

CHALLENGE

YOUR

CONTENT MARKETING

78 TIPS FOR BETTER CONTENT STRATEGIES,
STRONGER MARKETING RESULTS

B **BRAFTON**
FUEL YOUR BRAND



CHALLENGE YOUR CONTENT MARKETING

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INTRODUCTION

EACH DAY, MORE THAN 92,000 ARTICLES ARE POSTED TO THE WEB ... What's your content marketing strategy? Posting a blog isn't the same as having a plan, and approaches that succeeded in the past won't cut it. The rising demographics of "digital natives" expect more out of their online experiences and favor brands that overcome technical limitations to improve the landscape.

BRANDS CAN'T JUST CREATE CONTENT - THEY HAVE TO CREATE AN EXPERIENCE. Prove your worth (and show some personality) to drive not only marketing metrics, but overall business goals. Our marketing and social strategists, editors, designers and video producers at Brafton have been creating strategies and web assets that not only "survive" the changing landscape, but continue to push expectations about "marketing content." These cross-department consultants and creatives work together to understand targeted web users and the digital landscape, and they've offered up some of their biggest insights to help you revisit your content strategy with fresh eyes this year.

COLLABORATION IS ONE TENET OF SMART AND STRATEGIC CONTENT - so read on, whether you currently work with us, another partner, an internal team or need to get started. We've got a lot of thoughts.



WHAT MAKES CONTENT MARKETING GREAT IN 2014?

“I hope in 2014 we stop saying, ‘Content for SEO,’ and start saying, ‘Content for customers.’ Yes, content fuels SEO, but SEO is not a goal - it’s a means to getting in front of an audience. The value of ‘quality content’ goes far beyond the initial click.”

—**KATHERINE GRIWERT**, MARKETING DIRECTOR

“The days of creating content for content’s sake are gone.”

—**JIM DAVIS**,
ANIMATION SUPERVISOR

“Brands that aren’t afraid to be creative will be the most successful. My biggest suggestion: Incorporate humor whenever possible. You want your audience to gain information about your services, but you also want them to feel something.”

—**TIFFANY SCHREIBER**,
CONTENT MARKETING STRATEGIST

“THE ONE THING I CAN SAY FOR SURE ABOUT CONTENT MARKETING IS THAT IT WILL ALWAYS EVOLVE. THE INDUSTRY MOVES LIGHTNING FAST AND ONLY THE STRONG (WITH A TOUCH OF CRAZY) THRIVE.”

—**FRANCIS MA**,
SENIOR DIRECTOR OF CONTENT

CHALLENGE YOUR CONTENT MARKETING

WHAT MAKES CONTENT MARKETING GREAT IN 2014?

**“ERR ON THE SIDE OF ECCENTRICITY.
SAFE CONTENT IS BORING CONTENT.”**

—JERRY CAO,
CONTENT MARKETING STRATEGIST

“Increased competition and saturation in the content marketing arena is hitting a peak, and this will separate the winners and losers. Successful firms produce relevant, unique and engaging articles consistently, while those trapped in mundane and repetitive strategies don’t get results.”

—JEREMY VAN DER HEIDEN,
SENIOR WRITER

“For 2014, content marketing writers will need to be “jacks of all trades.” Good writing is always required, but understanding how SEO works, what audiences are looking for and how writers’ skills can be honed to fit these needs will become more important.”

—TRESSA SLOANE,
PRODUCTION COORDINATOR

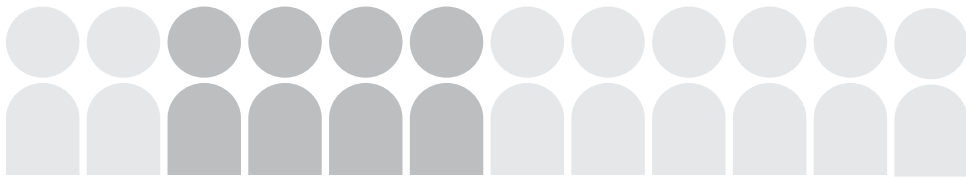
“What’s exciting is that the newness is tapering off and any arguments against the value of using content have fallen by the wayside. We’re starting to see every client more eager to adopt cohesive video marketing strategies, and content that’s in-depth and more substantive than we’ve historically seen through blogs and social media.”

—SEAN GREENE, DIRECTOR OF SALES

“Consumers are sharper and more aware than ever and any marketers who try to circumvent creating quality, sharable content with trickery will be eaten alive.”

—ROBERT MCHUGH,
JUNIOR SOCIAL MEDIA ASSOCIATE

HOW ARE CONTENT RESULTS TIED TO UX?



THERE'S A HIGH COST TO BAD DESIGN.

Two-thirds of marketers (in-house and agency) agree that the leading benefit of improved user experience is lead generation and conversion, but more than one in 10 reported they don't have any UX testing or updates in the pipeline. As if bottom-line benefits aren't incentive enough, UX increasingly impacts top-of-funnel goals: Google cares more about how pretty a site is, and smart brands will take this as a sign that it's time to up the ante with their websites. That means making pages visually attractive, updating navigation and revamping the overall on-site experience for maximum value.

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HOW ARE CONTENT RESULTS TIED TO UX?

“2014 WILL BE THE YEAR OF
UX, VISUALS AND MOBILE.”

—**LAUREN KAYE**, MARKETING EDITOR

“Interactivity is a big thing this year. We’ve already seen that with a smattering of interactive graphics, and we work with our customers on these types of media more and more. It’s one thing to present information, but if a user can interact with it and see how the data works, it’s going to be huge.”

—**FRANCIS MA**,
SENIOR DIRECTOR OF CONTENT

“How you display content on your website is just as important as the subject matter. Make it intuitive for the user to navigate your site, and lead her to each next step; strengthen the connection between content and conversion.”

—**HOLLIE FARRAHI**,
CONTENT MARKETING STRATEGIST

“Good UX includes call to action buttons that are specific and make good use of negative space. You don’t want anything that’s flashing on your site ... but on the opposite side of the spectrum, you don’t want something that is going to be too small or become jumbled ... it has to stand out on the site.”

—**WILFRED HIRST**, CONTENT
MARKETING STRATEGIST

“The goal of each content interaction is to get that prospect to take one more baby step forward down the funnel. Know what that step is and what your prospect needs to know (and see on your site) in order to take it.”

—**JIM KENSICKI**,
DIRECTOR OF CONTENT MARKETING

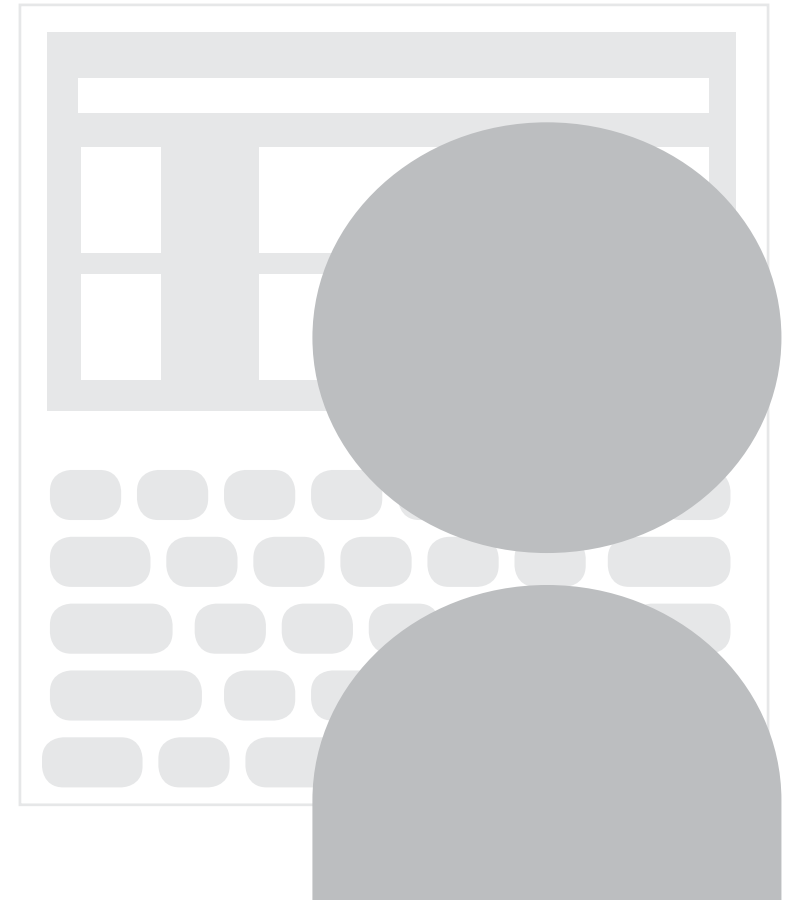
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HOW ARE CONTENT RESULTS TIED TO UX?

“Site owners need to ask themselves three questions for 2014:

- 1.** ‘Why do I have a site?’ Think about it, because if you don’t know right away, your visitors won’t know either.
- 2.** ‘Is my architecture and content created with a specific goal in mind?’ It’s easy to get caught up in subjective feelings about a site, but the **ONLY** thing that matters is how visitors feel, and whether that leads to a desired action.
- 3.** ‘Am I committed?’ Your website isn’t a silver bullet. You need to invest the time and money to create a quality experience - I’m talking conversion analysis, eye tracking, A/B testing. IF You can’t commit to this, who can you trust to do it for you?”

—**JEFF BAKER,**
SENIOR CONTENT MARKETING STRATEGIST



WHY (AND HOW) SHOULD BRANDS ADD VISUAL CONTENT INTO THE MIX?

MARKETERS KNOW VISUAL ELEMENTS MAKE THEIR CONTENT MORE ATTRACTIVE AND DIGESTIBLE: There are [cold hard stats](#) that show visual content is more engaging than text-only strategies - tangible proof that marketing is an art. Infographics have become a powerful tool for effectively sharing researched information, but we're also seeing the benefits of expanding into bite-sized "info images," concept illustrations and—of course—moving graphics. Video content is poised for total content domination. Companies must find ways to pair their text-based information with attractive images to be supremely effective in the future.

CHALLENGE YOUR CONTENT MARKETING

WHY (AND HOW) SHOULD BRANDS **ADD VISUAL CONTENT** INTO THE MIX?

“CONTENT MARKETING IS FAR FROM ONE-DIMENSIONAL, AND THE MORE DIVERSE YOUR CONTENT, THE BETTER. WE LIVE IN A WORLD WHERE PEOPLE WANT TO DIGEST AS MUCH INFORMATION AS POSSIBLE, AS QUICKLY AS POSSIBLE, AND EYE-CATCHING VISUALS DRAW PEOPLE. GOOD ONES KEEP THEM THERE.”

—**RACHEL SEIDMAN**,
GRAPHIC PRODUCTION COORDINATOR

“With players like Snapchat and Vine coming into the spotlight, brands need more ways to reach users on mobile platforms through custom images and unique strategies.”

—**BRADLEY YEATER**,
SOCIAL MEDIA STRATEGIST

“Infographics are an effective way to tell your story. People are visual, and graphics are a nice way to tell the world what you do in an easily understandable format. They’re shareable and clickable. They get more eyeballs on your page.”

—**ANNALISE OGLE**, SENIOR DESIGNER



“Visualization will continue to have a major impact in terms of social. Whether it’s a Pin, a video or a Snapchat, you need to share your vision with your audience!”

—**JILL DILIBERO**, SOCIAL MEDIA STRATEGIST

HOW DOES CONTENT COVER **SEO**?

THE DAYS ARE GONE when companies can dominate SERPs just by implementing basic SEO best practices. Google is making sure of it by developing smarter algorithms that better reflect the way people actually think about and ask questions.



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HOW DOES CONTENT COVER SEO?

“THIS WILL BE THE YEAR OF MASTERING THE ALGORITHM BY PROVIDING ANSWERS TO THE INTUITIVE MOBILE SEARCH ENGINE.”

—**BRETT HAYMAKER**, ASSISTANT EDITOR,
CHICAGO INDUSTRY & LAW

“The world of SEO and content marketing has certainly changed and will certainly continue to evolve. Search engines will continue to closely bridge the gap between users and their search results, and more businesses are awakening to the true value of relevant content as a valid marketing strategy (not just for search).”

—**MICHAEL BRATSCHI**,
MANAGER OF CONTENT MARKETING

“Panda, Penguin and now Hummingbird. The SEO market is getting increasingly wild, yet quality writing will always be king of the editorial jungle.”

—**ASHLEY BLAZINA**,
SECTION EDITOR, CHICAGO
TRAVEL & HEALTH

“Given the recent algorithm changes and overall paradigm shift that Google is moving toward, content should be created for users and user experience - not for search engines. Ultimately, a unique, diverse piece of content that is written FOR human experience will get you much closer to your goal of high-powered visibility and overall marketing.”

—**SONNY SHARP**, SENIOR
CONTENT MARKETING STRATEGIST

“In the past year we have seen focus shift away from SEO staples like keyword data. While this may have sent SEO campaigns into a tailspin, I think it has really turned the spotlight onto content marketing. Now, more than before, companies should focus on useful content that can hold its own with readers and is not a backdrop for keywords.”

—**DANIELLE GEOFFROY**,
MANAGER OF OPERATIONS SUPPORT

CHALLENGE YOUR CONTENT MARKETING

HOW DOES CONTENT COVER **SEO**?

“IT’S NOT KEYWORD MARKETING ANYMORE;
IT’S THE *MEANING* AND *SEMANTICS* OF
SEARCH THAT MOVE INTO THE LIMELIGHT.”

—**SONNY SHARP**,
SENIOR CONTENT MARKETING STRATEGIST

“In 2014, I think companies will find: 1) Generic articles with keywords in them don’t cut it anymore and 2) Google’s algorithms and updates have had the positive effect of pushing writers toward better quality and actual industry expertise.”

—**RYAN NOONAN**,
SECTION EDITOR OF BUSINESS & TECHNOLOGY



“For 2014, technology continues to drive trends in online marketing. Google algorithms are consistently rewarding genuine, high quality content. “

—**ALLEN SCHWEITZER**,
CHIEF SALES & MARKETING OFFICER

“My prediction for content marketing in 2014 is that Hummingbird will dramatically affect how content writers approach their work, and it could mean the end of keywords and SEO as we know it. For writers, it may be a welcome shift as Hummingbird supports broad emphasis on just writing good copy, as opposed to writing good copy around select key terms.”

—**MATTHEW KAPLAN**,
SECTION EDITOR CHICAGO
TECHNOLOGY

WHY IS AUDIENCE TARGETING MORE IMPORTANT THAN EVER?

AS BRAND CONTENT BECOMES UBIQUITOUS AS ONLINE MARKETING, companies must be certain the messages they deliver are hyper-relevant to target audiences. If marketers are still using a spray and pray method—creating generic collateral and distributing it across the web—their campaigns will get lost in the noise. Relevance matters more than ever.



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WHY IS **AUDIENCE TARGETING** MORE IMPORTANT THAN EVER?

“PERSONAS MATTER. FORGET THE 18-35 DEMOGRAPHIC. WHAT DOES THE 36-YEAR-OLD FEMALE ACCOUNTANT WITH TWO CHILDREN WORRY ABOUT ON A MONDAY NIGHT?”

—**JERRY CAO**, CONTENT MARKETING STRATEGIST

“Before jumping into content marketing, it’s crucial to have clearly-defined audience personas and the stages of your marketing funnel. From there, craft hyper-relevant content for every persona in each step of the buying cycle.”

—**JIM KENSICKI**, DIRECTOR OF CONTENT MARKETING



“Customers don’t care about you. Figure out their problems and work your way back.”

—**JERRY CAO**, CONTENT MARKETING STRATEGIST

“When it comes to content marketing, keep it simple! What would you want to read? What would attract you to a blog? Put yourself in the prospective reader’s shoes!”

—**RACHEL DOBINSKI**, SENIOR SOCIAL MEDIA STRATEGIST

WHAT KEEPS CONTENT STRATEGIES FROM HITTING A SPECTRUM OF **MARKETING GOALS?**

THE FORMULA FOR TOP-RANKING CONTENT is more sophisticated than it once was, and successful businesses are embracing this shift. Search engines have savvied to marketers' link-building tactics and keyword-stuffing habits. It's no longer a matter of getting the right words on the page, but creating meaningful content that anticipates questions and answers them. It's about learning what users want and giving it to them.

CHALLENGE YOUR CONTENT MARKETING

WHAT KEEPS CONTENT STRATEGIES FROM HITTING A SPECTRUM OF **MARKETING GOALS**?

“THERE IS NO COOKIE CUTTER SOLUTION FOR SEO ANYMORE. MARKETERS HAVE TO GO PAGE BY PAGE AND MAKE THEIR LANDING PAGES CONVERSION-ORIENTED BY PUTTING CALLS TO ACTION IN THE RIGHT SPOTS.”

—**LORI LIRK**, MANAGER OF CONTENT MARKETING

“Content needs to address all levels of the marketing and sales funnel - not just the top or bottom. Far too many marketers rely on pushing their value props when in fact they need to address customer needs across all phases of the buying cycle.”

—**SARAH CUGINI**,
VICE PRESIDENT OF
ACCOUNT MANAGEMENT



“Marketers are becoming increasingly savvy, focusing on full conversion paths from initial capture to sale. This insight on potential customers will continue to diversify the demands on content needed to nurture valuable prospects.” *

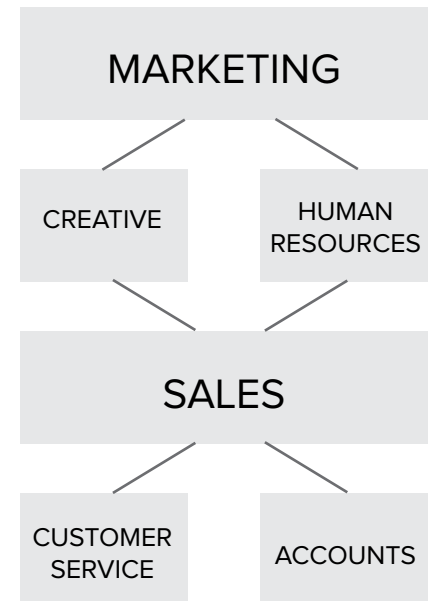
—**KATHLEEN ATKINS**,
DIRECTOR OF CONTENT MARKETING

“Look for engagement - not just numbers of people going to the page. In my opinion, it’s more important for small groups that are really engaged to see content than to focus on getting more eyes on the page.” *

—**CORBIN FABER**,
SENIOR CONTENT MARKETING STRATEGIST

*CONTENT MARKETING

HOW DOES CONTENT FULFILL CROSS-DEPARTMENT BUSINESS GOALS?



CONTENT ISN'T JUST a device to reach new prospects on the web anymore. It is a tool that can satisfy business goals across the company and serve internal purposes just as much as external for creating unified messages.

CHALLENGE YOUR CONTENT MARKETING

HOW DOES CONTENT FULFILL CROSS-DEPARTMENT BUSINESS GOALS?

“IN 2014, WE WILL SEE THE PROLIFERATION IN REPUTATION MANAGEMENT AS INDIVIDUALS CHANGE THE WAY THEY ARE VIEWED. WE’RE ENTERING A NEW AGE WHERE ONLINE CONTENT WILL CHANGE THE APPROACH TO EVERYTHING, FROM CREATING A RESUME PROFILE TO FIXING AN EMBARRASSING PICTURE OR QUOTE.”

—**SCOTT CONWAY**,
CHIEF OPERATING OFFICER

“Content marketing and social media are changing the face of human resources. Employees can distribute job openings on their personal social media pages. The best candidates are referrals, and referrals just got easier!”

—**DELIA SINTOS**, DIRECTOR OF HUMAN RESOURCES

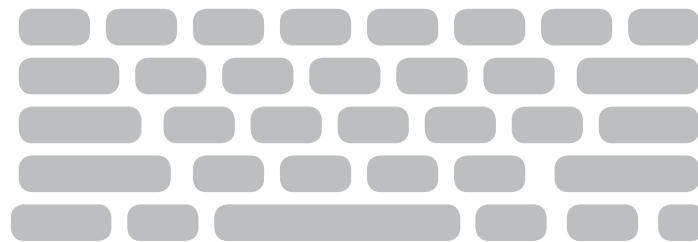
“The wider adoption of marketing automation is driving demand for high-quality pieces, particularly those that can be repurposed over time and in distinct ways by different departments. I see these trends continuing for the foreseeable future, requiring, yet again, that marketers rethink their content marketing strategies.”

—**ALLEN SCHWEITZER**, CHIEF SALES & MARKETING OFFICER

“Create content memorability by establishing your brand’s personality. Share insights into your company’s missions and values to shape how you’d like your business to be perceived. By telling your brand’s story, you build character, create transparency and garner trust from customers, ultimately building a sense of pride in the community you’ve developed.”

—**MOLLY BUCCINI**, MARKETING COMMUNICATIONS COORDINATOR

HOW CAN MARKETERS WRITE BETTER IN 2014?



GOOD WRITING IS TIMELESS, but content writers face new challenges as we move forward with web marketing. The digital landscape is increasingly cluttered with mediocre content, so the bar is steadily being raised for what's considered quality online. Google is leading the way with algorithmic technology to suss out which writers have the editorial prowess and authority that demand audience attention and online visibility, and user expectations demand more thoughtful (and thorough) writing.

CHALLENGE YOUR CONTENT MARKETING

HOW CAN MARKETERS WRITE BETTER IN 2014?

“COMPANIES ARE USING LONGER CONTENT FORMATS LIKE WHITE PAPERS TO GIVE DEEPER INSIGHT INTO A SUBJECT THAT COULD BE OF GREAT INTEREST TO CUSTOMERS. WRITERS SHOULD PUT EMPHASIS ON CREATING SOMETHING THAT CAN STAND THE TEST OF TIME.”

—**DAVID BOLTON**, SENIOR WRITER

“I think marketers should expect a little more from their audiences in 2014, because audiences are capable of more. I’d like to see the era of bite-sized, 30-second commodities come to an end. There are some things we’re supposed to work for and think about, not be force fed.”

—**ANDREW MCDONALD**, PRODUCTION ASSISTANT

“I think voice and tone will become even bigger elements of good online copywriting. As more voices emerge on the web, the old journalistic standards relating to homogeneous third person tone will no longer cut it.”

—**MATTHEW KAPLAN**,
SECTION EDITOR CHICAGO TECHNOLOGY

“Digital content has become more entwined with which brands are deemed thought leaders in their fields. As such, well-informed white papers, landing pages, daily news articles and a robust web presence become a central focus for brands.”

—**ANNE BOULEANU**, ASSISTANT EDITOR,
CHICAGO FINANCE & MANUFACTURING

“I use Google Media Tools to evaluate which content subjects and keywords are most successful. I incorporate the results in content I create to develop higher-quality pieces. It’s a great resource more writers should use.”

—**ABBY SCHMELING**, ASSISTANT EDITOR,
CHICAGO TRAVEL & HEALTH

WHAT'S THE OPTIMAL CONTENT MARKETING MEDIA MIX?

IN A SOLID CONTENT MARKETING STRATEGY, execution is only half the battle. Companies need consultancy to determine what kinds of content will be most effective for readers at different stages throughout the sales funnel and the production brawn to deliver it at scale. The average company uses more than [13 formats](#), and it's easy to understand why. Some people want to be entertained. More demand to be taught, and yet others expect to be inspired. The top brands will have diverse content that does it all.

CHALLENGE YOUR CONTENT MARKETING

WHAT'S THE OPTIMAL CONTENT MARKETING MEDIA MIX?

“THIS YEAR IS ABOUT THE CONTENT MARKETING ‘MEDIA MIX,’ AS PEOPLE SIMPLY EXPECT MORE FROM DIGITAL CONTENT - BRANDED OR OTHERWISE. MARKETERS WILL NEED A SMART VARIETY OF CONTENT TYPES TO CAPTURE AND HOLD CUSTOMERS’ ATTENTION, USING STRATEGIES THAT PAIR DIFFERENT FORMATS TO ENTERTAIN AND EDUCATE READERS (OR VIEWERS!) THROUGHOUT THE PURCHASE CYCLE.”

—**KATHERINE GRIWERT**, MARKETING DIRECTOR

“I’d say the key to content marketing in 2014 will be diversification. While talking about providing many forms of content is nothing new, I think you’ll see Google make big strides in recognizing and rewarding sites that provide images, infographics and video.”

—**JASON COOK**, DIRECTOR OF ACCOUNT MANAGEMENT

“I foresee the “Buzzfeed effect” taking over. Lists have always been popular, but I think that BuzzFeed’s style of writing is already starting to rub off on other news outlets - like the Huffington Post.”

—**KENDRA BISSIIONNETTE**, SOCIAL MEDIA STRATEGIST

“Rather than basic content, consumers are turning to offerings like infographics, which are influential for social media growth and outreach. It’s exciting to see the content marketing industry expand, and it’s definitely not showing signs of slowing down.”

—**RYAN COLLIER**, DIRECTOR OF DATABASE MARKETING

CHALLENGE YOUR CONTENT MARKETING

WHAT'S THE OPTIMAL CONTENT MARKETING MEDIA MIX?

“IF YOU’RE LOOKING FOR CONTENT WITH A LONGER SHELF LIFE, INTERVIEWS ARE KIND OF TIMELESS. THE VALUE OF THE INFORMATION CAN LAST FOREVER, ESPECIALLY IF YOU TALK TO THE RIGHT INDUSTRY EXPERT.”

—**JULIA TROY**, SENIOR WRITER

“If 2013 showed a push toward diversifying content strategies - cultivating written text, graphics, video, etc. - 2014 may be the year of bridging the gap. Our clients are taking the next step: To not only populate their sites with quality content, but link the various mediums together for a richer multimedia experience.”

—**EVELYN RATIGAN**, MANAGING EDITOR

“Websites like BuzzFeed and Twitter have changed the game. More clients are willing to take risks with their content if it means a more fun - and ultimately engaging - visit to their websites. I expect to see more of that in 2014.”

—**CHRIS HASSAN**, ASSISTANT EDITOR FOR LIFESTYLES, TRAVEL & EDUCATION

“Whether it’s video, graphics, or written content, you sometimes need to avoid being too reactionary to the latest benchmarks or SEO changes. In the end, you just need to answer one question - Does this make your website better for your users? If you can confidently answer yes, then you’re on the right track.”

—**TIMOTHY GRIFFIN**, VIDEO PRODUCTION MANAGER

HOW CAN CONTENT CATER TO THE ‘EVER- ENGAGED’ CONSUMER?

THE MOBILE SEARCH REVOLUTION is coming faster than marketers think, and soon consumers will predominantly be looking for information on mobile devices rather than desktops. As of 2014, the average US adult spends more time [surfing the web on a smartphone](#) than a PC. To be discovered in mobile search, brands must re-think their optimization approaches and consider the needs of a person looking at a smaller screen.

“The mobile trend is already here, but will grow beyond our expectations in 2014. People are also getting more creative about their publicity for mobile apps. Think of [Conan using Lyft](#) and what it’s done for the Lyft brand (and maybe even Conan’s brand).”

—KRISTEN FRITZ, SENIOR SOCIAL MEDIA MANAGER

CHALLENGE YOUR CONTENT MARKETING

HOW CAN CONTENT CATER TO THE **'EVER-ENGAGED'** CONSUMER?

“WITH MOBILE BECOMING INCREASINGLY POPULAR, THE CONTEXT OF CONTENT WILL BE CRUCIAL TO YOUR AUDIENCE: REACHING PEOPLE AT THE RIGHT PLACE AND TIME.”

—TY SCHEINER, SOCIAL MEDIA MANAGER

“2014 is the year to make sure your site is optimized for users on mobile devices because you really should have done it in 2013 (if not earlier!).”

—COLIN CAMPBELL,
CONTENT MARKETING
STRATEGIST

“Everyone will be talking about mobile content this year. With the advent of new phones, better networks and more WiFi-connected gadgets, people will be connected in more places than ever before - raising the stakes for question-driven content and mobile UX.”

—FRANCIS MA,
SENIOR DIRECTOR OF CONTENT

“Real-time marketing is already cliché, but it will continue to pop up in Twitter and Facebook feeds. There is lots of pressure from internal marketing teams to pull off what Oreo did during the Super Bowl. Some brands will do it right and make it look seamless, but I think too many will go about it the wrong way.”

—KRISTEN FRITZ, SENIOR
SOCIAL MEDIA MANAGER

“Companies face the ever-growing challenge of not only adapting their sites to portable devices, but also creating mobile-friendly content. The reality is that the standard “marketer” role will fade and content strategists will have a stronger hand in UX, SEO and more.”

—TYLER BREWER, MANAGER OF
BUSINESS DEVELOPMENT

WHAT
DOES VIDEO
ADD TO
MARKETING
IN 2014?

“I think that in 2014, we’ll see the rise of original video content with interviews and live event coverage.”

—**FRANCIS MA**, SENIOR DIRECTOR OF CONTENT

MARKETERS ARE MISTAKEN IF they think online video content is the next big thing in web marketing. It’s already here and it’s huge. Smart companies will spend 2014 executing video strategies that take their written content to the next level of engagement through live and animated content.

“2014 will prove to be a challenging, but exciting, year in terms of delivery and bandwidth: With the release of Google Glass into the mainstream and the rise of 4K video, marketers will have new outlets and formats to play with.”

—**PERRY LEENHOUTS**,
DIRECTOR OF VIDEO PRODUCT

CHALLENGE YOUR CONTENT MARKETING

WHAT DOES **VIDEO** ADD TO MARKETING IN 2014?

“IF YOU WANT TO BE A LEADER, YOU SHOULD ALREADY BE INTEGRATING VIDEO INTO YOUR CONTENT STRATEGY.”

—TIFFANY SCHREIBER,
CONTENT MARKETING STRATEGIST

“People are not stupid, so content needs to be engaging. Our video department aims for all videos to be between two and three minutes. These few minutes should act as the spark and tinder for the flame of curiosity.”

—JIM DAVIS,
ANIMATION SUPERVISOR

“Smart companies will embrace short-format video as an important part of visual marketing strategies, from video blogs to dynamic animations.”

—PERRY LEENHOUTS,
DIRECTOR OF VIDEO
PRODUCT

“A video really showcases a product and presents it in a way other formats can't. It captures the colors, the look and the feel of a product, and how a customer interacts with it.”

—DAVID JUENGST,
CONTENT MARKETING STRATEGIST

“When you have video blogs mixed in with text for your content strategy, you're giving the user something different to look at, and video blogs are easily shared to drive social traffic back to your site.”

—TIMOTHY GRIFFIN,
VIDEO PRODUCTION MANAGER

“Brands should explore the full range of videos for different audiences. For example, vox pops (or street polls) are great marketing tools to connect with a broader demographic. You're not just reaching your current clients, you're touching a broader audience that likes fun videos and is interested in products and services.”

—ZOE ARNIOTIS, VIDEOGRAPHY SUPERVISOR

HOW CAN
CONTENT
GUARD AGAINST
**BORING SOCIAL
OUTREACH?**

SOCIAL MEDIA IS MATURING AND DIVERSIFYING at a rapid rate, and the pervading forces from the past aren't necessarily the best outlets for every company. Networks are creating new ways for active brands to make money online, while also holding organic conversations with users. It's up to marketers to find the right channels and engage with followers in meaningful ways.

CHALLENGE YOUR CONTENT MARKETING

HOW CAN CONTENT GUARD AGAINST **BORING SOCIAL OUTREACH?**

“THERE IS NO SUCH THING AS A SOCIAL MEDIA GURU - THE SPACE IS TOO CHANGEABLE FOR ONE TO BE CONSIDERED A MASTER OF IT. YOU’RE NOT ABOVE SOCIAL - YOU’RE IN IT.”

—**MAX ADAGIO**, SOCIAL MEDIA STRATEGIST

“In 2014, we’ll be relentless in our pursuit of a more clear, consistent and uniform way to measure social ROI and leverage listening insights!”

—**TY SCHEINER**,
SOCIAL MEDIA MANAGER

“Youtube is the second-largest search engine in the world. It’s important to share videos and use best writing practices in your titles and descriptions to drive viewership.”

—**TEREZ BASKIN**,
CONTENT MARKETING STRATEGIST

“Social media network presence is more about quality than quantity. Brands shouldn’t be placed in a bucket and believe that they need to write 12 tweets a day to be successful. What’s most important is whether what they’re putting out there is worthy of their audience’s attention. Content has got to be relevant!”

—**KRISTEN FRITZ**, SENIOR
SOCIAL MEDIA MANAGER

“Social media is taking notice of great images, so the better the quality of your image, the more attention it’s going to get on the newsfeed.”

—**RACHEL DOBINSKI**, SENIOR
SOCIAL MEDIA STRATEGIST

HOW HAS THE CONTENT GAME CHANGED?

CONTENT MARKETING IS NO LONGER AN ISOLATED APPROACH to fueling SEO strategies. It's a dynamic way for brands to deliver consistent messaging in real time and work toward larger corporate goals, from better brand awareness to stronger lead generation.

“We’re entering the era of content marketing 3.0. First, it was about adoption. Then, it was about production. Now, it’s about strategy. Marketers need to diversify their campaigns with formats that align with offerings and customers’ expectations.”

—LAUREN KAYE, MARKETING EDITOR

CHALLENGE YOUR CONTENT MARKETING

HOW HAS THE CONTENT GAME CHANGED?

“THE DOMINANT THEME FOR EFFECTIVE CONTENT MARKETING IN 2014? GREATER CREATIVE COLLABORATION AMONG EACH OF THE STAKEHOLDERS INVOLVED IN THE PLANNING AND EXECUTION OF A CONTENT MARKETING STRATEGY. PRACTICALLY SPEAKING, WE WILL SEE WRITERS, GRAPHIC DESIGNERS, VIDEO PRODUCERS, INTEGRATION SPECIALISTS AND SOCIAL MEDIA EXPERTS WORKING EVEN MORE CLOSELY WITH CONTENT MARKETING STRATEGISTS TO ENSURE A RICH, INTUITIVE CONTENT EXPERIENCE FOR TARGET AUDIENCES.”

—**RICHARD PATTINSON**, CEO

“The content marketing landscape is forever changing! In 2010, the industry buzzword was ‘Content is King.’ I still believe that to be true, but there are many more ‘kings’ to consider. To become an elite content marketer in 2014, you will have to be diverse. All signs are pointing toward interactive and engaging content. This means the marketers with written, graphic and video content are the ones that will come out on top in 2014.”

—**IAN LOADER**, DIRECTOR OF ACCOUNT MANAGEMENT

“Content marketing is entering the education mainstream. Three years ago when Brafton started recruiting interns, none of them knew much about it beyond what they gleaned from our website. Now they’re learning about major industry practices and updates in journalism and marketing classes.”

—**JEREMY CORB**, BRAFTON PRODUCTION MANAGER

“In 2014, content marketing is about the content. Strong, quality, easily digestible content.”

—**DAN MALOOF**, INDUSTRY & TECHNOLOGY SECTION EDITOR

“Access to information is always increasing, but the same can be said for the value of condensing it all into a compelling story.”

—**GREG SMORAGIEWICZ**
GRAPHICS PRODUCTION ASSISTANT

“SMART content marketing in 2014 will follow these principles: Snappy, Mobile-friendly, Attention-getting, Rich and Tailored.”

—**JUSTIN ORAM**, SOCIAL MEDIA ASSOCIATE



B **BRAFTON**
FUEL YOUR BRAND

One Winthrop Square, Boston MA 02110

Phone 617.206.3040

Fax 866.272.8122

Web www.brafton.com