

Best Practices, Thursday 5th Oct 2017

The sweeter spot

From content evaluation to content creation.

Speaker:
Jan Janzen

Company:
ARGUS DATA INSGHTS

@argus_de



@_FIBEP
#FIBEP
#WMIC17





70%

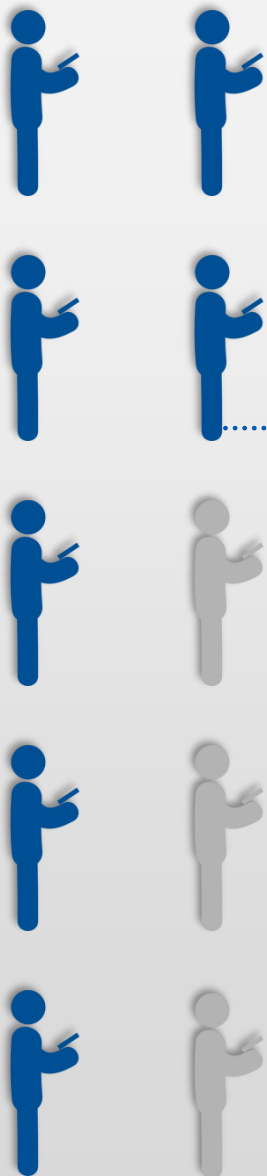
of people would rather learn about an organisation through articles than adverts



90%

of organisations name content marketing as a primary area of their strategic focus

- The long-standing **need for rational rather than persuasive argumentation** in marketing can now finally be addressed by content marketing.
- The far-reaching changes resulting from this reorientation have an impact on the measures **along the entire customer journey.**



70%

of customers name
specialised content
as **primary source**
for their **purchase**
decision

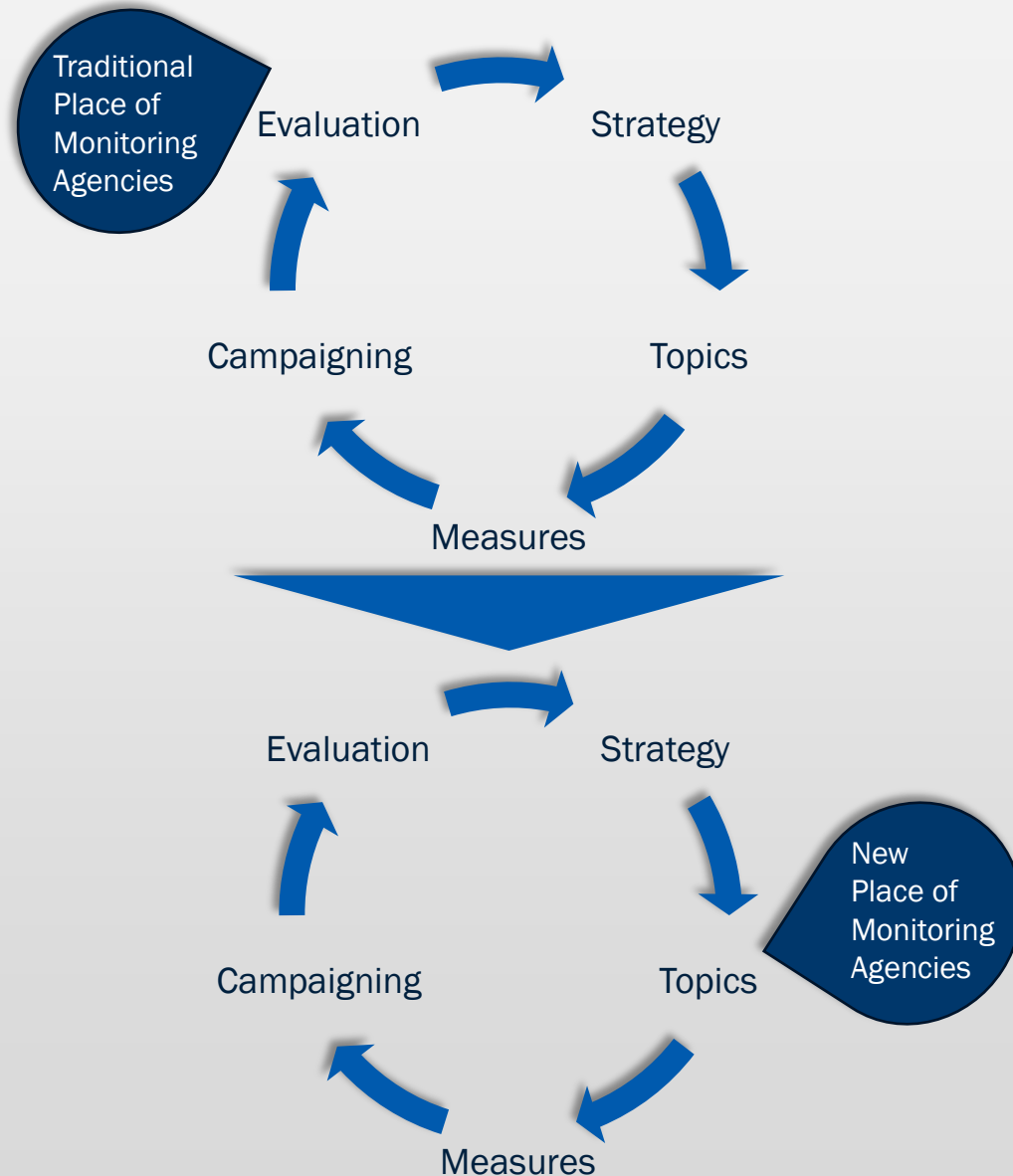
- As more and more content is being circulated, **customers' demand for individualised content is growing.**
- This confronts organisations with the task of **developing tailor-made stories for their campaigns.**



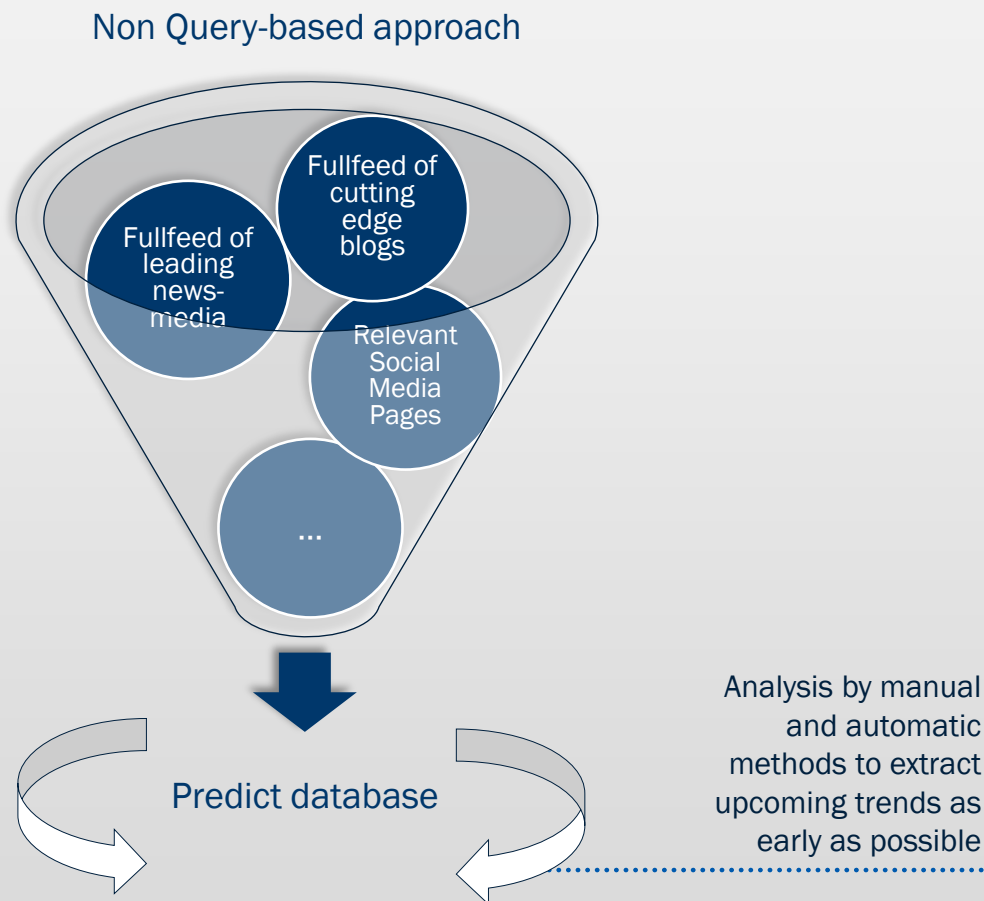
Media
Monitoring
agencies are
the number 1
content source



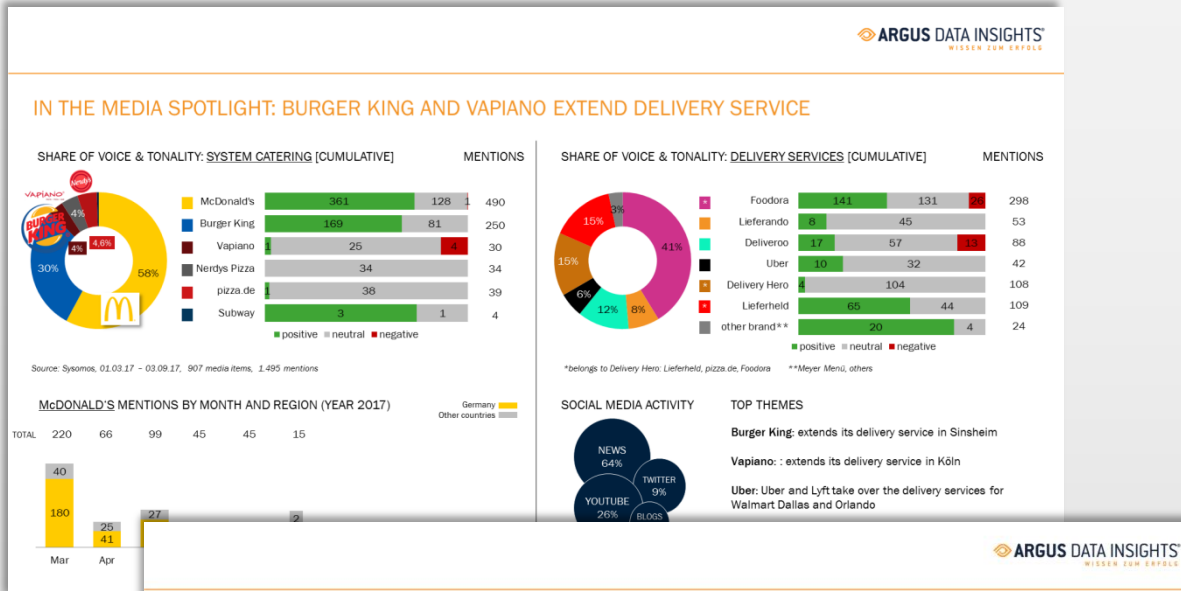
- No matter which channel, media monitoring agencies can **provide full content streams**.
- Besides the pure content we can help with **insights concerning topics, trends and issues** – exactly what content marketers want.



- Instead of only evaluating past communication measures, we now have the option to **participate in the process of content creation.**
- This offers many opportunities to give customers further insights and **move on towards rewarding consultancy mandates.**



- In order not to lose any trends we go for a **non-query based approach**, widening the focus as much as possible.
- This leads to enormous amounts of content. In order to be able to quickly identify trends from this, we use **automatic text mining** as a first step and afterwards **curate the findings manually**.



- The reports give a coupling of quantitative data concerning the volume of the main topics along qualitative insights on the most promising topics.

What's hot today?

Kamps startet Lieferservice

Per Online-Bestellservice sollen ab Oktober auch Kunden erreicht werden, die nicht in der Nähe einer Filiale wohnen oder arbeiten.

Mit der Einbindung einer neuen Digitalisierungsstrategie will sich die Großbäckerei Kamps nun auch digitale Vertriebskanäle erschließen. Dazu startet Anfang Oktober ein mehrmonatiger Test mit Delivery Hero Germany. Auf den Plattformen foodora.de, pizza.de und Lieferheld.de wird die Bäckerei Kamps in Düsseldorf, Köln und Berlin einen Pick-up und Lieferservice anbieten. [<http://www.abzonline.de/fokus/grossbaeckerei-kamps-startet-lieferservice,7069306246.html>]

Deliveroo brings takeaway orders straight to holidaymakers lounging on the beach using JET SKIS. The firm is trialling jet ski deliveries this August on the south coast. Riders have carried out deliveries in Bournemouth from Prezzo and Five Guys. If the trial works Deliveroo will roll out the service along the UK coast in 2018. [http://www.dailymail.co.uk/travel/travel_news/article-4606938/Deliveroo-brings-orders-beach-using-JET-SKIS.html#ixzz4qfX2SaF]

ARGUS DATA INSIGHTS® Deutschland GmbH 5

- In most cases, the questions are very specific and the reports **highly individualized**. Here you can see a report on trends in the field of food delivery services.

THANK YOU FOR YOUR TIME!