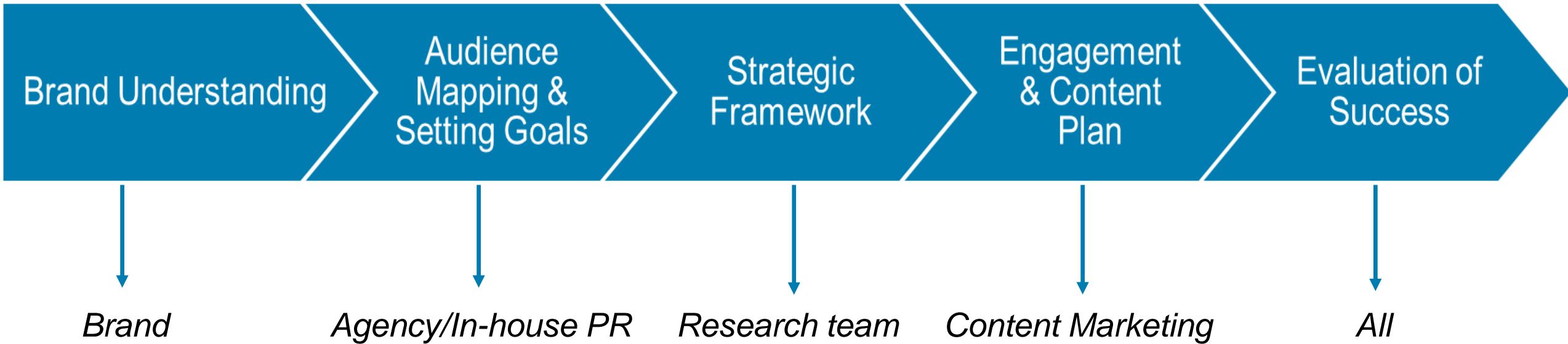


HOW TO BE A CONTENT MARKETING STAR FOR YOUR BRAND

Therese Van Ryne
Director of Global PR & Customer References
Zebra Technologies
@ThereseVanRyne

The Content Development Process

This five-step process helps brands build an effective content strategy:



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Step #1: Brand Understanding

Key Questions:

How is my brand currently being positioned?

How do I want my brand to be positioned?

What are my measurable goals?

Step #2: Audience Mapping & Setting Goals

The Checklist:

- Use research and data to understand your audience
- Set measurable and achievable goals
- Ensure goals are aligned with your business, brand and audience

Step #2: Audience Mapping & Setting Goals

To address Zebra's business challenge, we agreed on three communications objectives:

- **Raise awareness** of Zebra's value proposition and relevance in the IoT market;
- **Devise a campaign** that would reach CIOs, IT leaders and general managers of Fortune 1,000 companies
- **Generate 100 pieces of coverage each quarter**, almost a piece of coverage every day targeting high-impact publications

Step #3: Strategic Framework

- **Use research** to form your thinking
 - Conduct a combination of primary and secondary research
 - Review industry reports, talk to industry analysts and management consultants
 - Implement customized analytical tools to reveal any hidden patterns of your audiences
- **Translate these findings into insights** that will shape your content creation strategy
- **Develop an insights-based content creation strategy**

Step #3: Strategic Framework

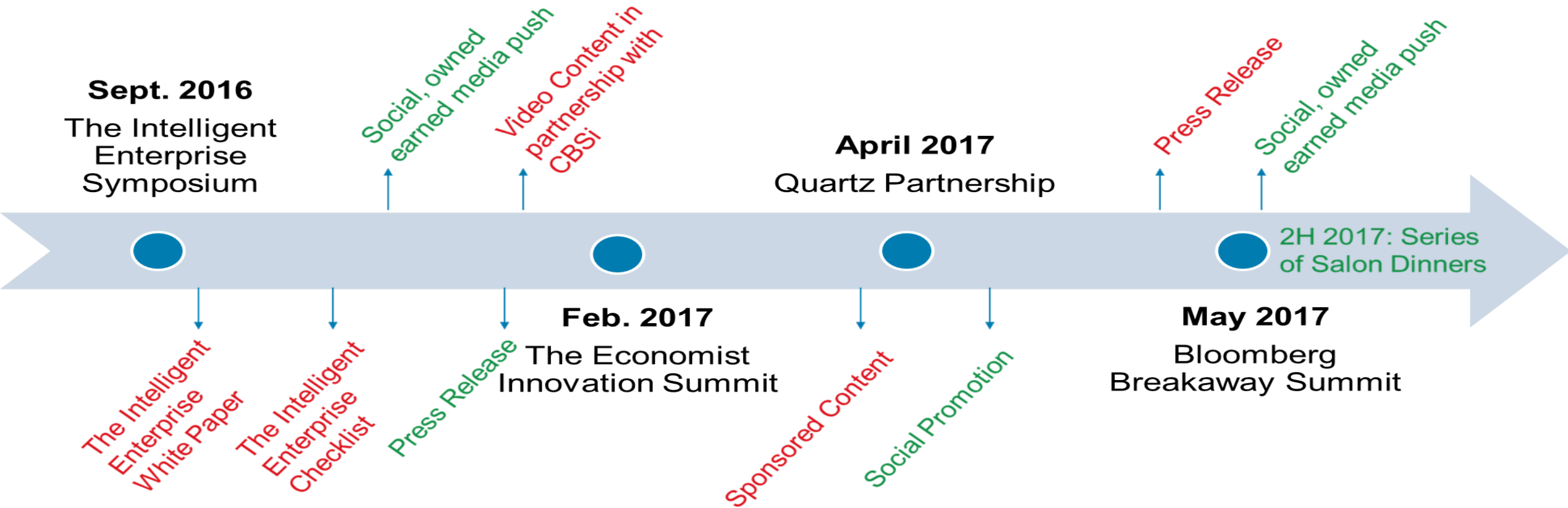
What We Learned:

- The industry had been seeking a **trusted leader** to declutter the market and move the IoT conversation beyond the hype.
- We need to position Zebra as a catalyst for the IoT market by defining and owning “**The Intelligent Enterprise**”
- We need to shift the IoT conversation and take it to the **enterprise level**

Step #4: Engagement & Content Plan

- **Align on the overarching themes** and storylines
- Identify the most appropriate **communications channels** – based on the audience research – across the PESO model
 - Develop a **visual timeline** that captures all touchpoints
 - Maximize all **original content** produced through different channels
 - Increase internal and external engagement through **owned and social media**
 - Consider extending the reach of your content through **paid media and promotions.**
- **Monitor progress** over time and re-adjust your strategy

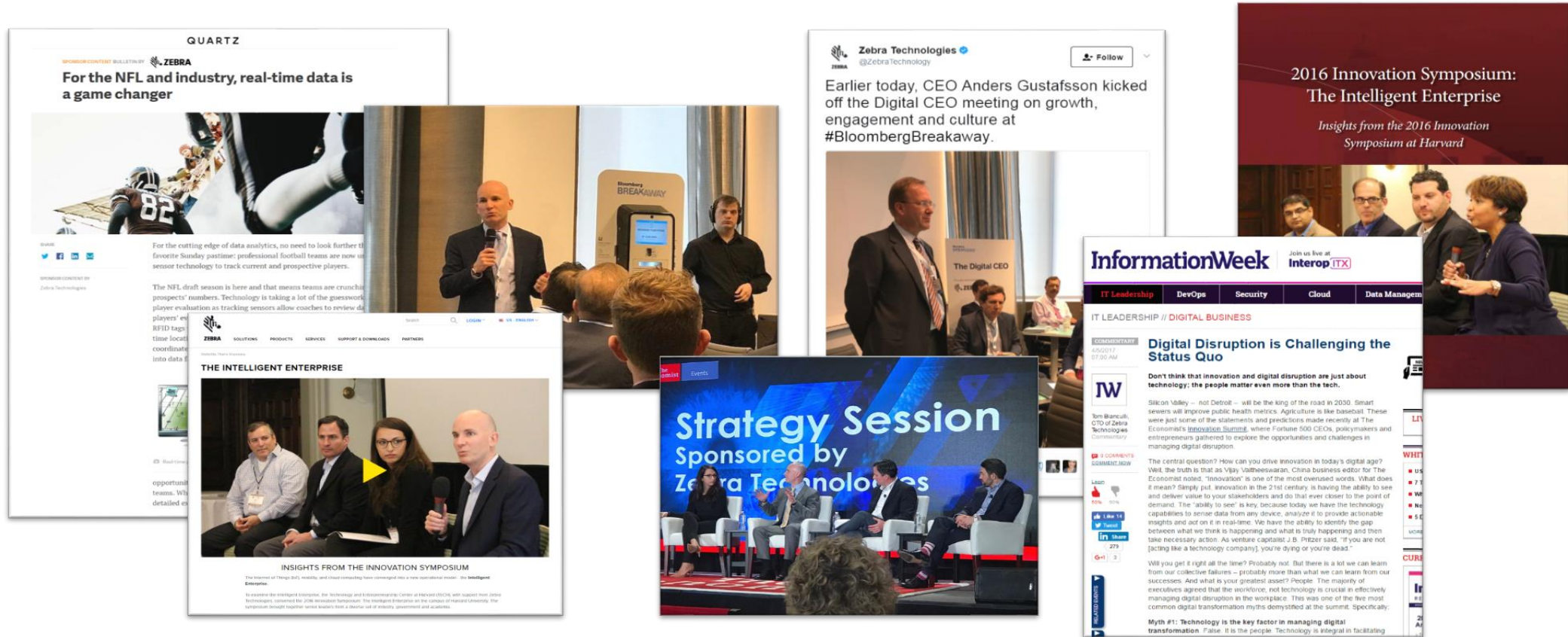
Step #4: Engagement & Content Plan



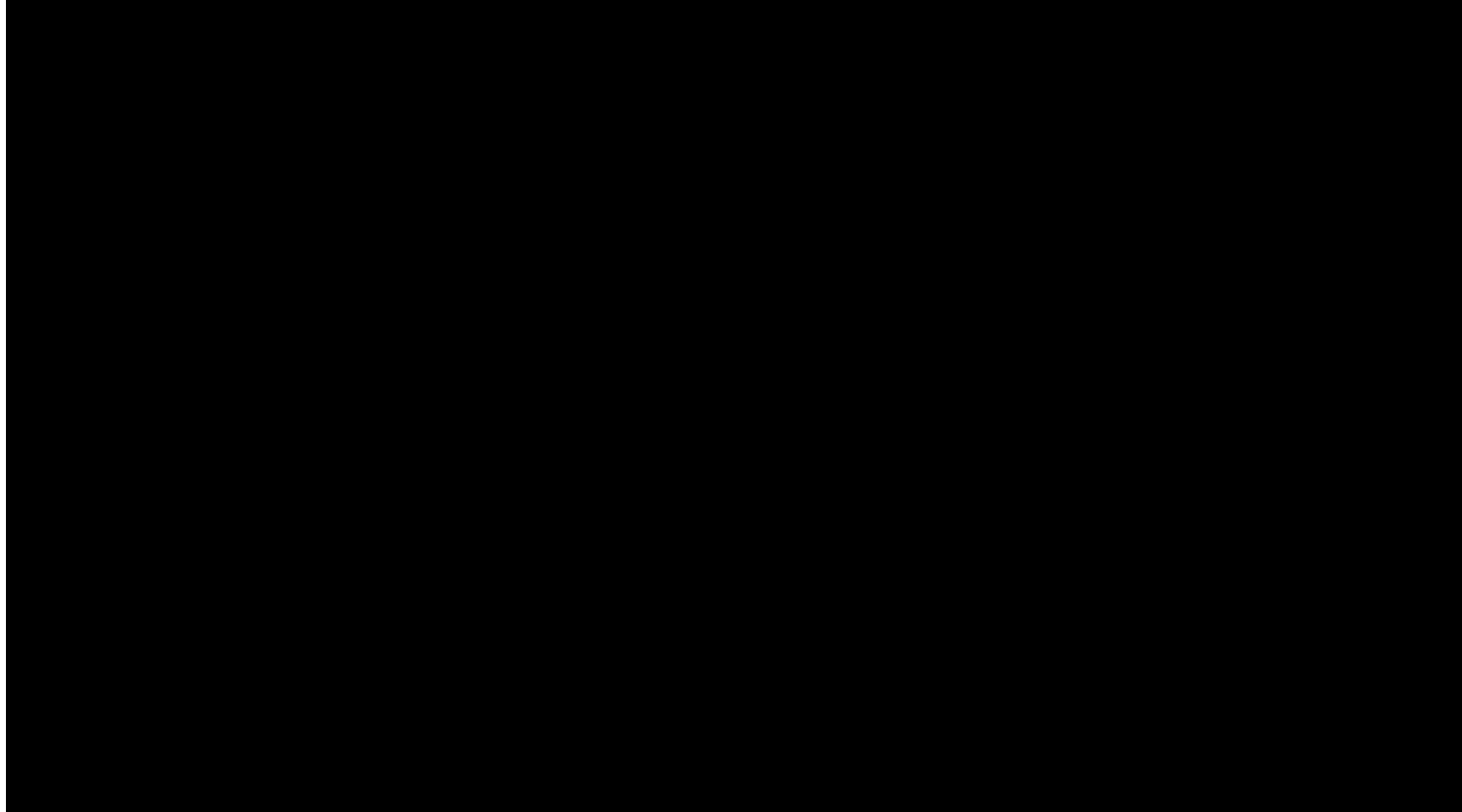
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Original content
Repurposed

Step #4: Engagement & Content Plan



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Step 5: Evaluation of Success

What measurable results have you seen?

Did you meet your goals?

How can you continue to push forward?

Step 5: Evaluation of Success

Raised awareness of Zebra's value proposition and relevance in the IoT market

- More than half of the earned media coverage directly associated with Zebra's key messages

Placed more than 100 pieces of content each quarter, more than a piece of coverage every day targeting high-impact publications

- Generated nearly two billion impressions in 2016 and 368 million impressions in Q1 2017

Step 5: Evaluation of Success

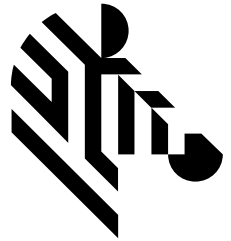
Directly and indirectly reached CIOs, IT leaders and general managers of Fortune 1,000 companies

- Convened 50 executives in a discussion around what constitutes an “Intelligent Enterprise”
- Developed a series of content (whitepaper/checklist) that truly resonated with our target audience
- Continued the dialogue with industry influencers at The Economist Innovation Summit and Bloomberg Breakaway Summit; thought-provoking content reached non-attendees as well

Key Takeaways

- Assess your brand and where you want to take it
- Use research and data to understand your audience
- Set measurable and achievable goals, aligned with your business, brand and audience
- Develop an insights-based content creation strategy, focused on what would ultimately resonate the most with your audience
- Identify the most appropriate communications channels – based on the audience research – across the PESO model
- Monitor progress over time and re-adjust your strategy
- Don't be afraid to **challenge the status quo**

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THANK YOU

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