

PR News' Digital PR & Marketing Conference

Digital Content Strategies That Senior Leaders Love

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#Social16

a “successful” piece of content

THE DAILY ROUTINES OF FAMOUS CREATIVE PEOPLE

Turns out great minds don't think alike. Discover how some of the world's most original artists, writers and musicians structured their day, based on ['Daily Rituals'](#) by Mason Currey. Filter the different categories by toggling on or off, and hover over the colored bars to learn more about the dally routines.

■ SLEEP ■ CREATIVE WORK ■ DAY JOB/ADMIN ■ FOOD/LEISURE ■ EXERCISE ■ OTHER



600+ online placements

TIME

FAST
COMPANY

MailOnline

Entrepreneur

 Lifehack

ShortList

60K+ social shares



42.7K+



15K+



3K+

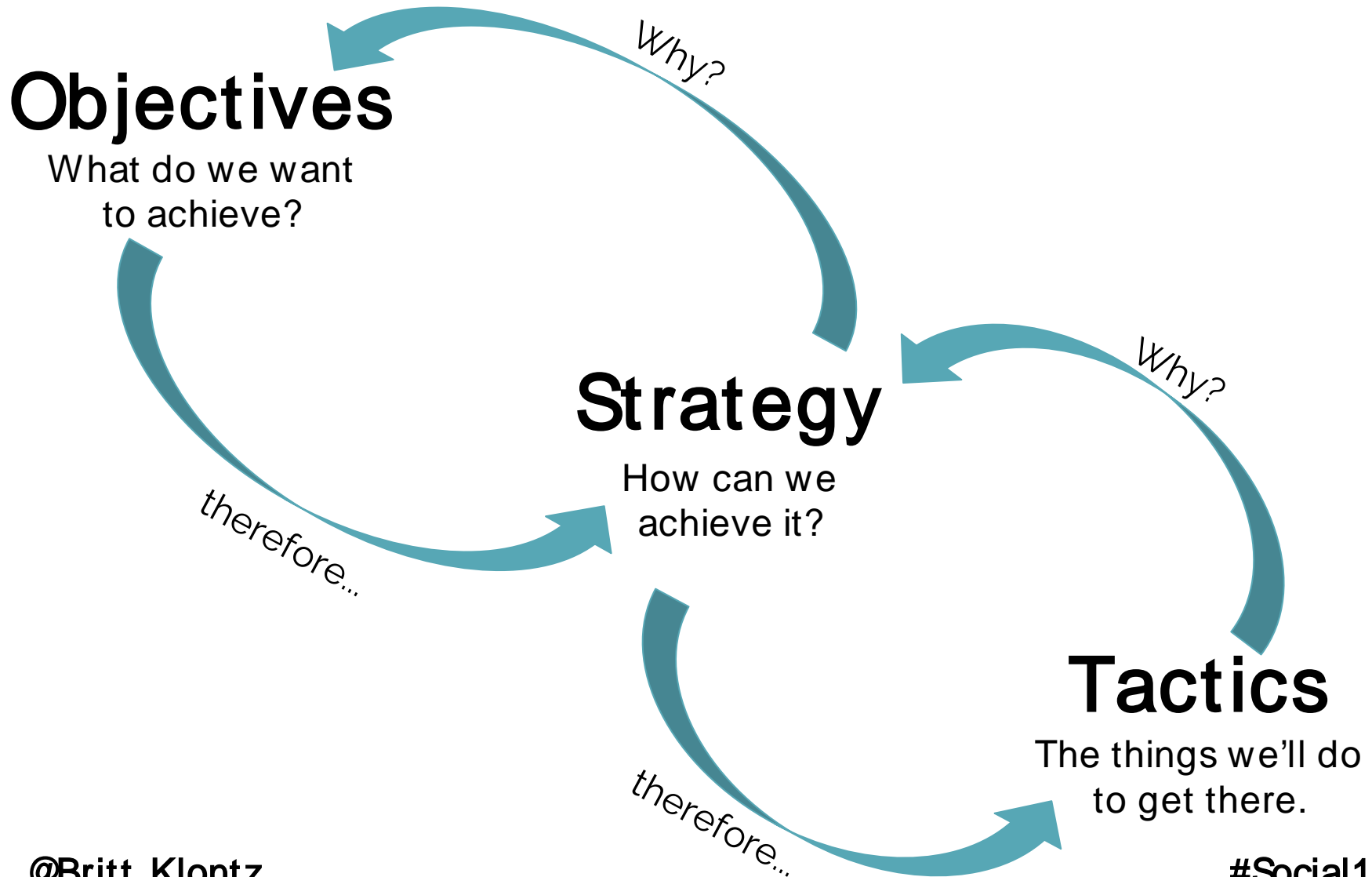


the only ways we fail

We failed to do the things we set out to do.

We achieved the things we wanted to, but they didn't have the anticipated effect.

what is 'strategy'?



CASE STUDY

Somfy Systems' 2015 Marketing Strategy





More happiness in everyday life !

Connected living

Comfort & Convenience



Energy savings



MOTORS AND CONTROLS FOR BUILDING AUTOMATION



MYLINK



ROLLING SHUTTERS



EXTERIOR SCREENS



BLINDS & SHADES



CURTAINS



AWNINGS



PERGOLAS

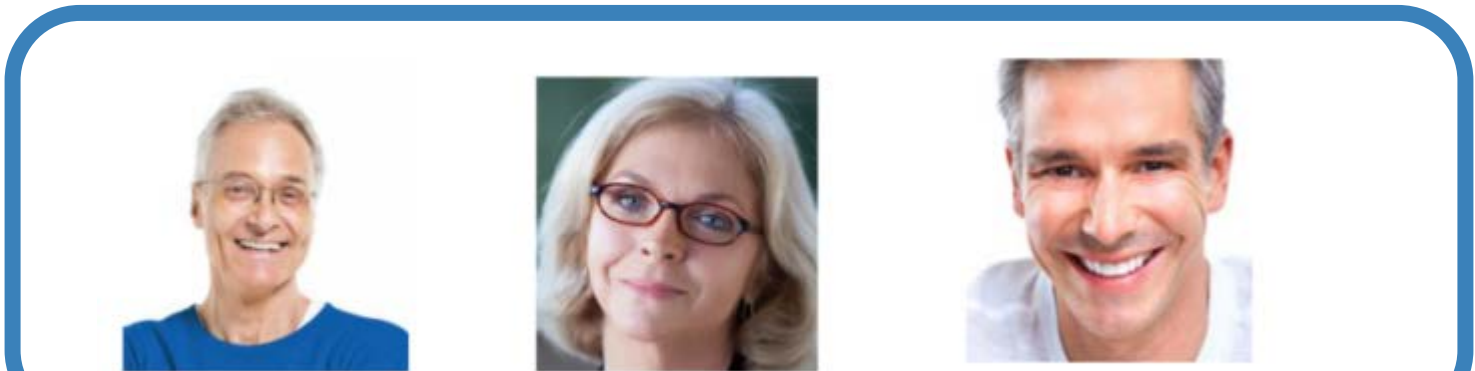
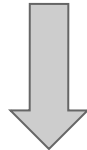
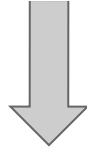


PROJECTION SCREENS



COMMERCIAL

somfy®



Somfy Personas

persona research:

- Market research data
- Social media data (Followerwonk and Facebook Insights)
- Site analytics (Google Analytics)
- Customer surveys (email and phone calls)
- Prospect surveys (email and phone calls)
- Sales team surveys (phone calls only)

buyer personas:



“Geeky Gary”



“Practical Peggy”



“Trusting Trevor”

Geeky Gary

68-year-old male | Married, no kids
HH Income = \$98,000 | College degree, retired

“ I’m a certified geek when it comes to electronics. I don’t mind paying more, especially when I can see it in the product.

There’s nothing like pushing that button in front of your guys & seeing the sun disappear. ”



Background

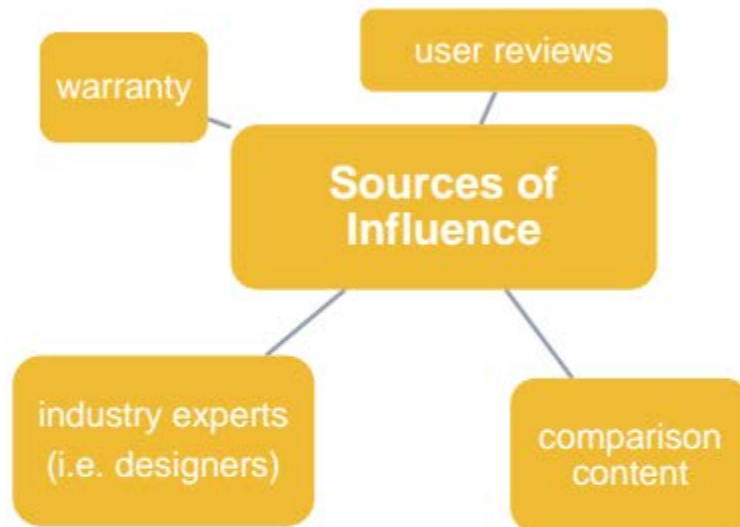
Gary & his wife embody “age ain’t nothing but a number.” They decided to not have kids so they could travel, pursue their outdoor hobbies, & spoil their dog.

He absolutely loves gadgets – he has a fully automated & green home. He is also a heavy internet user & loves perusing sites for DIY ideas & news. If he reads about something new, he’ll likely nerd out & obsessively research to determine if it’s right for him.

Identifiers

- **Huge tech lover**, loves digital vs. print.
- **Energetic & young at heart.**
- **Risk adverse**, so a **heavy researcher.**
- Is **inquisitive**, & thus a **big tinkerer.** He **loves DIY.**

Practical Peggy



Common Objections

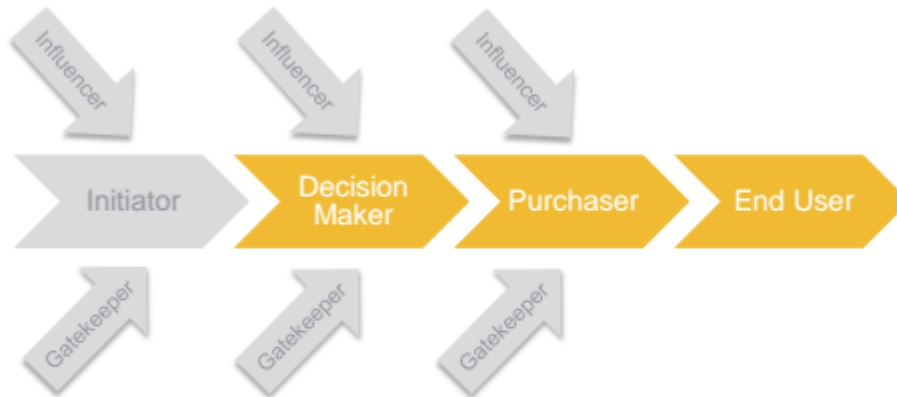
- I can't find or don't like the warranty.
- The available items aren't aesthetically pleasing.
- The company hasn't been around long and/or not many experts know about the brand. Will it last?
- I'm getting frustrated because I can't easily compare the different specifications.

What She Reads or Watches

- HGTV
- New York Times
- CNN
- Dwell magazine
- Simple magazine
- Architectural Digest
- The Week

Trusting Trevor

Roles in decision making process



Discovery

Trevor is a voracious social media reader. It's easy for him to stumble across ads & friend's recommendations.

Trigger

Trevor only tends to consider a purchase after he's convinced he needs it.

Search

Once Trevor identifies a need, he looks into brands he's heard of. If he doesn't know any, he'll likely go to a retail store & let the rep guide him.

Buy

He won't buy quickly because he's weighing whether or not he trusts himself. He needs a sales rep to assure him he's making the right decision.

Stay

Trevor gets frustrated if he has problems after purchase. He wants something he doesn't have to think about again. When that happens, he's loyal for life.



1. Set Objectives

objectives defined for Somfy:

- Increase brand awareness by 25%
- Increase traffic by 25%
- Double social media engagement
- Double social media traffic
- Increase media placements by 20%

be specific & make objectives measurable



2. Diversify Content Strategy

Example schedule

	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	April 16
Benchmarking	■											
CRO		■										
Somty story		■										
Windows of the world							■					
How Americans bring day to close									■			
Sponsored content										■		

Every tactic should relate back to objectives



3. The Tactic

@Britt_Klontz

distilled 

#Social16

“Windows of the World”

Concept & content

Windows of the world

Commission and curate a shareable series of photos which illustrate the contrasting views from windows throughout the world and the stories of the people who live there

Content

Ask people around the world to take a photo of the view from their bedroom window

Give them instructions on how to take the shot

Ask pertinent questions to draw out stories about what they think and feel when they look out their window

Resonance & relevance

Why will people and publishers care?

Human interest story

Offers a snapshot into the lives of others—giving you a glimpse of their view on the world

Why Somfy?

tie it back to the brand's USP

Ties into the campaign

Makes sense within Somfy's larger theme of 'building happiness'

We want to put Somfy at the heart of the home (i.e. the emotional connection with the places we live)

Related content

Where children sleep: comparisons from around the world



@Britt_Klontz

#Social16

Related content

Humans of New York: great short stories about the people in the photos



show “proof of concept”



“I’m a classically trained singer in a culture that values classical music less and less.”

@Britt_Klontz

“His gym teacher told me that when he’s the captain of a team, he first picks the kids who normally get picked last.”

#Social16

Execution

visuals are key

Fusce dapibus - *Nulla ac cursus commodo*

Tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Donec ullamcorper nulla non metus auctor fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas faucibus mollis interdum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

@Britt Klontz

Donec sed odio dui - *Lorem ipsum dolor*

Sit amet, consectetur adipiscing elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec id elit non mi porta gravida at eget metus. Rondime ntum nibh, ut fermentum massa justo sit amet risus. Praesent commodo cursus magna, vel scelerisur et. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

#Social16

Objectives

- Increase brand awareness by 25%
- Increase traffic by 25%
- Double social media engagement
- Double social media traffic
- Increase media placements by 20%

Tie every campaign back to specific objectives

The View from Here ⓘ



We approached people across the world and asked them to share the view from their window, both in the morning and evening. Here's how they responded.



<https://www.somfysystems.com/the-view-from-here/>

The View from Here ⓘ



<https://www.somfysystems.com/the-view-from-here/>

The View from Here ⓘ



Cochabamba, Bolivia

"When I was a little girl, this view was of trees and grass, but now I see house, after house, after house, and far away the buildings merge into each other.

Far away, on the left I can see Concordia's Christ, the biggest monument in my country. I can hear cars passing by, the wind, and the little birds making noise on the roof. I smell the city, a mixture of pollution and soil.

At sunset, the colours of the landscape look more beautiful than morning, and the wind picks up. This view make me feel peaceful and I am happy to live here. I appreciate the landscape still, even with all the new houses and buildings."

VERONICA

<https://www.somfysystems.com/the-view-from-here/>

Promotional Tactics Designed to Impress Senior Leaders

'The 90/ 10 Strategy' for Media List Building

90% target audience



TRAVEL+
LEISURE

HUFF
POST

10% C-suite

The
New York
Times

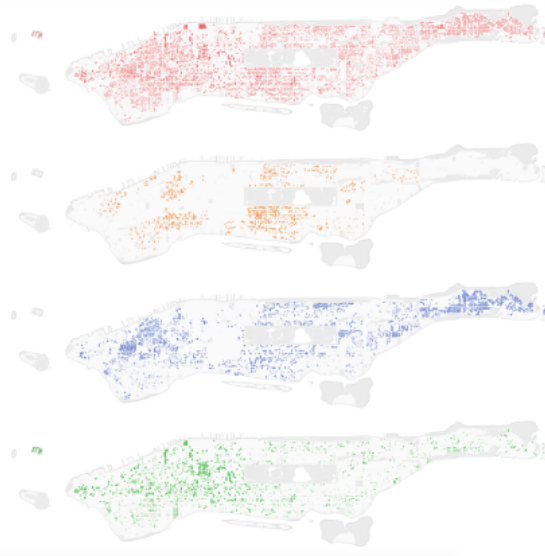
FAST
COMPANY

TheUpshot

Forty Percent of the Buildings in Manhattan Could Not Be Built Today

In Manhattan alone, roughly two out of every five buildings are taller, bulkier, bigger or more crowded than current zoning allows. And often that can actually be a good thing.

17h ago · By QUOCTRUNG BUI, MATT A.V. CHABAN and JEREMY WHITE



ROGER VIOLLET/GETTY IMAGES

ECONOMIC VIEW

Are You Successful? If So, You've Already Won the Lottery

People tend to underestimate the role sheer luck plays in guiding our career trajectories, and recognizing this can have implications for public policy.

17h ago · By JEFF FRANK



Which Buildings in Manhattan Couldn't Be Built Again Today?

Over the last century, changes in zoning have created a unique predicament for nearly 40 percent of buildings in Manhattan. Find out which of Manhattan's 43,000 buildings defy their zoning restrictions.

17h ago · By JEREMY WHITE and QUOCTRUNG BUI



IAN THOMAS JANSEN-LONNQUIST FOR THE NEW YORK TIMES

THE 2016 RACE

Big Picture for Trump vs. Clinton? It's All in the Framing

In times of gains, people tend to be risk-averse. (Advantage, Clinton). In times of loss, they tend to be risk-accepting. (Advantage, Trump.)

1d ago · By LYNN VAVRECK

Stuff We Liked: Trees, Window Views and a Nerd's Guide to Art



Damon Darlin @darlin SEPT. 4, 2015



This article was initially published as a letter to subscribers of The Upshot's newsletter. You can [sign up for the email here](#) to get this and all of the best of The Upshot.

Things we liked on the web this week:

Apparently there are [more trees in the world](#) than anyone thought. A census of trees described in Nature magazine says there are 3.04 trillion, far more than the previous estimate of 400 billion. That works out to 422 trees for every person on Earth. The United States has 716 trees per person.

Claire Cain Miller, who has been following family leave policy lately, found this article on [tag-team parenting](#), a term coined by the [Center for Economic and Policy Research](#) for parents who take turns at employment and child care.



A view of a nut-tree farm in Brazil. There are apparently more trees in the world than was previously thought. Lalo de Almeida for The New York Times

Our friends at FiveThirtyEight have created what they called "[A Nerd's Guide](#) to the 2229 Paintings at the MoMA." That's a pretty apt description and worth the time if you don't think of art as art but as a collection of differently sized frames acquired at various times.

Are you tired of all things Ashley Madison? Well, you shouldn't be. Not yet. Gizmodo looked at the data from the hack to see how many women participated on the adultery site. [Not many real ones](#), it discovered. It [corrected and furthered](#) its analysis in a follow-up piece.

ReCode, which covers technology, looked at which presidential candidate is receiving the most money from the [rich donors in Silicon Valley](#). It's Marco Rubio, by a long shot. But it's still early.

1 COMMENT

And finally, this is a lovely way to end the week and move into a long holiday weekend. Kathleen Flynn found [views from the windows](#) of people around the world.



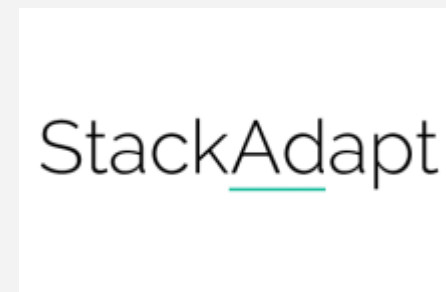
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Investing in Paid Promotion






Targeting: “Home Interests”

Home Interests - Women

Audience Definition



Your audience is defined.

Specific Broad


Audience Details:

- Location:
 - United States
- Interests:
 - Home improvement, Interior design or Renovation
- Income:
 - \$125,000 - \$150,000, \$150,000 - \$250,000, \$250,000 - \$350,000, \$350,000 - \$500,000, \$100,000 - \$125,000 or Over \$500,000
- Home Ownership:
 - Homeowners
- Excluded Connections:
 - Exclude people who like Somfy U.S.
- Age:
 - 35 - 65+
- Gender:
 - Female

Potential Reach: 2,200,000 people

Home Interests - Men

Audience Definition



Your audience is defined.

Specific Broad

Audience Details:

- Location:
 - United States
- Interests:
 - Interior design, Renovation or Home Improvement
- Income:
 - \$125,000 - \$150,000, \$150,000 - \$250,000, \$250,000 - \$350,000, \$350,000 - \$500,000, Over \$500,000 or \$100,000 - \$125,000
- Home Ownership:
 - Homeowners
- Excluded Connections:
 - Exclude people who like Somfy U.S.
- Age:
 - 35 - 65+
- Gender:
 - Male


Potential Reach: 410,000 people



Targeting: “Tech Interests”

Tech Interests - Women

Audience Definition



Your audience is defined.

Specific Broad


Audience Details:

- Location:
 - United States
- Interests:
 - Technology or Photography
- Income:
 - \$125,000 - \$150,000, \$150,000 - \$250,000, \$250,000 - \$350,000, \$350,000 - \$500,000, Over \$500,000 or \$100,000 - \$125,000
- Home Ownership:
 - Homeowners
- Excluded Connections:
 - Exclude people who like Somfy U.S.
- Age:
 - 35 - 65+
- Gender:
 - Female

Potential Reach: 5,000,000 people

Tech Interests - Men

Audience Definition



Your audience is defined.

Specific Broad

Audience Details:

- Location:
 - United States
- Interests:
 - Technology or Photography
- Income:
 - \$125,000 - \$150,000, \$150,000 - \$250,000, \$250,000 - \$350,000, \$350,000 - \$500,000, Over \$500,000 or \$100,000 - \$125,000
- Home Ownership:
 - Homeowners
- Excluded Connections:
 - Exclude people who like Somfy U.S.
- Age:
 - 35 - 65+
- Gender:
 - Male


Potential Reach: 3,300,000 people



Targeting: “Broad Interests”

Broad Interests - Men & Women

Audience Definition

 Your audience is defined.

Audience Details:

- Location:
 - United States
- Interests:
 - Interior design, Renovation, Home improvement, Do it yourself (DIY), Photography or Technology
- Income:
 - \$125,000 - \$150,000, \$150,000 - \$250,000, \$250,000 - \$350,000, \$350,000 - \$500,000, Over \$500,000 or \$100,000 - \$125,000
- Home Ownership:
 - Homeowners
- Excluded Connections:
 - Exclude people who like Somfy U.S.
- Age:
 - 35 - 65+

Potential Reach: 8,300,000 people

ad copy # 1



Somfy U.S.

Sponsored · 🌐

We approached people across the world and asked them to share. Here's how they responded.



See The View From Here

We approached photographers in 27 countries. The brief was simple: take two photographs from your window and tell us what you see and how it makes you feel. See their view and find out what they said!

WWW.SOMFYSYSTEMS.COM | BY CROSS SYSTEMS, CH-1227 GENEVA. - WWW.CROSS-SY...

Like · Comment · Share



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Suggested Post



Somfy U.S.

Sponsored (demo) · 🌐

👍 Like Page

We approached people across the world and asked them to share. Here's how they responded



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Like · Comment · Share

ad copy #2



Somfy U.S.

Sponsored · 🌐

Photographers in 27 countries shared their view. Come see how things look around the world



A Look Around The Globe

We approached photographers in 27 countries. The brief was simple: take two photographs from your window and tell us what you see and how it makes you feel. See their view and find out what they said!

WWW.SOMFYSYSTEMS.COM

Like · Comment · Share



Somfy U.S.

Sponsored · 🌐

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WWW.SOMFYSYSTEMS.COM

Like · Comment · Share



Facebook

Total Cost: \$1,684.81

Total Impressions: 275,625

Total Clicks: 3,109

Click Through Rate: 1.1%

Average Session Duration: over 2 minutes

80+online placements

TIME

FAST
COMPANY

MailOnline

Entrepreneur

 Lifehack

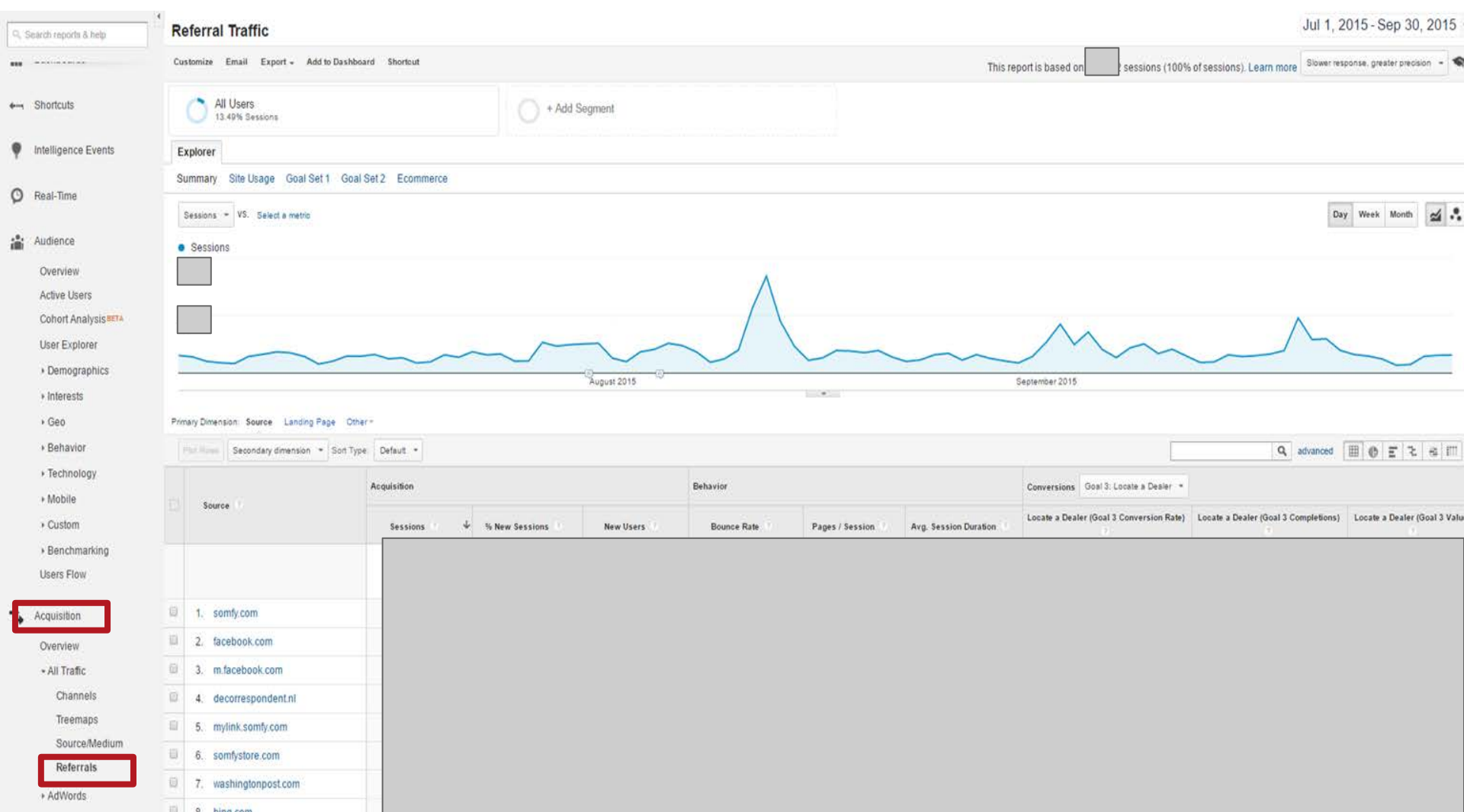
ShortList

Reporting Tactic



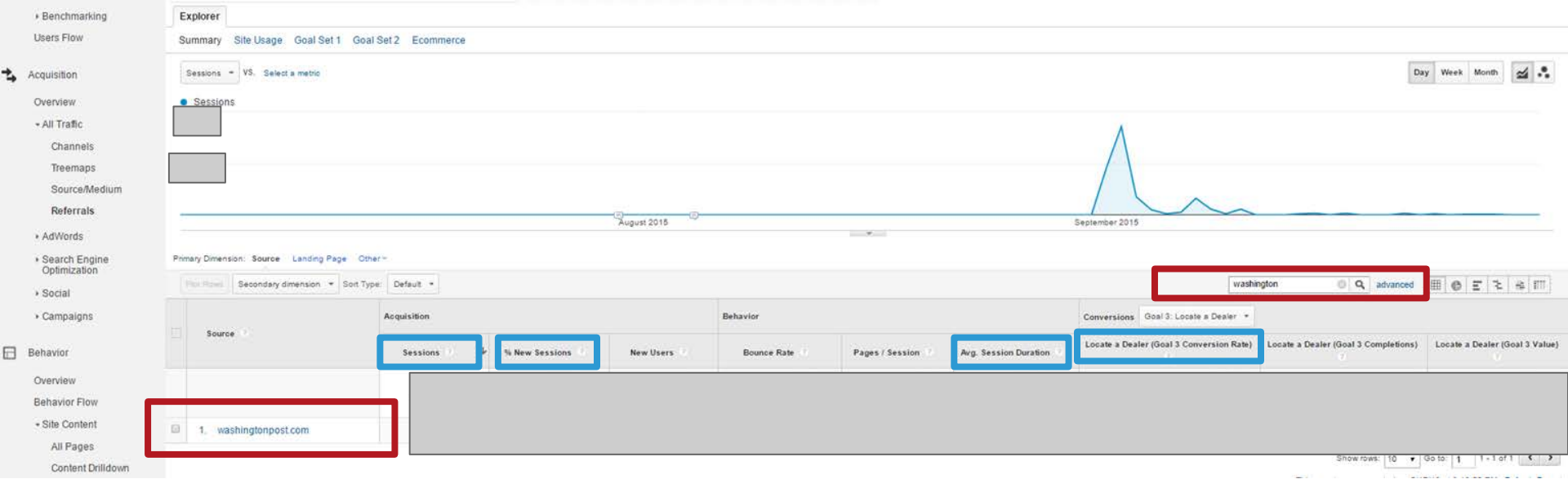
Google
Analytics

referral traffic #s from placements

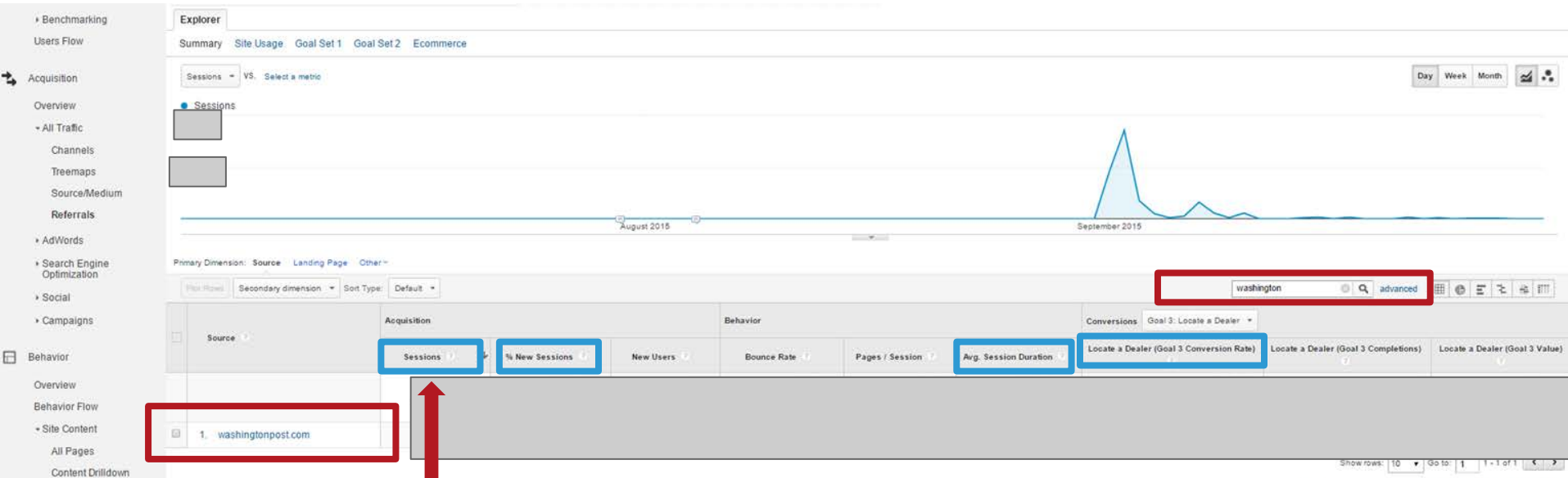


Go to > Acquisition > Referrals

In this example, I chose Washington Post:

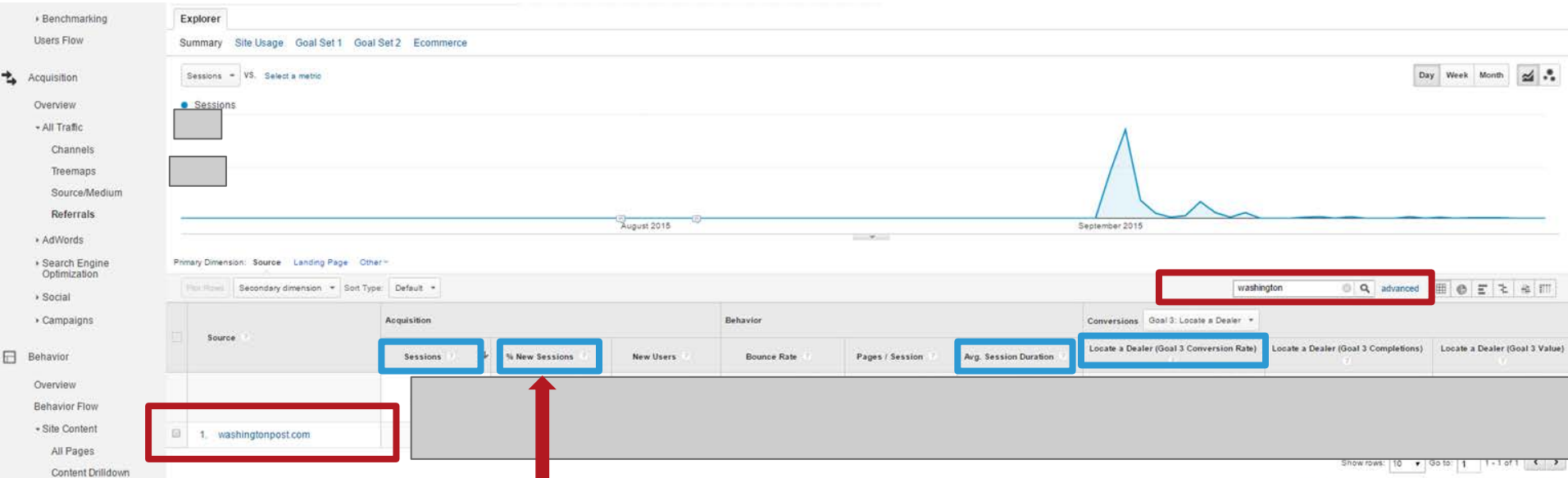


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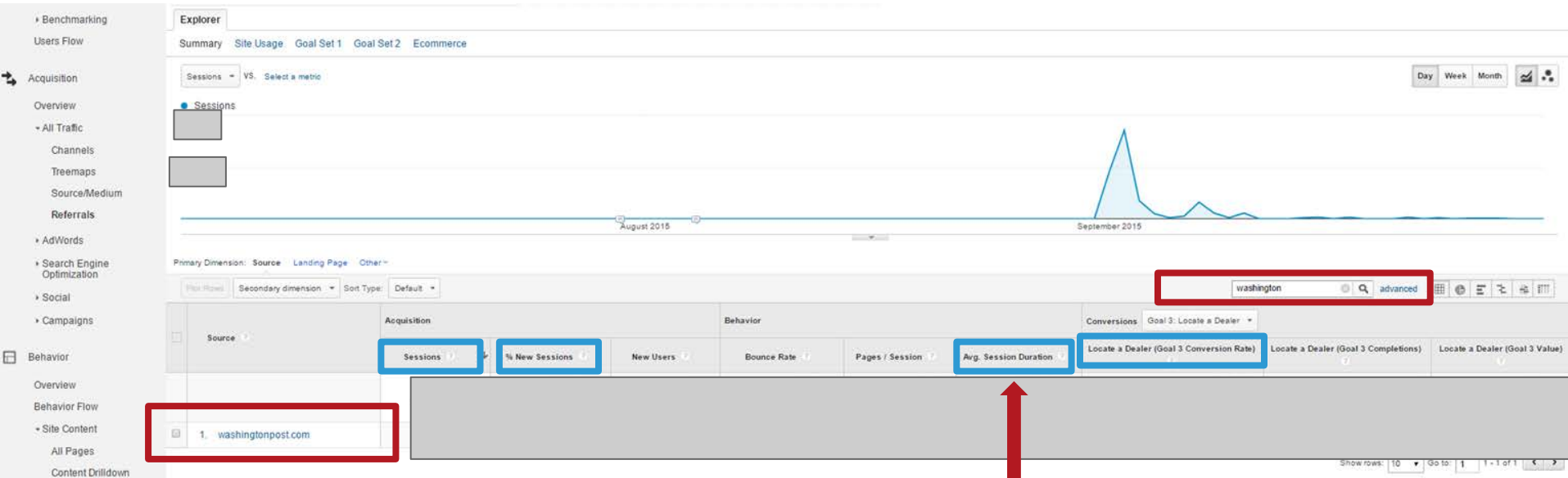
Total # visitors

In this example, I chose Washington Post:



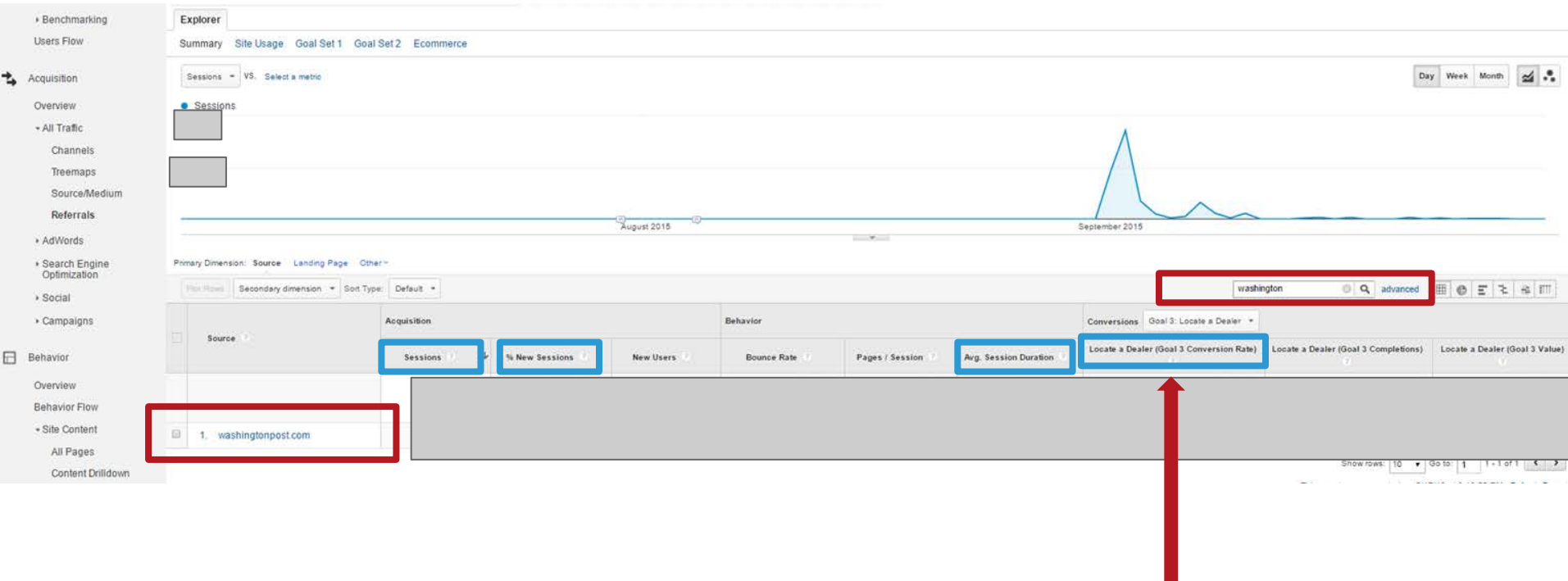
% of new visitors

In this example, I chose Washington Post:



Time spent on page

In this example, I chose Washington Post:

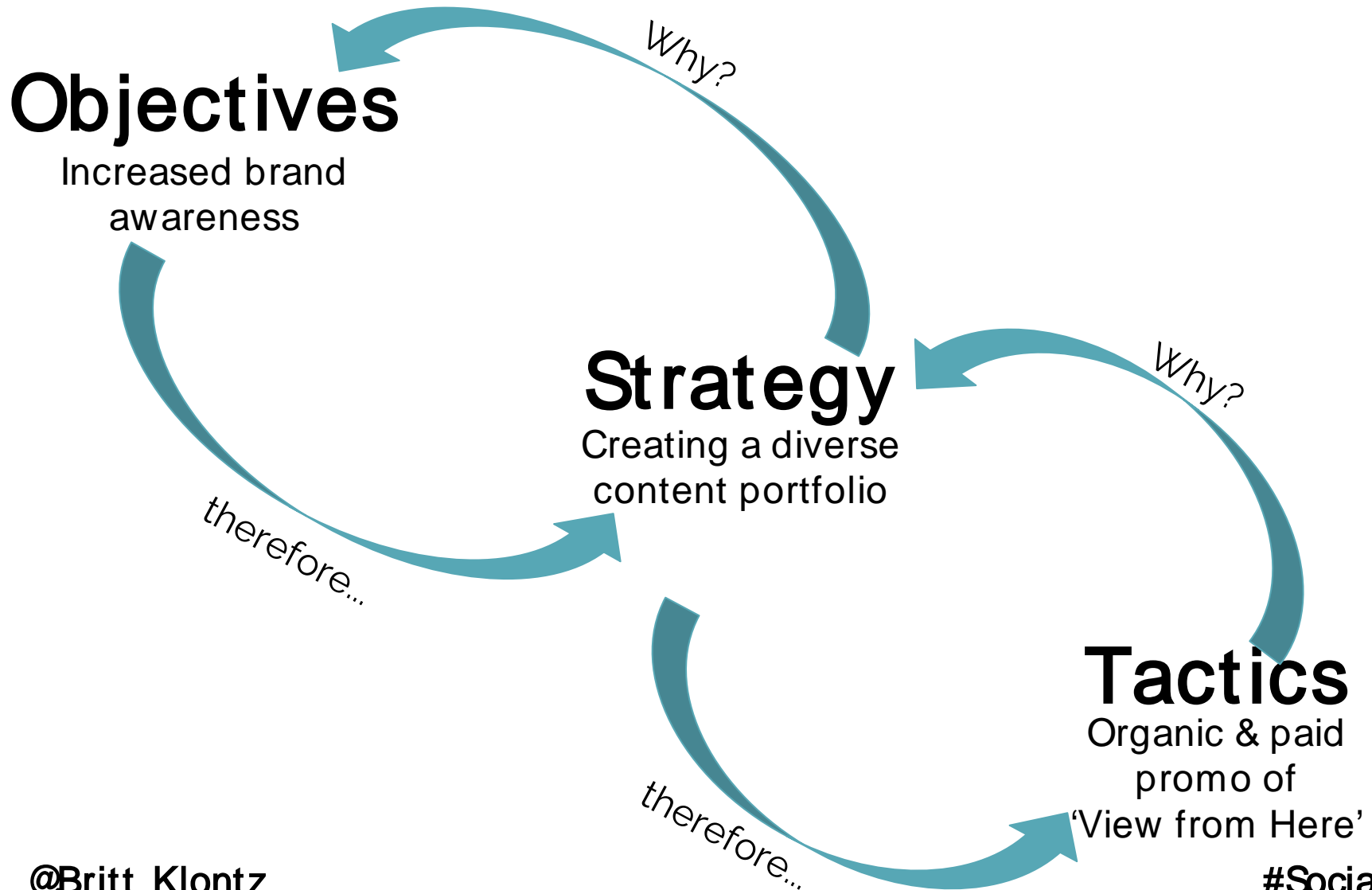


Viewers who then located a dealer



- Sent **380+ visitors**, at least 334 (86%) being new
- Of those visits, **1 visitor** has converted by clicking the “Where to Buy” page
- The average time duration of those visits was **5 minutes**

tying it back to the “strategy”



what's next for Somfy...

Home > Residential > Outdoor > Awnings

Awnings



OUR PRODUCTS FOR AWNINGS



Controls



Motors



Automatic sensors

About

Why motorize?

Why Somfy?

Choose my solution

Where to buy

ABOUT

Create the ultimate outdoor living space!

A motorized awning powered by Somfy instantly transforms your deck into a cool, comfortable outdoor living space at the simple touch of a button. It also protects your family and home from the sun's harmful UV rays. Add a state-of-the-art sun or wind sensor to automatically react to weather conditions.

Takeaways:

- Make sure objectives are specific and measurable
- Diversify your content strategy so that you're not betting on one sole tactic
- Make 20% of your media list be outlets that the c-suite reads
- Set aside budget to invest in highly targeted paid social tactics



Any questions?