

5 STEPS TO BETTER SALES PROMOTION WITH CONTENT MARKETING

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STORYTELLING AS A NEW SEO?



Content marketing with storytelling is the online marketing hype of recent years. But the more the instrument establishes itself, the more intensively it is analyzed: Are stories alone enough? Do the same rules that apply to content marketing not apply to other instruments as well? Is the high effort even worth it? We think: Yes! And provide in our white paper a few tips on how content learns to sell.

Blogs, videos, storytelling: Content marketing was a move no one wanted to miss. But just like social media, content marketing has no future as an end in itself, it must be part of a strategy. With one goal: Sales promotion.

The 5-step concept





5 STEPS TO BETTER SALES PROMOTION WITH CONTENT MARKETING

Set goals

No marketing without goals. The same goes for your content. What should a blog article accomplish for you? Which topics are trending in your industry? Provoke discussion? Generate qualified leads? Attract new subscribers to your newsletters? Make your company interesting for employees? No matter what your goal is with your content – it needs to integrate into the overall marketing goal.

Define target group and buyer personas

The idea of a target group for your content may sound mundane, but it is still surprisingly often neglected. That's where the so-called buyer persona comes in. While the target group gives a general definition (e.g. 35-50 years, female, manager in a company, internet savvy), the buyer persona deepens the profile of the target group with data such as concrete preferences or media consumption. What interests your buyer persona? And what do you want to communicate about your business and services? The intersection of this becomes the foundation of your content marketing.

Working with (customer) relevant topics

When developing the content strategy, it is advisable to structure it into various aspects around a core topic. Ask yourself the following questions: Which topics are best suited for establishing your brand through social sharing? Which ones to promote sales? Which ones to retain customers?

Set KPIs and combine them with content

Backlinks. Shares. Conversions. Qualified leads. Signups. Many metrics are suitable for measuring the power of your content and success. It is important to tailor KPIs to the respective marketing goal. For example, likes and shares of original, attention-grabbing videos or campaigns are a good indicator of rising brand awareness. In lead generation, on the other hand, conversion rates count, which are mainly achieved through information-oriented content such as eBooks or checklists.

Thinking long-term

Content marketing as a means of promoting sales is not a short-distance run. It is only after about one and a half to two years of consistent work that the success of a content strategy can be seriously assessed. The advantage: This long-term perspective leaves room for experimentation and the continuous improvement of your content. So keep calm and don't throw your strategy overboard if it doesn't immediately show success. Instead, use A / B testing to find out which content brings you closest to your sales goals. It's worth it.



Case study – THERMOMIX®



The German Marketing Award 2017 went to a product that has been familiar to households everywhere for more than 50 years. Thermomix®, a multifunctional food processor from German company Vorwerk, took the high-caliber jury of 30 by storm with its digitalized product strategy, marketed with their innovative blend of tried-and-trusted direct sales parties, storytelling and a strong social media presence. A good few pointers for marketers to learn from:

Setting goals – success with product innovations

The Thermomix® is a long-established, multifunctional food processor with cooking functionality. Developed in the early 60ies as answer to the French trend for blended soups, the device has been sold directly via representatives since 1984. But instead of becoming out-dated, the Thermomix® became more versatile over time and now combines 12 popular kitchen functionalities.

With the processor being connected to WLAN it has now fully arrived in the Internet of Things, with cooks being able to browse and download their favorite recipes on to their Thermomix®. Blending the well-established with the new is a principle that Vorwerk also applied to their marketing.

Target groups – stage the product as a social experience

From Tupperware to Avon, from lingerie to jewelry – direct sales parties have a long tradition in marketing. How is it that this way of selling directly, written off as outdated by many, can be so successful in times of digital media?

- **Relaxed environment, no obligation to buy**
The Thermomix® representatives only show up by invitation, and if after the party you don't want to buy anything, that is fine.
- **Testing a product in real life**
Instead of relying on marketing promises, potential clients can see and try for themselves what the product can do for them.
- **Enjoying time with friends**



Meeting your friends for some fun activity is always a pleasure, and that will reflect on your product, which customers will associate with good memories, including the time they spent together.

Working with topics – creating a personal story

Wrapping your product's advantages into a narrative and credibly telling it to your customers takes a lot of time and effort, which you can spare yourself with an event. After all, what story is more convincing than our own, what is more authentic than an experience we had ourselves? An event-like product presentation often beats the classic storytelling in print or even in videos.

So is it away from social media and back to face-to-face marketing? Of course not. It is the clever combination of personal experience with the digital networking power of social media that made the Thermomix® marketing so successful.

KPIs & content-Social media as a multiplier of experiences

The world of Thermomix® can also be experienced outside the immediate circle of friends, on Facebook, YouTube, Pinterest, Instagram and in a dedicated community on German recipe site Rezeptwelt.de. In this big and active community, more than 330,000 fans and subscribers exchange recipes and tips as well as discuss their own creations or product features, before downloading recipes they like directly on their Thermomix®. This strong link between online and offline worlds also finds its mark with Generation Y who appreciate clean eating and home cooking just as much as modern technology.

Thinking long term – while always staying innovative

Still fresh after 50 years: Vorwerk and their flagship Thermomix® demonstrate how classic products can be marketed in the digital age, receiving a well-deserved German Marketing Award 2017 for it.

Conclusion

Content marketing is more than just hype – to establish itself as a long-term tool in marketing strategy however, it needs to have a measurable positive impact on sales.

Our most important take-aways:

- Content Marketing needs measurable goals and KPIs
- The best basis for defining KPIs is a well-developed target group / buyer persona as well as the targeted creation of content around topics that are interesting and relevant for both sales and customers
- Successful content marketing consists of a combination of long-term strategy, continuous measurement and adaptation of content formats ... and patience

Other articles on the subject:

<http://contentmarketinginstitute.com/2015/06/content-marketing-goals-kpis/>

<https://content-marketing.com/content-marketing-kpis-interpretieren/>

<https://blog.plista.com/content-marketing-strategie-machen-sie-ihren-erfolg-messbar/>

<http://contentmarketinginstitute.com/2012/01/content-marketing-storytelling/>



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