EBRIEF NO 2

The Financial Content Marketer

WHERE WEALTH MARKETERS FAIL AT THOUGHT LEADERSHIP

How private banks and wealth advisors can improve results

eBrief prepared by:
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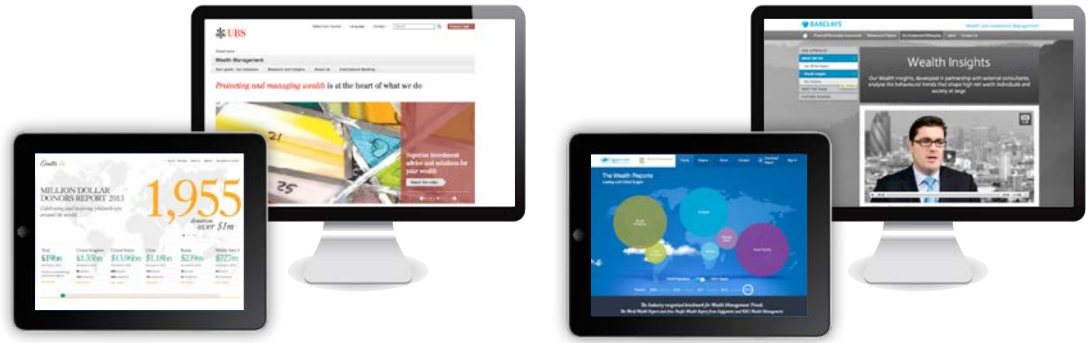

⇧ Thought leadership campaigns that deliver (see page 6 for more)

THE CHALLENGE

SPEED READ

- Thought leadership too often fails to generate tangible ROI
- Content needs to work across multiple channels
- Successful campaigns have a content marketing approach

From a marketing perspective, the ambitions of thought leadership are laudable. A successful campaign can engage a cynical audience with relevant insight, build brand consideration and provide the front-line with collateral.

However, 'thought leadership' is a much derided term. Campaigns are often perceived as being expensive without delivering tangible results. The problem is that, all too often, return on investment is measured principally in PR column inches, not the degree to which it has been activated or conversations it has supported.

But this doesn't mean you should abandon thought leadership. Instead, you need to make it work harder. The trick is to ensure success is not simply to produce white papers, which sit in dusty racks in reception areas, but instead produce real conversation tools with pithy, relevant and engaging content and the capability to work across multiple channels.

Thought-leadership campaigns will only be effective if you consider where, and how often, each content asset produced will appear on your customer journey. Sweat your content assets to get greater use out of each one.

Some wealth managers have it mastered (see above for some great examples). Those who've done it well are the ones who've taken a content marketing approach.

Read on for our 6 tips to ensure your thought leadership campaigns deliver.

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OUR THINKING

1 Start at the end

Success isn't just measured in column inches. The real returns most often come from the ability of your client facing advisers and Private Bankers to use this insight as a currency for profitable conversations. They need conversation guides that they can actually activate.

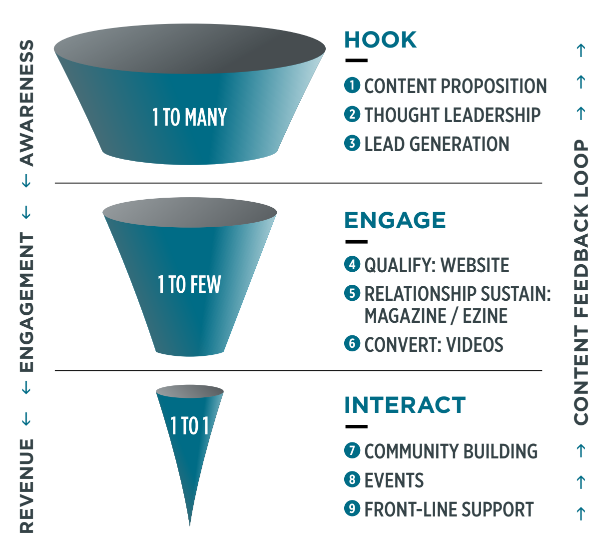
We typically interview client-facing teams to understand the conversations they are having, and also where and how they are supporting these.

Then develop your outputs in the format that best supports this, whether it's a conversation map (as IBM do), an iPad app, infographic or simple checklist.

2 Activate through the client journey

Many marketing departments approach TL along the binary track of 'Research > Write Report > Get Headlines > Mail'.

THE CONTENT ENGAGEMENT FUNNEL



We plan campaigns through an Engagement Funnel (see diagram). We look at how the content can be activated through all the lead generation channels, including owned, earned and paid. We then map the prospects' journey through all subsequent touch-points and optimise the conversion journey at each point. Even micro content tweaks can have a dramatic impact on conversion.

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3 Don't just be 'on brand'

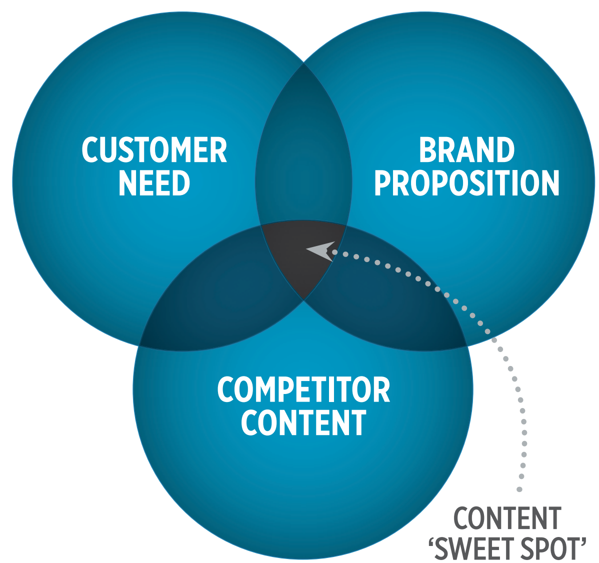
Take the logo off most thought leadership campaigns and you'd be hard pushed to know who produced them.

The art is to differentiate your proposition by embodying your brand. This can be through the topics you talk about, the way you curate this content and how you surface the voice of your own thought leaders. You need to find your content 'sweet spot' that no-one else owns (see opposite).

4 Don't get heavy on a first date

Engagement works in a pyramid. The first touch-point might be as little as 15 seconds, and your content has to deliver on that. Then expand the amount of content, and flex the mediums you use, as your audiences engage with you more deeply. Don't serve up a 5 minute video to your audiences at the top of the funnel and expect them to watch. Make sure you plot the journey as well – think about where and when each asset should be activated using a content calendar.

DEFINE A CONTENT PROPOSITION



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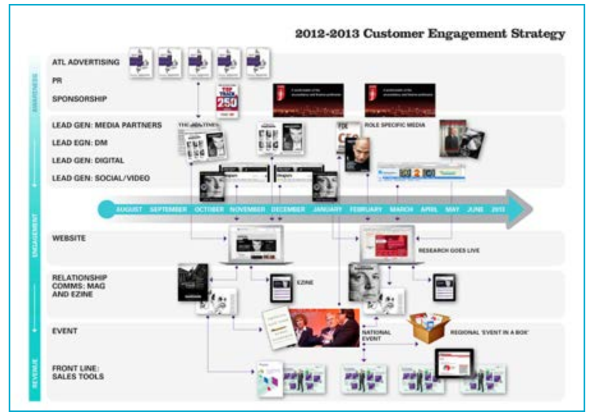
5 Make it two way

Today's audiences don't want to be just passive recipients. Give them the chance to shape the insights they want through interactive data and content tools. And engage them in a dialogue so their insights get shared to the wider world, without compromising their integrity.

6 Look beyond the data

Information may be beautiful, but the insights most often come from people. For best results, we try to blend the rigorous data analytics with pithy nuggets of insight from clients which bring it to life.

A TYPICAL CUSTOMER JOURNEY



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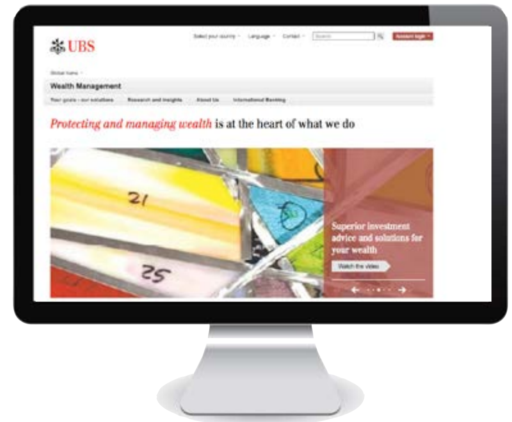
WHAT WE LIKE

The following are just a few of the of the individual channel approaches we've liked from Wealth and associated financial brands.

⇧ Coutts Million Dollar Donors report. Easily accessible information packaged in an engaging format.

⇩ UBS Wealth audiocasts, CIO monthly letter and video. Expertise delivered in a variety of channels allows users to pick which one works best for them.



⇩ Barclays Wealth. Pithy engaging content and great brand recognition.

⇦ Capgemini and RBC Wealth Management World Wealth Survey. Own the industry recognised benchmark for Wealth management trends gives great leverage.

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CASE STUDY

The challenge

Our client wanted to build on its support for clients' global trade aspirations. They wanted to look at predictions of future possible trade flows to help customers and commissioned research to find this.

Customers were interviewed around relevant topics to build qualitative insight. The results were built into an interactive infographic that customers can interrogate based on their needs. This was activated online in print and video.

The front line now has an invaluable tool to use as a conversation piece and audit tool. This demonstrates their knowledge and cements their position as a market leader.

RESULT SNAPSHOT

$1.1m
PR VALUE

2.14%
INCREASED DIGITAL CLICK-THROUGH RATE FOLLOWING RESEARCH

$12.9m
NEW REVENUE BROUGHT IN FROM FRONT LINE DIRECT ENGAGEMENT

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ABOUT US

Who we are

Editions Financial is the UK's only content marketing agency dedicated to finance.

In the past 15 years, we've successfully delivered over 2000 content projects for leading global financial brands.

Our team includes ex-FT journalists, best selling business authors, BAFTA-winning TV directors, award-winning designers, digital developers and content strategists.

B2B Marketing AWARDS 2013 SHORTLIST

What we do

CONTENT STRATEGY

- Content marketing strategy
- Content audits

CONTENT CREATION

- Web writing
- Video
- Thought leadership
- Magazines
- Social media content
- Ezines
- Apps

TRAINING

- Content marketing strategy workshops
- Tone of voice
- Copywriting

> THE EDITIONS FINANCIAL TEAM IS ENERGETIC AND ENTHUSIASTIC. **WE RELY ON THEM TO DELIVER.**
>
> SENIOR MARKETING MANAGER

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READY TO ENGAGE?

Want to see how your content benchmarks?

We have developed a content audit tool which assesses your current approach against the 6 C's of content marketing strategy and benchmarks it against best in class, both in your sector and across wider financial services content marketing.

We can run through this in a 45 minute session and demonstrate examples.

TO FIND OUT MORE, CALL TONY DICKSON:
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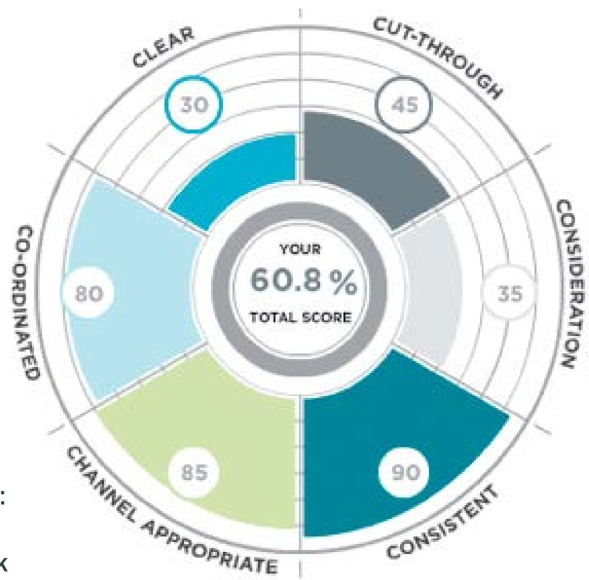
Email: tony@editionsfinancial.co.uk



An example of bespoke audit results and report

USEFUL RESOURCES

Order other ebriefs in the series:

IS PRINT DEAD?

5 STEPS TO DIGITAL CONTENT STRATEGY

CONTENT MARKETING STRATEGY

Request our *Journal of Content Marketing*: