

內容行銷

Content Marketing

為何新傳媒轉型成為 Content Marketer ?



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A New Product !





How will you promote it today?

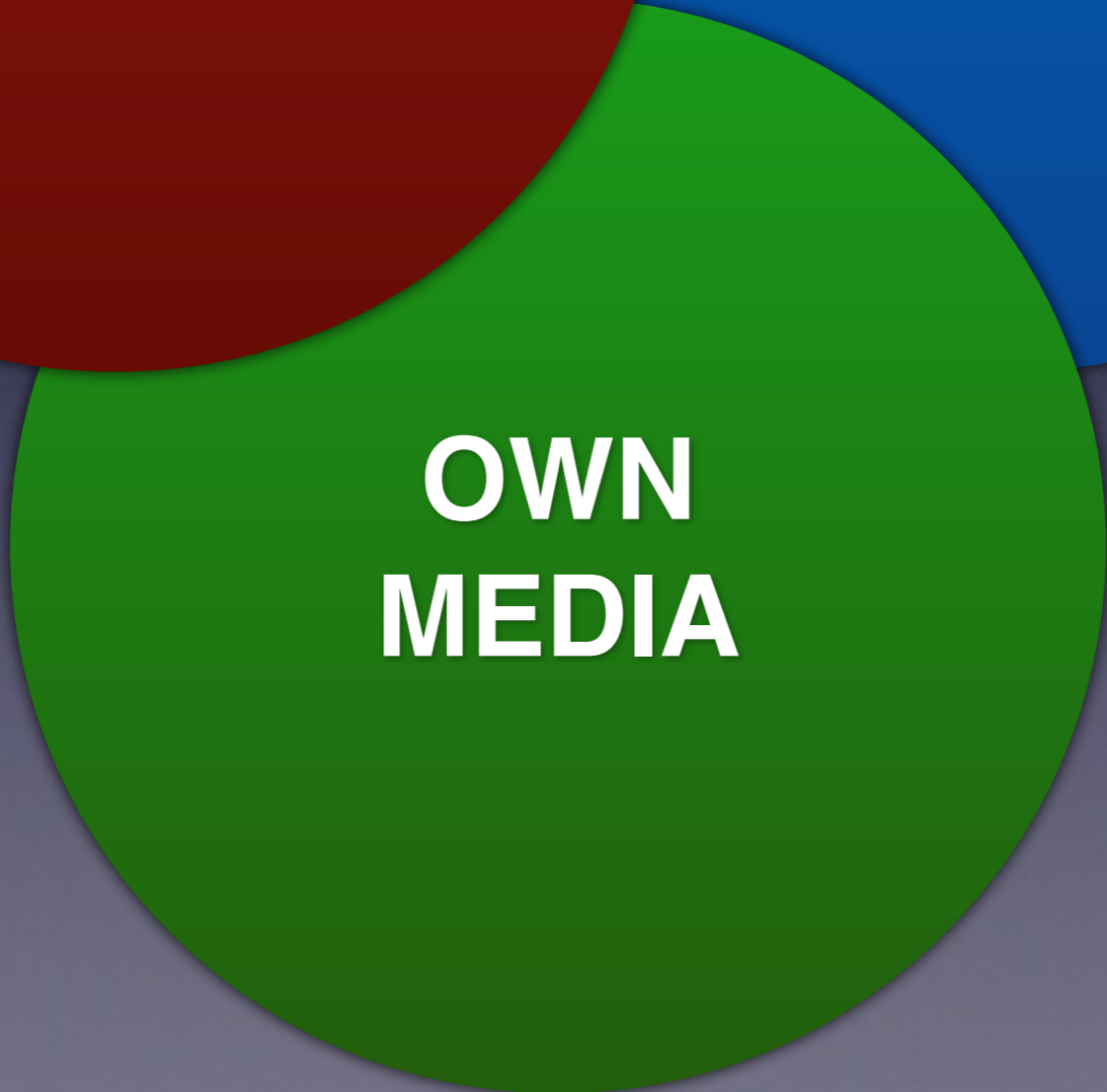
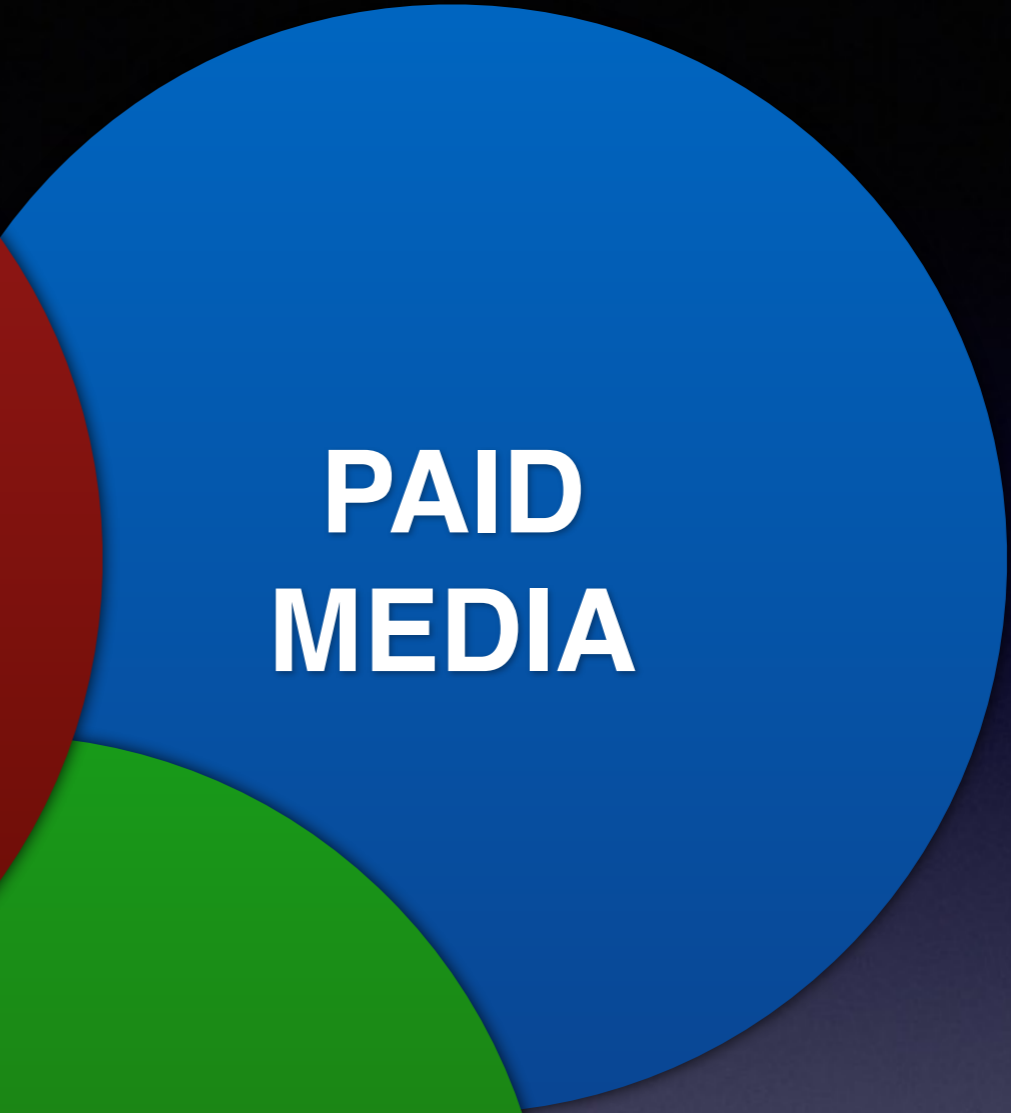
Traditional Way.....



Old but still works well!

Digital Marketing way...





**EARNED
MEDIA**

**PAID
MEDIA**

**OWN
MEDIA**



**PAID
MEDIA**

- **Pay Per Click**
- **Display Ads**
- **Retargeting**
- **Paid Influencers**
- **Paid Content Promotion**
- **Social Media Ads**

- **Website**
- **Mobile Site**
- **Blog Site**
- **Social Media Channels**



**OWN
MEDIA**



**EARNED
MEDIA**

- **Sharing**
- **Mentions**
- **Reposts**
- **Reviews**

Propel sharing & engagement with paid promotion

(Social Media)

(Traditional Media)

**EARNED
MEDIA**

**PAID
MEDIA**

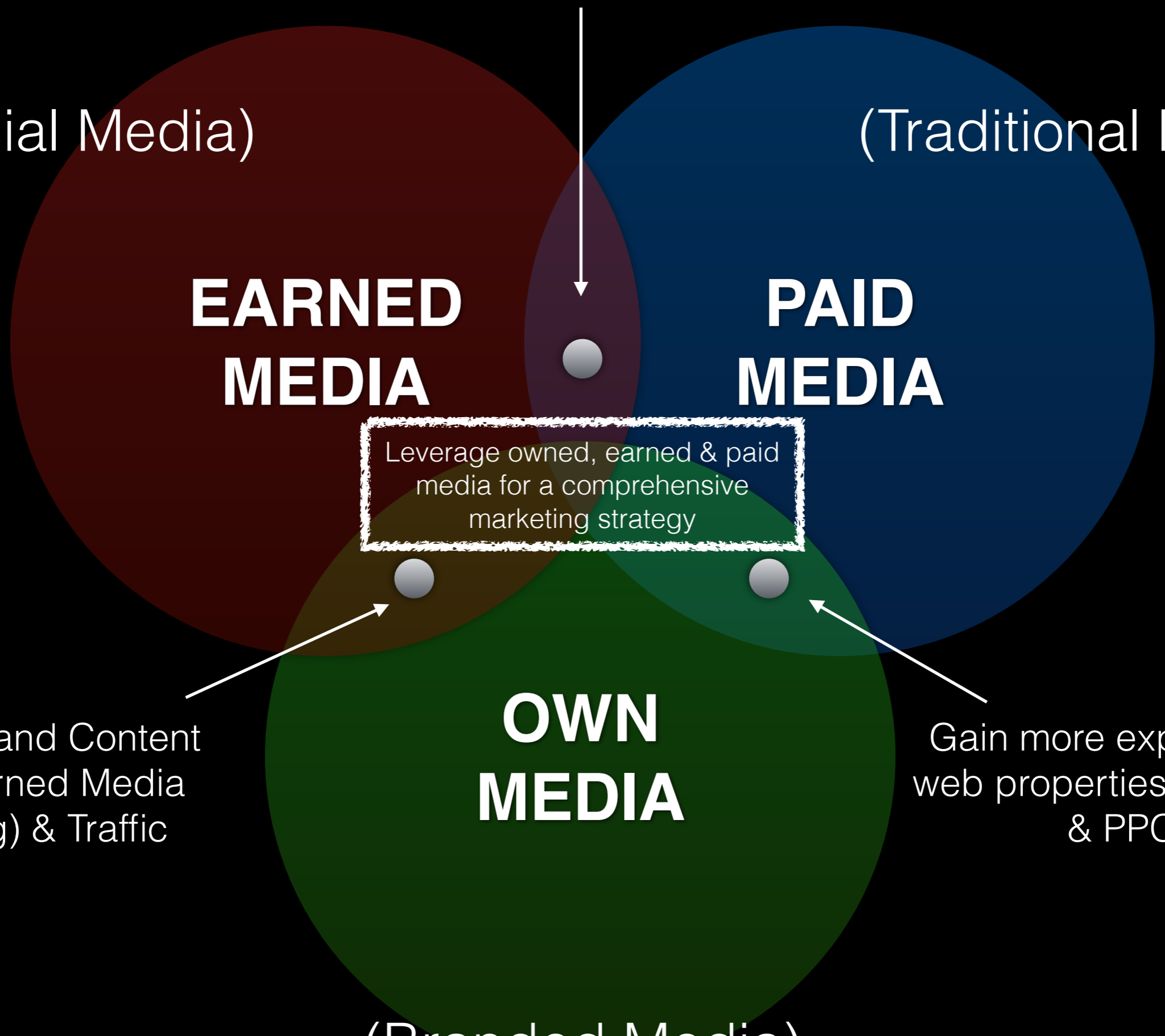
Leverage owned, earned & paid
media for a comprehensive
marketing strategy

**OWN
MEDIA**

SEO & Brand Content
Drive Earned Media
(Sharing) & Traffic

Gain more exposure to
web properties with SEO
& PPC

(Branded Media)



Social Media Marketing has its problems...

- Facebook dominant Hong Kong Social Media Market - 4.4M/7M, 63% penetration rate, 3.1M login everyday (Facebook 3Q 2014) - lack of competitors
- Organic Reach keep on dropping and dropping
- Facebook changing their newsfeed policy every month
 - No more “Like this page to win” @Nov 2014
 - Cutting down “Overly Promotional Page Post” exposure @2015
 - “Showing Fewer Hoaxes” Actions @ 20-Jan-2015
- Instagram is picking up fast in younger circle but it still belongs to FB

CMO TODAY

Brands Are Wasting Money on Facebook and Twitter, Forrester Says

ARTICLE FREE PASS 3 MONTHS FOR JUST \$1 ACT NOW

By JACK MARSHALL

Marketers are increasingly turning to social networks Facebook and Twitter in an attempt to start "conversations" and "relationships" with consumers. According to research firm Forrester, they might be wasting their time and money doing so.

"You don't really have a social relationship with your customers," analyst Nate Elliott wrote in a new report titled "Social relationship Strategies That Work."

According to Mr. Elliott, top brands' Facebook and Twitter posts only reach around 2% of their fans and followers, and less than 0.1% of fans and followers actually interact with each post on average. What's more, Facebook announced last week that another tweak to its news feed algorithm will soon make it even less likely brands' unpaid posts will actually be seen by users.

As a result, marketers hoping to interact with consumers online might be better off investing in social features that exist on their own websites, or in smaller, more niche social networks, Mr. Elliott said.

"It's clear that Facebook and Twitter don't offer the relationships that marketing leaders crave. Yet most brands still use these sites as the centerpiece of their social efforts — thereby wasting significant financial, technological, and human resources on social networks that don't deliver value," Mr Elliott wrote. "It's time for marketers to start building social relationship strategies around sites that can deliver value."

Based on Forrester's research, Mr. Elliott urged marketers to think carefully about the ways they're spending their money on social efforts, and to recognize that Facebook and Twitter are not what they used to be from a brand perspective. "While they'll continue to collect billions in display ad revenues, they're just not the most important sites for social marketers anymore," he wrote.

In fact, some brands are already shifting resources away from Facebook and seeing success, according to Mr. Elliot. In the next 18 months more marketers will follow suit, and Facebook "will become nothing but a repository for display ads", he predicted.

Robison Project Buys Budget and Shiny Ads to Automate Ad Buys

Gallo Family Looks to Defy Media For Web Video Franks to Sell Wine

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CMO
Insight written and compiled by Adobe

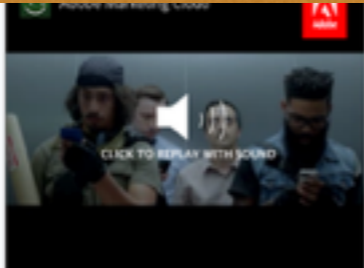
Featured content
INTERVIEW: ERIC ANGELORO, SMART USA



How Smart USA is proving that good cars - and great marketing - can come in small packages.
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Next: Gallo Family Looks to Defy Media For Web Video Franks to Sell Wine

CMO TODAY HOME PAGE

Email Print

- SPONSORED RESULTS
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 - Party Dresses
 - Fashion Accessories
 - Men's Formal Wear
 - Special Occasion Dresses
 - Clothing Shopping
 - Classic Women's Clothing
 - Formal Gowns

Brands Are Wasting Money on Facebook and Twitter, Forrester Says

<http://blogs.wsj.com/cmo/2014/11/17/brands-are-wasting-money-on-facebook-and-twitter-forrester-says/>

“According to Mr. Elliott, top brands’ Facebook and Twitter posts only reach around 2% of their fans and followers, and less than 0.1% of fans and followers actually interact with each post on average. What’s more, Facebook announced last week that another tweak to its news feed algorithm will soon make it even less likely brands’ unpaid posts will actually be seen by users.”

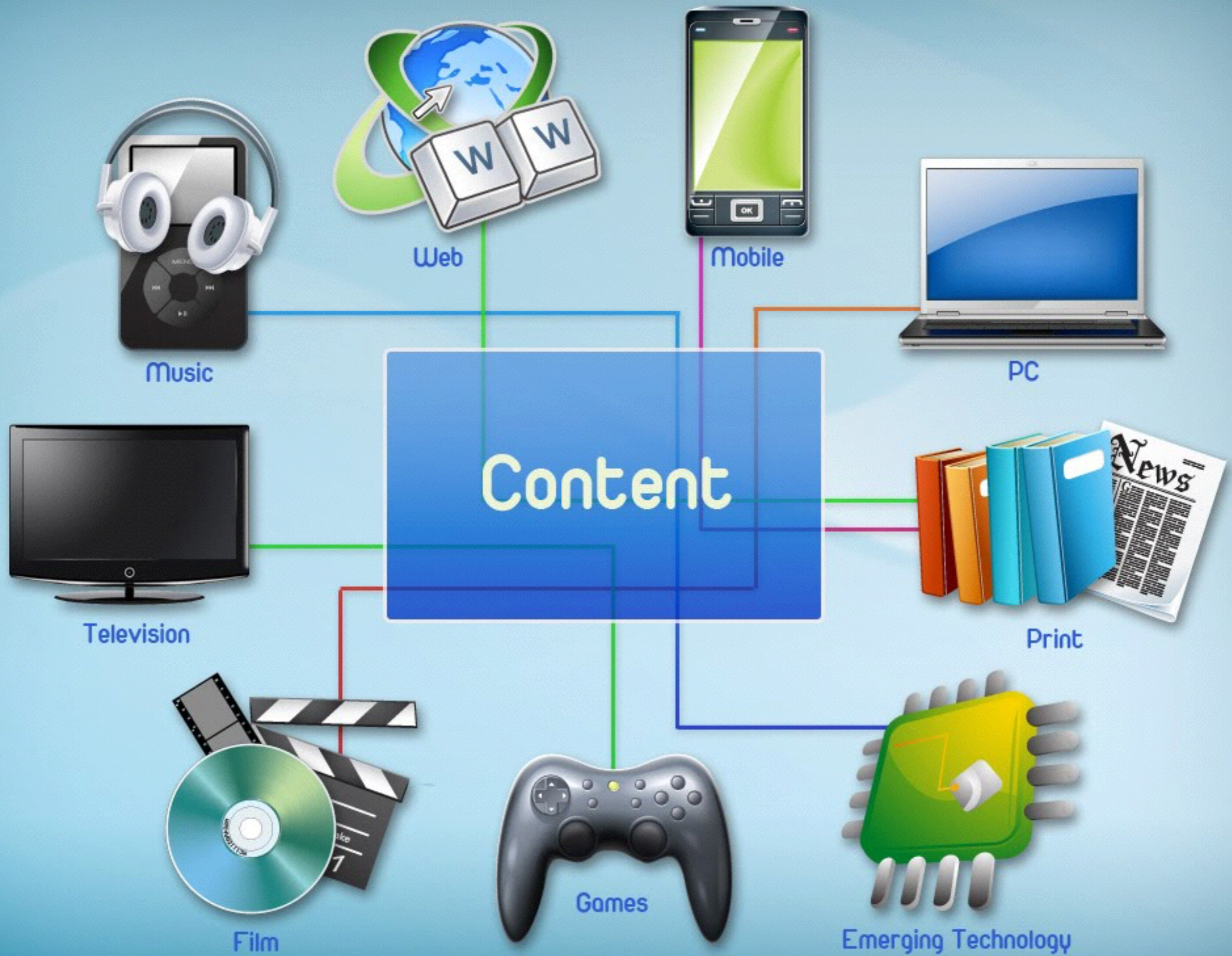


**Create a Facebook page then buy some
Facebook ads is NOT working anymore**



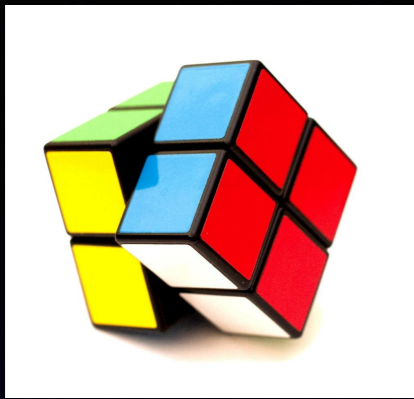
Content Marketing Strategy

Transmedia



Content Marketing & Transmedia

- Transmedia is Approach,
Content Marketing is Technique
- Transmedia is Storytelling,
Content is the Story,
Content Marketing is the Story
Telling Strategy



New Product
Launched!

Traditional Way



Creative Articles like
“How to play Rubik’s Cube
like a pro”

Content Marketing Way

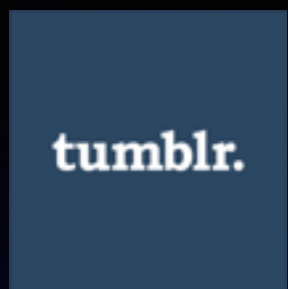


Create a new website about playing
Rubik’s Cube and related toys with 1-3
years marketing plan & Transmedia
Approach

Transmedia
Content
Marketing
Strategy



Transmedia & Content Marketing



Marketing



Rubik's Cube Website



What is Content Marketing?

Content marketing is any **marketing** that involves the creation and sharing of media and publishing **content** in order to acquire and retain customers.



FOCUS

“Content Marketing is all the marketing that’s left.”

“Content Marketing = Permission Marketing”

- Seth Godin

“Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world that you are one.”

- Robert Rose

Content Marketing

Free Content

strategy

- Blogs
- White Papers
- Tutorials
- Videos
- Podcast
- Infographics



Information or
Solutions helping
customer to
make the right
decisions

Key to Effective Content Marketing

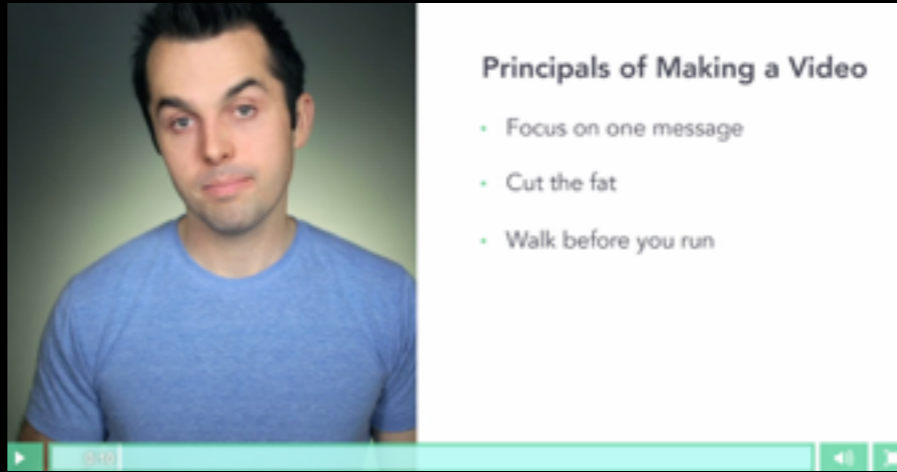
- Create the content customer really want to read
- Only sending useful content to your customer (10-20% Promotional Content is the limit)
- Create Reference Materials that ALWAYS have value (e.g. 12 ways making your effective in office)
- Share other website that the customer may interest and keep on testing

Example: 我的孔雀餅乾

<https://www.facebook.com/mypeacockbiscuit>

- “為重新喚起消費者對孔雀餅乾的購買力，廣告代理商決定結合對目標族群的洞察與網絡使用行為，提供以「實用有趣的內容」與社群來吸引消費者的目光，讓消費者提供自己獨特的孔雀餅乾吃法內容分享給大眾，號召大家提供自己的孔雀餅乾吃法做點子，此活動三天內粉絲數成長超過10倍(1000%)，活動結束第二天更激增至20倍(2000%)；新聞報導則數超過100則，兩週內Youtube影片總點閱率達130萬次，孔雀餅乾的銷售增長更高達5成。”
- Inside





WHAT'S TRENDING

- 1 How to Build an Unforgettable Personal Brand
- 2 5 Things Successful People Do That Others Don't
- 3 3 Reasons Introverts Make Excellent Employees
- 4 Successful Entrepreneurs' Secrets to Mastering Work-Life Balance
- 5 Why Putting Customers First Can Damage Your Business

Content



are everywhere!

Marketing



A silhouette of a person juggling a ball against a bright background. The person is shown from the side, with their arms raised and hands positioned to catch or throw the ball. The background is a bright, hazy sky, and the person's shadow is cast on a textured wall to the right. The overall mood is one of focus and skill.

**Let Content Marketing be
the spirit of your campaign**

Prepare to tell a long story about your product!

Content Marketing is trending up but...

- It should be a long term digital strategy for a brand
- Hard to convince management for a Content Marketing Campaign (Even Social Media Campaign is not easy)



Being a Content Marketer **needs**

- Content Creation Profession
- Multimedia Experience Preferred
- Understand What Consumer want to read, where they want some help
- Able to create the customers needs & trends
- Use Data Analytics daily for A/B testing and understand new technical trends to react fast
- Understand Social Media and use it WELL to kick start the story
- Leverage owned, earned & paid media for a comprehensive marketing strategy



But management are not quite ready for digital...

Why NMG is moving there?

- Just because we are already there
- We create “content”, tell “story” & driving trends for 20 years in HK
- We have a Social Media Network with board profile to help drive content marketing and start the buzz
- We have in-house professional creative team including Tech, Social & Multimedia to make things happen and act fast

social media
creative



Digital
Innovation
&
Services

multimedia
creative



Our Clients



SocialBakers Trusted Partners in HK

#1 Awarded Case

The Spark Awards for Media Excellence 2014

Best Media Campaign – Social Media

Best Media Campaign – Online Video



#2 Awarded Case

The Spark Awards for Media Excellence 2014

Best Media Campaign – Digital

Best Media Campaign – Mobile



Make a story with us !



jade-lang.com

tag (attribute = alt)

2. Kinds HTTP REQUEST

OK + HTTP RESPONSE



Unicorns : <http://youtu.be/1yD7NC2Urdw>

Thank you !



Dominie Liang

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