

# thinking

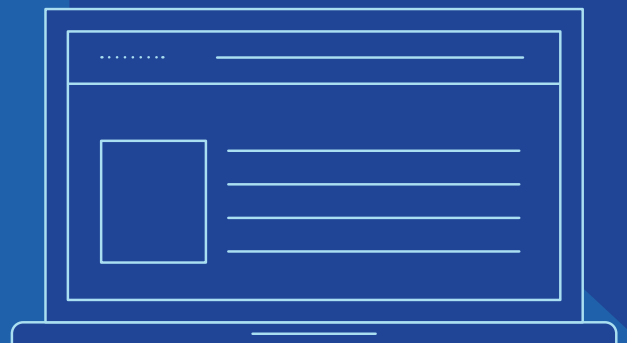


# Owned

# Media



MEDIA  
SERIES  
1 OF 4



# Owned media = communication channels you control (i.e., your website, blog, email, social channels, etc.).

As marketers, we know there are four types of media – owned, paid, earned and shared. But how exactly do you take advantage of these very different platforms? How do you best utilize your time and marketing dollars? And more importantly, how do you use each in a way that benefits your bottom line? Your questions will be answered in the next four issues of Thinking. Every quarter this year, we'll focus on one avenue of media, starting right now with owned media. Read on as we discuss the importance of identifying the who and why of your brand, creating content that gets noticed, and making sure your owned channels are actually doing their jobs.

## MAR 2020 BOZELL

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Thinking is a collection of our knowledge, musings, tidbits, pretty drawings and any other information that helps businesses create successful marketing efforts. Thinking is entirely produced by the big-time thinkers at Bozell in Omaha, Neb. You can view these articles, as well as more Thinking, at [bozell.com](http://bozell.com). Questions or suggestions? Email [thinking@bozell.com](mailto:thinking@bozell.com).

be rooted in

# Purpose & Promise

by Jackie Miller, CMO

In our ever-changing accountability culture, brands are being pressured to take a stand and stand behind it. This increasing pressure has forced brands to adapt and change their marketing strategies. They need to be more than what products or services they offer; they need to root themselves deeply as a company and have a clear understanding of “why” they do what they do.

We have all seen business plans and corporate structures that include a mission, a vision, values and key business objectives – the mission being the “how” we accomplish the vision, and the vision being the “why” we do what we do. Much like business planning, marketing planning has similar tenants. You have your brand purpose—the difference you want to make in the world, aka your “why”—and your brand promise—the differentiators for “how” you fulfill that purpose for customers and key stakeholders.

It is so important to align your brand with both your purpose and your promise in order to not only take a solid stance but to follow through in a way that builds trust and loyalty. You also need to allow your brand to facilitate and participate in the conversation publicly and in an authentic way.

When your purpose and promise combine, it creates an organizing principle. This is the core point of business and marketing strategy converging. It is here your “why” and “how” come to life. It acts as a barometer for all decisions made across the organization – from employees and culture to shareholders, communities and consumers. In this issue of Thinking, we will take a deeper dive into your owned communication channels and how to take a stand and follow through in a way that allows you to be good while still being profitable.

... brands are being pressured to take a stand and stand behind it.



# Life Is Like a Box of Thought Leadership

*Jim Minge, Senior Content Developer*

As an influencer, Forrest Gump would be a sought-after thought leader. Sure, he's more of an accidental thought leader, but imagine his influencer status if he had lived an Instagram life. Content marketers would run three years, two months, 14 days and 16 hours for that kind of owned media. Nike. Dr. Pepper. The entire chocolate industry.

Today's thought leaders are people with an influential voice. They offer expertise on a particular subject and give above-the-scroll insights on trends. Thought leaders are innovators who draw on past experiences to spur creative and seasoned points of view.

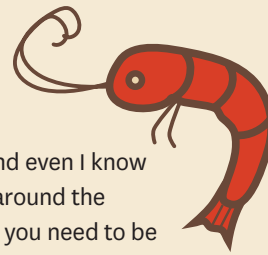
That makes thought leaders ideal influencers, which is why thought leaders and content marketing go hand-in-hand. You want content with muscle? Find a thought leader. They'll deliver owned content on steroids.

So, where does Gump fit into all this? Here are his thoughts on thought leadership ...

## **Creating content that screams thought leadership.**

"Stupid is as stupid does." In this case, when it comes to content marketing and owned media, being a thought leader means crafting content that is judged by its effect - by what it does. Meaning, if you're a thought leader, your content should reflect that.

***All the time you invest in creating amazing content is only worth it if your audience can find it.***



## **The value of loyal customers.**

"Bubba was my best good friend. And even I know that ain't something you can find just around the corner." In order to have good friends, you need to be a good friend. Good friends, good customers. You don't find good ones just around the corner, so treat your loyal consumers well.

## **Finding new customers.**

"I didn't know I was supposed to be looking for him, sir." (Forrest Gump's answer to whether not he had found Jesus.) In other words, all the time you invest in creating amazing content is only worth it if your audience can find it. How do you do that? Dan can offer some advice on the matter.

Now you just have to figure out how you want to serve your content, which is just as versatile as shrimp. There's blog content ... social media content ... email content ... podcast content ... video content ... website content ...

**IF FOUND RETURN TO:**  
Name: Dan Cooper  
Title: Creative Director

## **How to Maximize Your Content's Reach**

You know that content you just invested a lot of time and money into creating? It's only worth it if your audience is finding it. To help ensure the visibility of your content, here's a simple step that will help maximize your content's reach:

### **Implement pillar pages and topic clusters.**

Pillar pages are pages that completely encapsulate all there is to know about a specific service or product that you have to offer. These pages are sometimes referred to as "10x pages" because they're seen as being 10 times more effective than the next best piece of content that's out there. While it's important to have a keyword strategy going into this process, it's even more important to focus on the overall content's

worth, conciseness and meaning. With more and more optimizations being made toward search engines' natural-language algorithms, rigging the system by haphazardly stuffing keywords into your content is one of the easiest ways to lower your search rankings.

Topic clusters are multiple pages full of content that relate back to a previously identified pillar page. The goal is to show search engines your relative mastery of a specific topic through an assortment of content, increasing your search rankings and ensuring that your content is seen by more people in your audience. Multiple pages of content around a specific topic highlight your brand's authority on any given subject, increasing the likelihood that your content will be discovered.



# IS YOUR WEBSITE WORKING HARD OR HARDLY WORKING?

BY JUSTIN HENRIHSEN,  
SENIOR UI/UX DESIGNER



Your website is one of the most important owned channels in your business. It's a source of credibility, information, and mostly conversion- or customer-lead generation. There are roughly 1.5 billion websites, and many are fighting for your customer's attention. But, if you do it right and follow these simple and timeless tips, you will be found and your customers will listen.

## KNOW YOUR AUDIENCE

The single most important factor of any website is to know your audience and know their pain-points. Are they busy C-suite executives, for example? Then your content should be easily digestible – bullet points are a must. You likely have a sense of who

your audience is. But is it written down? As Philippe Kruchten, renown software engineer, says, "If it is not written down, it does not exist."

## WRITE CLEAR COPY

For some, this is a difficult task. The goal is to sound as though you know what you're talking about while not losing the customer in the mire of jargonese. There's a simple maxim in which Don Miller, CEO of StoryBrand, shares, "If you confuse, you'll lose." Read your main content aloud to another person, then explain what that means. The language you use to describe what your main content actually means is the language you should be using.

BY THE END OF 2020, ALMOST 30% OF THE INTERNET WILL BE USING SCREENLESS SEARCH.

## USE WORDS FOR HUMANS, NOT SEARCH ENGINES

Most of Google's algorithm changes each year are around the topic of natural language processing – a fancy phrase to mean "more human-like." Avoid keyword-stuffing content purely for the purpose of enhancing your search rankings. In 2017, Google acknowledged that keyword stuffing damages rankings. So instead, write your copy so your audience will gain value and insight from it. You'll make your audience happy (and Google, too).

Additionally, consider the advent of voice search. According to research by Amazon Alexa,

by the end of 2020, almost 30% of the internet will be using screenless search<sup>1</sup>. So natural language plays a large factor in findability.

## USE OVERT CALLS-TO-ACTION

Many times, we see businesses on one extreme or the next when it comes to calls-to-action (CTAs). It's either overdone or nonexistent. The sweet spot is really somewhere between ClickFunnels® and what you likely have today. Your CTAs should be clear, concise and visible on all pages. Ask for the sale and you'll be amazed by how many more conversions you get.



Even in 2020 websites still play a crucial role in your business success online. Follow our recommendations and you'll likely find some success in marketing to an overwhelmed audience.



BY DAN COOPER,  
CREATIVE DIRECTOR



## BOOSTING CONVERSION RATES: A Hot Dog Success Story

### To boost the conversion rate, we:

- Simplified and streamlined the site's content.
- Rewrote the site's content with a focus on identified keywords, ensuring that all content adhered to natural-language-search best practices.
- Added strategically placed shopping CTAs throughout the site.
- Captured brand new product photography that was in line with the new aesthetic.
- Implemented and enhanced cart abandonment tactics.
- Added a refined callout to join the email list for future updates and specials.

We recently had the opportunity to work with Feltman's of Coney Island (est. 1867) – the name behind the world's first hot dog. Because Feltman's is now a veteran-owned company, giving back to veterans is an important part of the company's mission. Feltman's launched a giveback initiative to donate 100% of their Veterans Day Weekend website profits to The Headstrong Project—a nonprofit organization dedicated to supporting the mental health of veterans.

The first step was modernizing and standardizing the brand's look and feel, providing the user with a cohesive experience across the site. This led to the creation of the "The Original Original Hot Dog" moniker, as well as supporting visual elements that more concisely told the brand's origin story.

Feltman's efforts to support veterans was a resounding success. In conjunction with the overhauled website and earned national media coverage, they completely sold out of all products, resulting in their highest single day of online sales ever, as well as a conversion rate six times that of any previous effort.



ENCOURAGE  
EMPLOYEES TO:

Own it!

BY KAYLA EGGENBERG  
PR STRATEGIST – SOCIAL

Let's walk through a scenario. Imagine you're a university student finishing up your senior year of college. You have a good idea of what you want to do after graduation; you've chosen your major, taken your courses and you're ready to begin sending out job applications. The first place you turn to for ideas of companies where you can apply? Chances are, it's social media – whether you realize it or not.

As you're scrolling, you probably see friends, family and acquaintances you already trust posting about their jobs. They're sharing about the company culture, job perks or client work. These posts might be the reason you decide to apply to one company over another. It could even be the reason you discover a job opening in the first place, at a company you may not have known about before.

... PEOPLE TRUST  
THEIR OWN FRIENDS' AND  
FAMILIES' OPINIONS MORE  
THAN STRANGERS'

These posts – a good chunk of them, anyway – aren't by accident. Chances are, there's an internal employee-advocacy strategy in place. The reason employee advocacy has become so popular is because, like most things in life, people trust their own friends' and families' opinions more than strangers'. A whopping 45% of consumers are more likely to research a product or service when employees post about it.

Interested in launching an employee-advocacy strategy like this at your own company? Start small, test and learn with a few key employees who will share their honest feedback with you, then pivot strategy and add more people as you learn.

## BEST PRACTICES FOR IMPLEMENTING AN EMPLOYEE-ADVOCACY STRATEGY:



**Set goals and KPIs at the onset.** Define what will make this program successful for your team. Why are you investing in this? Increased applications, social followers, content shares?



**Train your employees.** Take the time to onboard a handful of employees with an employee-advocacy software (*we use Bambu for similar programs at Bozell*), review best practices and explain why this program is worthwhile for them.



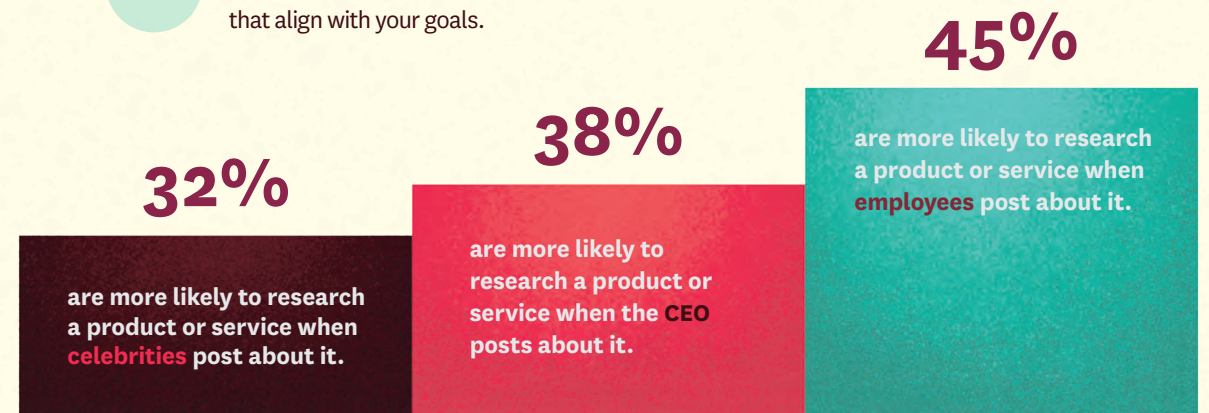
**Find your core message.** Provide ideas, content assets and core messaging that align with your goals.



**Consider an incentive program.** Focus on sharing incentives in a way that encourages authentic posts, as opposed to making things seem mandatory or competitive.



**Now let go!** The best part of employee advocacy is that, with a little help, it should be self-sustaining. Train your people and arm them with great assets, then let them do the talking for you.



If your brand is ready to think outside the box and reach a new audience that could drive more referrals, customers and exposure, consider employee advocacy. Invest in your company's best asset – its employees – by empowering them with knowledge and content. Then give them the freedom to share about your brand organically.

## SOME STATS TO LEAVE YOU WITH

- 72% of social marketers are leveraging their employees as social media advocates. (*Sprout Index Report, 2019*)
- 84% of C-suite and VP-level buyers use social media to make purchasing decisions. (*Skyward, 2019*)
- Employees typically have social networks 10x larger than a corporate brand, and have double the click-through-rate of corporate shares. (*LinkedIn, 2018*)
- Companies with a successful employee-advocacy program are 58% more likely to attract and 20% more likely to retain top talent. (*LinkedIn, 2018*)
- Job-hunters say that a company's current employees are their most trusted source of information and that social networks play a vital role in their job searches. (*Hootsuite, 2019*)



# BEYOND *the* BLOG

By Kelsey Pritchard  
HEAD OF PR AND SOCIAL MEDIA

True, blogs have been the bee's knees for most of this millennium, and activity on platforms like Tumblr and WordPress have only been increasing. It's pretty likely the blog trend will persist, and brands will continue to see the value of contributing to the blogosphere.

An owned-media strategy can be so much more, though. If you are looking to shake things up this decade, here are four ways to venture beyond the blog.

## 01 PRODUCE YOUR OWN PODCAST

If brand building is on your 2020 priority list, or you've been trying to reach the time-strapped consumer who skips or tunes out the commercials, a podcast may be your answer. According to Edison Research, podcast listenership has been rising steadily over the last decade with one-third of Americans now listening to podcasts.

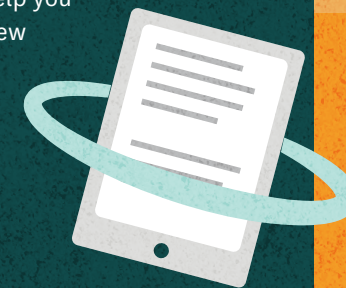
Brands are starting to join in on this trend, and the ones who do it best are taking a non-commercial approach and having fun. As one example, McDonald's produced a three-episode podcast with a tone mirroring NPR's Serial podcast by bringing in Gizmodo to investigate how the fast-food chain ran out of a popular dipping sauce.

## 02 START A VLOG

You don't have to be a Tim Allen character to launch a successful company vlog. Vlogs can be used for anything from tutorials and showcasing products to sharing behind-the-scenes work and introducing company leaders. They're doable on a shoestring budget, too. All you need is a modern smartphone, a tripod, some basic editing software and YouTube to get the job done.

## 03 WRITE AN EBOOK

Want to cover a topic in-depth and establish yourself as an expert? Write an eBook. This tactic can help you reach your current audience, as well as new people. By targeting a very specific group with email marketing, you can grow your audience by offering free copies of your eBook.



YOUR TEACHER

WAS RIGHT. SHOWING IS  
BETTER THAN TELLING.

## 04 CREATE INFOGRAPHICS

Your teacher was right. Showing is better than telling. Producing a few infographics throughout the year that align with your editorial calendar can be an effective way to get a point across. That's what Bozell did with this infographic on 529 college savings plans. Sure, we could have written three paragraphs on how 529 plans make sense for people, but showing people made our message stick.



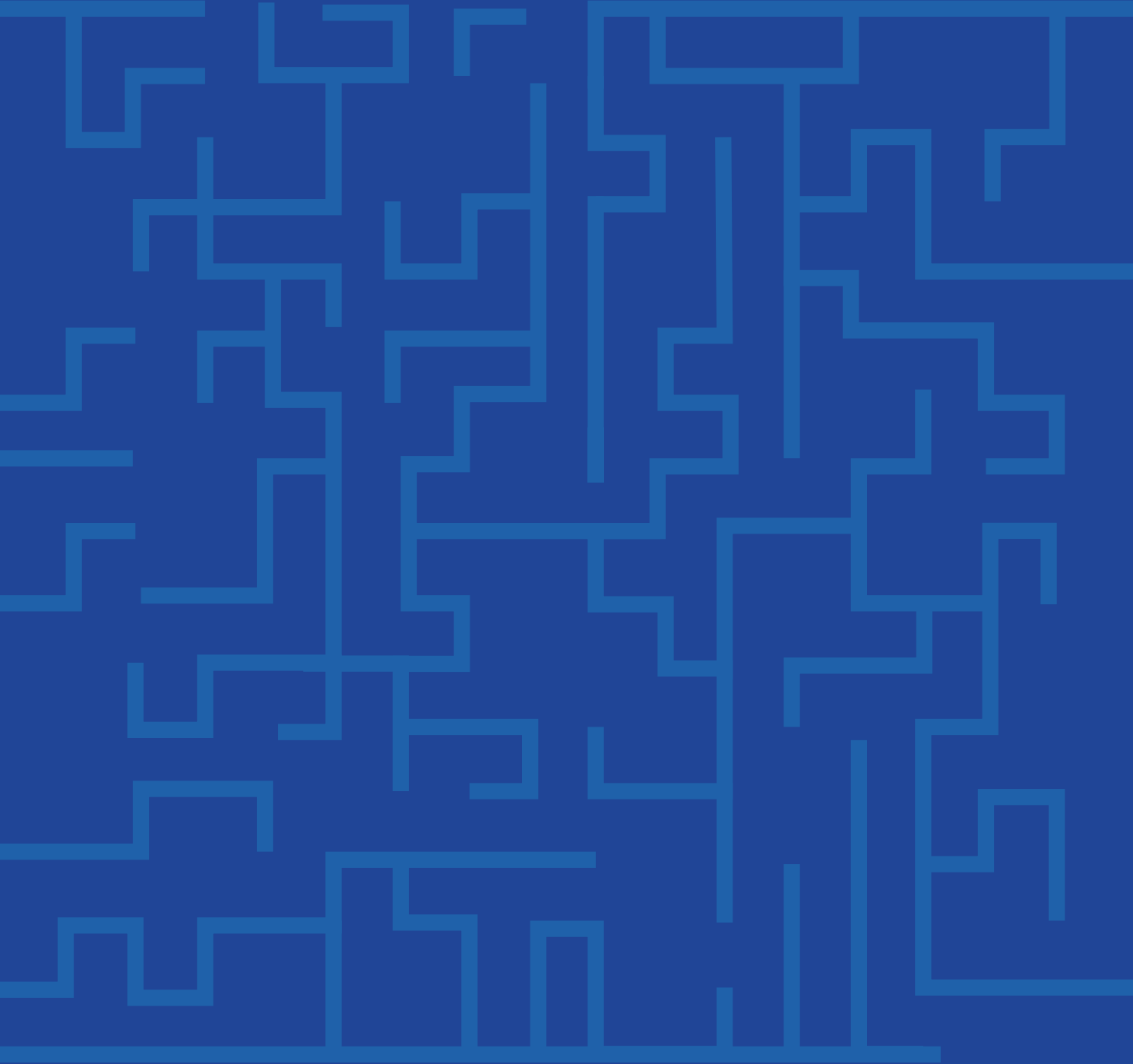
BOZELL PODCAST • COMING APRIL 2020

To commemorate Bozell's 100th anniversary, we are doing a little content diversification of our own. You can soon check out Bozell's new Marketing Then and Now podcast on iTunes, Spotify and Google, as well as any other major podcast platform.

When it comes to marketing, advertising, branding, media, PR, digital and social media, "what works" is constantly changing. And no one knows that more than a nearly 100-year-old advertising agency. In each episode, host Jim Minge will interview experts on current and up-and-coming marketing trends that will help your brand stand out. They'll share what's new or outdated, what has shifted and what hasn't, and what you can do to keep your business in the game.



# Run, Forrest, Run.



You finished the maze? Congrats! Go take on the world now. You've got this.

