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“The adage that people need to see, hear, feel, touch your brand six or seven times before they become engaged remains absolutely true.”

SARAH WYSE, HEAD OF MARKETING, COUTTS

THE CHALLENGE



SPEED READ

- 79% of financial marketers plan to increase their content marketing budgets
- Only 41% have a content strategy
- Wealth marketers should underpin their approaches with an Engagement Funnel

Content Marketing has become the most hyped part of marketing. In our 2013 Financial Content Marketing Survey, 79% of FS brand marketers plan to increase their content efforts over 2014.

For marketers in the Wealth space, content marketing has a number of virtues. It can add value to

increasingly self-directed HNW clients and support time-poor intermediaries. It can support targeted acquisition at key life stages, whether it's entrepreneurs on exit or the next generation as they take over.

But this isn't new. The Wealth sector has long invested in content; brands like Coutts, Barclays & Citibank demonstrate how it can be done.

However, in our view, the individual tactical excellence masks a bigger problem in Wealth; the lack of a content marketing strategy.

Mind the strategy gap

In the FS Content Survey, only 41% of marketing managers said their approaches were backed by a clear strategy.

Yet the need for a strategic approach has never been greater. The choice of channels grows exponentially while attention spans shrivel. Age or level of wealth is no longer a reliable predictor of channel preference.

We believe the answer is a Content Marketing Strategy. It needn't be a magnum opus, but it will map a clear content proposition for priority persona. Read on for the cornerstones of success.



Rowan Morrison

Content strategist Rowan has developed CMS for a number of global financial brands.

—0203 170 6277

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OUR THINKING

OUR THINKING

SIX C'S OF THE BEST WEALTH CONTENT MARKETING

In the past 15 years of supporting financial brands in their content marketing, we've identified some cornerstones of success. We've named these the 6 C's:

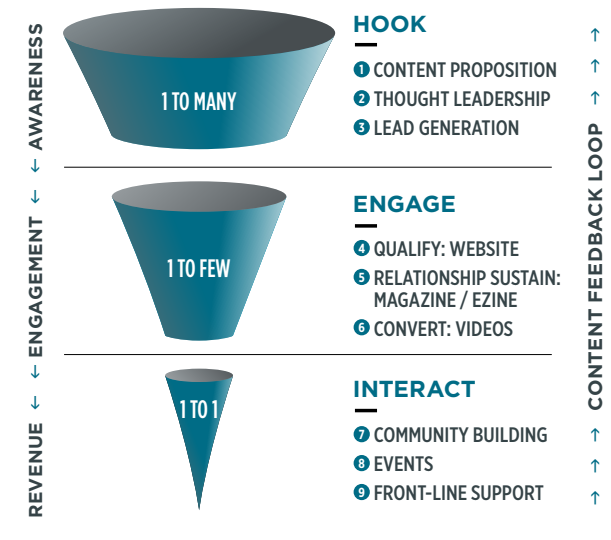
1 Co-ordinated

Brilliance in a single piece of content marketing is not sufficient. True return on investment (ROI) can only be judged in the context of a total client journey. Rather than hitting a 'home run', each piece of content should work to move the prospect or client further down the Content Engagement Funnel (see opposite)

2 Channel appropriate

Too many marketers are afflicted by what we call 'Shiny-kit syndrome'. Faced with each new channel, there is demand, often driven from C-suite, to adopt each new one. Not only is this a waste of time, it can also damage the brand; the medium is also the message. There's no value in embracing Twitter if your core message is about taking a long-term view.

THE CONTENT ENGAGEMENT FUNNEL



Rather, the choice of channel should be driven by the client's stage in the journey. Don't get heavy on the first date. It's unrealistic to expect a prospect to spend five minutes watching an analyst video, or downloading your iPad Investment App.

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OUR THINKING / CONTD

3 Cut-through

Your competition is not just other Wealth brands. It is any piece of content increasingly time-pressed HNW and intermediary audiences consume, be it news websites, trade press, or TV programmes.

Yet we see far too many Wealth content approaches labouring under woolly titles like 'Perspectives', 'Insights' or 'News'.

To truly win the battle for attention, you need a much clearer articulation of your unique content value proposition in your client's busy lives, and then the cut-through to grab them by the lapels.

4 Clarity

Many Wealth marketers are unaware of how many content 'brands' they own. Seminars, videos, investment ezines, magazines, blogs, digital campaigns, thought leadership reports, and apps battle for attention. Sprouting from different silos, it's not uncommon for us to identify over 20 different brands in an audit.

But clients don't differentiate. They see only confusion and a lack of effectiveness. The real pay-off comes when we begin to unify a client's content under a simpler content proposition.

5 Brand Consideration

Take the logo off most Wealth marketing approaches and you'd be hard pressed to know who produced it. Great content marketing is not about a slavish adherence to brochure guidelines, but rather defining and articulating a proposition that embodies all that is best about your brand.

6 Consistent

Most actions and conversions occur after the fourth contact with a client. Yet too many content approaches end after one flash of brilliance. To gain traction with dilettante clients, your message must be reinforced a minimum of four times, and across the full range of channels.

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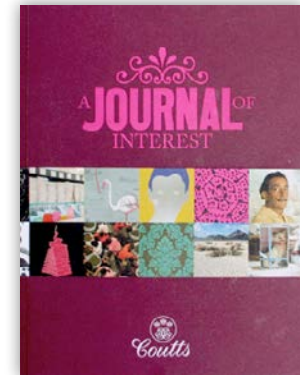
WHAT WE LIKE



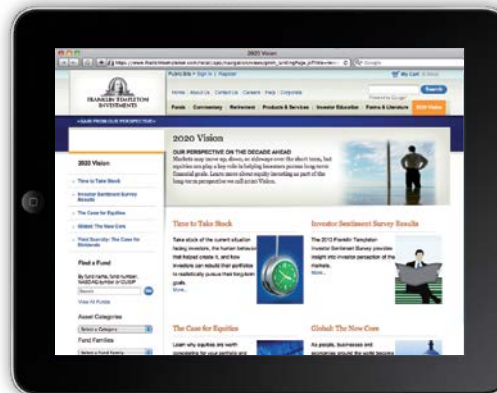
The following are some of the individual channel approaches we've liked from Wealth and associated financial brands. We'd like to see these expanded across all channels.



↑ Barclays Wealth Research White Papers demonstrate how thought leadership can be both engaging and informative.



↑ We believe print still has a part to play. Although it's no longer in circulation, this quirky client magazine from Coutts shows how you can sustain engagement while embodying your brand.



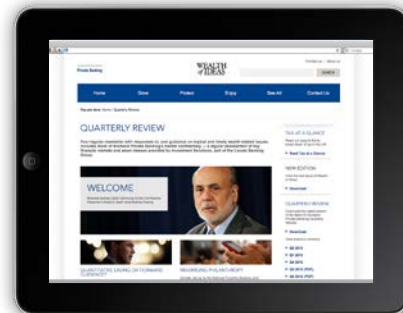
↔ Franklin Templeton show that thought leadership doesn't have to be dry. They are exemplars of how content assets can be accessed through every channel.



↔ Social media doesn't often feature strongly in Wealth content marketing. This approach from Citibank shows how you can sustain a community with easily digestible chunks of content.

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IN PRACTICE



The challenge

Post-crunch, our global private bank client faced nervous investors and a trust deficit. They were making a significant investment in content including a quarterly magazine, events series, investment blogs, ezines and webinars. Yet clients were largely unmoved and perceived the bank to be 'behind the curve'.

Our approach

STRATEGY: We started by defining a clearer and more compelling content offer. We then mapped a content journey across the year, using the most effective channels.

DELIVERY: The simplest tool is a 6-page newsletter giving long-term context to short term headlines. We back this up with a portable series of 'thought essays', easily deployed by wealth managers and in an app. We optimised the video and blog outreach of in-house commentators, and harness the same contributors into a related seminar series.



RESULT SNAPSHOT

WE REDUCED CONTENT
BUDGETS BY OVER

35%

WHILE INCREASING
OUTPUT FREQUENCY.

AS WELL AS INCREASING
CLIENT CONTACTS,
SURVEYS SHOWED

46%

OF CLIENTS SAYING THEY
VALUED THE BANK MORE
AS A RESULT.

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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.



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 approaches 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.

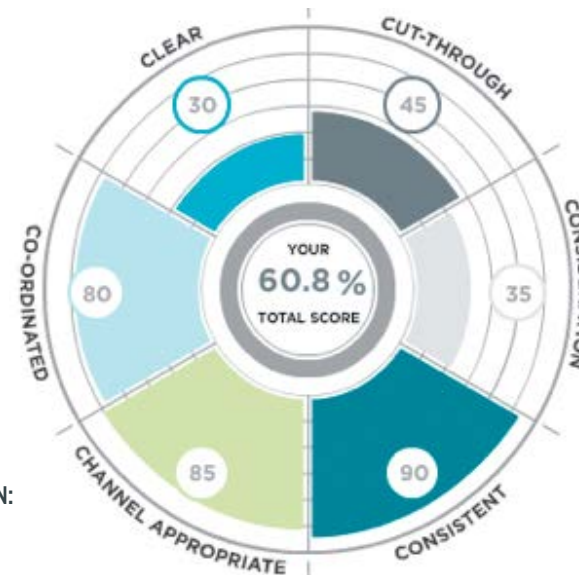
We can run through this in a 45 minute session and demonstrate examples.



TO FIND OUT MORE, CALL TONY DICKSON:

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Email:



An example of bespoke audit results and report

USEFUL
RESOURCES