

DIGITAL CONTENT THAT CONVERTS

How To Create Content and Measure ROI



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Introduction to **Content Marketing**

Marketing guru Seth Godin has once said,

“Content marketing is the only marketing that’s left.”

That is way back in 2008. Ten years on, content marketing is just starting to gain real traction in many markets, including ours in the Philippines.



What is Content Marketing?

Let us start by talking about what it is not. Content marketing is not the same as digital marketing, although the two can – and should – overlap. Digital marketing, sometimes known as internet marketing, is marketing efforts with the use of digital tools and platforms, such as Internet search, online advertising, and social media.

Or, to put it another way, HubSpot’s definition of digital marketing,

“**Digital marketing** is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, e-mail, and their websites to connect with their current prospective customers.”

Content marketing, on the other hand, is focused on using content or stories to enhance your brand and engage your customers, whether online or offline. As content marketing leader Joe Pulizzi puts it,

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

—Joe Pulizzi, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*

A robust digital marketing plan will have content marketing as one of its main strategies. Likewise, a content marketing plan makes use of different digital platforms to increase its effectiveness. These days, you cannot go into content marketing without thinking about digital marketing, and vice versa.

Content marketing utilizes both original or curated content, or posting selected material from other sources. It is nearly impossible to keep creating new content at a pace that will keep you top-of-mind with your consumers. With social media feeds refreshing every

second, the demand for good and relevant content is ever-increasing. But that also means that good and relevant content is becoming more available and accessible than ever before. A smart marketer knows how to look for existing content that aligns with their brand values, and uses this as a leverage. Publishing content from other sources can also increase your reach by tapping into the source's networks.

Content marketing is about engagement – the more people you engage with the content you make or curate, the better.

The State of Digital and Content Marketing in the Philippines

JAN 2019 THE PHILIPPINES
THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE.



Source: Hootsuite 2019 Digital Report

How big is Internet usage in the Philippines? Pretty big – estimates say about 71% of the population use the internet and it is increasing by the year. (In 2017, an estimated 58% of the Philippine population use the internet.) More interestingly, there is a one-to-one correlation between Internet usage and social media activity. In short, anyone who uses the Internet is on some form of

social media. This explains why social media marketing is seen as the most effective digital marketing channel in the country by far. Content marketing comes in third – and is only expected to grow in the coming years. This makes sense, since one of the pillars of effective social media marketing is good content.

DIGITAL MARKETING CHANNEL EFFECTIVENESS, 2016

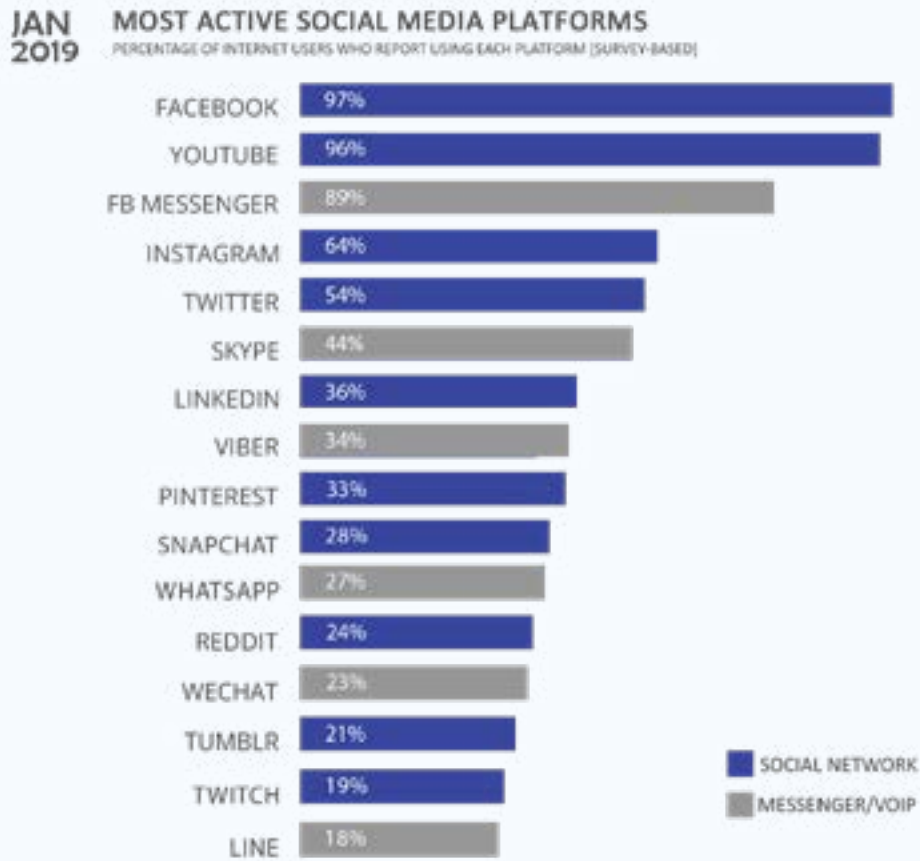


Source: GetCRAFT - Philippines' Digital & Content Marketing Report in 2017

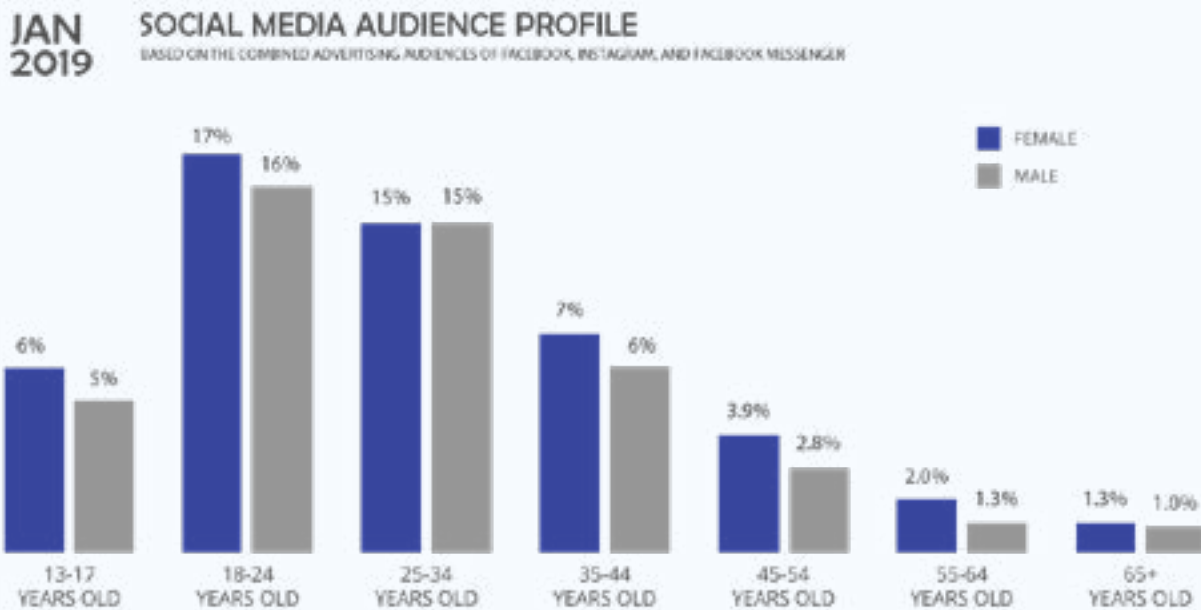
Consumers are moving slowly from traditional, one-way media, to online, two-way media. An average Filipino spends about nine hours online – four hours of which is spent on social media alone. In contrast, an average *Pinoy* only spends two and a half hours watching television. Clearly, digital is becoming the major platform for businesses to reach consumers.

Intuitively, we know that the largest and most popular social media platform in the country is Facebook. Coming in a close second is YouTube which, again, is not much of a surprise to many. The question

now becomes, *what should you do about it?* Information about consumers' social media and online activities should feed into your digital marketing strategy.



Source: Hootsuite 2019 Digital Report



Source: Hootsuite 2019 Digital Report

And who exactly goes on Facebook all the time? **Yup – Millennials and Gen**

Z. They are most likely going to bring their digital behaviour well past middle-age so, it is a good idea to get to know them while their purchasing power is still growing.

In terms of format, videos lead in digital content marketing effectiveness. There is a rise in content streaming activity which coincides with the increase of internet speeds across the board. People are beginning to rely on the internet for content

that used to be consumed via traditional media. The availability of on-demand and live-streaming content will define video consumption in the years to come.

Where and how content is being consumed matters, too. Almost all internet users in the country are active mobile internet users – 71.44m out of the 76m users, or 94% of the internet population. This means **optimizing your content for mobile is no longer an option but a necessity.**

Content Marketing Initiatives: Level of Effectiveness



Source: GetCRAFT - Philippines' Digital & Content Marketing Report in 2017

There is a whole host of other data on digital marketing and e-commerce, so it is important to know how to filter the information into what are relevant and important to you and your business.

The digital landscape is always evolving, and understanding the playing field is key to navigating your way to success in digital marketing.

JAN
2019

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE DEVICES

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



76.00
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



71%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



71.44
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



67%

Source: Hootsuite 2019 Digital Report

Getting Started with Digital and Content Marketing

“Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win.”

-Sun Tzu, *The Art of War*

Translation – Winners rely on solid strategy. To win in the digital marketing game, you need to have a well thought-out digital marketing strategy as early as possible - even before you go online.



A digital marketing strategy needs to be tied to the overarching brand strategy.

Consistency is key in any marketing effort.

What do you want to achieve with your digital marketing? How do you want to position your brand? What steps do you need to take in order to reach your goals?

If you have not developed a clear brand or digital marketing strategy yet, you should read through our [Digital Marketing Starter Kit](#).

Digital media have changed the way marketing is done. It is no longer about pushing brand messages to passive consumers. The conversation has shifted from being one-way **brand-to-consumer advertising**, to two-way **brand-to-consumer-to-brand communication**. Digital platforms have allowed consumers to have a voice, and this generation of consumers has used that option to great effect. Brands have started to listen to what their consumers are saying, and strong brands are those that respond appropriately to feedback.



This shift in marketing communications means that digital marketers need to listen at least as much as they talk. Do you know what your customers think of your brand? How often do you show up online, and in what ways? Figuring out where you are helps you plan ahead and move forward with your digital strategy. When, how, and why you turn up in social media or social networking sites are a good barometer for your online branding. Chapter 2 of this guide will dig into social listening and digital audits, both as ways to review current efforts and as a springboard for future strategy.

At the heart of your digital marketing strategy should be your content plan.

Why? Because if you do not think about what kind of content you will be putting out there, then you will not be able to control the kind of online interaction you will be getting. If you do not know how your consumers will interact with your

brand, then you cannot influence them to respond the way you want. Effective marketing efforts drive sales and increase brand loyalty. You are not here just to be cool; you are here to be a trusted provider of something the consumer wants.

A content plan should include what kind of content you will publish or share, when and where you will publish or share it, and what actions or results the content aims to achieve. Chapter 2 will give you the basic nuts and bolts of putting together a content strategy by helping you to:

- Identify and describe your target buyers
- Review your current branding, and/or shape a new brand identity
- Plot out your goals and the steps to achieve them
- Assess your progress by establishing metrics that are relevant to you

Chapter 2 also contains worksheets and templates to get you started in your digital content planning journey.

Digital Marketing Dictionary

The following terms are lifted from Google's Digital Garage training site. You can download the entire glossary on

<https://learndigital.withgoogle.com/digitalgarage/assets/media/pdf/2-digital-marketing-glossary.pdf>

Ad Network

A platform connecting advertisers with publishers who want to host their ads. The advertiser pays the network every time an agreed event takes place, such as an ad impression, a click, or a sale. The network then shares the revenue generated from the advertiser with the publisher, after deducting the network fees.

Analytics or Web Analytics Tools

The analysis of data generated by people's activity on websites or mobile apps for the purpose of discovering ways to improve websites and marketing campaigns.

App (Application)

A program designed to run on smartphones, tablets, and other mobile devices.

Banner Ad

A form of advertisement found on web pages and mobile applications, available in a variety of formats (such as images, GIFs, and rich media).

Blog

A regularly updated website with posts written by an individual or a business, typically in a conversational style and focused on a specific subject.

Click-through Rate (CTR)

The number of times people click on an item of interest, like an advertisement, in comparison to the number of times users are exposed to that item.

Content

The digital material available to users via text, video, audio, images, etc.

Content Marketing

Creating online content such as blogs, videos or infographics to attract and engage a defined audience.

Conversion or Goal

The action you want visitors to perform. Examples include e-commerce purchases, form submissions, phone calls, and video views.

Conversion Rate

The ratio of conversions to visits, often used to measure digital performance.

Cost per Click

The amount of money required to produce a single click on a digital advertisement.

Email Marketing

The process of using e-mail messages to share information and promote products and services.

Home Page

The introductory or “main” page of a website.

Impressions

The number of times an advertisement is displayed.

Index

A searchable catalogue of web pages and digital content used by a search engine to provide relevant results.

Keyword

A word or a phrase typed into a search engine which businesses can target as part of their advertising campaigns.

Landing Page

The first page on a website that a person usually sees—not necessarily the home page of that website.

Natural Listings or Organic Listings

Results from a search engine that are not paid advertisements.

Paid Listings

Advertisements that appear on search engines results pages.

Pay Per Click (PPC)

An advertising system in which advertisers pay for users to click on their advertisements.

Query or Search Term

The keyword or phrase a user types into a search engine in order to find what he or she looking for.

Ranking

A listing’s position on a search engine results page.

Return on Investment (ROI)

A calculation an advertiser uses to try to identify if their online marketing campaigns are profitable. One common formula used for calculating ROI is the following:

$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

Search Engine

A tool that indexes and returns relevant digital content in response to users’ keywords. Popular Internet search engines include Google, Bing, Yahoo, DuckDuckGo, Baidu, Yandex and more.



Search Engine Optimization (SEO)

The practice of making changes to web pages' content, and the promotion of that content to improve visibility in the organic – or unpaid – search engine results.

Search Engine Marketing (SEM)

A form of advertising that allows you to bid for your advertisement to show along with search results of keywords that people are typing in. As a result, businesses are seen by people at the very moment they are searching for the things these businesses are offering.

Search Engine Results Page (SERP)

A list of results appearing in a search engine in response to a user's search query.

Session or Visit

A group of interactions that takes place on your website within a given time frame. For example, a single session can contain multiple page views and e-commerce transactions.

Social Media

Content such as text, images, or videos, which are created by individuals and shared across the Internet.

Social Network

A community of individuals creating and sharing content.

Traffic Acquisition

The process of attracting visitors—often referred to as traffic to websites, mobile apps, and other digital assets.

Unique Visitor

A single visitor to a website during a specific period of time.

User-Generated Content (UGC)

Content created by users of an online platform such as videos, comments, or posts.

URL or Uniform Resource Locator

The unique address of a page or piece of digital content on the Internet.

Vlog

The video version of a blog, where updates are new videos rather than written posts.

Statistics show that digital marketing is the way to go for growing your business. It is certainly not rocket science, and learning by doing is entirely possible. But with the pace of technological change these days, trial-and-error can end up costing you more than hiring a consultant or buying a guide – in terms of lost time, lost resources, and lost opportunities.

Get your copy of the full eBook, **Digital Content that Converts**, plus three bonus materials – a Digital Marketing Starter Kit, Introduction to Facebook Marketing, and Website Audit and Self-Assessment Tool.

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