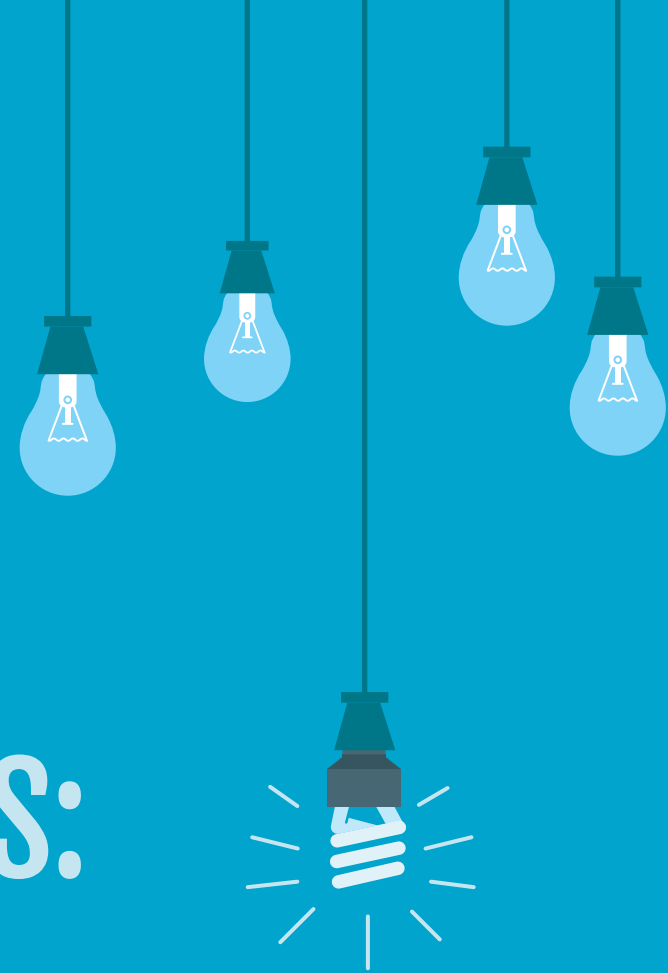




*The Financial Content Marketer*



# NEW OPPORTUNITIES FOR PENSIONS PROVIDERS:

How Content Marketing can help  
brands connect with their customers

eBrief prepared by:  
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CONTENT WITH INTENT

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## THE CHALLENGE

## SPEED READ

- The industry is changing and there's a huge opportunity
- Becoming a trusted adviser will be key to success
- A content marketing approach will help engage potential customers

There's a real danger that fear will rule the pension scene in the wake of new reforms. On one side, savers paralysed by choice and a lack of information. On the other, providers aware of consumer distrust, and afraid to say too much in case they drive them towards a rival.

In a word-cloud based on news stories about April pension reforms, 'confusion' would figure prominently. There are a lot of under-informed people out there as the new drawdown freedoms cause uncertainty. According to a Fidelity survey, 41% of women and 51% of men nearing retirement age are unclear about the effects of the changes.

There is a clear opportunity for reputable providers to engage and inform consumers – and connect with potential customers as a trusted adviser, rather than simply a pedlar of products. Those who don't engage could stand to lose large numbers of clients.



↑ Pensions campaigns that deliver (see page 7 for more)



**41% OF WOMEN AND 51% OF MEN NEARING RETIREMENT AGE ARE UNCLEAR ABOUT THE EFFECTS OF THE CHANGES."**



**John Cooper**

*Content Strategist John has developed Content Marketing Strategy for a number of global financial brands.*

⇒ 0203 170 6277

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### OUR THINKING

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# OUR THINKING

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In our recent [Content Marketing for Financial Services survey](#), over 76% of financial services marketers stated their belief that content marketing is more effective than other approaches to build trust. And building trust by providing relevant information is one of the ways that pensions providers will engage these confused customers. Below are our four tips for how a content marketing approach can help to communicate with those who are thinking about retirement.

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## 1 MAP CONTENT TO YOUR CUSTOMER JOURNEY

According to Which? research, fewer than 20% of people trust pensions or other long-term investments. There's a lot of work to do, but there are huge numbers of potential customers out there, all hungry for information as they consider what

'retirement' might mean for them. Those providers who best understand these potential customers' needs are the ones who will capture market share.

Defining a coherent customer journey for key audience personas is key to their engagement. A content strategy that maps to that journey, combined with a unique and defining content proposition will give providers the blueprint for a strategy that will deliver results.



**FEWER THAN 20% OF PEOPLE  
TRUST PENSIONS OR OTHER  
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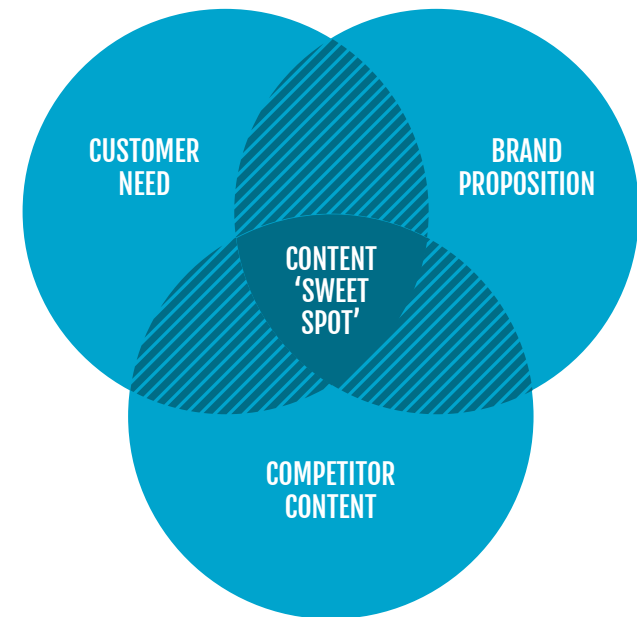
# OUR THINKING/ CONTD

## 2 USE CONTENT TO SHIFT THE CONVERSATION BEYOND PRODUCT

In this context, traditional ads trumpeting the benefits of a particular product – however attractive – are unlikely to convince on their own. There is a lack of trust around annuities and consumers want the bigger picture about retirement options and how they can use their savings and investments to take control. Any successful approach needs to deliver relevant, timely, useful content.

Content marketing establishes a space where providers have permission to speak to their customers and which isn't owned by anyone else (see diagram). This clear and unique proposition gains attention from busy audiences bombarded with information of varying quality and relevance.

### The Content Proposition.



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# OUR THINKING/ CONTD

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For example, Aviva has been issuing its ‘Real Retirement’ report, tracking the views and circumstances of people entering retirement for the past five years. It considers the full spectrum of retirement options and makes recommendations for planning.

More recently, the company has also been issuing a monthly ‘Thinking Ahead’ newsletter, with accessible facts, tips and a round-up of pensions news. The cumulative effect is of a rounded, informed view of retirement ([see page 7 for more](#)).

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## 3 TALK HUMAN, NOT PENSION

Technical talk about projections is a turn-off. Think from a target persona’s perspective. This is about the fundamental life choices people face: it has implications that touch on family, freedom, health. That demands rich content rooted in life, not in figures.

Prudential recognised this in its Day One campaign. It created films that followed people on their first day of retirement and recognised what many intuitively sense, that ‘retirement’ today doesn’t have the same meaning as before.

Thousands of people contributed their own Day One stories, which were hosted on a microsite. The content encouraged people to join the conversation around retirement and to plan for their own. It helped to connect Prudential to its target audience and boosted its recognition in this space ([more on p7](#)).

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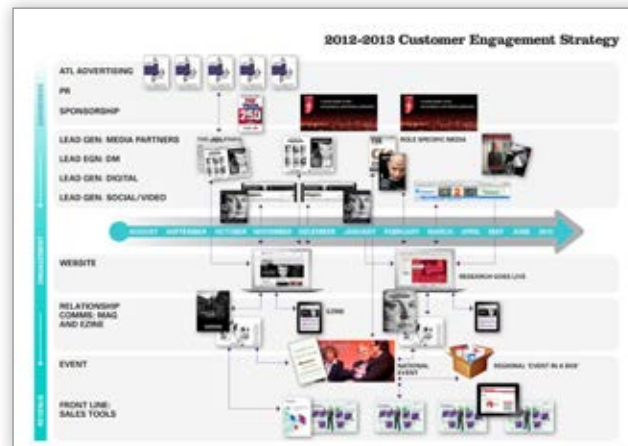
## 4 BECOME A TRUSTED ADVISER

The new, more flexible rules about how to access funds on retirement means more people are likely to come direct, rather than through intermediaries. It’s important to have two different strategies in place for targeting B2C customers and B2B customers. Consumers will need much more information at their fingertips and it’s the pensions industry itself who will be the ultimate source of detailed advice. A confident provider should welcome the role that guidance can play in marketing a ‘better retirement’ for their customers. Customers who feel confident and informed will ultimately spend more.

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## IN PRACTICE

A Content Marketing Strategy (CMS) will enable providers to take advantage of the new opportunities reforms have opened up. Our approach integrates all marketing activity and drives deeper customer engagement at each stage of the engagement funnel. It makes the most cost-efficient use of each channel and piece of content and considers what it can deliver as a marketing return.



↑ A CMS in practice.

## Our four-step path to devising a CMS:

- 1 **AUDIT** – we start by conducting a detailed audit of the existing content approaches and rating them against the six Cs.
- 2 **CREATE** – we develop target personas and create a unique content proposition.
- 3 **PLAN** – the next step is to map the customer journey against all the stages of the engagement funnel.
- 4 **ACTIVATE** – the initial content needs to whet the audience's appetite. This is followed by engagement that nurtures relationships and gets audiences to make contact. And every piece is measured against ROI.

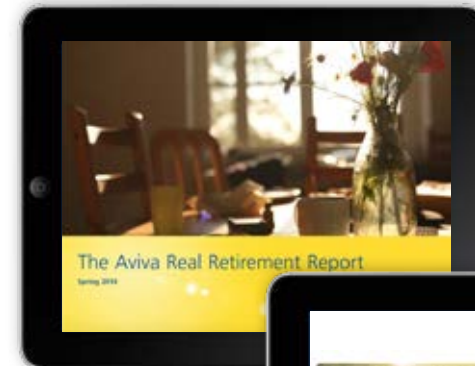
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## WHAT WE LIKE

The following are two great examples of brilliant content marketing campaigns.



↑ Prudential's Day One campaign is a great example of how to connect with an audience and appeal to the emotional, rather than just the factual. It also shows the power of a memorable campaign name, as it's now launched Chapter Two with a next phase.



↑ Aviva's Real Retirement report is easy to use, interesting and positions them as a thought leader. It's backed up with a suite of other resources to support that proposition.

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# ABOUT US

## 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

## 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, bestselling business authors, BAFTA-winning TV directors, award-winning designers, digital developers and content strategists.



**THE EDITIONS FINANCIAL TEAM IS ENERGETIC AND ENTHUSIASTIC. WE RELY ON THEM TO DELIVER."**

SENIOR MARKETING MANAGER





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# READY TO ENGAGE?

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## WANT TO SEE HOW YOUR CONTENT BENCHMARKS?

We have developed a content audit tool which assesses your current approach against the 6 Cs 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 LIZ STEELE:

Tel: 020 3170 6277

Email:

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## USEFUL RESOURCES

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