
Content Strategy for Marketing Success

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Forrester estimates that 75% of the sale is over even before the sales team is contacted.



We are a result-driven
**Content and Digital
marketing agency**
specializing in integrated
strategies and planning
with complete focus on
customer engagement and
optimizing conversions.

Content Marketing works!



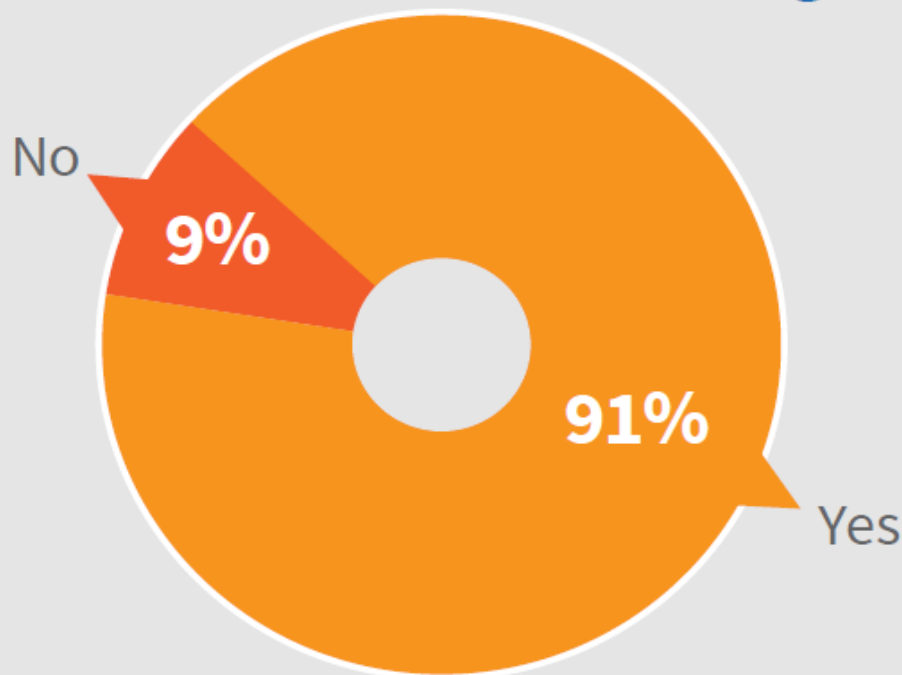
56% of marketers believe that personalized #content promotes higher engagement rates says @IBM

#Contentmarketing leaders experience 7.8X more site traffic than non-leaders says @kapost

#Contentmarketing costs 62% less than outbound marketing & generates 3x as many leads says @demandmetric

Does your organization use content marketing?

Percentage of B2B Respondents Who Use Content Marketing



Content marketing is defined as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

Note: Of the nonusers, 54% said they plan to launch a content marketing effort within 12 months; 43% had no immediate plans to begin using content marketing; and 4% had used content marketing in the past, but stopped.

Base = All B2B respondents.

What do you need to create a successful content marketing strategy?

1. Long-term vision and customer focus

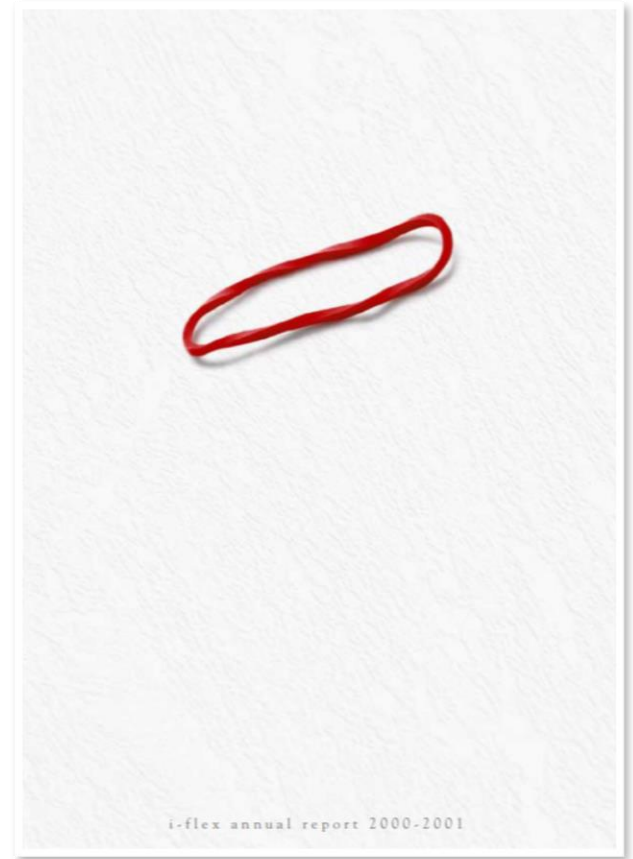


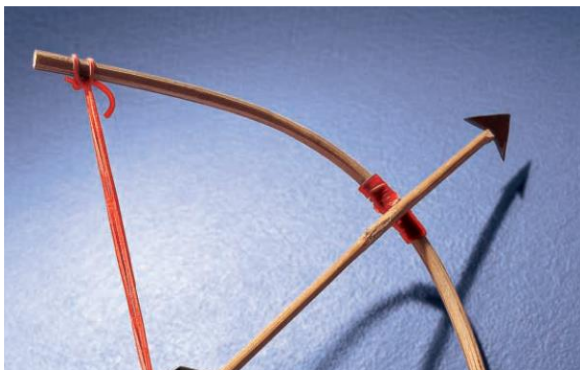
Content Strategy

All the content that you create has to be folded under a common thought process and clearly articulated vision

Simple idea, powerful message

- Small is big and powerful
- Content is crucial
- Accuracy is paramount
- Audience is diverse
- Message – sharp and clear





Stretch Aim Strike

Clarity of vision depends on focus. Since inception, i-flex has focused exclusively on the global financial services industry, with a comprehensive suite of products and services. This unrelenting focus enables i-flex to deliver value to its customers through a unique blend of technology expertise and domain knowledge in financial services.

It is this track record of delivering value that has led over 280 financial institutions across 74 countries to choose i-flex as their IT partner.

i-flex is making progress towards its goal of becoming the preferred software solutions partner to the global financial services industry.

There are numerous expressions of i-flex's breadth and depth of experience – evident in its qualified professionals, its knowledge management capabilities, and its comprehensive range of products and services.

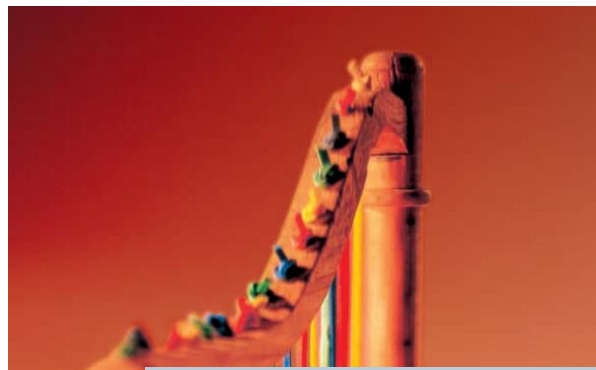


Robust Resilient Responsive

In business today, you can't afford to take your eye off the ball.

Financial institutions are faced with fierce competition, mounting customer expectations and evolving technology. And speed is the key differentiator.

i-flex has designed its suite of software solutions keeping this perspective in mind.



In perfect harmony

People working together in teams create success. And a skilled and motivated team is at the heart of i-flex's success and rapid growth. Our young workforce bears testimony to this even as they work in perfect harmony within the company and with the environment around them.

A high-energy work environment, continuous training, responsive management team, and an open and non-hierarchical culture have contributed to the creation of a highly motivated team, constantly striving to achieve ambitious goals. In an industry where mobility is high, i-flex stands apart, with a strong and committed core team providing the continuity that is essential for rapid and sustained growth.



i-flex annual report 2002-2003



i-flex annual report 2003-2004



i-flex annual report 2007 - 2008

2. First impressions count. Focus on your calling card



Website

Structured for fresh content

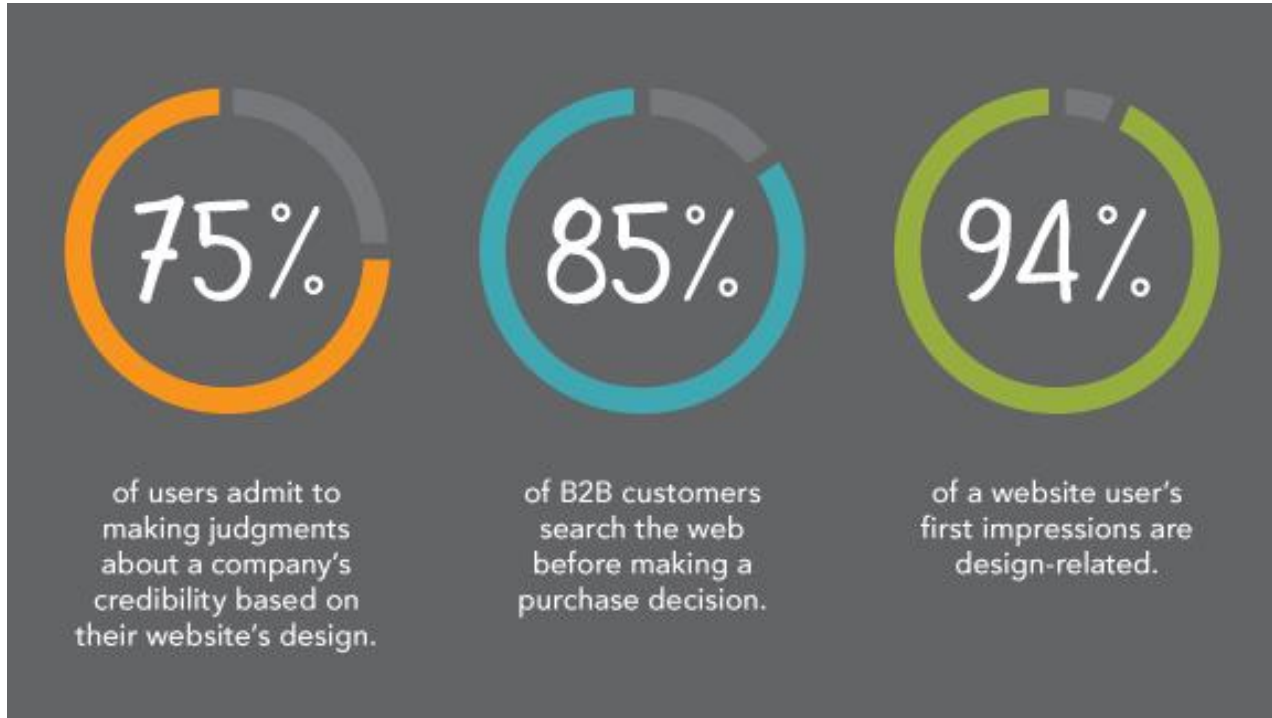
Responsive

Clear value proposition articulation

Your best calling card (on all devices)



Websites are still considered important by marketers



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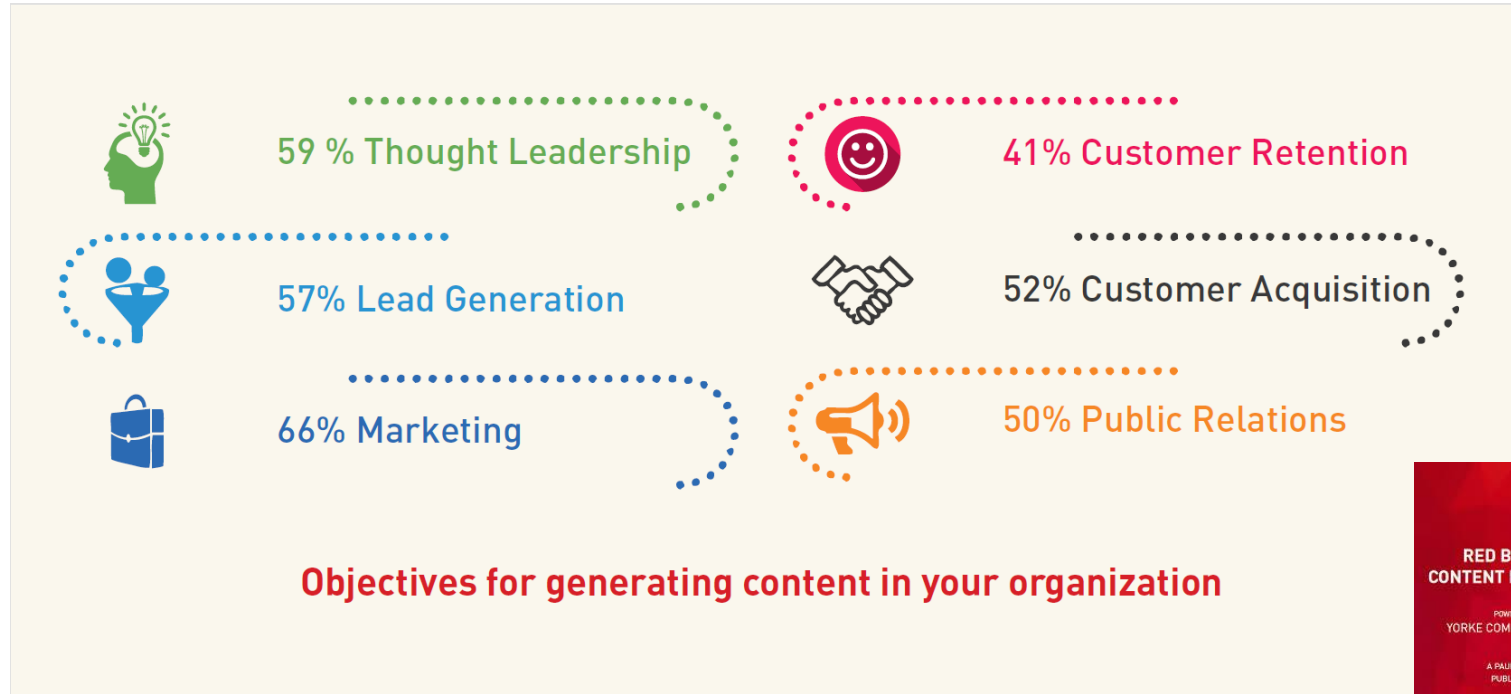
3. Outsource your process and content development



**Research and
information
collection**

Highly customized and
contextual

Why is content being created?



Get Content Created for Different Stages of the Sales Funnel

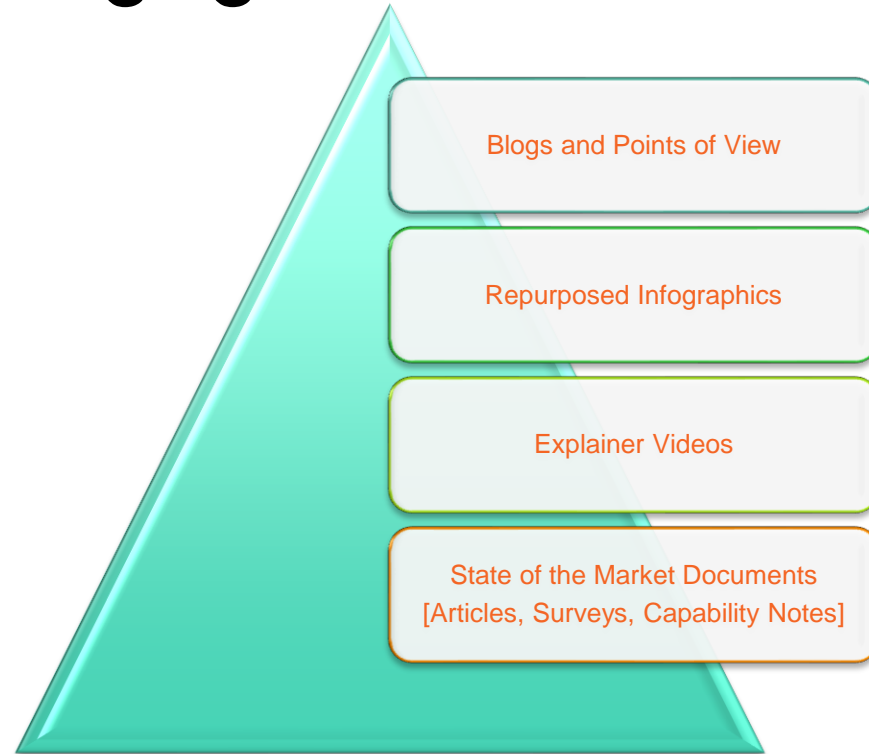


What content types do you want to see more of in the future? by geography

Rank	North America	Europe	Latin America	Asia Pacific
1	Videos 45%	News articles 41%	Videos 55%	News articles 51%
2	Social media posts 43%	Social media posts 37%	Social media posts 52%	Social media posts 46%
3	News articles 43%	Research content 35%	News articles 45%	Videos 40%
4	Research content 31%	Videos 30%	Blogs 45%	Online classes / educational games 35%
5	Online classes / educational games 31%	Online classes / educational games 27%	Interactive articles or tools 40%	Research content 32%

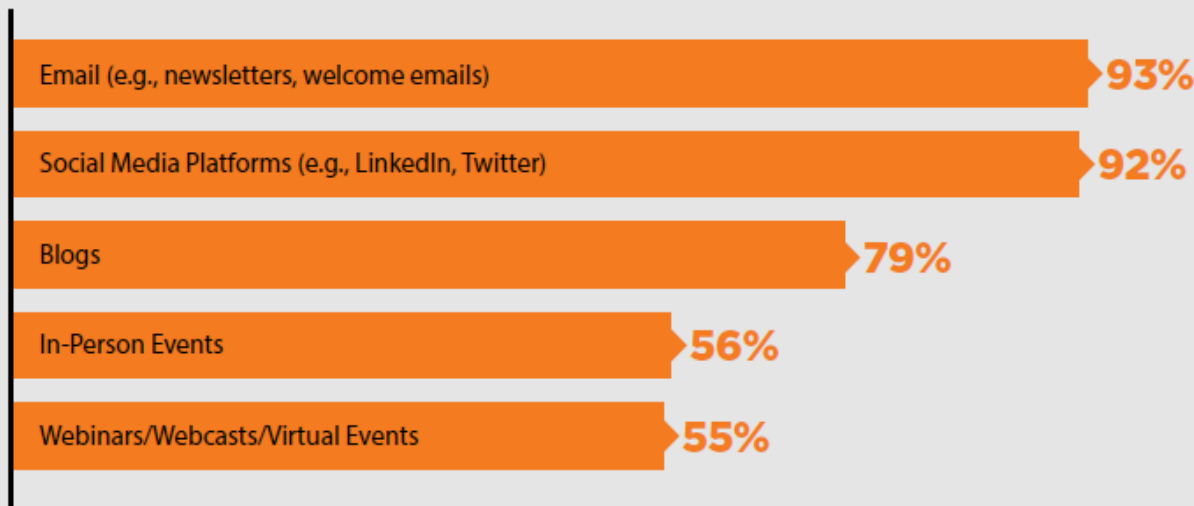
Base: 1091 Global Consumers
Source: HubSpot Consumer Behavior Survey, Q1 2016

Differentiation can only come through clear unbiased messaging



Which formats does your organization use to distribute content for content marketing purposes?

Formats B2B Marketers Use to Distribute Content for Content Marketing Purposes (Top 5)



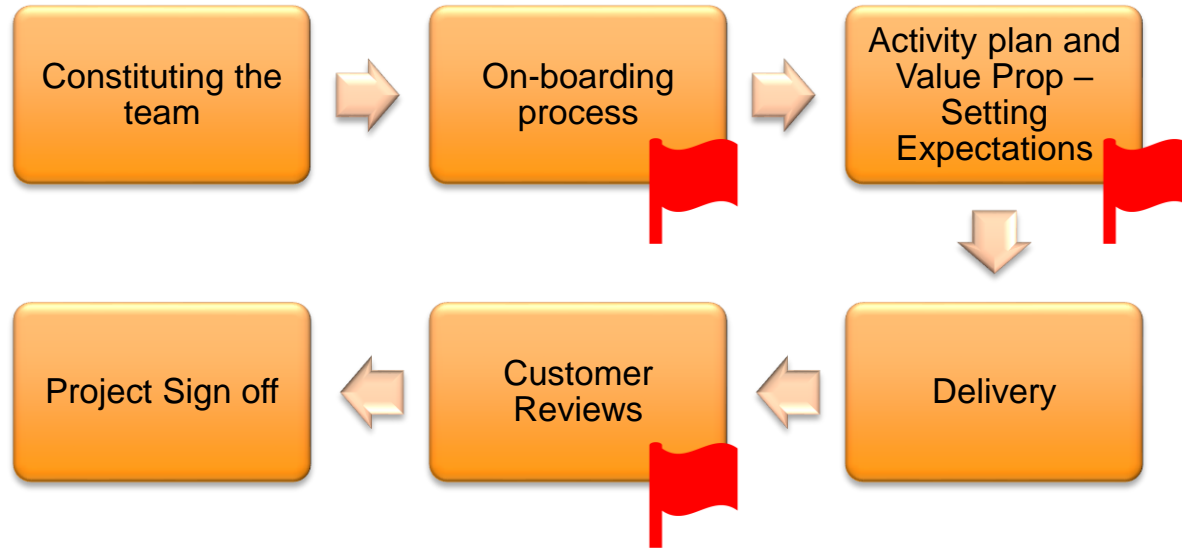
Other formats used:

Separate Content Hubs (e.g., microsites, resource centers) (27%); Print Magazines (24%); Print (other than magazines) (23%); Digital Magazines (21%); Online Presentations (21%); and Other (4%).



AVERAGE NUMBER USED:

Most Successful 5
All Respondents 5
Least Successful 4

What's the process



Delivery = Persona Creation, Research, Writing, Review (including Editing)

Content Operation Maturity Model	Stagnant, Chaotic, Siloed, Ad-hoc, Reactive. 	Managed, Experimental, Reactive, Process Emerging. 	Measured, Proactive, Integrating. 	Lead & Revenue Focused, Quantitatively Managed, Proactive. 	Optimizing for Leads and Revenue, Predicting. 
Strategy	Establishing buy-in	Establishing Content Operation	Establishing Outputs	Establishing Outcomes	Optimizing for Leads & Revenue
Team	Siloed	Identifying Roles	Establishing Accountability	Scaling Across Organization	Optimizing for Integration
Ideation	Ad-hoc	Establishing Process	Aligning with Strategy	Scaling Across Organization	Optimizing Feedback Loop
Planning	Reactive	Developing Process & Tools	Developing for Reuse	Establishing CTA Flows	Optimizing
Production	Lack of Process	Defining Process	Establishing Workflows	Scaling Workflows	Optimizing Process
Distribution	No Awareness	Coordinating Channels	Measuring Channel Performance	Optimizing for Channels	Scaling to New Channels
Analysis	No visibility	Establishing Visibility	Establishing Correlation	Establishing Causation	Establishing Predictability

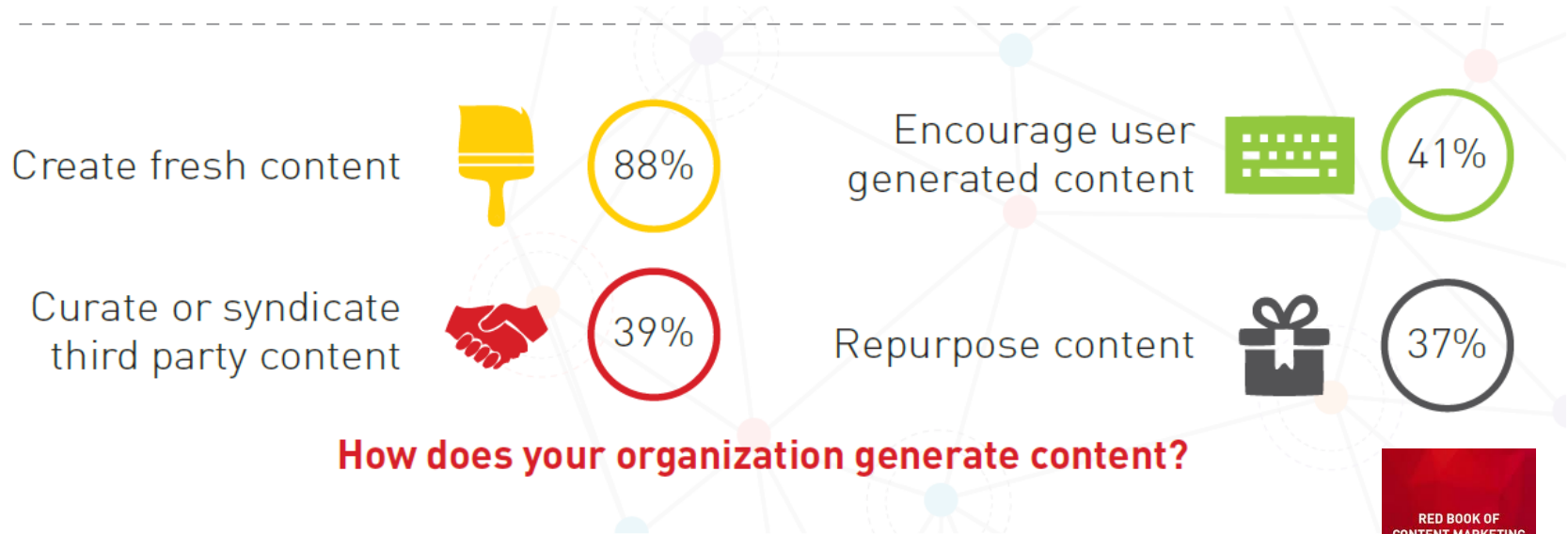
4. Architecting is more important than writing



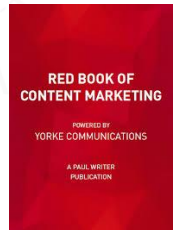
Analysis is
important

Writing comes naturally

Content generation requires strong architecture



Yorke Communications-Paul Writer Red Book of Content Marketing August 2016

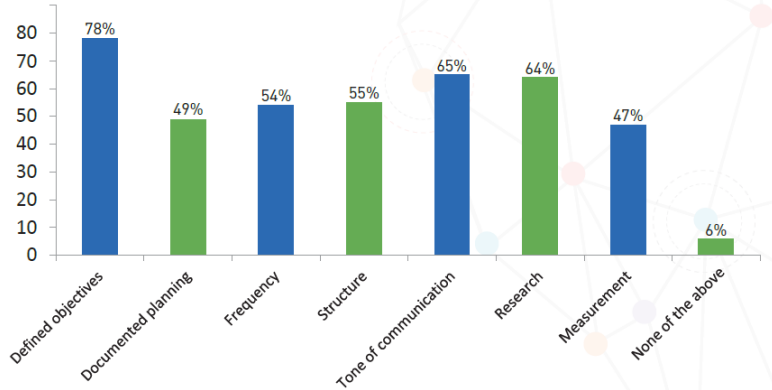


Content development

Architecting and writing are two separate activities

Use resources with the ability to connect trends and thoughts

**Don't hire content writers
but content thinkers**



Pillars of content marketing strategy

Yorke Communications-Paul Writer Red Book of Content Marketing August 2016

5. Strategy must be evaluated based on outcomes

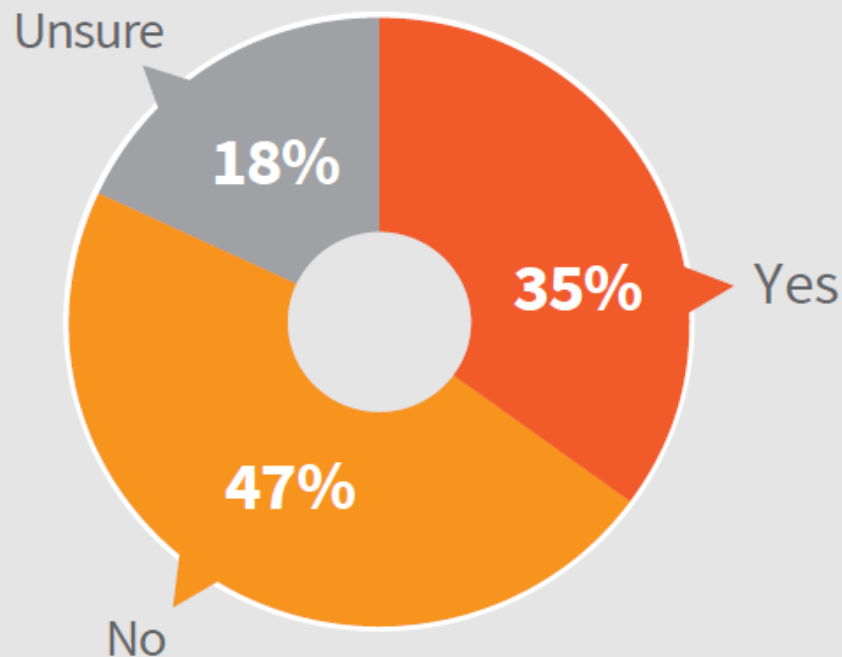


Look at outcomes

Outcomes will determine the success of the program and your personal success in the organization

Does your organization measure the return on investment (ROI) of its content marketing efforts?

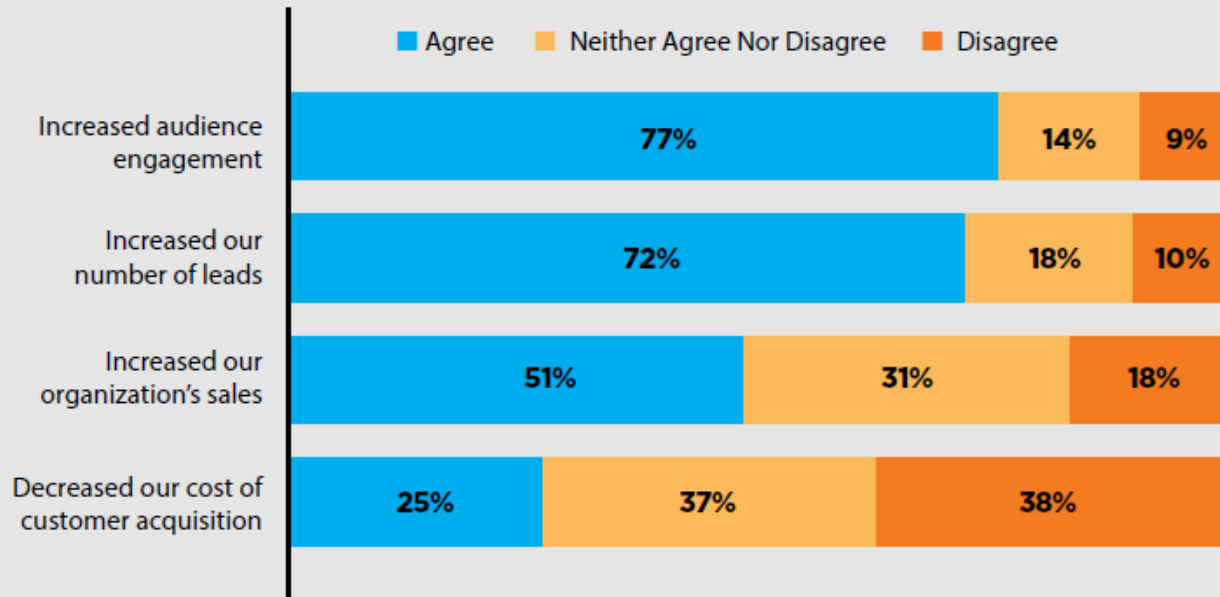
Percentage of B2B Marketers Who Measure Content Marketing ROI



Indicate your level of agreement with each statement concerning the content marketing metrics used in your organization.

B2B Marketers' Metrics Agreement Statements

I/my team can demonstrate how content marketing has...



Pillars of the strategy

Long term vision and customer focus

Focus on your calling card

Outsource your content process

Architecting is more important than writing

Strategy must be evaluated based on outcomes

How do you proceed?

**You need to create
ridiculously good
content – content
that is useful,
enjoyable and
inspired**

Ann Handley

**Good content is not
storytelling. It's
telling your story
well.**

MarketingProfs

**Without strategy,
content is just stuff.
And the world has
enough stuff**

Arjun Basu

Tap it right, and it keeps on giving



Thank you

