



MASTERING HYPER RELEVANT CONTENT

ACROSS TOUCHPOINTS

KNEXUS

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INTRODUCTION

*TO MASTERING HYPER RELEVANT
CONTENT ACROSS TOUCHPOINTS*

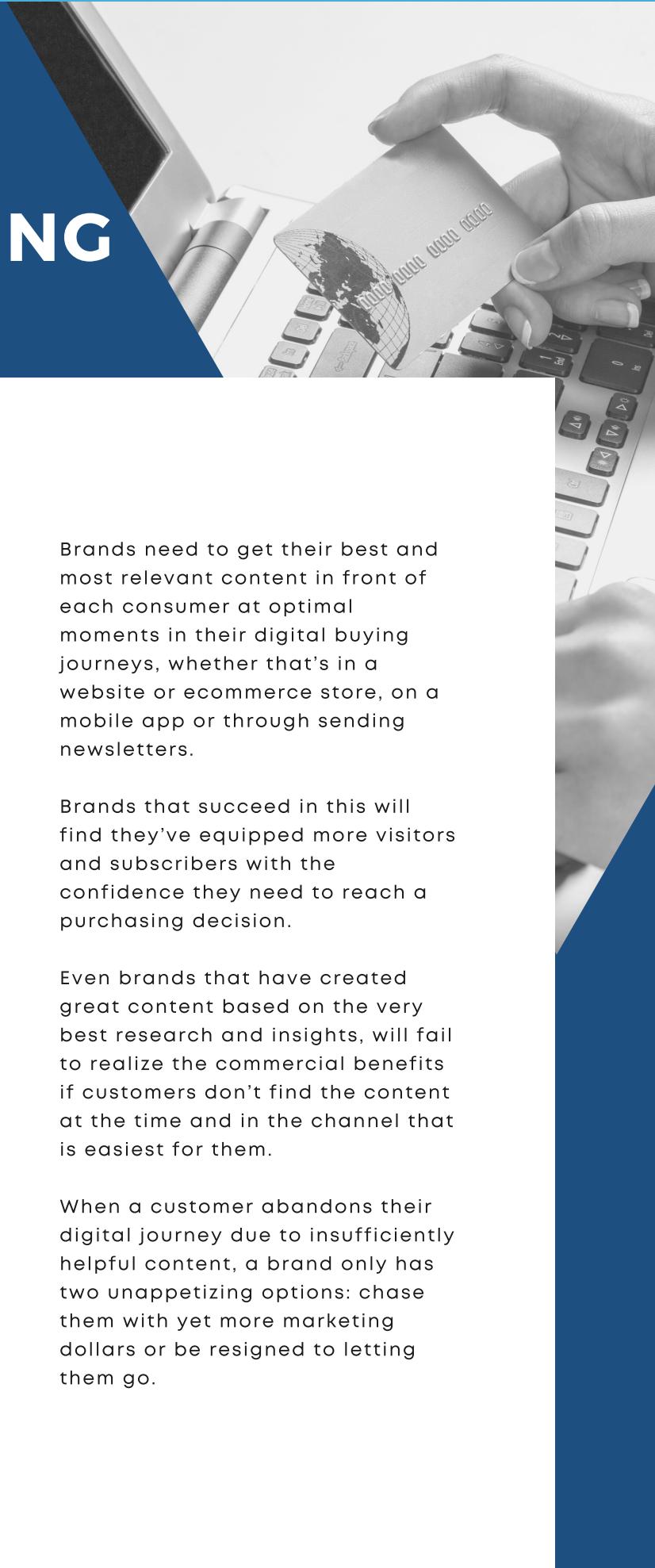


In this eBook we'll help you navigate the new world of hyper relevant content that must deliver consistently across touchpoints and channels.

By the end of this eBook you will understand:

- 1 How buying journeys are enriched and made more effective** by the addition of hyper relevant content.
- 2 How your brand's investments in YouTube and Instagram have created an under-exploited asset class** that can generate more sales.
- 3 How your brand's website and newsletter channels can be optimized to** deliver hyper relevant content that was created for other channels.
- 4 How to scale these insights** with deep capabilities for personalization and automation

RELEVANT CONTENT ACROSS BUYING JOURNEYS



Long gone are the days when consumers sat in front of a PC and participated in linear digital buying journeys. Mobile first, combined with Google search, social media, advertising, comparison sites and more, means that the complexities and sheer volume of digital customer journeys challenge even the wealthiest and best resourced marketing teams.

Although this is now commonly accepted, we still see brands starting with the channel and working out what content is needed for it. Customers think about brands holistically, rather than in channels or touchpoints and are increasingly confused when one element of their experience doesn't live up to the other elements.

So when it comes to all of that powerful and influential social and marketing content that brands are churning out at an often frenetic pace, the challenge is to move beyond a channel based mindset.

Brands need to get their best and most relevant content in front of each consumer at optimal moments in their digital buying journeys, whether that's in a website or ecommerce store, on a mobile app or through sending newsletters.

Brands that succeed in this will find they've equipped more visitors and subscribers with the confidence they need to reach a purchasing decision.

Even brands that have created great content based on the very best research and insights, will fail to realize the commercial benefits if customers don't find the content at the time and in the channel that is easiest for them.

When a customer abandons their digital journey due to insufficiently helpful content, a brand only has two unappetizing options: chase them with yet more marketing dollars or be resigned to letting them go.

LEVERAGING INSTAGRAM

80% of Instagram accounts follow at least one brand, so it's no surprise that 90% of the world's top brands use Instagram to reach their customers.

Instagram contains a myriad of distractions for customers, yet brands often succeed in cutting through the noise with effective, engaging visual content.

For example, 35% of U.S. shoppers between the age of 18-29 use Instagram to buy or research health and beauty products.

A small but growing number of brands have realized that, if their Instagram content is creative and effective enough to cut through the excessive activity and endless scrolling that Instagram offers, then that same content has something to offer on their website and ecommerce pages.

The challenge

Utilizing Instagram content effectively in other channels can be a challenge in terms of curation and maintenance. The dynamic, fast changing nature of Instagram means allocating expensive in-house or agency resources to refresh posts and keep it relevant.

Brands often get started by testing Instagram posts on just a few ecommerce pages, for example key landing pages or PDPs. Typically, they get very positive results but then realize the time and resources required to scale their approach doesn't make economic sense.

The solution

By using the latest AI technology, brands can achieve a scalable approach whereby they can deliver many different types of Instagram content across various stages of customers' buying journeys, always ensuring that the latest and most relevant content is shown to each shopper.

At the same time, algorithms and machine learning dramatically reduce resources and associated costs required to manage and maintain these efforts.

The brand never loses control but can unlock the power of Instagram in a targeted way to help more shoppers to make buying decisions and increase conversion.



A black smartphone is positioned diagonally across the background. The screen displays the Instagram mobile application, showing a feed of posts. In the top right corner of the screen, there is a battery icon with the number "85%" next to it.

80%

Of Instagram users
follow a brand's
account

90%

Of the world's top
brands use Instagram
to communicate with
customers

96%

Of fashion brands use
Instagram to motivate
and inspire customers

60%

Of Instagram users
discover new products
on the platform

LEVERAGING YOUTUBE



There can be no better example of the power of video than the explosive growth of YouTube, which now has a staggering 2 billion monthly active users.

As the single most effective medium for online communications, YouTube videos have reached every corner of society and have become a core requirement for many brands.

What are brands doing now?

Thousands of brands have their own YouTube channels, some with just a handful of videos, and some with many hundreds.

Brands often have powerful and influential video content, sometimes created at great expense.

And they cover all sorts of needs, through how-to videos, influencer endorsements, product demonstrations, inspirational stories and more.

What's the challenge?

We see brands creating great quality videos on their YouTube channels, yet how many of their customers are finding it?

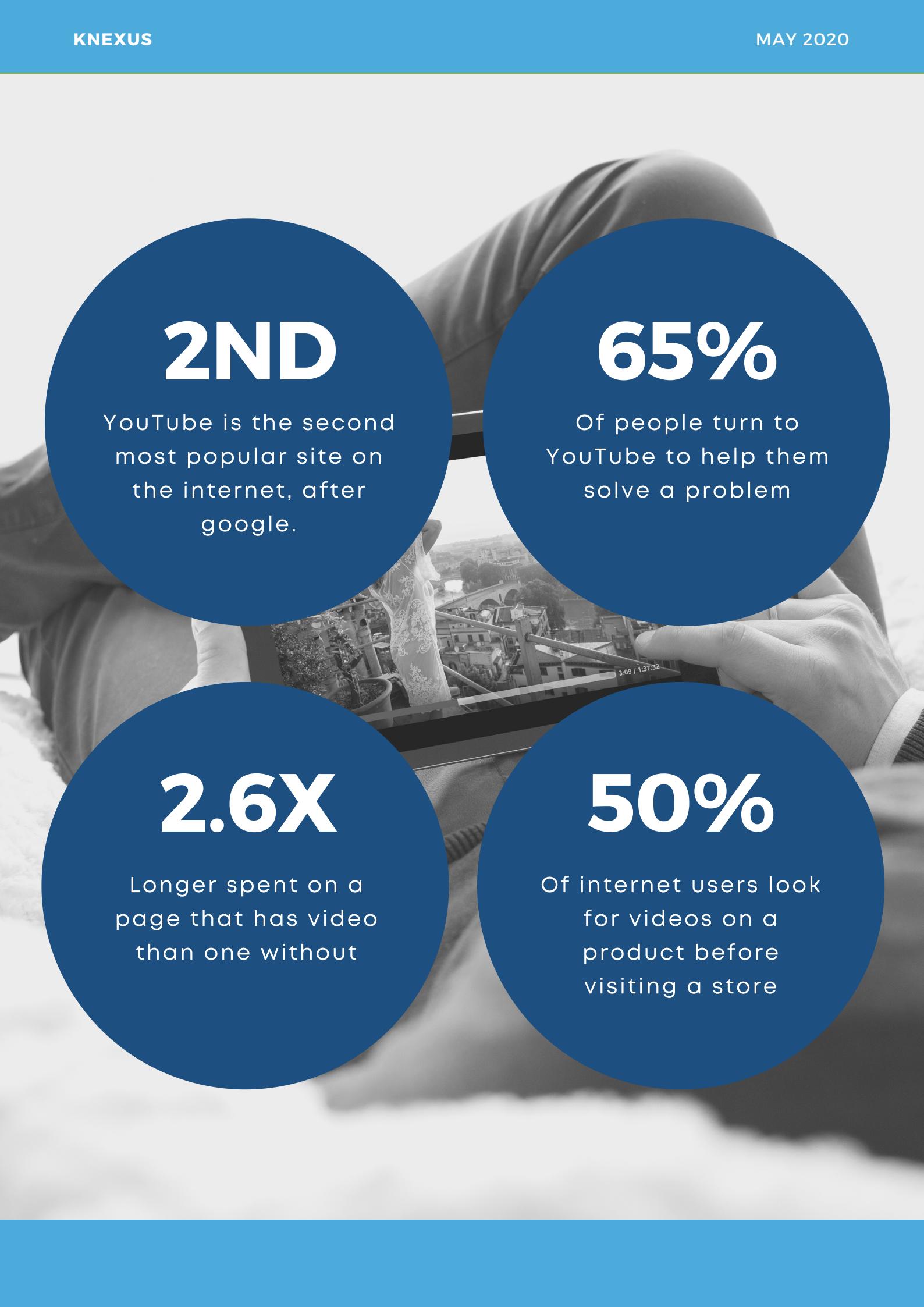
Meanwhile, brand websites are attracting visitors who need more information, education or inspiration before making a buying decision.

Not finding what they need on the site, visitors leave to research elsewhere. Maybe they go to the brand's social channels, but more likely they are tempted away from their buying journey by any one of thousands of distractions.

Those videos could have really helped, if only finding them was easy.

The frustration for brands is that they've already invested both to get visitors to the site, and to create great video content that re-assures visitors.

But when the visitor doesn't find the right content, it's all wasted.

A black and white photograph of a person sitting on a balcony. They are wearing a light-colored shirt and dark pants. They are looking down at a smartphone held in their hands. In the background, there is a railing with potted plants, and beyond it, a view of a city with buildings and a bridge. A video player interface is visible on the screen of the phone, showing a timestamp of 3:09 / 1:37:32.

2ND

YouTube is the second most popular site on the internet, after google.

65%

Of people turn to YouTube to help them solve a problem

2.6X

Longer spent on a page that has video than one without

50%

Of internet users look for videos on a product before visiting a store



INSTAGRAM USE CASE

You're online shopping for a new moisturizing cream and make it to the product description page on the website of a brand you're interested in trying.

The product description is clear, it's in stock, and you're willing to pay the price if the product can deliver on its claims. You're tempted, but hesitant. Should you do just a little more research before deciding?

But alongside the product is an Instagram review from a well known and popular blogger. It bolsters your confidence in the product, so you add it to your cart and buy.

YOUTUBE USE CASE

You're a new mom learning fast about the many hints and tips to keep your new baby happy and healthy.

Whilst looking for the best products to buy in a well known brand eCommerce store, you watch a YouTube video providing a few simple tips to ensuring a happy and safe bath time for your baby. It's suggesting at least one tip you hadn't thought of before and you're eager to try it out.

Luckily, alongside the video you're watching is the bath-time product that helps you follow that tip, making it easy to get started.

CHANNEL: WEBSITE

THE MISSED CONTENT OPPORTUNITY



If your brand is selling directly to consumers, or 'existing' visitors to buy from eRetailer partners, you're facing a myriad of challenges. You need to drive traffic to your site cost effectively, provide the best customer journeys and optimize conversion or sales exits.

Many of your visitors are looking for more than just product information and pricing to make buying decisions. They're wearing different hats: as researchers, inspiration-seekers, and problem-solvers.

Yet product pages can be some of the dullest, emptiest pages on any brand or eCommerce website.

Sometimes the content is not optimized for each visitor, wasting an opportunity to leverage your content to deliver a great, relevant, digital experience.

Other times, there's barely anything on the product page, except for the product itself.

Imagining this as a physical retail experience is instructive - an uninspiring product page is the equivalent of presenting a consumer with a product that has generic, budget packaging. How can you expect to defend your brand's margins with an offering that isn't distinct?

CHANNEL: NEWSLETTER

THE MISSED CONTENT OPPORTUNITY



If you have an ambitious CRM program, you're sending newsletters either to acquire new customers or to tempt your loyal customers back to buy more.

As a brand, you probably started with product and offer based emails. There's a strong core of customers who respond well to this proposition, but there's also a substantial number who don't, and either ignore the communications or opt out.

To counter this, the next stage is often to add content to your newsletters. However, even after introducing content - and some personalization - it's typical to not see the desired uplift in engagement and sales metrics.

Your most serious obstacle is usually either an inability to effectively segment subscribers strongly enough, or an inability to cost-effectively choose content for different segments.

To overcome these limitations, select content dynamically based on the data for each subscriber.

Using AI and machine learning, you can make the approach fully automated. It's a significant change from the traditional agency creation process, but it creates two powerful benefits: increasing sales and reducing the cost and complexity to create personalized campaigns at scale.

PERSONALIZE & AUTOMATE

Strong, empathetic marketers have previously been able to increase the quality and relevance of their content delivery through manual curation based on segmentation. These efforts have sometimes been heroic in their ambition and creative quality, but they all become unsustainable at the scale that is required to deliver on customer expectations.

A manual, static approach to selecting content for personalization cannot ensure each customer will get the latest, most relevant content every time. Instead, brands need to automate using technology to manage both content and customer data dynamically.

Traditional approach to personalization

When it comes to personalization for your products or offers, the key focus has been on customer data. After all, brands most likely have a product catalog and so choosing which product each consumer sees is primarily determined by how good the data on that consumer is.

The new personalization

With social and marketing content, the personalization challenge is more complex. There isn't a neat product catalog equivalent that keeps a rich index of a brand's blogs, YouTube videos and Instagram posts. There are multiple teams creating and managing the content.

When a brand tries to deliver content personalization through combining a dynamic source of customer data with a static pool of manually-curated content choices, there are two major stumbling blocks.

First, it's slow, resource intensive, and complex to scale. This is a major risk to an ability to establish a repeatable capability to be more relevant to your customers.

Second, the quality of the results are restricted by the lack of rich, dynamic data on the content. If a company can identify the needs of the customer, but can't effectively identify and provision the content that will meet those needs, it's a truly pyrrhic victory.



ANALYZING CONTENT

There's a dirty secret swirling around marketing teams at consumer products, eCommerce and retail brands. Yes we're creating more marketing content than ever before, yes it's really important, but no, beyond traditional engagement metrics such as CTR, we don't actually know which content directly generated sales uplift.

So content creation is driven by creative, competition and channel, but not by data.

Does that really matter? Yes, categorically it does.

Without data, brands are creating not enough of the most impactful content and too much that doesn't merit investment. Commercially that means lost opportunities to use better content to impact sales, and vital marketing budget that could be more effectively utilized.

It also means that whilst great creative can deliver big spikes in performance, too often content creation is akin to a game of chance.

Effective analysis of content is multi-faceted. At the most fundamental level, understanding what formats and types of content work best is very powerful (and still beyond many brands).

What moves the needle on sales performance? Is it educational content, celebrity endorsements, or other forms of influential content? How does video perform versus text and images?

The further you delve into the data, the more there is to learn. You can calculate content's impact on specific journeys, traffic sources, customer profiles or segments.

But it's arguably machines that need access to insights as much as any human, as this data can be fed back into machine learning algorithms and used to continually optimize the delivery of the most effective content, automatically and at scale.

You don't have to look beyond Netflix to understand how data can be used with content to create huge commercial impact.



ANA

GOING FURTHER

We've used key examples of social and marketing content, including YouTube and Instagram, because this is the most fertile ground for brands to see big wins.

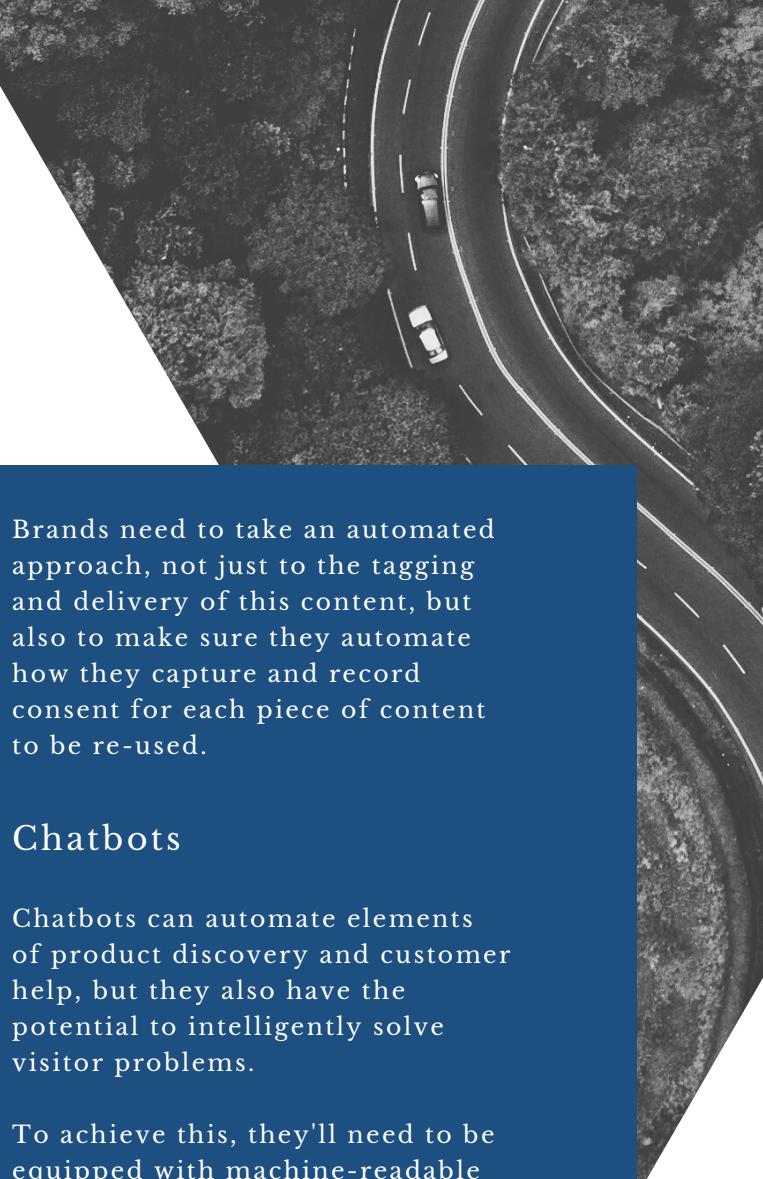
But the principles can apply to many more types of content. Brands should evaluate anything that can inspire and motivate their audience.

There are many other content types, from podcasts to PDFs, Twitter to Facebook, that can be delivered in a hyper-relevant fashion across different customer touchpoints.

User Generated Content

UGC can come in many forms, for example Instagram posts or reviews on customer forums. Influencer marketing has grown hugely and yet highly valued UGC is rarely put to work for maximum value creation from the brands perspective.

The ability to leverage UGC can be turned into a repeatable marketing capability, with the correct approach and automation.



Brands need to take an automated approach, not just to the tagging and delivery of this content, but also to make sure they automate how they capture and record consent for each piece of content to be re-used.

Chatbots

Chatbots can automate elements of product discovery and customer help, but they also have the potential to intelligently solve visitor problems.

To achieve this, they'll need to be equipped with machine-readable content intelligence so they can point customers to the most useful content based on their query and visitor profile.

Potential pitfalls

Most content your brand creates could be leveraged elsewhere in buying journeys. But before you take the plunge, you need to consider how:

- each type content works outside of its original context
- you can ensure quality control
- to manage content rights and user consent



ABOUT KNEXUS

The Knexus Platform, used by some of the world's top brands, uses machine learning to unlock your content and automatically delivers the best content to the right customers at optimal moments in their buying journey.

Using Knexus, brands see significant increases in eCommerce sales or sales exits.

With Knexus, brands gain a full content personalization capability; they can dynamically provide the best content for each customer,

And Knexus is a completely scalable solution, meaning brands can deliver hyper relevant content across touchpoints without having to invest ever-increasing amounts of resource.