



# THE NEW CONTENT MARKETER

*Earning and sustaining consumers' attention  
in a more social world*

WHITEPAPER



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# INTRODUCTION

Content marketing has quickly become a critical part of most organizations' marketing mix. By providing authentic and engaging content, marketers have achieved proven results and ROI in building brands, increasing social interactions, and ultimately, growing their business.

As the digital landscape evolves and mainstream media transforms, marketers are developing new strategies for engaging with consumers. Traditional lines between paid, earned, and owned media are blurring. Advertising sparks word-of-mouth, media coverage, and social media activity that extend its impact and draw consumers back to websites, apps, and other brand channels. Content marketing helps marketers build brands and increase social interactions by giving customers the authentic, highly engaging content they crave. In a more social world, marketers must make sure they're attracting consumers and sustaining their attention—not just interrupting them with ads.

Online video plays a central role in the new marketing ecosystem. Consumers love it, seek it out, and share it actively across their networks—everything from their favorite ads to longer-form entertainment, informational, and instructional content. A uniquely vivid and compelling medium, video has an unmatched ability to tell stories, convey information, and evoke an emotional response; whether or not a minute of video is actually worth 1.8 million words, as calculated by Dr. James McQuivey of Forrester Research, there's no questioning its exceptional potency for marketing.<sup>1</sup>

At every stage of the customer lifecycle, video and social media can help integrate paid, owned, and earned media more closely to increase impact and ROI. But first, marketers

must overcome considerable complexity. With more device types, online channels, underlying technologies, and cross-platform consumer behavior data to account for, managing cost and time-to-market is a constant challenge.

A new generation of cloud-based software helps content marketers address the changing realities of the digital landscape and become more agile, cost-effective, and consistent in the execution of their media strategy. These include:

- ▶ **Online video platforms** that enable the efficient management and delivery of video to any device, through any channel.
- ▶ **Content app platforms** that empower web developers to create native apps for multiple platforms quickly and cost-effectively
- ▶ **Open analytics platforms** that provide actionable measurement and reporting through a cross-platform, multi-destination view of content performance

This whitepaper discusses the opportunities and challenges presented by the rise of content marketing, social media, and online video, and the Brightcove cloud content services now available to address them.

[1] Forrester Research, James McQuivey, January 2009

# THE NEW MARKETING ECOSYSTEM: MEDIA INTEGRATION AND CONTENT MARKETING

Marketers typically think about media strategy in terms of three distinct channels. Paid media, including advertising, search engine marketing, paid search, and email marketing, is purchased on third-party sites through straightforward media buys. Owned media is developed and disseminated by the company through its own direct-to-consumer channels, including website content, apps, and the company's official social media channels. Earned media, unlike paid and owned media, can't be bought or controlled by the company itself; instead, it represents media generated independently by consumers, journalists, and other third parties. Earned media channels includes public relations, social media, and word of mouth.

While these channels have traditionally been seen as separate elements of media strategy, the lines among them are increasingly blurred. Instead of thinking about advertising in a vacuum as a mechanism for driving awareness, consideration, and sales, marketers also seek to make it a catalyst for engagement with owned media channels by adding links to special landing pages, invitations to "like" the company's Facebook page, and so on. Website content can spark conversations among fans and beyond, and if you're lucky, even generate press coverage.

In part, this shift reflects the rising importance of earned media, as people increasingly look to non-traditional media outlets for content. Eighty-three percent of consumers now use digital media for general news and information, enjoying the freedom to seek out what they're interested in, not just passively receive whatever comes their way via big media companies. Meanwhile, audiences for linear TV, cable, and print continue to shrink. Search

and social media are now primary forms of media discovery, as well as a means for people to share their own interests and discoveries with others. Recent figures from leading social networks show truly stunning growth:

- ▶ Facebook has over 845 million users posting a billion items every day<sup>2</sup>
- ▶ Twitter has over 465 million users tweeting 175 million times every day<sup>3</sup>
- ▶ Google+ has 90 million users and adds 635,000 new members every week<sup>4</sup>
- ▶ Instagram is adding 10 million users every 10 days<sup>5</sup>
- ▶ Foursquare has more than 15 million users and is growing 50 percent year-over-year<sup>6</sup>
- ▶ Pinterest has nearly 19 million unique users visiting the service every month<sup>7</sup>

[2] Facebook Form S-1, February 2012

[3] The Social Skinny, 100 More Social Media Statistics for 2012, February 13, 2012

[4] Google Q4 2011 Earnings, January 19, 2012

© Brightcove, Inc. All Rights Reserved.

[5] TheNextWeb, Instagram Hits 40 Million Total Users, That's 10 Million New Sign Ups in 10 Days, April 2012

[6] Foursquare website, June 2012

[7] USA Today, Pinterest Growth Curve Levels Off, April 26, 2012

# THE NEW MARKETING ECOSYSTEM: MEDIA INTEGRATION AND CONTENT MARKETING

What all this means is that marketers have to work harder than ever to earn peoples' attention and make themselves part of the conversation—or risk being ignored on traditional channels. Content marketing plays a key role in this effort, as marketers use direct-to-consumer channels to deliver high-quality, relevant information that generates awareness, deepens engagement, strengthens loyalty, and motivates action. According to a recent Marketing Profs and CMI Survey, nine of out 10 marketers surveyed plan to use content marketing in 2012, and 60 percent plan to “increase” or “significantly increase” content marketing investment in 2012.<sup>8</sup>

And online video and social media are central to content marketing. According to Visible Measures, the volume of views of branded content grew 35 percent from Q4 2010 to Q4 2011—and more than 25 percent between the third and fourth quarters of 2011 alone. More than half of B2B marketers plan to use video for content marketing in 2012—up from 41 percent a year earlier—and the adoption of social media for content marketing increased 15 - 20 percent from 2010 - 2011, including 70 percent for Facebook and 56 percent for YouTube.<sup>9</sup>

## CONTENT MARKETING ACROSS THE CUSTOMER LIFECYCLE

The growth of online video and social media in content marketing is no surprise. At every stage of the customer lifecycle, online video and social media can make paid, owned, and earned media strategies more tightly integrated, more symbiotic, and more impactful.

### Reach: Generating awareness and attention

Online video can dramatically improve search engine performance. According to Forrester, videos are 53 times more likely than text pages to appear on the first page of search results.<sup>10</sup> To take full advantage of this potential, you need a metadata strategy that focuses on the keywords and phrases most relevant to the community you're targeting for SEO and website traffic. In the past, the non-textual nature of video has made it more difficult to

optimize for search, but new tools such as the 3Play online video plug-in let you create interactive transcripts of video, then embed them in pages to make them fully indexable and searchable.

Social media provides a powerful multiplier effect for the reach generated by online video. YouTube isn't only a social network around video; it's also the second-largest search engine on the web, attracting 157 million unique viewers per month<sup>11</sup> to seek, discover,

[8] Marketing Profs, 2012 Content Marketing Benchmarks, Budgets and Trends, August 2011

[9] Visible Measures, Share of Choice Brand Reports (<http://corp.visiblemeasures.com/share-of-choice/>)

[10] Forrester Research, The Easiest Way to a First-page Ranking on Google, January 8, 2009

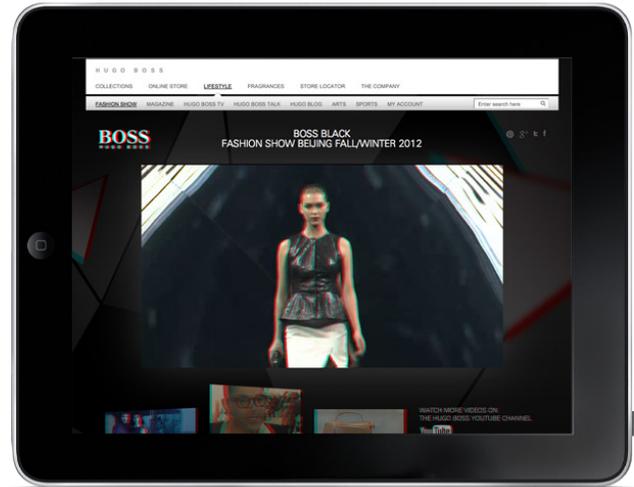
[11] comScore, U.S. Search Engine Rankings, August 2008

# CONTENT MARKETING ACROSS THE CUSTOMER LIFECYCLE

and watch online video. A blended distribution strategy combines the reach of YouTube with the control over branding and user experience available on your own site: your YouTube channel drives awareness-building and viral sharing, while your own website provides dedicated content for deeper engagement, conversion, and analytics. A YouTube sync capability will help you maintain timely and relevant content on both channels.

As viewership of online video grows across the social web—increasing 40 percent in first quarter of 2012—other social media sites are equally important for extending your reach.<sup>12</sup> Fully half of social media users follow brands on Facebook, Twitter and other social sites, and more than one-third post brand-related content.<sup>13</sup> With 45 million unique video viewers per month, Facebook is now one of the top four online video destinations overall.<sup>14</sup>

**Hugo Boss** used online video and social media to build excitement and engagement around its Beijing Fashion Show in May 2012. The company made live and on-demand video available in both 2D and 3D on its own website as well as Facebook, and YouTube. Limited-edition 3D glasses distributed through store locations around the world included a time stamp for local access to live streams. The campaign blended the company's owned media assets—its online video, website, and official social media channels—with earned media in the form of re-sharing by fans and fashionistas as well as considerable press coverage. The campaign was a tremendous success, generating active participation among the audience most important to the company and its industry.



*Hugo Boss*

[12] Visible Measures, Q1 2012 Social Video Advertising Report

[13] The Social Skinny, 100 More Social Media Statistics for 2012, February 13, 2012

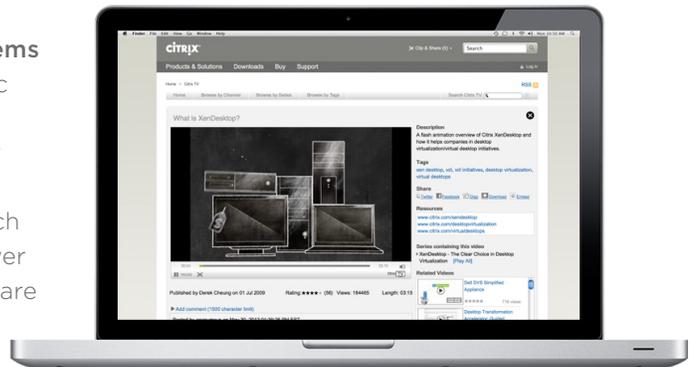
[14] comScore, Video Metrix, March 2012

# CONTENT MARKETING ACROSS THE CUSTOMER LIFECYCLE

## Acquisition: Promoting product education and consideration

One of the guiding tenets of content marketing is that consumers value relevant, engaging content that addresses their needs and interests. Many brands are launching their own online video portals to provide deep product information, demonstrations, how-to advice, personalized content, and special offers.

The Citrix TV portal launched by **Citrix Systems** offers thousands of training, demo, and topic videos to boost engagement and influence the evaluation and consideration process for IT infrastructure and virtualization solutions. Community-driven prioritization features such as “most watched,” “most popular,” and viewer ratings ensure that users’ video experiences are relevant, topical, and timely.



Citrix TV

## Engagement: Drawing people closer to your brand

Compelling video not only attracts visitors to a website; it can also help keep them there. Vivid storytelling and deep information focus viewers’ attention and entice them to watch additional videos. As their time on site grows, they remain within your branded environment and available for further messaging and offers.



Cars.com

**Cars.com** draws more than 10 million monthly visitors to its video-rich website to browse, research, and purchase new and used vehicles, using compelling photo and video content to entice buyers and advertisers. Custom video players, syndicated content, and easy navigation make for a high-quality user experience which has increased time spent watching editorial video content from roughly 30 seconds to more than six minutes.

# CONTENT MARKETING ACROSS THE CUSTOMER LIFECYCLE

## Conversion: Turning prospects into customers

Product videos and demos convey a rich, intuitive sense of a product that no web page or data sheet can match, giving customers more confidence about their purchasing decisions. According to eMarketer, video has also been shown to lower the number of abandoned shopping carts, reduce return rates, and increase sales. In-player calls to action, interactive offers, and buy-now/download-now buttons help capitalize immediately and seamlessly on purchase intent while it's still fresh in the customer's mind.

UK retailer **Marks & Spencer** worked with Brightcove and our partner [Adjust Your Set](#) to implement "shoppable video" on its sites. Synchronized in-player calls-to-action let viewers view more information about featured products as they appear, then click through to the corresponding e-commerce page. Shared on Facebook, the video retains all of this functionality, converting earned media into a viral ecommerce outlet. Within the first six months, the company broadcast more than one million minutes of video with click-through rates as high as 30 percent. This boosted sales on some products by as much as 90 percent. The growing role of video in e-commerce is discussed in the white paper [V-Commerce: The Rise of Online Video](#).



Marks & Spencer

# CONTENT MARKETING ACROSS THE CUSTOMER LIFECYCLE

## Retention: Supporting customer success and engagement

Post-sale content and video-based support help keep your customer relationships active and valuable. Integrated into your social media presence, online video gives customers another reason to “like” your brand, as they regularly receive useful information in their feed. Re-sharing further extends your earned media footprint and showcases to other prospects the high-quality customer experience you provide.

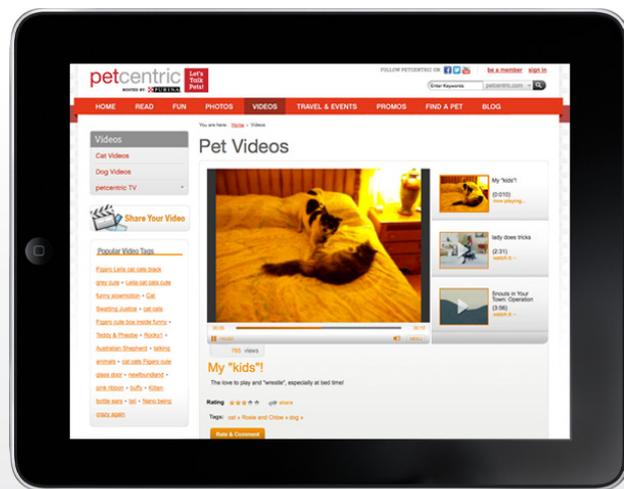
**Opto 22** has introduced a video-rich customer care center which features long-form and short-form content such as product demos and tutorials, customer success stories, and TechTalk interviews with industry experts. Hosts and other on-camera personalities increase viewer engagement.



Opto 22

## Loyalty: Fostering word-of-mouth promotion

The popularity, virality, and emotional impact of online video make it highly effective for turning customers into loyal fans and brand advocates. Compelling video, user-generated content (UGC), and special offers encourage sharing and can help make your video portal a destination in your segment.



Nestle Purina

**Nestle Purina** launched PetCentric, an online community for pet owners that features online video in addition to game, images, articles, and other content. Acting as a YouTube-like site for pet owners, but offering Nestle Purina a higher level of control over branding and experience, PetCentric includes hundreds of professionally produced videos and UGC uploads, all with ratings, comments, sharing, and other social features. Related content and video recommendations keep visitors on the site longer, while cross-promotions of special offers, community building activities, and links back into other Nestle Purina sites deepen engagement.

# CHALLENGES POSED BY DIGITAL MEDIA TRANSFORMATION

At the same time that marketers are seeking to capitalize on the power of content marketing, social media, and online video, they're also faced with shifts in consumer behavior that add tremendous complexity to the task.

As web becomes increasingly ubiquitous, social, and integral to daily life any time, anywhere, digital consumption is shifting from traditional PCs to mobile devices like tablets and smartphones. Last year, smartphone and tablet shipments surged past desktops and notebooks for the first time. The vast majority of mobile phones sold today—nine out of 10—is a smartphone with a web browser, and each day Apple sells more iPhones than there are babies born in the world.<sup>15</sup> One in 10 U.S. consumers owns a tablet—a percentage expected to quadruple over the coming four years<sup>16</sup>—and Evercore Partners forecasts 37 percent annual growth for mobile Internet between 2010 and 2015.<sup>17</sup> Within the next four years, more consumers will access Internet content via mobile devices than PCs.<sup>18</sup>

In one sense, the explosion of the mobile web creates a tremendous opportunity for content marketers, giving them more ways to reach consumers in more places. But it has been accompanied by significant fragmentation, which greatly complicates the development of an effective cross-platform strategy. Consider:

- ▶ Adobe Flash has long been the dominant standard for Windows and MacOS web experiences, with 99 percent penetration on desktops, laptops, notebooks—but it doesn't

run on iOS, and runs on only a segment of Android mobile devices.

- ▶ HTML5 is rapidly emerging as the new standard for video on iOS devices such as the iPhone and iPad, as well as on an increasing number of Android smartphones and tablets; it also works on Windows and MacOS. But in terms of maturity, HTML5 today is where Flash was in 2002: a young standard with as much quiriness as potential. HTML5 offers limited support for third-party plug-ins such as analytics, limited capabilities for DRM and content protection in video environments, inconsistent performance on adaptive multi-bitrate streaming, and significant variation in how video performs based on OS version, browser, and device.
- ▶ Mobile operating systems themselves are fragmented. There are several different versions of iOS currently in use, and even more versions of Android, each of which may vary in video rendering, behavior, and quality of experience. With no way to ensure consistency, marketers face a nightmare of technical tweaking and viewer disappointment.

[15] TheNextWeb, There are Now More iPhones Sold Than Babies Born in the World Everyday, January 25, 2012

[16] Pew Research Center's Project for Excellence in Journalism and The Economist Group, The Tablet Revolution and What it Means for the Future of News, October 2011

[17] Evercore Partners, Coming of Mobile Internet Devices, December 2010, Figure 1 and IDC, Market Analysis: Worldwide and U.S. Media Tablet 2011-2015 Forecast, Figure 2

[18] Morgan Stanley, Internet Trends, April 2010

# CHALLENGES POSED BY DIGITAL MEDIA TRANSFORMATION

The rise of apps is similarly a double-edged sword. On one hand, native apps enable a high degree of personalization and can leverage rich device capabilities (push notifications, camera, geo-location, contacts) to offer the immersive experiences consumers crave. As the content distribution ecosystem “appifies” and the consumer electronics industry promotes new types of Internet-connected devices, apps are quickly transforming the way consumers engage with content. In fact, people now spend more time each day in mobile apps than in desktop and mobile web consumption.<sup>19</sup> On the home front, 38 percent of U.S. households will have Internet-connected, app-enabled TVs by the end of this year.<sup>20</sup>

But taking advantage of this rich new customer touch point is neither simple nor cheap. Browser-based and app experiences each have their own strengths and role to play in the customer lifecycle: mobile web for discovery, awareness, consideration, and conversion; and apps for engagement, loyalty, and advocacy. As a result, marketers must now work through both channels, each with its own distinct standards and technologies, development cycles, and required skills. With TCO for a single iOS app costing anywhere from \$113,000 for a mid-range custom app to \$330,000 for a more complex custom app—not to mention the need for an equivalent Android app and an optimized browser-based experience—costs can quickly spiral out of control.<sup>21</sup>

Analytics becomes hard work, too. In theory, the rich behavioral data now available can provide valuable insight into what content works for what audience, and what audience

works for what content—but most companies still don’t have an effective way to leverage it. With more screens, more destinations, and much more data, managing analytics across platforms is a major challenge for any marketer. For online video, marketers need to be able to access and work with metrics pertaining to:

- ▶ **Awareness and community-building**, such as new and repeat viewers, referral source, onsite vs. offsite viewing, and geographic distribution
- ▶ **Engagement**, including viewing time per session, drop-off and completion rate, referral segment engagement, and the interaction between video and other types of online content
- ▶ **Conversion and loyalty** tracked by on video viewer segment and KPIs
- ▶ **Performance** of video content across browsers, mobile devices

Content apps come with their own set of required metrics, such as:

- ▶ **Awareness and community-building** as reflected in app installs, geographic distribution, and device distribution
- ▶ **Engagement**, including content popularity and time spend in-app
- ▶ **Conversion and loyalty** based on push notification usage, sharing features and social media, and viewer comments and ratings

[19] Flurry, Mobile Apps Put the Web in Their Rear-view Mirror, June 20, 2011

[20] Leichtman Research Group, Emerging Video Services VI, April 9, 2012

[21] Brightcove, The Lifecycle Cost of Developing and Managing Apps, January 20, 2012

# CLOUD CONTENT SERVICES: A FOUNDATION FOR EFFECTIVE CONTENT MARKETING

As marketers strive to leverage online video and social media for content marketing without succumbing to out-of-control costs and complexity, a new generation of cloud-based software services helps them address the changing realities of the new digital landscape. By streamlining the development and maintenance of cross-platform experiences, these services enable organizations to be more agile, experimental, and adaptive, and free marketing leaders to focus on strategy, messaging, creative execution, measurement, and optimization—not technical issues.

## Online video platforms

Brightcove Video Cloud, the industry's definitive online video platform (OVP), makes it simple for marketers to create and manage browser-based video experiences across every online platform. Source video is uploaded once, then encoded in the cloud into multiple formats. On playback, Video Cloud's smart players auto-detect the user's device, OS, and browser, and render the appropriate video experience automatically.

To enable full social media integration, Video Cloud is white-listed for Facebook, where it can be embedded with its own player, and also offers YouTube synchronization to support blended distribution strategies. Curation and moderation features help marketers manage UGC campaigns as well as viewer comments to ensure a high-quality, brand-safe experience. Development and deployment of video for Smart TV and over-the-top (OTT) products is facilitated through an open platform framework with reference apps.

## Content app platforms

A content app platform (CAP) helps marketers reduce cost and complexity through the full app lifecycle from development to ongoing operation. Brightcove App Cloud introduces a new development model that combines native app containers with cross-platform HTML5. As a result, web developers can create native applications without the need for specialized native app development skills, then compile them to both iOS and Android automatically in the cloud. These hybrid apps combine the advantages of native apps with browser-based experiences, providing access to native capabilities like the camera, microphone, contact list, and push notifications system while offering the discoverability, low-cost-development, and cross-platform reach of the mobile web.

# CLOUD CONTENT SERVICES: A FOUNDATION FOR EFFECTIVE CONTENT MARKETING

## Open analytics platforms

Included with both Video Cloud and App Cloud, an open analytics platform leverages unprecedented access to consumer behavior data across platforms and destinations to fuel insights into content performance and marketing ROI. Actionable measurement and reporting help marketers deliver the right content to the right audiences to achieve specific business objectives, from brand visibility to conversions to social sharing. Integration with leading analytics packages such as Omniture, Google Analytics, Akamai, and Nielsen provide a rich, 360 degree view of your audience in a single environment.

## CONCLUSION

Changes in the digital landscape and consumer behavior have created powerful new opportunities to gain and sustain consumer attention. By leveraging social media and online video across the full range of connected devices, marketers can make paid, owned, and earned media strategies more closely integrated and effective at every stage of the customer lifecycle. Brightcove cloud content services empower marketers to develop, execute, and refine the right content marketing strategy for their business while controlling costs and reducing complexity.