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Content that connects

—

Future of content marketing
Presentation

05.05.2017

Hi! I'm…

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00:00:00:00

Time is important

1985:

People had time to listen

Avg brands exposure **2.000**

Avg brands noted **121**

Success rate **6%**

avg per day in america. Media Dynamics Inc study

Today:

Drastic increase in exposure

the average is between 5.000 and 20.000 today

Human behavior required adaption

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First approach: the loudest voice wins

Second approach:

Control your information intake

YOUR AD HERE

CALL 224-436-3118

NOT HERE.

NO ADS. NO DISTRACTIONS. JUST

NETFLIX
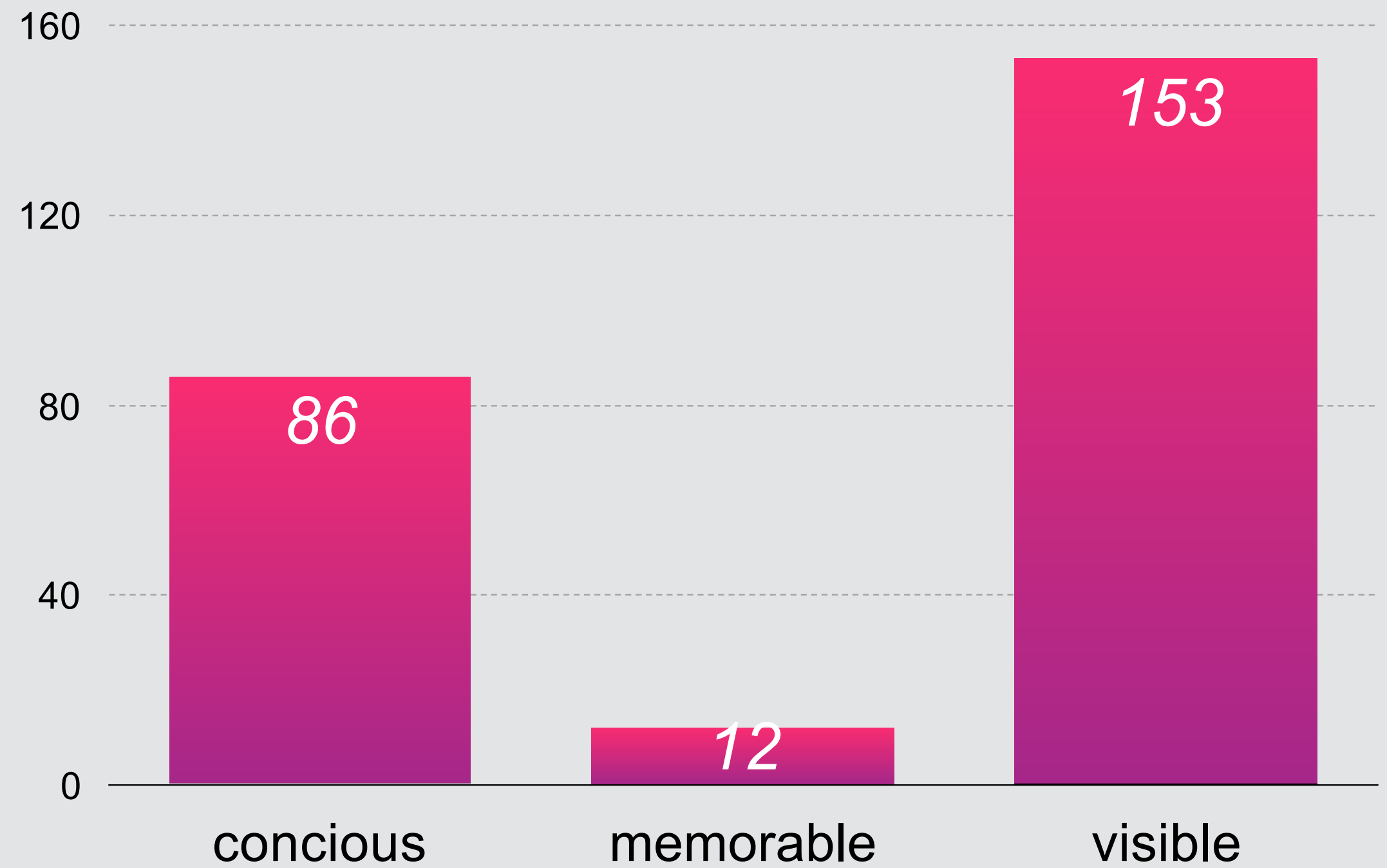
Result

0,75% success rate

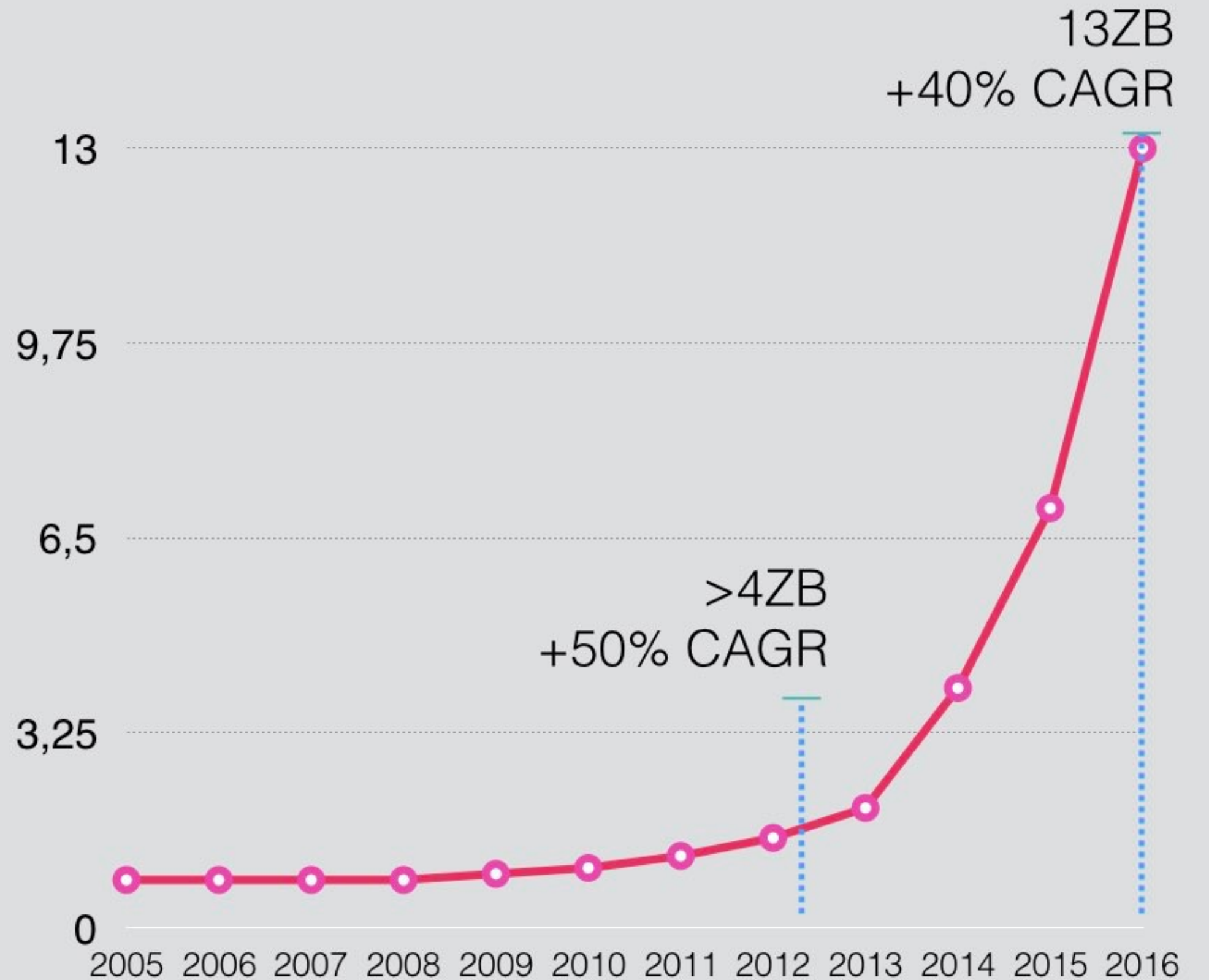avg per day in america. Media Dynamics Inc study

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How to be one of them?

Challenge

Around 13 Zetabytes of content were created for 2016. This makes it challenging to stay visible to the target audience.

Estimated by Mary Meeker/IDC 2014

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13ZB
+40% CAGR

>4ZB
+50% CAGR

13

9,75

6,5

3,25

0

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016
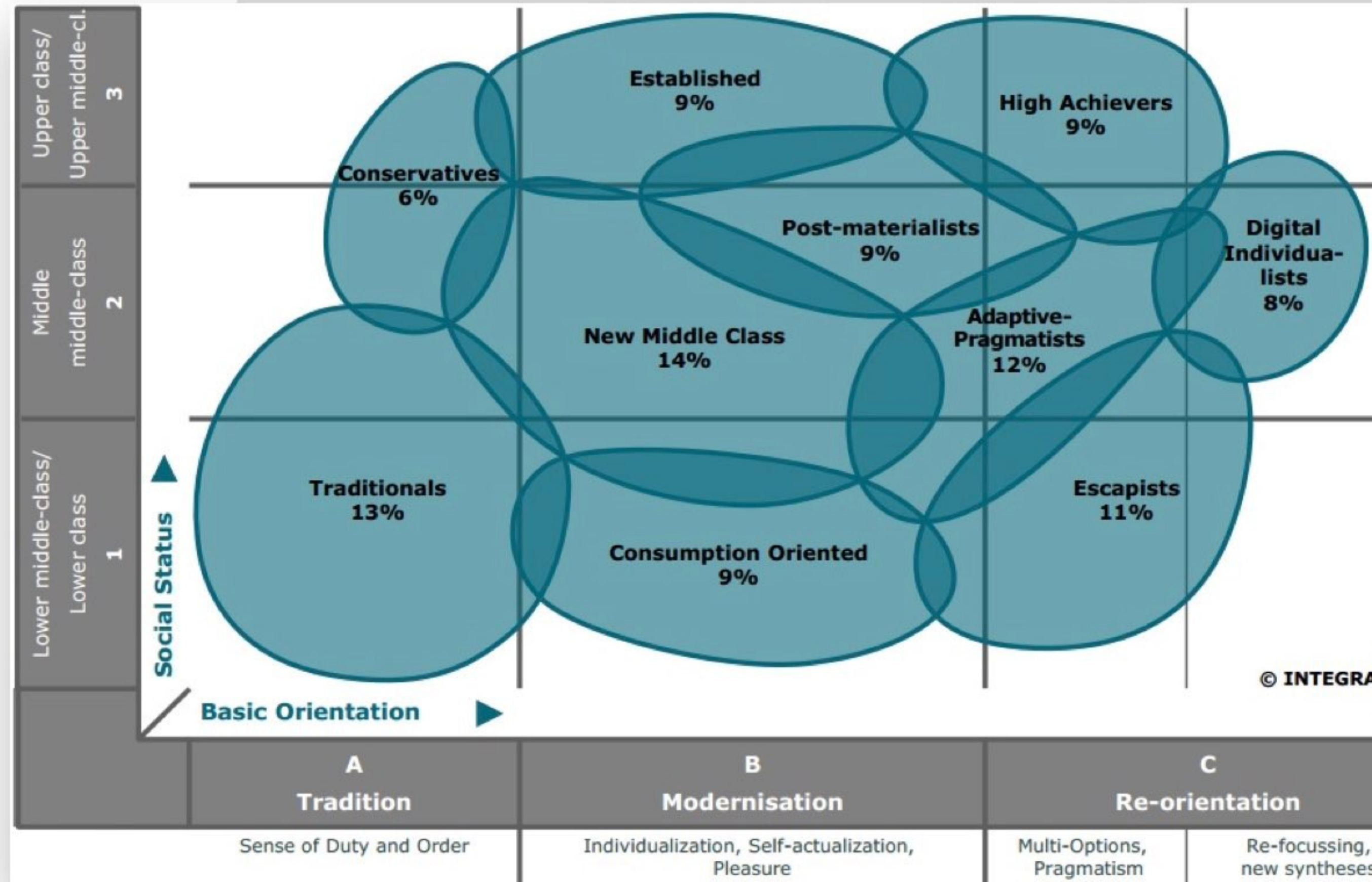
Natural content

Natural ads

Disturbing ads

Truly know who is being targeted

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On the internet, people share emotions, not facts

Positivity

when people feel good or entertained by what they read, they are far more likely to share what they have read and/or viewed.

Shock and awe

facts or data that shock people are more likely to be shared

Anger, fear, anxiety

there is something in human nature that wants to share what they are angry about and to comment on it when they share it.

These emotions make content go viral

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CRAZY
BRUTAL

FUNNY

IDIOT
BORING

MIND BLOWN

AFRAID

LOVE

LUCKY

RAGE
WRONG

WEIRD

BADASS
ADDICTED

SHAME

SAD

UGLY

UNSURE

GOOD

GOOSEBUMPS

HATE

WORRIED

COOL
FREAK

18

Brand values matter most

People now want to indetify with their brand choices

This results in a huge complexity

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Managing multiple online target audiences requires a team of experts, creates high costs, and takes at least one year to be a success.

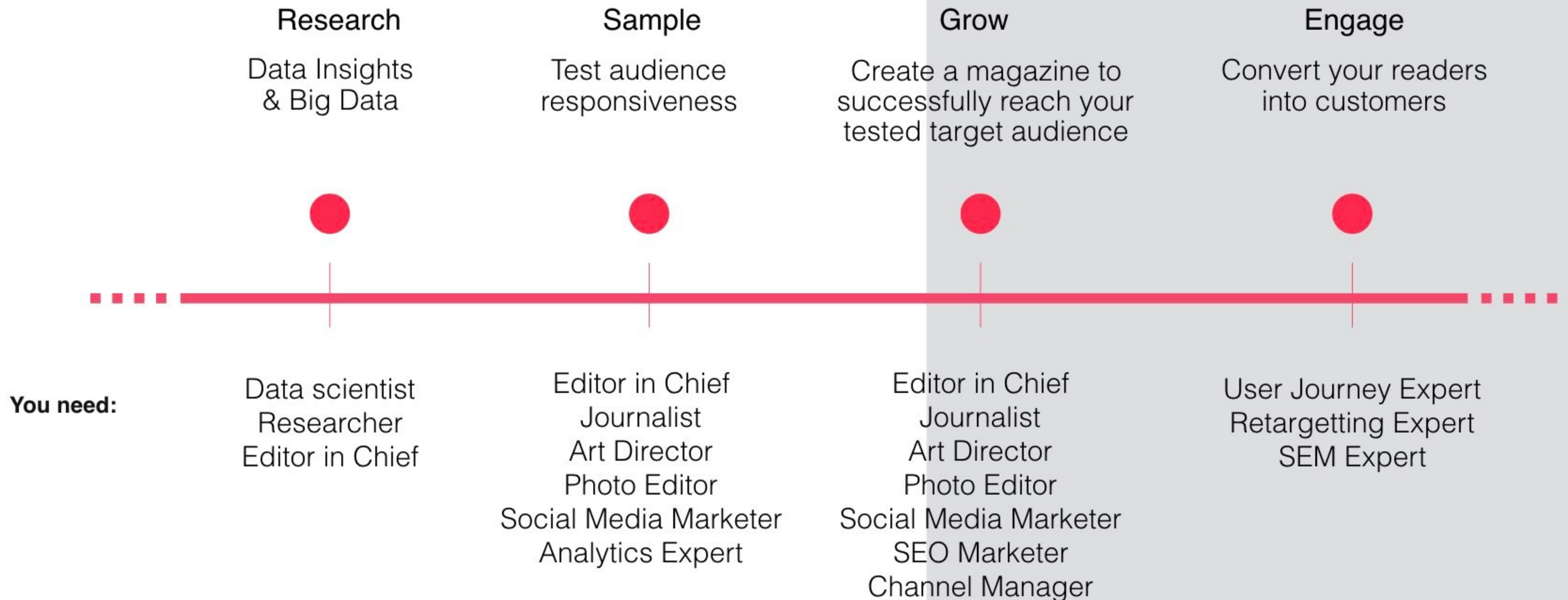
Nestlé's social media situation room

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Intellyo 2020 - Self Driving Publishing

I want a **magazine** ⌄ for **luxury goods** ⌄

in **Asia** ⌄ with **10 articles / month** ⌄

distributed on **15** ⌄ channels.
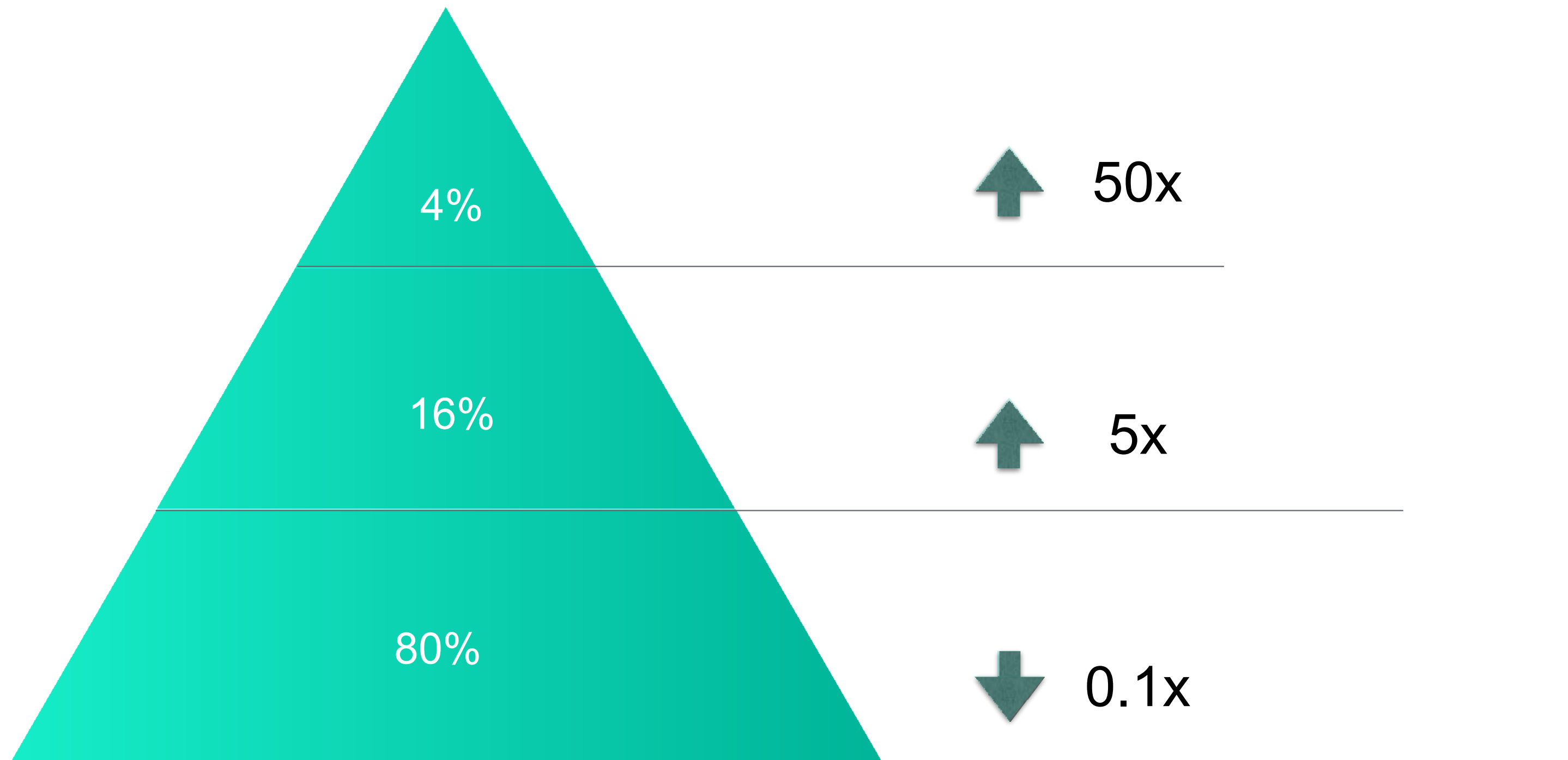
Reach your full potential in 4 Steps

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Research

Data Insights
& Big Data

Sample

Test audience
responsiveness

Grow

Create a magazine to
successfully reach your
tested target audience

Engage

Convert your readers
into customers

You need:

Data scientist
Researcher
Editor in Chief

Editor in Chief
Journalist
Art Director
Photo Editor
Social Media Marketer
Analytics Expert

Editor in Chief
Journalist
Art Director
Photo Editor
Social Media Marketer
SEO Marketer
Channel Manager

User Journey Expert
Retargetting Expert
SEM Expert

Most Content Does Not Work

Intellyo relies on expert knowledge

4%

↑ 50x

16%

↑ 5x

80%

↓ 0.1x

Only the top 20% of content gives a return.

80% of the content created by professionals does not even return the production costs.

Together we build your success story.

We create wide reaching content tailored to your company.

As your online marketing team grows, you will be able to take over and with time manage the entire process using our software.

With 80% machine output and 20% freelance power you will reach 500% higher quality and 200% higher quantity than an average media team.

● 80% automated   ○ 20% freelance

(Today AI will only take you this far, sorry about that!)