

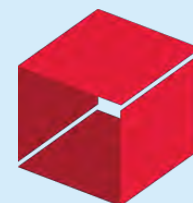
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**11:55am - How Bellamy's Organics
Used Content Marketing to Win
New Customers**

Tam Al-Saad, *Principal
Consultant, Web Profits*

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UNLEASHED

How Bellamy's Organic Used Content Marketing to Win New Customers

By Tam Al-Saad



Part 1

How to be seen and get your content in front of your customers



CREATIVE

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GROWTH

Client Experience



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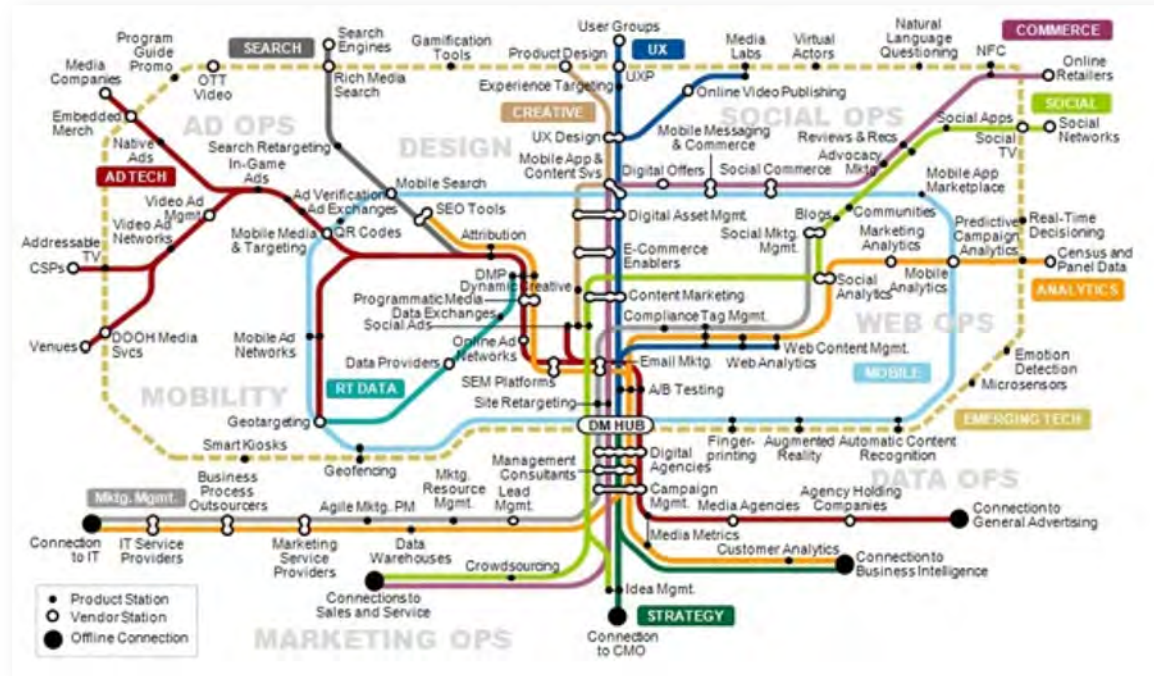
Paris Creek Farms
ORGANIC DAIRY

**THE FRESH
COLLECTIVE**

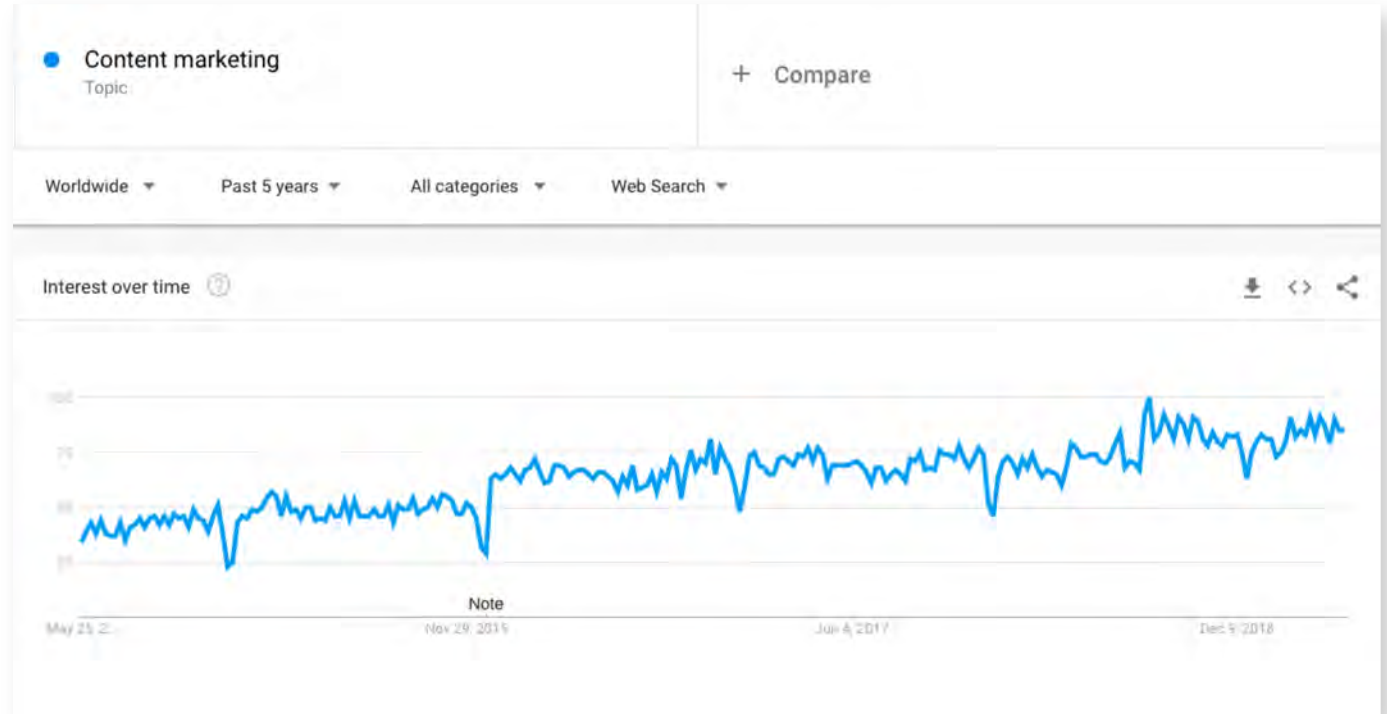
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Right Time. Right Place.

W

The Current Landscape



Content Marketing



*Note, the dips in search traffic correspond each year with December and the holiday season.



What is Content Marketing?

Content marketing is a strategic marketing and business process 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.



Percentage of B2C Marketers Who Have a Content Marketing Strategy



2015 B2C Content Marketing Trends—North America | Content Marketing Institute | MarketingProfs

Our Content Marketing Approach



01

Provide unique, valuable and engaging content

02

Tell your brand story in a meaningful way

03

Focus on the data not the new and shiny

04

Personalise the content

05

Have a plan

06

Test and try new formats



Part 2

Build your content marketing strategy into your sales funnel



CREATIVE

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The Funnel



The Funnel + Channel



The Funnel + Channel + Content



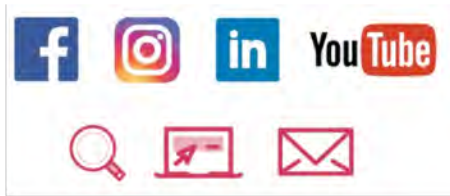
Awareness Stage Overview



Content Examples

- Infographics
- Competitions
- Events
- Tools
- eBooks
- How To/ In depth guides
- 10x Content
- Podcasts
- Webinars

Consideration Stage Overview



Content Examples

- Tools
- eBooks
- How To/ In depth
- Guides
- 10x Content
- Webinars
- Case Studies
- Demos



Conversion Stage Overview



Content Examples

- Case Studies
- Testimonials
- Reviews

Loyalty + Advocacy Stages Overview



Content Examples

- Offers
- Events
- Tools
- Support + Guides
- Competitions

Client Case Study

Content Marketing

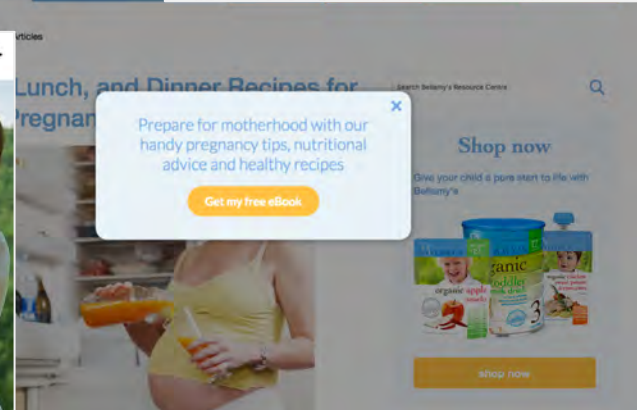
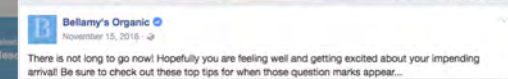


Awareness Stage



Metrics

- Reach
- Clicks + Traffic
- Engagement [Likes, Shares, Follows]
- Impressions
- Time on Site
- Length of Video watched
- Email Database growth



Consideration Stage Strategy

Metrics

- Email Database growth
- Emails Sent
- Open Rates
- Length of Video watched
- Time on Site



Conversion Stage Strategy

Metrics

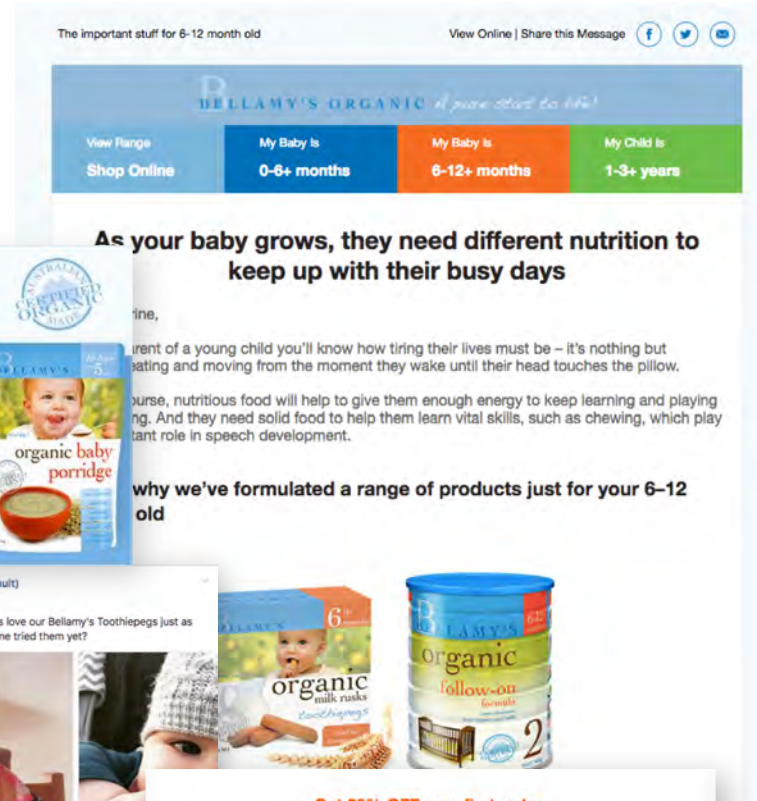
- Click Through Rates
- Conversion Rate
- Cost Per Acquisition



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Loyalty + Advocacy Strategy



Metrics

- Engagement [Likes, Shares, Follows]
- Time on Site
- Open Rates
- Email database



#bellamysbuddies
#bellamysdreamers



At **Web Profits...**
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