



Content Marketing Workshops

2019

Content Marketing Workshop

A content marketing workshop can help you effectively use expertise and experience to develop commercial relationships. It could include, for example, the use of white papers, blogs and webinars to initiate a dialogue with your target group through interaction.

Through a workshop, RIFF can help you form answers to the following questions:

***To whom (customers)
must what (messages) and
in which format (blogs, white papers, webinars, etc.)
and when (phasing)
be communicated regarding your service?***

The answers to these questions then form the basis for the use of a content marketing program. A workshop by RIFF includes the following phases:

- ✓ Phase 1: Preparation
- ✓ Phase 2: Workshop
- ✓ Phase 3: Results and Advice
- ✓ Phase 4: Final Report

Phase 1: Preparation

During the preparation phase, RIFF will set up a structure for a brainstorming session in collaboration with you. During preparation, particular attention will be paid to:

- ✓ The substantive proposition of your product-market combinations
- ✓ Mapping the intended DMU (decision-making unit) members of your target groups

The structure for the brainstorming session is based on a framework tested in practice. On one hand, by means of micro segmentation, the target markets are fragmented into target groups to create as much one-to-one communication as possible. On the other hand, communication is rolled out on the basis of the phases in the purchasing behavior.

Phase 2: Workshop

To develop a content marketing program, the buyer journey and buyer personas will be mapped for each product or service.

Attention is paid to:

- ✓ The importance and the role of the different buyer personas
- ✓ Sore points, motivations, trends and developments that trigger the buying process
- ✓ Considerations, wishes, requirements and purchase thresholds during the buying process itself

The main messages and the most critical phases of the buyer journey will be developed from the scoring system. On this basis, the messages, content formats and media will be determined to fit the different personas and purchase phases.

Based on the buyer journey, the following matrix is filled in:

	Idea	Orientation	Choice
Persona A	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>
Persona B	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>
Persona C	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>	<i>Messages</i> <i>Formats</i> <i>Media</i>

Phase 3: Results and Advice

The brainstorming and decision-making sessions yield several so-called “brown papers.” These will be incorporated in a report giving advice on the tactical content and including additional advice from RIFF.

In concrete terms, the following recommendations are included in the plan:

- ✓ Buyer journey: Which personas are decisive in the buyer journey?
- ✓ Content plan: Which messages do we communicate and in what form?
- ✓ Communication plan: Which media do we use to generate marketing-qualified leads?
- ✓ Conversion plan: Which workflows do we use to develop the marketing-qualified leads into sales-qualified leads?

Phase 4: Final Report

This content marketing plan will be presented by RIFF at a venue and time of your choosing. The above approach can, in most cases, be carried out in a period of three weeks after receiving the assignment. The central moment in this timeline is setting a date (a half-workday) on which the brainstorming session can be held.

Optional Phases 5, 6 and 7

With this optional extension, the results of the workshop are combined with the existing initiatives and plans for the relevant product-market combination. A content calendar and media plan are drawn up after the content items (and who is responsible for them) are determined. These are delivered in the next six to 12 months.

Phase 5: Content Inventory

When an answer is formulated to the questions from the workshop, the required content must be produced. To create an optimal effect, different content formats can be related to each other, for example, a white paper related to different blogs for blog sites and infographics for interaction via social media. In order to do this, an inventory must first be made of all existing content, such as white papers, blogs and webinars. In addition, all activities — both in the field of content creation and, for example, webinars and events — that are already on the calendar are included in this inventory.

Phase 6: Content Calendar Creation

To manage the production of content, it is wise to work with a content calendar. This contains a planning of the content to be developed based on the results of the workshop and the content inventory. Items that can be included in this calendar are:

- **Deadline:** date when the content item must be ready
- **Working title:** concise descriptive title of the content production
- **Owner:** person responsible for the production of the item
- **Message:** the customer question that is answered in the content
- **Target group:** the DMU members or buyer personas for whom the content is primarily intended
- **Format:** the content format (article, white paper, blog, video, webinar, etc.)
- **Conversion:** the desired call to action on the content, for example, a download, reaction, “like” or registration

Deadline	Working Title	Owner	Message	Target group	Format	Conversion
Week 1						
Week 2						
Week 3						
Etc.						

The actual creation of content is one of the most important challenges for organizations that aspire to improve their field of content marketing. This is repeatedly shown by various international studies. A frequently heard argument is a lack of time but, if content marketing within the organization is also characterized as a strategic means to realize revenue growth, that is just an excuse. Producing content is a new task and must be invested in — possibly at the expense of other activities. If necessary, you can use the editorial services of RIFF.

Phase 7: Drafting Communication and Conversion Plan

Content is only effective and relevant when it is consumed, valued and shared by the right target group. To this end, RIFF can draw up a communication and conversion plan.

The media options for distributing content are usually categorized as Owned, Earned and Paid Media, which are defined by:

- Owned Media are your channels, such as your websites, email newsletter and social media.
- Earned Media is all media attention through third parties for which no payments are made.
- Paid Media is all media that are purchased. This could include traditional advertisements, advertorials, AdWords, dedicated emails and banners but also sponsored social media messages and in-video advertising.

Ultimately, the return on investment (ROI) on content marketing is in the conversion — from a stranger to a loyal customer relationship. In between, there is a large spectrum of intermediate forms, such as likes, subscribers, followers, leads and prospects. To properly measure the performance of content marketing, the definition of KPIs (key performance indicators) is important. An examination of KPIs — for example, in the form of click ratios and conversion ratios — can improve performance. Improvements can be made, for example, in the titles, user interface, alignment with the target group, responsiveness on the device and the use of visuals.

Buyer Journey	Ideation	Orientation	Choice	Installation	Use
Goal	Exposure	Lead Generation	Sales	Satisfaction	Loyalty
KPIs	# Page Views # Visitors # Likes/Followers % Engagement # Backlinks	# Response ▲ Subscribers % Open rations % Click-through Rates # M-Q Leads	# S-Q Leads # Prospects # Sales Appointments # Orders \$ Revenue	Scores in Customer Satisfaction Research	Net Promotor Score % Churn

In the conversion plan, a communication plan is developed based on your budget and the people available to implement it. This is related to jointly drafted KPIs so that, during the execution, you can control the ROI of your content marketing efforts.

Time Plan

The Plan of Approach for a Content Marketing Workshop can be executed under normal circumstances in a period of three weeks after receiving the assignment. The optional extension usually includes two weeks. The most frequent bottleneck is setting a date (a half-workday) when the brainstorm session can be held.

Pricing

Depending on the number of product-market combinations, the duration of the workshop and the preparation required, the costs associated with a workshop program vary from:

- Basic trajectory €2,500
- Optional extension €2,500

Prices exclude VAT. Prices are based on the following rates:

- Senior consultant: €145 per hour
- Editor / campaign manager: €97.50 per hour



Need more information?

You can always contact us.

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