



KMC Communications, Inc.
Communicating Globally to the Insurance & Financial Industry

THE NEW CONTENT MARKETER:

A Four-Step Approach to Creating Effective Communications in the Insurance & Financial Industry



INTRODUCTION

At a time when insurance and financial brands all over the globe are spending a large portion of their advertising budget on content marketing, it's becoming more important to understand the essential process involved in engaging new prospects and building loyalty.

While marketers in the insurance and financial industry have been doing personalized direct mail and email campaigns for years, most are still struggling with making the shift toward content marketing. Much of this trepidation can be attributed to workflow challenges such as delegation, time management, and distribution methods, to which strategic solutions can be applied and refined over time. So if you're holding back from launching your next content marketing campaign simply due to organizational processes—don't. There are multiple automation programs designed specifically to address those challenges.

What you should be concentrating on is having a key understanding about the approach to creating well-developed communications. This is essentially the first and most important step in your content marketing program, designed to create valuable and relevant content that reaches your target audience across multiple channels.

This paper illustrates a four-step approach to begin a structured content marketing program that starts by focusing on your company's objectives, strategy integration, target marketing, and what it is your customers want from you. Because content is nothing if it doesn't mean something to your prospects and customers.

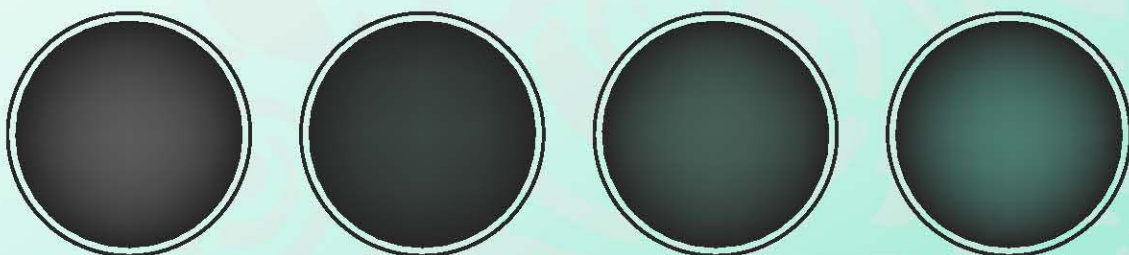
THE FOUR-STEP APPROACH

You can't hope to implement a successful content marketing strategy without understanding exactly what outcome you require. That means understanding what you want to get out of the initiative such as sales increase, retention measures, cost savings, or something else.

Equally important is an in-depth understanding of the needs and challenges of your targeted prospects. Only then can you craft a content marketing approach that will deliver more sales, more customers, and more measurable results.

Remember that content is aimed externally: at customers, prospects, social media, brand advocates, the media, etc. So the first rule of knowing what kind of content you'll create is knowing who you're creating it for.

Let's look at a four-step approach that addresses key developmental concepts in planning a targeted content marketing program for your company.



STEP #1

Everything that you communicate with your customers has a purpose. What do you want them to do? Be asking yourself:

- How do we want our customers to feel?
- What effect must we achieve with them?
- What action do we want them to take?
- How will we measure their behavior?
- How will we get them to think about doing business with us?

STEP #2

Deliver information that your best prospects really need to succeed. Be asking yourself:

- What do our buyers really need to know?
- What will provide them with the most benefit?
- How can we present the content so that it has maximum positive impact?
- What are the mandatory elements of the campaign?
- What media types must we include?

STEP #3

Your content marketing efforts must be an integral part of your overall business strategy. Be asking yourself:

- Does this content marketing effort help us achieve our strategic goals?
- Does it integrate with our other strategic initiatives?
- Do we understand the specific channels in which our target audience prefers to communicate?

STEP #4

You must target your content precisely so that it is truly relevant to your buyers. Be asking yourself:

- Have we precisely identified the prospects we want to target?
- Do we really understand what motivates them?
- Do understand where they're at in their lifecycle?
- Do we understand how they view the product or service we offer?

Take the time to thoughtfully answer the questions in each category. As you do, you're building your content marketing program using an analytical approach, personalizing the presentation of content and offers that your target audience will find relevant and compelling—increasing the likelihood of engagement, conversion, and retention.

CONTENT MARKETING

STRATEGY AND INTEGRATION

All content needs to serve a purpose. Now that you have content that supports your business objectives and know that it will communicate your brand, it's time to get proactive. Begin by penciling out a strategy that includes recommendations for:

- Structure: How will the content be set up?
- Work flow: How will the content get produced and distributed?
- Delegation: How will the content be managed on an ongoing basis?
- Best Practices: Who will ensure that the content meets company guidelines and standards?

If you're engaged with multiple, ongoing content initiatives, you need to ensure that they're well integrated into your content requirements, schedules, and desired outcomes to increase acquisition and reduce attrition.

SUMMARY

Every company has a unique set of goals when it comes to content creation and marketing. The most sophisticated marketers don't just jump into content creation without a basic understanding of how to best align their program with a deep understanding of what they want to achieve, as well as knowing what it is their customers are wanting from them.

When you take the time define your content, you'll have the necessary resources that can be used to produce advertising materials that will work for you on multiple levels and can include print, Web, social media, mobile, video, and audio advertising.

ABOUT KMC COMMUNICATIONS

Through words, nothing more effectively tells the story of your product or service, propelling your brand into the minds of prospects and customers better than content. KMC Communications provides content marketing solutions for the insurance and financial industry around the globe—both online and off. Services include:

SERVICES

White Papers
Editorials
Case Studies
E-Newsletters
Sell-Sheets
Blog Content
Digital Magazines

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