



April 2015

# CONTENT MARKETING ROUNDUP

Content marketing is more than a buzzword. Marketers in different verticals around the world are pulling in more budget for their content marketing efforts, creating articles, social media posts, videos and more to draw in new leads, engage customers and create brand awareness. This Roundup includes articles, interviews and trend-based insights to help you understand the latest in the world of content marketing and where practitioners are headed.

presented by



## Overview

Content marketing is more than a buzzword. Research from a variety of sources indicates that it's becoming integral to B2C and B2B marketing efforts in the US and around the world, and that marketers are increasing investments as they learn to use content marketing more effectively.

The Content Marketing Institute (CMI) and MarketingProfs reported in October 2014 that 46% of B2B marketers in North America planned to increase spending on content marketing in the next 12 months. That followed similar levels of investment increases in 2011 and 2012. By the time of the survey, around nine in 10 B2B marketers used content marketing. Content marketing was similarly popular among B2C respondents. Curata reported in March 2015 even more extensive planned increases in content marketing spending by US marketers.

According to Ascend2, the most effective type of content for marketing purposes is articles and case studies. More than half of marketing professionals worldwide said it was most effective. And fortunately, only 31% said it was also the most difficult type of content to create. Videos, according to the same survey, were about twice as difficult to make, and were the No. 2 most effective type of content. Infographics came in third, with 43% of respondents citing them as effective.

The CMI/MarketingProfs research found brand awareness, lead generation and engagement to be the top goals of content marketing for B2B marketers in North America. Those same three goals were on top in Ascend2's survey of marketing professionals worldwide, conducted in March 2015.

And content marketers are often happy with their efforts. The Ascend2 survey found 26% of marketing professionals worldwide thought content marketing was "very successful" at achieving its goals; another 63% said it was "somewhat successful."

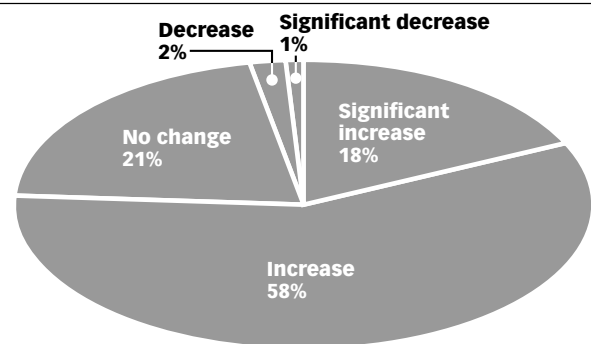
Social media posts remain the most common type of content created by marketers. CMI and MarketingProfs reported that 93% of B2C content marketers in North America were creating social posts in 2014, up slightly

from 2012 and 2013 levels. Enewsletters were the second-most-popular type of content to create, followed by articles hosted on the marketers' website. Regalix reported that in January 2015, the B2B side looked similar, with social media on top, followed by videos, case studies, and white papers. Two-thirds of B2B marketers created articles for their own sites, along with a majority who had newsletters.

But content marketing still has complications. From justifying budget by proving ROI, to wrangling dollars for paid promotion, to managing ever-growing numbers of content assets created for ever-growing segments of customers, content marketers have a lot on their plates. And increased investments suggest their lives will only be getting more complicated.

### Change in 2015 Content Marketing Investment According to US Marketers

% of respondents



Source: Curata, "2015 Content Marketing Tactics & Technology Planner: Creation, Curation & Analytics," March 12, 2015

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### Types of Content that Are Most Effective vs. Most Difficult to Create According to Marketing Professionals Worldwide, March 2015

% of respondents

	Most effective	Most difficult
Articles/case studies	54%	31%
Videos	46%	59%
Infographics	43%	34%
Research/white papers	36%	50%
Webinars/online events	30%	50%
E-newsletters	28%	13%
Photos/illustrations	24%	8%
News releases	10%	6%

Note: n=290

Source: Ascend2, "Content Marketing Trends Survey Summary Report," March 12, 2015

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# The Content Is Out, but Where's the ROI?

## Less than one-quarter of B2C marketers can measure content marketing's return on investment

There's no doubt that business-to-consumer (B2C) marketers are using content marketing. In an August 2014 study by the Content Marketing Institute (CMI) and MarketingProfs, 77% of B2C marketers in North America reported doing so. And responses indicated that marketers were getting more effective at the tactic: 37% said their organizations were effective at content marketing, up from 34% last year and 32% three years ago.

What metrics are most common for evaluating content marketing success? Website traffic remained the most popular metric for assessing content efforts, cited by 62% of B2C marketers. Fully 54% of respondents looked at sales, and conversion rates arrived on the scene. Actual time spent on the website and qualitative feedback from clients fell in importance.

Still, B2C marketers surveyed were struggling to measure content marketing efforts. Just 23% said they were successful at determining return on investment (ROI). In comparison, 32% of respondents were unsuccessful, and more than one-fifth weren't even trying to track ROI. Similarly, measuring content effectiveness was the top content marketing challenge, cited by 51% of respondents.

Results from April 2014 polling by Forrester Consulting are in line with this. Among US digital marketing decision-makers studied, 52% cited challenges measuring ROI as a hurdle to content marketing—the second-highest response.

### Metrics Used to Measure Content Marketing Success According to B2C Content Marketers in North America, 2012-2014

% of respondents

	2012	2013	2014
Web traffic	62%	66%	62%
Sales	-	-	54%
SEO ranking	42%	41%	39%
Higher conversion rates	-	-	39%
Time spent on website	43%	46%	38%
Qualitative feedback from customers	42%	43%	35%
Subscriber growth	-	35%	34%
Customer renewal rates	-	-	26%
Benchmark lift of company awareness	25%	29%	23%
Inbound links	25%	27%	23%
Benchmark lift of product/service awareness	22%	27%	21%
Sales lead quality	32%	27%	16%
Sales lead quantity	30%	23%	15%
Cost savings	10%	11%	15%
Social media sharing	52%	52%	-
Direct sales	55%	44%	-
Increased customer loyalty	37%	40%	-
Cross-selling	16%	14%	-

Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing: 2014 Benchmarks, Budgets and Trends - North America" sponsored by Imagination and "B2C Content Marketing: 2015 Benchmarks, Budgets and Trends - North America" sponsored by EnVeritas Group, Oct 15, 2013 & Oct 15, 2014

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# B2B Content Marketers Miss the Mobile Mark

## Just one-fifth have a dedicated mobile content marketing strategy

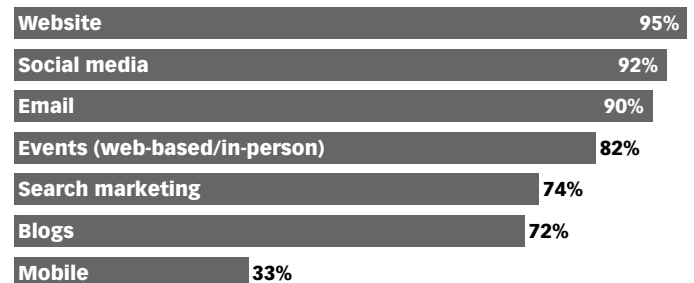
Business-to-business (B2B) content marketers may need an intro to mobile, based on January 2015 polling by Regalix, which found that mobile played a minimal role in such marketing efforts. Among B2B marketing executives worldwide, just one-third used mobile to distribute content. This trailed every other channel by a long shot.

But even if they are executing mobile marketing, B2B content marketers aren't likely to be following a plan. Just over one-fifth (21%) of respondents had an exclusive mobile content marketing strategy—meaning nearly 80% left mobile out in the cold.

A silver lining appeared when B2B marketers were asked about mobile apps, despite the fact that just 12% were leveraging these for content at the time. Among respondents, 83% said mobile apps were important to content marketing. However, just 32% labeled these as very important or critical, while 51% acknowledged they were somewhat important, indicating room for growth.

Interestingly, B2Bs are set to spend more dollars on both content marketing and mobile apps this year. In November 2014 polling by Salesforce Marketing Cloud, 66% of B2B marketers worldwide said they planned to increase spending on content marketing in 2015, and 65% said the same about mobile apps. Whether or not they use these mobile apps to enhance their content expansion remains to be seen, but they'd be wise to catch up sooner rather than later to avoid falling further behind in today's mobile-dominated world.

### Media Channels Currently Used by B2B Marketing Executives Worldwide to Distribute Content, Jan 2015 % of respondents

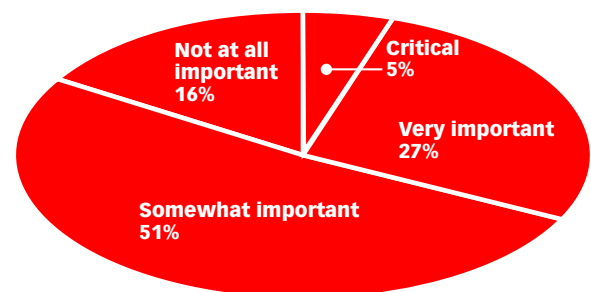


Source: Regalix, "State of B2B Content Marketing 2015," Feb 9, 2015

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### Importance of a Mobile App to Content Marketing According to B2B Marketing Executives Worldwide, Jan 2015 % of respondents



Note: numbers may not add up to 100% due to rounding

Source: Regalix, "State of B2B Content Marketing 2015," Feb 9, 2015

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# How to Overcome Content Marketing Struggles

## Lack of resources, strategy and budget the biggest content issues

We've all heard it—and probably said it: Content is king. Marketers are using the channel to boost customer engagement, lead generation and brand awareness. However, recent research suggests that there are plenty of boundaries preventing content marketers from reaching the ultimate level of success.

Polling conducted earlier this month by Ascend2 found a wide variety of obstacles to content marketing success. Lack of content creation resources was the biggest challenge, cited by the majority of marketing professionals worldwide. More than four in 10 respondents said lack of an effective strategy—and likely creation and distribution of content as a result—was an issue, and budget constraints were the third-biggest challenge, cited by 40% of marketers.

Findings from January 2015 research by Curata highlight several trends that could help marketers overcome content challenges. For one, the study found that it was becoming more common for companies to have an executive who was directly responsible for an overall content marketing strategy. Fully 49% of the nearly 600 US marketers studied said their firms had one, up from 43% in 2014, and 60% believed this would be the case next year. Having a leader in place will likely drive the creation of a strategy and help better manage resources.

Knowing what content exists and what can be reused and repurposed can help marketers stretch their budgets—and avoid wasting precious resource time. However, many marketers polled by Curata weren't too focused on such efforts. Nearly four in 10 said they never audited their companies' content, and an additional 8% only did so biannually. Fewer than one-third of respondents conducted a full content audit quarterly (18%) or semiannually (14%), and one-quarter did so once a year.

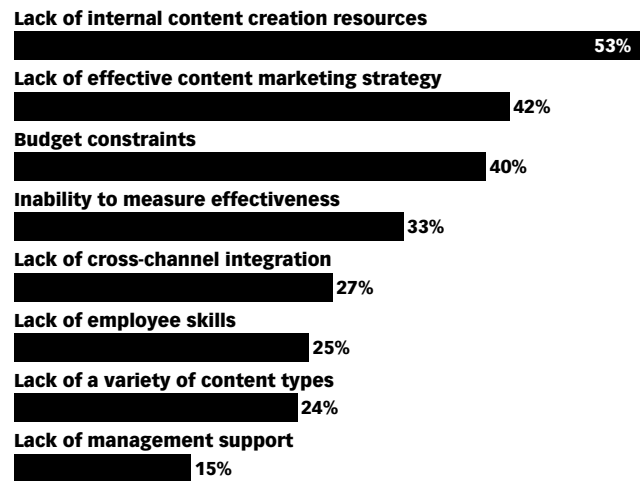
As noted, reusing content can help marketers make the most of their money and resources. Unfortunately, this also proved to be a pain point. Just over one-fifth of respondents said they had a specific process in place to ensure optimal content reuse and repurpose—

not far above the percentage who didn't do this at all. Marketers were most likely to reuse and repurpose content sporadically, which doesn't help when trying to form a long-term plan.

In order to overcome resource, strategy and budget issues, marketers should consider having someone directly responsible for an overall content marketing strategy, as well as auditing, reusing and repurposing content.

### Challenges to Achieving Content Marketing Success According to Marketing Professionals Worldwide, March 2015

% of respondents



Note: n=290

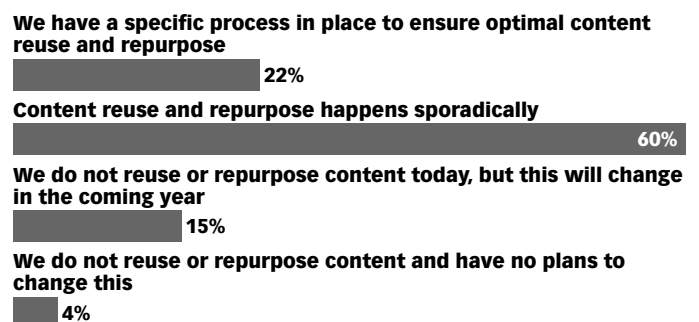
Source: Ascend2, "Content Marketing Trends Survey Summary Report," March 12, 2015

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### Extent to Which Their Company Reuses/Repurposes Content According to US Marketers, Jan 2015

% of respondents



Note: e.g., creating presentations, infographics and blog posts from a single ebook; numbers may not add up to 100% due to rounding

Source: Curata, "2015 Content Marketing Tactics & Technology Planner: Creation, Curation & Analytics," March 12, 2015

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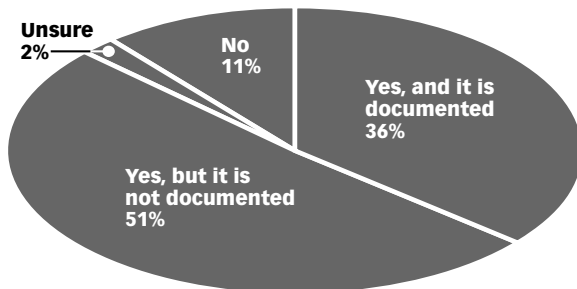
# UK Content Marketers Have a Plan, They Just Haven't Written It Down

## Documented strategies get short shrift from content marketers

Content marketing in the UK looks set to be as hot a topic in 2015 as it was in 2014. According to the latest benchmarking report from the Content Marketing Institute (CMI) and the Direct Marketing Association UK (DMA UK)—“Content Marketing in the UK: 2015 Budgets, Benchmarks and Trends”—85% of UK marketers said they used content marketing. However, while a creditable 87% of that proportion said they had a content marketing strategy in place, a somewhat startling 51% hadn't documented it.

### UK Content Marketers Whose Company Has a Content Marketing Strategy, Aug 2014

% of respondents



Source: Content Marketing Institute (CMI) and Direct Marketing Association UK (DMA UK), "Content Marketing in the UK: 2015 Budgets, Benchmarks and Trends" sponsored by Axonn Media, Dec 10, 2014

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This figure was actually up on last year's report, when 49% said they didn't have a documented strategy in place. The indication is that more people are joining the content marketing bandwagon; they just aren't getting on board in an orderly fashion.

Those who are getting on board are cutting a broad swathe across the tactics available. Social media aside, though, the most oft-used tactics tend to be of a more "traditional" flavor.

According to the CMI and DMA UK report, electronic newsletters, blogs and website articles were particularly popular (cited by 88%, 85% and 82% of respondents, respectively), while videos, illustrations and photos,

### Content Marketing Tactics Used by UK Content Marketers, 2013 & 2014

% of respondents

	2013	2014
Social media*	87%	89%
E-newsletters	82%	88%
Blogs	86%	85%
Articles on your website	85%	82%
Case studies	77%	80%
Videos	76%	73%
In-person events	69%	72%
Illustrations/photos	-	63%
Infographics	57%	61%
Online presentations	57%	50%
White papers	55%	50%
Branded content tools	45%	46%
Microsites	40%	46%
Research reports	45%	45%
Ebooks	31%	42%
Webinars/webcasts	45%	41%
Print magazines	43%	36%
Books	38%	34%
Digital magazines	38%	33%
Mobile apps	34%	32%
Print newsletters	32%	25%
Virtual conferences	24%	23%
Games/gamification	20%	23%
Podcasts	25%	22%
Articles on other websites	73%	-
Annual reports	35%	-
Licensed/syndicated content	26%	-
Mobile content	48%	-

Note: categories left blank were not asked in that year; \*excludes blogs  
Source: Content Marketing Institute (CMI) and Direct Marketing Association UK (DMA UK), "Content Marketing in the UK: 2015 Budgets, Benchmarks and Trends" sponsored by Axonn Media, Dec 10, 2014

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and infographics were some way behind (73%, 63% and 61%, respectively).

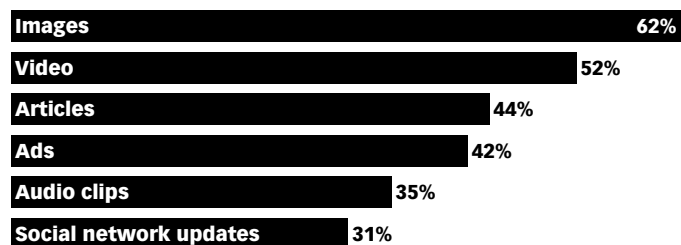
The penchant for written content likely manifests itself out of an ease of production. However, consumer sentiment points toward a preference for visual stimuli when it comes to digitally branded content. April 2014 polling from Toluna for Vibrant Media found that UK internet users were far more responsive to visual content than written content—62% said they were receptive to images and 52% to video, vs. just 44% who said the same about articles.

## UK Content Marketers Have a Plan, They Just Haven't Written It Down (continued)

Of course, social media content marketing (the most-used tactic, according CMI and DMA UK) often involves a visual element. It comes as no surprise, then, that social features so prominently in content marketers' minds. As a distribution channel, its reach is potentially huge, so for marketers to ignore it would be folly. It might be a good idea to have a plan, though—and write it down!

### Digital Branded Content to Which UK Internet Users Are Receptive, April 2014

% of respondents



Note: n=1,000 ages 13-64; respondents who selected "very receptive" and "receptive"

Source: Vibrant Media survey conducted by Toluna, Aug 6, 2014

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## Filtered Photos Still Brands' Instagram Go-To

### Photos still represent nearly all Instagram posts, but videos drive better engagement

Instagram's sizable US audience presents advertisers with yet another platform where they can reach loads of consumers. eMarketer estimates that this year, 77.6 million people in the US will access their Instagram account via any device at least monthly, representing 27.6% of the population. By 2018, this figure is expected to pass 100 million people, or nearly one-third of US residents.

Brands aiming to reach this group still prefer to snap, filter and share photos on Instagram. According to data released in March 2015 by L2 Think Tank, photos consistently accounted for the overwhelming majority of media posted on Instagram by prestige brands worldwide between Q4 2013 and Q4 2014, hovering around 94% throughout the year. Meanwhile, at the end of last year, videos represented less than 6% of posts on the platform.

However, results from a December 2014 analysis of social interactions tracked by TrackMaven suggest that videos on Instagram drive better engagement. Fully 60% of Instagram videos studied worldwide received more than 250 interactions, compared with 49% of photos. Meanwhile, 28% of Instagram posts that had pictures saw fewer than 50 interactions, vs. just 20% of videos. Still, Instagram photos and videos saw the highest engagement threshold out of branded content posts tracked by TrackMaven.

Consumers can expect to see more ads pop up while scrolling through their Instagram feeds. In a February 2015 study by RBC Capital Markets and Advertising Age, 72% of US marketers were interested in allocating ad budgets toward Instagram, the highest response rate out of social media platforms studied.

#### Instagram Post Share Among Prestige Brands\* Worldwide, Photo vs. Video, Q4 2013-Q4 2014

% of total posts tracked by L2 Think Tank



■ Photos ■ Videos

Note: n=171; represents activity among brands tracked by L2 Think Tank, broader industry metrics may vary; \*brands whose primary Instagram account has more than 500K followers  
Source: L2 Think Tank, "Intelligence Report: Instagram 2015," March 10, 2015

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#### Average Number of Social Interactions\* with Branded Content Posts Worldwide, by Type, Dec 2014

% of total social interactions tracked by TrackMaven

	0-10	11-50	51-100	101-250	250+
Tweets	73%	18%	4%	3%	1%
LinkedIn posts	68%	23%	5%	3%	1%
Google+ posts	65%	19%	6%	5%	4%
Pins	60%	23%	8%	7%	2%
Blog posts	43%	18%	8%	10%	21%
Facebook posts	28%	17%	8%	11%	36%
Instagram photos	10%	18%	10%	14%	49%
Instagram videos	6%	14%	8%	13%	60%

Note: represents activity on pages tracked by TrackMaven, broader industry metrics may vary; read as 73% of branded tweets received 0-10 interactions; numbers may not add up to 100% due to rounding; \*includes comments, "likes" and shares

Source: TrackMaven, "The Content Marketing Paradox: Is More Content Really Better?" Jan 15, 2015

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# Is Your Company's Voice Consistent?

## Over seven in 10 B2B marketers don't implement a formal message development process

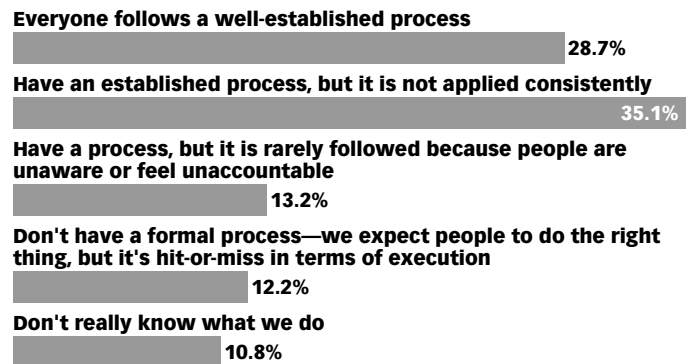
Are business-to-business (B2B) marketers confusing customers with inconsistent messaging? The large majority could be, based on December 2014 polling by Corporate Visions. Among B2B marketers worldwide, fewer than three in 10 followed a well-established message development process for marketing campaigns and sales content development.

When asked about how they ensured consistency across marketing campaigns and sales content, B2B marketers were most likely to depend on templates and tools to reinforce training. While a promising 50.8% had provided training to content creators, they simply relied on them to apply messaging consistently after this. In comparison, just one-third of respondents provided ongoing coaching and feedback.

B2B content is in high demand pre- and post-purchase, and according to Salesforce.com polling in November 2014, content marketing ranks as the leading area where B2B marketers worldwide plan to increase spending this year, cited by 66%. But dollars can't fix everything. Marketers need to get their messaging together if they want to reach prospects and customers effectively.

### Extent to Which Their Company Uses a Message Development Process According to B2B Marketers Worldwide, Dec 2014

% of respondents



Note: for marketing campaigns and sales content development  
Source: Corporate Visions as cited in press release, Jan 21, 2015

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### Ways in Which B2B Marketers Worldwide Ensure Consistency Across Marketing Campaigns and Sales Content, Dec 2014

% of respondents



Source: Corporate Visions as cited in press release, Jan 21, 2015

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# What Do Nonprofits Want from Content Marketing?

## Nonprofits use content marketing to up brand awareness, engagement

More than 60% of nonprofit professionals in North America polled in August 2014 by Content Marketing Institute (CMI) and Blackbaud said their organizations used content marketing. And they're not doing it to raise money.

While fundraising ranked as the No. 1 content marketing goal among nonprofit professionals polled in August 2013, cited by 79%, it fell far down the list this year, topped by brand recognition and customer-focused goals. Nearly 90% of respondents said their organizations were most focused on brand awareness when executing content marketing, and 84% aimed to boost engagement. Around 80% also cited client and constituent retention and loyalty as well as acquisition as content goals.

The ALS Ice Bucket Challenge created waves across social media this summer, and nonprofits surveyed were taking the plunge into this world. Social media, cited by 93%, was the top content tactic nonprofit professionals used, leapfrogging second-place in-person events (89% of respondents) to take the No. 1 spot. E-newsletters, articles on their own websites, and illustrations and photos rounded out the top five tactics, while microsites and

infographics each saw huge 22-percentage-point leaps in usage year over year.

Nonprofits that share content on social stand a chance at reaching their brand awareness and engagement goals. An August 2014 study conducted by Toluna for Cone found that 56% of US internet users would share social or environmental content with their social networks, while 60% would "like" or follow a nonprofit or company social or environmental program. However, content must be compelling, as just 21% and 29% had actually performed these actions in the past 12 months, respectively.

### Content Marketing Tactics Used by Nonprofit Professionals in North America, 2013 & 2014 % of respondents

	2013	2014
Social media*	86%	93%
In-person events	88%	89%
E-newsletters	84%	88%
Articles on your website	85%	86%
Illustrations/photos	-	86%
Videos	71%	82%
Blogs	47%	58%
Print newsletters	56%	53%
Infographics	31%	53%
Print magazines	33%	44%
Case studies	30%	41%
Microsites	19%	41%
Research reports	29%	40%
Branded content tools	26%	37%
Digital magazines	21%	37%
Online presentations	31%	36%
Mobile apps	20%	34%
Webinars/webcasts	23%	32%
Books	22%	28%
White papers	19%	26%
Podcasts	15%	21%
Virtual conferences	14%	18%
Ebooks	9%	15%
Games/gamification	6%	9%
Annual reports	68%	-
Articles on other websites	51%	-
Mobile content	27%	-
Licensed/syndicated content	16%	-

Note: 2013 n=1,714; 2014 n=1,118; \*excludes blogs  
Source: Content Marketing Institute (CMI) and Blackbaud, Inc., "2015 Nonprofit Content Marketing: Benchmarks, Budgets and Trends—North America" sponsored by FusionSpark Media, Nov 5, 2014

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### Goals of Content Marketing According to Nonprofit Professionals in North America, 2013 & 2014 % of respondents

	2013	2014
Brand awareness	73%	87%
Engagement	65%	84%
Client/constituent retention/loyalty	59%	82%
Client/constituent acquisition	53%	79%
Fundraising	79%	68%
Advocacy	41%	61%
Program delivery	27%	56%
Website traffic	51%	-
Volunteer recruitment	43%	-
Thought leadership	19%	-
Lead generation	16%	-
Sales	14%	-
Lead management/nurturing	11%	-

Note: 2013 n=1,714; 2014 n=1,118 who chose 4 or 5 on a 5-point scale where 5=very important and 1=not at all important  
Source: Content Marketing Institute (CMI) and Blackbaud, Inc., "2015 Nonprofit Content Marketing: Benchmarks, Budgets and Trends—North America" sponsored by FusionSpark Media, Nov 5, 2014

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# Ritz Finds Pinterest Showcases Crackers in Unique Ways



**Madeline Vincent**

*Associate Brand Manager, Ritz Crackers*

**Mondelez International**

This year, Ritz Crackers is focusing its attention on two social platforms: Facebook and Pinterest. Madeline Vincent, associate brand manager for Ritz Crackers at Mondelez International, spoke to eMarketer's Debra Aho Williamson about why Pinterest is important to the brand and how Mondelez is using the platform to inspire consumers to think about its crackers in a new way.

**eMarketer:** How important is Pinterest for you vs. other social platforms?

**Madeline Vincent:** Pinterest is one of our two main social platforms in 2015. We are looking for platforms where our consumers are seeking inspiration. And I think Pinterest is definitely a place where consumers are turning right now. If someone is throwing a party for a football playoff game, we totally understand they're not going to go to Ritzcrackers.com. That's not natural behavior. But they will go to Pinterest and start planning their party.

I think the thing that makes Pinterest especially exciting to us this year is that it's so actionable. People can find a recipe because Pinterest links out to the recipes. So people not only can see different snack combinations and get excited, but then they can also plan to make it.

**eMarketer:** What are the differences between how you are using Facebook and how you are using Pinterest?

**Vincent:** We are using Facebook the way a lot of brands are using Facebook—for reach and incremental reach, especially niche targeting. I heard Pinterest executives say once that Google is where you go if you know what you're looking for and Pinterest is where you go when you don't know quite what you're looking for. We love that Pinterest is where people go with an open mind to look for inspiration.

**"Google is where you go if you know what you're looking for, and Pinterest is where you go when you don't know quite what you're looking for."**

Ritz Crackers is an 80-plus-year-old brand. People know it and love it, but sometimes you might want to be looking for a way to mix it up. So having different ways that people can enjoy our product and ways they haven't thought about before is valuable for us.

**eMarketer:** Why put so much emphasis on Pinterest this year? What have you learned so far?

**Vincent:** This time last year, we weren't doing anything on Pinterest. Last March, we started getting interested in it and thinking about how we could use it as a place to inspire people who love Ritz.

We've learned so much about which content works. Things that look delicious are going to do well, so we try different camera angles that make the food look most delicious on the Pinterest platform. We've also looked at whether people want simpler recipes or more complex ones. What we've found is that people love things that look like something they haven't thought of before.

**eMarketer:** Are you creating unique content or photography for Pinterest?

**Vincent:** A lot of our recipes will live across all of our different consumer touchpoints. If it's a great recipe, it will work in multiple places. However, with Pinterest we do sometimes try to photograph it a different way.

**eMarketer:** When I think about visually pleasing platforms, the other one that comes to mind is Instagram. Do you use Instagram?

**Vincent:** We are not currently on Instagram, and we are always trying to figure out the right mix of platforms for Ritz. Right now that doesn't include Instagram. It has in the past and it might again in the future. But we are always paying attention to it. We are seeing how our consumers are using Ritz on Instagram and we are seeing what celebrities are talking about Ritz on Instagram and things like that.

**“We are looking at which type of flavor people prefer on their Ritz. Do they prefer a sweet treat or do they enjoy a spicy treat?”**

**eMarketer:** How are you tracking your success on Pinterest?

**Vincent:** We look at things like repins, impressions and we look at our fan base, although that’s not always the most important thing.

**eMarketer:** How are you using Pinterest’s ad products?

**Vincent:** We advertised there for the holiday season, and we are also using it right now.

Something fun we’re doing right now is our football big-game TV commercial driving people to our Pinterest page. We have two Pinterest boards, Sweet Victory and Spicy Domination. We are looking at which type of flavor people prefer on their Ritz. Do they prefer a sweet treat or do they enjoy a spicy treat?

We have used promoted posts on Facebook asking people the same question. And then often that will drive them to these delicious snack ideas that are either sweet or spicy on our Pinterest page. By tracking repins and looking at how people interact, we’re able to see what people are reacting to more. On the Pinterest platform we promoted some pins from sweet and some pins from spicy. We were able to see what’s gaining traction and what people are reacting to.

**eMarketer:** Why did you decide to use TV in this particular effort?

**Vincent:** It’s all about being where the consumer is spending their time. We are humble enough to know that our consumers are not spending their time on our website. This is where they’re looking to build parties, so this is where we want to be and this is where we want to interact with them as naturally as possible.

# BMW Supports Growth of Mobile to Impact Purchase on Dealer Lot



**Ethan Song**  
CEO  
Frank & Oak

Menswear-focused, members-only online retailer Frank & Oak's approach to ecommerce is simple: Content is king. Ethan Song, the Montreal-based company's CEO, spoke with eMarketer's Rimma Kats about the current state of ecommerce in Canada, the benefits of original content and the growth of mobile commerce.

**eMarketer:** What is Frank & Oak's approach to ecommerce in Canada?

**Ethan Song:** Having content to educate and better inform our customers on what products to buy is important. The Frank & Oak experience is a monthly based experience, where content and products are combined to make shopping much easier for guys.

The Canadian market makes up about 38% of our sales.

**eMarketer:** Who's your target demographic?

**Song:** We're targeting 25- to 35-year-old male shoppers, urban men that work in creatively oriented industries—graphic design, marketing, startups or technology.

**eMarketer:** How are you investing your marketing dollars to drive sales?

**Song:** We do a mix. We're focused on social media and community-building, and then combining that with advertising. In order to drive traffic to our site, we are focused on influencers as well. We work with bloggers and writers on content pieces.

**eMarketer:** What kind of traffic are you seeing across different digital devices?

**Song:** We have native applications on Android, iPhone and iPad devices. A high percentage of our sales come from mobile.

**"We're focused on social media and community-building, and then combining that with advertising."**

**eMarketer:** How are you tackling the mobile side of the business?

**Song:** Mobile is the fastest-growing segment of ecommerce, and it's very well fitted for shopping as well because of its ease.

We promote the mobile app on our website. Additionally, we do some sponsored posts that drive customers to download the app. We're able to maintain engagement on our mobile app by having content and products that are exclusive to the app, so there's a specific reason for customers to come back.

**eMarketer:** What areas is Frank & Oak investing in to boost its sales?

**Song:** One area that we're really focused on is building original content, whether that's video, photography or copy. One of the big challenges with ecommerce is keeping consumers engaged over a long period of time. Having authentic content is a good way to both express a better value and keep customers engaged.

**eMarketer:** What are some challenges impeding ecommerce growth in Canada?

**Song:** Canadian customers are a bit more behind in terms of adoption of ecommerce. There are still customers in Canada who haven't made ecommerce purchases, but that's changing quickly.

That aspect has slowed the overall growth of the ecommerce market in Canada, but in the next two or three years it's probably going to catch up to the US. For retailers that are based in the US, there are still duties and shipping costs that would make it more limited for paying customers to buy on ecommerce sites.

## B2B Perspective: Content Marketing Success Lies in Word-of-Mouth



**Mike Goldberg**

Senior Director, Marketing

TripleLift

**Ari Lewine (not pictured)**

Co-Founder and Chief Strategy Officer

TripleLift

When publishing new marketing content, generating awareness is more valuable than leads, according to executives at native advertising technology company TripleLift. Ari Lewine, co-founder and chief strategy officer, and Mike Goldberg, senior director of marketing at TripleLift, spoke with eMarketer's Stephanie Wharton about how they measure the success of their content marketing efforts.

**eMarketer:** What are you doing from a content marketing perspective that's working?

**Mike Goldberg:** We're in a very crowded, buzzworthy space right now in native advertising. There are a lot of different definitions, and a lot of people who have thoughts on what we are doing. We're developing short pieces that leverage visuals and that help tell a story. We put them together into booklets, white papers and webinars. We're using social media and quick teaser one-liners here and there to encourage people to download our content.

**eMarketer:** How do you measure success?

**Goldberg:** It isn't as easy as measuring a standard advertising campaign based on clicks and conversions; it's really about word-of-mouth. We're looking for people to share the content we have—we look at Twitter, Facebook, LinkedIn and all the platforms we use to distribute content and see how often it's being shared.

How we look at success is more viral in nature. We do get some inbound leads on our website and we ask 'How did you hear about us?' If they say social media or the website, we can attribute that to our content.

**Ari Lewine:** Generally speaking, marketers are exceptional at understanding the value of bottom-funnel marketing activity and it's because it's inherently easier. If I show someone an ad, and they click on it and take their credit card out to buy something, it's clear to make the connection between the ad and the subsequent action of a conversion.

In content marketing, which is typically higher at the funnel, it's hard to ascertain how that awareness activity translates into end sales for a B2B (business-to-business) marketer, especially because B2B has a longer sales cycle and far more offline touchpoints that cannot be properly attributed.

**eMarketer:** How do you measure the tangible pieces of success? Is it through leads or revenue?

**"Marketers are exceptional at understanding the value of bottom-funnel marketing activity and it's because it's inherently easier."**

**Goldberg:** We're looking at downloads on our website. Every time someone signs up to download something, we get an idea of who they are and where they heard about the content. We create all content in-house—we're not paying for media. We don't have a cost per download that we're looking at.

We are building our content to help position ourselves in a native space to get people to understand and be familiar with who we are.

**eMarketer:** Would you say you value awareness more than leads when you're considering content marketing?

**Goldberg:** Awareness is the most important in the long run. Content marketing is not so much about selling as it is about educating.

**Lewine:** Content marketing is even more important in B2B than it is in B2C (business-to-consumer). The consideration cycle is far longer in B2B, so there's more opportunity to do research. If I'm a B2B decision-maker trying to decide what software to use for CRM, I might dedicate 25 hours of pure research to making an intelligent decision. I'm of the belief that content marketing should be among the top priorities for B2B marketers.

A person wearing a maroon sweater is shown from the chest down, holding a smartphone in their hands. The background is dark and out of focus. The NewsCred logo is in the top left corner.

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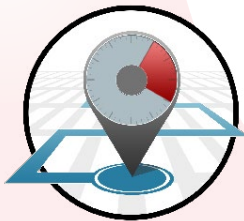
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