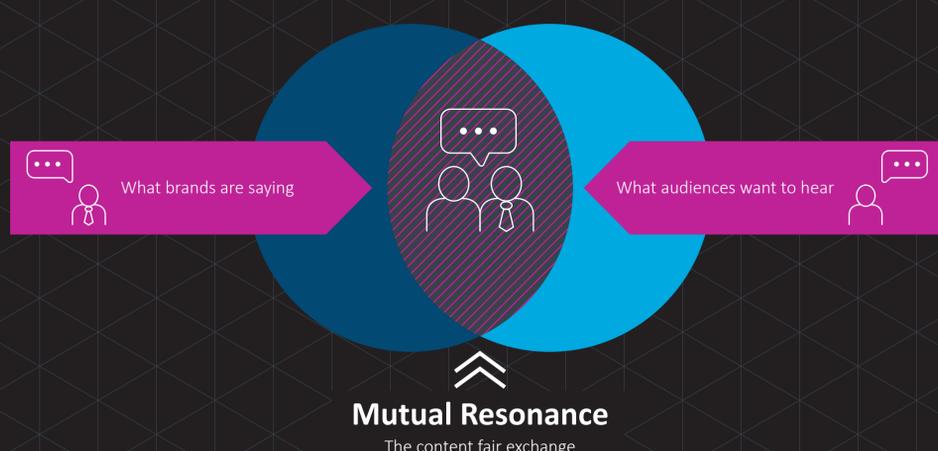


Creating a data-driven content blueprint to drive resonance

Content is more important than ever. The Internet is filled with articles, blog posts, tweets, videos, infographics, reviews, press releases, and more—but content marketing needs to resonate with consumers.

Content resonance starts with understanding your customers, and with producing the right stories in the right format at the right cadence for your audience. The most important thing that any marketer can do is focus on stories that have meaning for its audience, and then tell that story consistently through the right channels.



To begin on your path of understanding the content that interests your customers and prospects, answer a few questions below. This decision tree will help you to know the steps necessary to create your own data-driven content blueprints.

Do you have access to social data or customer research that gives you insight into the content that interests your customers?

Yes

No

Your first action is collecting data—either through primary research or social listening that shows what is being shared, commented on, and valued by your customers. Want to get started with data collection? Metia can help with our proven tools and approaches.

Have you already created and published content aimed at your specific customers or prospects?

Yes

No

Conduct an analysis of the content you have produced

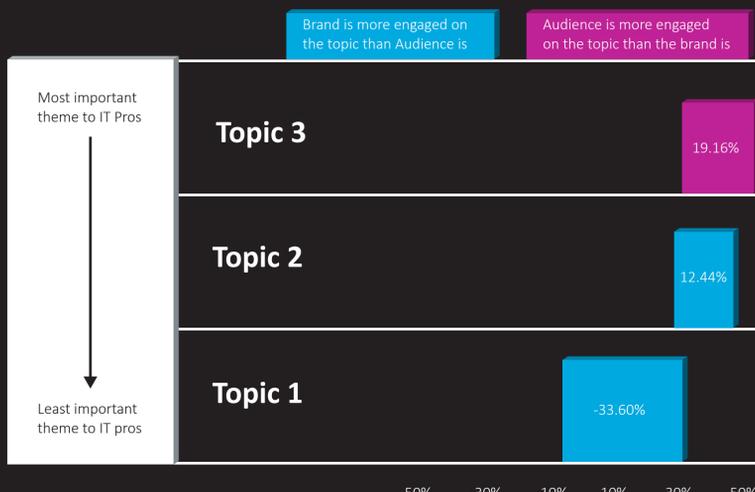
We recommend Topic Modeling to get robust insights into the underlying messages that your audiences are reading across all your content, but you can do this qualitatively if you don't have data sciences resources.

Conduct an analysis of what matters to your customers

Again we recommend Topic Modeling to get underneath what your customer are really interested in hearing. This is where your research data or your social listening platform comes in.

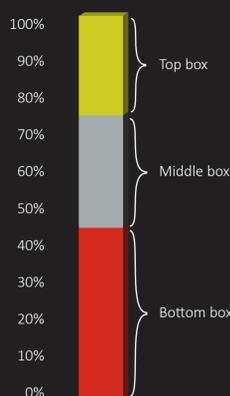
Identify the gaps

Understand where you need to supplement your content in order to align with your customers needs and priorities.



Benchmark your current performance

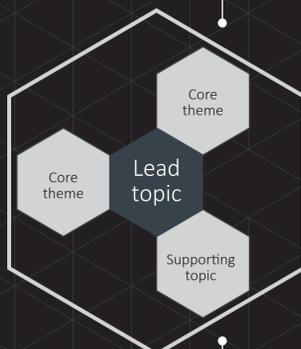
To better understand your customers and make content and conversations more relevant, you need to set benchmarks on performance. Metia has developed a unique measurement system based on the linguistic analysis of your brand content versus your customers' priorities: the Content Resonance System (CRS). By benchmarking at the beginning of the process, you can focus on continuous improvement and fine-tune your content as you learn more. CRS allows you to score your content directly against customers priorities, set goals, and prove that investing in content delivers results.



Create a content blueprint to build on your strengths and fill your content gaps

From your analysis of the content ask yourself the following four questions:

1. What is the big idea or customer need that sums up your audience priorities? **This is your unifying principle**
2. What are the overarching themes that connect you with your customers' priorities today? **These are your core themes**
3. What are the main topics of conversation around the core themes? **These are your lead topics**
4. What are the supporting topics that will help you to tell the story? **These are your supporting topics**



Brief your writers, editors, and agencies to optimize content for resonance

Use the content blueprints to ensure that everything produced is focused on the right themes, topics, and words to connect with what matters to your customers.

Measure your success and drive return on content investment

To get the most ROI out of your content marketing campaign—and verify it's resonating with customers, you'll need to have your KPI's and metrics that matter most in place. With Metia's Content Resonance System, you can score your content directly against customers priorities, set goals, and prove that investing in content delivers results.

A B2C example content blueprint for a dental care product

A dental product owner wanted to drive greater resonance in its campaign materials and web content.

Using the Metia Content Resonance System and the process outlined here, the company identified common themes across target audiences that represent core ideas that would generate a greater ROI from content if the stories/ideas were connected through the brand's content journey.

The overarching idea that connects the content ecosystem is around "commitment to me." All themes that relate to the verticals ultimately related to the idea of self-investment, a broader degree of optimism, and personal goals. To drive engagement, all verticals could seek to gain greater authority around this idea to ensure that content is connected to the personal higher-order desired outcome.

Whitening

Romance & intimacy

Self-improvement

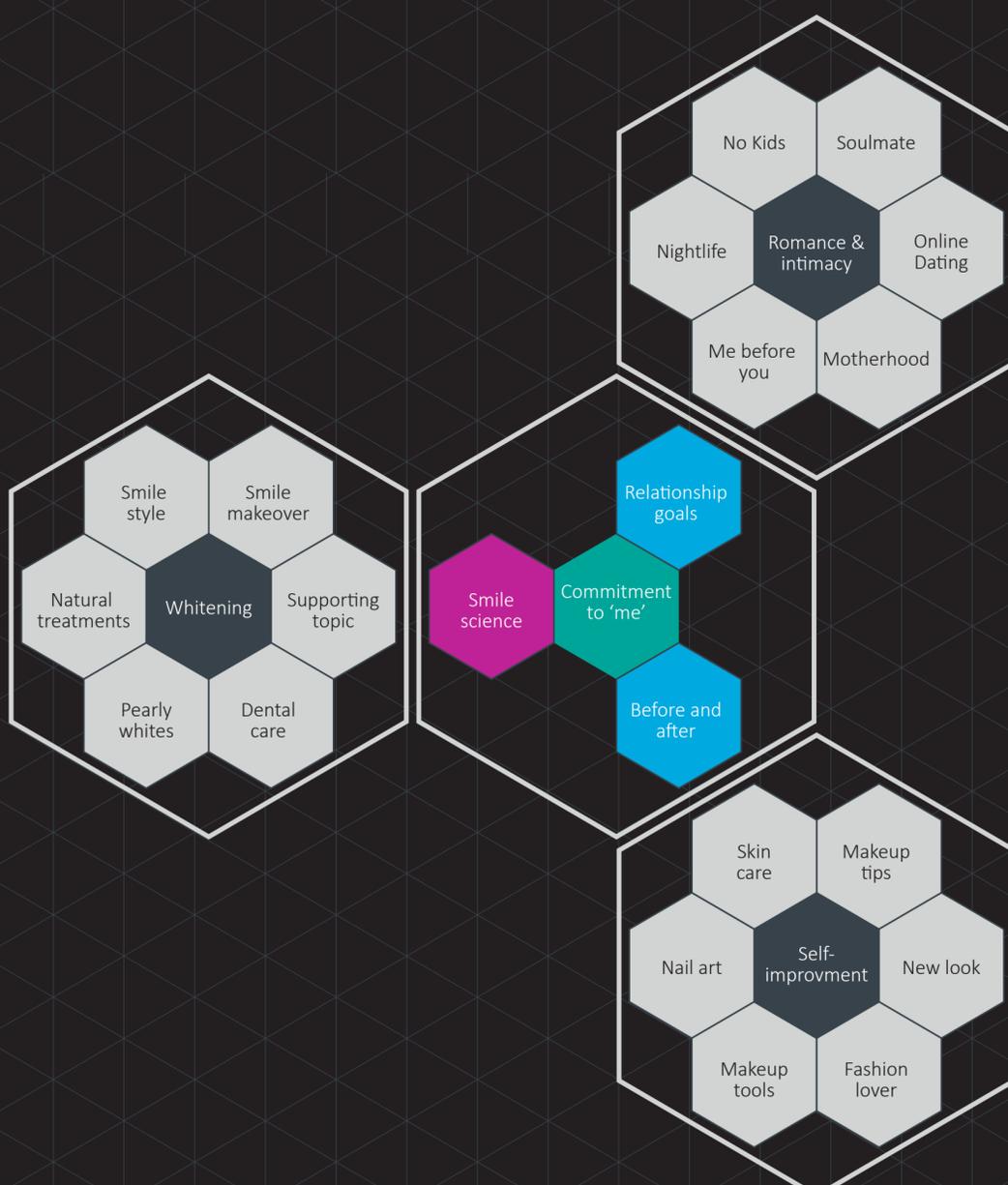
Umbrella theme: "Commitment to **me**"

Supporting topic

Supporting topic

Supporting topic

The resulting blueprint:

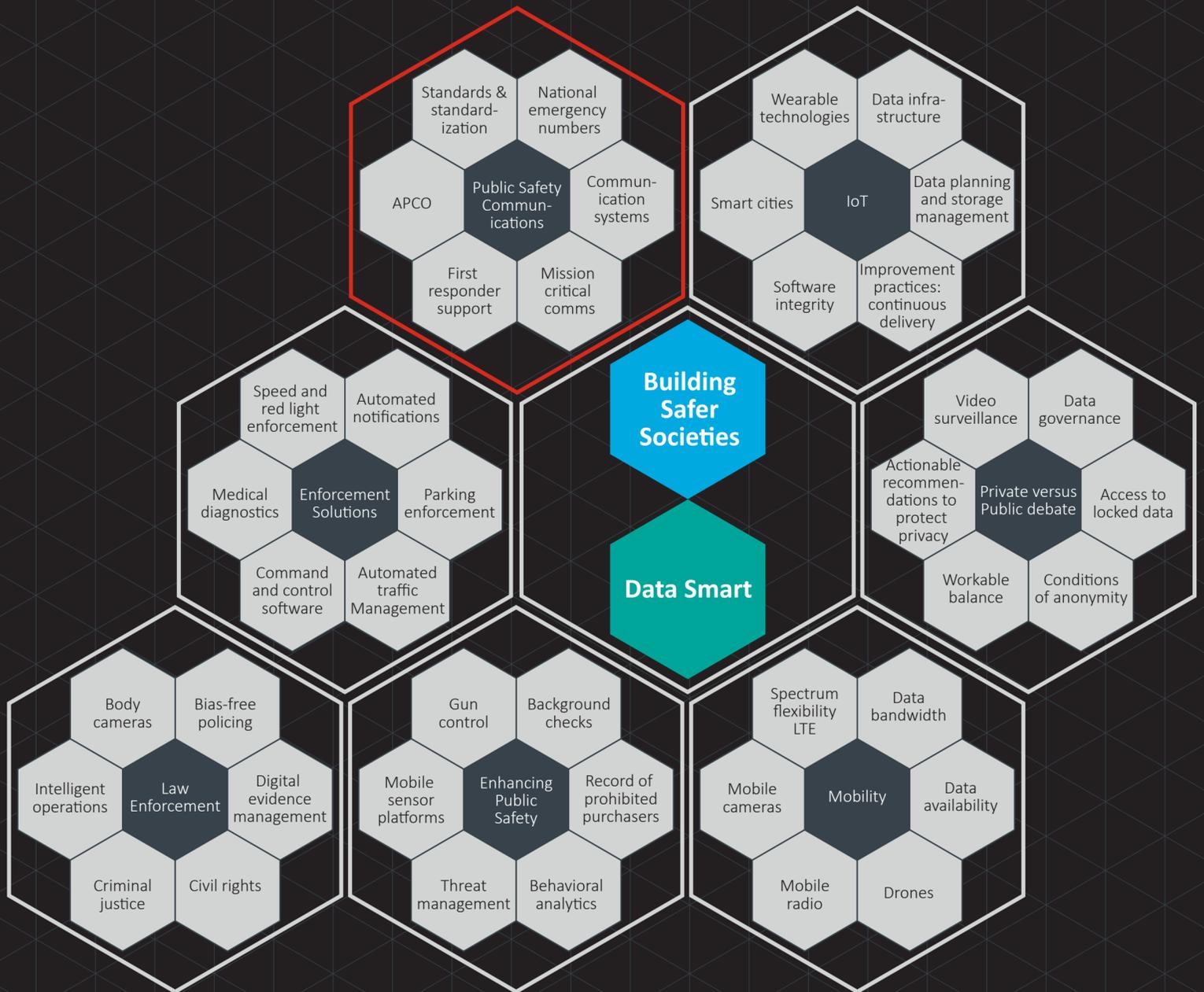


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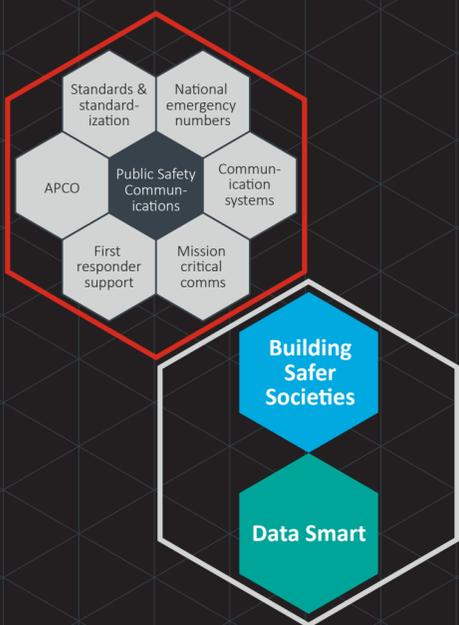
A B2B example communicating with public service officials

The government division of a major technology business was focused on generating resonant content for senior business decision-makers involved in driving interest and awareness of their offerings that supported national and regional security practices.

Using the Metia CRS system and blueprinting process, they created the following blueprint to link critical concepts and improve the value of their content.



In this case, they were also able to optimize not only the message but the channel for each topic. The ability to use data to derive message and channel is one of the primary benefits of the data-driven CRS approach.



Public safety Communicaton	Microsoft PS Theme	Channel Recommendations
Communication systems	Microsoft technologies supporting communications systems	<ul style="list-style-type: none"> • Blog • Web
Mission-critical communication	Customer evidence—Case studies of real-life use of the brand’s technologies	<ul style="list-style-type: none"> • Blog • Web • Amplified in twitter/ Facebook
First responder support	Customer evidence—Case studies of real-life use of the brand’s technologies	<ul style="list-style-type: none"> • Blog • Web • Amplified in twitter/ Facebook
APCO	Create links with leading industry bodies—the brand supporting / applying their best practice	<ul style="list-style-type: none"> • Amplified in twitter/ Facebook • Event presence for their events
Standards & standardization	Link to APCO Brand’s technology helps drive standards	<ul style="list-style-type: none"> • Amplified in twitter/ Facebook • Event presence for their events

Now what?

Metia can support you through this process with a range of proven data-driven techniques in every stage of the process. Want help to get started today? The Metia Insight and Analytics team has experience, methodologies, and tools that will accelerate the creation or improvement of your content marketing. Find out how Metia’s Content Resonance System can help you to drive efficiency and return on investment. Contact us to learn more.

Metia Group

Metia Group is a global digitalmarketing agency with offices in London, Seattle, Austin and Singapore. We employ over 130 digital marketing professionals; each is expert in a particular area of specialization.

Our clients include big corporations and ambitious businesses. We provide them with creative campaigns that reach across geographies, scale massively, can be deployed systematically and measured relentlessly.

If you'd like to learn more about our capabilities, and discuss how we could help you reach and engage your target audiences with focused, measurable campaigns, please get in touch.

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