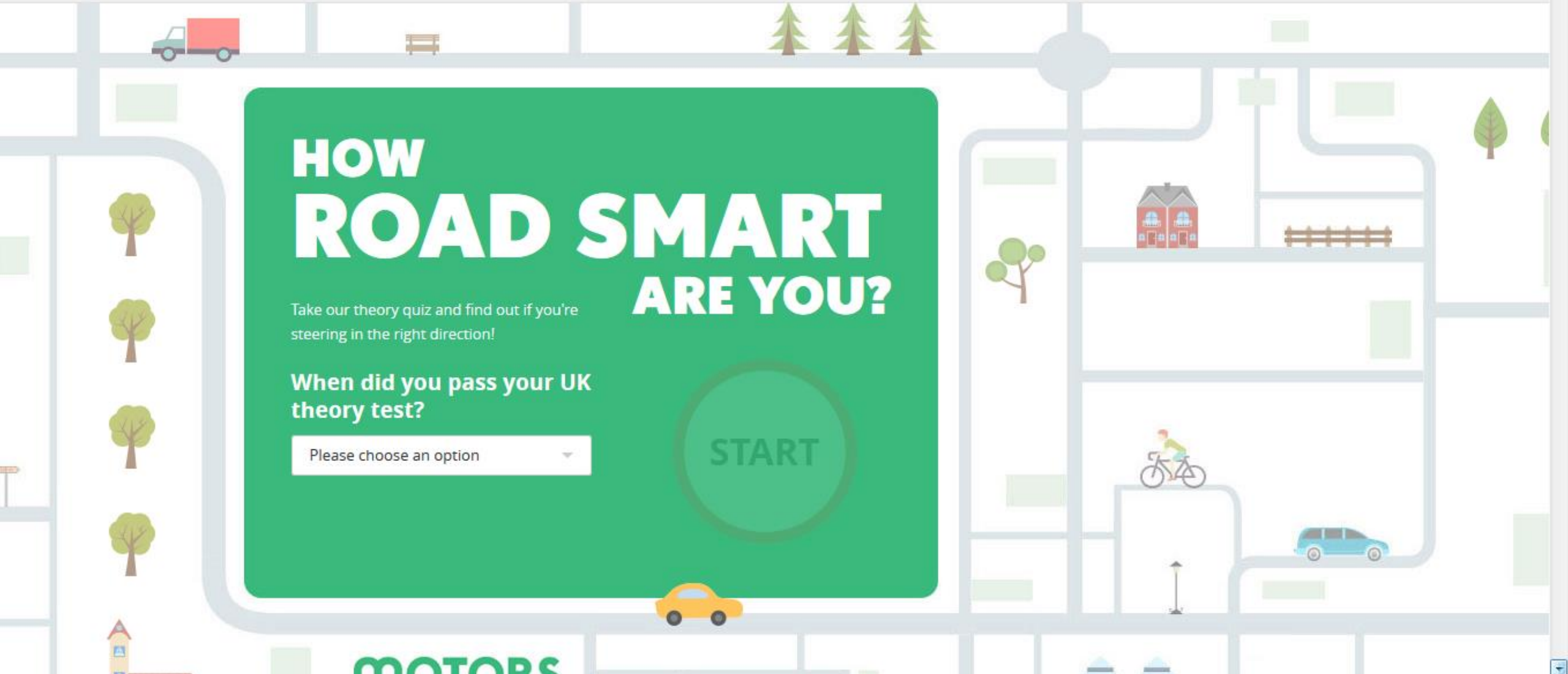
Create your content with distribution front of mind.

If distribution is an afterthought, it might not have the desired effect.



MOTORS
Search Smart. Buy Right .co.uk

Used New Sell Smart Search Reduced Cars Vans Know How



HOW ROAD SMART ARE YOU?

Take our theory quiz and find out if you're steering in the right direction!

When did you pass your UK theory test?

Please choose an option

START



RULES OF THE ROAD

In which THREE situations may you overtake another vehicle on the left?

QUESTION 1/15

A When you are in a one-way street

B When approaching a motorway slip road where you will be turning off

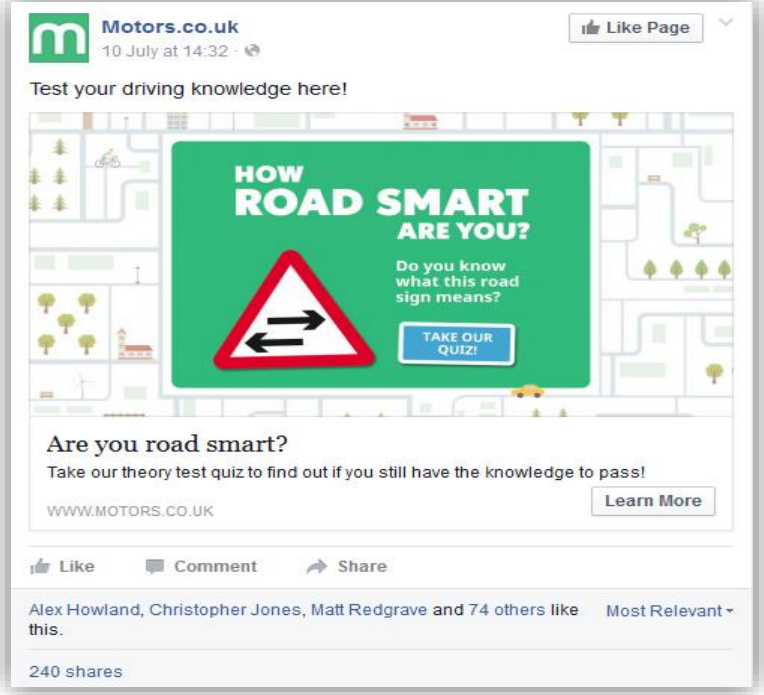
C When the vehicle in front is signalling to turn right

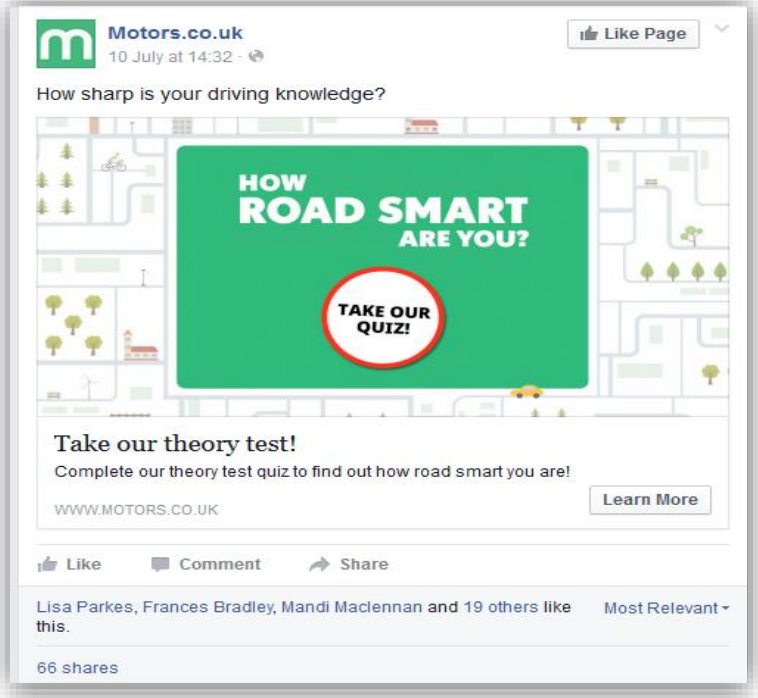
D When a slower vehicle is travelling in the right-hand lane of a dual carriageway

E In slow-moving trafffic queues when traffic in the right-hand lane is moving more slowly

PREVIOUS NEXT

Paid Media


Motors.co.uk
10 July at 14:32 ·
Like Page
Test your driving knowledge here!
HOW
ROAD SMART
ARE YOU?
Do you know what this road sign means?
TAKE OUR QUIZ!
Are you road smart?
Take our theory test quiz to find out if you still have the knowledge to pass!
WWW.MOTORS.CO.UK
Learn More
Like
Comment
Share
Alex Howland, Christopher Jones, Matt Redgrave and 74 others like this.
Most Relevant
240 shares


Motors.co.uk
10 July at 14:32 ·
Like Page
How sharp is your driving knowledge?
HOW
ROAD SMART
ARE YOU?
TAKE OUR QUIZ!
Take our theory test!
Complete our theory test quiz to find out how road smart you are!
WWW.MOTORS.CO.UK
Learn More
Like
Comment
Share
Lisa Parkes, Frances Bradley, Mandi Maclennan and 19 others like this.
Most Relevant
66 shares


Motors.co.uk
10 July at 14:32 ·
Like Page
Take our theory test quiz to find out how road smart you are.
HOW
ROAD SMART
ARE YOU?
Do you know what this road sign means?
TAKE OUR QUIZ!
Test your road knowledge!
Complete our quiz to be in with a chance of winning an electric Range Rover Evoque replica!
WWW.MOTORS.CO.UK
Learn More
Like
Comment
Share
Debbie Howie, Joanna Peacock, Judy Hart-Sutherland and 24 others like this.
Most Relevant
89 shares


Motors.co.uk
10 July at 14:32 ·
Like Page
Fill in our theory test quiz to test your driving knowledge!
HOW
ROAD SMART
ARE YOU?
Do you know what this road sign means?
TAKE OUR QUIZ!
Are you still road smart?
Take our quiz to be in with a chance of winning your children a new Range Rover Evoque replica!
WWW.MOTORS.CO.UK
Learn More
Like
Comment
Share
Peter Herman, Darren Phillips, John Philip Cookson and 36 others like this.
Most Relevant
114 shares

The **results**.

75,339 views

Over 42,000 entrants

3,748 social shares, comments and likes

22 linking domains
61 avg DA. 40.9m Hitwise traffic. Over 3k referrals

3 mins 58 secs on-page engagement

2nd highest trending post on **Reddit**

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40/60

Distribution

Content

Think about distribution at every stage of the content ideation and creation process to give yourself the best chance of success.

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Step 5.

Build a strategy that's just right for you.

Don’t be a sheep.




If you’re selling highly-caffeinated fizzy drinks on a global basis, spending millions on incredible YouTube videos would appear to be a GREAT strategy.

But if you're selling rat cages in the north of England, it's still all about Rattitude magazine.



Finding a unique solution.

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Objectives & Strategy

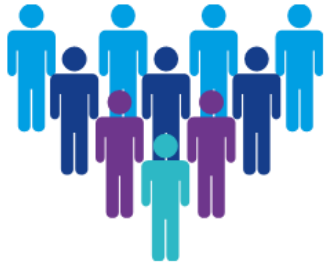
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Data

- Brand Guidelines
- Commercial Priorities
- Competitor Insights
- Toolset Insights

+



Target Groups

- Demographics
- Interests
- Personas

=

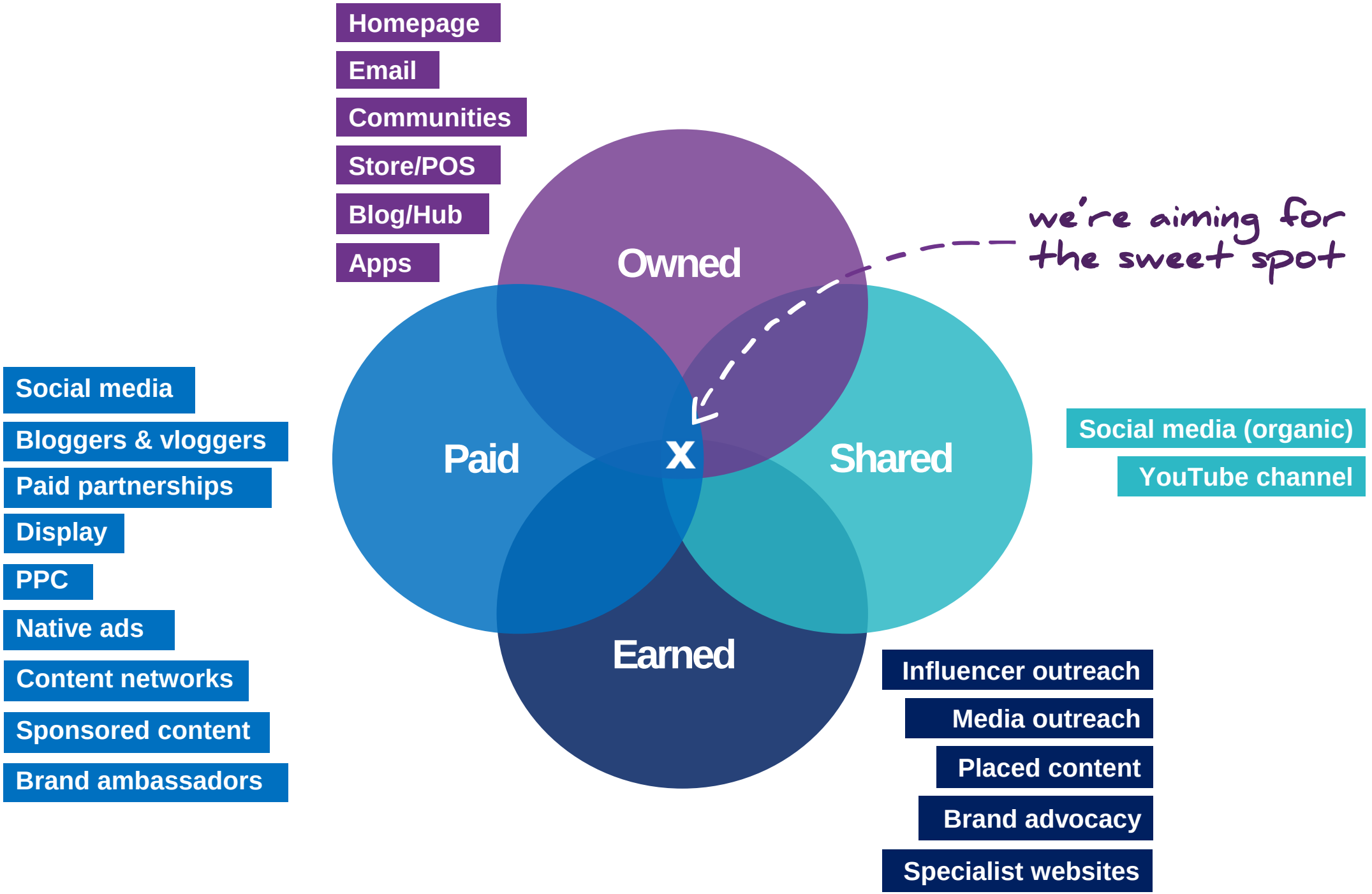


Ideation

&



Distribution Plan


Homepage
Email
Communities
Store/POS
Blog/Hub
Apps
Owned
we're aiming for the sweet spot
Social media
Bloggers & vloggers
Paid partnerships
Display
PPC
Native ads
Content networks
Sponsored content
Brand ambassadors
Paid
X
Shared
Social media (organic)
YouTube channel
Earned
Influencer outreach
Media outreach
Placed content
Brand advocacy
Specialist websites

Staying true to your brand, your objectives and your audience will result in a unique and effective solution.

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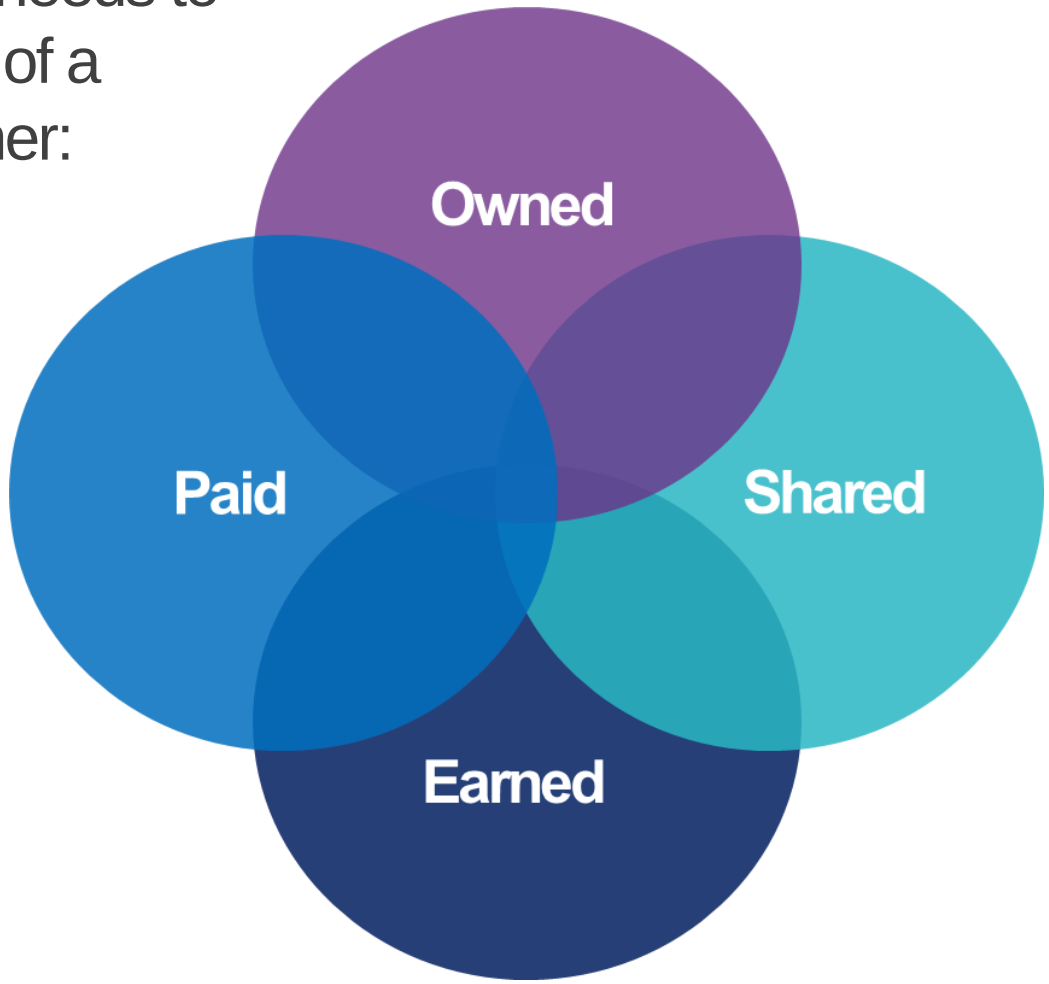
Step 6.

Leverage a wide range of skills and experience.


This is the really hard bit.

Content distribution skillsets.

An integrated content distribution campaign needs to leverage the specialist skills and experience of a wide range of experts working closely together:



Owned:

- CRM, content management & search experts.

Paid:

- Digital biddable media experts.

Earned:

- PR, influencer marketing experts.

Shared:

- Social media, community management experts.

Example: Earned outreach.

For example, having a tried-and-tested process that's deployed by an experienced team allows us to deliver maximum impact from influencer-led SEO campaigns.



Using our in-house **WebCRM** tool, we'll identify the most relevant and suitable sites to deploy content on.

We'll then drill down further – identifying the individual influencers most likely to deliver what we need.

The next step is to develop the assets we need to persuade our target influencers to get on board with the project.

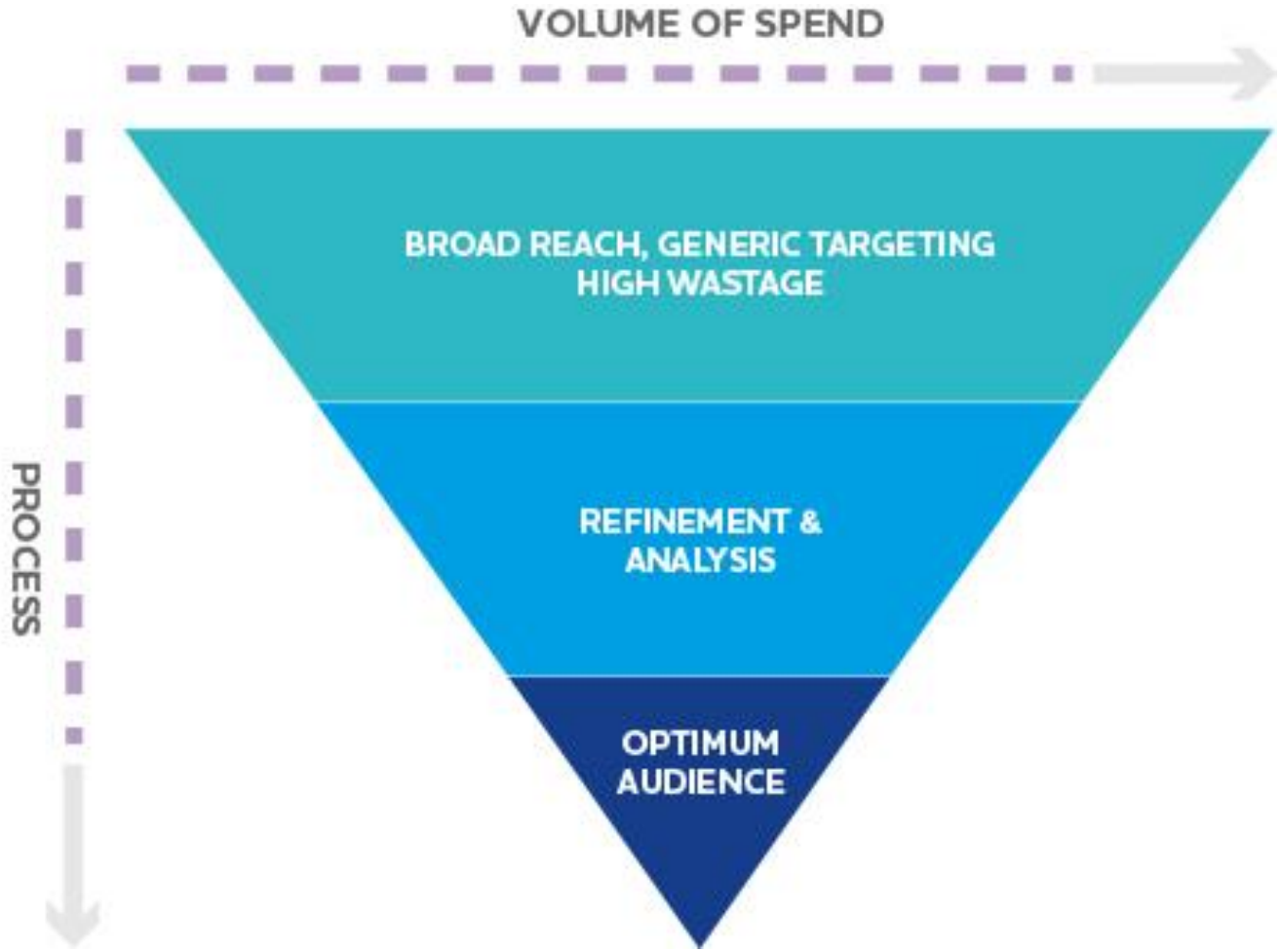
We then reach out to the influencers personally – leveraging our relationships and contact network.

We'll then communicate intensively with our influencer shortlist to ensure we get the right people.

Once they're on board, we'll work closely with the influencers to give them what they want and need.

When content is published, we'll follow up secure that all-important client credit for SEO – a mention or a link.

Example: Paid media targeting.

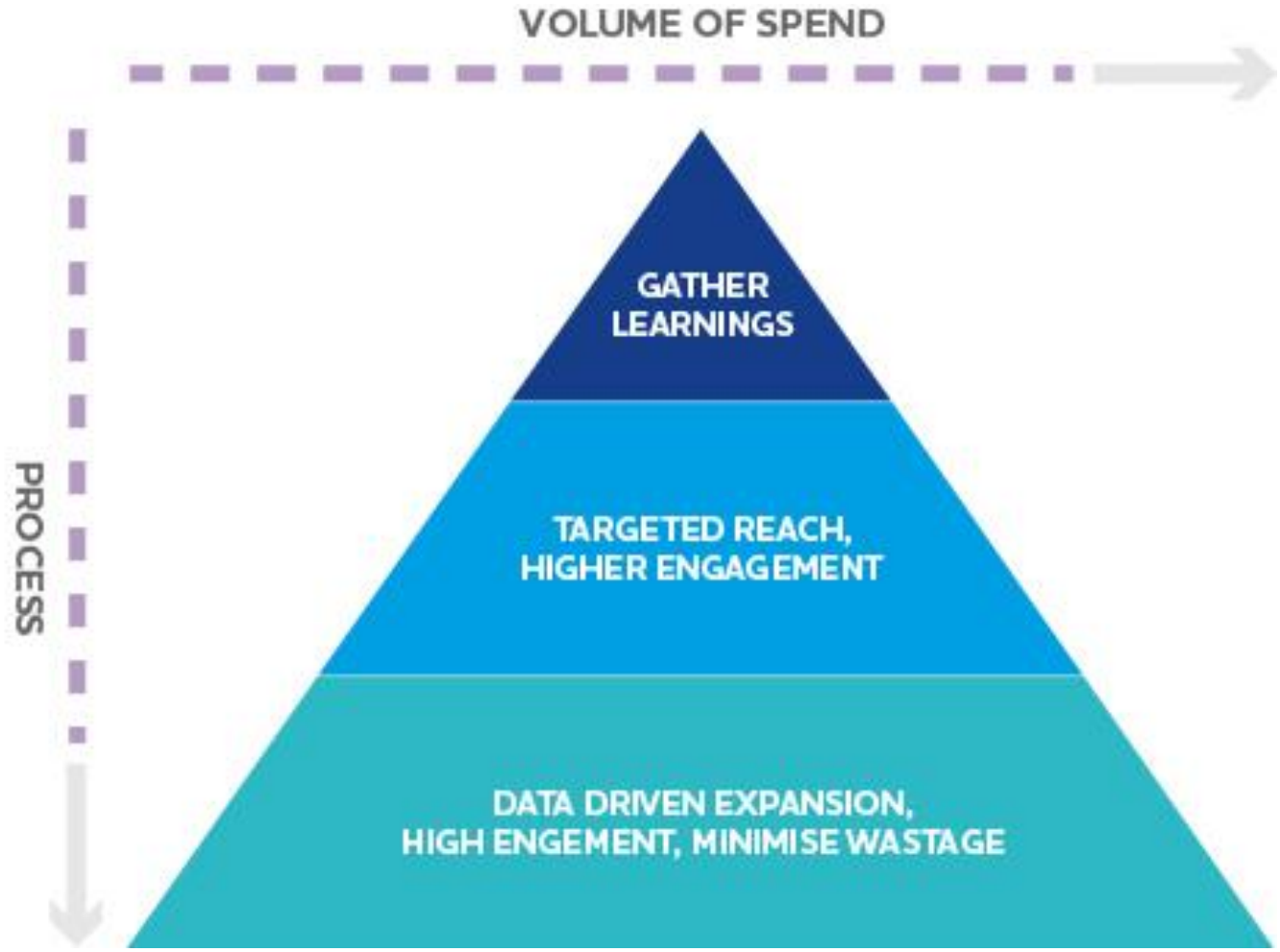


And our biddable media team can provide expert guidance on whether a broad-to-narrow paid approach is appropriate for a particular content campaign…

Example: Paid media targeting.

Stickyeyes

Or whether an insight-led, narrow-to-broad approach offers and better and more cost-effective solution.

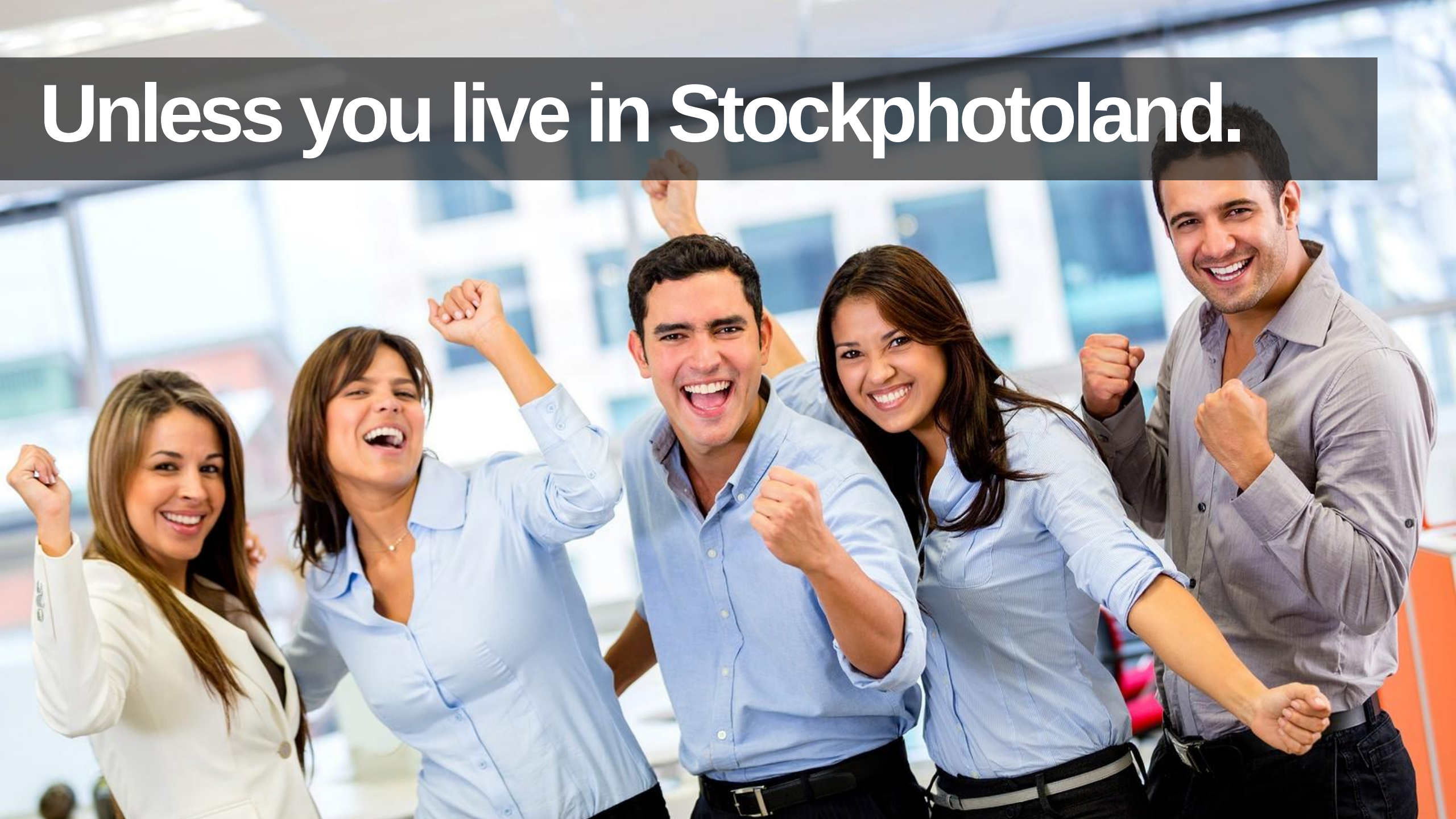



It’s impossible for one
person to master them all.

But it can be hard getting teams to work together.



Unless you live in Stockphotoland.



Harnessing the different skills of channel experts is the most effective way to distribute content.

So that’s it.
In a nutshell.

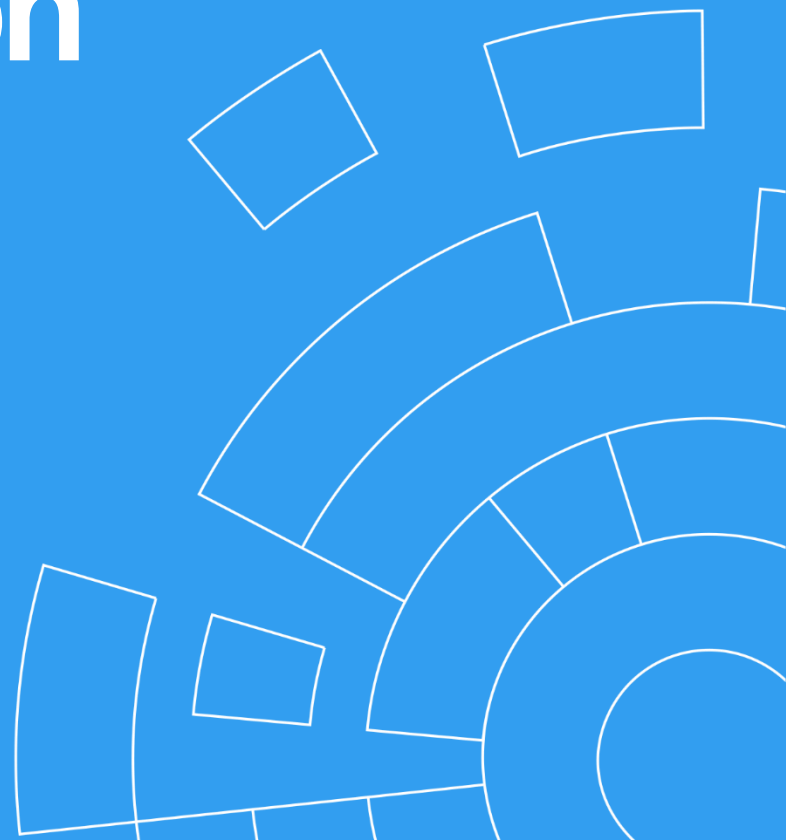


Time for some top takeaways.

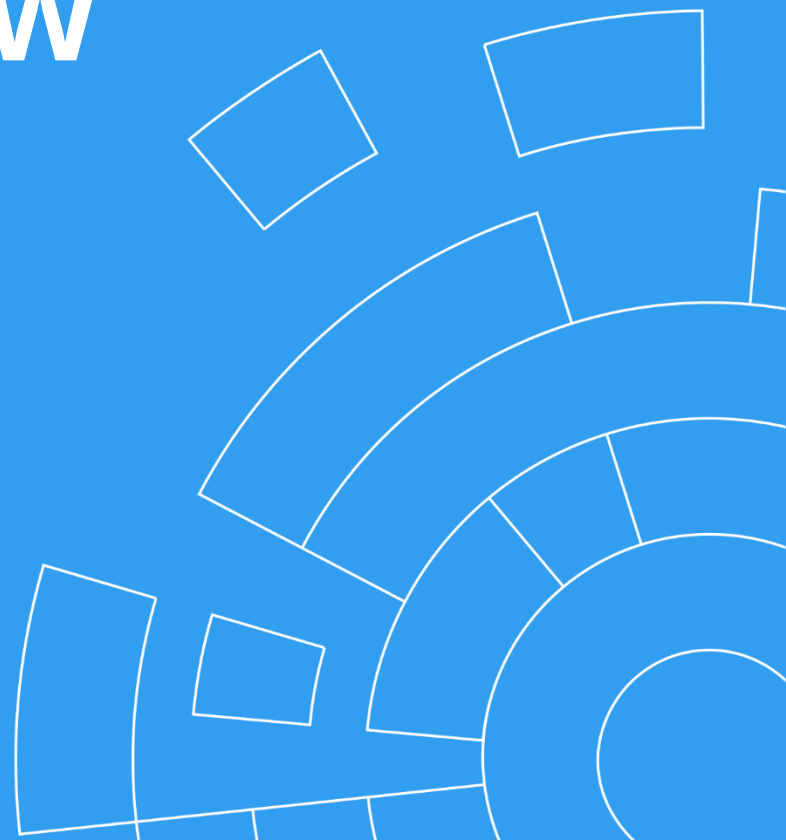
1. Start with the end in mind – define your goals from the outset.



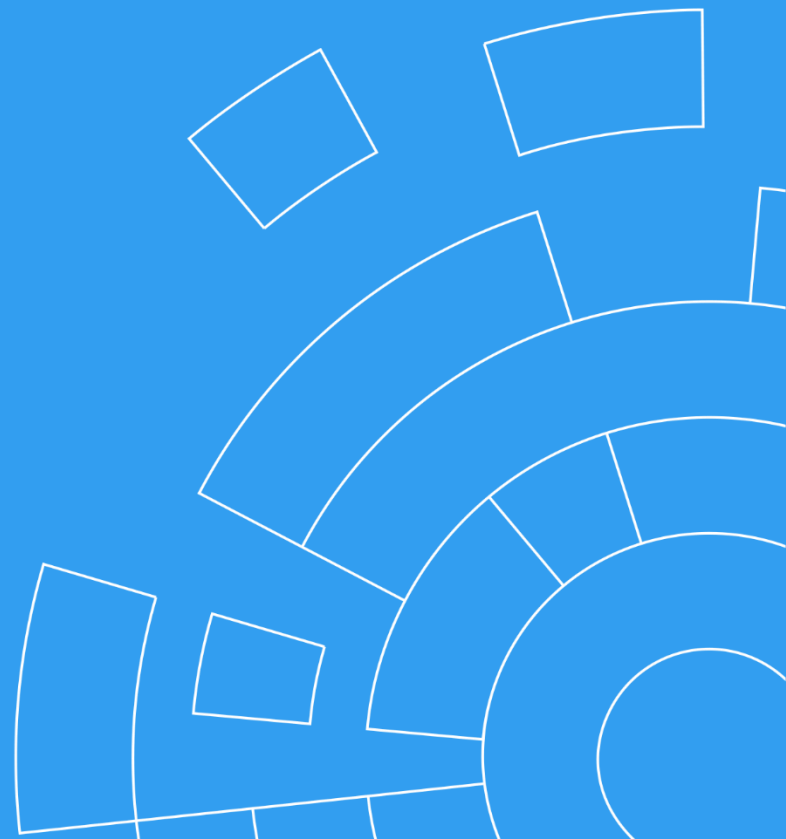
2. If you're creating content, you need a distribution budget too.



3. Understand your audience – get to know them inside out.



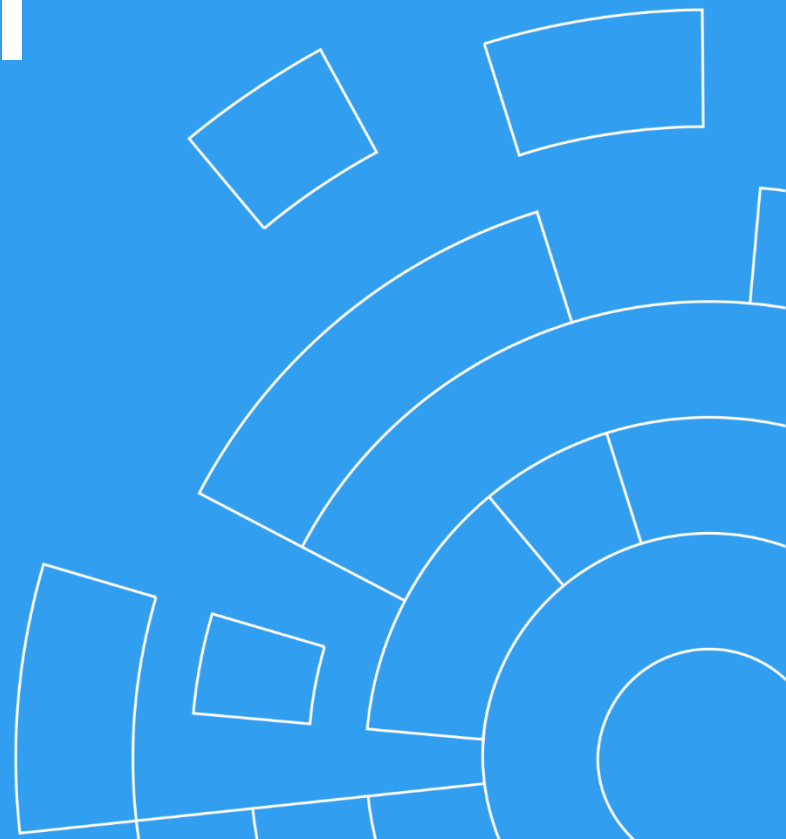
4. Put distribution at the heart of the content ideation process.

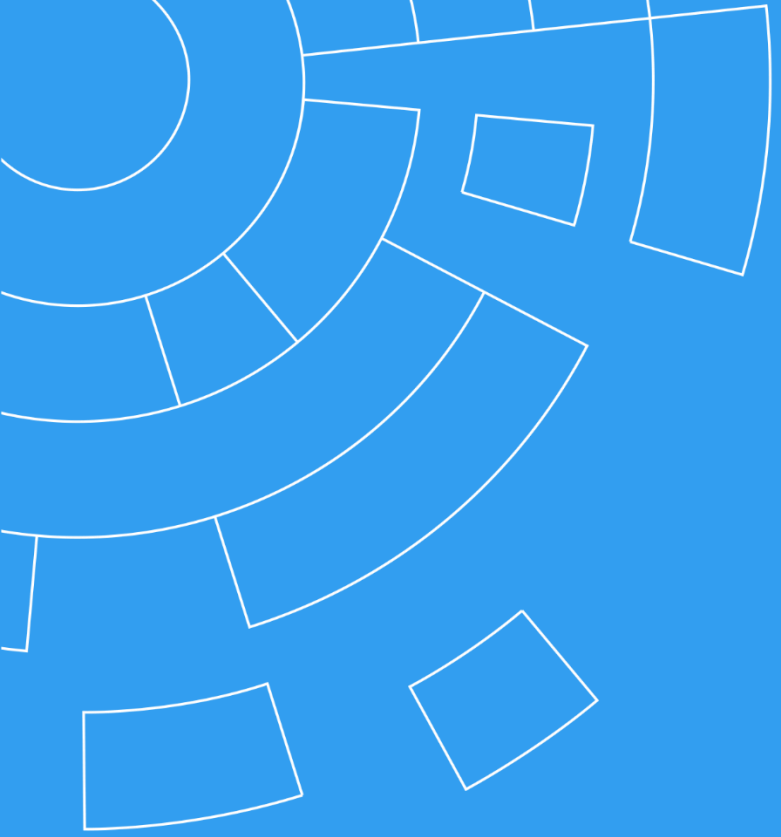


5. Develop a content strategy that's right for you – don't just follow the crowd.



6. Use the skills and experience of channel experts to drive the biggest impact.





Thank you.