

Performance-Driven Content*

***Or Content-Driven Performance**

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The Book of Digital Marketing Cliches

Chapter 1

Page 1



CONTENT
IS KING



Content is "something that is to be expressed through some medium, as speech, writing or any of various arts"



FACT

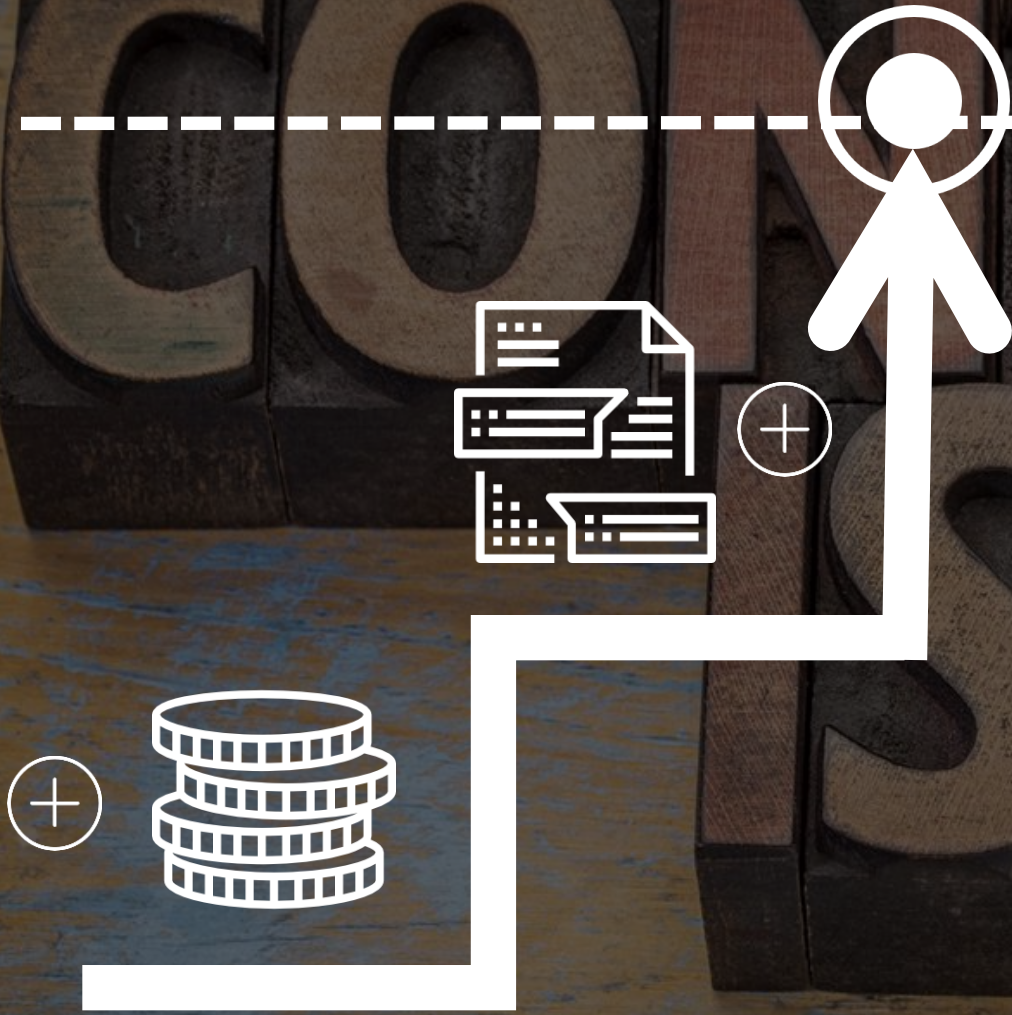
*Let's start with the basics:
Content should fulfill a brand's business
goals, as well as meet its community's
needs now and over time*

CONTENT MARKETING

*The past few years
have brought a
dramatic increase in
Content Spending &
content Creation*



CONTENT MARKETING




*And with it, we've hit
a Saturation Point*



OMG!

The Infamous “Content Shock”

- 
- ⦿ *Your audience is overwhelmed*
 - ⦿ *Your audience can find any topic of any content easily*
 - ⦿ *Your audience isn't vested in your content*
 - ⦿ *It's harder for you to differentiate your content*
 - ⦿ *It's harder for you to get your audience to engage*
 - ⦿ *It's harder for you to get your audience to want to convert*



OMG!

“Content Shock” creates a perfect environment for the rise of Performance Driven Content



What is performance-driven content?



Performance-driven content is a **data-driven approach** to content that can ensure a brand's content ecosystem performs the way it should, **in order to meet the needs of its community.**

This method positions a brand to continuously assess how its content is performing, **and from that perspective, make decisions on what to do with the content in the future.**

Benefits of performance-driven content strategy

- ⦿ Serves relevant and effective content to each community member
- ⦿ Helps leveraging data from metrics and user inputs to identify areas for content improvement
- ⦿ Enables the building of a performance-focused editorial calendar
- ⦿ Helps the brand respond to each user's needs

THEORY

PRACTICE





Content Evolution & Performance – Driven Content //
The Facebook Case

CONTENT EVOLUTION & PERFORMANCE DRIVEN CONTENT // THE FACEBOOK CASE

STAGE 1

No brands :)

- Just profiles, no pages
- Limited engagement (no likes), exclusively between users



STAGE 2

Engagement-Driven Content


- Status Updates
- Photos
- Videos (mainly linked from YouTube)
- Timeline contests
- Facebook applications



STAGE 3

Performance-Driven Content

- Facebook Live
- 360° videos & images + VR experiences
- Instant articles
- GIF images
- Facebook videos
- Messenger Chatbots
- + Photos & timeline contests

A close-up photograph of a person's hand holding a white smartphone. The screen displays a grid of social media app icons: Facebook, Instagram, and Twitter. Below each icon, the app name and its follower count in millions are shown. A row of six colorful emojis is visible below the follower counts. At the bottom of the screen, a navigation bar contains icons for News Feed, Requests, Messenger, and Notifications. A semi-transparent dark grey banner with white text is overlaid across the middle of the image.

New facebook formats
optimized for performance

NEW FACEBOOK FORMATS // LIVE



Facebook Live

A fun, powerful way for a brand to connect with its facebook community and create new followers along the way

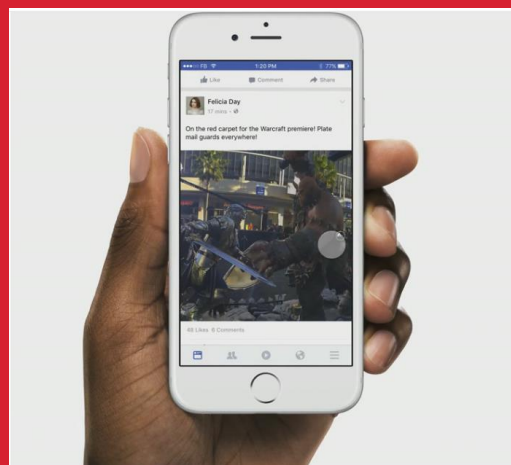
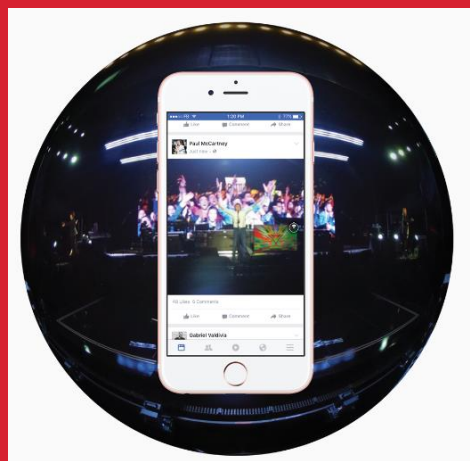
- The brand can go live to engage its followers and grow its community in new ways
- Reach new audiences, since people love to watch video
- Have engaging conversations with the brand's followers and boost their engagement actions
- The brand can tell its story, its way
- Followers can receive notifications when a brand goes live so they know to tune in to its broadcasts at just the right time. This way, organic reach is heavily increased

CASE STUDY

Fox Networks Group aired 'Outcast' Debut Episode via Facebook Live in Europe, Africa. It was the first time, that Facebook was used to introduce a new TV show in region




NEW FACEBOOK FORMATS // 360 VIDEOS & IMAGES



360° videos & images

A stunning and captivating way for brands to share immersive stories, places and experiences with their fans.

- Interactive & Immersive, since as the video plays, the viewer can watch the scene come alive
- Organic reach is higher, since facebook wants to expand this new feature
- Fans can easily discover the brand's content with a special 360 icon indicating interactivity
- Mobile optimized. The user can turn his device or drag his finger to move around within the video and explore every angle

A person is holding a white tablet. The screen of the tablet is black and displays the words 'CASE STUDY' in a bold, white, sans-serif font. The person's hands are visible, holding the edges of the tablet. They are wearing blue jeans. The background is a blurred outdoor scene with green grass and some brown patches.

CASE STUDY

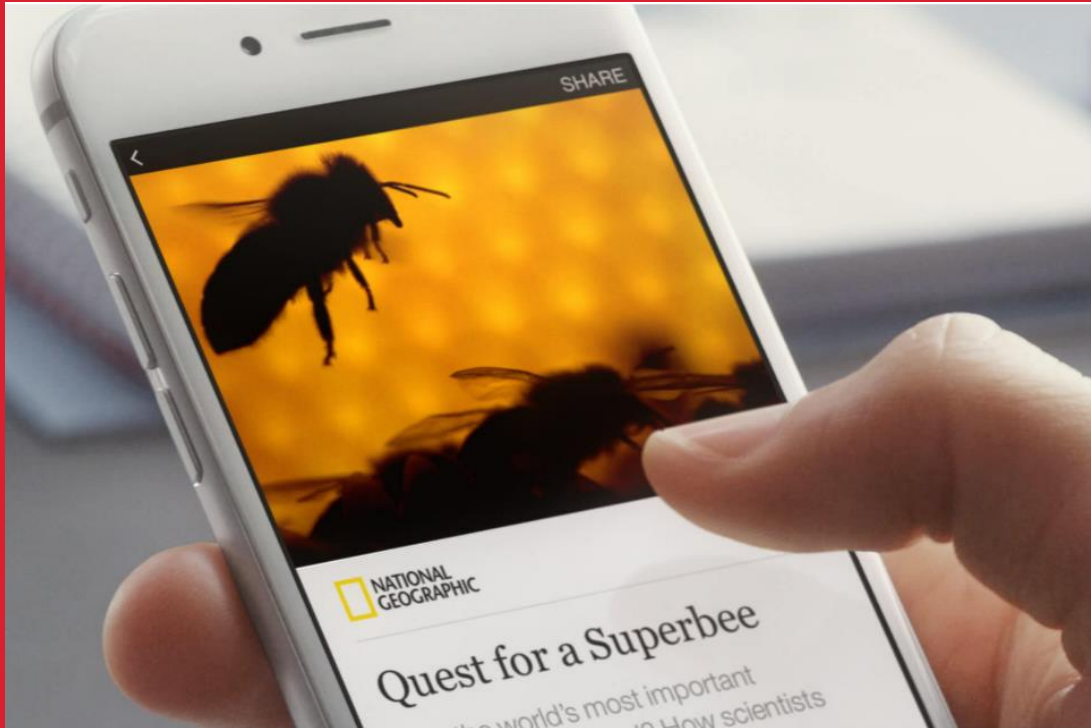
Beck's Created a 360-Degree Camera That Fits Into a Beer Bottle Cap Syncs with Facebook to upload clips

NEW FACEBOOK FORMATS // 360 VIDEOS & IMAGES

A man with dark curly hair and a beard is shown in profile, wearing a black Oculus VR headset. He is looking towards the right. The background is a blue wall with the white Facebook logo and the word 'facebook' in large white letters. A white thumbs-up icon is visible on the right side of the background.

The VR experience
With Oculus Rift, Samsung Gear VR and other VR headsets the user can step even deeper inside a whole new world with Facebook 360.

NEW FACEBOOK FORMATS // INSTANT ARTICLES



Instant Articles

The fast and responsive way for a brand to showcase its content

- Leveraging the same technology used to display photos and videos quickly in the Facebook app, articles load instantly in news feed and readers really like the speed.
- 10% faster than standard mobile web articles
- 20% more Instant Articles read on average
- 70% less likely to abandon the article

NEW FACEBOOK FORMATS // GIF & FACEBOOK VIDEOS

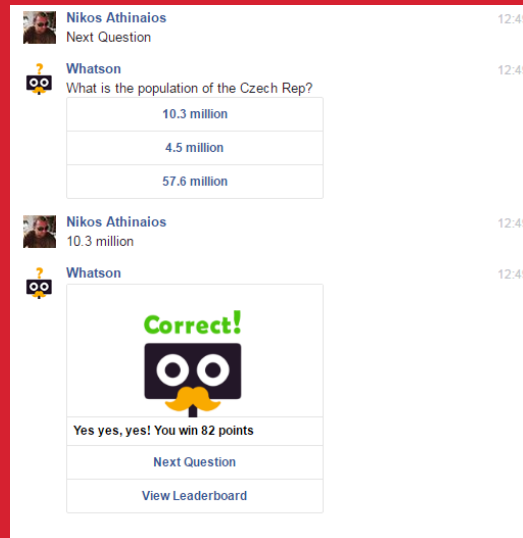
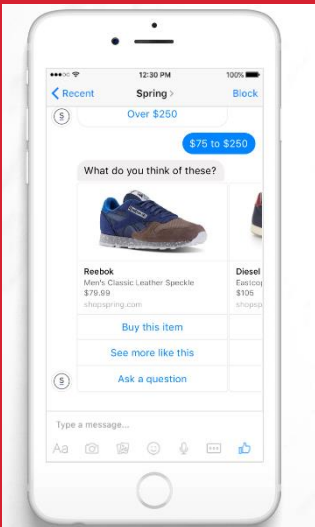
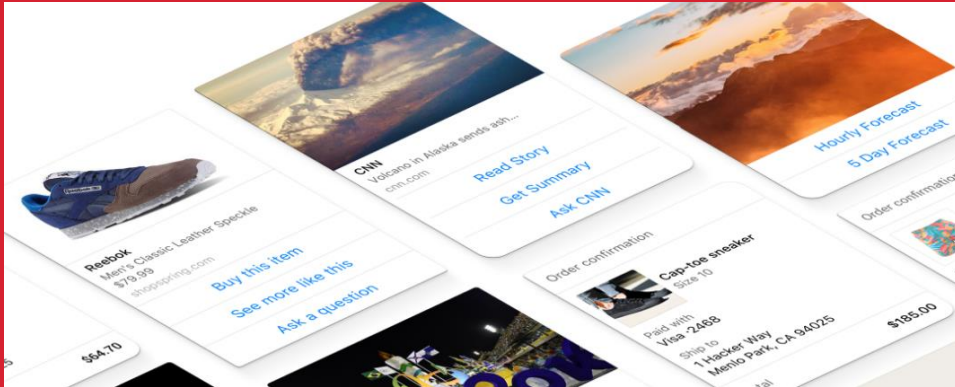


GIF & Facebook videos

A great way to create a performance-driven content strategy

- They are attractive and entertain the users, resulting in increased engagement actions
- GIFs are extremely communicative and people tend to share them more
- They help a brand build its own style and brand identity, resulting in a highly engaged community
- They enable a brand to narrate stories with an engaging way
- Facebook algorithm increases their organic reach

NEW FACEBOOK FORMATS // MESSENGER CHATBOTS



Messenger Chatbots

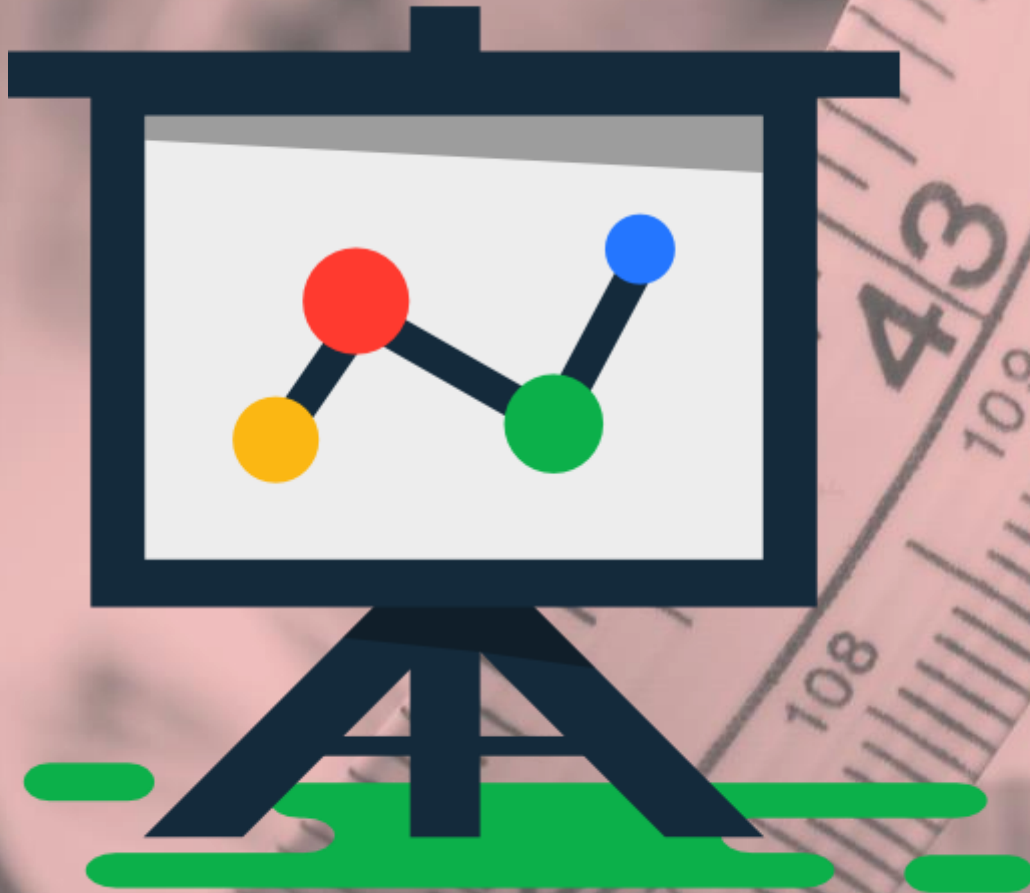
A brand can interact with its followers where they already are

- No app-installs campaign required, since 900 million people are already on Messenger
- Messenger facilitates a brand to personalize its communication style.



Metrics that matter

METRICS THAT MATTER



The basics...

- Although decreased, organic reach remains one of the most important metrics. Especially, since the new facebook formats boost it
- **Engagement rate** is the most important metric, especially if we're talking about consumers (no clicks included)

METRICS THAT MATTER



... and more

- Using UTM tags and funnels, a brand can track the consumer journey and optimize its content strategy
- Track sentiment using tools
- Listen to and review conversations outside of a brand's owned properties
- Take advantage of A/B testing, in order to measure the performance of different content strategies



So...

...If we take a quick glimpse into the crystal ball,
we see a future of content less about the impact of
words and more about the experiences created for
the consumer*

* *The Book of Digital Marketing Cliches*

Chapter 5

Page 54



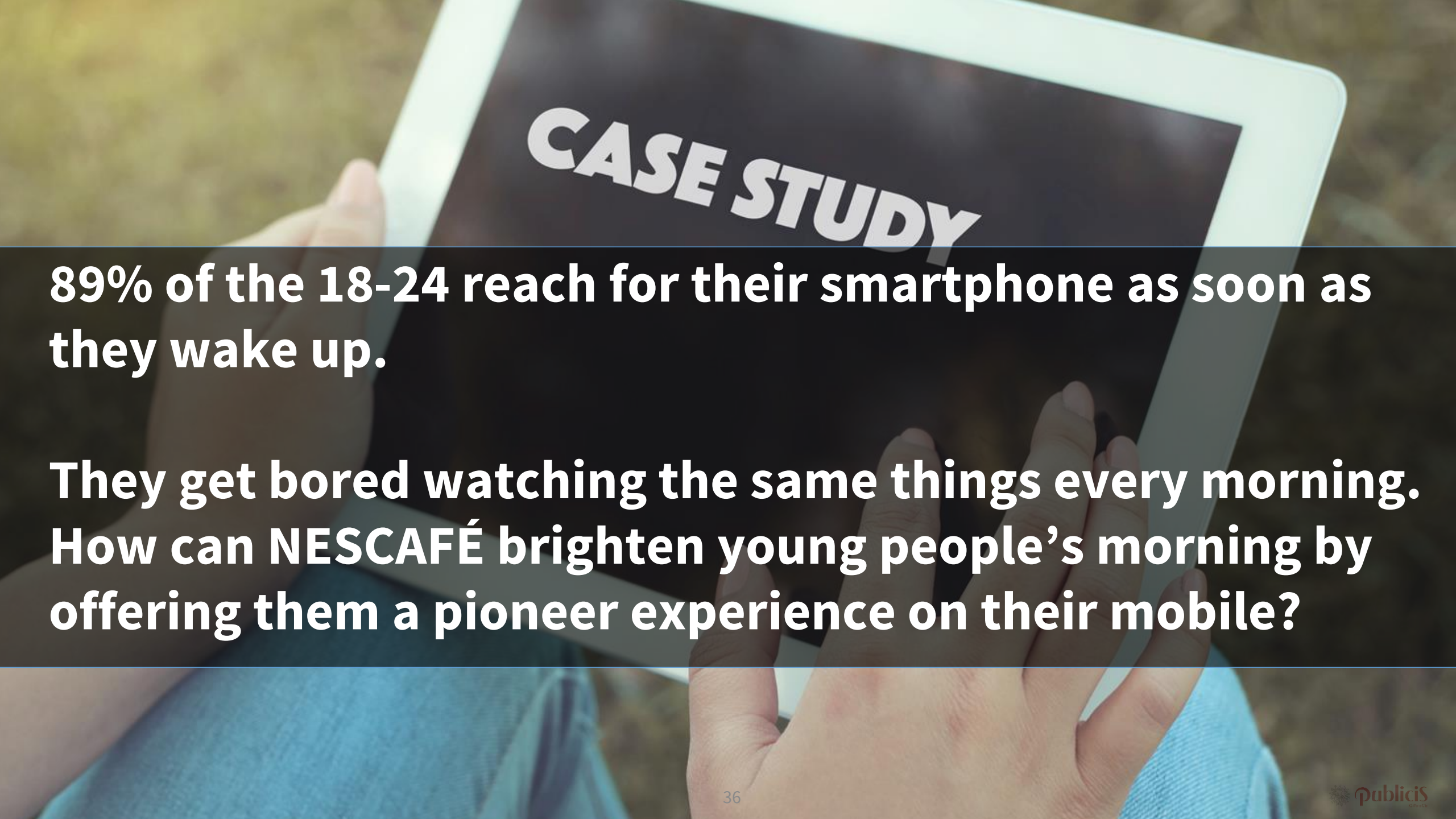
Strive To Hold Attention, Not Grab Attention



A performance-driven model requires business processes and technologies to align, which means marketing and technology divisions should work together.

PERFORMANCE ANALYSIS

Hard metrics will tell you what is happening to your content, but other inputs will tell you why such things happen.

A person is holding a tablet computer. The screen of the tablet displays the words 'CASE STUDY' in a bold, white, sans-serif font. The background of the image is a blurred outdoor scene with green grass and a person's legs in blue jeans.

CASE STUDY

89% of the 18-24 reach for their smartphone as soon as they wake up.

They get bored watching the same things every morning. How can NESCAFÉ brighten young people's morning by offering them a pioneer experience on their mobile?





We must explore and redefine the way we tell stories in this always-on tech-enabled world. we must move beyond just telling stories and start creating worlds...

Thank You

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