CONTENT MARKETING EXCELLENCE

THE CRISPY APPROACH TO CUSTOMER SUCCESS

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CRISPY CONTENT
BRAND COMMUNICATION
EST. 2010

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- Project and Inbound Marketing Manager with editorial background

- Crispy Content is a Content Marketing Agency from Berlin

- Founded in September 2010

- 10 Employees (Strategy & Concept, Project Management, Quality Assurance) + 40 Freelancers (Production)

- Service Focus: Content & Inbound Marketing

THE IDEA
OF GREAT CONTENT

THE PHILOSOPHY

THE VISION

THE MISSION

OUR IDEA
OF CONTENT MARKETING

Prospect

Visitor

Lead

Customer

Promoter

Attract

Close

Convert

Delight

OUR IDEA
OF CONTENT MARKETING

Prospect

Visitor

Lead

Customer

Promoter

Content

Content

Content

Content

CONTENT MARKETING EXCELLENCE
6 ESSENTIALS TO ENGAGE YOUR AUDIENCE

PLANNING   RESEARCH   CONCEPT   PRODUCTION   SEEDING   ANALYTICS
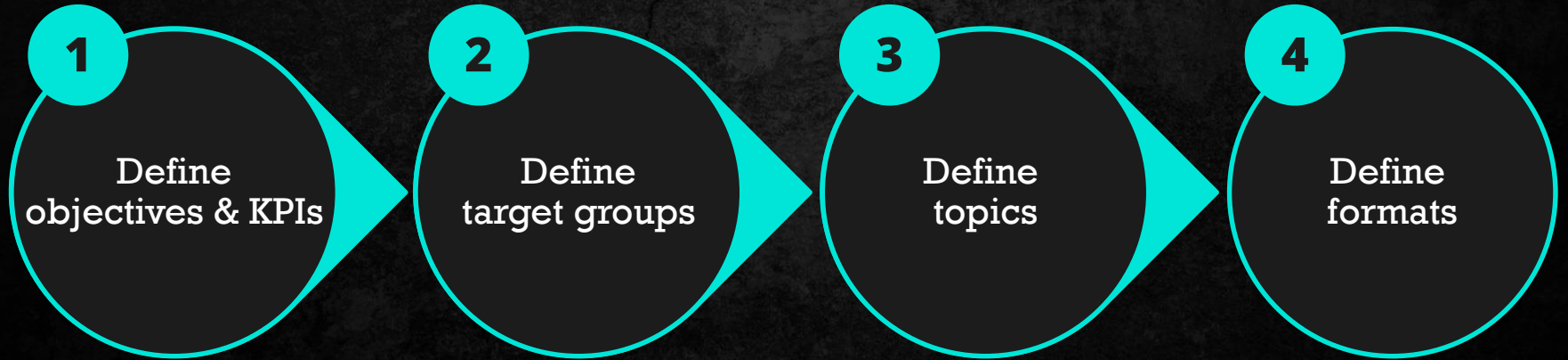
STEP 1: PLANNING
DEFINING AIMS & OBJECTIVES

1

Define
objectives & KPIs

2

Define
target groups

3

Define
topics

4

Define
formats

STEP 2: RESEARCH
DOING ANALYSES

STEP 2: RESEARCH
VERIFYING OPPORTUNITIES

TOPICS

KEYWORDS

SEEDING SOURCES

STEP 3: CONCEPT
CREATING PERSONAS

BURT
"THE CORPORATE"
BRAND

IAN
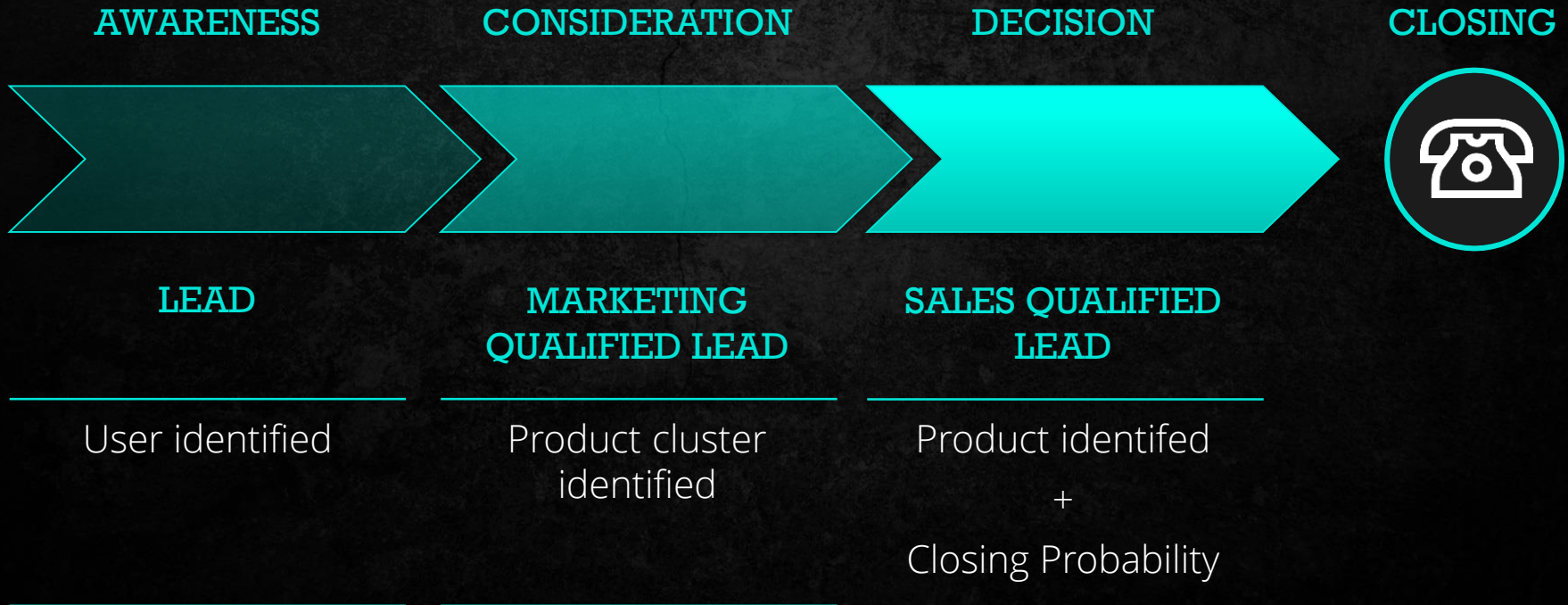"THE CORPORATE"
INFLUENCER

DAN
"THE SMB"
DECIDER

EMILY
"EVERYWHERE"
EMPLOYEE

STEP 3: CONCEPT
CREATING LIFECYCLE STAGES

AWARENESS	CONSIDERATION	DECISION	CLOSING
LEAD	**MARKETING QUALIFIED LEAD**	**SALES QUALIFIED LEAD**	
User identified	Product cluster identified	Product identifed + Closing Probability	

STEP 3: CONCEPT
CREATING LEAD SCORING

PROPERTY BASED

+5   Email, FNAME, LNAME

+10   Company

+15   Job Level

+20   Marketing Budget last year

+25   Revenue last year

TOTAL: 75 POINTS

IAN

"THE CORPORATE"

INFLUENCER

ACTION BASED

+5   Newsletter Subscription

+10   Whitepaper Download

+15   Visited 5x references

+20   Visited 5x pricing table

+25   Contact Request

TOTAL: 75 POINTS

STEP 3: CONCEPT
DEFINING CONVERSION GOALS

*

MARKETING

EMAIL, FNAME, LNAME, BRANCHE, WEBSITE-URL,

JOB TITLE, COMPANY NAME, STREET, CITY, STATE, ZIP, COUNTRY, PHONE, EMPLOYEES, BIGGEST MARKETING CHALLENGE, MONTHLY MARKETING BUDGET LAST YEAR, WHAT IS THE AVERAGE AMOUNT A CUSTOMER SPENDS ON YOUR PRODUCT/SERVICE?, HOW LONG IS YOUR SALES CYCLE, TYPICALLY?, HOW MANY POTENTIAL CUSTOMERS ARE IN YOUR TARGET MARKET?, HOW BROAD IS THE GEOGRAPHY OF
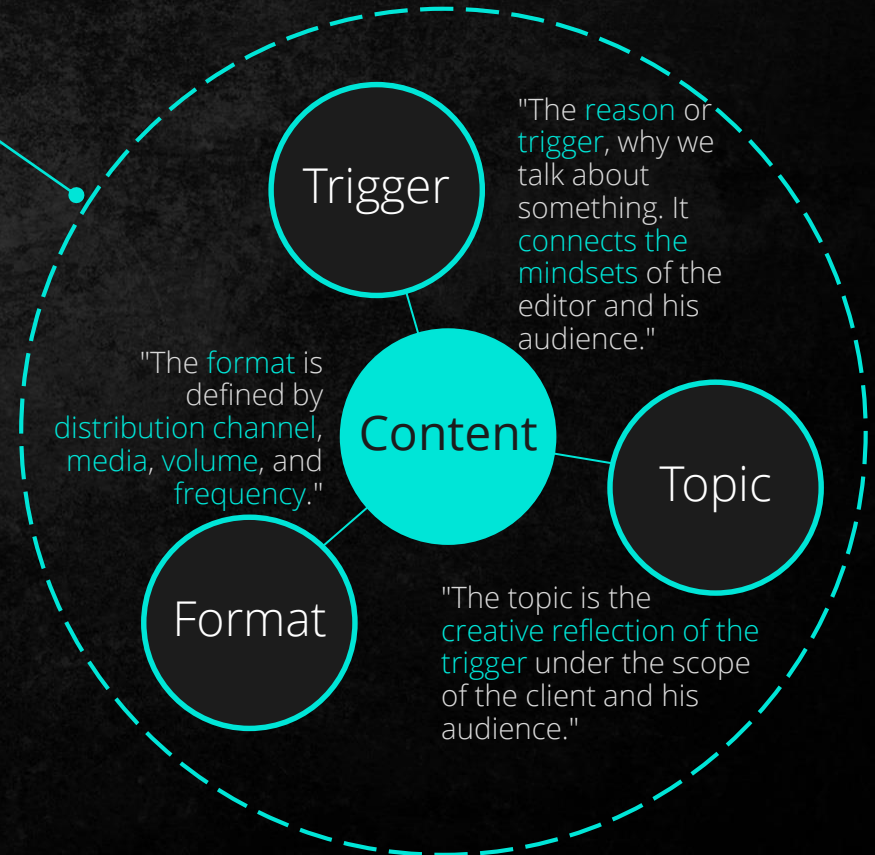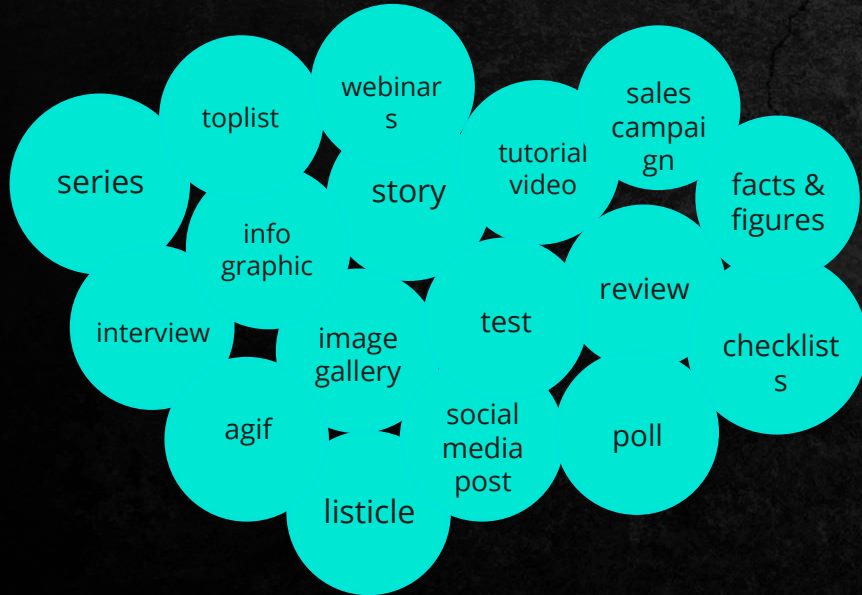
SALES

STEP 3: CONCEPT
CREATING CONTEXT

CREATE ENGAGING CONTENT

toplist

webinars

sales campaign

series

tutorial video

story

facts & figures

info graphic

interview

review

image gallery

test

checklists

agif

social media post

poll

listicle

"The reason or trigger, why we talk about something. It connects the mindsets of the editor and his audience."

Trigger

"The format is defined by distribution channel, media, volume, and frequency."

Content

Topic

Format

"The topic is the creative reflection of the trigger under the scope of the client and his audience."

IAN

"THE CORPORATE"

INFLUENCER

STEP 4: PRODUCTION
PRODUCING CONTENT

Source Pool Definition	Source Pool Research	Source Pool Qualification	Final Review	Sourcing

MarkUp	Production	Customizing	Content Management	Final Review	Live

Research **Production (all languages)**
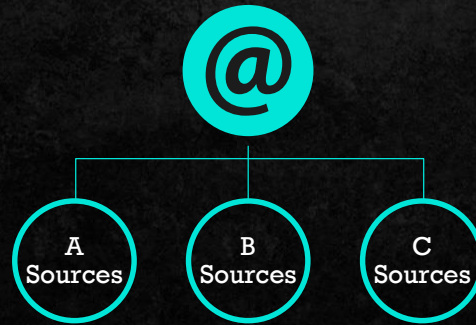
STEP 5: SEEDING
PROMOTING CONTENT

OWNED MEDIA

EARNED MEDIA

- Journalists
- Blogger
- Influencer
- Multiplier

PAID MEDIA

- Google AdWords
- Facebook Ads
- Advertorials
- Newsletter
- Display Ads

STEP 6: ANALYTICS
MEASURING SUCCESS

METRICS	DETAILS	TOOLS (EXAMPLES)
Backlinks	quantity/ quality	XOVI, Sistrix
Traffic	direct, referral and organic	GA, Site Catalyst, Etracker
Rankings	planned/ earned rankings	XOVI, Sistrix
Conversions	leads and direct sales	GA, Site Catalyst, Etracker
Mentions		Google Alerts, mention.net
Social Signals	direct and oblique	Social plugins
ROI	Refinancing, CPX	Excel
Time Spent	Engagement	GTM

THANK YOU!

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