

CONSUMERS WANT CONTENT

6 Hot Brand Publishers
Speak Out On Content
Success



THE ART OF STORYTELLING

A few months back Contently brought together thought leaders from some of the world's biggest brands, agencies and publishers to explore and understand the future of content marketing and social sharing. Here's what they had to say.

THE EXPERTS



Lauren Drell

Campaigns Editor
Mashable



Chris Perry

President of Digital Communications
Weber Shandwick



Jeannie Reeth

Senior Director, Social
eBay



Pete Spande

CRO
Business Insider



Jonathan Sackett

Former Managing
Director of Content
Ogilvy and Mather



Lauren Passero

Brand Manager
Degree Men

MAKING SPONSORED CONTENT COUNT

On doing sponsored content before sponsored content was cool — what have you learned along the way?



Lauren Drell

Campaigns Editor
Mashable

“Brands started coming to us to reach our audience, and a lot of the brands were interested in creating their own content. We figured that we could act as a broker and help these brands use content to engage the audience that they were trying to reach.

I work closely with our editor in chief. We developed a big editorial calendar and we brainstormed. I know what gets the wheels turning and what we want to cover.

So when brands come in for the brainstorm I have a big bank of ideas what we can tweak and find a really good program for an advertiser.

Our supported content performs extraordinarily well; time spent is twice that of a regular post. Even the click-through rate on the banner ads that that surround custom content is higher.”

Mashable readers spend twice as much time on sponsored content as they do on regular types of content.

NAVIGATING THE INTERSECTION OF ADVERTISING AND EDITORIAL

How do you establish criteria for what advertisers can and can't do?



Pete Spande

CRO
Business Insider

“A lot of our advertising partners have a desire to create more content than they are currently able to do themselves.

There are all sorts of opportunities where our clients want to talk about things that our own editorial policies won't allow us to write about.

(in those cases) we are able to bring in content creators who have access to the same tools but are not part of our news team who can then create the content.

The thing I love about content marketing, almost by definition, it is custom”

“The thing I love about content marketing, almost by definition, it is custom”

WHAT ROLE DO AGENCIES PLAY?

Every brand is now talking about becoming a publisher. Some brands hire internally and some are use media companies to distribute. Where do agencies fit into that evolving landscape?



Chris Perry

President of Digital
Communications
Weber Shandwick

“There are a lot of very talented people who are moving into this area; but you have to bring all of the pieces together to make it work. The partners, like Contently are vital to our content strategy. You have to connect all of the pieces for it to work.

Today there are a lot of people focused on content production. However, there needs to be an equal balance between production and distribution. If you don’t balance the two you could wind up investing a ton of money in a content engine and find, when you look at the metrics, that it’s not what it needs to be.

When discussing content marketing I hope people talk about commitment. The real equity comes with time. If you want to build an audience you need to build with quality.”

“If you want to build an audience you need to build with quality.”

DO AGENCIES NEED PARTNERS?

How has content changed the way traditional advertisers work with agencies?



Jonathan Sackett

Former Managing
Director of Content
Ogilvy and Mather

“The big agencies have always been the governors of the communications, and it’s backfiring on them. They need to give their partners a seat at the table now.

These brands need partners who are experts in social, experts in content, experts in seeding. Big agencies can’t keep up with that.

If they’re going to be the maintainers of the brand, and the advocates of the brand they have everyone at the table.

You have to listen first and I think that a lot of the big advertisers agencies are missing out on that. They’re not listening to the consumer and defining the fact is verses the truth: the fact is you’re getting a lot of traffic, the truth is you’re not getting the traffic you want and these poor people are lost.”

“These brands need partners who are experts in social, experts in content, experts in seeding. Big agencies can’t keep up with that.”

WHY CONTENT? WHY NOW?

What makes content important?



Joe Coleman

CEO
Contently

“It seems like every brand is looking for content. If they don’t have a content program going they are looking to start content programs. It’s on the top of everyone’s mind.

I think it has a lot to do with social media and now every brand has an audience. Brands realize they have these relationships and they can communicate with their audience directly and they are wondering: what do we say to these people? Content is the natural answer to that.”

“Brands realize they can communicate with their audience directly and they are wondering what do they say to these people: content is the natural answer to that.”

WHAT WOULD eBAY DO?

Does content drive social, or is it the other way around?

“[Originally] we treated our social channels like an announcement board. We flipped that on its head and said we want to think about what is relevant to the customer first. And then tell the story of how eBay fits into that.

When we did that we saw the engagement rates really increase.”

“We want to think about what is relevant to the customer first.”



Jeannie Reeth

Senior Director, Social
eBay

JOINING THE CONTENT CONVERSATION

How does content drive results for a brand?



Lauren Passero

Brand Manager
Degree Men

“We found back in 2010 that only three percent of conversations online about deodorant were about Degree.

We wanted something that would get the name out. That’s what really got us into content marketing.

Now we’re up to thirty-five percent, which is a huge jump — the content marketing drove conversation to drive brand awareness.”

“We wanted something that would get the name out. That’s what really got us into content marketing.”