



Growth & Opportunities in Content Marketing

Including the Role of the In House Agency

ANA In House Agency Conference: A Virtual Experience
August 13, 2020

About Us



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Goals for Today

1/ Opportunities & Growth in Content Marketing



2/ Operational Benefits & Best Practices

3/ In House Content Studios – Structures & Examples

4/ Key Strategic Opportunities



About the Survey

- Pre Pandemic
- Senior Level Marketers – 90% Client Side
- Average of 8 years of content marketing experience,
- Annual average revenue of \$8.1 billion.
- Including financial, legal, health care, CPG, technology, software, travel and leisure, retail, and entertainment.

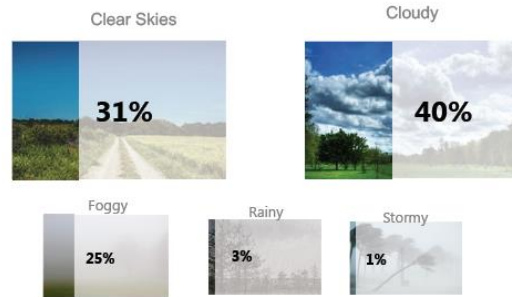


The
Content
Council



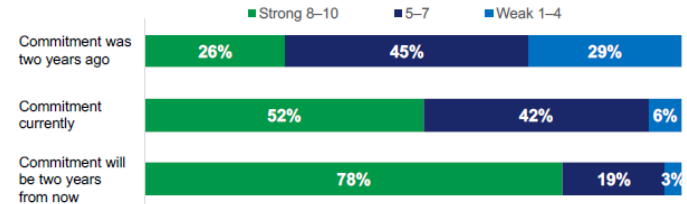
Commitment on the Rise

View of Content Marketing for the Next 12 Months



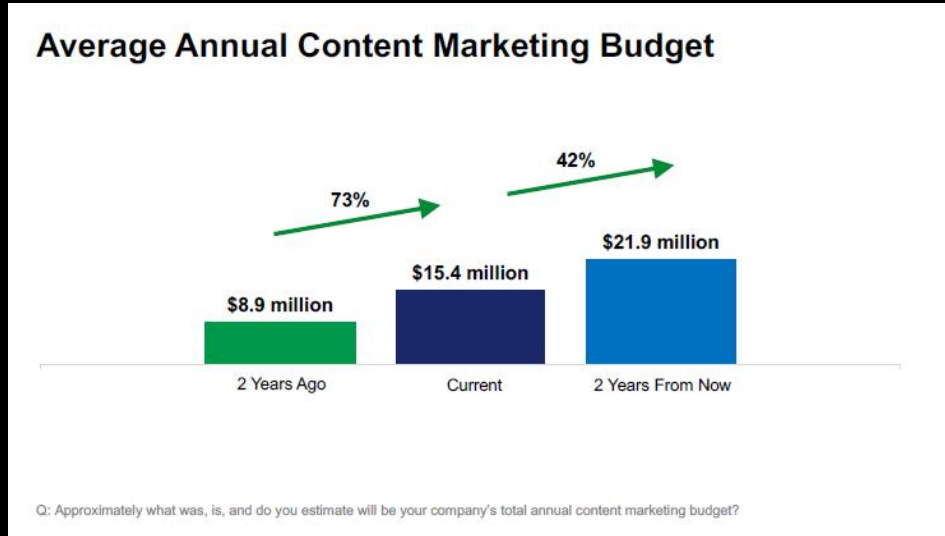
Q: In general, which of the following images best demonstrates how you currently view the horizon of content marketing for the next 12 months?

Commitment to Content Marketing



Q: Please rate overall how strong you believe your company's commitment to content marketing was two years ago, is currently, and what you believe it will be two years from now.

Commitment Leads to Investment

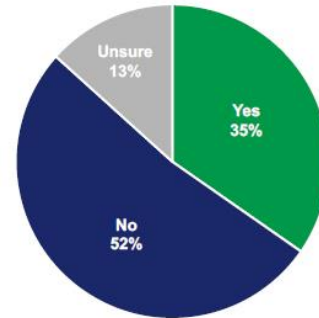


- Current spending = 18% of total marketing spend
- Growth of 42% in dollars invested 2 years from now
- Post Covid – Anecdotally we see shift to Content marketing as other areas become challenged

Even With Investment, Lack of Total Alignment

- Only 35 percent of respondents have a clearly documented content strategy!

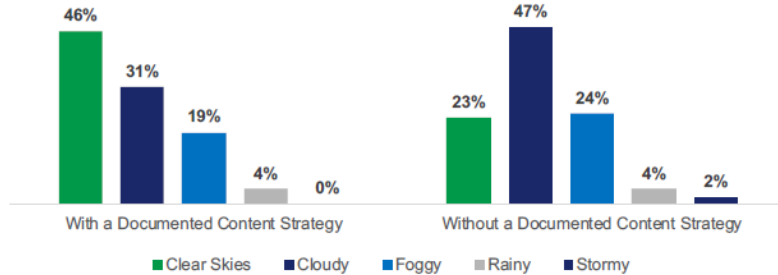
Does Your Company Have a Clearly Documented Content Strategy?



Q: Does your company have a clearly documented content strategy?

Clarity Breeds Confidence

Outlook Impacted by Presence of Content Strategy



Q: Does your company have a clearly documented content strategy?

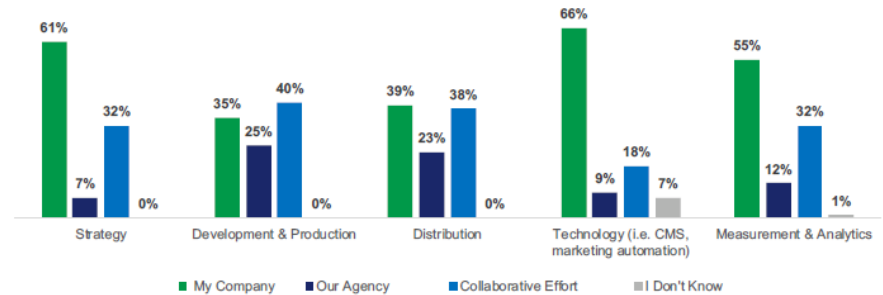
Q: In general, which of the following images best demonstrates how you currently view the horizon of content marketing for the next 12 months?

- Companies that are crystal clear with roles, responsibilities and strategy see organizational clarity towards their goal

Brands leverage agencies in different ways to develop content programs

- Clients primarily responsible for tech decisions, strategy and measurement/analytics
- Agencies are involved throughout the process

Primary Responsibility for Each Content Marketing Process

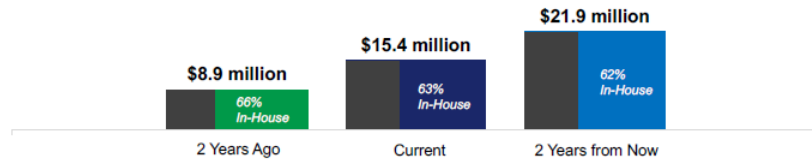


Q. Who is primarily responsible for the following processes of content marketing for your company?

Reliance on in-house and agencies

Content Marketing Efforts Mainly In-House

In the next two years, Content Marketing budgets are projected to grow to an average of **\$22 million** — 62% of which will be in-house.



Q: Approximately what percent of your company's annual content marketing budget was, is, and will be outsourced?

Content investments will increase – with a need for increased agency and in-house staffing and commitments.

Many Agencies “In the “Mix”

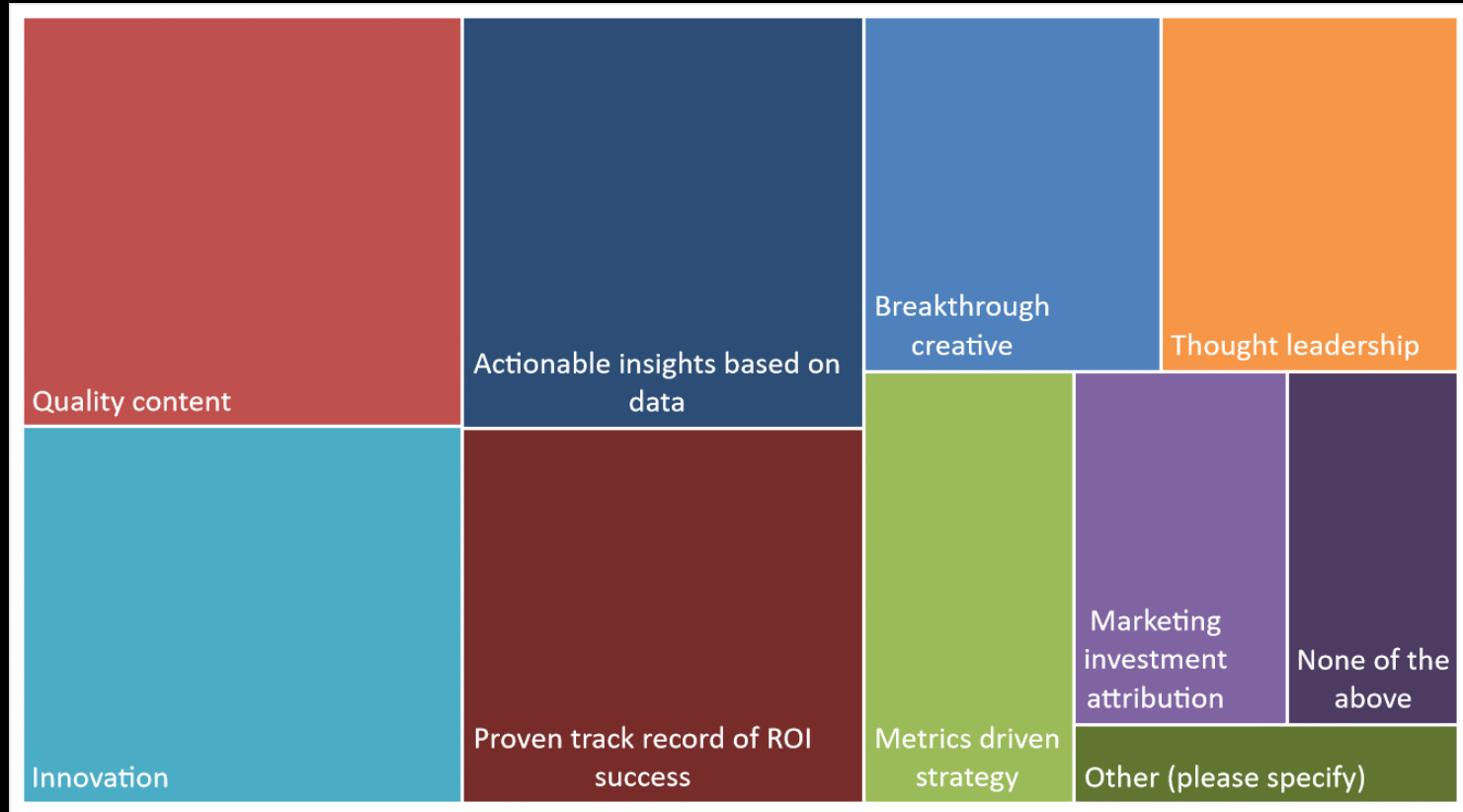
The large number of outside agencies and specialty firms will require careful selection and ongoing management

Type of Agency Used for Content Marketing Activities

Agency Type	Content Strategy	Brand Storytelling	Content Development and Production	Content Technology, I.e. CMS, marketing automation	Content Distribution	Content Measurement and Analytics	Performance Marketing
Branding	21%	28%	17%	5%	7%	7%	14%
Advertising	36%	47%	41%	20%	34%	31%	33%
Direct marketing	6%	2%	8%	7%	7%	9%	8%
Digital marketing	27%	22%	28%	48%	41%	38%	38%
Content	28%	23%	29%	14%	13%	9%	8%
Social media	28%	30%	29%	20%	37%	30%	24%
Public Relations	26%	31%	20%	5%	19%	16%	16%
Media buying	24%	15%	14%	28%	55%	51%	45%
Other	3%	5%	7%	2%	2%	3%	2%

Q: What type of agency do you use for each of the following Content Marketing activities?

Challenges



In House Content Agency Models

- Publisher / Media Model – WSJ, CNN
- Content by Committee (NASCAR)
- Full Studio – Pepsi, Marriott, Chobani, B of A, Mastercard, tons more

Publisher / Media Model

- WSJ's The Trust – One I know well
- 1st party audience insights and expertise
- Data led ideas and executions – we know what works
- Often production is done at cost, based on media investment and commitment
- Growth area over past 3-5 years

NASCAR's Content Committee

- Formed committee to increase collaboration & ensure all content is strategic, has broad internal support and meets business goals
 - Each business unit will still be charged with creating content for their platforms after Content Committee sets direction
- Committee blueprint ensured: Content Architecture, Brand Positioning, Talent Selection, Company Alignment, Quality Control



Courtesy: NACSCAR, Content Marketing Committee Meeting, 6/17



NASCAR's Content Committee

- Created emotional architecture to reinforce brand goals



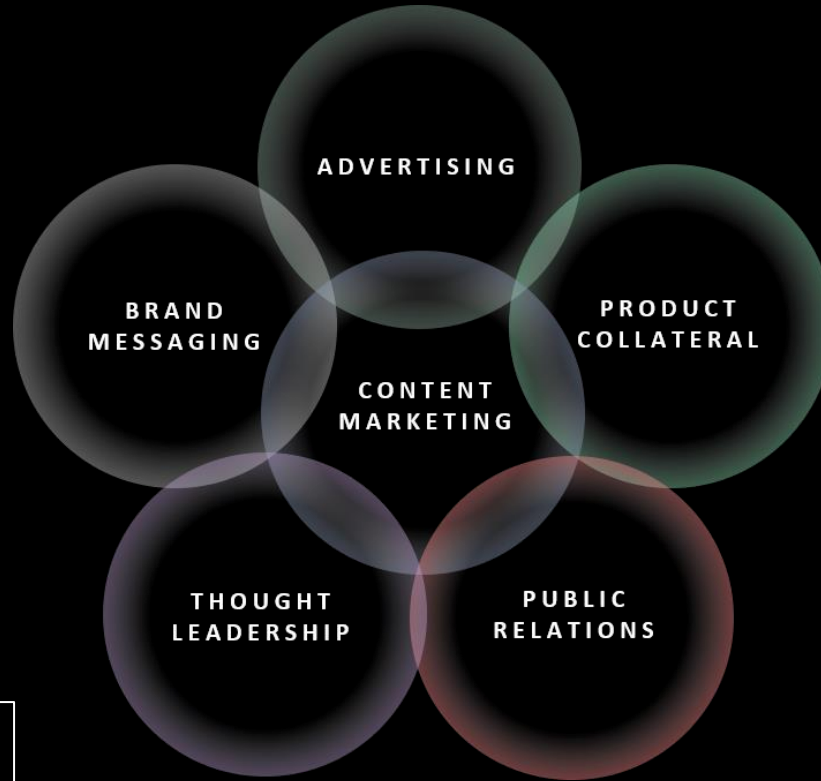
Drama	Close finishes, driver rivalries, pit stops, side-by-side racing
Danger	Speed, side-by-side racing, wrecks, fights, pit stops, driver star power
Entertainment	Lifestyle, pop-culture connection, off-track, event experience
Inspiration	Lifestyle, crew stories, Drive4Diversity, NASCAR Next
Innovation	Technology, crew/crew chief, racing product, data/statistics, NASCAR Green



Courtesy: NACSCAR, Content Marketing Committee Meeting, 6/17



Content Marketing Business Unit



BANK OF AMERICA 

Courtesy, Bank of America, Content Marketing Committee Meeting, 11/19

ANA

Marriott M Live Content Studio



The Pivot

- World has changed - Content needs to be sensitive
- Genuine, thoughtful, authentic content resonates best
- Lean into adaptive storytelling techniques
- Be nimble and quick to change
- Don't forget to audit existing content

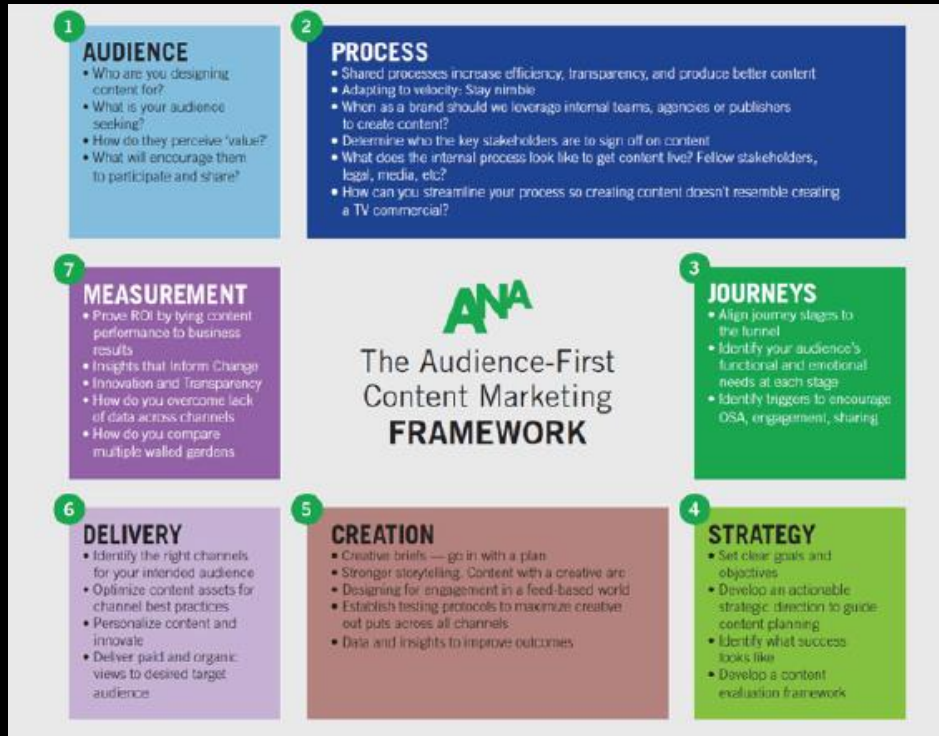


Regardless of Model

1. Consolidate the responsibility for content marketing
2. Be authentic
3. Think like storytellers, then elevate that to think like storydoers
4. **Develop measurement rigor**
5. Take the content marketing maturity assessment

Clearly Documented Content Strategy

6. Have a clearly documented content strategy.



Get in touch



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For Full Report, Committees & More
www.ana.net/content-marketing





Thank You



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