



# **PR News: Digital PR Summit Content Marketing Clinic: Communicators' Role in Content Creation**

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January 2014

# Lets talk Content...

- The average attention span in 2013 was 8 seconds; down from 12 seconds in 2000 ([Harald Weinreich, Hartmut Obendorf, Eelco Herder, and Matthias Mayer](#))
- Interesting content is a top 3 reason people follow brands on social media. ([Content+](#))
- 78% of CMOs think custom content is the future of marketing. ([Hanley-Wood Business Media](#))
- 73% of B2B organizations have a person dedicated to overseeing content marketing strategy. ([Content Marketing Institute](#))
- 44% of B2B content marketers have a documented content strategy. ([Content Marketing Institute](#))
- Facebook Admits Organic Reach Is Falling Short, Urges Marketers to Buy Ads ([AdAge](#))

# Content Objective

The right content



To the right people



At the right place

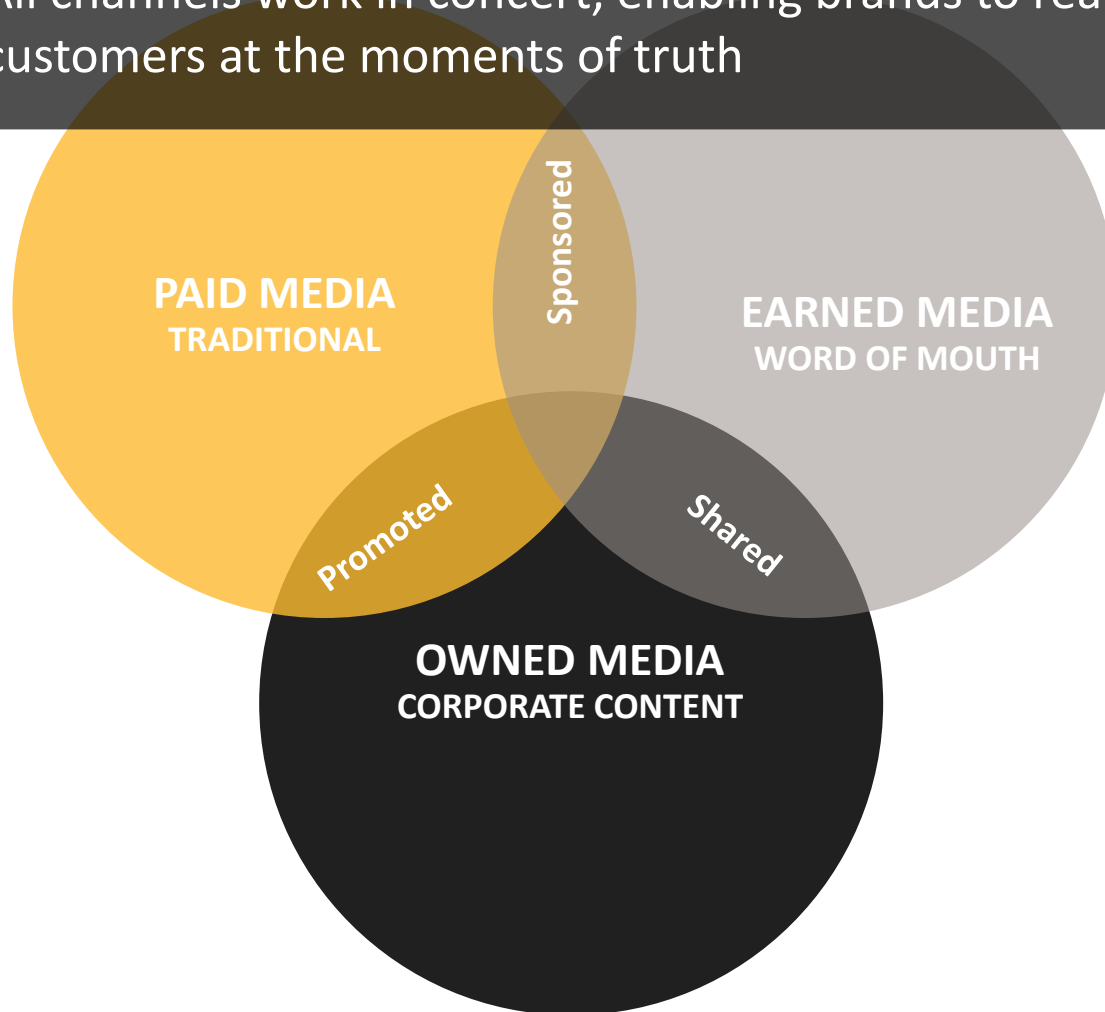


At the right time



# Telling the Brand Story through Converged Media

- ◆ Two or more channels of paid, earned, and owned media.
- ◆ All channels work in concert, enabling brands to reach customers at the moments of truth



# A closer look into each media type

## Paid Media becomes Jester

*Branded video content and sponsorships show strong growth*



**Q.** Where do you anticipate focusing your Paid Media digital marketing efforts in the coming 1-2 years?

## Earned Media is King

*Word of Mouth (WOM) and publishing content into free channels climb to the top*



**Q.** Where do you anticipate focusing your Earned Media digital marketing efforts in the coming 1-2 years?

## Owned Media is Queen

*Natural search and social brand platforms are major priorities*



**Q.** Where do you anticipate focusing your Owned Media digital marketing efforts in the coming 1-2 years?

Source: Society of Digital Agencies (SoDA) via eMarketer, 2012

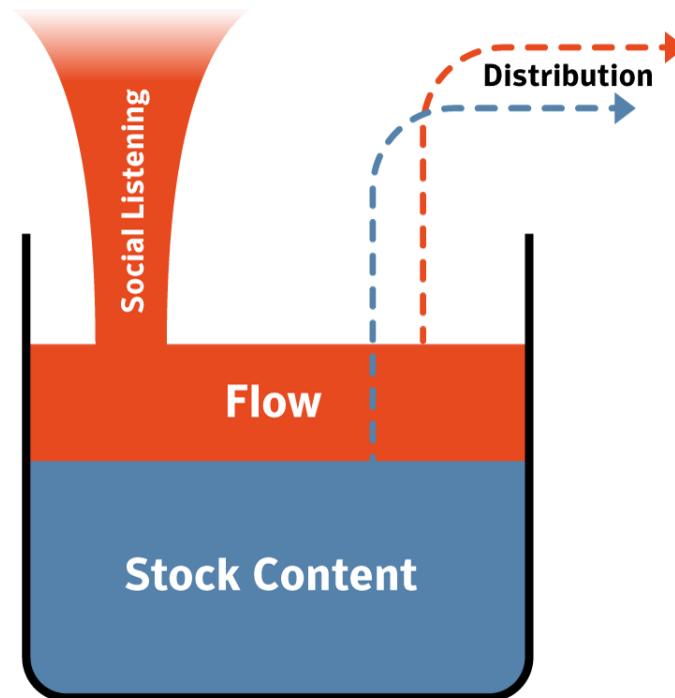
# Stock

Stock is the durable stuff. It's the content you produce that's as interesting in two months (or two years) as it is today.



# Flow

Flow is the feed. It's the posts and the tweets. It's the stream of daily and sub-daily updates that remind people that you exist.

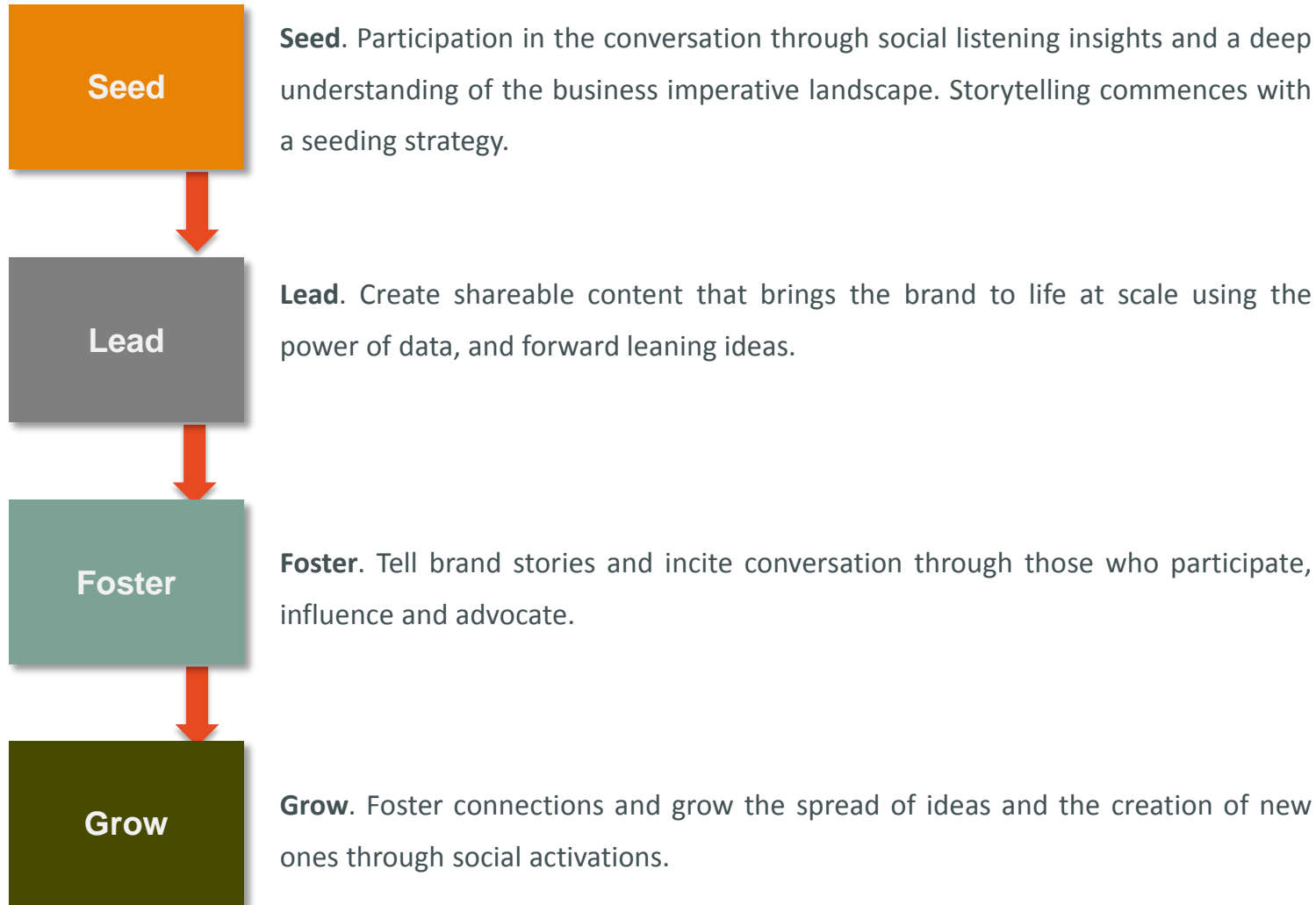


# Stock Content Comes from Your Brand Narrative

What's your story?



# Seed, Lead, Foster & Grow Social Conversations





# Keep the Flow Going: Watercooler Content

Holiday

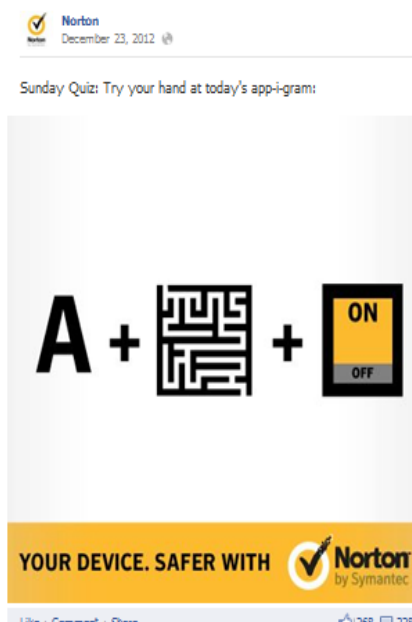
Sunday Quiz

#SharkWeek  
Pop Trends

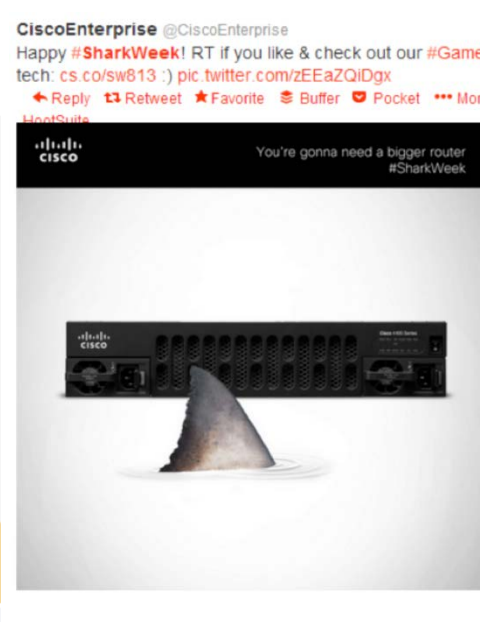
Throwback Thursday



Seasonal



Call to Action



Humor



Inspiring

# Converged Media Example: **Earned + Paid**



*What do you think should be connected to the Internet of Everything?*

Tweet @Cisco with #IoE

 [Add your Tweet](#)

### Latest Tweets

-  **Kristen Hayashi** [kstar725](#)  
[@cisco](#) Any way to get the houseplants to water themselves? [#brownthumb](#) [#IoE](#)
-  **Cisco** [@cisco](#)  
[@kstar725](#) Your plants will alert you when they need a drink. Your thumb will be green in no time! <http://cs.co/9005Z5EF> [#IoE](#)
-  **Kim A at Cisco** [ciscokima](#)  
RT [@mhardee](#): [@cisco](#) Bo Peep's sheep [#IoE](#) < +100!

# Converged Media Example: Earned + Paid



**Norton Zone**  
@NortonZone

Symantec knows security and #Norton Zone (free cloud file-sharing) was built with security in mind. [bit.ly/1eCpUiS](http://bit.ly/1eCpUiS)

← Reply 🗑️ Delete ★ Favorite ⋮ More

9 RETWEETS 37 FAVORITES

6:15 PM - 16 Jan 2014



**Norton Zone**  
@NortonZone

#Norton Zone, cloud file-sharing service, allows you to securely access your files anytime, anywhere. [bit.ly/1eCpUiS](http://bit.ly/1eCpUiS)

← Reply 🗑️ Delete ★ Favorite ⋮ More

6 RETWEETS 40 FAVORITES

6:07 PM - 16 Jan 2014

# Converged Media Example: Earned + Paid

 **Jamie Howard** @JamieHoward  
12:43 PM - 20 Jan 2014

Dropbox is the worst. Download/upload speeds are horrendous. Do you have an alternative?

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Reply to @JamieHoward


 **Marcell** @atimarcell  
@JamieHoward Build a pers  
Details [Rep](#)

 **Jamie Howard** @JamieHowar  
@atimarcell great idea. I'll te  
S3 since eyespeak.  
Details [Rep](#)

 **Norton Zone** @NortonZone  
@JamieHoward Try #Norton  
You have access to your file

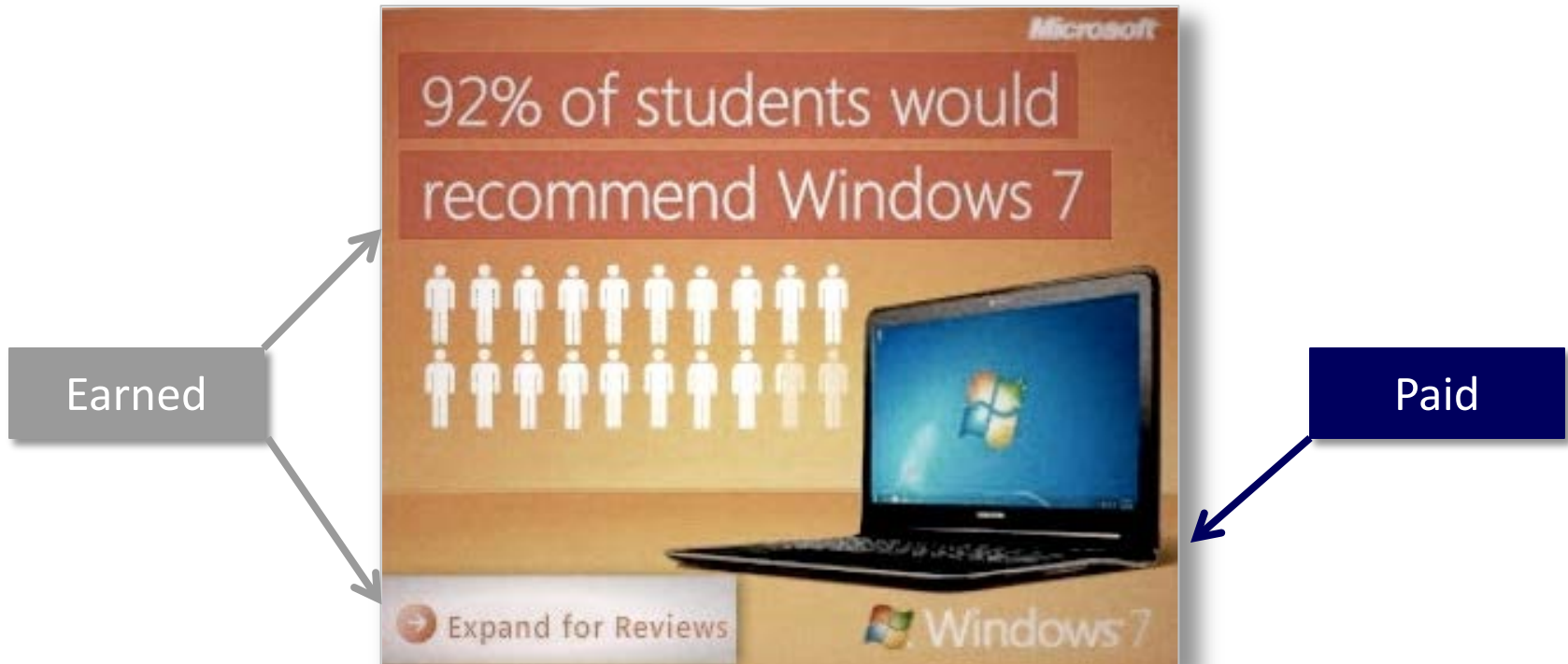
 **Timothy Kim** @realtimothykim  
Jan 18  
. @Dropbox banned my public folder for sharing 3GB of photos with my family and friends. Time to look for alternative services.  
Details [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Norton Zone** @NortonZone  
@realtimothykim Have you tried  
#NortonZone powered by #Symantec.  
[More](#)

 **Paul Sharpe** @PaulDSharpe  
Jan 16  
@BoxHQ was doing well as an alternative to @Dropbox but then let me down at the final hurdle. Upgrade to Business for a desktop app??  
Details [Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Norton Zone** @NortonZone  
@PaulDSharpe Give #Norton Zone a try!  
You can download the app for your personal account. [bit.ly/K7QYxk](http://bit.ly/K7QYxk)  
[Reply](#) [Delete](#) [Favorite](#) [More](#)  
1:46 PM - 21 Jan 2014

# Converged Media Example: Earned + Paid





# Real-Time Marketing: Bieber Malware



**10% spike**  
Direct Revenue

**\$0**  
Avg. Acq. Cost

**1.4M**  
Post Reach

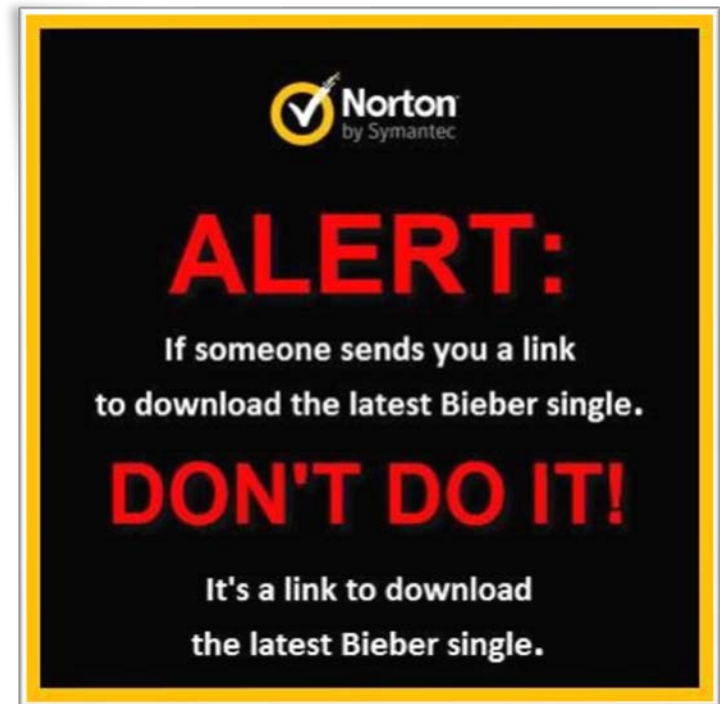
- ❖ Real-time marketing response to Bieber DUI and Grammy's combined with our "Alert" posts warning users not to click a link that might be infected
- ❖ **10% spike revenue** during the two days when the post had its highest engagement

 **Luis Contreras** Wheres the nearest best buy I'm gonna get some Norton antivirus becuase of how my night was made 😊  
January 25 at 11:16pm · Edited · Unlike ·  12 · Reply

 **Gregory Powell** I might switch to Norton.  
January 25 at 7:38pm · Unlike ·  14 · Reply

 **Gagan Hans** I'm Buying Norton Tomorrow For Sure  
Yesterday at 1:19am · Unlike ·  15 · Reply

 **Ted Conroy** I love you Norton. I'm sorry I uninstalled you after my 30 day trial ended. Will you ever forgive me?  
January 25 at 6:35pm · Unlike ·  91 · Reply




**92,651** Likes, Comments & Shares

# Content Marketing #FAIL

American Apparel® Made in the USA  
Sweatshop Free

In case you're bored during the storm.

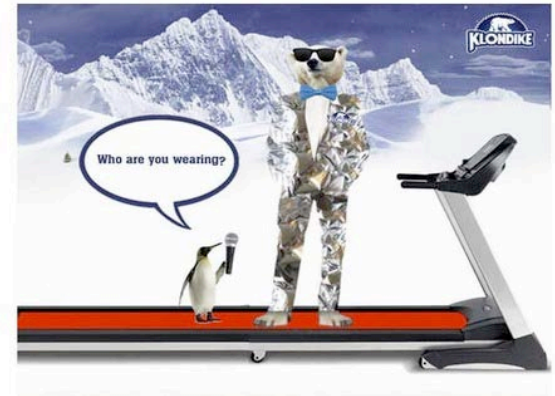
**20% OFF EVERY-THING** **FOR NEXT 36 HOURS**



Offer available: Connecticut, Delaware, Massachusetts, North Carolina, New Jersey, New York, Pennsylvania, Virginia, Maryland.

**Just Enter SANDYSALE at Checkout**

**Klondike®** @Klondikebar 4 hrs  
Retweet if you think the polar bear should win best dressed tonight.  
#OTRC #BestDressed pic.twitter.com/CAOEFQZ4qa  
Hide photo Reply Retweet Favorite More



**GAP** Gap BE BRIGHT @Gap Follow

All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? [4sq.com/QPVDt9](http://4sq.com/QPVDt9)  
Reply Retweet Favorite

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY

**Foursquare** @foursquare - Follow



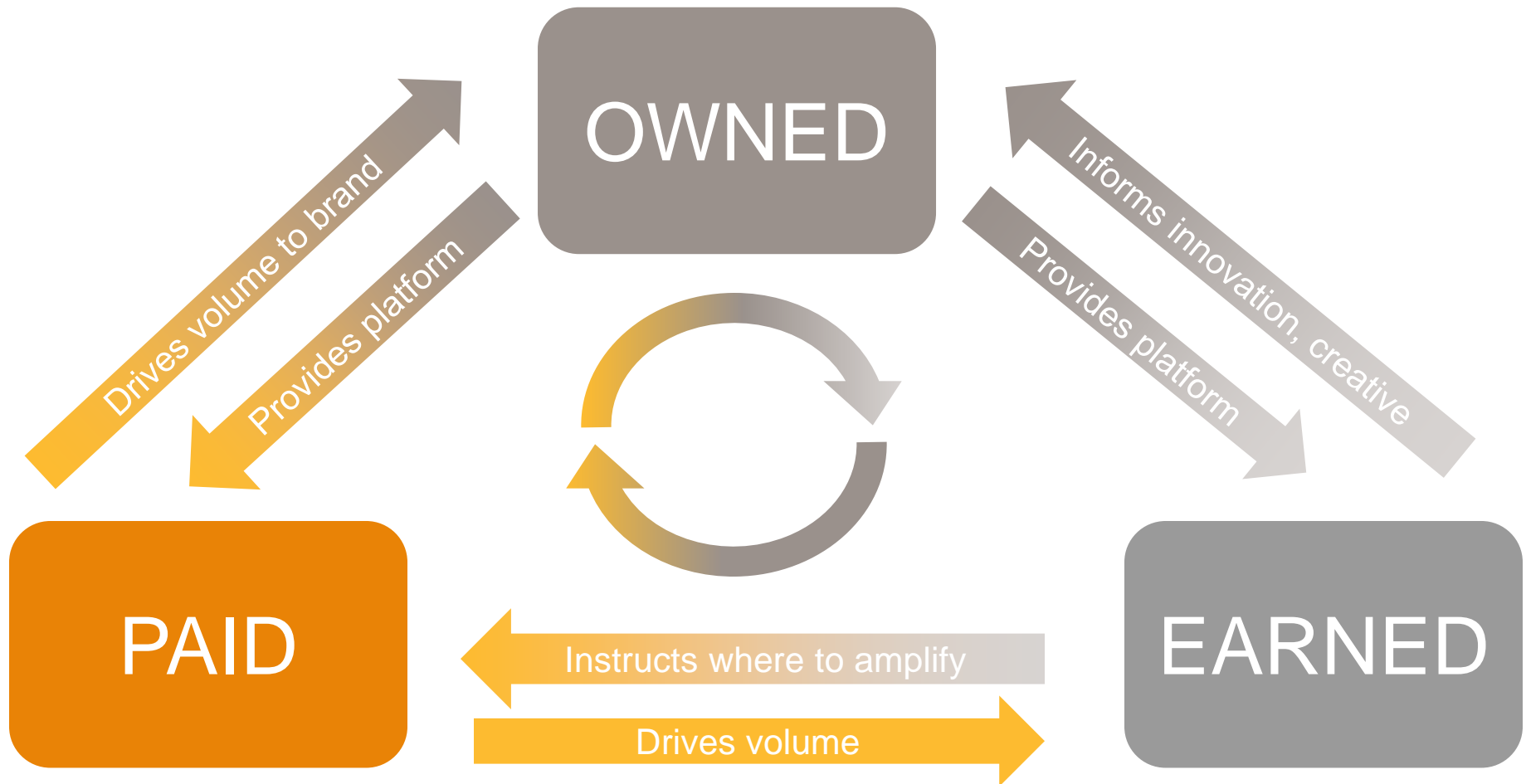
**VICTORIA'S SECRET** Victoria's Secret @VictoriasSecret Follow

**WOW: Jennifer Hudson just KILLED it at the #oscars**

7:02 PM - 24 Feb 2013

409 RETWEETS 213 FAVORITES

# Creating branded 'surround sound': how media types influence and enable each other





## Key Takeaways

- Stock & Flow = Brand Story + Real-Time
- Content Types that Deliver: Educational, Emotional, Funny, Inspirational, Timely
- Experiment, Have Fun – But Remember the Purpose, and the Brand
- Converged Media Imperative

# Thank You!

@LaSandraBrill

