

# Content Strategy



**PREPARED BY** WS

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**CLIENT** [Redacted]

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## 1 OBJECTIVE

To plan, execute and maintain a high quality, consistent content strategy that contributes to establishing [REDACTED] reputation as the true innovation company amongst current customers, Bourgault, John Deere and Vaderstad customers<sup>1</sup>.

This strategy is based on four main goals, designed to help [REDACTED] meet the overall objective of the [REDACTED] Brand and Product Marketing Plan:

### A. INCREASE BRAND AWARENESS

The content strategy will reinforce the perception of [REDACTED] as a company at the forefront of innovation in short-line manufacturing and agriculture<sup>1</sup>. Content acts as a value-add to other touch points including print, digital advertising, and radio, as well as face-to-face interactions at trade shows with sales team and dealers.

### B. DRIVE TRAFFIC TO [REDACTED] PLATFORM

Original content, including articles, blog posts, video and a strong social media presence will drive traffic to [REDACTED], to encourage the audience to sign up to the email list<sup>1</sup>.

### C. CREATE OPPORTUNITIES FOR ENGAGEMENT

By providing consistent, high quality content, [REDACTED] will create repeated, resonant opportunities for the audience to interact and engage with the brand, both on social media and through targeted emails, leading to increased brand loyalty<sup>1</sup>.

### D. SUPPORT [REDACTED] DEALERS WITH HIGH QUALITY CONTENT

By providing [REDACTED] related content relevant to equipment dealers, this strategy will support dealer efforts on social media in reaching the [REDACTED] audience.

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<sup>1</sup> WS, "[REDACTED] Brand and Product Marketing Plan Statement of Work (SOW)", 2018

## 2 TARGET AUDIENCE

Existing [REDACTED] Bourgault, Vaderstad, and John Deere customers. See Appendix A to review the “Jim Williams Demographic Profile”.

## 3 [REDACTED] SOCIAL MEDIA PERSONA

CHARACTER	<ul style="list-style-type: none"> <li>• High-integrity</li> <li>• Open</li> <li>• Customer-focused</li> </ul>
TO NE	<ul style="list-style-type: none"> <li>• Approachable</li> <li>• Enthusiastic</li> <li>• Confident</li> </ul>
LANGUAGE	<ul style="list-style-type: none"> <li>• Simple</li> <li>• Casual</li> <li>• Informative</li> </ul>
PURPOSE	<ul style="list-style-type: none"> <li>• Engage</li> <li>• Entertain</li> <li>• Educate</li> </ul>

## 4 ORIGINAL CONTENT

To reach the target audience (current and potential customers), [REDACTED] should develop and share content that is audience-centric and showcases [REDACTED]' authority in both shortline-manufacturing, and agriculture.

Varied content types provide opportunities to connect with different customers in different ways, leading to longer site visits and a wider potential audience. Preference for content types can vary even in a narrowly defined audience.

### A. VIDEOS - [REDACTED] & PRODUCT LAUNCH

Videos are the most preferred content across all age categories, with more than 50% of 35-54 year old consumers indicating they want to see more video content from brands they follow<sup>2</sup>.

<sup>2</sup> An, Mimi. “Content Trends: Preferences Emerge Along Generational Fault Lines.” HubSpot Research, 6 Nov. 2017, [research.hubspot.com/content-trends-preferences](https://research.hubspot.com/content-trends-preferences).

**Videos** (published once per month). This video series will highlight the recent changes at [REDACTED] and the newest innovations they are bringing to market. For the first phase of videos, four 30 second and four 15 second videos are being created. These videos will be hosted on a [REDACTED] owned YouTube page and website, embedded into blog posts and distributed via social media.

**Product Launch Videos** (published intermittently). Videos will highlight new products coming to market from [REDACTED]. These videos will be hosted on a [REDACTED] owned YouTube page and website, embedded into blog posts and distributed via social media.

## B. EMAILS/NEWSLETTERS

There is a strong preference for emails/newsletters among 35-44 year old (44%) and 45-54 year old (57%) consumers<sup>2</sup>.

See Appendix B – Marketing Automation and Lead Nurturing for nurture map, details, scoring and triggers. Approximately 30 emails will make up this content, ranging in length from 300 to 600 words.

## C. SOCIAL MEDIA

Brand focused social media ranks third in terms of preference across all age categories. Not surprising, the preference for it is higher among 18-34 year olds, compared to our target audience<sup>3</sup>.

**Status Posts** – [REDACTED] should be looking to share news, events, updates, testimonials, photographs, videos and other conversational content on Facebook and Twitter. Current research shows that brands should tweet approximately 15 times per day, and post to Facebook 1-2 times per day.

## D. BLOG POSTS/ARTICLES

While blog posts in the traditional sense have decreased in popularity universally across all age categories, they remain an important part of this content strategy. Frequently updated content improves a website's search engine optimization, and 67% of all consumers indicate that they prefer to visit a brand's website to learn more about them<sup>2</sup>. By consistently updating the content available on the [REDACTED] website, this can encourage repeated site visits and longer visit times.

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<sup>2</sup> An, Mimi. "Content Trends: Preferences Emerge Along Generational Fault Lines." HubSpot Research, 6 Nov. 2017, [research.hubspot.com/content-trends-preferences](https://research.hubspot.com/content-trends-preferences).

<sup>3</sup> Ellering, Nathan. "How Often To Post On Social Media According To 14 Studies." CoSchedule Blog, 18 Oct. 2017, [coschedule.com/blog/how-often-to-post-on-social-media/](https://coschedule.com/blog/how-often-to-post-on-social-media/).

**Evergreen/Anchor Blog Posts** – Evergreen/anchor posts are longer blog posts complimented with pictures, videos and graphics, written about timeless topics that can be reposted and reshared multiple times, sometimes over years. These posts will be used to drive traffic from the interest level email audience to the blog. Five blog posts are recommended, approximately 750-1000 words in length.

**General Blog Posts** – Published two times per month, approximately 600 words in length. Shorter, highly informative blog posts will allow visitors to quickly consume content.

**MarketWatch Update** – Weekly embedded audio of the MarketWatch AgResource Radio update will provide additional value in the form of grower relevant content that is easy to access. Because it is published on a predictable, regular schedule, it can drive repeated site visits.

**Company News** – Published as needed, approximately 300 words.

## E. THIRD PARTY PUBLISHED CONTENT

In addition to publishing original content on the [REDACTED] platform, two articles should be pitched to relevant magazines. WS will write and pitch these articles.

## 5 MARKETING AUTOMATION & LEAD NURTURING

Marketing automation allows us to provide personalized, relevant and timely email content helping to nurture and convert a Marketing Qualified Lead (MQL) into a Sales Ready Lead (SRL). Using a scoring system, based on the MQL's engagement with email and website content, automated marketing helps identify the lead's level of interest and highlights when an MQL becomes an SRL. All SRLs will be passed along to the Morris sales team, providing the team with a high quality lead.

### A. LEAD GENERATION

During this stage, five main lead generation points will drive sign-ups/opt-ins:

1. [REDACTED] content platform [REDACTED]
2. Facebook page sign-up button
3. Twitter page sign-up button
4. Social/content CTAs
5. Tradeshows

A lead becomes a Marketing Qualified Lead once they have opted in to receive email content from [REDACTED]. Each MQL will receive a welcome email that is customized based on the individual lead generation point.

## B. ONBOARDING – EMAIL SERIES

The onboarding email series is a series of six emails that acts as an introduction to [REDACTED]. The content in these emails is geared toward gaining trust and helping them understand the value of [REDACTED].

## C. LEAD NURTURING – MONTHLY E-NEWSLETTER

Following the onboarding program, all leads are moved into the eNewsletter stage. eNewsletters will be created monthly, with the hierarchy of content delivered dependent on their lead score. This content is geared towards delivering consistent engagement, building a deeper relationship and introducing products.

## D. LEAD NURTURING – PRODUCT SEGMENT

Leads who have shown interest in a product (i.e. leads who have visited/engaged with a product page two times in the last 90 days) will be added to the Product Segment Stage. Email content will be tailored based on the specific products of interest. There are at least three emails in this stage for each product [REDACTED]. Content will help the lead understand why the product is the right choice.

## E. HIGH LEAD

Leads who meet the lead score and behaviour requirements outlined in the nurture map will be moved into the High Lead stage. There are at least two emails in this stage. Content will encourage leads to contact sales/dealer. There is also an opportunity to offer an incentive at this stage.

See Appendix B for a detailed view of the Lead Nurturing program.

## 6 SOCIAL DISTRIBUTION OF ORIGINAL CONTENT

### A. FACEBOOK

Using a social scheduler, all original content should be shared on [REDACTED] Facebook page on the day it is published. Engagement with the post will be analyzed, and high engagement posts will be reshared on a rotating 3 or 6-month basis, where content has remained relevant and timely.

### B. TWITTER

Using a social scheduler, all original content should be shared on [REDACTED] Twitter feed three to four times throughout the day on the day it is published, and reposted two to three times the following week. Engagement with the post will be analyzed, and high engagement posts will be reshared on a rotating 3 or 6-month basis, where content has remained relevant and timely.

## 7 SOCIAL ENGAGEMENT

Social engagement is a daily task, with focused goals. As with any community, the more you engage with it in a meaningful way, the more it will engage with you.

### A. CURATED CONTENT & INDUSTRY ENGAGEMENT

[REDACTED] should like, comment on and share relevant news articles and content from related agriculture industry brands.

Curated content will increase [REDACTED] visibility in the agricultural industry (manufacturing and otherwise), serving a dual purpose of providing useful, timely and relevant information to the grower audience, as well as giving [REDACTED] the opportunity to interact and engage with other influential members of the agriculture market.

Factors Which Influence the Value of Curated Content:

1. Timeliness – Ensure that content being shared is new and up to date.
2. Significance – The greater the number of individuals impacted by the topic, the greater its value.
3. Proximity – Content that is specific to the audience location are of greater value to the audience.
4. Prominence – Content that is created by or written about influential and famous individuals within the industry will be of greater value to the audience.
5. Human interest – Content that evokes an emotional reaction can often be of more importance than the factors listed above, as long as the topic is relevant to the audience.

As [REDACTED] is active in more than one geographical market, consideration will be given to the individual markets when considering proximity and prominence.

Suggested Topics (not a comprehensive list):

1. Agriculture
2. Ag research
3. Innovation
4. Events & tradeshow

## B. AUDIENCE ENGAGEMENT

We recommend [REDACTED] use a listening and responding matrix to determine how to respond to community comments on content. This matrix can help guide [REDACTED] community managers, ensure consistency of responses, and influence the community's perception of [REDACTED] as an approachable and responsive company.

## C. INFLUENCERS

Increasingly, consumers look to their peers and community for information and advice regarding the purchasing decisions they make. Social platforms have increased this effect by placing a higher priority on personal social connections than on brand to consumer interactions.

It is recommended that [REDACTED] identify key influencers/trusted voices with whom they will prioritize social engagement.

Choosing influencers should be based on the following criteria:

1. Reach – How many people are following them?
2. Engagement – How many likes/shares do they have on posts, do they engage with their audience?
3. Content – What type of content do they share? Is it relevant to the [REDACTED] brand and demographic?

## 8 MEASUREMENTS OF SUCCESS

The key performance indicators (KPIs) below will allow us to measure the content strategy's success, as well as provide feedback that can be used to guide future iterations of the strategy.

### A. AWARENESS

Increased awareness is measured by two key metrics:

1. Audience Growth – 3.5% monthly increase in followers on Twitter and Facebook
2. Impressions – 3.5% increase in impressions overall on Twitter and Facebook

### B. ACCEPTANCE

Acceptance of content is indicated by two kinds of engagement. Engagement is calculated by dividing the total number of impressions by the number of desired social actions (e.g. like, comment, share, click).

1. Overall engagement benchmark – 0.7% on both platforms
2. [REDACTED] content platform engagement benchmark – 0.7%

### C. ACTION

Action is indicated by audience interactions with the [REDACTED] content platform.

1. Percentage of overall site traffic driven by social media – 5%
2. Time on page – 1:30
3. Percentage of visitors driven by social media who sign up for email list – 0.5%
4. Returning visitors – 50%
5. Pages visited – 2.5
6. Bounce rate – 75%

## 9 INSIGHTS, ANALYTICS AND REPORTING

### A. CAMPAIGN REPORTING

We will generate any and all relevant statistical and audience insights that will inform a regular strategy evaluation, as detailed below.

### B. STRATEGY EVALUATION

Based on the data and results generated by regular campaign reports, we will evaluate how we are performing relative to our campaign objectives and measurements of success. This will lead to an evaluation of this campaign strategy, with an eye to continuous improvement. Some examples of guiding questions that will inform our evaluation are:

1. Is the audience growth rate acceptable, or do we need to take additional measures to improve our audience reach?
2. Are we seeing a greater level of engagement on one of the secondary social networks? If so, do we need to shift our efforts to sustain that momentum?
3. Are we driving sufficient traffic from social networks to the Innovation Unearthed content platform? If not, how can we boost traffic?



## 10 APPENDIX

### A. APPENDIX A – JIM WILLIAMS DEMOGRAPHIC PROFILE

## TARGET AUDIENCE



### JIM WILLIAMS DEMOGRAPHIC PROFILE

**GENDER:** MALE

**AGE:** 40 – 50

**EDUCATION LEVEL:** UNIVERSITY

**LOCATION:** SASKATOON

**RELATIONSHIP STATUS:** MARRIED WITH KIDS

**HOUSE HOLD INCOME:** \$110,000/YEAR

**ACRES FARMED:** 10,000

**YEARS FARMED – FULL TIME:** 20

## BIOGRAPHY

Jim grew up on a farm just north of Saskatoon, Saskatchewan. He attended the university of Saskatchewan where he earned his agronomic degree. After university Jim stayed on the family farm and worked with his father. Jim and his family now run the family farm.

## PSYCHO-GRAPHIC PROFILE

Jim is excited about the future of agriculture. He believes technology will play a huge part in the future of farming. Jim thinks of himself as an early adopter when it comes to tech, but he will only embrace new technology that he is confident will work and that will increase efficiency and yield. When purchasing equipment, price is a consideration but more important are quality and customer service. If a product he purchases lives up to the hype, Jim will often share his experience with his peers.

#### LIKES:

CLEAR AND CONSISTENT COMMUNICATION  
OPPORTUNITY TO PROVIDE FEEDBACK  
FEELING OF HAVING INFLUENCE  
GOOD CUSTOMER SERVICE  
EFFICIENCY  
SMOOTH RUNNING OPERATION  
EASY ACCESS TO SERVICE

#### FRUSTRATIONS:

DOWNTIME  
PRODUCT DOESN'T WORK AS PROMISED  
SLOW DELIVERY  
INADEQUATE ACCESS TO PARTS

#### SOURCES OF INFORMATION:

DEALER  
TRADESHOWS  
MANUFACTURER WEBSITES  
ONLINE COMMUNITIES/SOCIAL  
PUBLICATIONS  
WORD OF MOUTH

#### AREAS OF INFLUENCE:

PRODUCT FEATURES  
TECHNICAL DETAILS  
DEMOS  
DEALERSHIP/LOCATIONS  
SUPPORT

#### PURCHASE INFLUENCE:

COMMODITY PRICES  
CROP CONDITIONS  
TECHNOLOGY ADVANTAGES/GAINS

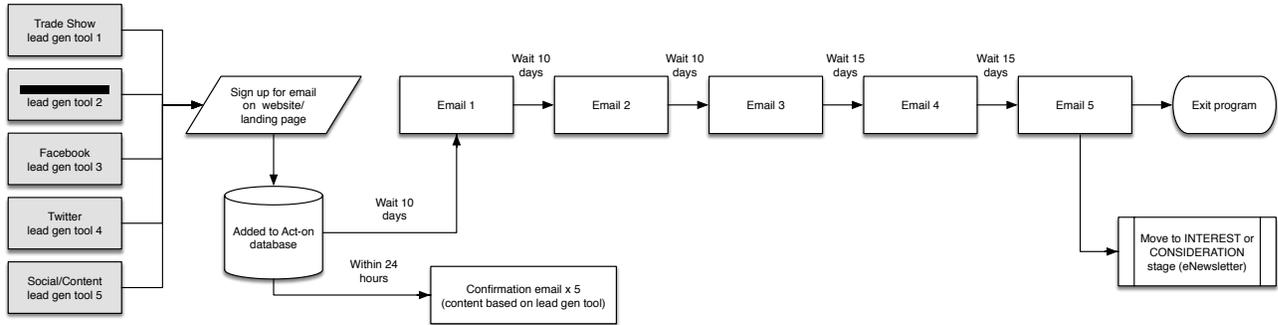
LOW HIGH

TECHNOLOGY LEVEL:   
SOCIAL COMFORT LEVEL:   
MOBILE COMFORT LEVEL: 

## B. APPENDIX B – MARKETING AUTOMATION AND LEAD NURTURING

### Automated Program 1 Onboarding Stage email

Qualifications:  
New sign ups



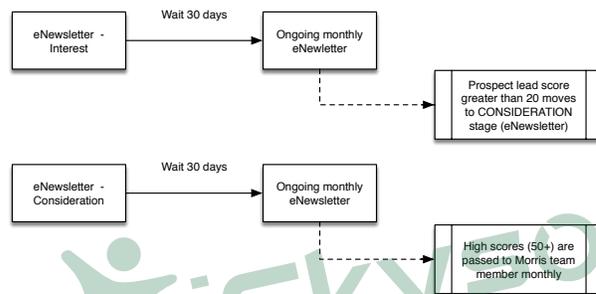
### Automated Program 2 Monthly Newsletter

Qualifications:  
After on-boarding program, prospects are moved into eNewsletter program

Interest program lead score (1-19)

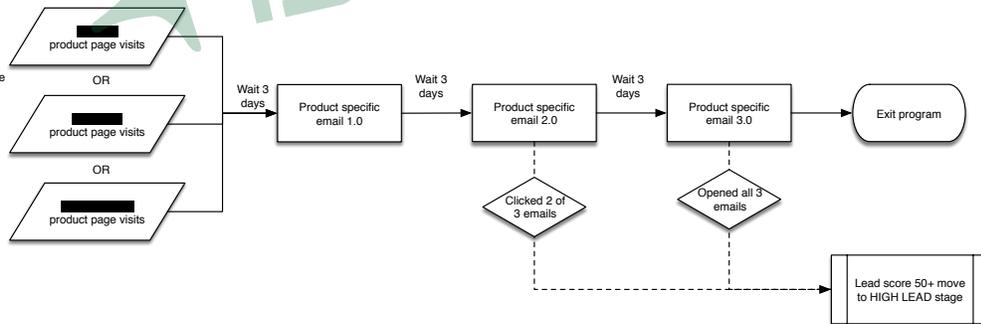
Consideration program lead score (20-49)

eNewsletter content hierarchy is based on lead score



### Automated Program 3 Product Segment

Qualifications:  
Prospect must have visited a product page 2 times in the last 90 days



### Automated Program 4 High Lead

Qualifications:  
Must have a lead score of 50 and opened all messages (3) and clicked on one in the past 30 days  
OR  
Must have a lead score of 50 and clicked on at least 2 messages in the last 30 days

