



SIX TIPS FOR
CREATING GREAT CONTENT

presented by Pace Communications

BONNIE MCELVEEN-HUNTER,
President and CEO,
Pace Communications

THE STAKES ARE HIGH: THE MEDIA ECOSYSTEM HAS EXPLODED

Fear not. All is not lost. Marketing fundamentals and principles remain unchanged. It's still all about creating compelling, high-quality content with which consumers can interact. It's about branded storytelling and building a business through thinking about content as a product in and of itself. It's about measurable results, managing a content program's performance continuously and, ultimately, two kinds of ROI—Return on Investment and Return on Involvement. In short, it's about content that delivers.



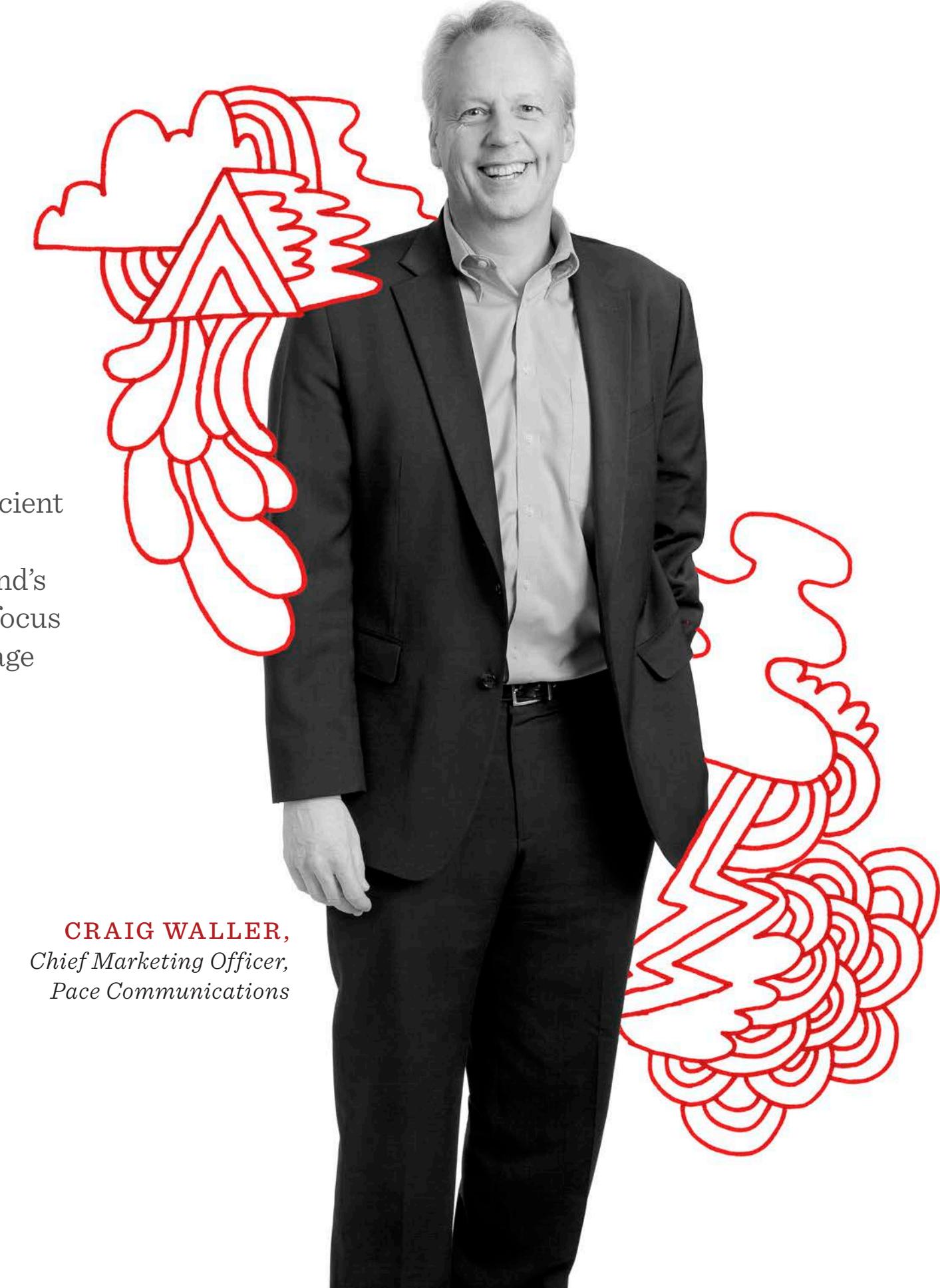
AND THAT'S WHERE PACE COMMUNICATIONS, WITH ITS 35 YEARS OF EXPERIENCE, COMES IN

At Pace, we believe compelling custom content is an effective and cost-efficient method of reaching consumers. We like to think of our clients as partners, because we share a common goal—building the brand and growing the brand's revenue. After all, our success is dependent on our clients' success. So, we focus on delivering creative excellence and providing a measurable ROI. We engage through storytelling. "Show," don't "tell."

WHERE CONTENT MEETS COMMERCE

This is a phrase that we've increasingly been using within our business. It takes in a plethora of live issues: brands as media owners; measurement and analytics; the role of content in e-commerce; the evolving nature of SEO ... and allows us to examine the role of content in bringing customers to the retail environment. Good content presents a timely and compelling environment for engagement.

CRAIG WALLER,
Chief Marketing Officer,
Pace Communications



PACE'S

SIX TIPS

FOR CREATING
CUSTOM CONTENT

TIP 1: CREATE COMPELLING EDITORIAL THAT ENGAGES CUSTOMERS

It is more effective and efficient to keep earning trust through helpful and useful information—rewarding and engaging content—than it is to keep buying their attention using advertising.

SETH GODIN, Best selling Author & Entrepreneur:

Content Marketing is the only marketing left.

BRIAN CLARK, Founder & CEO Copyblogger Media:

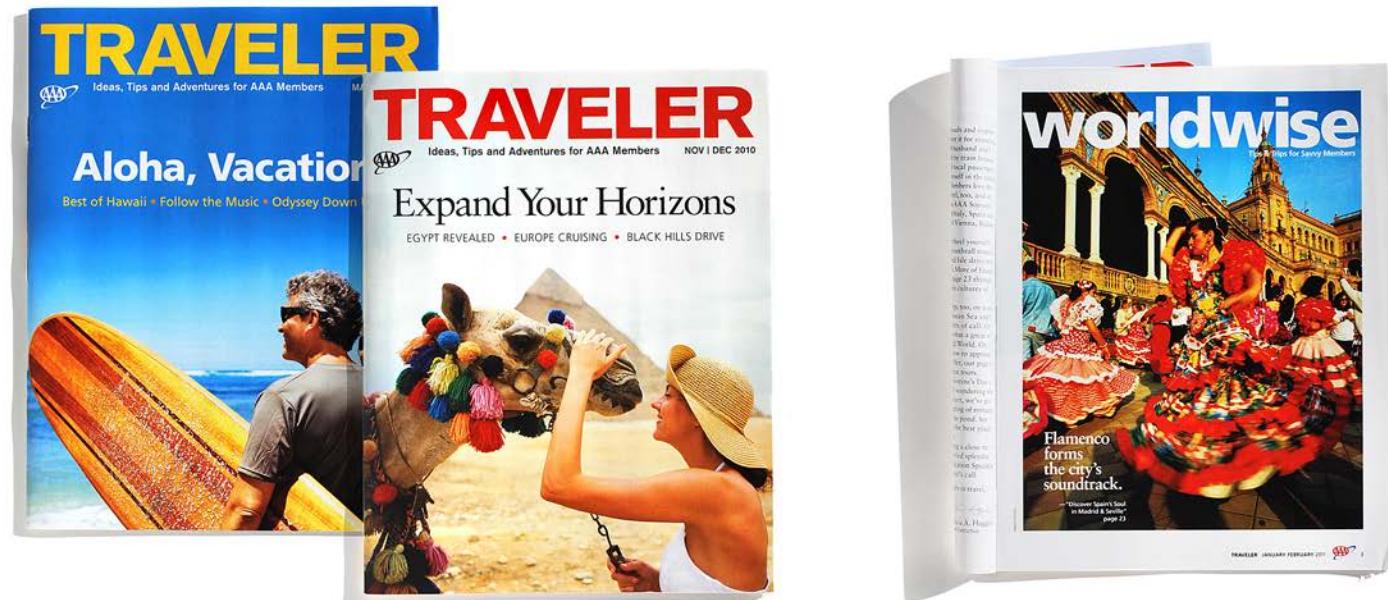
Online, great content is effective advertising, and smart marketers are the new media.

ROHIT BHARGAVA, SVP, Global Strategy & Marketing Ogilvy 360 Digital Influence:

The real secret to great marketing is creating compelling and useful content.

DAVID MEERMAN SCOTT, Marketing Strategist & Author:

Getting customers used to mean interrupting people with product messages. Today it's all about compelling content.



FOR EXAMPLE:

When AAA of Northern California, Nevada and Utah asked Pace to create a magazine designed to inspire travel among its members, we came up with *AAA Traveler*, a 48-page magazine that highlights dozens of vacations and exclusive travel savings. In addition to lavish spreads, stunning photography and beautiful visuals, it's all about the power of storytelling. For example, the feature "Baja Bliss" begins, "A soft pink glow in the Eastern sky signals the beginning of another picture-postcard day in Mexico's tiny seaside community of Loreto..."

THE RESULT? A recent reader survey indicated that 97% of readers agreed or strongly agreed that *Traveler* was fun to read, 91% said that it helped them make decisions about travel and 62% said they have acted upon information found in the publication.

“...many communications specialists have a difficult time developing a story that doesn’t actively sell. Remember, we need to tell a story that is valuable and relevant to the customer. That means, for the most part, leaving the sales messages out of the equation.”

JOE PULIZZI
Junta 42 - <http://blog.junta42.com/>

TIP 2:

INVOLVE SUBJECT-MATTER EXPERTS

- Let's face it, journalists and subject-matter experts know how to reach their audiences and understand their needs.
- They can break down complex issues into engaging and useful content for the consumer.
- The trick is to marry the understanding of these experts with marketing objectives to deliver content that is relevant to the consumer and fulfills the business goals.
- Custom content experts know the writers and can commission the right people for the job with specific in-depth knowledge—in B2B and B2C.

FOR EXAMPLE:

Verizon Wireless (VZW) works with experts to ensure relevance, engagement and buzz-worthiness; because the greater the expertise, the greater the credibility and likelihood of consumer engagement. VZW's experts, including writers, editors, account managers and art directors, thought this was the best way of optimizing media and reaching audiences. VZW helped clients launch digital content tools, including magnetic content on mobile phones. "Your Guide Mobile," the first-ever mobile site in the company's history, delivered content literally right into its audience's palms, on the very devices that it wanted them to use more frequently. The company also tapped a renowned expert on apps and podcasting to launch the Verizon Big App Show. Simple, expert and fun, this program drove significant increases in incremental revenue.

THE RESULT? Reduced the overall cost of Verizon's content/collateral program by millions of dollars while increasing audience engagement with consumers and prospects, as well as improving usage by Verizon sales representatives in-store.

"Branded content is the bridge between brand and lifestyle."

JULIA HUTCHISON
COO, Association of Publishing Agencies



TIP 3: FINDING THE RIGHT VOICE IN CUSTOM PUBLISHING

- Every custom-content project should start with audience analytics; you can't effectively communicate with your audience without knowing who they are.
- What motivates and moves your audience? And how do they want to receive communications? How can you cut through the clutter to deliver something that is impactful and resonates?
- Remember, custom content that works has to go much deeper and provide a value those other sources don't—otherwise it's just a brochure.
- Successful content takes into account audience data and successfully delivers content in a timely fashion, through relevant channels in the right voice.



FOR EXAMPLE:

Southwest's *Spirit* magazine was created by Pace specifically for the 3 million passengers who fly the airline each month. Content embodies its motto: "Simple, useful and fun," which is exactly what members of the Southwest Airlines community have come to expect. *Spirit* allows readers to contribute content and let their own voices be heard, without the mediation of writers or editors. Its content is designed with the airline's short-haul emphasis in mind and offers lots of quick reads, while the feature well contains long-form nonfiction for those passengers with a little more time on their hands. Refreshing, spirited and quirky, this unique approach has garnered *Spirit* numerous awards over the years.

THE RESULT? Sometimes, it is possible to deliver entertaining, on-brand journalism and please advertisers at the same time. This is one of those times.

"Listen to your customers to hear their dreams, the obstacles to achieving them, their fears in pursuing them, and what they think they need to achieve them."

TREY PENNINGTON
marketing professional - <http://treypennington.com/>



“Even with our broad client base, we remain flexible, with an obsession for exemplary client service. Each client is serviced by a team and structure that is custom built for them. We don’t have a ‘one-size-fits-all model,’ and that is central to our success in developing unique custom content programs that truly deliver results.”

JACI PONZONI,
Senior Vice President, Custom Content

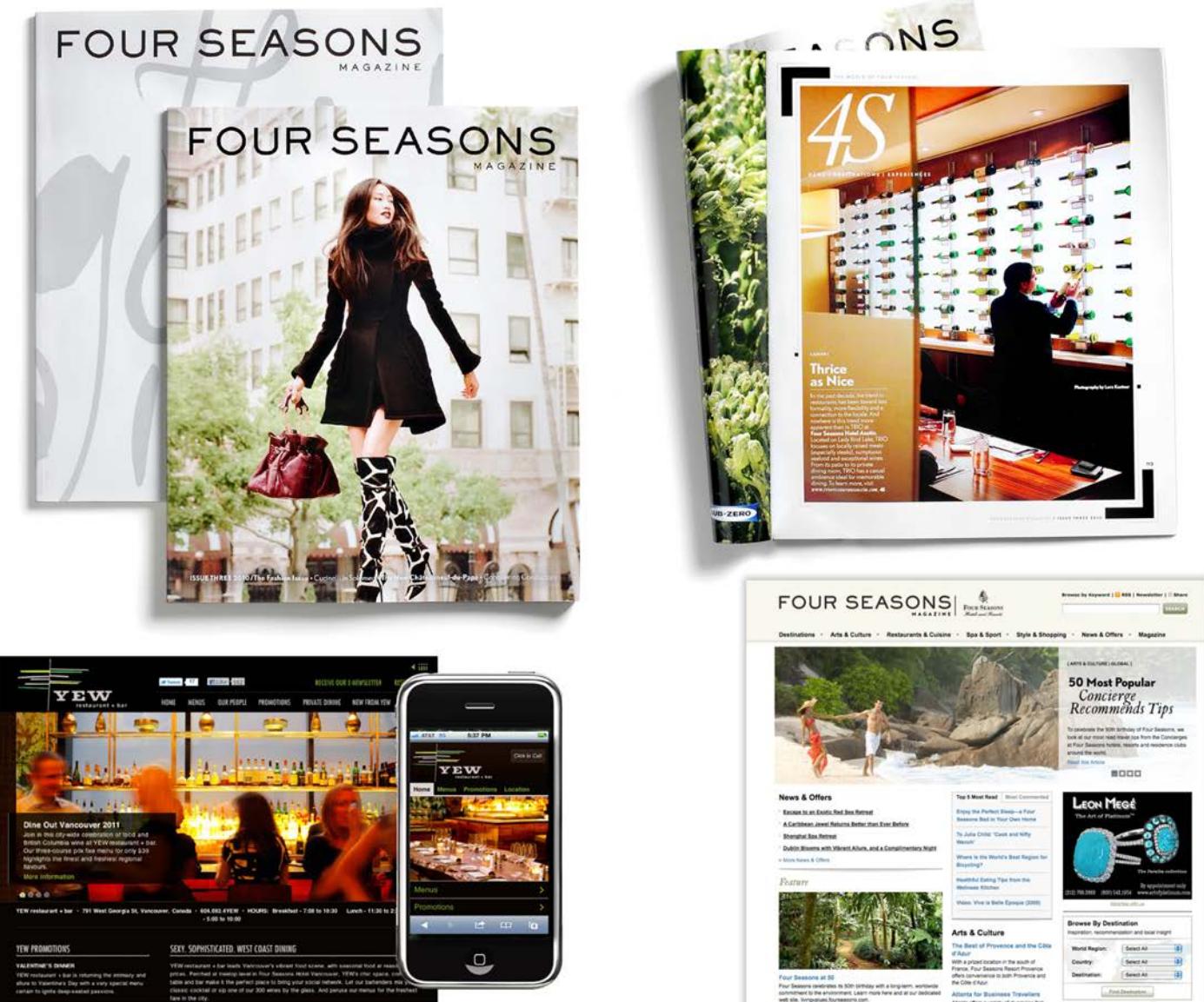
“Pace understands how great stories work, how they connect the brand to its audience, and then how these stories and connections move behavior that moves business. Our clients have come to expect effective narrative strategies and that the technology behind them feels like natural extensions, not delivery systems. Even pre-digital, Pace was first and foremost a mover in crafting stories that encouraged participation.”

DAN DOOLEY,
Vice President, Digital Solutions

TIP 4:

LEVERAGE ONE PIECE OF CONTENT ACROSS MULTIPLE CHANNELS

- Content should be the hub of your communications program—not any specific channel or platform. And you should be able to distribute that content to an audience at any moment in time, and on their terms.
- It's important to keep in mind that your audience doesn't have a unified opinion about the best way to engage content. They don't categorize content experiences by technology.
- In this way, it's important to ensure your brand has an embassy in the channels where your audience lives—web, mobile, social, blogs, micro-blogs, games and more—and just as vital that your audience can seamlessly find and engage your branded content as they shift from channel to channel, device to device, need to need.



FOR EXAMPLE:

The award-winning *Four Seasons Magazine* forms the creative hub of a range of digital offerings—from a content site, a monthly e-newsletter, search engines and mobile apps, to blogs and other social media. The web experience complements the magazine and extends the Four Seasons brand by reaching guests both earlier in their vacation planning process and on digital channels of their own choosing. Rich, experiential content reveals unique aspects of each destination in areas related to style, art and culture, restaurants and cuisine, or spa and sport. A monthly e-newsletter, meanwhile, highlights new magazine features, interactive content, and Four Seasons news and offers.

THE RESULT? The SEO results for the online magazine product have reached and exceeded forecasts and business expectations; click-through traffic from the content site to the booking engine provides the icing on this particular cake.

"We make sure we are leveraging assets across all channels. If we have an engaging video of a product made for a tradeshow, you can bet people will find that of interest on our YouTube channel."

TOM HOEHN

Director of Interactive Marketing and Convergence Kodak, <http://www.pacecommunications.com/blog> post March 15th, 2010

*“Creating meaningful content is part art, part science. Our team of editors and designers start by listening. What does the client need? What does the consumer want? How can we tell the story in a compelling, inspiring way? How can we break through all the noise and communication clutter with a story that tugs emotional strings and inspires action? That strengthens a connection? Part art. Part science. We can’t **tell** you how we do it, but we’d love to **show** you.”*

LESLIE DUNNE SADLER,
Vice President, Editorial Development

“I’m a writer and editor by trade, with deep roots in print soil (I adore magazines, always will). But I’ve been a fancy-pants digital content creator for over a decade now, and one of my favorite things about it is creating products based on what users really want. Pace focuses on the unique behaviors of our client audiences—what drives users to consume content, how do they consume it, when and where, and lastly what makes them like it and share it? We craft great content around modern behavior—it’s old school and new school at the same time, and it’s fun working in both worlds.”

HEATHER KEETS-WRIGHT,
Head of Digital Content



TIP 5:

IN A GLOBAL ECONOMY, GOOD DESIGN IS A CRITICAL COMPETITIVE ADVANTAGE

- The appropriate methods, photography, illustrations, infographics, and audio and video can make or break the project.
- It's vital to appeal to an audience with beautifully designed custom content.
- People relate to visual images, so the project has to captivate on that level.
- Lead with content hooks rather than sales messages.
- Integrate overall marketing strategy by using appropriate uniform fonts and color palettes.
- When it comes to designing custom content, your imagination is the only limitation.
- Use the best and most relevant expert photographers, illustrators and designers to enhance your content.

NEED MORE CONVINCING?

Listen to what Jaimey Easler, Pace Communications' Design Director says: "Visual voice is everything in defining a publication's quality, intelligence and appeal, so choose wisely. Just because you aren't creating *Vanity Fair* or *Rolling Stone* doesn't mean that accomplished photographers or illustrators won't work within your non-newsstand budget. Successful publications begin with sound design architecture that highlights many factors, including content, audience and brand. That architecture provides a method of delivering a publication's important visual qualities: photography and illustration. Talent should be top shelf and images should always complement each other. Avoid creating jarring contrasts from spread to spread. Instead, create a beautiful blend that engages and guides the reader from cover to cover."

"That's what's great about custom magazines—they're not aimed at the lowest common denominator. You have a set lifestyle in mind. You have an audience that counts... Customers who count are those whose lifestyles match the marketplace."

SAMIR "MR. MAGAZINE" HUSNI

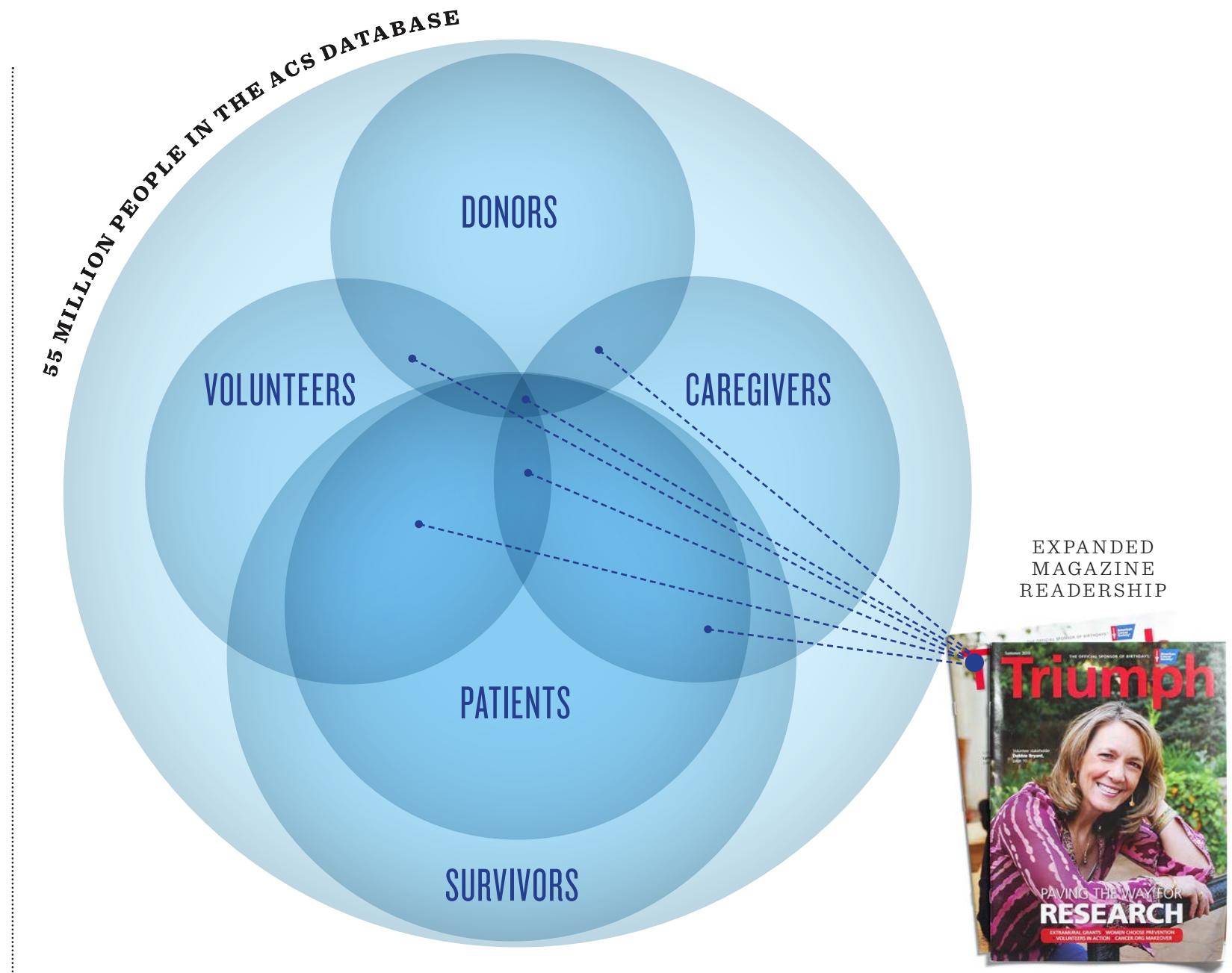
(<http://sparksheet.com/content-that-counts-qa-with-samir-husni/>)



TIP 6:

MEASURE, EVALUATE AND OPTIMIZE YOUR CUSTOM-CONTENT CAMPAIGN

- The power of custom content versus paid-for media is that you are in control of the data and metrics; it is all customizable and therefore more efficient.
- Metrics should be based on the philosophy of measuring outcomes, rather than events.
- Proper metrics should employ an analytic approach that doesn't just numerically count things, but actually capitalizes on data that tells us if we have accomplished the goals and objects we have established—and informs ways we can accelerate progress.
- As you measure programs, it is great to see that your customers are engaging with the content. But in order for it to stay ahead of the curve you must have a deeper understanding of why they are going there, what they are gaining from it and what will keep them coming back.



FOR EXAMPLE:

Pace worked with partner Merkle, a customer relationship marketing agency, to help create a CRM study for our client the American Cancer Society—for whom Pace had created *Triumph* magazine—targeting its top three percent of donors. The study, involving the Society's 55 million people in its database, revealed that its key constituents were involved on a number of different levels. To capitalize on that, the Society built a segmentation model that took aspects of that involvement and identified unique groupings, enabling the organization to deliver customer-centric communications. The ACS then sent copies of *Triumph* to those more engaged segments.

THE RESULT? "Just by sending *Triumph* to this key segment, we realized a huge lift in year-to-year retention among the test group," says ACS's Chief Development Officer, Guy Fischer.

"Our job is to turn data into knowledge and create a quantitative marketing framework that aligns marketing decisions to the hard, everyday facts of running a profitable business and providing real results."

DAVID WILLIAMS

Chairman, CEO, Merkle - <http://www.merkleinc.com/>

LASTLY, WHY PACE COMMUNICATIONS? BECAUSE WE BELIEVE...

We believe that we are now living in an age where consumers are resistant to “interruption: marketing”.

It takes industry professionals to effectively engage consumers in pull marketing.

We believe editors and journalists are best equipped to tell these brand stories.

We believe that metrics don't just consist of gathering data: You must analyze and interpret the data in order to fully realize the possibilities.

AND IF YOU DON'T BELIEVE US—LISTEN TO THE REVIEWS:

“Pace is vital to our economic well-being...”

BARACK OBAMA,
President of the United States
(OK, so perhaps he didn't quite have us in mind when he said that—but we're sure he would have if he knew us.)

“Thanks for delivering another captivating issue of Traveler. There is a lot of great content sure to drive qualified leads and revenue for the travel business. We are fortunate to have such expertise and professionalism with Pace!”

JEANNE BROPHY,
Sr. Marketing Manager,
Membership & Travel,
AAA of Northern California,
Utah & Nevada

“Pace understands the essence of the Southwest brand and that is reflected in everything they do for us.”

BARRI TUCKER,
Manager, Licensing and Brand Management Southwest Airlines

“Pace has proven to be an outstanding partner for our content needs. The team truly understands what it takes to manage large-scale and highly complex retail projects like ours with relentless speed, accuracy and attention to detail. They have been instrumental in helping us transform our program from print-only to multi-platform print and digital.”

CHRIS KLOEBLEN,
Associate Director, Content Marketing, Verizon Wireless

“At last, a publication that showcases our people, our guests, our properties and our brands. This magazine will inspire everyone to catch the wave and ride to greater and greater success.”

MARILYN CARLSON NELSON,
Chair, Carlson

“Thank you for bringing us an absolutely stunning new magazine.”

ERIN DONOHUE,
Senior Marketing Consultant,
Four Seasons Hotels & Resorts



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PACE COMMUNICATIONS: *Creating Measurable Content*
