

paicr

# 17th Annual Conference

Blurred Lines: *The New Marketing Ecosystem*

**November 16-17, 2015**

InterContinental New York  
Times Square



# Results of the PAICR / P&I Content Marketing Study



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# Research Partnership

Pensions&Investments





# PAICR/P&I Survey Results

## Results of the PAICR/P&I Content Marketing Study

- What is Content Marketing?
- Who participated?
- What we learned
- Content marketing in practice
  - A lead nurture case study





# What is content marketing?

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience.

*(Source: Content Marketing Institute)*







# Content marketing

- Educates without overt selling
- Encourages trust
- Showcases the knowledge of executives
- Provides proven examples





# Content marketing

Is media agnostic

- Video
- Print
- Webinars
- Live Meetings



# Content marketing

- Reinforces a consistent brand message
- Reaches audience with a relevant message at the right time







# Content Marketing Study

- **148** respondents in financial services marketing
- Respondent profile
  - **74%** asset management firms
  - Mean AUM: **\$148.3B**
  - **46%** AUM \$100B+
  - Primary vehicles: separate accounts, mutual funds, alternatives
  - **13.2 years** experience in investment management communications
  - **82%** from marketing department – 9% from sales
  - Primarily responsible for marketing/business development and/or investment management sales/marketing



# Content Marketing is Ubiquitous

- **100%** of respondents are using content marketing
- **70%** have a content marketing strategy
  - **47%** yes, it is documented
  - **48%** no, it is verbal
- Most believe it is perfectly (**36%**) or modestly (**63%**) aligned with their business strategy

Source: P&I/PAICR Content Marketing Study in financial services industry, June 2015

- **86%** of B2B marketers use content marketing
- **35%** have a documented content marketing strategy
- **48%** have one, but it is not documented (verbal)
- **14%** have no content marketing strategy

Source: B2B Content Marketing 2015 Benchmarks, Budgets & Trends – North America from Content Marketing Institute (CMI) and Marketing Profs



# But is it effective?

P&I/PAICR Content Marketing

**47% of institutional marketers say they are effective**

**Only 38% of B2B marketers say they are effective**

B2B Content Marketing 2015 Benchmarks, Budgets & Trends

Primary metrics used to rate content marketing effectiveness

- **73%** sales feedback
- **71%** personal thoughts/feelings
- **39%** ROI/quantitative metrics



# Resources are an issue

## P&I/PAICR Content Marketing

**52%**

say they have a  
dedicated content  
marketing team

**16%**

additional firms  
plan to establish  
one in the next 12  
months

**4.7**

The average # of  
people on dedicated  
content marketing  
team

B2B Content Marketing 2015 Benchmarks, Budgets & Trends

- **47%** of B2B marketers have a dedicated content marketing team
- And **15%** plan to establish one in the next 12 months



# Content marketing is a large part of the marketing spend

## P&I/PAICR Content Marketing

**24%**

of marketing  
budget spent on  
content  
marketing

**55%**

plan to increase  
spend on content  
marketing for  
2016

## B2B Content Marketing 2015 Benchmarks, Budgets & Trends

- **28%** of marketing budget spent on CM for B2B marketers
- **55%** of B2B marketers plan to increase spend on CM for 2016



# Creating new content

P&I/PAICR Content Marketing

On average, creating new content **4.89 times per month**

- **23%** daily or multiple times/week
- **29%** weekly or multiple times/month
- **20%** monthly
- **23%** less than once a month

B2B Content Marketing 2015 Benchmarks, Budgets & Trends

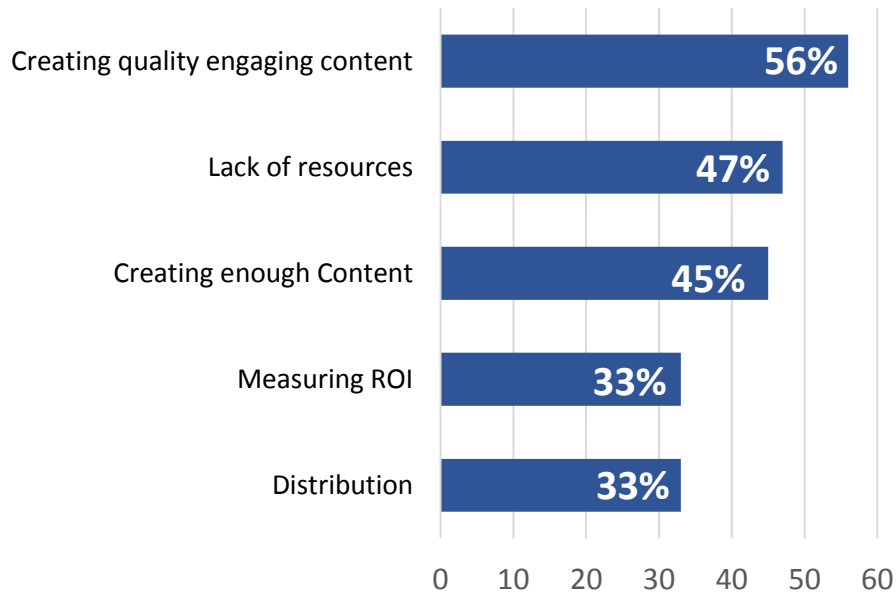
**42%** of B2B marketers are creating content daily or multiple times/week



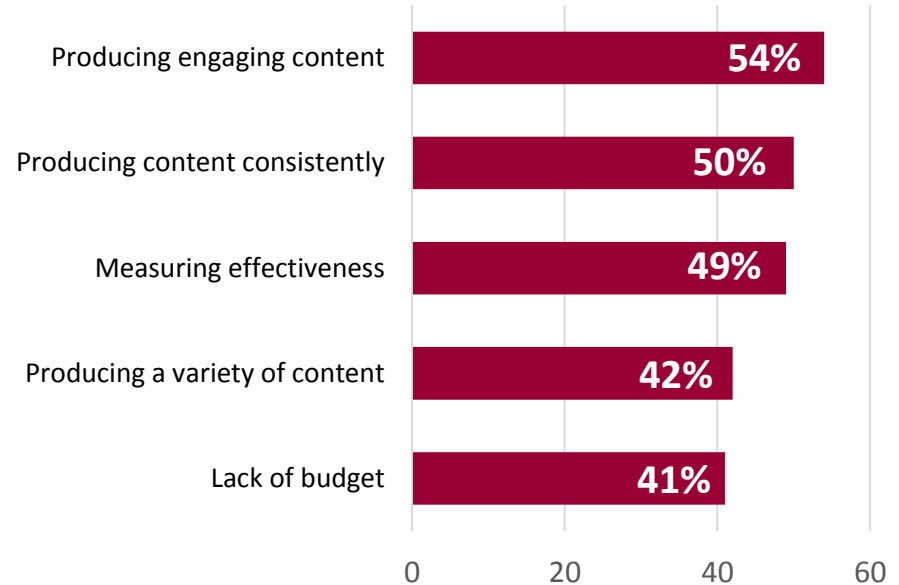


# Biggest challenges for executing CM strategy

P&I/PAICR Study



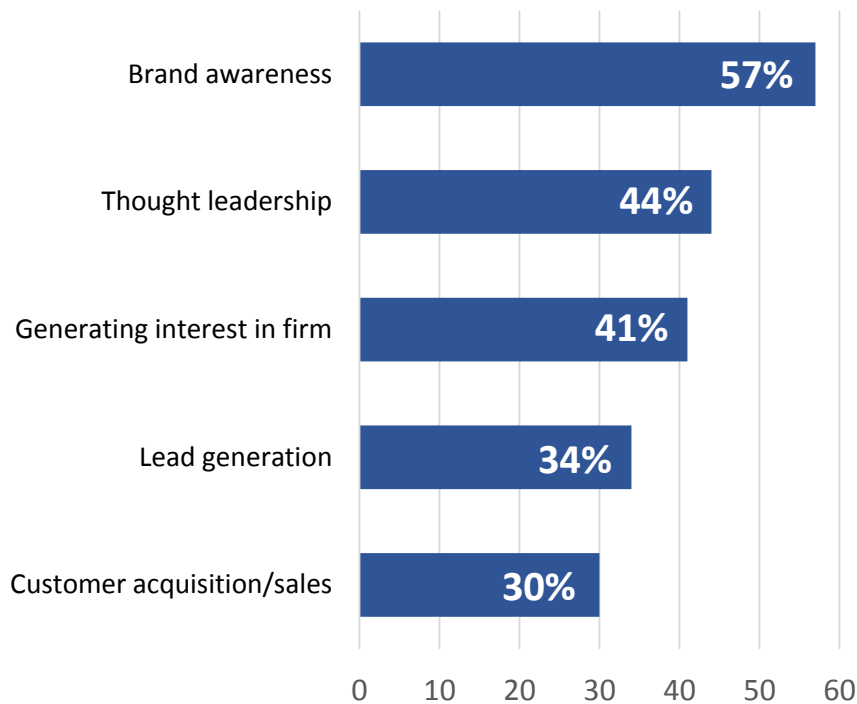
B2B Marketing Study



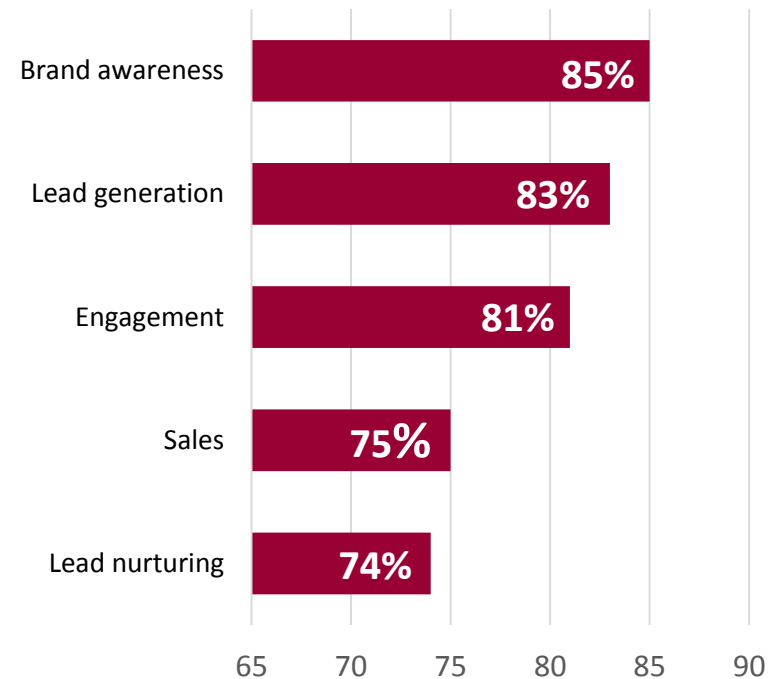


# Main goals of content marketing strategy

P&I/PAICR Study



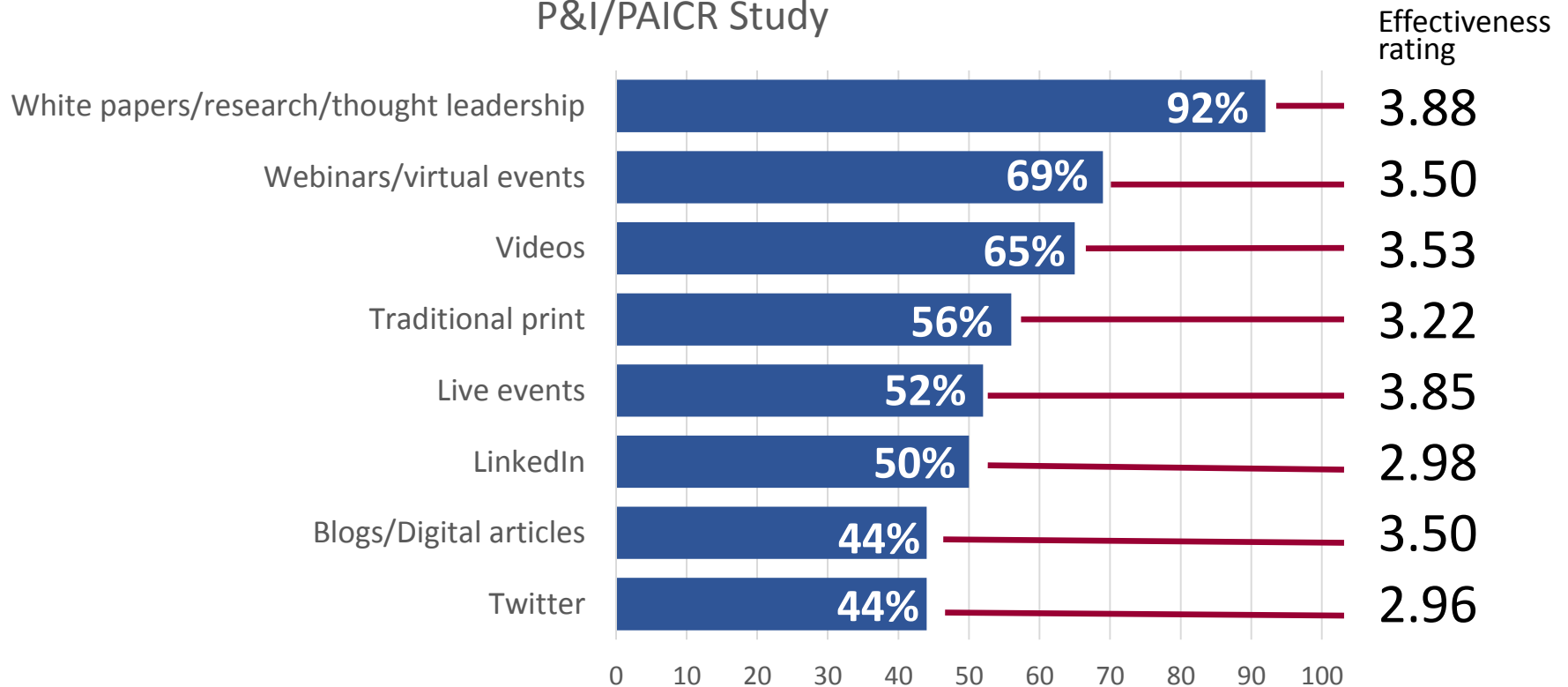
B2B Marketing Study





# Tactics being used

P&I/PAICR Study





# Very different list for B2B marketers

**92%**

social media content  
– other than blogs

**83%**

enewsletters

**81%**

article on your website

(#7 on P&I list)

**80%**

blogs

(#7 on P&I list)

**77%**

in-person events

(#5 on P&I list)

**77%**

case studies


**76%**

videos

(#3 on P&I list)

**69%**

photos/  
illustrations



# Tactics plan to use in next 12 months

**94%**

white papers/  
research/thought  
leadership  
(92% currently)

**76%**

videos  
(65% currently)

**75%**

webinars/virtual  
events  
(69% currently)

**63%**

live events  
(52% currently)

**61%**

LinkedIn  
(50% currently)

**58%**

blogs or digital  
articles  
(44% currently)

**56%**

traditional print  
(56% currently)

**52%**

Twitter  
(44% currently)



# Distribution channels currently using for CM

**96%**

your own  
company website

**86%**

your own  
email/newsletters

**23%**

native distribution  
on other websites

**60%**

social media





# Paid methods used to promote/distribute content

## P&I/PAICR Content Marketing

**65%** use @ least one method

- **49%** print
- **44%** digital advertising
- **18%** social media ads
- **17%** native advertising
- **17%** promoted posts
- **16%** SEM

## B2B Content Marketing 2015 Benchmarks, Budgets & Trends

**80%** use @ least one method

- **52%** print
- **49%** digital advertising
- **48%** social media ads
- **34%** native advertising
- **42%** promoted posts
- **58%** SEM



# Measuring success

## P&I/PAICR Content Marketing

Only **23%**

say they are tracking  
and reporting content  
marketing strategy's ROI

**38%**

say they have a system that  
connects content  
distribution to a CRM system  
or RFP/proposal tool

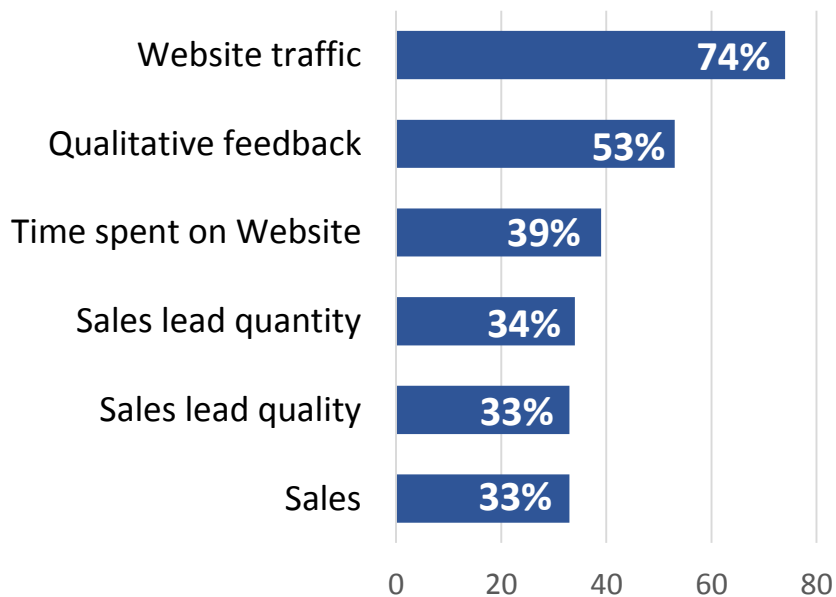
B2B Content Marketing 2015 Benchmarks, Budgets & Trends

- **Only 21%** of B2B marketers in general say they are successful at tracking the ROI of their content marketing program

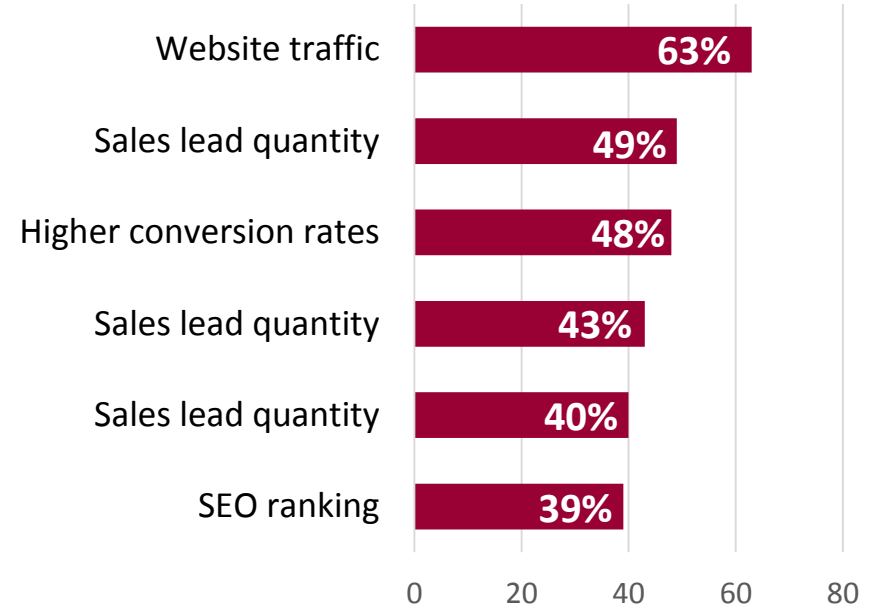


# Metrics used to measure success of CM strategy

P&I/PAICR Study



B2B Marketing Study



86% use metrics to measure success



# In conclusion

## Keys to success

Finding the right resources to:

- Produce
- Curate
- Distribute content





# Struggles of content marketing

Areas that institutional marketing struggle most with content marketing strategy and measurements include:

- Documented strategy and development process
- Measurement and ways to calculate ROI
- Leveraging varied distribution channels



# Content is king

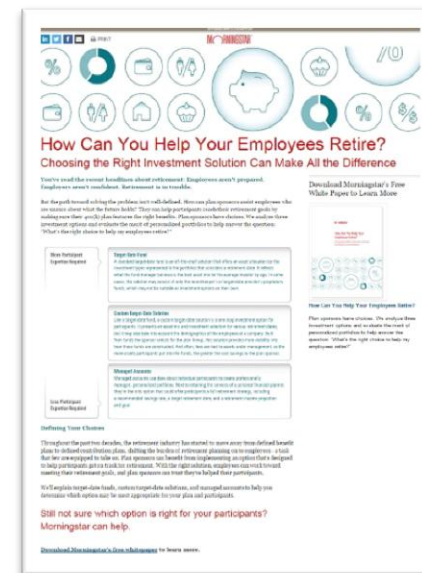
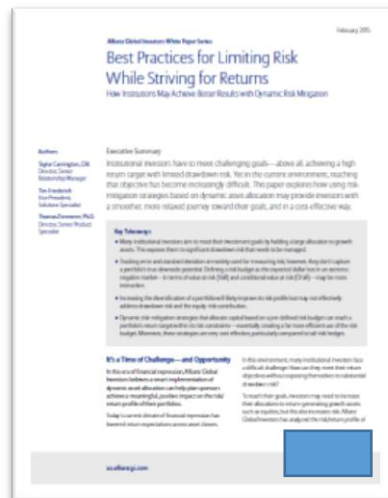
The financial services industry does a great job of creating content and deploying tactics....but with better strategy, measurement and engagement metrics content marketing will continue to capture a larger share of mind and budget.





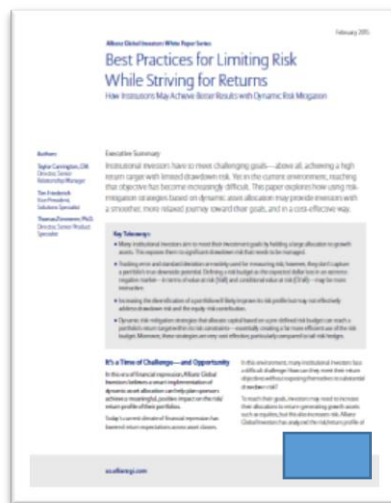
# Case studies of successful content marketing

Two very successful firms...two very different marketing tactics....BOTH successful content marketing programs



# Investment management firm

A very respectful investment management firm (without a sophisticated marketing automation system) can still have a very successful content marketing program.



Distribution channels and lead generation tactics

- Online white paper posting w/ lead generation
- Industry and internal newsletters
- Webinar w/ lead generation

Goal – Distribute the white paper



# Lead Nurturing Case Study

## **What the nurture program tested:**

- Impact of working with third party to nurture leads
- Is there a lift when sending content from third party?
- Is lead quality improved?
- Is sales cycle shortened?
- How does lead scoring impact the sales funnel?





# Lead Nurturing Case Study

## Target Group

- Registrants of P&I's 401K Investment Lineup Conference
- Registrants of follow-up webinar
- Qualifying questions during registration process identified candidates



# Lead Nurturing Case Study

## Thank you emails

- Versioned based on whether registrant attended
- Highlighting:
  - Conference materials available for download
  - Opportunity to download client white paper
  - Free subscriptions to two daily and weekly P&I newsletters compliments of the client

Email not displaying properly? [View it in your browser](#)  
Forward this invitation and a personal note to your colleagues.

Follow us on [in](#) [t](#)

## P&I CONFERENCES WEBINAR

### 401(k) Investment Lineup

**WEBINAR and CONFERENCE HIGHLIGHTS**

**Final presentations in PDF format**  
Available on right hand side of the session title for each city.  
[Download PRESENTATIONS](#)

**How can you help your employees retire?**  
A comparison of target-date, custom TD, and managed accounts  
Compliments of conference sponsor, Morningstar's Investment Management group  
[Download WHITEPAPER](#)

**Conference Videos and Panel Artistic Visualisation**  
[View VIDEOS and PHOTOS](#)

**Webinar Replay Available on Demand!**

Dear %%FNAME%%,

We're sorry you missed P&I's 401(k) Investment Lineup Webinar originally aired on May 13.

The replay of this webinar is now available for on demand viewing and can be accessed at the following link:  
[www.pionline.com/401kwebinar](http://www.pionline.com/401kwebinar)

**Continue your learning**

As a registrant to P&I's 401(k) Investment Lineup Webinar you will automatically receive 4 weeks subscriptions to P&I Daily and P&I's Defined Contribution Digest, compliments of webinar sponsor, Morningstar's Investment Management group.

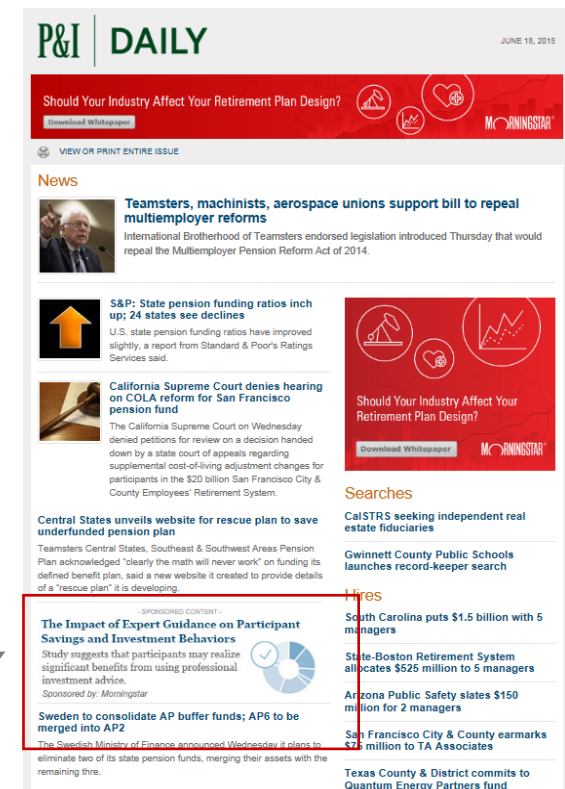
Of course, if you would prefer not to receive either of these emails please let us know by emailing [eglick@pionline.com](mailto:eglick@pionline.com).

Thank you. We look forward to your participation in future P&I webinars.

# Lead Nurturing Case Study

## E-Newsletters

- Daily and weekly newsletters included:
  - Takeover advertising
  - Native advertising position
- Ads rotated weekly/bi-weekly featuring different white paper downloads





# Lead Nurturing Case Study

## Website advertising

- Banner ads
- Native advertising
- Offered white paper downloads

The image displays two screenshots of the Pensions & Investments website. The top screenshot shows the homepage with various articles and a sidebar. The bottom screenshot shows a specific article titled "How Can You Help Your Employees Retire?" with a call to action for a white paper download. A red arrow points from the call to action in the bottom screenshot to a separate box at the bottom right of the image.

**How can you help your employees retire?**  
Plan sponsors have choices. We analyze three investment options and evaluate the merit of personalized portfolios to help answer the question: "What's the right choice to help my employees retire?"  
Sponsored by Morningstar



# Lead Nurturing Case Study

## Survey

- Follow up survey toward end of campaign
- Further qualify participants
- Open-ended and drop-down questions
- Generated additional information about purchase intent



# Lead Nurturing Case Study

## Scoring

- Custom lead scoring based on client requirements
- Demographic information
  - Title
  - AUM
- Qualifying/Survey Questions
  - DC products currently offer/likely to offer
  - Purchase authority
  - Likelihood to purchase soon



# Lead Nurturing Case Study

## Scoring

- Activity/Engagement
  - Opening emails
  - Clicking on ads
  - Downloading white papers
  - Accessing DC content on website





# Lead Nurturing Case Study

## Results

- Nurture group was more engaged than control group of subscribers
- Open and click-to-open rates double in many cases
- Approximately 35% of leads qualified
  - Score 20+
  - Plus key registration and survey question answers
- Sales team accepted 34% of qualified leads
- 8% of leads are in active conversations
- 19% on hold pending a more appropriate solution