No One Cares About Your Content... Yet.

It's time to take a fresh look at content through the eyes of the reader.

Cliff Seal
Lead UX Engineer

cseal@salesforce.com
@cliffseal

“Aren’t you just being facetious?”

No, seriously. No one cares. Actively.

90% want brands to share

10% **think they do it well**

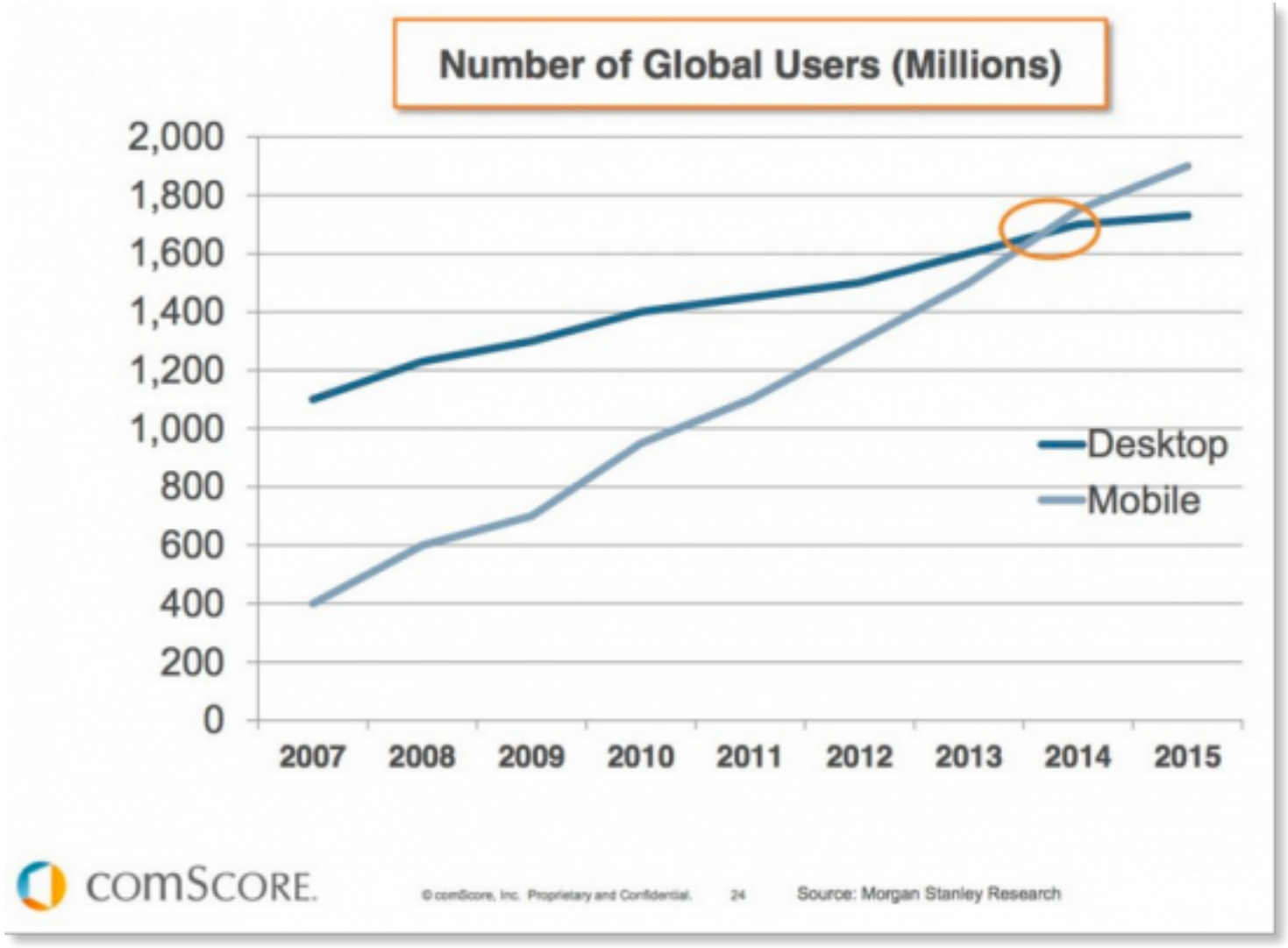
31% **believed what advertisers and marketers said** about their products/services (that's it)

47% of CIOs said that **poorly targeted, irrelevant communications was their #1 frustration** with vendor content

Sources: http://www.edelman.com/insights/intellectual-property/brandshare/about-brandshare/downloads/, Mathew Sweezey's proprietary research

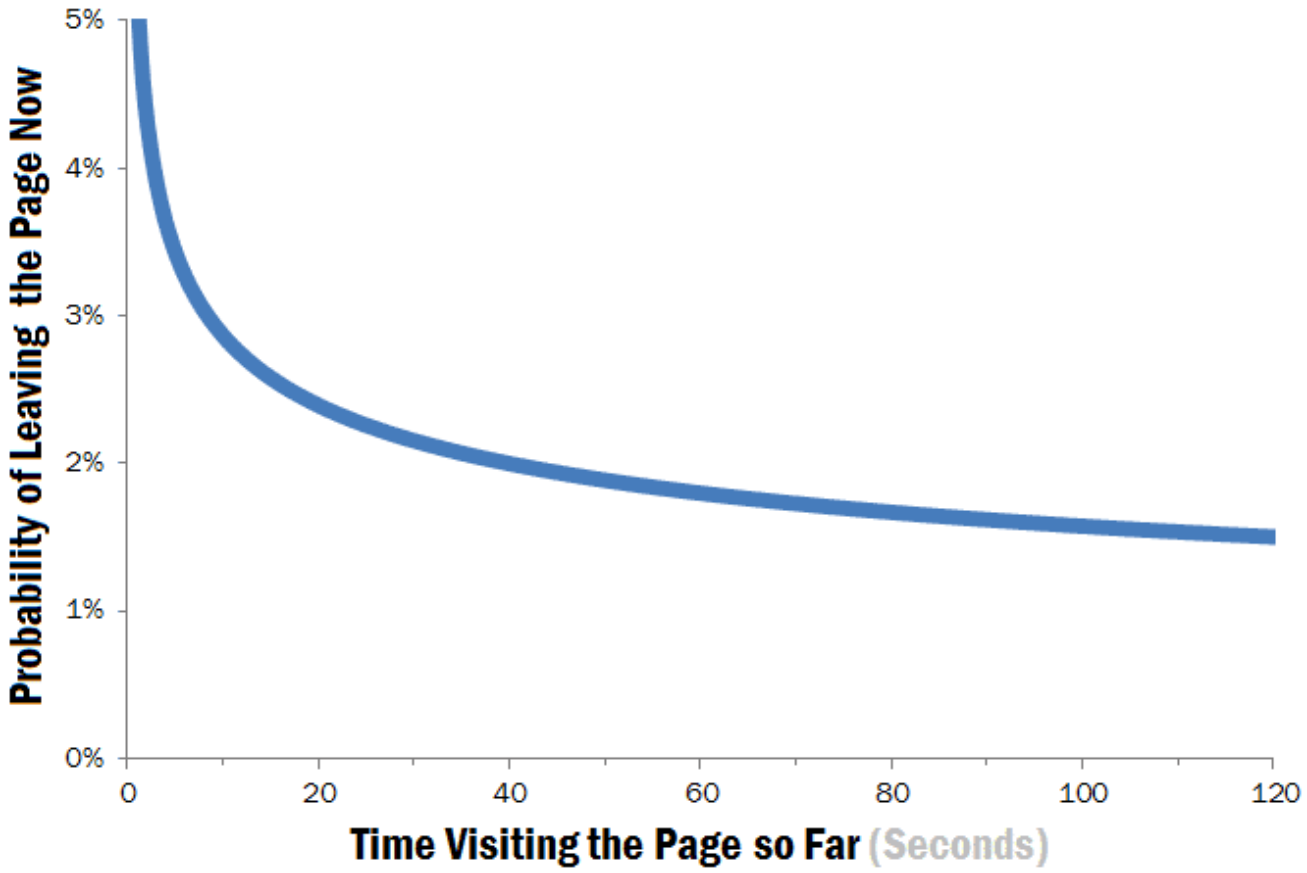
“It’s just Millennials on mobile, right?”

The mobile revolution is just now happening.



@cliffseal

You don’t have much time to make your value pitch.

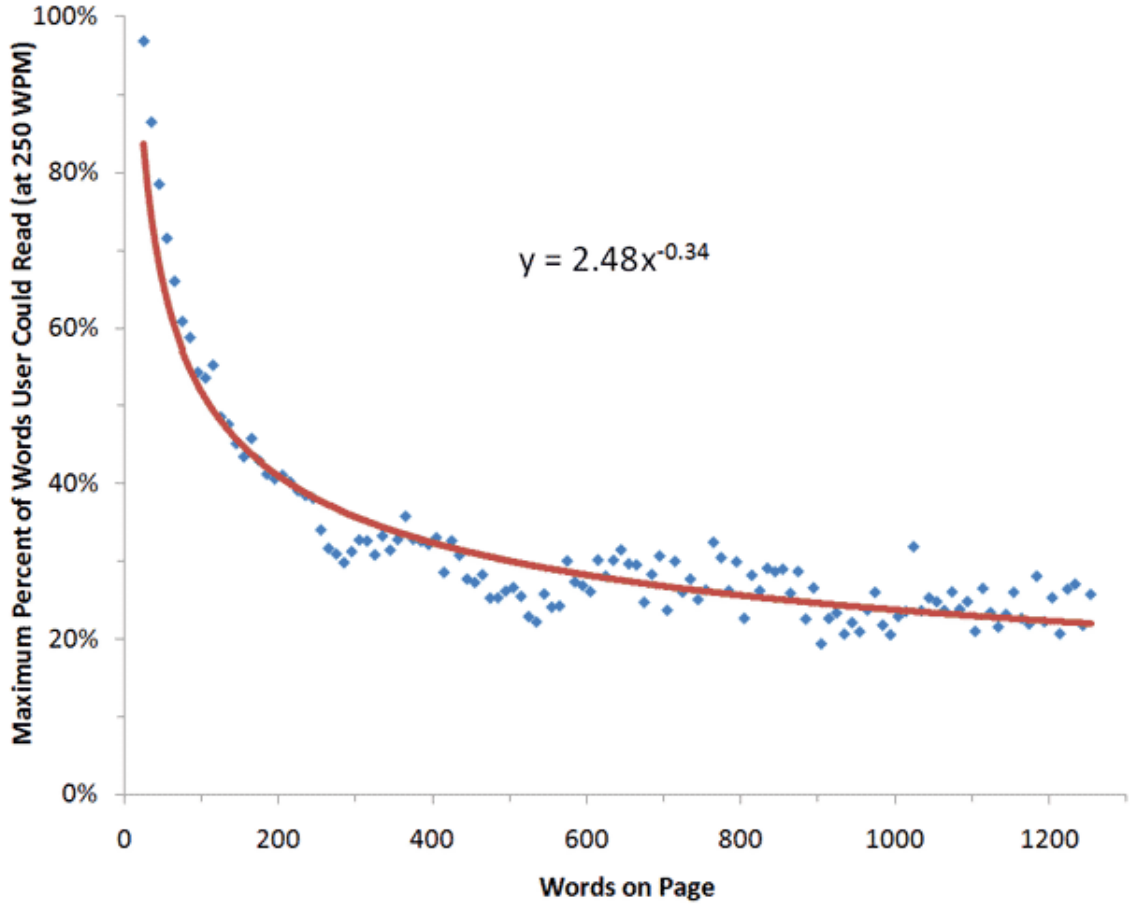


> “The probability of leaving is very high during these first few seconds … People know that most Web pages are useless, and they behave accordingly to avoid wasting more time than absolutely necessary on bad pages. … To gain several minutes of user attention, **you must clearly communicate your value proposition within 10 seconds**.”

Sources: http://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/

Your pitch isn't getting read fully, anyway.

"On an average visit, users read half the information only on those pages with 111 words or less. In the full dataset, the average page view contained 593 words. So, on average, users will have time to read 28% of the words if they devote all of their time to reading. More realistically, **users will read about 20% of the text on the average page**."



@cliffseal

Sources: http://www.nngroup.com/articles/how-little-do-users-read/

And people are judging you...

...before they even start reading.

Your first impression is made in

50 Milliseconds.

@cliffseal

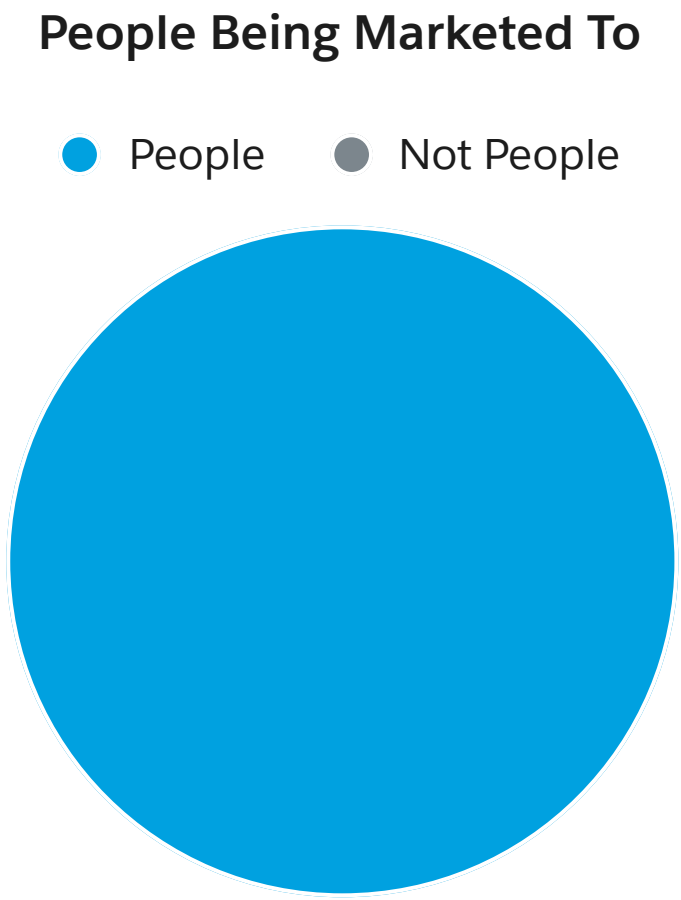
Sources: http://www.nature.com/news/2006/060109/full/news060109-13.html, http://www.tandfonline.com/doi/abs/10.1080/01449290500330448

We have forgotten our **authenticity**.

Not #authenticity. Not Authenticity™.

@cliffseal

Base your methods in humanity. It always scales.



How do you choose your **friends**?

You have similar **goals**, not data points.

Content engagement is like

conversation.

Personality

is the clincher.

@cliffseal

Fearless Flyer®

“A cross between Consumer Reports and Mad Magazine, The Fearless Flyer is kind of like a newsletter, a catalog and a bit of a comic book all at the same time.”

The customer is always the star of the story.

@cliffseal

Progressively Quirky Branding

Personality started with a funny staff page, and progressed after positive feedback.

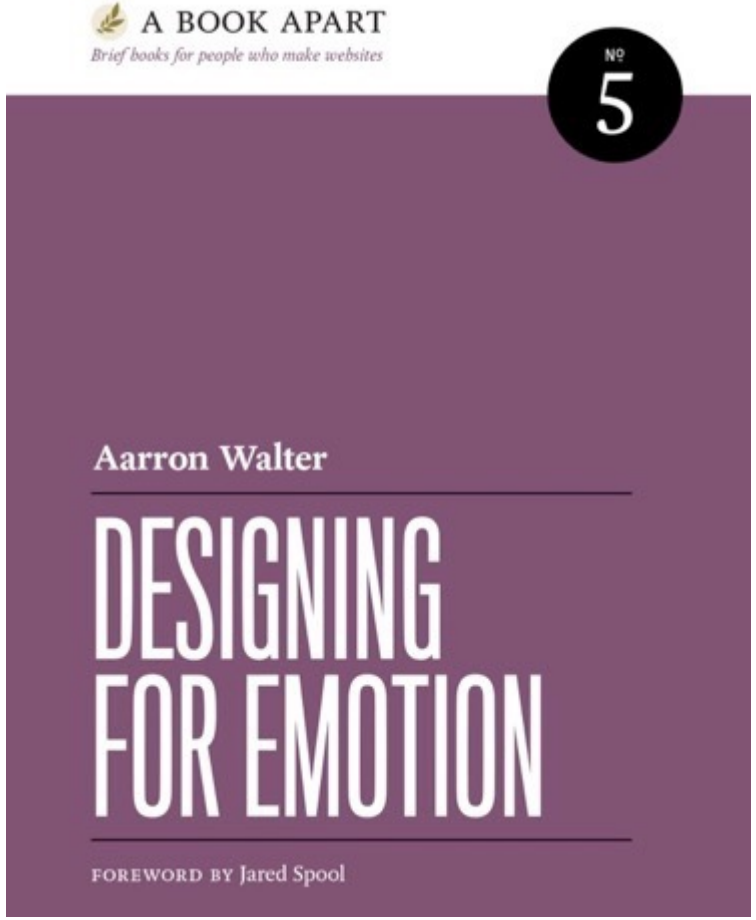
Leads per day went from 10-15 to 100+ per day–they attribute that leap to **personality** injection. Word-of-mouth referrals make up 60% of new leads (2013).

@cliffseal

Not sure who you are?

Create a design persona.

1. Go to aarronwalter.com/design-personas.
2. Download the template (PDF or Omnigraffle).
3. Actually do the exercise.
4. Ask customers if it's right.

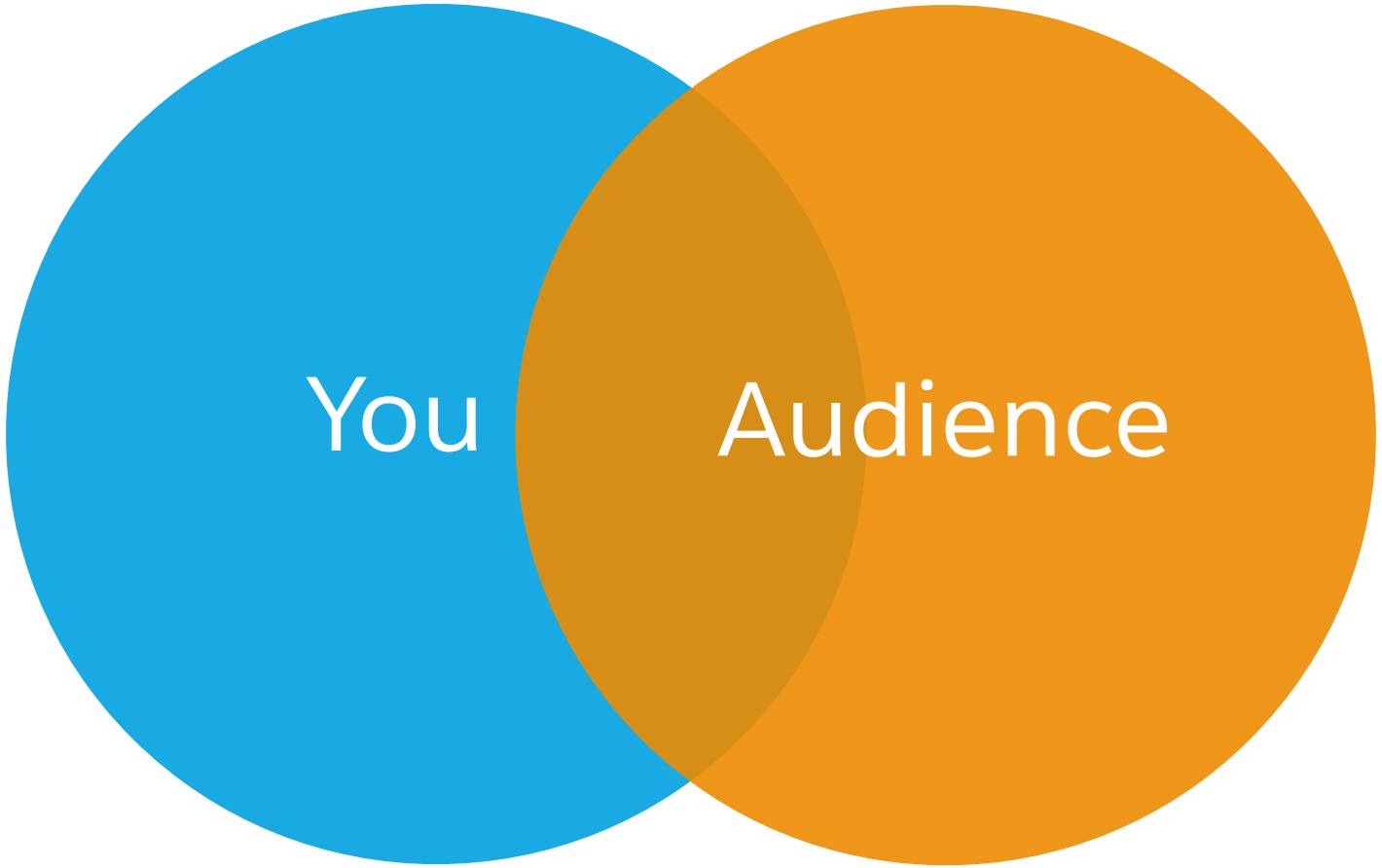


Grok your audience.

@cliffseal

Understand motivation over demographics.

Focus on where your **contexts overlap** to enable **authenticity**.



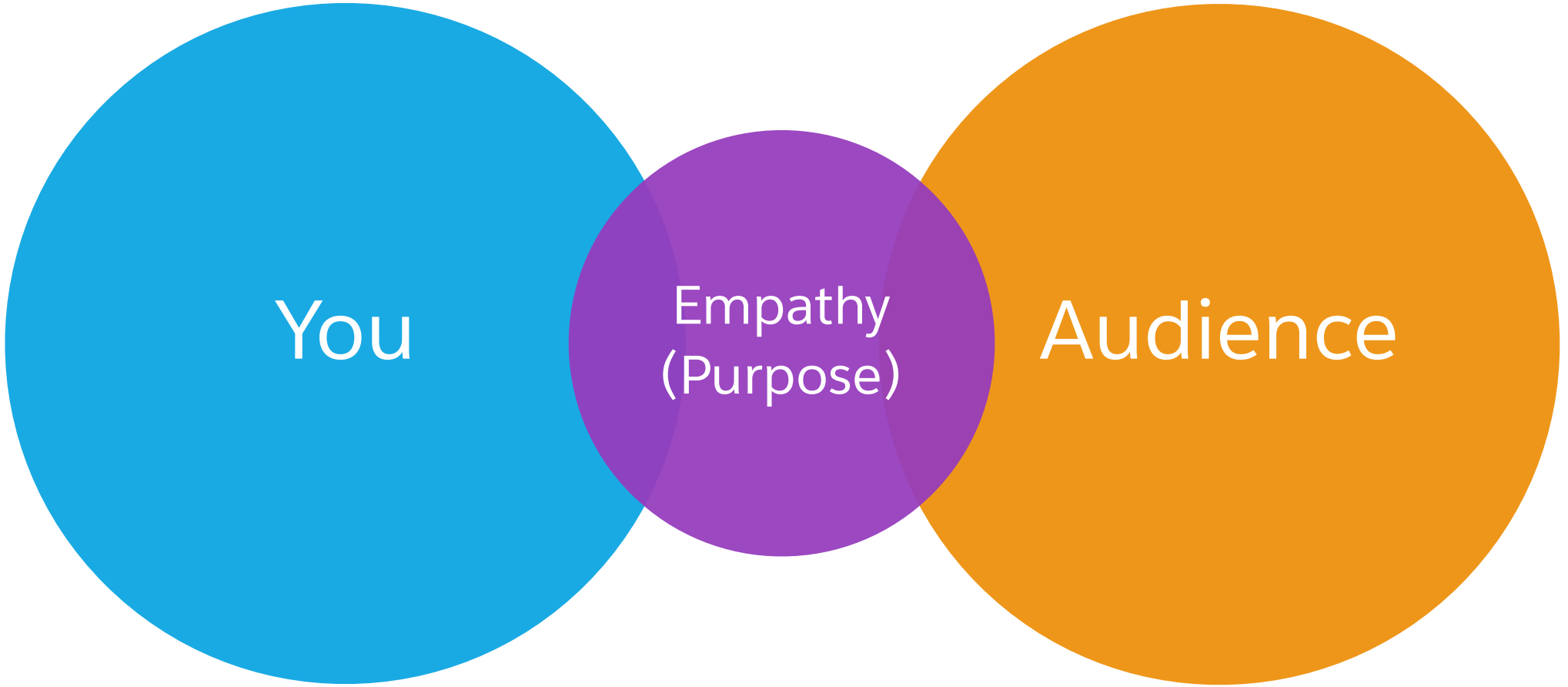
Viral Safety Videos

While viral fodder, the videos use the only guaranteed interface with customers (**flight attendants**), creating **authenticity** and **connection**.

@cliffseal

What if we don’t have anything in common?

Educate yourself and develop **empathy by understanding purpose**.



Unilever

Project Sunlight

Long-term initiative, encouraging customers to live more sustainably. Created campaigns and media supporting the effort–especially video and interactive websites.

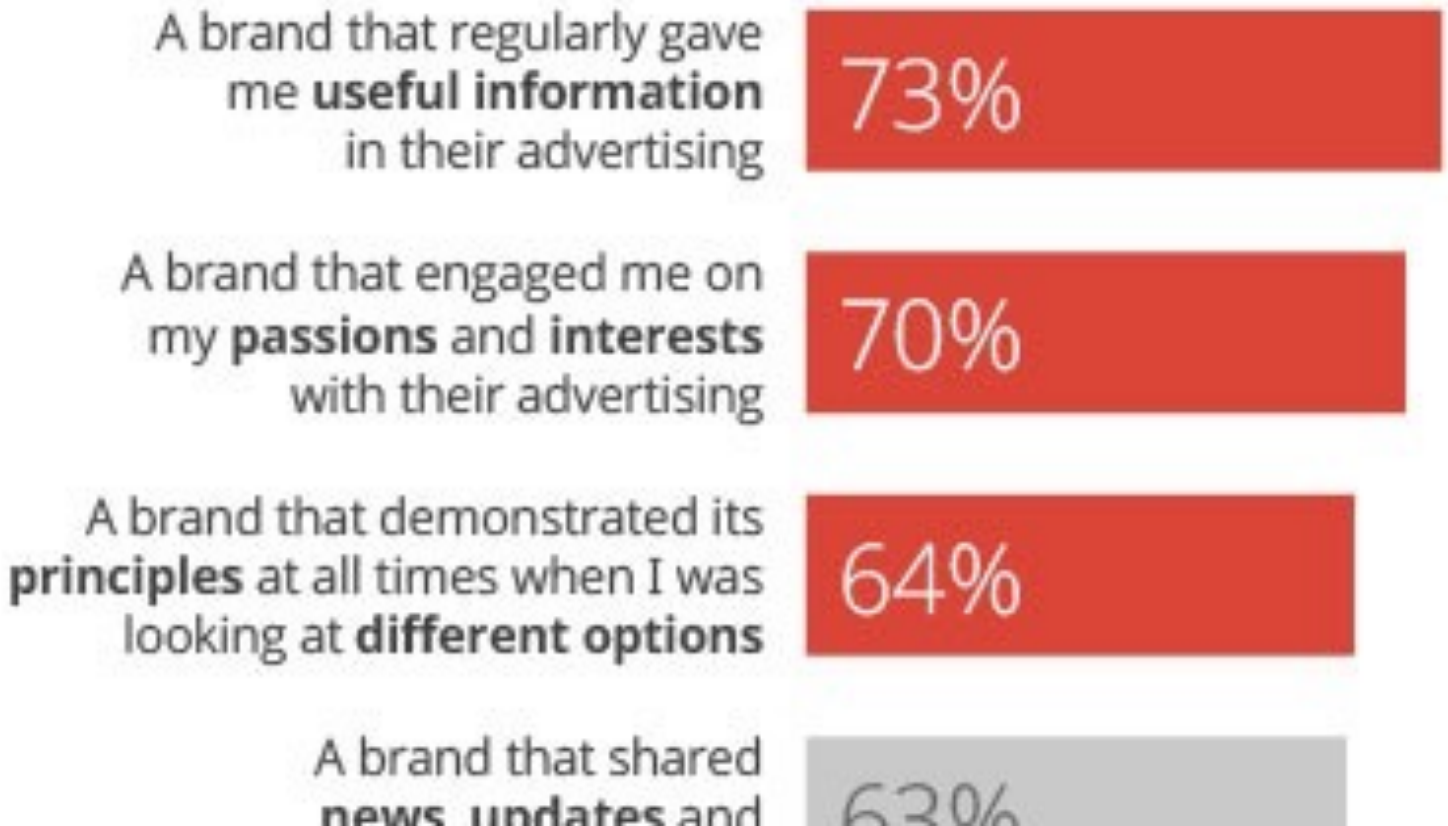
77 million YouTube views across 5 countries. 3 million website visits (as of a year ago).

@cliffseal

Sources: https://www.thinkwithgoogle.com/case-studies/unilever-project-sunlight-video.html

PAIRWISE RANKING OF **BRAND CONNECTION ATTRIBUTES**

Importance of brand connection attributes when purpose-driven consumers are selecting a brand



@cliffseal

Build intelligent **systems** of relevant, helpful content.

Automation can’t be a silver bullet if you fire in the wrong direction.

@cliffseal

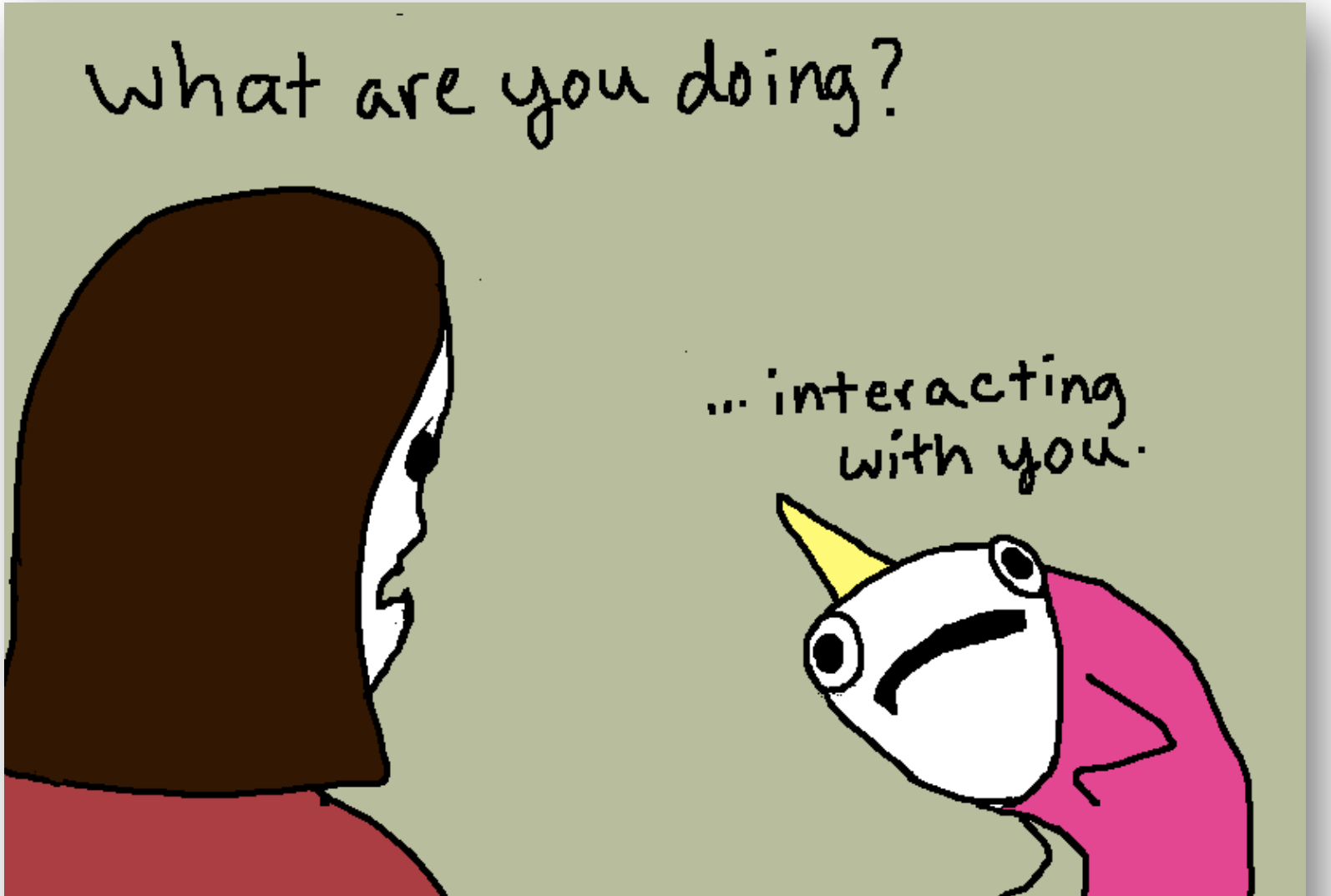
Automate your authenticity.

Use personas to exclude,
use **behavior** to include.

@cliffseal

Personalization can make or break things.

Consider what's **automated**, why, and how.



@cliffseal

A great content strategy looks like **empowered, loyal people**.

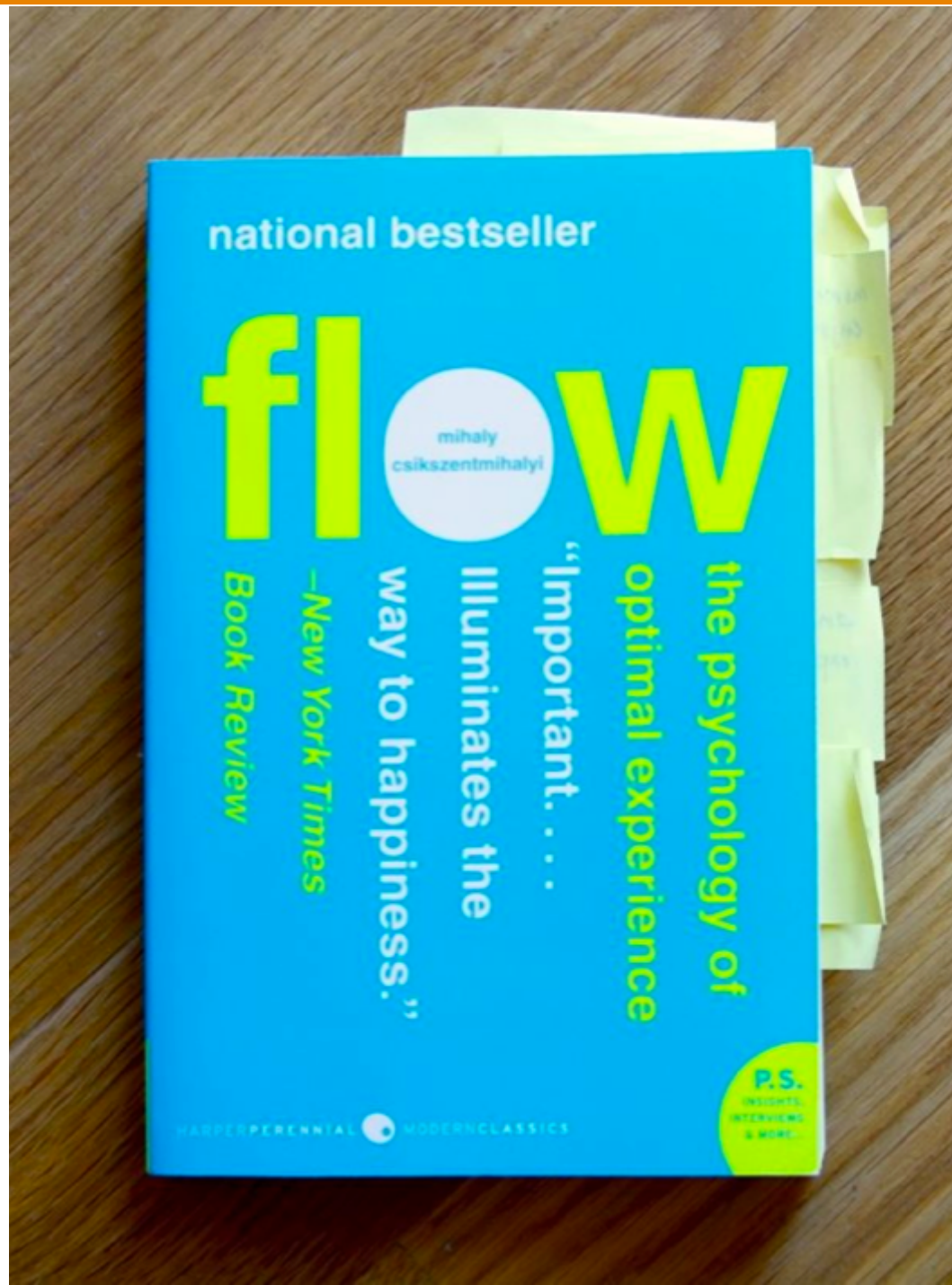
@cliffseal

Reclaim **gamification**.

Gimmicks short-circuit the entire concept. **Get scientific.**

What is the

purpose **of what I'm doing?**



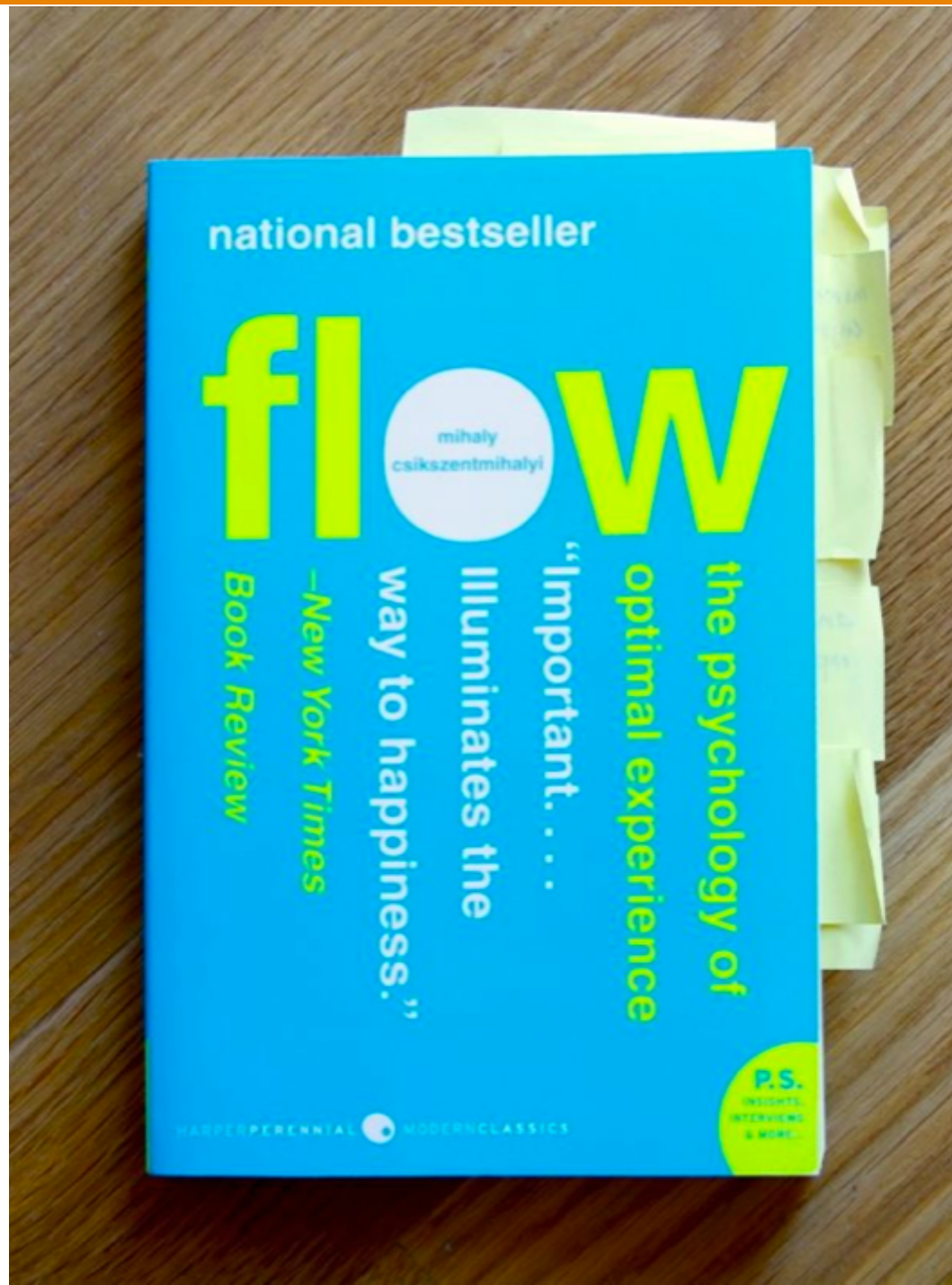
@cliffseal

Reclaim **gamification**.

Gimmicks short-circuit the entire concept. **Get scientific.**

What is

possible?

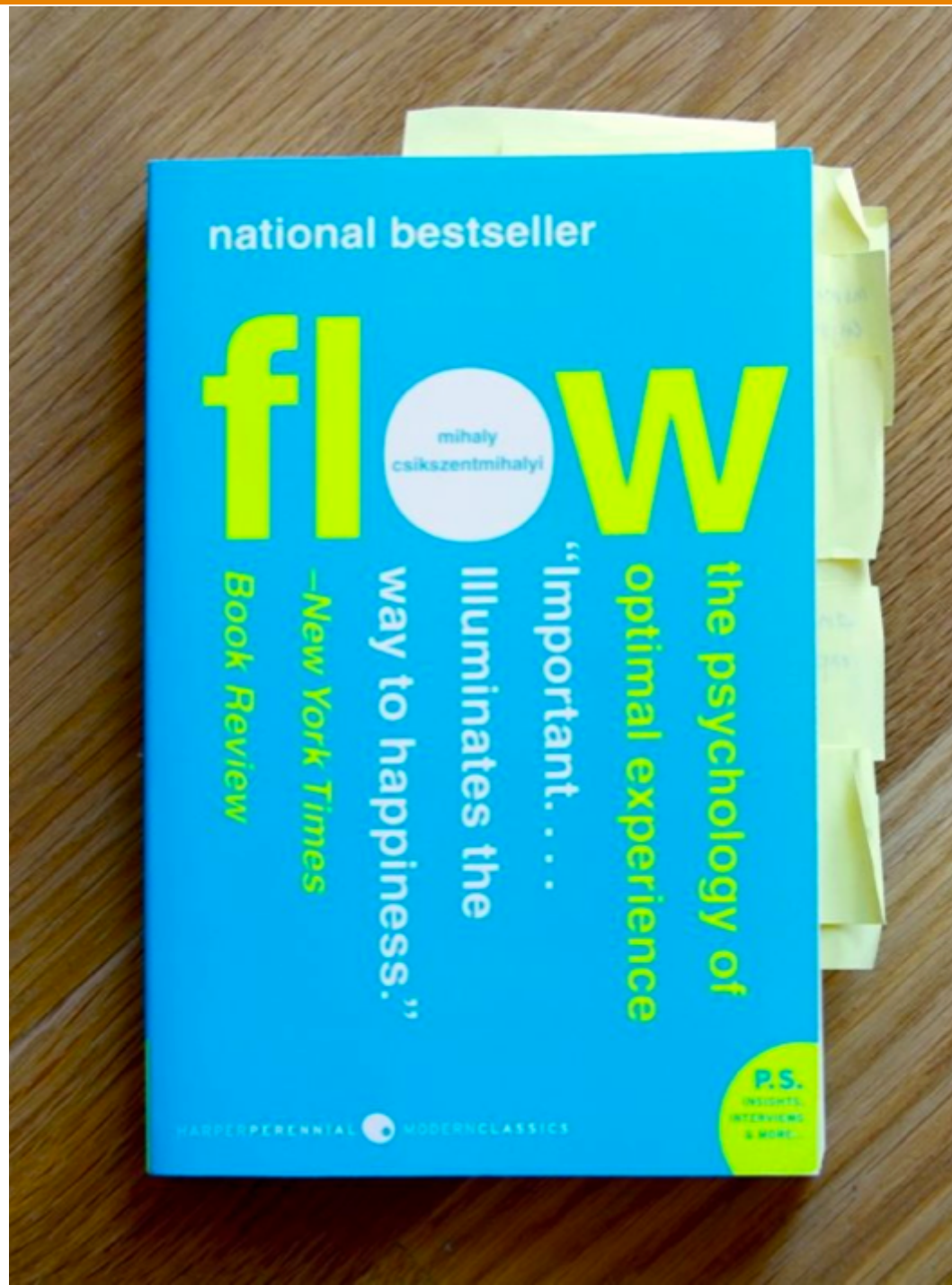


@cliffseal

Reclaim **gamification**.

Gimmicks short-circuit the entire concept. **Get scientific.**

How do I know if I'm doing the **right** thing right now?

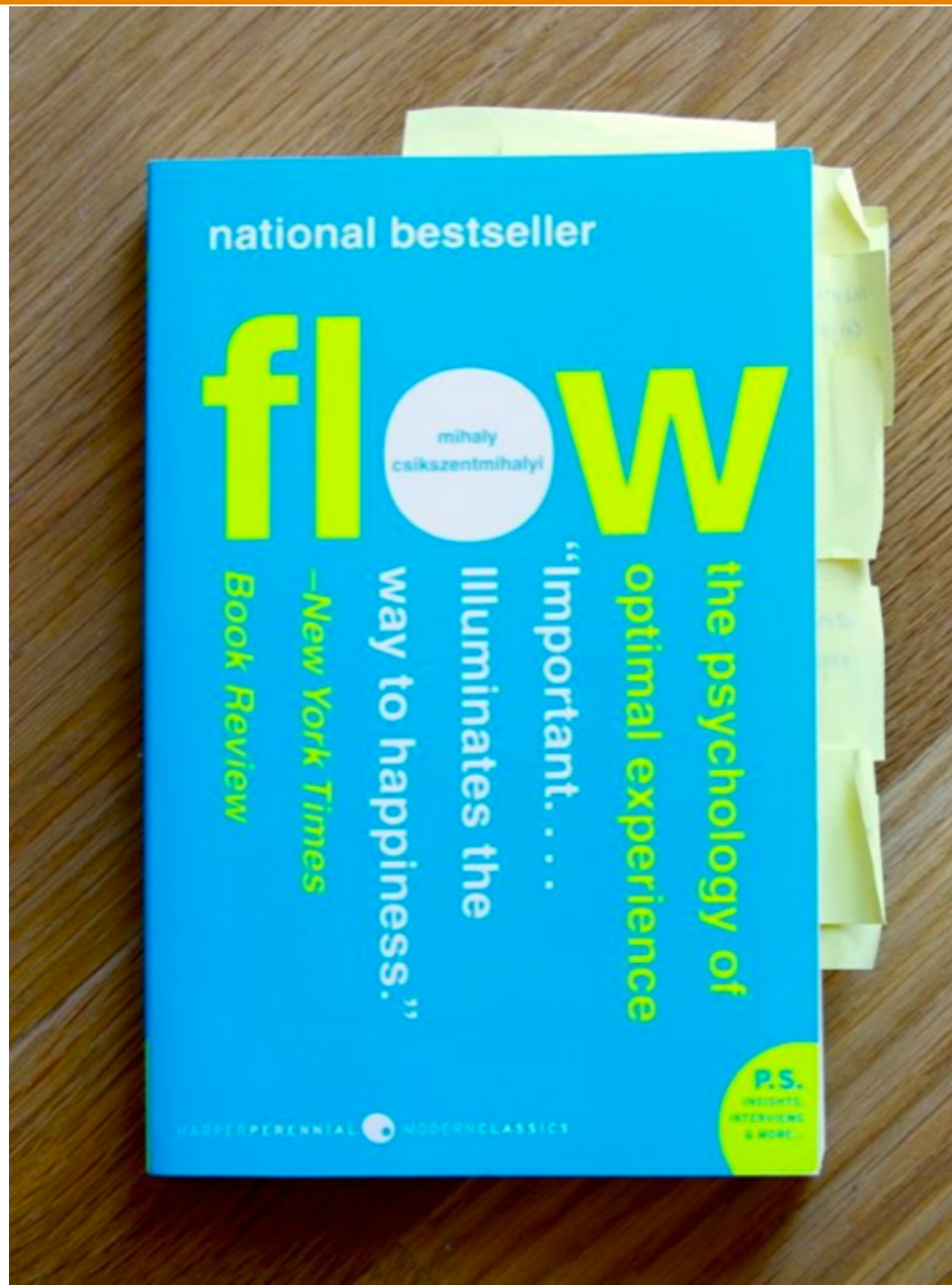


@cliffseal

Reclaim **gamification**.

Gimmicks short-circuit the entire concept. **Get scientific.**

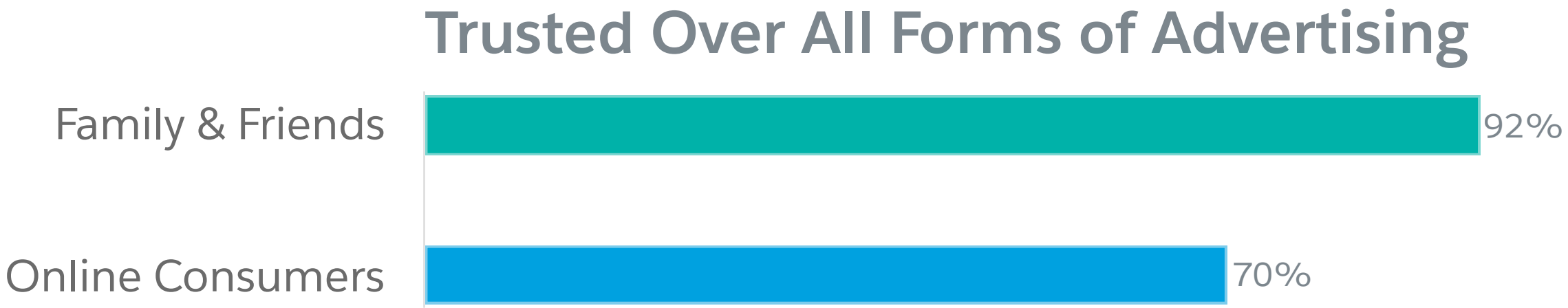
How do I know if I'm **learning** and progressing?



@cliffseal

Loyal customers sell products.

Word of mouth is your absolute best salesman.



Sources: http://brandtosales.weareoctopusgroup.net/og_techheads_2014_thehumancio

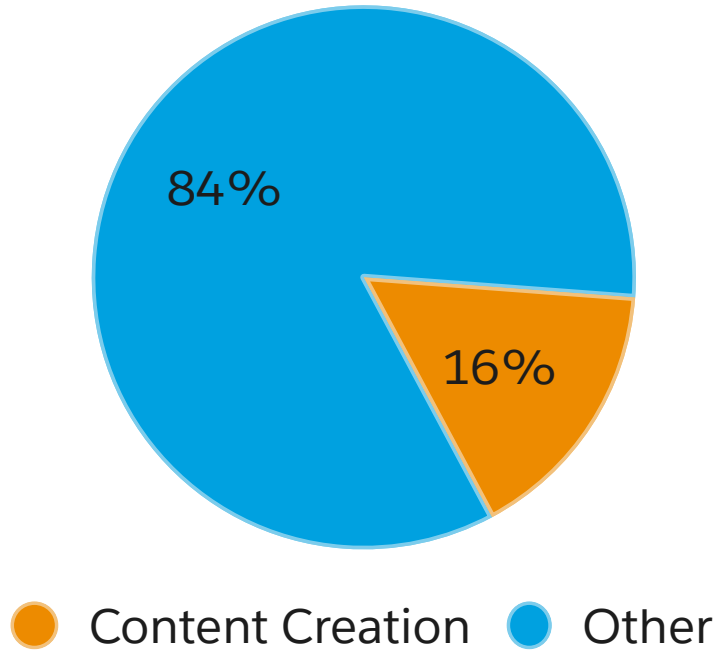
Find **sustainable, thoughtful** content creation approaches.

@cliffseal

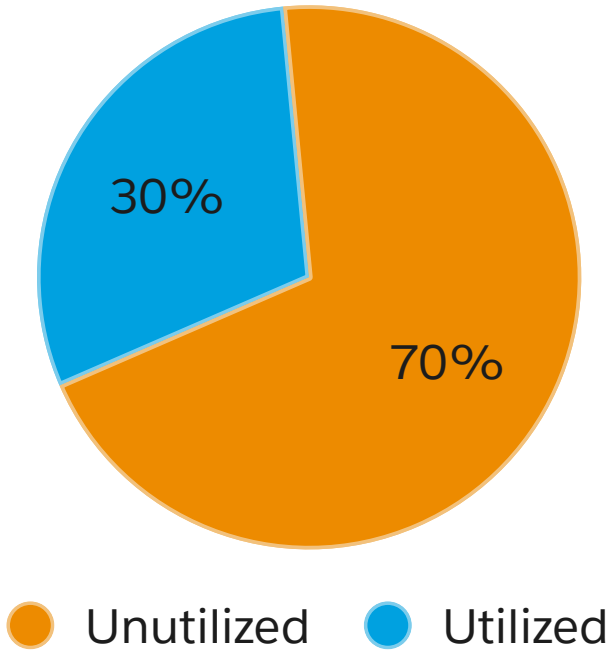
Focus on what's **working**.

Get rid of what **isn't**, scientifically.

Marketing Budget



Content



Sources: Mathew Sweezey's proprietary research

Put your content on a **nutrition + exercise plan**.

When a fad diet just won't do.

1. Export all your content to a spreadsheet. Include content type, taxonomies, and crucial metrics.
2. Promote your high performers.
3. Update content with promise.
4. Remove failed pieces and redirect to something better.

Supplement your meals.

Don’t be afraid to
curate others’ content.

@cliffseal

SHUT UP AND GIVE ME BULLET POINTS.

1. Align with motivation and purpose for **authenticity**.

2. Create **systematic relevancy** and build **loyal customers** through (truly) game-like, thoughtful content journeys.

3. Find a **sustainable, realistic** content creation approach.

“Nobody cares how much you know, until they know how much you care.”

Theodore Roosevelt

Thank you.

<3 Cliff Seal

@cliffseal