



# Data Led Digital Marketing

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# Data Led Strategy

- Why its important to allow the data to inform your strategy?
- How you go about doing this?
- Why you should have a multi- channel and cohesive marketing strategy?

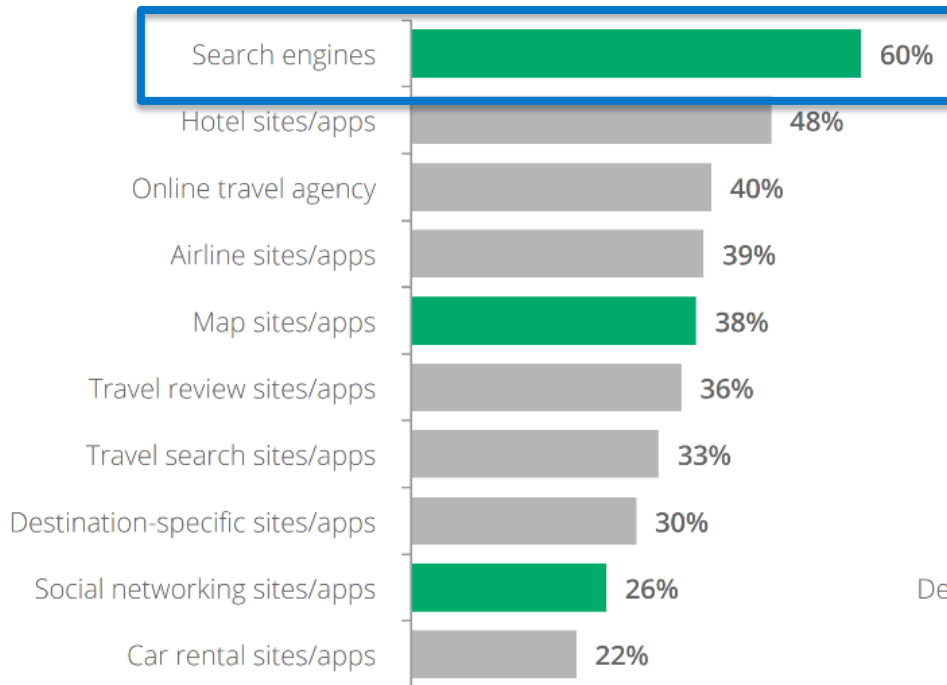
The world is evolving and as user behaviour develops this has a knock on impact in how we should market.

The only way to keep on top of this is to use data to define how and where you place your marketing content.

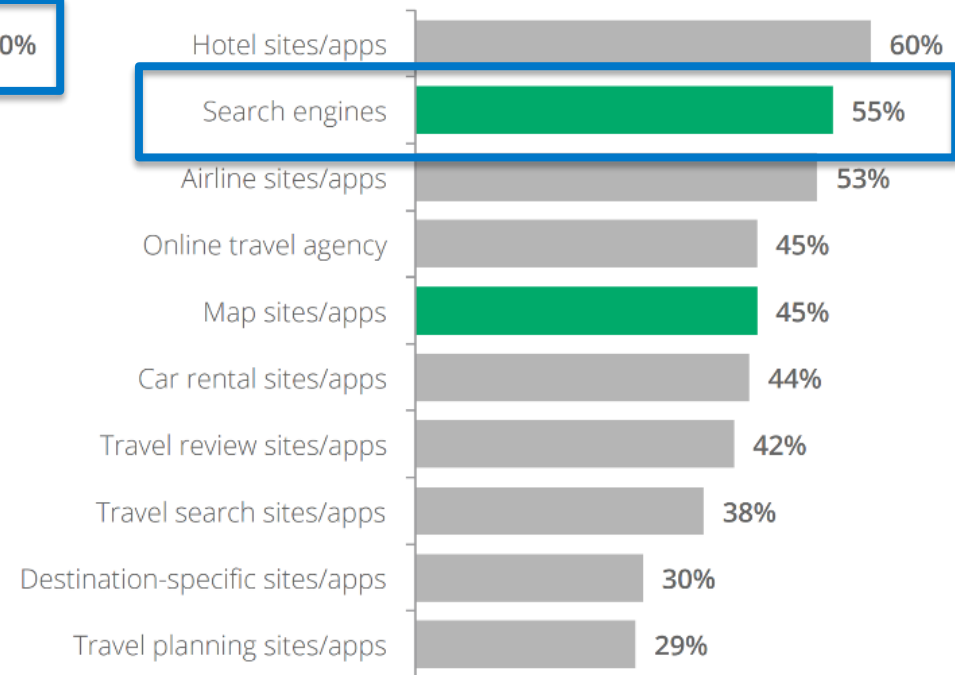
# Search engines are the most popular online planning source for travellers

## Top 10 online Sources used in Travel Planning

### Leisure Travellers



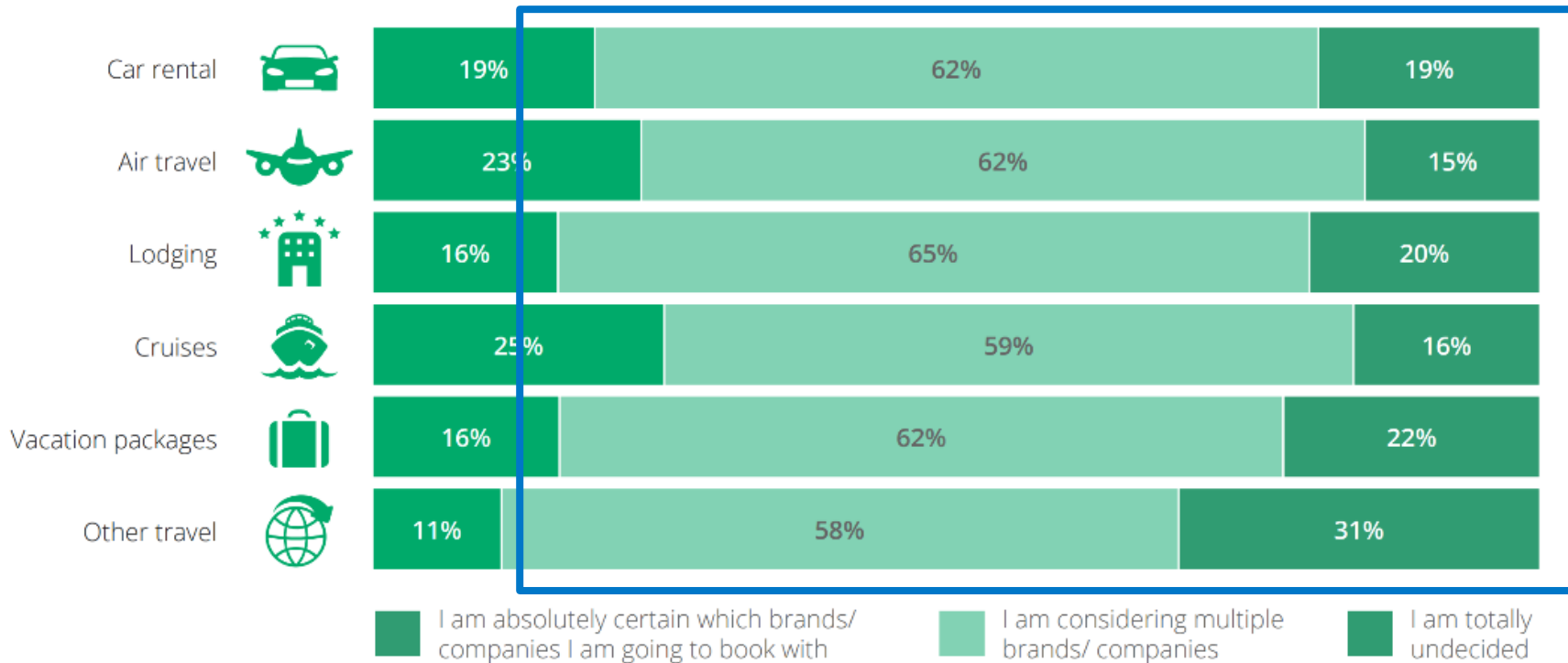
### Business Travellers



# Undecided on Brand

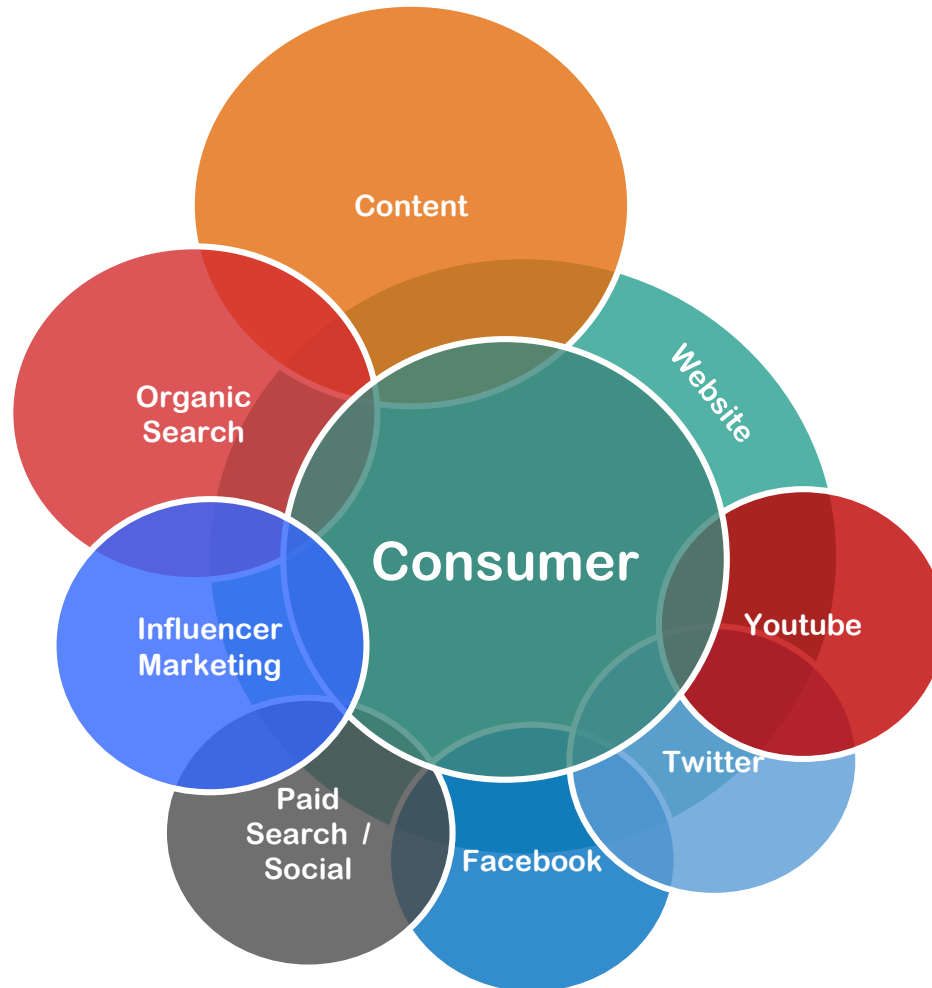
Many leisure travellers go into planning undecided on a brand

## Certainty of Specific Brand / Company to Use (Leisure Travellers)



# What does this mean?

You have to be **highly visible online** and **provide value** to the end user. Your online strategy has to be cohesive and support multiple channels



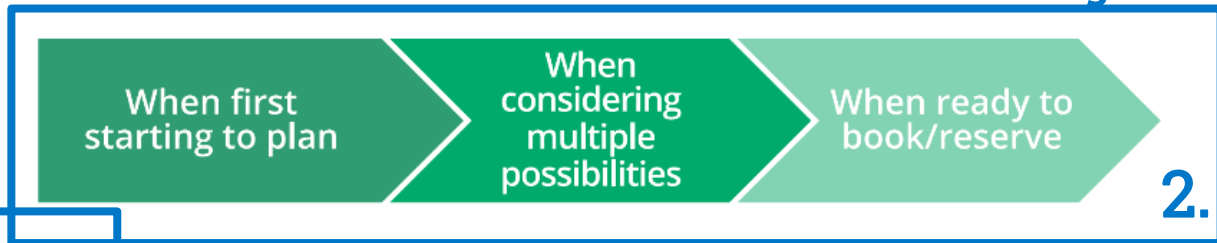
# Strategy Formation: User Journey



# Increasingly turn to search engines first

- Leisure travellers increasingly turn to search engines first instead of brand sites/apps for online trip planning

## Search Terms That Leisure Travelers Use in Planning



1.	Destination-related terms	51%	48%	20%
	Price-related terms	41%	49%	23%
	Specific brand or website names	31%	48%	30%
	Activity-related terms	36%	49%	20%
	Terms related to specific needs or wants	32%	43%	22%



# Open Platform - Opportunities

## Compete and be visible

- Inspiration stage
- Choosing a destination
- Planning a trip
- Booking a journey

Low Brand affinity opens the playground!

But...

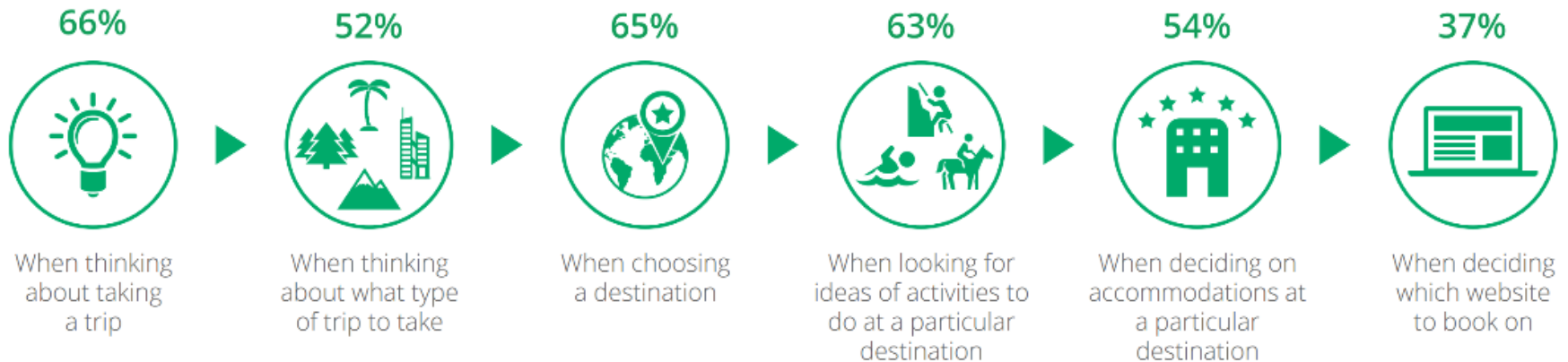
You therefore have to have a comprehensive and holistic strategy tailored to your target audience



# Example: Online videos are viewed throughout the travel journey

## When Travel Videos Are Viewed

(Among leisure and business travelers who watched/commented on travel-related video)



And that's just one opportunity!

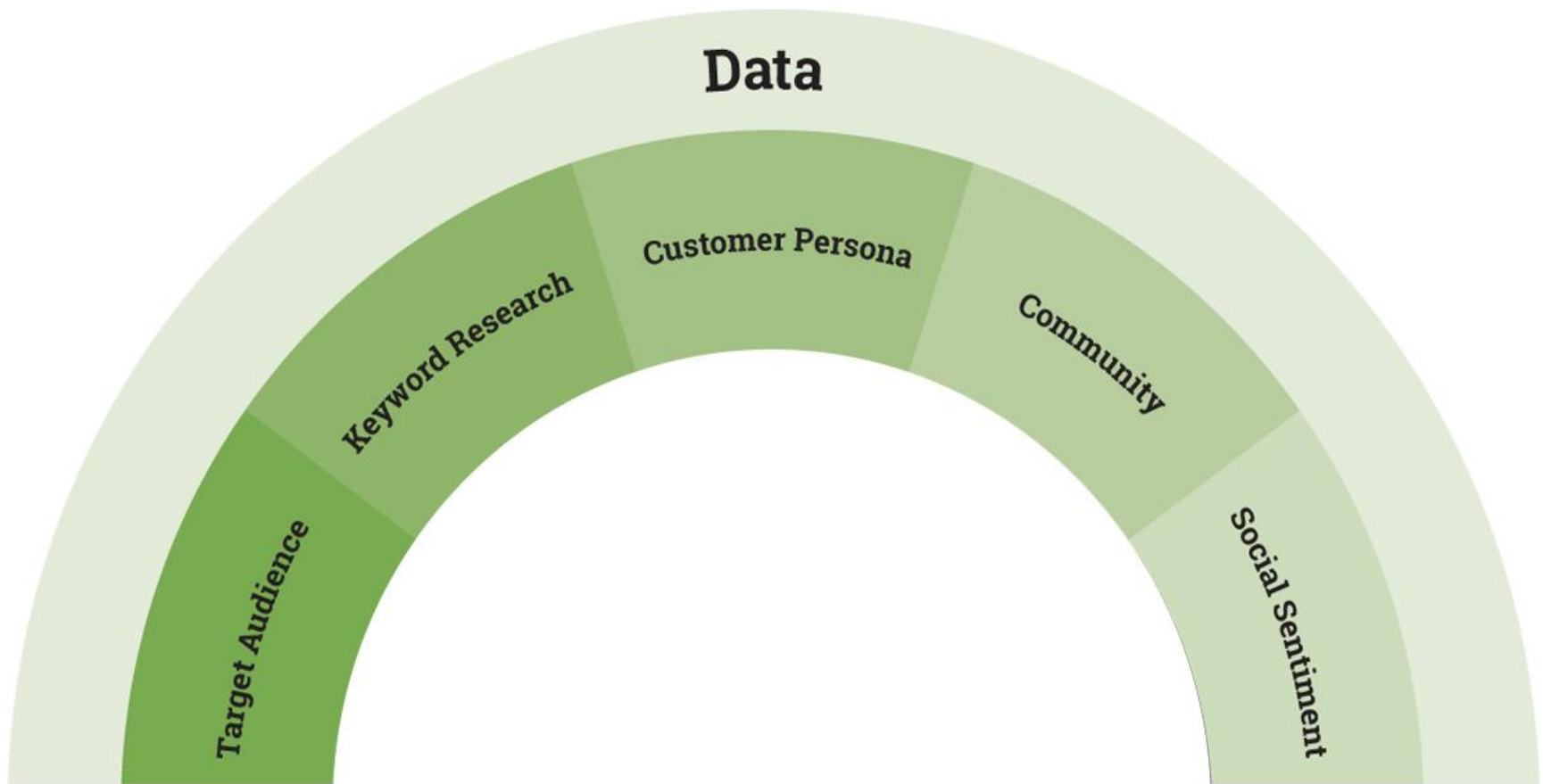
# Truth is... You have to know your customer

- Choose the right content
- in the right marketing channel
- at the right time for your customers needs.

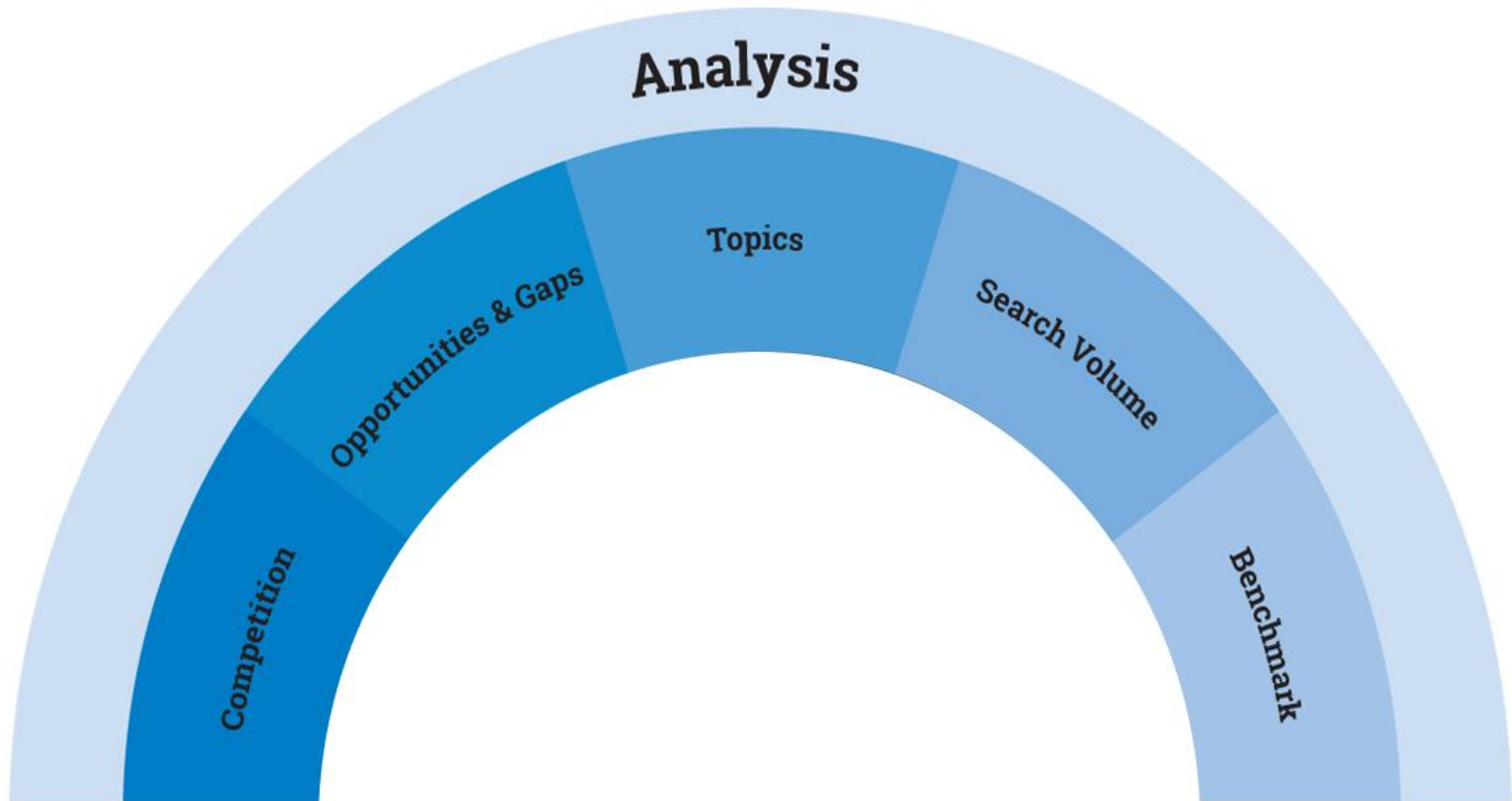
**Creating the right strategy is the key to success & ROI.**

# How do we do this?

- By gathering data & understanding the customer



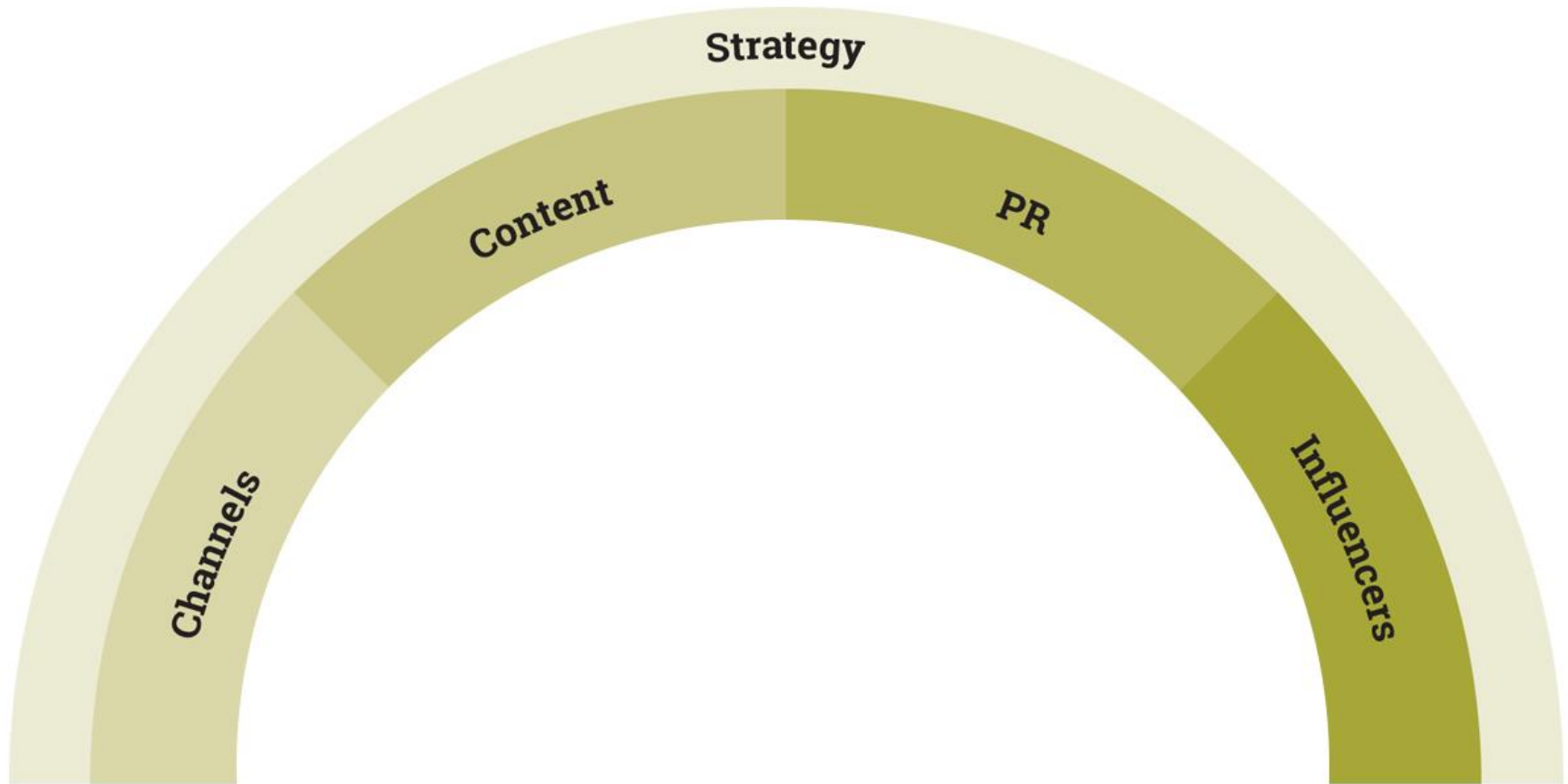
# Research & Data Analysis



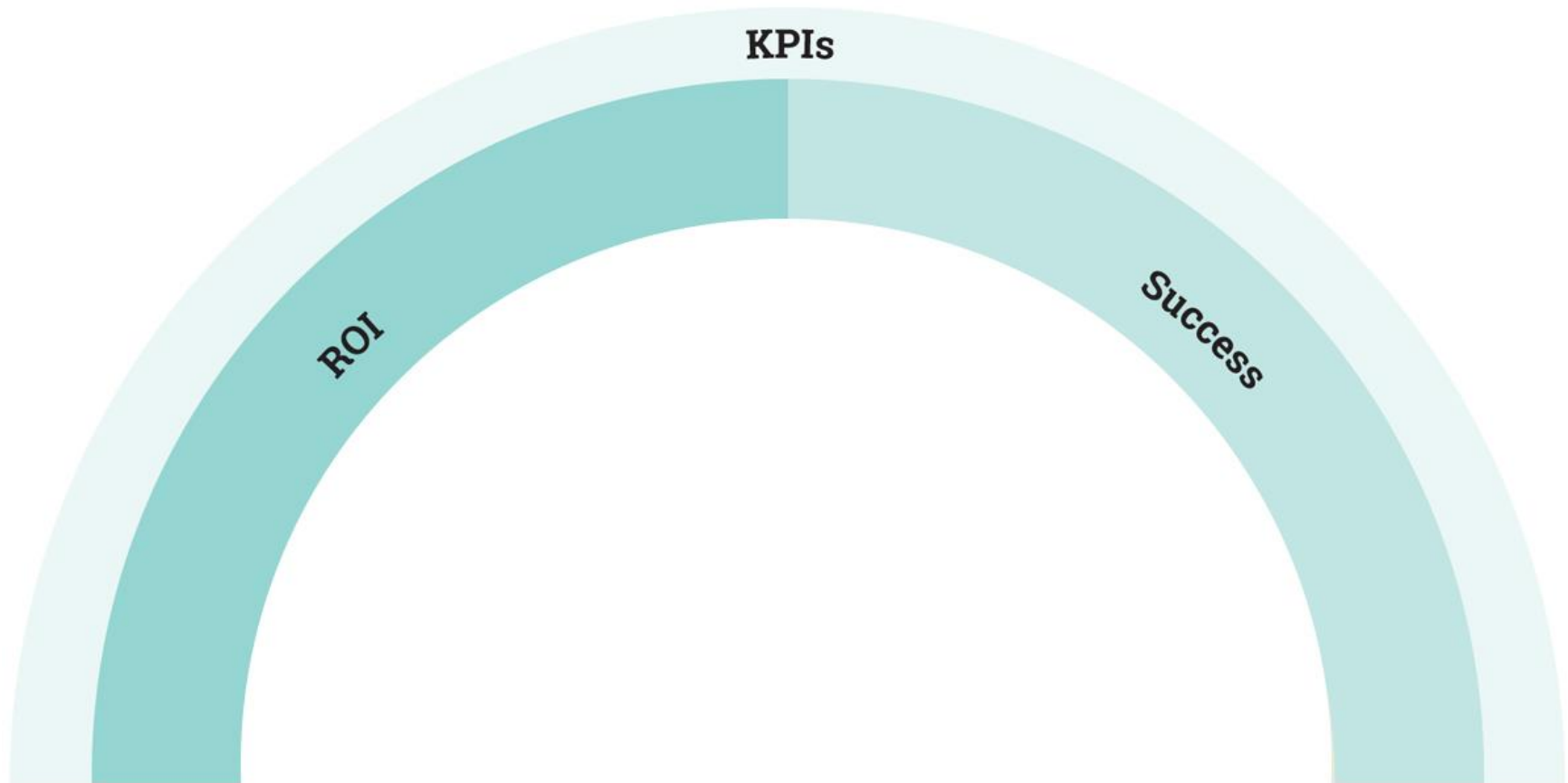
# Content Marketing Framework



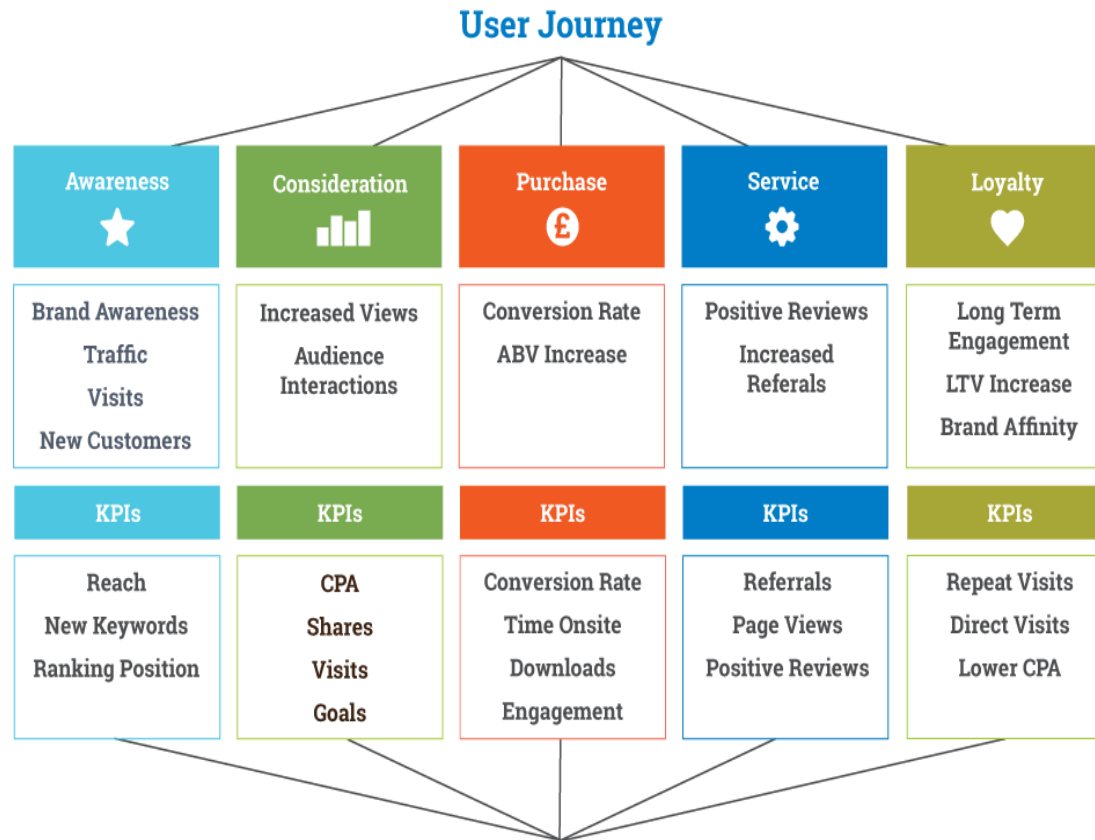
# Strategy



# Strategy – KPI's



# Strategy Formation: Multi Channel Themes





# Strategy Formation: Multi Channel Themes

## Define Themes With Data



Search  
Volumes



Customers



KPIs



Video



Images



Text

	SEO	Social	PR	Email	PPC
Theme 1	Add Value Onsite	Shareable Content	News Worthy	Add Value to Customer	Increase Conversion
Theme 2	Supports Keyword Themes	Highly Visual & Social Content	Offline Value	Increase Awareness	High Search Volume Low Competition
Theme 3	High Search Volume Relevancy	Online Community	INSERT	Cross Sell Opportunity	Top of the Funnel Entries

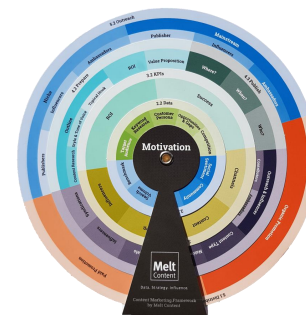
# Content Marketing Framework

Which could also be called a “Strategy Framework”.

Visit: [www.meltcontent.com/cmf](http://www.meltcontent.com/cmf)

- Video outlining the process
- Digital Version of our wheel
- Free 48 page ebook CMF User Guide
- And more..

We are also collating questions to answer on a live Q&A.



## Content Marketing Framework Wheel

A downloadable of our Content Marketing Framework



### Content Marketing Wheel

Our graphic sets out the key stages of the CMF process, split into five phases

[Content-Marketing-Wheel-Melt-Content.pdf](#)



### Content Marketing Framework User's Guide

Our free ebook takes you through the CMF step by step, using practical examples to bring it to life

[Content\\_Marketing\\_Framework\\_User\\_Guide\\_Sep16.pdf](#)

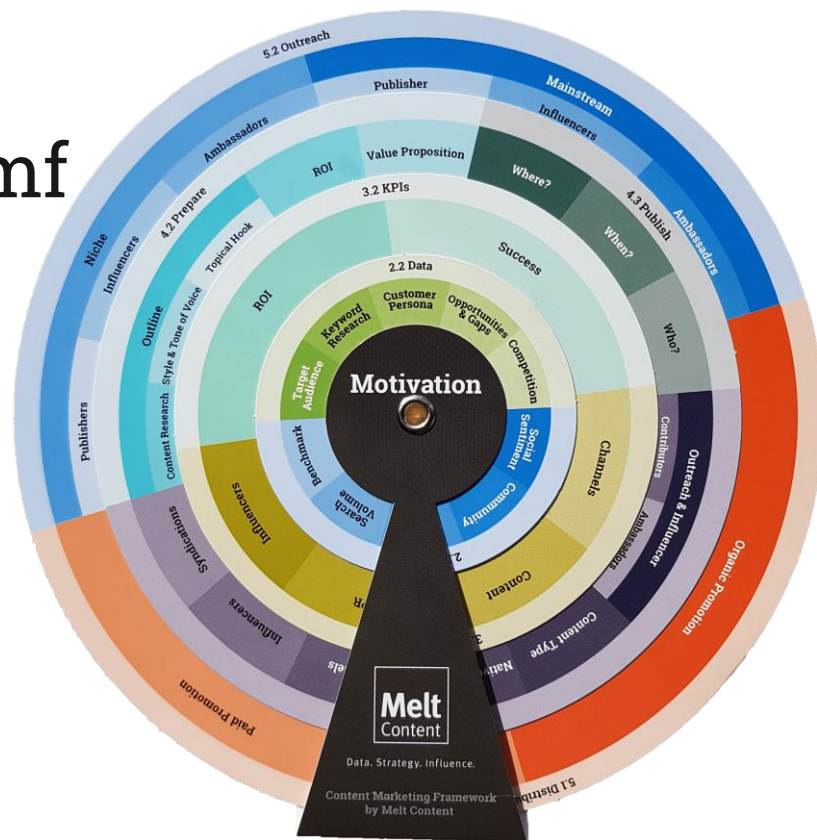


# Content Marketing Framework

Either visit

[www.meltcontent.com/cmf](http://www.meltcontent.com/cmf)

Or take a Wheel today.



# Where do I see things changing?

- I see consumers becoming more powerful and niche influencer marketing evolving!
- Not talking about the celebrity level “influencers” but as more of us get sucked into the social platforms and more “average” people become niche influencers within their area of passion and interest.
- Working with these niche influencers gives credibility and builds trust. **But you still have to deliver as a Brand.**

## Evolution of a review

92% of individuals trust recommendations from other people over brands, and 88% trusting online recommendations as much as trust those of their personal contacts.



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