

Linked in

Content Marketing Masterclass

Transform your Content

#LIBrandConnect

INTRODUCTIONS



Edward Bray

Director of Marketing at LinkedIn
Follow on Twitter @ed_bray

**LinkedIn on
LinkedIn**

**Transforming your
Marketing Organisation**

today's

SPEAKERS



Sumati Ahuja

Content Marketing Evangelist | LinkedIn

Follow on Twitter @sumatia



Jennifer Bunting

Head of APAC Content & Product Marketing
LinkedIn

Content Marketing Myths

Linked in

Myth I

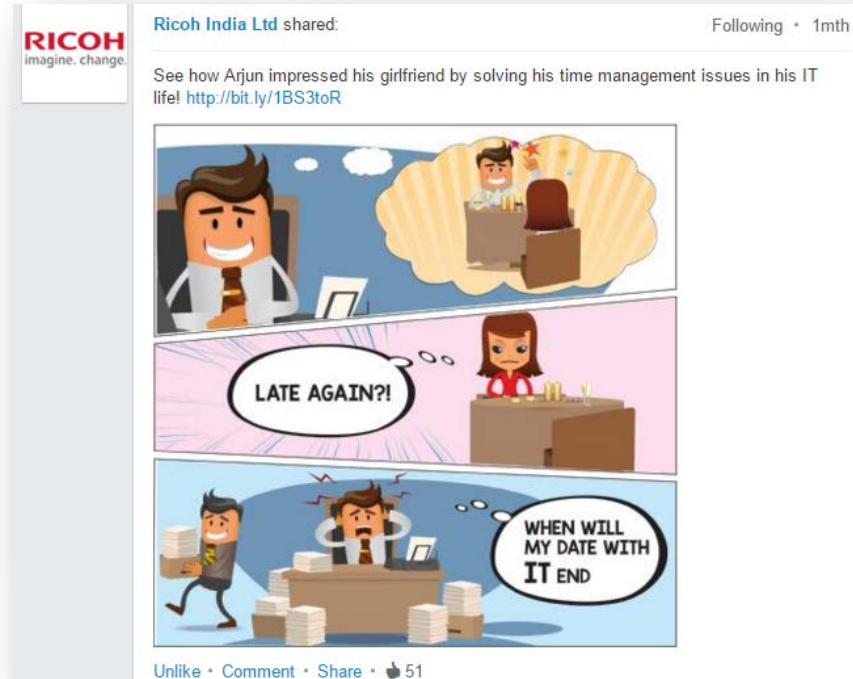
B2B CONTENT
NEEDS TO BE SERIOUS



NEEDS TO BE ENGAGING

54%

Struggle to create
engaging content



NEEDS TO BE ENGAGING

Emotional Resonance
Humor
Storytelling



A high-action photograph of four luge athletes in red suits and helmets racing down a snowy track. The lead athlete is in the foreground, with three others following closely behind. The luge sled is dark with a large yellow 'A' logo and a bib number '20' for the 'SALT LAKE 2002' event. The background is a snowy, hazy landscape.

Myth II

IT TAKES A VILLAGE
TO DO CONTENT MARKETING



This is our team.

Visionary

Social Guru

Editor in Chief

Blogger

A group of people, likely soldiers, are shown from the waist up, standing behind a large, dark wooden table. They are wearing blue and grey camouflage uniforms with tan belts. Their hands are placed flat on the surface of the table, suggesting a team effort or a shared task. The lighting is natural, coming from the side, creating soft shadows. The background is slightly blurred, focusing attention on the hands and the table.

Myth III

LEAD GENERATION
IS A KPI FOR THE DEMAND GEN MARKETER ALONE

Move from Demand Gen to DEMAND MANAGEMENT

INTEGRATED MARKETING TEAM

**MARKETING
ORGANISATION**



**SALES
REPRESENTATIVES**



**ONLINE
CONTENT**



PRODUCT/SERVICE



A field of sunflowers under a dramatic, cloudy sky. The sunflowers are in the foreground, with their bright yellow petals and dark brown centers clearly visible. The background shows a vast field of similar flowers stretching towards a horizon under a sky filled with dark, heavy clouds. The overall mood is serene yet powerful.

Myth IV

SOCIAL MEDIA FOLLOWERS CARE ABOUT YOUR BRAND



Stop Selling

START GIVING



Myth V

MORE CONTENT
BETTER PERFORMANCE

Today's Digital
Challenge

CONTENT
SHOCK

+ 5000

Media messages per day

8

Seconds average

adult attention span



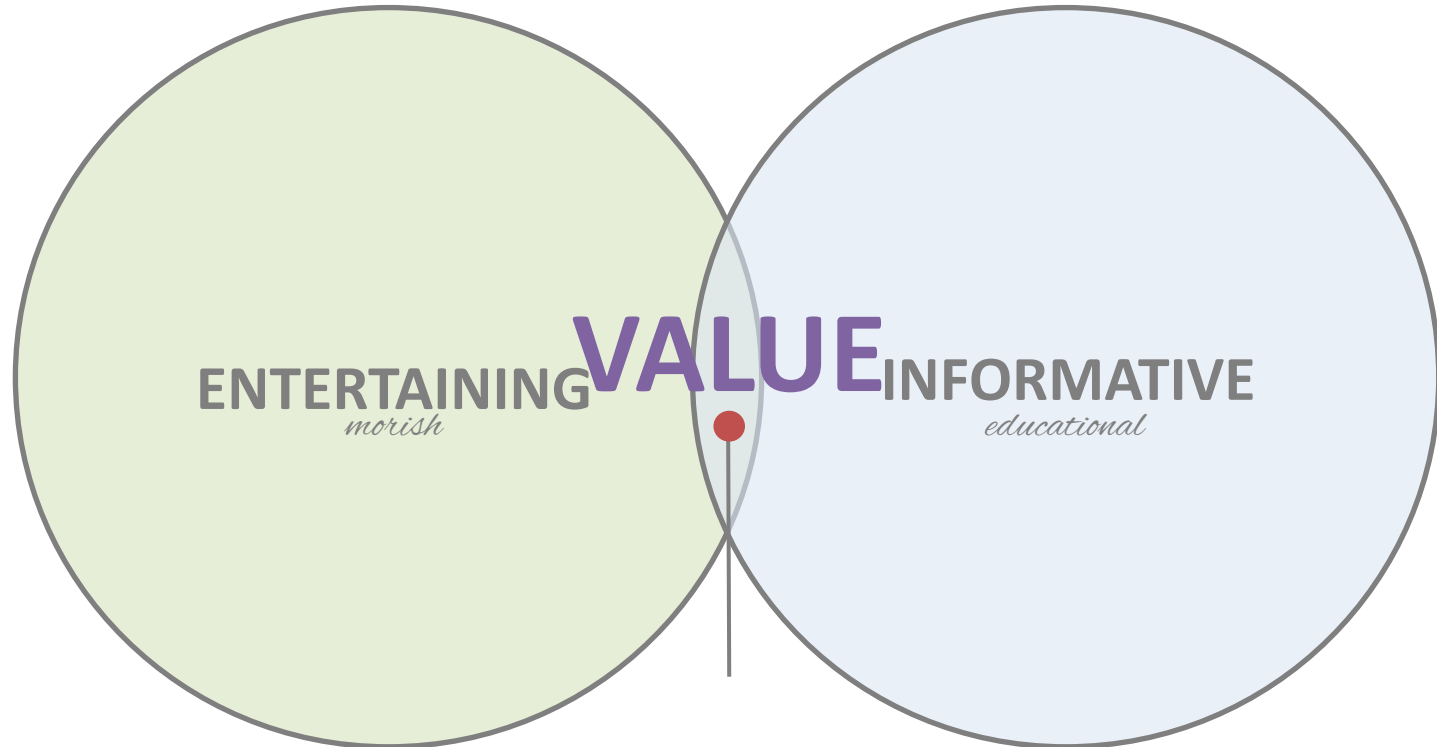
MEDIOCRE CONTENT WILL HURT YOUR BRAND
MORE THAN DOING NOTHING AT ALL.

Joe Pulizzi, Founder of Content Marketing Institute

More Content \neq More Loyalty

The solution is

GOOD CONTENT



Who
What
Why

PERSONAS ARE PEOPLE TOO



visuals
copy
condense
stats
quotes
stories
resources



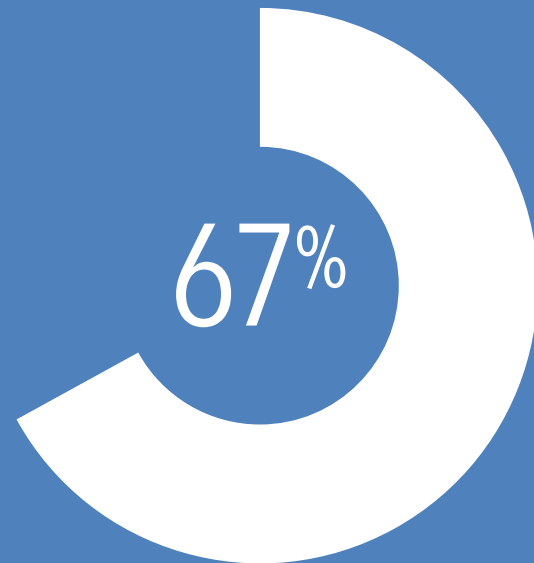
Namita is a marketing manager at a tech company in Bangalore. She started at the company three years ago and manages a team of 8.

She's single, in her late twenties, and lives with her parents and younger sister.



Namita's manager is the CMO, who asked her to create a content marketing strategy for the company.

But there are some challenges

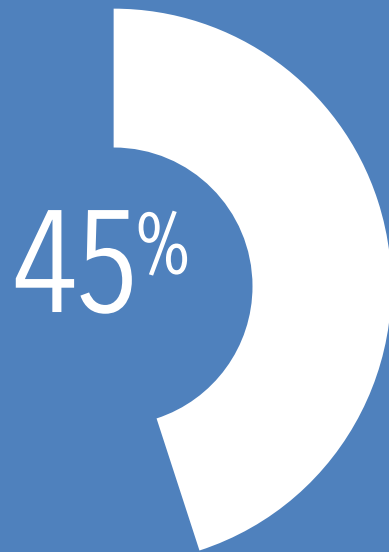


Indian marketers create brand content in-house



Namita's manager is the CMO, who asked her to create a content marketing strategy for the company.

But there are some challenges



Lack a process for creating content

Campaign

OBJECTIVE

Persona Need:

A blueprint for content marketing

Business Challenge:

Increase lead volume

Promote Global Story – But:

Resources from the US was ill-fit
for local audience readiness





A Note to the Indian Marketer

Content marketing has been gaining momentum in the marketplace over the last few years. As an Indian marketer, you likely don't need convincing that by driving awareness and demand, content marketing is vital to the success of an integrated, full-funnel marketing strategy.

From our culture to our unique approach to life, modern India is a wonderful place to draw inspiration to create impactful content. However challenges around content are ongoing – like structuring content marketing programs, proving ROI from program spend and building relevancy in a country with many diverse audience sets. In fact, even just keeping up with the winds of change sweeping the nation – socially, technologically and demographically – make the current decade quite an exciting time to be a marketer.

This guide was written with you, the Indian Marketer in mind. In it you'll find the most relevant tips you need to know about content marketing in general and on LinkedIn, written both strategically and instructionally. It's your quick guide to understanding what works when it comes to marketing with content – and will help you be on the cutting edge of all things content marketing.

Here's looking forward to many more adventures with content. And to enjoying the unique but heady rush which marketers experience minutes before a major campaign goes live, when our content is finally out there for the world to consume, and we wait breathlessly for the clicks to begin...

Regards,

Nishita Lalvani
India Marketing Lead
LinkedIn Marketing Solutions



Here Are Three Examples of How Top Brands Are Sharing Content on LinkedIn:

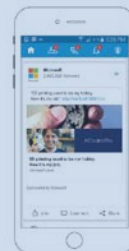
1. BT Financial

Developed articles and calculators related to life events – such as buying property, parenthood (shown here) for retirement, and related the events to topics BT Financial could own around personal finances



2. Microsoft

Another influential global brand on LinkedIn, utilized visual elements using content from its employees.



3. An Garda

Created a unique experience with gamification about mergers and acquisition to drive participation, the call to action played upon the competitive nature of the audience.



Appendix: Tools And Resources For Marketers

Research Tools:

Ubersuggest | Buzzsumo | Moz

Collaboration Tools:

Google Docs | Kapost | Skyword

Image Editing & Sharing Tools:

Canva | PicMonkey | Quick | Repix | Pixlr Editor

Image Databases:

Creative Commons | Pixabay | PhotoPin | DotSpin

Fonts:

Google Fonts | DaFont

Video Maker

Wideo | Animoto | Wivideo | Stupeflix

Creating Infographics:

Piktochart | Easel.ly | Visual.ly

Slide Content:

Canva | Haiku Deck | Prezi





Namita uses multiple social media platforms daily and shares a variety of content with her network

Inspiration

Humour

Personal Updates

News

Instructions

CONTENT MARKETING GUIDES



The image shows a laptop screen with a LinkedIn Marketing Solutions webpage. The page features a header with the LinkedIn logo and 'Marketing Solutions' text, along with social media icons for LinkedIn, Facebook, Twitter, and Google+. The main content area has a large image of a smiling woman with the text 'The Indian Marketer's Guide to Content Marketing'. Below this is a section titled 'Complete the Form to Download eBook' which includes a paragraph of text about content marketing in India and a form with three input fields: 'First name*', 'Last name*', and 'Company*'. A button labeled 'AutoFill with LinkedIn' is positioned above the form fields.

LinkedIn Marketing Solutions

The Indian Marketer's Guide to Content Marketing

Complete the Form to Download eBook

Content marketing has the potential to fuel numerous marketing goals - from awareness to lead generation. Putting a solid strategy in place and quickly executing it are vital to success.

India is on the brink of a content marketing explosion. While 78% of marketers in the US plan to increase their use of content marketing, many marketers hesitate to take the leap in India. Challenges such as measuring ROI and hiring the right talent to implement new content marketing tactics abound. And traditional perceptions hinder full-funnel strategies when "increasing awareness" is seen as the main

AutoFill with LinkedIn

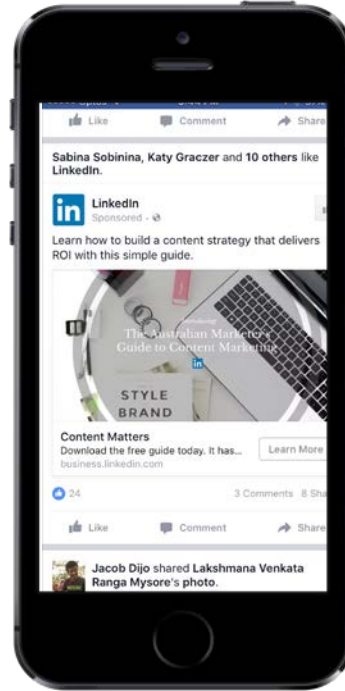
First name*

Last name*

Company*

Paid & Organic

Distribution



search
email
publications
employees
linkedIn
facebook
twitter
instagram

Context and Optimisation

a

LinkedIn Marketing Solutions Free download for The Indian Marketer's Guide to Content Marketing. <https://lnkd.in/dQP8z5X>



b

LinkedIn Marketing Solutions Join the content marketing revolution in India. Our free guide is full of tips to build your content strategy from the ground up. <http://bit.ly/2bz7vt8>



c

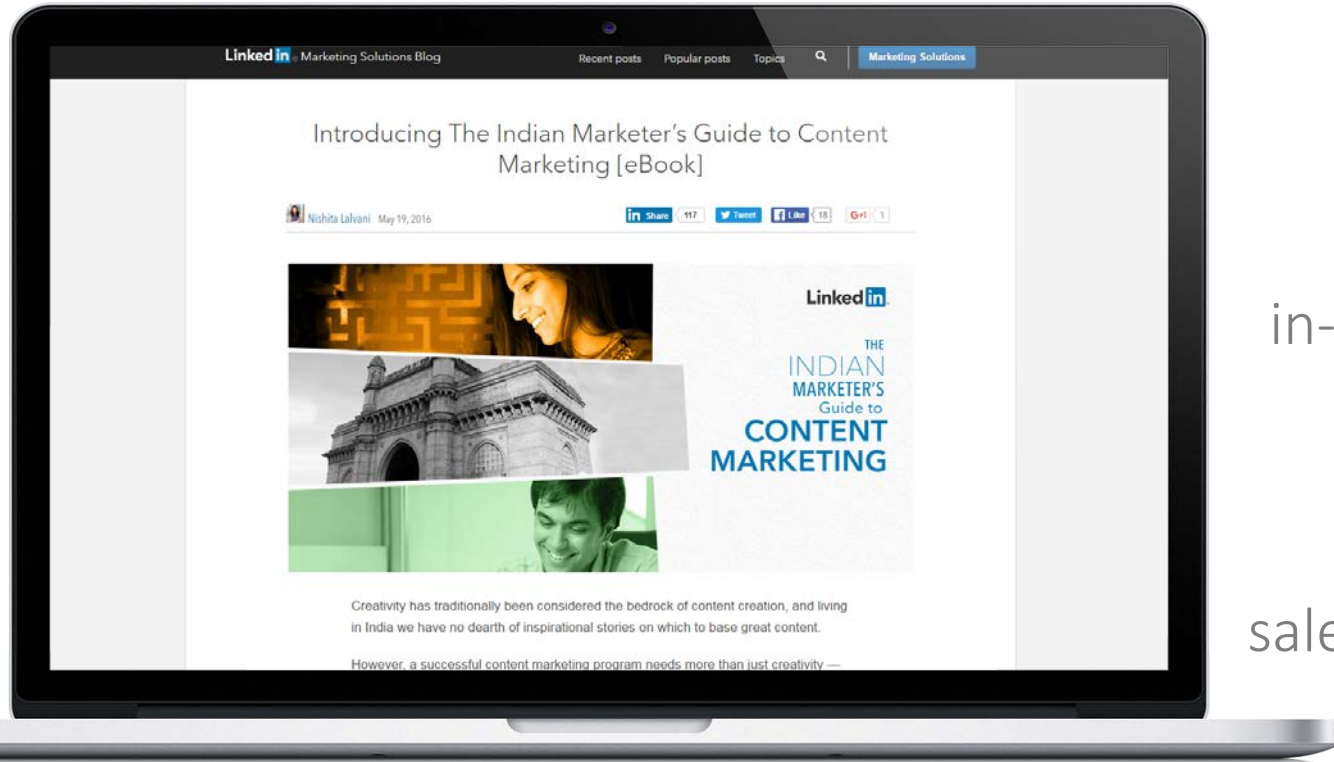
LinkedIn Marketing Solutions Does your content marketing stand out? Improve your content strategy with advice found in our free guide. <http://bit.ly/2bx4ltC>



We need to be conscious of creating hyper-relevant content that is delivered in context

Paula Parkes
APAC Director of Marketing at Adobe

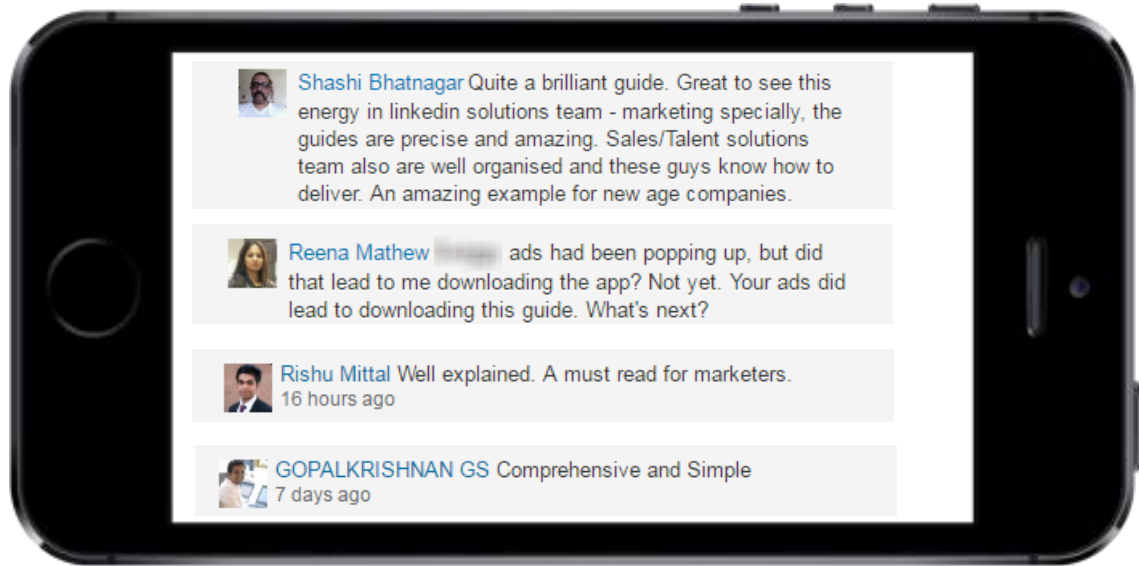
Repurpose with Contextual Purpose



mini-guides
infographics
blog series
in-person events
podcasts
webinars
slideshares
sales enablement
pr

Measuring Results

downloads
leads
feedback



Planning Template

1

Persona Need

Who is the person (not the title)?
What is it about your offering?
Why will the persona care?

2

Business Challenge

Awareness, Shift Perception,
Product Launch, Demand
Generation

3

Big Rock Content

Develop something with shelf-life
that is both **entertaining** and
informative

4

Distribution Strategy

Plan **how to share** along when
planning what to create – and
optimise during the campaign.

The solution is

YOU'RE CLOSER THAN YOU THINK



———— *Campaign* ————

OBJECTIVE

—————

Needs of the Persona:

Inspire career dreams into action

Business Challenge:

Increase key platform behaviours

Inspirational message – but:

Limited budgets and short
timeframes



The art and science of injecting your ideas into a breaking news story

*Content in
Context*

NEWSJACKING

NEWSJACKING

In Action



LinkedIn ✓
@LinkedIn

Follow

Want to see the world? @NASA is hiring an astronaut & ~3M U.S. LinkedIn members qualify: bit.ly/1Uo11Nj

10:45 PM - 14 Dec 2015

↩️ ↺️ 509 ❤️ 1,050

NEWSJACKING

The Oscars



LinkedIn @LinkedIn · Feb 26

Don't think you could survive in a post-apocalyptic wasteland? Think again.
#Oscars #CloserThanYouThink



60



61



LinkedIn @LinkedIn · Feb 28

Don't think you could beat the loan system? Think again. #Oscars #TheBigShort
#CloserThanYouThink



46

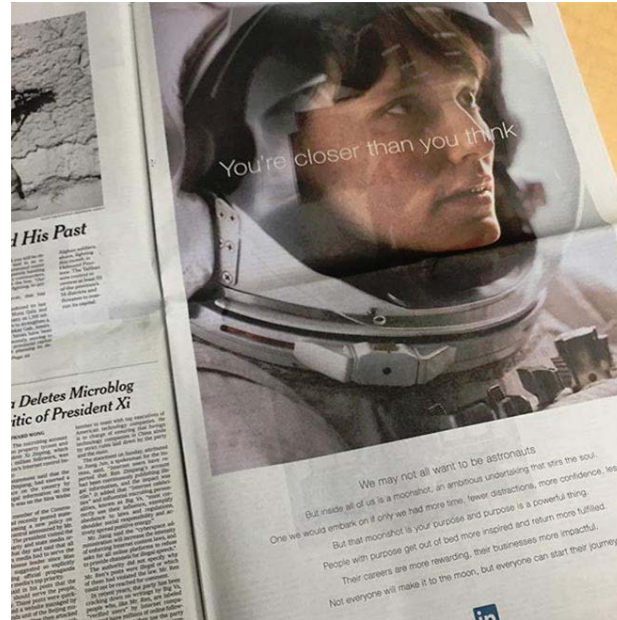


49



Paid & Organic

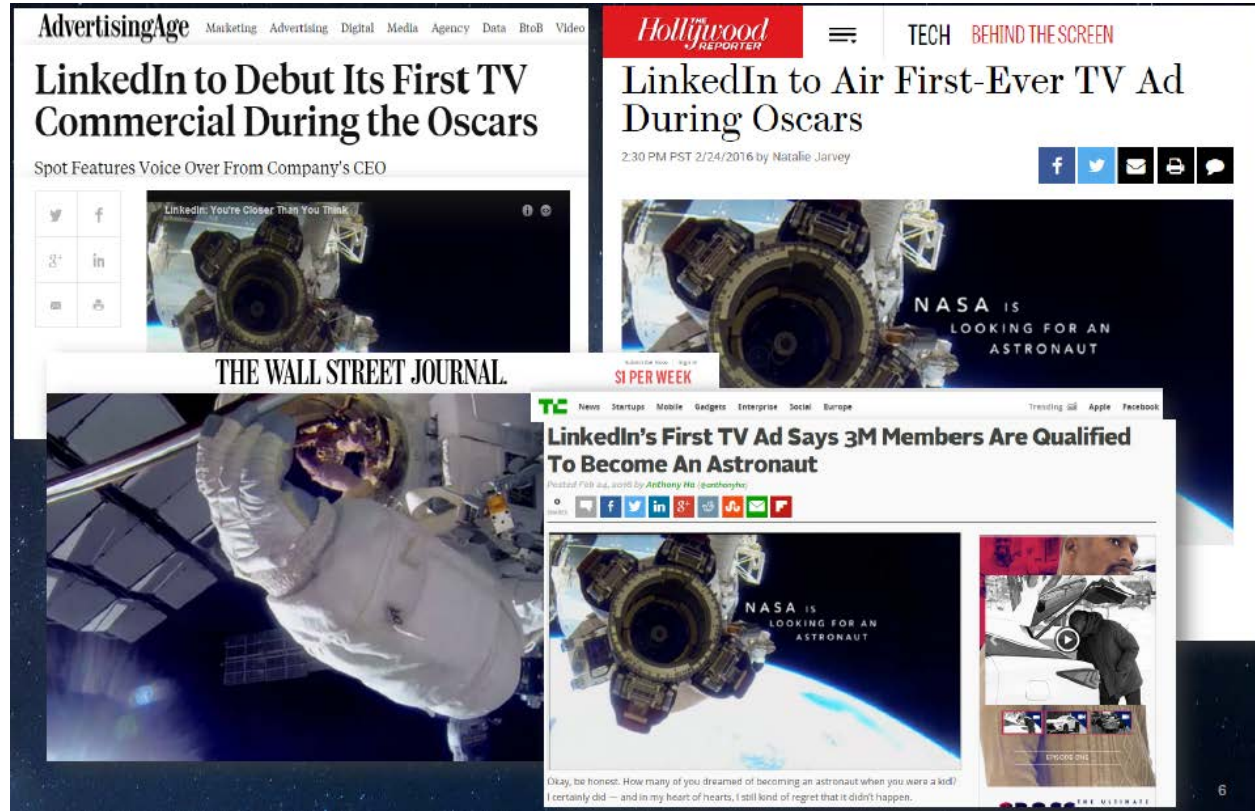
DISTRIBUTION



search
email
print publications
employees
linkedin
facebook
twitter
Instagram

Campaign

RESULTS



— Rethink Your —

DIGITAL CONTENT

Humanise your audience

Great content provides value

Deliver content in context

your

Q&A



SUMMIT JENNIFFER



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— *Transforming your* —

MARKETING
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