

The background of the image is a photograph of a rugged mountain range under a clear sky. Overlaid on the left side of the image is a large, stylized, light blue 'X' graphic that spans across the top and middle sections. The main title, 'THE X FACTOR', is centered in the upper half of the image. 'THE' and 'FACTOR' are in a bold, white, sans-serif font, while the 'X' is significantly larger and rendered in a white, outlined, sans-serif font.

# THE X FACTOR

THE NEW PROCESS FOR  
BUILDING BETTER CONTENT FASTER

Content marketing is as much about how you create your content, as it is about how you distribute it. In fact simply building your content in a different way can have a massive impact on your content's total effectiveness. This presentation is to show you the single greatest thing you can do to increase your content marketing is to build your content in a new way. This is the true "X" Factor of content marketing. Feel free to reach out to me on Twitter @msweezey to continue the conversation.

*Matthew Sweezey,*  
Principal of Marketing Insights Salesforce

This presentation is compliments of.



THE CUSTOMER SUCCESS PLATFORM

# CURRENT ISSUES

We need to fully understand the issues with content to understand why the “X” factor is so important.

# 12

Consumers spend over 12  
hours per day in front of  
a screen<sup>1</sup>.

1 eMarketer, 2015

2 Analysis of 1,000,000 websites (Proprietary Data)

# 200+

Different marketing  
channels to market on  
today! Each requires  
content.



# NEEDS EXCEED ABILITY

- How many departments need content created for them?
- How many different personas are you making content for?
- How many different stages in the buying cycle?
- How many emails do you send every month?
- How many blog posts do you create each week?
- How long does it take you to create a piece of content?
- Do you do in house design work?
- Do you have enough time to do all of this? NO!

# VALUE

Consumers value content completely differently than businesses.

## BUSINESSES

*See CONTENT as a vehicle  
of commerce.*

## CONSUMERS

*See CONTENT as a vehicle  
of self expression, and self  
discovery.*

# EXPERIENCE IS WHAT COUNTS

There is the download you can track with a metric, but this only can tell you that your call to action was correct.



Following the conversion there is the experience the person has with the content, which is either positive, negative, or null. This is the measure of the experience you created. This can not be tracked by downloads.



The infographic features a teal background with a faint mountain range. Two dark teal circles are positioned on the left and right. The left circle contains the text '71%' and a paragraph about B2B buyer disappointment. The right circle contains the text '25%' and a paragraph about future engagement. A light gray diagonal shape separates the two circles.

# 71%

Percent of B2B buyers have been disappointed with the content they have downloaded.

1 <https://www.clickz.com/clickz/column/2349580/71-percent-of-buyers-have-been-disappointed-by-content>

# 25%

Percent of them will never engage with your brand again.



# PRODUCTION TIME

The processes we use to create content is a hold over from the industrial revolution. The idea of assembly line production works great for something's but not in content marketing!



# CONTENT

The idea of content marketing was first mass publicized in Seth Godin's book *Permission Based Marketing* in 1999.

# AGILE MARKETING

Wasn't a formalized idea until the Agile Marketing Manifesto created in 2012. A full 13 years after content marketing was bought to the masses.

[Read the Full Manifesto Here](#)

# OLD VS NEW

The technology to be agile simply didn't exist when content marketing was created. We now have engrained processes which are not accounting for current possibilities.







# 42%

Of marketers say  
it takes 2-5 weeks  
to create a piece  
of content.

1 <http://www.techvalidate.com/blog/2013-content-marketing-research-time-spent-creating-content-2892>

# 1/3

Of marketers say it  
takes more than 7  
weeks to create a  
piece of content.



### Rate the relative time required to create each type of content:

	Time Commitment				
	Very High	High	Modest	Minimal	Not Used
Business / Thought Leadership Whitepapers	36.4%	35.2%	17.0%	2.3%	9.1%
Technical Whitepapers	20.1%	40.2%	19.5%	4.0%	16.1%
3rd Party Whitepapers (e.g. Industry Analysts)	16.0%	30.2%	17.8%	8.3%	27.8%
Customized Microsites	9.9%	28.7%	26.9%	10.5%	24.0%
Case Studies	13.2%	39.1%	32.2%	9.8%	5.7%
Customer Testimonials	11.0%	20.2%	38.7%	20.2%	9.8%
Customer Videos	22.4%	33.5%	20.0%	2.4%	21.8%
Product Videos / Demos	20.3%	35.5%	29.7%	4.7%	9.9%
TCO/ROI Calculators / Analysis	15.0%	28.9%	23.1%	3.5%	29.5%
Sales Presentations	2.3%	22.0%	50.9%	18.5%	6.4%
Data Sheets / Product Collateral	4.6%	14.3%	58.9%	18.9%	3.4%
Solution Collateral	4.0%	20.1%	52.3%	9.2%	14.4%
Blog Posts	2.3%	6.9%	33.7%	38.9%	18.3%



# THE “X FACTOR IS AGILE CONTENT CREATION.

WE CAN GET BETTER RESULTS, FASTER, AND WITH LESS WORK!

# THE AGILE PROOF

I can write up all the stats in the world, but this simple math example will prove to you that the agile way is faster, better, and repeatable. Even a child can understand the power of agile with this simple proof.







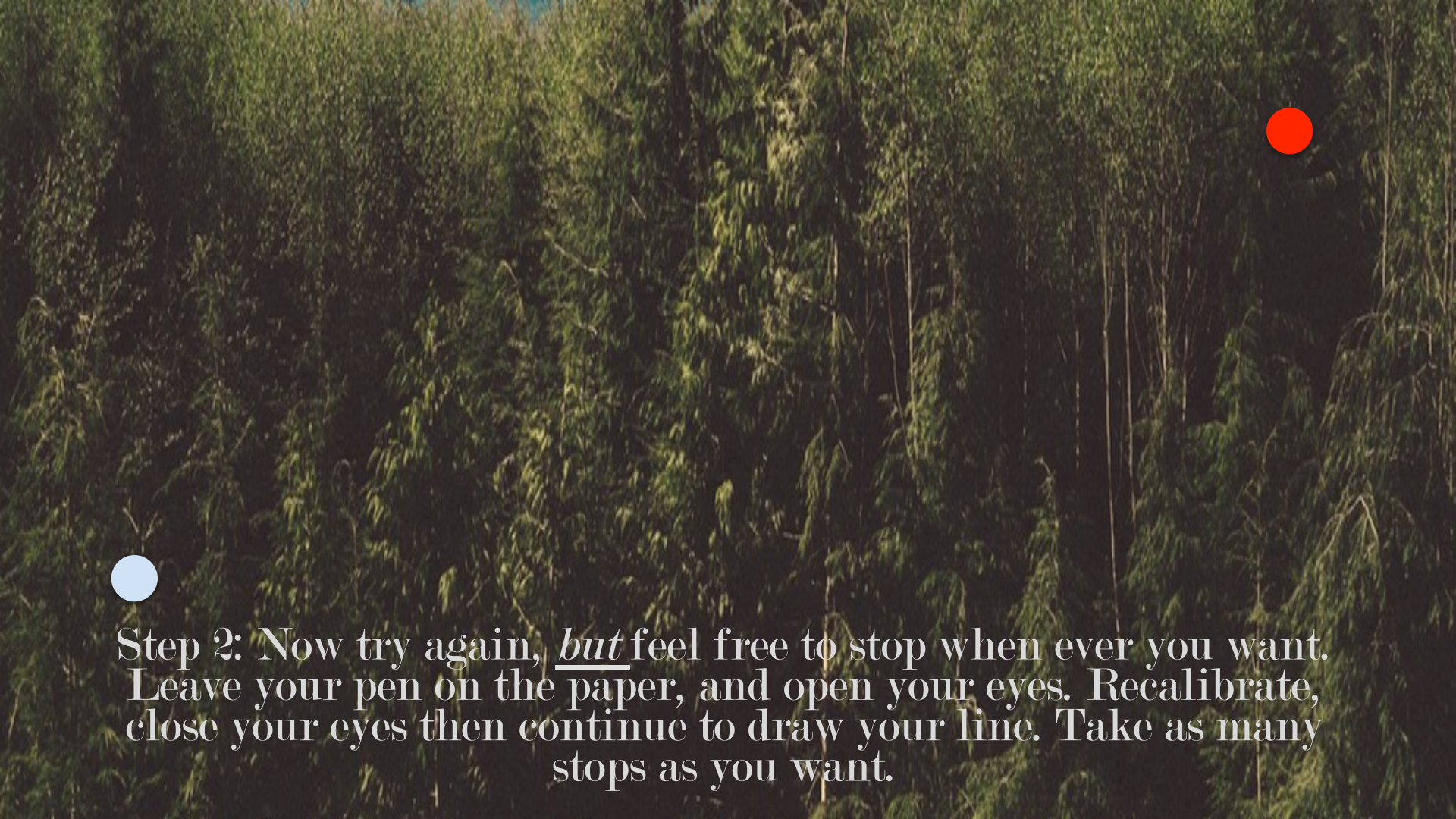
Step 1: Place your pin on the blue dot. Your goal will be to close your eyes and then draw a straight line to the red dot. Stop when you get there.





Your line probably looks like this.



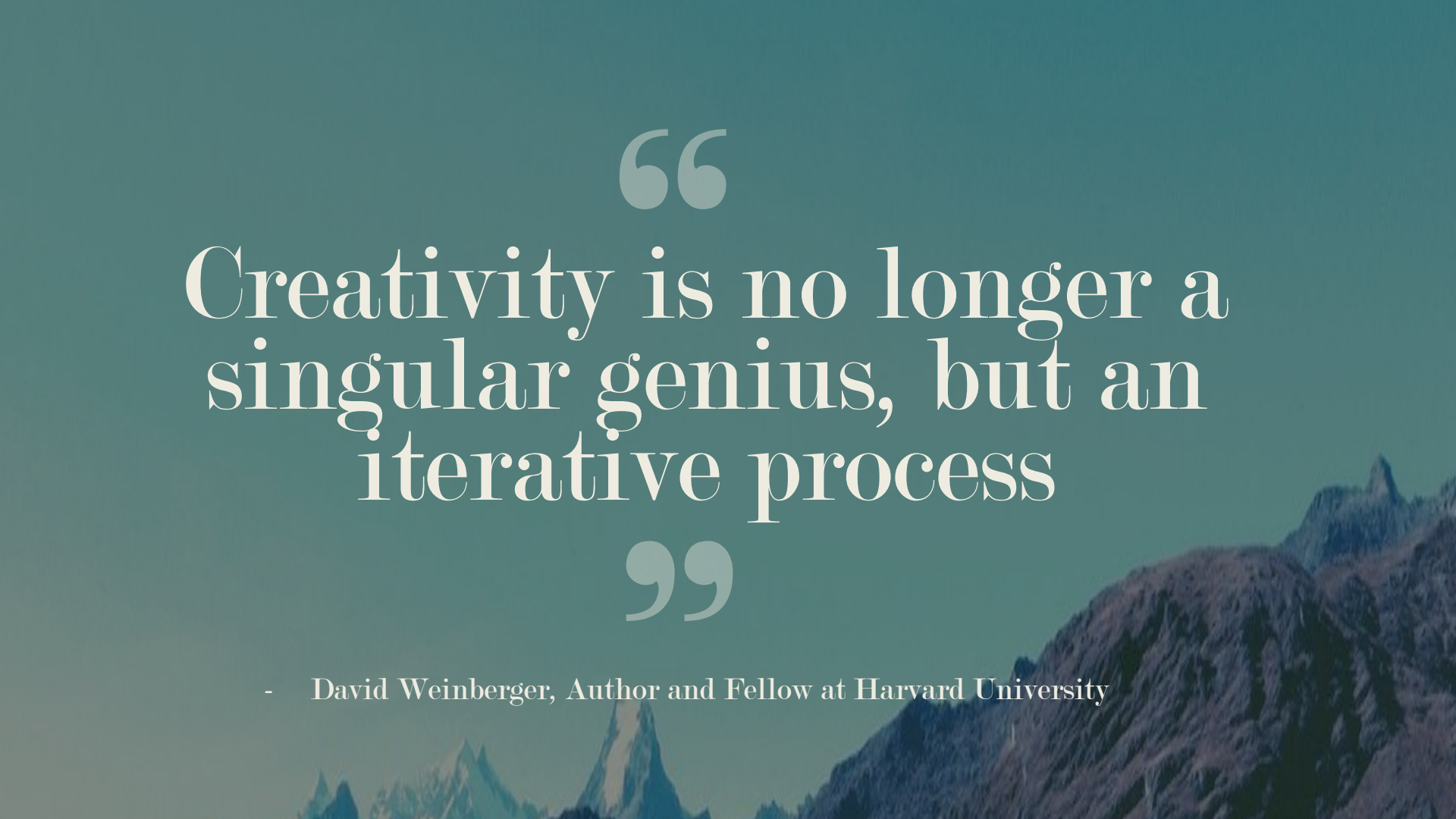


Step 2: Now try again, but feel free to stop when ever you want. Leave your pen on the paper, and open your eyes. Recalibrate, close your eyes then continue to draw your line. Take as many stops as you want.





Your second line probably looks like this. You reached your goal, faster, and with less effort. You can stair at the red dot all you want, but agile is the only consistently way to get there.

The background of the slide features a photograph of a rugged mountain range with sharp peaks. A semi-transparent teal layer is applied over the entire image, creating a monochromatic effect. The text is centered and rendered in a white, classic serif typeface.

“  
Creativity is no longer a  
singular genius, but an  
iterative process  
”

- David Weinberger, Author and Fellow at Harvard University



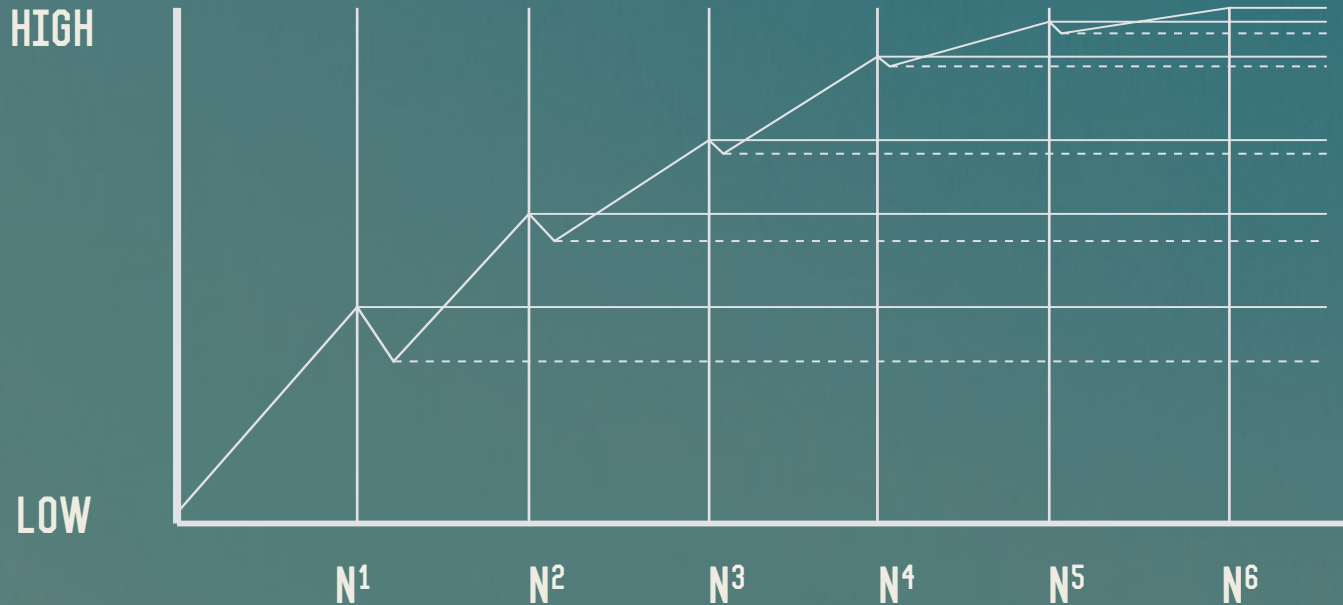
# THE FACTS ON AGILE

3x

Agile projects succeed three times more often than projects following a waterfall processes of execution. As well as spending much less time and at a significantly lower cost<sup>1</sup>.

1 2011 CHAOS report from the Standish Group

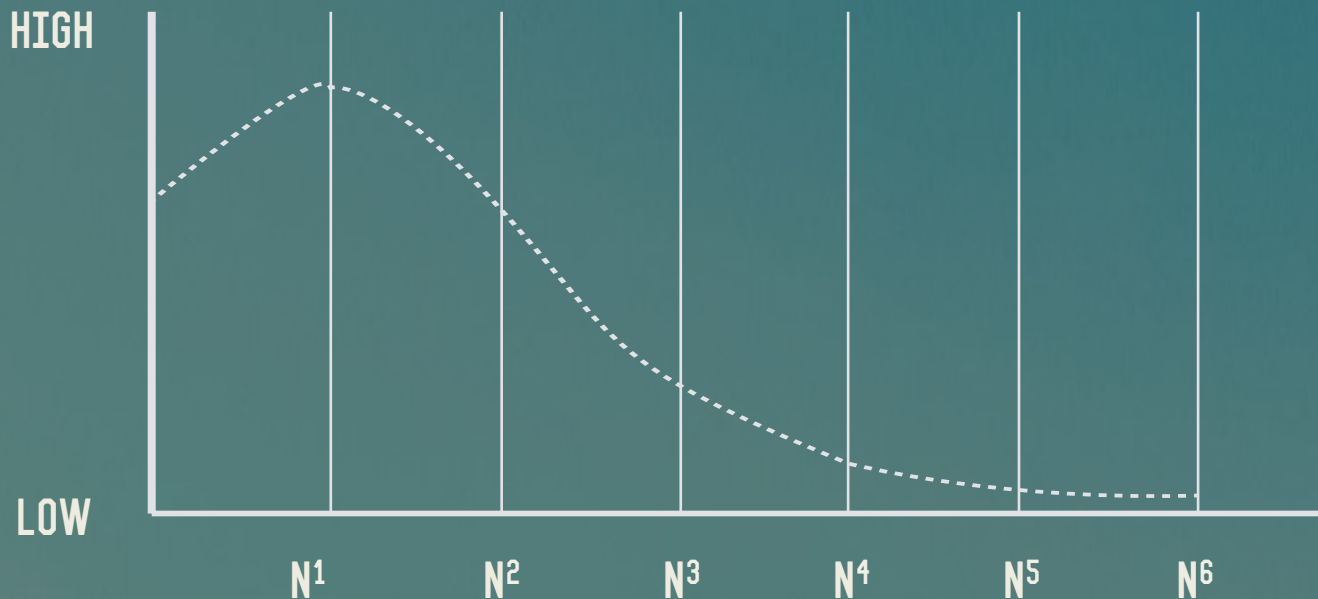
# INCREASED ACCURACY



Translation:

Each agile iteration will have a higher degree of accuracy than the previous iteration, yet you are likely to still have some failure in your next attempt. However the degree of failure will also decrease with each attempt.

# LOWER RISK EXPOSURE



Translation:

Each agile iteration of the content has a dramatically less likeliness for failure. Which means you are less likely to see consumers having bad experiences with your content.

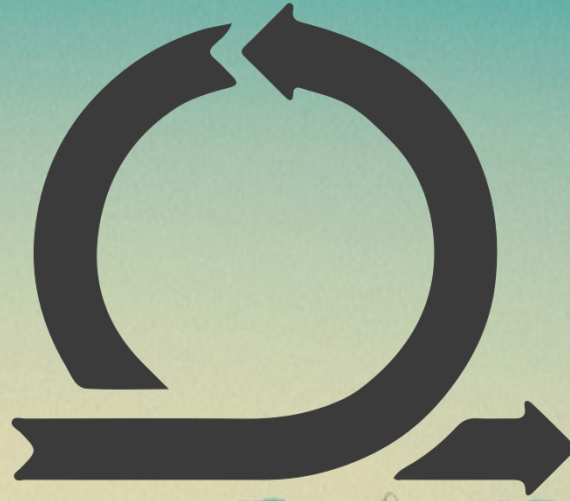
# THE AGILE PROCESS

There are an infinitely growing number of marketing channels which require content. This brings about a new level of content we must produce. The only way to create enough content with a high enough success demands a new foundation on how we execute marketing campaigns. We must learn from other business departments who have faced similar issues.



USER STORIES

REVIEW

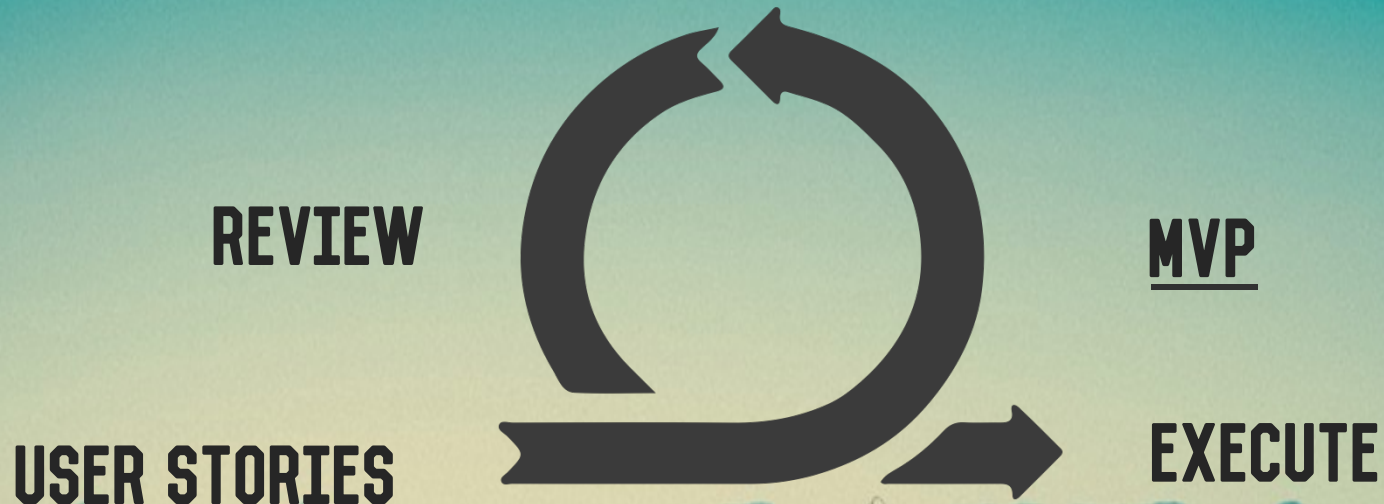


MVP

EXECUTE

**USER  
STORIES**

What responsibilities do they have?  
What issues do they face?  
What do they want to learn?  
Have they found things before they liked?



**M.V.P.**

Minimum Viable Product: What is smallest way you can provide value to your core consumer. This is your minimum viable product. Create this, then learn how to improve it.





**REVIEW**  
**ASK**

It is good to have comparable metrics, but asking consumers directly is the best feedback you can have on how to improve your experiences.

- Was the content you engaged with helpful?
- How can it be better?
- What was the best thing you've found?



# A TELEPHONE DOES IT BEST

DO NOT use forms, Surveys, or questionnaires to understand the impact of the content on the consumer experience. They make the customer experience worse, and you will lose out on your ability to really dig into conversation. Be human, if not there is no way your content or experiences can be.



# HOW MANY ITERATIONS

The logical question to ask next is, how many times do I have to iterate to get the results I am looking for? The answer is it depends on your initial starting point, and how good you are at iterating. This is where your personal “X” factor will come into play. Your personal “X” factor is how well you are at iterating on your previous versions.

# AGILE MATH

$$(FV - CV) - ((FV - CV) * X) = i$$

What the math represents:

**FV = Future Value.** This score you wish your content will reach in the future.

*On a scale from 1-10 if you want your score to be perfect this number would be 10, assuming 10 is the highest value.*

**CV = The current score your content is rated.**

**X = Your x factor, or your ability to iterate on your previous version.**

**i = The number of iterations it will take you to reach the goal**



# ITERATION TABLE

I've done the math for you!

*The PV of the content*

	10%	20%	30%	40%	50%	60%	70%	80%	90%
1	8	7	6	5	5	4	3	2	1
2	7	6	6	5	4	3	2	2	1
3	6	6	5	4	4	3	2	1	1
4	5	5	4	4	3	2	2	1	1
5	5	4	4	3	3	2	2	1	1
6	4	3	3	2	2	2	1	1	0
7	3	2	2	2	2	1	1	1	0
8	2	2	1	1	1	1	1	0	0
9	1	1	1	1	1	0	0	0	0
10	0	0	0	0	0	0	0	0	0

*Your "X" factor*

# EXAMPLE:

If your first draft of the content scores a 7, and your “x” factor is 40% then it will take you 2 more iterations to get it to a 9 or better.

The PV of the content		10%	20%	30%	40%	50%	60%	70%	80%	90%
	1	8	7	6	5	5	4	3	2	1
	2	7	6	6	5	4	3	2	2	1
	3	6	6	5	4	4	3	2	1	1
	4	5	5	4	4	3	2	2	1	1
	5	5	4	4	3	3	2	2	1	1
	6	4	3	3	2	2	2	1	1	0
	7	3	2	2	2	2	1	1	1	0
	8	2	2	1	1	1	1	1	0	0
	9	1	1	1	1	1	0	0	0	0
	10	0	0	0	0	0	0	0	0	0

*Your “X” factor*

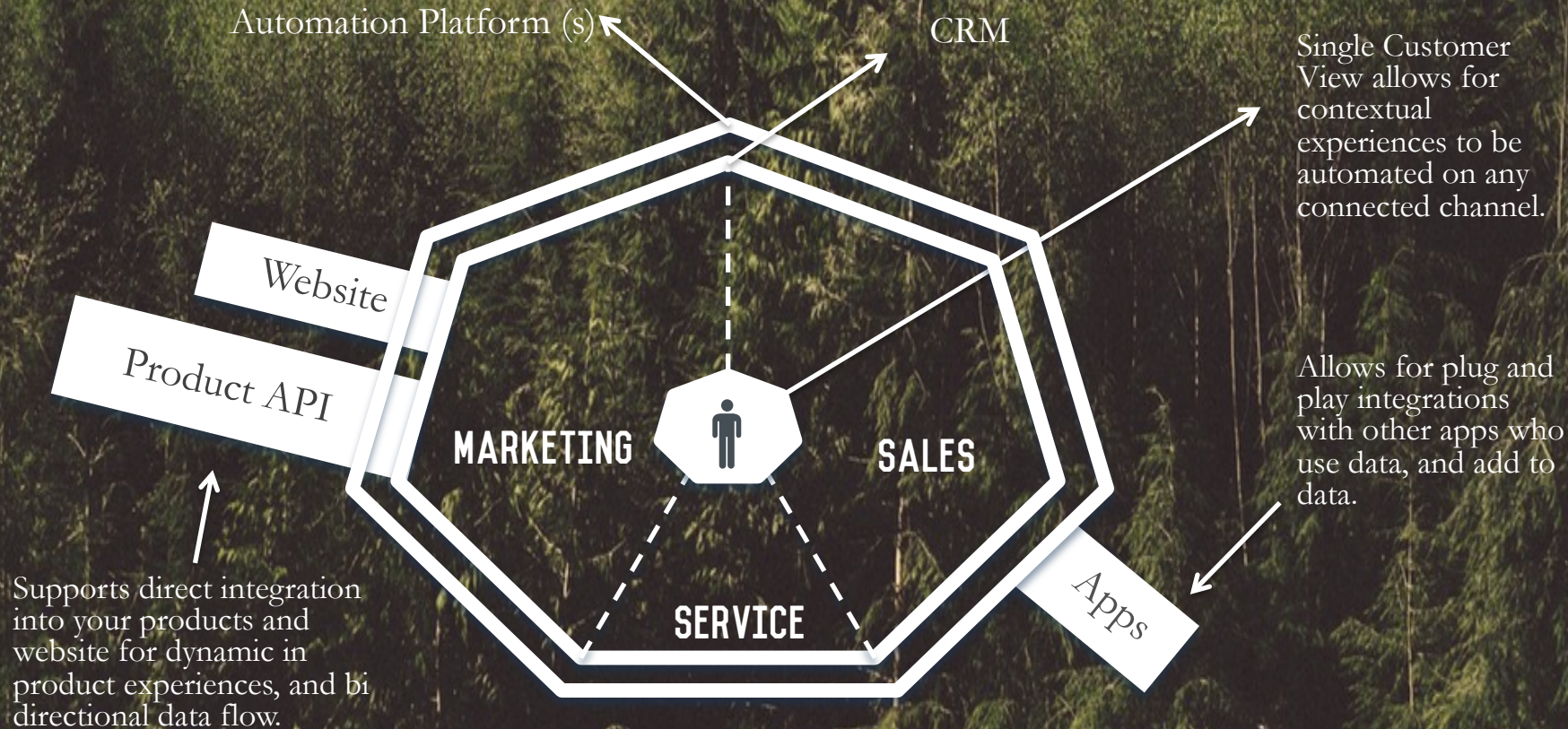


# X FACTOR TOOLSET

You must have the correct toolset to be agile across all channels, and at all times. This toolset will allow for you to serve the correct content to the correct people on the correct channel at the correct time. It also will provide the feedback we need to increase the contents effectiveness, and will do this all instantly so our iteration cycles can happen quickly.



# SYSTEM OF RELEVANCE





# BI-DIRECTIONAL FLOW

You must have a bi-directional flow of data to be agile. This is because each asset you create must be able to be dynamically served up, with feedback being dynamically sent back for analysis. Without the ability to dynamically serve up content, and instantly gain insights from the engagement you can not agile be with your content delivery, or gain the required insights necessary to have an agile content flow.



# YOU ONLY GET 1 SHOT

You will only get one shot at presenting data to someone. You will not be remembered, and they will not recall your site. You have to present the best content you can to help them fulfill their purpose or you are instantly forgotten, only to be found again if you show up again in a search. If you do not have a system of relevance you can not do this either.





2.5%

The average number of people who will read your blog then visit another page on your site.

1.7 pages

The average number of pages a person will visit when they land on your site.

3.7%

The number of people who will visit a resource/education page on your website.

Proprietary research conducted by looking at over 1 million webpages, and studying modern consumer interactions in 2015. These sties were also from best in class marketers looking to use highly progressive marketing techniques.



# X FACTOR ADVERTISING

Advertising is another place agile content practices can provide massive benefits. Agile Advertising also is a very effective way to test your content in very targeted and effective ways. Agile Advertising also can help you generate new leads very effectively using agile processes for lead targeting.

# THE AD WARS

76% of Facebook's revenue comes from mobile advertising<sup>2</sup>, which is why they have invested so much into their ad products. This is the key reason Agile advertising is now possible. You can spawn up a custom audience in seconds, test multiple ads with them, and the system automatically promotes the best performing one.

1 <http://www.emarketer.com/Article/Total-Media-Ad-Spending-Growth-Slows-Worldwide/1012981>

2 <http://fortune.com/2015/07/29/facebook-mobile-ad-revenue/>

A black tablet with a white screen. The screen displays the text '25%' in a large, black, serif font. Below it, in a smaller, black, serif font, is the text 'Of all advertising budgets will be mobile by 2019. 70% of all digital budgets will be spent on mobile¹.' The tablet has a black bezel and a small circular home button at the bottom center.

# 25%

Of all advertising budgets will be mobile by 2019. 70% of all digital budgets will be spent on mobile<sup>1</sup>.



# AGILE AUDIENCE

## FINDING THE UNKNOWN PROSPECT

Each of these psychographic examples are currently possible with in Facebook advertising today.

Primarily pay  
will cash. And  
who do not  
have over \$5k  
credit limits.

Who work in  
the restaurant  
industry. And  
who ride a used  
motorcycle.

People  
who buy  
men's jeans


iPad 4

Who are  
looking at  
buying a Cross  
Over SUV in  
the next 365  
days.

# MULTIPLE COPIES

The days of having only one advertisement to use is long gone. In the days of social and dynamic advertising you can buy multiple variations of the advertisement and split test them all in real time. The systems will automatically then serve up the best performing content without you lifting a finger. So you can stop arguing on copy and creative and let your consumers pick for you.



The background of the image is a photograph of a dense evergreen forest under a clear blue sky. A large, semi-transparent, stylized 'X' graphic is overlaid on the image, with its arms extending from the corners towards the center. The text 'X FACTOR' is positioned above 'NURTURING', both in white, bold, sans-serif capital letters. The 'X' in 'X FACTOR' is smaller and more widely spaced than the 'X' in the graphic.

# X FACTOR NURTURING

Email and Lead Nurturing are also heavy investments in time, and can benefit from the Agile processes. Consider the following tips to help you increase the effectiveness of your nurturing campaigns, while decreasing the time you spend on creating time.





# K.I.S.S

The best emails your company sends come from the person email outboxes of your employees. Study these emails to see why RICH text emails are out performing your HTML emails from your email marketer.

**TIP #1**  
BE AUTHENTIC

# PROOF IT WORKS



[REDACTED]  
Marketing, Product Development, Ecommerce [REDACTED]



Expertise request from [REDACTED]  
Sep 21, 8:01 PM

## Atlanta AMA meeting follow-up question on rich text emails

Matthew-

I was at the AMA email panel discussion you were on a few weeks ago and was intrigued by your stats about engagement with rich text emails (2 to 4 times the



The week after the panel I decided to test a rich text email vs. our standard designed HTML email. Boom, a 4.35 times increase in clickthru for the rich text version. Appreciate the tip.

[REDACTED]



# PAUSE

An email nurturing program will usually end up consisting of many emails, however between each email is a time pause. Rather than creating the entire program at once, build it 3 emails at a time. Then see what works, and build 3 more.

TAKE YOUR TIME  
**TIP #2**



SHARE TO CARE  
**TIP #3**

# **3<sup>RD</sup> PARTY**

Other peoples content is a major resource for your email nurturing emails. Rather than make new content, learn to find great content to share. Remember you are tracking URL's so anything online is content.



# PUT IT ALL TOGETHER

IT DOESN'T TAKE 10 MINUTES TO CREATE THIS NURTURING STRING. TEST THEN MAKE 3 MORE



Start



After 4 Weeks

**Send Email**

[Follow-Up Email 1](#)



After 2 Weeks

**Send Email**

[Follow-Up Email 2](#)



After 2 Weeks

**Send Email**

[Follow-Up Email 3](#)

John,

There is a video in our resource library on Lead nurturing best practices, [here's a link to it](#). It was recorded with Jay Baer.

John,

I noticed an article on [Content experience](#), and thought you might like to give it a look.

John,

I'm not sure if you follow this guy on social. But If you're on Twitter you might want to check out [@jaybaer](#). We've just shot a webinar..





# X FACTOR JOURNEYS

Journeys use to be “Path’s to Purchase” and were linear buying paths. This is no more due to the speed of the internet and the connectivity of data. A full buying cycle from idea to purchase can take moments, or it can take a very long time. It is up to you to recognize the way the person wants to engage, what they want to engage with, and then dynamically give it to them. Taking everyone down the same path does not work.





# 70 seconds

A typical digital journey now takes on average of 70 seconds<sup>1</sup>. With an average of 4.6 sites viewed<sup>2</sup> per session.

1 <https://www.thinkwithgoogle.com/articles/win-every-micromoment-with-better-mobile-strategy.html>

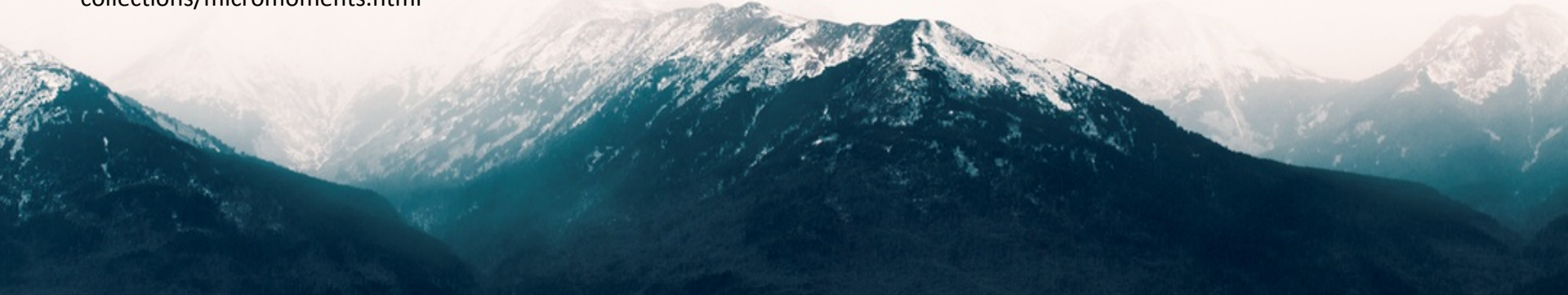
2 <http://time.com/12933/what-you-think-you-know-about-the-web-is-wrong/>

# MICRO MOMENTS

Journeys are made of Micro Moments<sup>1</sup> are the seconds a person is engaged with a specific idea. The triggers will vary but the want of the person is the same. They want everything instantly. This is why they only visit 1.7 webpages, and 80% of adwords clicks bounce.

Journeys are no longer linear but rather responsive to the moments of the consumer. This means you should have lots of micro journeys rather than long linear paths. The journeys must be dynamic and predictive rather than linear paths. These journeys can only be created in agile formats.

1) Source: Google Think <https://www.thinkwithgoogle.com/collections/micromoments.html>



# 3 KEYS TO MICRO MOMENTS

## BE THERE

90% of smartphone **users** are not absolutely certain of the specific brand they want to buy when they begin looking for information online.

## BE USEFUL

73% of consumers say that regularly getting useful information from an advertiser is the most important attribute when selecting a brand.

## BE QUICK

70% of consumers switch apps, or sites during micro moments because “it is too slow”.

Source: Google Think <https://www.thinkwithgoogle.com/collections/micromoments.html>



The background of the slide features a scenic view of a mountain range under a clear blue sky, with dense evergreen trees in the foreground. A large, semi-transparent graphic of a stylized 'X' is overlaid on the image, with its arms extending from the top-left and bottom-right towards the top-right and bottom-left. The text 'X FACTOR MEETINGS' is centered over this graphic. 'X FACTOR' is in a white, outlined, sans-serif font, while 'MEETINGS' is in a larger, solid white, sans-serif font.

# X FACTOR MEETINGS

Another major aspect to the Agile process is how we communicate with each other. This may not seem like a big deal, but companies who implement the “Daily Stand Up” see team collaboration and effectiveness dramatically increase. This is not an optional practice, if you want to be truly fast and agile you must include daily stand ups as a part of your morning routine with your team.

What did  
you do  
yesterday?

Yes you stand up, and it should never take more than 5 minutes for the full team to go.

What are  
you working  
on today?

Simple, and short. Just to let other team members know if they are needed.

Do you have  
any  
roadblocks?

The managers job is to get these out of the way.

# THE THREE QUESTIONS

Each stand up begins with everyone standing in a circle, and answering three questions. There is no discussion allowed, just answering these questions. All discussions spawned by these should take place following the meeting. Total meeting time for a team of 10 is less than 5 minutes. It is your job to keep this on track!

# AGILE CONCLUSIONS

The X Factor for modern content marketing is in the process you use. We must realize the need amount of marketing we must do is to great, and the odds of failure are to high with out following a process of iteration.

The Agile process provides the instant ability for us to create better results, faster, and with less risk. It is the only way to move forward and the answer to all content marketing issues.





THE CUSTOMER SUCCESS PLATFORM

# THANK YOU

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