

What's new in Content & PR

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Agenda

- Hello and welcome
- About me
- Recap on Content & PR
- PR
 - What's News
- Content
 - The value of content
 - What's new
- How to maximise the opportunity
- Making it work





About me...

- Over 20 years comms experience
- Agency and in-house
- Head of PR & Content at Anicca
 - PR strategy and outreach
 - Creating newsworthy and engaging copy
 - Content planning and driving visibility online
 - Collaborative model with Anicca team
- Born and bred in the East Midlands

Our Pedigree

We have vast experience of working with companies that manufacture or build their own products.

Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific

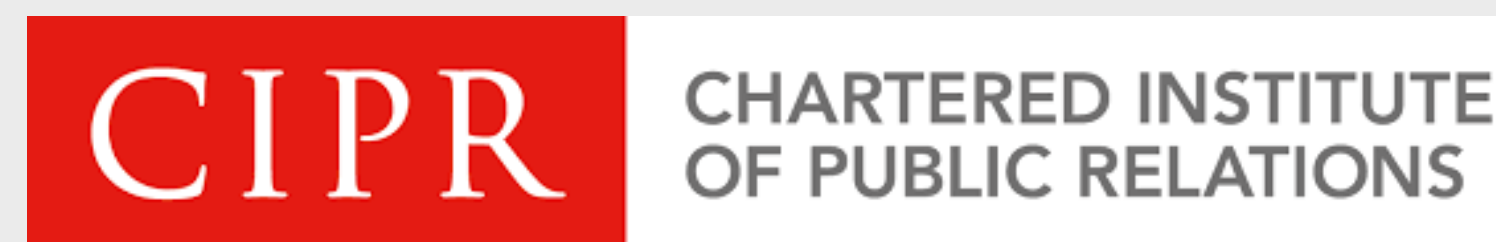


PR & Content Marketing

Re-cap

What is PR?

- Public Relations is about **reputation** - the result of what you do, what you say and what others say about you.
- Public Relations is the discipline which **looks after reputation**, with the aim of earning understanding and support and **influencing opinion and behaviour**.
- It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.



What is Content Marketing?

- Content marketing is 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.



Blending the two

PR and content marketing complement each other...

- Both aim to enhance reputation and generate positive sentiment
- The content created aims to be relevant & useful
- Increases reach
- Getting the message to a targeted / specified audience
- The approaches are defined as owned and earned media

What is owned & earned media?

Controlled
by the brand

Social posts

Press releases /
news

Blogs

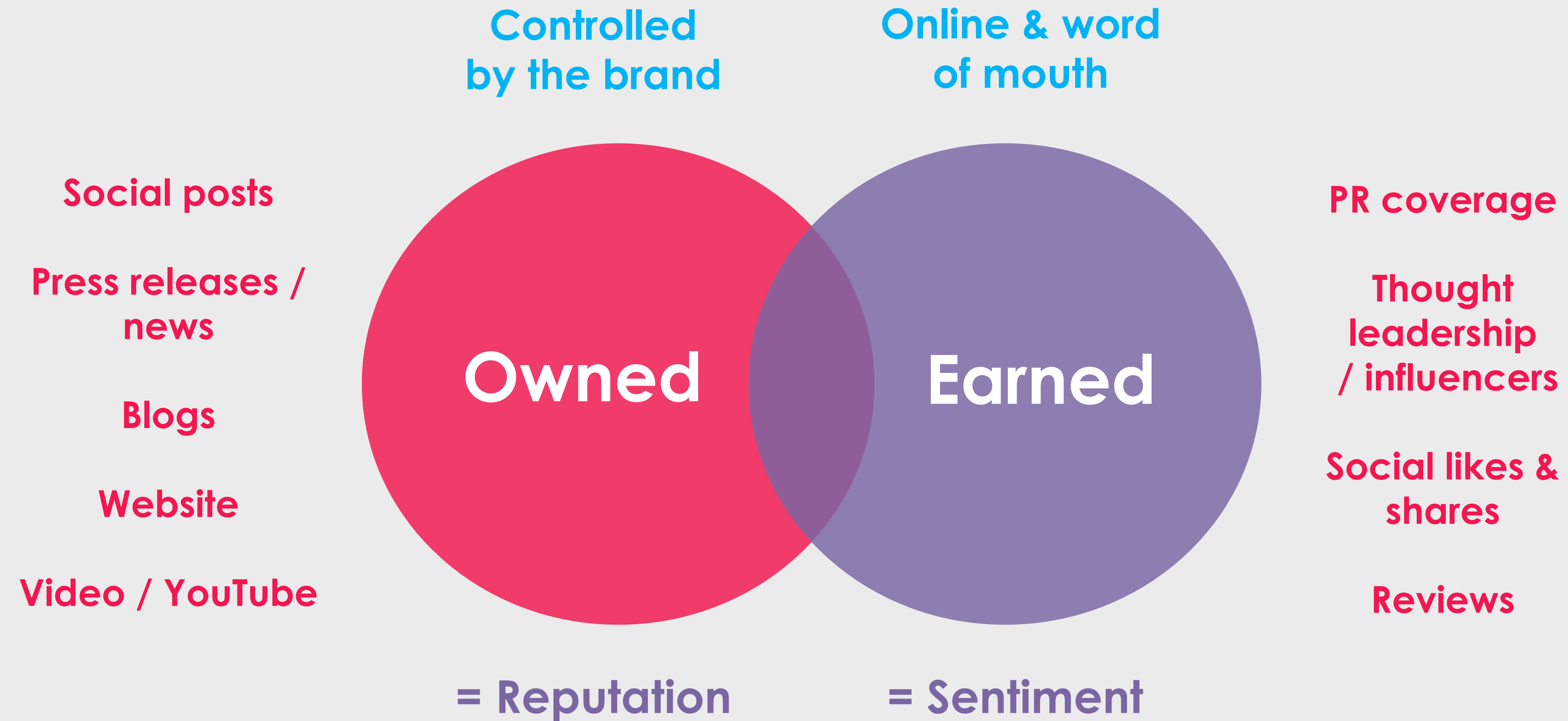
Website

Video / YouTube

Owned

= Reputation

What is owned & earned media?

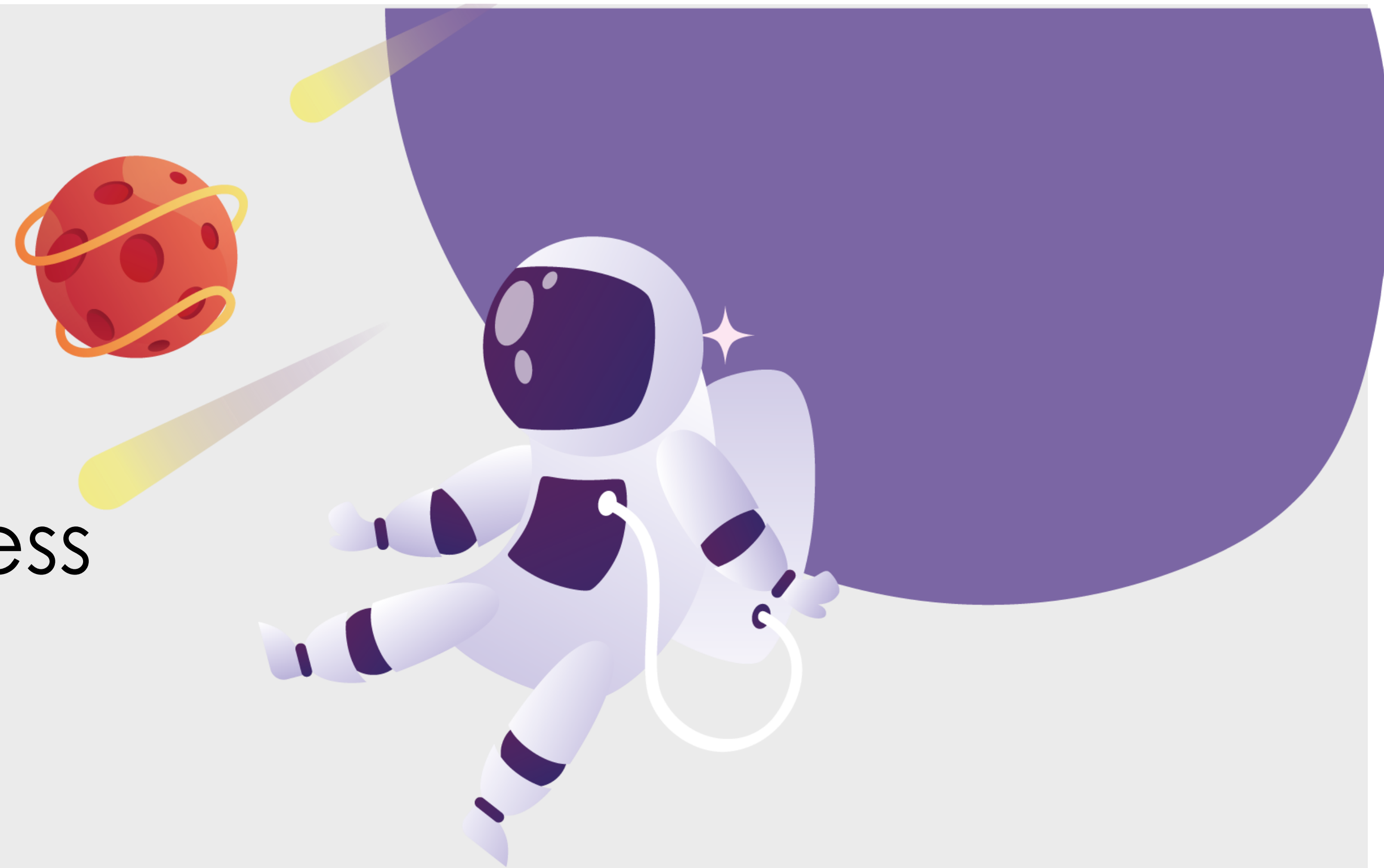


The benefits of blending PR & Content

- The objective is the same – attracting customers and driving sales
- Enables consistent storytelling which is on brand and tailored – you can define who's going to see it!
- Supports wider business marketing functions
 - SEO
 - PPC
 - Search
 - Paid

Cost Effective

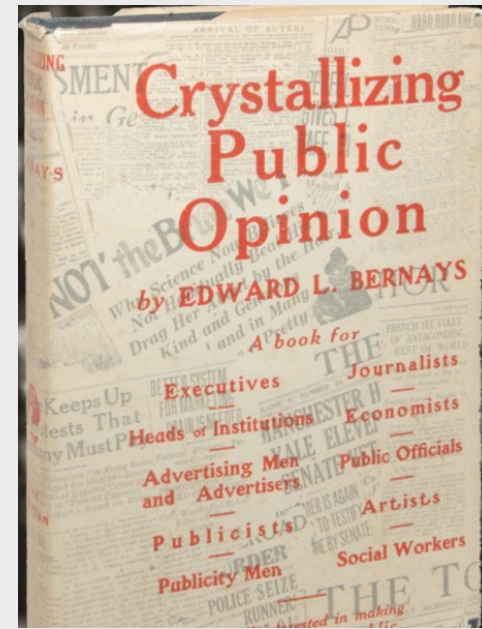
- Amplifies reach
- Increases brand awareness
- Drives demand
- Builds thought leadership (influencers)
- Creates brand loyalty and drives credibility



PR Backstory

PR timeline

37000 to 17000 BC



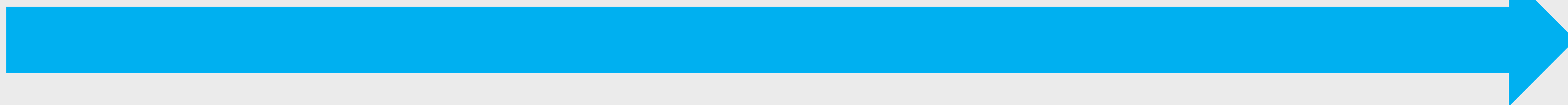
1923



1945



2008



19th C

anicca



1935



1969



2021...

The Digital Era

- Global. Digital. Innovation.
- Traditional / tried and tested techniques.
- Talent. Forward thinking. Creative.



What's New in PR

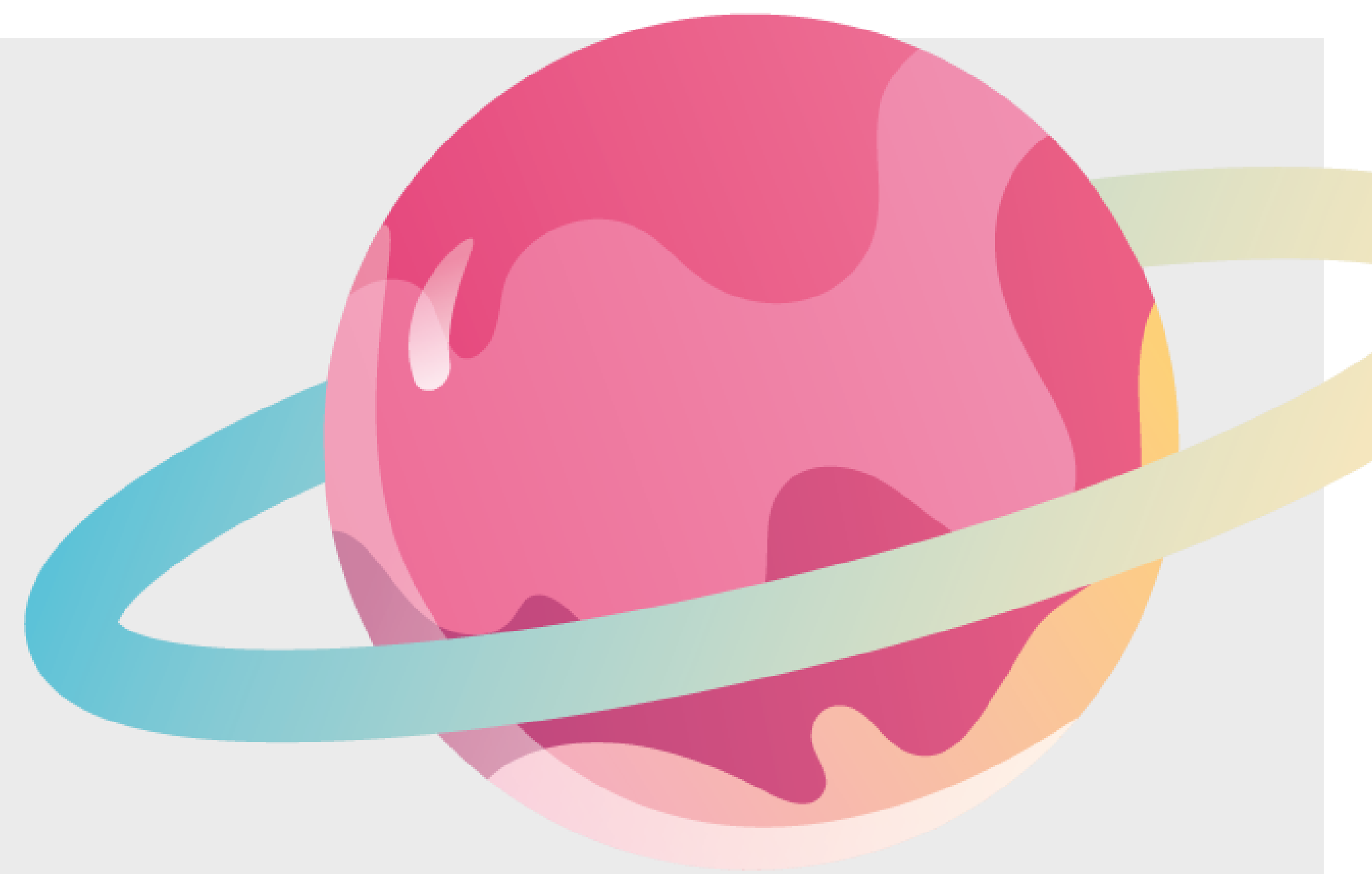
Keep Digitally Focussed

- We live in a digital era...so market digitally. Whether this is for PR or online content, think Digital
- Never been a more important time to have strong on page SEO
- Define what you want to rank for – do your research
- Imagery



Ethics

- Digital in a traditional world
- Transparency
- Equality
- Immediacy
- Accuracy



How to succeed

- Ask the questions no-one else is
- Provide a different angle and unique content
 - React
 - Plan for reaction
- Be digital first
 - Appoint digital experts

Content Revisited

Content Outreach

- Content Marketing needs commitment
- It is not a short term solution
- For long-term gain, you need to plan, execute and evaluate...consistently



Content Planning

- Define your audience
- What do you want to achieve?
 - Objectives
 - Goals
 - KPIs
 - Keyword research
- Channels / Outreach
 - i.e. Blogs
 - Social Media
- Create and publish
 - Write and optimise
 - Add a CTA / Link
- Measure / Track Performance / Analyse / Change



What's New in Content

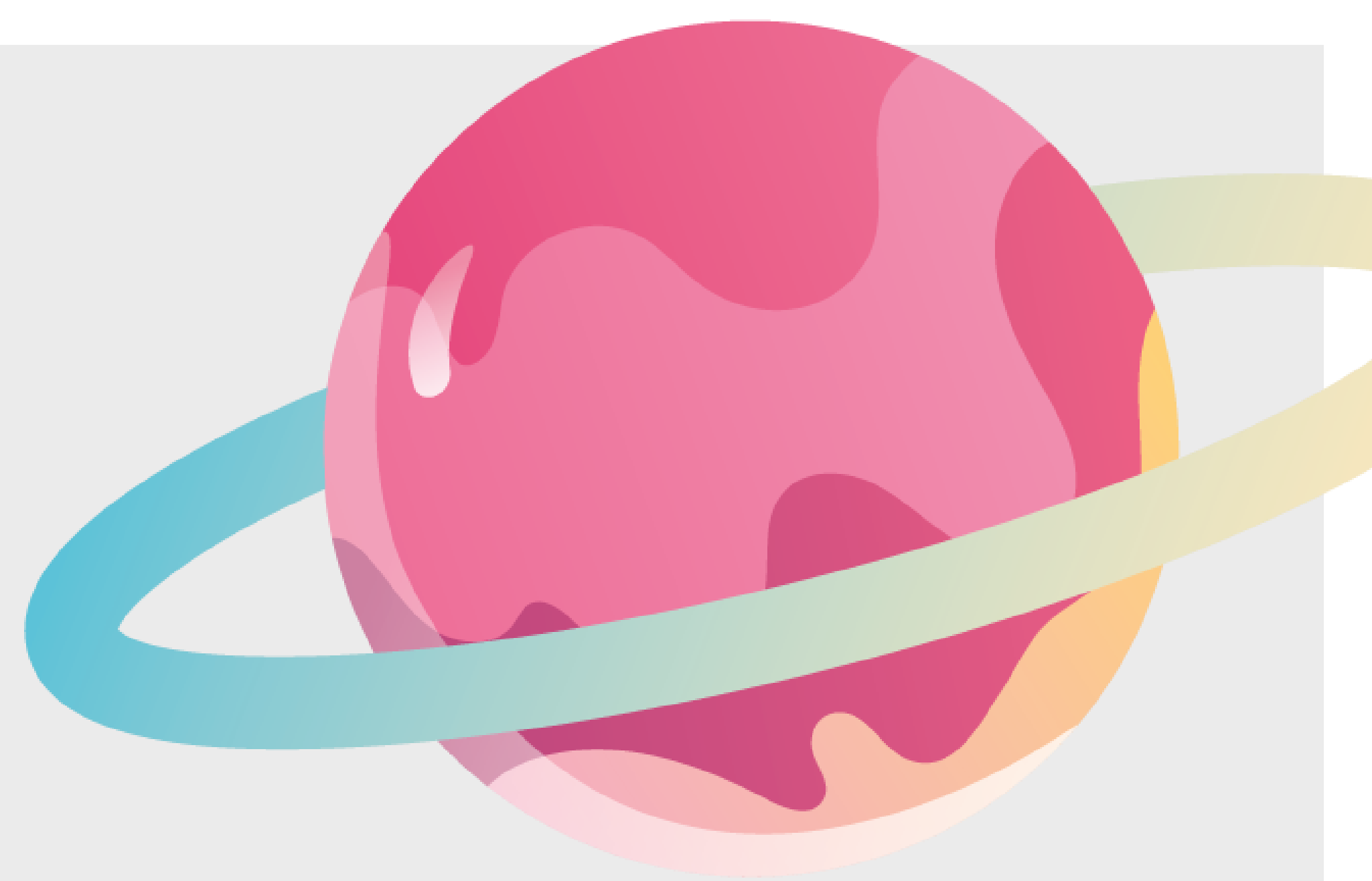
Keep It Bitesize

- Snackable content
- According to Time magazine, the average person's attention span is 8 seconds
- TikTok: 732 million monthly users
- It's the most downloaded social media app in the world!



Easy To Digest Content

- Bullets
- Lists
- Short videos
- FAQs
- Short videos
- How Tos
- Infographics
- Links / CTAs
- Blogs
- Podcasts



content
marketing
world

Key Takeaways

- Springboard conducted a survey with 100,000 people
- 67% expected content marketing budgets to increase in 2022
 - Only 5% expect a decrease
- IPG and Ad Week data reveal ad spend was +12% in 2021
 - Therefore – an increasing amount of competition in a noisy world
- Content Marketing efforts need to be *increased* and *be more effective*

More data...

- Springboard data revealed 49% of responders think there will be less whitepapers in 2022
 - *But this will be industry driven*
- 60% believe there will be more podcasts
- 30% stated ROI needs to be more transparent
 - Use measurement trackers such as Search Console to show organic search data



Making it work For your Business

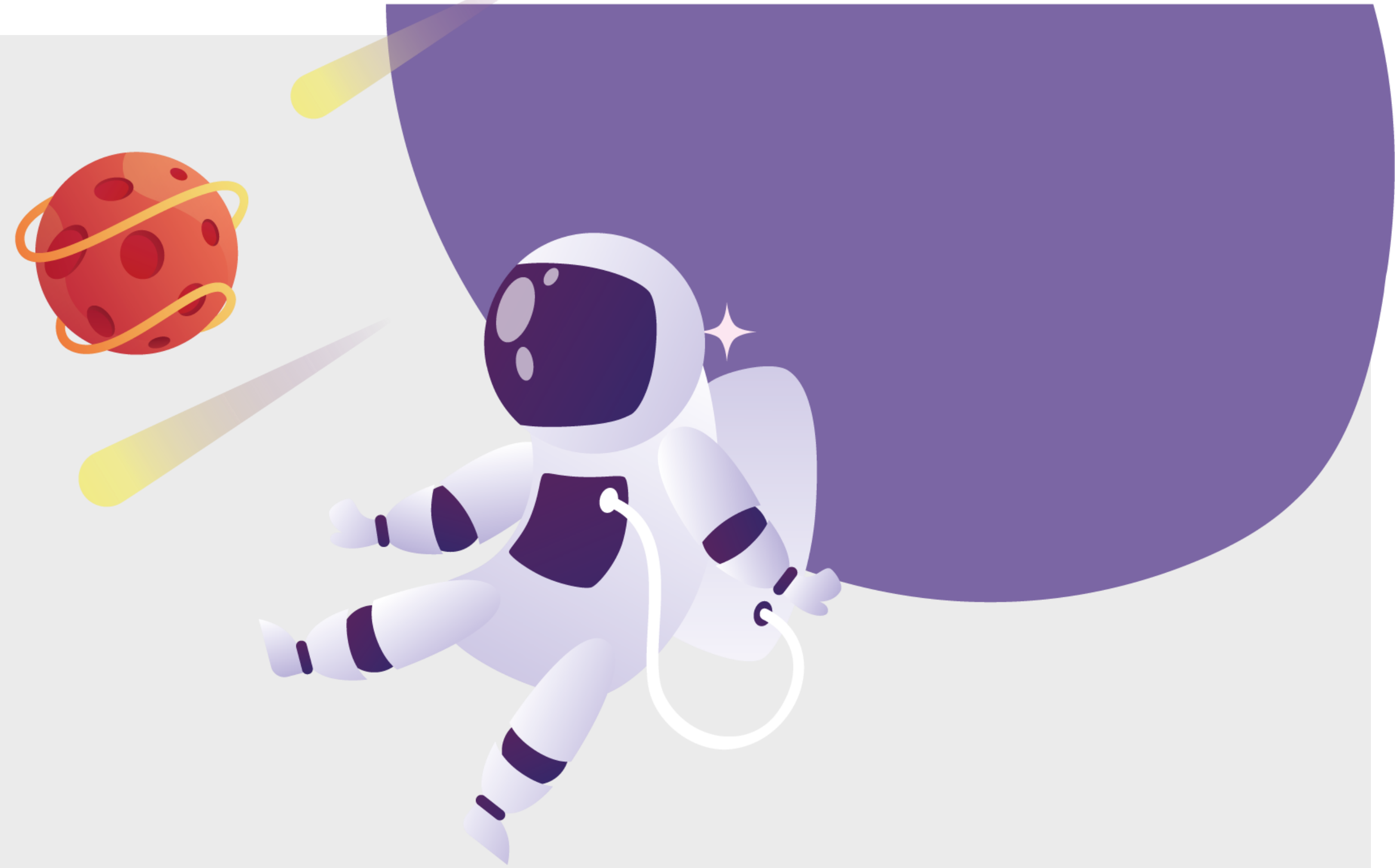
Usability

- Content is useful
- As an inbound marketing technique it is helpful and is a source of information
- Less disruptive / should not feel like marketing
- Personalised
- Targeted
- Searchable
- Make people's needs work for your business



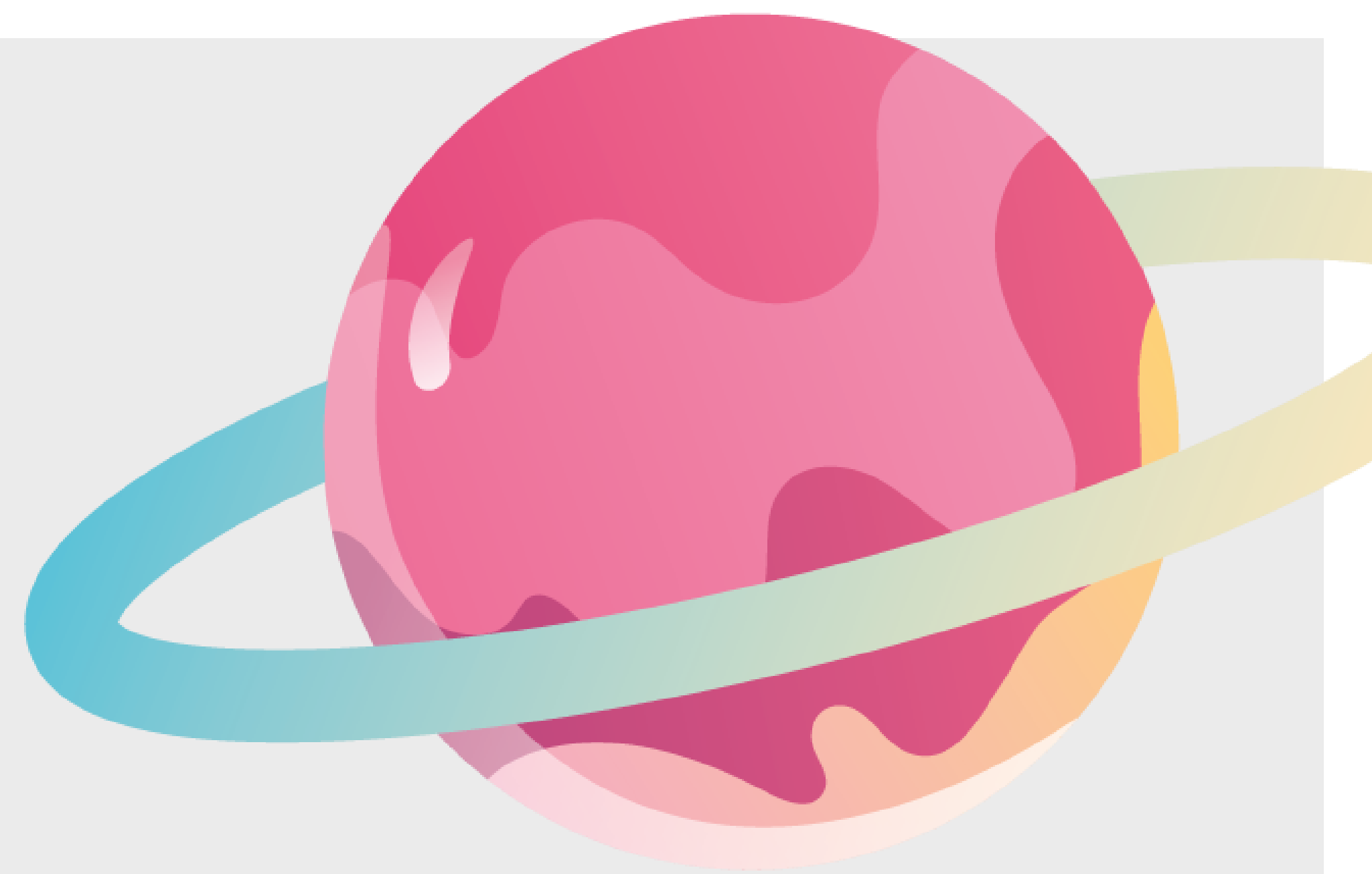
Goals

- Inform
- Entertain
- Engage
- Educate



2021 Techniques

- Its noisy!
- Harder to get ranked via SEO
- Review and update older content
- Check the Header, H1 and Tags
- Optimise the Title Tag & Meta Description
- According to Neil Patel, you have a 5.8% higher CTR if you create your Meta
- Questions get clicks



More Techniques

- Video, Video, Video
 - YouTube SEO
- Review your content drivers
- Create unique content
 - Key component of good quality SEO
 - Sharing other people's content does not position you as an expert, leader or owner
 - Insights, options and thoughts
- Own the space
- Imagery



Putting a plan in place

- Agility is key
 - Be nimble / react
 - People first
 - Post-Covid mindset
 - Deliver reliable / trustworthy / timely information
- Review target audience
 - How can you help them?
 - How can you engage them?
 - Put a plan in place
 - Be ready to adjust
 - Audience is not necessarily static



Content Generation

- Ask your customers what they want
 - Stakeholder interviews
 - Social listening
- Use keyword research to understand what will work
 - Trend based keyword research
 - Explore active terms
 - Discover audience questions and long tail keywords
 - Reddit
 - What supporting topics can be used
- Trend based and topical content



Topic Exploring

- Use Analytics to predict what might perform well in the future; monitor and listen
- Set up alerts (i.e. Google) or use a service like Talkwater, #trends
- View competitor data



Topical Quality Content

- Be an expert on the most important things
- Keep topics focused
- What is your point of difference?
 - Identify opportunities
 - Research
 - What is the competition?
 - Ask the questions no-one else is
 - Provide a different angle and unique content
- Create high quality content
- Be digital first



Driving Great Results for Pall-Ex

- We delivered a campaign that aimed to promote the brand + support the work of our SEO team in order to showcase Pall-Ex as an industry leader
- The aim was to celebrate Pall-Ex's achievements
- Showcase why Pall-Ex is a cut above the rest
- Gained 1.3m views
- Improve reputation and visibility
- Pall-Ex now has an increased trust and authority



Thanks

Any questions?

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2nd Nov – Hybrid-Conference

At the Space Park Leicester + live-stream

- Collaboration between **Anicca, Space Park Leicester & Silverstone technology Cluster**
- Half-day **hybrid session** of in-person seminars and live-streamed webinars
- Aimed at **B2B and STEM businesses** (Science, engineering, manufacturing, medical, green tech & construction), but **all businesses welcome**

<https://www.bigmarker.com/anicca-digital/New-Frontiers-in-Digital-transformation-and-Digital-Marketing-Tuesday-2nd-November>

