

# Tap Into the Power of Content Marketing

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# The Content Revolution

- Brands are now publishers/media companies
- The demand for content grows every day
  - Consumers are always connected
    - 25% of Americans say they will not go to the bathroom without their mobile devices!
  - They expect brands to be available and “always on”



# Why do you need a content *strategy*?

## At the core:

It tells us “what’s in”...

and “what’s out.”



# What is a content *strategy*?

**Intersection** of the content that a brand can credibly offer; that consumers find valuable; and that successfully aligns to business goals.

A content strategy answers:

- Who are we delivering content to and what do they find valuable?
- What content do consumers expect from our brand?
- Where is the content white space for us to own?
- How have we defined our unique content POV?
- What do we want to communicate?
- Where and how are we going to deliver the content?



# Content Strategy Methodology

## Inputs

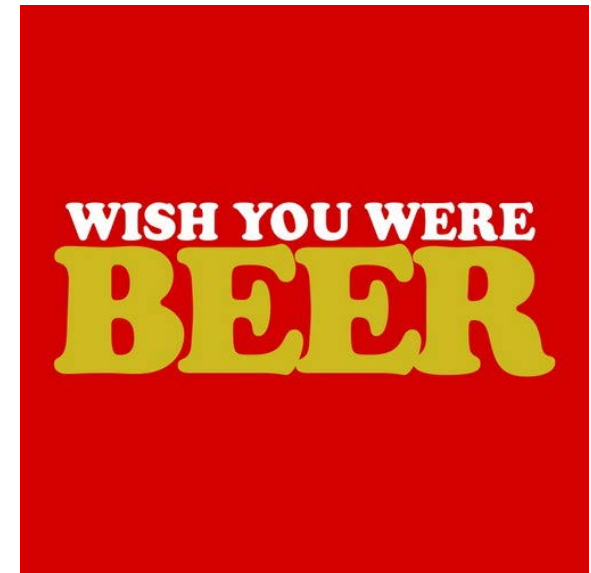
- **Define target's online search activity, channel preference, insights, and content interests**
- **Understand how target is engaging with and talking about our brand**
- **Research competitors' content efforts and focus**
- **Content audit**

## Output

- **"White space" we can credibly own**
- **Channel strategy**
- **Content POV & plan**

# 1. Assess current content

- Questions to ask:
  - What is the best type of content anecdotally? (gut feeling)
  - Are we delivering the content that the consumer expects from the brand?
  - Is the current content unique enough?
    - Could it live here and only here?
    - Does it have a fresh take or new information?
  - What kind of format/length do feel is working with our target? (i.e., blogs, short snippets, photos, videos, illustrations)
  - Is the content expressing the brand Voice?



## 2. Define competition

- Questions to ask:
  - Who are your major competitors at the brand and category level?
  - Who are your competitors on a content level (think: bloggers, lifestyle sites, etc.)?
  - For example, competitors of Fresh Step include:
    - Tidy Cat
    - ASPCA
    - Cat celebrities
    - Caster
    - Cheezburger/LOL Cats



### 3. Define Content “buckets”

Based on your inputs, define potential “buckets” you could go after.

Example – Kingsford:

**Grill Basics:** Simple recipes, charcoal grilling 101

**Connoisseur:** Competitions, culinary tips, techniques and advanced recipes

**Entertaining:** Planning and hosting grill-focused events

**Farm-to-table:** Supporting local farmers by educating on the benefits of organic

**Lifestyle:** Glimpse into daily lives and passions of the grilling community

**Health/Protein:** Recipes catered around protein focused meals

**Social:** Sharing and getting together with family and friends

**Eco-Friendly:** Increasing awareness of environmentally-friendly products

**Grilling Gear + Innovation:** Tools, gear, ways to make grilling easier

**Heritage:** Brand’s history, values, evolution of grilling

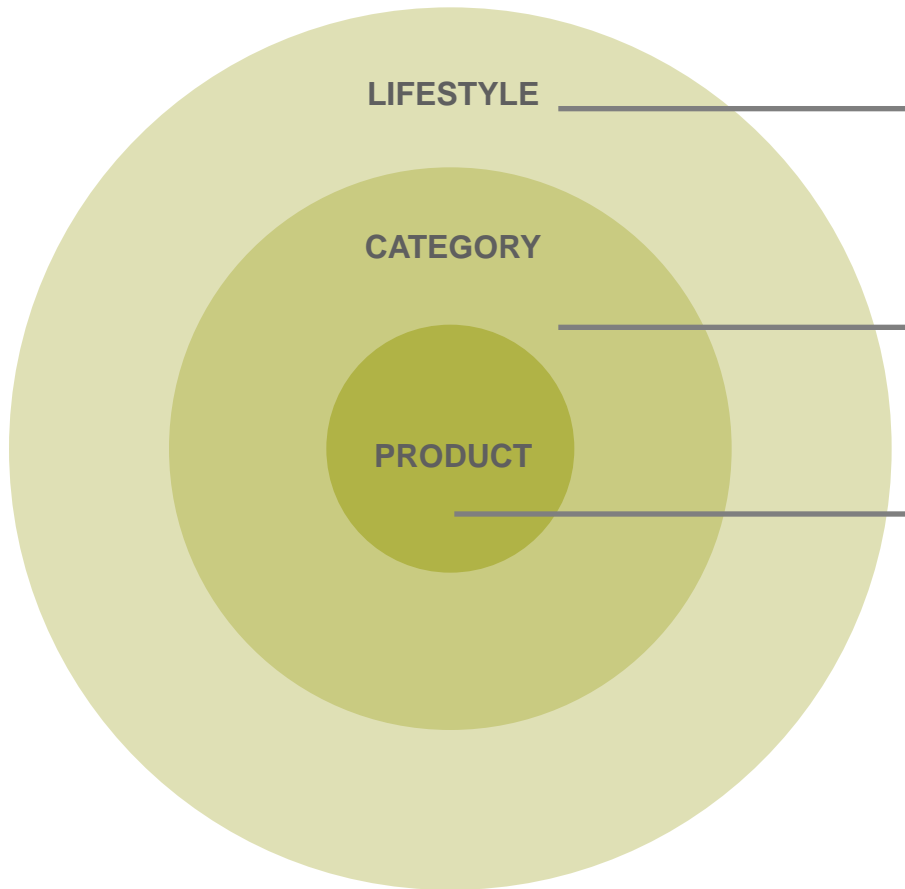


## 4. Determine Ownable White Space

- **Based on inputs and Brand POV, what “buckets” of content can you credibly own?**
  - **Think about the product, category and lifestyle levels**
- **What is the competition doing – or not doing well?**
- **Ask: does the audience want this information from this Brand? (Ex, HV)**



# Output: Content Buckets



**Happening Home:** Spark unique ideas for family gatherings and simple ways to celebrate everyday moments together – around the kitchen table.

**Memorable Meals:** Remix recipes to show product versatility, tasty ingredient swaps, effortless meal-time activities, family curated dishes and reviews.

**Information and How Tos:** Provide ingredient or product details, how to use and reviews.

# Social Channel Strategy for Brand X

	WHY	OBJECTIVES	HOW
Facebook	It's still the biggest social channel with 955M active users.	Build lasting relationships and engagement with consumers	Join relevant conversations and create new ones around our category and lifestyle content (cleaning, laundry, healthy family, parenting).
Pinterest	68% Female, 50% have kids. 1.36M Visitors/Day spend ~1 hour 17 mins. Pinterest is the best link driver to our site.	Drive traffic thru links, increase brand awareness and engage loyalists.	Create visually engaging boards that promote our unique humorous content, products and solutions – and provide a place for contests, connection, co-creation and curation.
Twitter	With over 500M registered users, it's the best "rapid-response" tool and reaches Millennials.	Keep brand relevant in real-time – everyday (between promotions and programs).	Join and shape relevant, timely conversations and ignite the passionate by building one to one relationships that get amplified thru trending topics and influencers, listening and resolving issues and complaints and sharing real-time PR/news/announcements.
YouTube	Providing the richest experience, it's increasingly important to reach our targets.	Take advantage of search traffic and provide another dimension to our brand; capture consumers looking for information & entertainment.	Create a series of humorous edu-tainment style videos that showcase how to use our products.

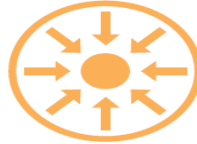
# Getting your content...

## 3 CONTENT PRINCIPLES



### CREATE

Play to our areas  
of expertise



### AGGREGATE

Aggregate where  
content exists



### PARTNER

Partner where  
necessary

### Ask yourself:

- What does the channel require? (for ex, Pinterest = high quality, inspirational, beautiful imagery; YouTube = more about concept)
- Do you have budget to get the right quality – and quantity?