



#GetLifelongReady ENGAGING OUR TARGET MARKET



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OUTDOOR PROJECTS

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#GetLifelongReady encourages the Queensland outdoor recreation sector to develop marketing strategies to engage adults and encourage them back to activity, or to try something new.

This fact sheet highlights the increasing shift away from traditional marketing methods towards storytelling and 'content marketing' for increased engagement and marketing outcomes. We take a look at how one well-known brand executes content marketing, and have developed several worksheets to assist your organisation in adopting similar storytelling methods to maximise engagement outcomes alongside **#GetLifelongReady** initiatives, as well as other areas of your business.



STORYTELLING AS MARKETING

A good story can connect, inspire, and motivate change in behaviour.

Storytelling is an ancient art. We are familiar with storytelling in the context of the study of ancient cultures, to movie making, fiction writing – and more recently storytelling has emerged in the context of branding and marketing.

There is an increasing need to understand the shift from traditional ways of corporate messaging towards developing content (i.e. stories) developed to engage our target audience and encourage them to act in a certain way (e.g. start participating in our activities, buy our outdoor gear, visit our destinations).

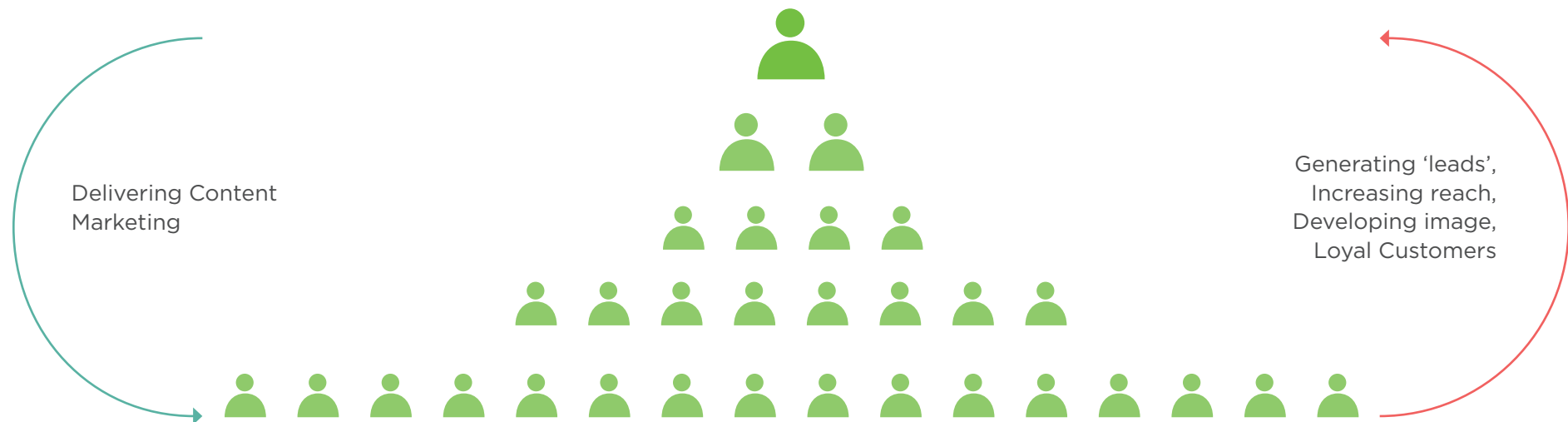
Studies have found when we are told something through narrative, we are likely to relate to the message, absorb the details and remain engaged from start to finish. This makes narrative a more effective means of marketing compared to other abstract forms, like advertising tag lines. The principles of storytelling are closely related to the contemporary marketing concepts of word-of-mouth, social media, social sharing, brand perception and what we call ‘content marketing’. This means the art of storytelling needs a strong focus on what people want to hear and share.

	Traditional Advertising Messaging Characteristics	Contemporary Content Marketing Characteristics
Objective	Inform Sell Product	Engage Build Relationships
Premise	People hear about product through advertising	People hear about product from other people
Output	Benefits of product - claims	Facts, stories, enthusiastic quotes, ratings, explanations
Approach	Authoritative messaging: “Let me tell you what I want to tell you”	Authentic messaging: Concrete, bite-sized chunks of information that can be easily understood and relayed by others
Value	Consistency	Agility – adapt to audience, adjust to customer lifecycle
Budget	Costly	Creatively applied within a budget



CONTENT MARKETING STRATEGIES

A content marketing strategy is the process of creating and distributing content that is entertaining, informative and engages a target audience (i.e. our potential customers).



- **Generating 'leads':** If the audience is impressed by the content provided on your website, in social media feeds, etc., there is a higher probability they will do things like sign up to mailing lists – be it out of interest in your activity/service/product, or a desire to get access more of your content.

- **Increasing reach and recognition:** High quality content covering current or controversial topics is rapidly shared by audiences via social networks (i.e. going viral). By taking advantage of this trend, an organisation can increase reach and prominence.

- **Developing image:** Releasing high-quality publications on a regular basis allows organisations to establish themselves as thought leaders, which will also strengthen brand recognition.

- **Developing loyal customers:** Content offering useful information connects the audience to the organisation over a longer-term. By consistently offering good content, organisations generate interest in their website and entice users to return.



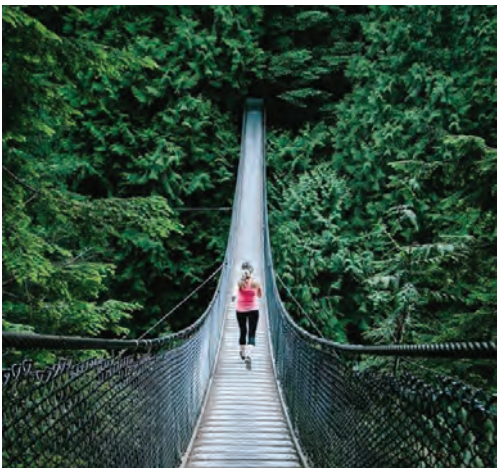
CASE STUDY: ADIDAS - ALL IN FOR #MYGIRLS

‘all in for #mygirls’ marketing campaign - celebrating women

- Designed to support and encourage girls to reach new heights in sport and life
- Designed with the key audience in mind:

“We’ve liked your facebook albums, scrolled through your tweets and given props on your Instagram filter choices. You’re the reason why #mygirls was created”

- Launched on International Women’s Day, 2011 – running until 2013.
- Multiple channels including: Online platform, Retail, public relations and some television.





	Content Marketing Characteristics	all in for #mygirls
Objective	Engage Build Relationships	<ul style="list-style-type: none"> Engage women through storytelling of activities, experiences and social connection Promote healthy active lifestyles Build an online community Sell Adidas product
Premise	People hear about product from other people	Designed for girls who love sport, and who are eager to motivate other like-minded women to engage in sport and activity.
Output	Facts, stories, enthusiastic quotes, ratings, explanations	<p>Online platform covers four categories</p> <ol style="list-style-type: none"> Stories - 'there is no courage without fear' Happenings - 'i need gear as tough as my explorations' Looks - 'i like my style to be sporty and fashionable' Connected - the best pics - snapped by #mygirls <p>Emphasis on stories from a range of girls and women, sponsored by Adidas, and pushing the limits in their chosen activity -outdoors (e.g. rock climbing), sport, dance. A consistent theme throughout is the social bonds enabled through their chosen activity.</p>
Approach	Authentic messaging: Concrete, bite-sized chunks of information that can be easily understood and relayed by others	Online platform and social media coordinated to provide audience with new inspirational stories, tips, products as well as updates on the brand's events and activations.
Value	Agility - adapt to audience, adjust to customer lifecycle (e.g. discoverers, buyers, users, engaged)	The range of activities featured from across the world provides a potential touchpoint for women of varied interests and backgrounds. Stories provide insight into the female experience - how women became involved in activities, and what they do when they are not training or performing.
Budget	Creatively applied within a budget	Designed to meet various market needs - e.g. implemented TV commercials only in developing markets - Russia, Korea and China

While the market penetration of the 'all in for #mygirls' campaign has surely benefitted from a sizable budget - in the following pages we set out a few key principles for you to follow to begin crafting your own 'good' stories and developing your storytelling techniques to engage adults in their 30s, 40s and 50s.



DEVELOPING A CONTENT MARKETING STRATEGY

The expression might sound complex, but all we are really doing is finding out about our target audience, developing our story and making decisions about how, where and when we deliver our story and key messages to our target audience.

To simplify the process, we have developed several worksheets to step you through the key processes in developing your own content marketing strategy. These step-by-step worksheets are designed for those organisations with limited resourcing and which potentially rely on volunteers. However, even if your organisation has resources to commit to such an exercise – these fact sheets will provide a good resource to kick-start your thinking and provide a content marketing consultant with a clear understanding of your organisation and what it is you are trying to achieve.

We encourage you to undertake this process in consultation across your organisation to capture insights and stories that will contribute to operational information. It is these insights and stories from staff, volunteers and participants, that you will want to draw on when developing your brand story and creating content.

1. Know your target market
• See worksheet A

2. Develop your brand story
• See worksheet B

3. Plan your content
• See worksheet C and D

4. Determine if it worked
• See worksheet E



WORKSHEET A: CONSUMER PERSONAS

- A 'consumer persona' is a sketch of a key segment of your target audience. Personas are critical to helping you deliver content that is relevant and useful to your audience.
- It is important to conduct research to find out what our target audience wants to know, what they will click on to find out more about, what they will 'like', and what they will share 'share'. Have a look at what is trending on various social media channels, pay attention to the most clicked-on headlines and buzzwords.
- Develop your 'personas' - a description of your desired audience member, who they are, what they want, what they dislike, and how they interact with the content you are going to generate. Writing content with this person in mind will help you generate relevant, useful and engaging content.
- Share the personas across your organisation - this will help you give visibility to your content marketing strategy and build capacity across your organisation for content generation. Mapping out the personas will mean more people in your organisation (staff and volunteers) can contribute to generating relevant and useful content for the target audience.
- Remember to update your personas every few months and to share them across your organisation.
- It is useful to start with 1 to 2 personas to guide content generation - more than this is likely to become unmanageable when working within limited resources.



Answering the questions set out in the following table will help identify ideal content topics, types and channels to move audience members closer to entering, or re-entering your activity.

Capturing information for persona creation	Persona #1	Persona #2
<p>1. Key demographic details</p> <ul style="list-style-type: none"> • For #GetLifelongReady you might consider sex, age, geographic details, income, marital status, stage in family lifecycle, among others 		
<p>2. Picture your ideal customer/participant/member (answers to these questions are the foundation of the persona):</p> <ul style="list-style-type: none"> • Who is he/she? • What does their typical day look like? • How are they spending their free time? 		
<p>3. Consider specific roles and responsibilities he/she might have in relation to how they are spending their time:</p> <ul style="list-style-type: none"> • What challenges/frustrates him/her about how they are spending their time? • What solutions might he/she be looking for to alleviate some of the frustration? • What barriers are there to his/her uptake of an activity? • Is he/she a primary decision-maker – or are there others impacting on decision-making? 		



Capturing information for persona creation	Persona #1	Persona #2
<p>4. Consider key details on his/her preferences and consumption patterns:</p> <ul style="list-style-type: none"> • How does he/she prefer to access information? <p><i>Does he/she engage with particular formats? Does he/she access content online, via mobile device or through other channels/platforms? Does he/she get most of their information during work hours or at home?</i></p> <ul style="list-style-type: none"> • How much information might he/she want to receive, and how often? <p><i>How often is he/she exposed to relevant content/information as she goes about her typical day? How often does he/she log on to social networks? Which ones?</i></p> <ul style="list-style-type: none"> • Who/what influences his/her content consumption? <p><i>Who does he/she trust to provide the content she consumes? Bloggers? Friends and colleagues?</i></p> <p>Does he/she get information through word of mouth within his/her social networks?</p> <p><i>Are there internal or external events that might trigger certain content consumption patterns?</i></p>		



WORKSHEET B: DEVELOPING YOUR STORY

- Good storytelling is about using the right metaphors and structuring stories so they ‘stick’, engage a target audience and compel them to act in a particular way. A good storytelling recreates a part of life we connect with and remember, a good story is also unique to your brand.
- Many organisations struggle with this concept – they don’t think of themselves as a brand, they don’t recognise they have a story to tell - let alone think about ways to share that story!
- A ‘brand story’ is made up of what your organisation is and what your organisation does – the big ideas your organisation represents, the history, inspiration, goals, what makes you and your people get out of bed and go to work/volunteer, what makes people want to participate, what is the reason you exist? All these little details blended together is the organisation’s ‘DNA’, it’s what sets your organisation apart from others, it’s what people connect with, and it informs the kind of experiences potential participants should expect if they choose to participate with you.

Your brand story

What’s your reason for being?	What’s your history?	Who are your main characters?
What’s your corporate mission?	How have you failed?	Where are your gaps?

“You have to create something that they want to be a part of and show that you really “get” who they are and what they need” Debbie Williams for Content Marketing Institute, 2013.



Answering the following questions will help you on your journey to creating your brand story. If at first sight this information does not jump out as engaging and connecting, remember to go back to the insights and stories from across your organisation which will bring the 'dry details' to life.

Questions to help create your brand story	
<p>1. What's your reason for being? What is your purpose? What's important to your organisation, your staff, your volunteers? What makes you different from your 'competition'?</p>	
<p>2. What's your history? People are interested in how things have come to be. What is the history of your organisation, your activity, your goods/ services? How is this different to your competition, or other organisations in the outdoor sector?</p>	
<p>3. Who are your main characters? Every story has characters - and every organisation has people. Flesh out the key people which have founded, led, contributed to your organisation throughout its history - be sure to identify people at the grassroots if relevant.</p>	
<p>4. What's your organisational mission? What is the ultimate reason your organisation exists? Why was the organisation established? What gap was it responding to? Why has it continued? What problem are you trying to solve? Think less about the economic bottom-line or obvious justifications we often jump to when thinking about this. An automatic reasoning for QORF might be 'to advocate and serve our members' - but the ultimate mission behind the organisational activities is to 'promote the value of the outdoors and encourage people to enjoy the outdoors'. Both statements are true - but the latter statement is much more engaging.</p>	



Questions to help create your brand story	
<p>5. How have you failed?</p> <p>It is common to have made mistakes along the way – this is not something to hide, as failure often stimulates change or innovation – which brings success. Articulating failures provides transparency and demonstrates the human element of your organisation, giving your audience a personal element to connect with</p>	
<p>6. Where are your gaps?</p> <p>Consider the gaps left vacant by topics or subjects people have been hesitant to share during the reflection and consultation process. These gaps are usually where the most interesting stories take place.</p> <p>To assist in exploring gaps, it is useful to create a timeline of your organisation. Slow periods may provide important hints as to what was happening in your organisation, and reveal an opportunity to share with your audience.</p>	



WORKSHEET C: CONTENT PLANNING

- We must have a clear idea as to how we will capture the interest of our target audience and continually reinforce the connection between ‘us-and-them’ over the long-term.
- The following questions are designed to help think about these details – refer back to the Adidas case study if you need clarification.

Content Marketing Characteristics		Organisation:
Objective	Engage Build Relationships	<p><i>Your objectives will be unique to your organisation. In the outdoor recreation setting, it might be useful to consider a social objective, an environmental objective, and an economic objective.</i></p> <ul style="list-style-type: none"> • Social objective: • Environmental objective: • Economic objective:
Premise	People hear about product from other people	<p><i>Think about your target audience, who are they, and the way they will be able to influence their social networks.</i></p> <ul style="list-style-type: none"> • Designed for... • Who will...
Output	Facts, stories, enthusiastic quotes, ratings, explanations	<p><i>Think about how you will push your content out to your audience – what is possible within your resources? Ensure these link back to your objectives.</i></p> <ul style="list-style-type: none"> • Type of content: • Sourced from: • Topics profiled:



Content Marketing Characteristics		Organisation:
Approach	Authentic messaging: Concrete, bite-sized chunks of information that can be easily understood and relayed by others	<p><i>Think about what you would like to become the trusted source for – what can your audience expect to hear from you?</i></p> <ul style="list-style-type: none"> • Consistent messaging will be:
Value	Agility – adapt to audience, adjust to customer lifecycle (e.g. discoverers, buyers, users, engaged)	<p><i>Think about the market segments you will target, and how you will target these throughout the consumer lifecycle. Note, #GetLifelongReady focuses on adults entering, or re-entering activity – how will you target these groups?</i></p> <ul style="list-style-type: none"> • Market segments: • Messaging for adults entering activity: • Messaging for adults re-entering activity:
Budget	Creatively applied within a budget	<p><i>Think about the most cost effective ways to connect with your target market. Be creative. Be targeted.</i></p> <ul style="list-style-type: none"> • Existing channels: • New channels to be explored:



WORKSHEET D: EDITORIAL CALENDAR

Start developing your editorial calendar by bringing together the key information you will base your content creation efforts – most of this should be captured in the previous worksheets.

Questions to guide the development of your editorial calendar	Your Notes
<p>1. Who are you creating content for?</p> <p>Keep your target audience front of mind when you create your calendar</p>	
<p>2. Why are you creating content?</p> <p>Your marketing goals should drive what you publish, where you publish and how often you publish. Your goals should also drive priorities for content generation, how the process is organised, and how you categorise/tag your content.</p>	
<p>3. What resources do you have at your disposal?</p> <p>We know resources for marketing efforts across the outdoor sector are typically limited – the beauty of web and social media platforms is you can get things to your audience without a huge advertising outlay. However, we cannot cut corners on content – including text, images, video clips. Be creative and resourceful with how you access content, there may be people in your organisation, or existing participants, who are happy to assist with content generation. High quality keeps people coming back.</p>	
<p>4. How can you stand out?</p> <p>What unmet sector needs can your organisation address through your content? Where are the information gaps – in your content and your ‘competitors’? What sector events occur through the year that you can tie your content to leverage? For #GetLifelongReady you may want to consider trends around participation – seasonal trends, registration dates, ‘new year resolutions’, school holidays, and also be ready to respond to policy changes and media events.</p>	



- How you design, share and access your editorial calendar will depend on your marketing goals and available resources. There are numerous sophisticated and automated software packages you can utilise – but it is also fine to start with a simple Excel spreadsheet to map out activity, monitor progress through development stages, and measure impact against your goals.

A suggested set of columns for an Excel editorial calendar are provided here.

Date	Topic or Headline	Status	Call to action	Content format	Author	Channels	Topic Category	Key words	Owner	Notes
Indicate when the content will be published.	Determine a catchy headline for the content piece	Updated as the content piece moves through the publishing phases	Identify the outcome desired through the creation of content. This will ensure content aligns with marketing goals	Is the content a blog post, video, infographic, image, etc. You may be able to repurpose content in the future – e.g. a blog becomes several Facebook posts.	Identify author/ creator of the content	Determine where the content will be published, e.g. blog, website, Facebook page, YouTube, email newsletters, etc.	Identify key categories - this will enable you to search/filter your calendar to monitor coverage of topics and identify areas where you have gaps	Identify key words for hashtags and search engine optimisation to keep content generation on-message	Allocate an owner of the content, i.e. who is in charge of overseeing the content from idea to publication and promotion	
1/1/2016										
Int'l Outdoor Week										
Etc.										

- It can often be overwhelming to think about content marketing and make sure you have enough ideas to fill a schedule.
- A couple of hours spent building an editorial calendar can reduce the angst of content and social media marketing, and be extremely useful as you now have a reference tool to:
 - Identify existing content that can be used in new content pieces, repurposed at a later date and/or compiled and curated
 - Recognise trends in content and identify gaps that need filling in the future
 - Map out ideas for future content
 - Share responsibility across the organisation for content generation



WORKSHEET E: KNOWING IF IT WORKED

- Evaluating a content marketing strategy requires validation of content and content topics against our audience's/customer's needs and wants with an overarching lens of how this activity is contributing to your goals. It should be an ongoing exercise enabling you to respond to results and adjust the generation of content.
- For many organisations that have relied on traditional marketing for many years, and evaluated this against revenue from participation, membership and other sales – the evaluation of content marketing is a little more complex. Let's remember though, that measuring traditional marketing has never been a perfect science. For content marketing strategies there are so many more variables available – metrics can be confusing and there is often so much data available that it can be overwhelming and confusing – just because you can measure anything, does not mean you should.

Success in content marketing strategies:

- Does not come overnight
- Is reflected in a slow, steady climb in the influence, credibility and desirability of your organisation.



DECIDING WHAT TO MEASURE

- Many organisations become fixated with 'likes' and 'shares' – however, likes and shares are not a direct determinant of consumer behaviour, and in the context of outdoor recreation and the complexity of participation behaviour – it would be foolish to focus only on this metric.
- Consultants are increasingly encouraging small operators to focus on evaluating the process of their content marketing strategies. Research shows good content marketing works – if it didn't – large companies wouldn't invest so heavily on this strategy.
- We have pulled together suggestions from various sources to develop a suggested template addressing the need to evaluate both the process and outcomes elements of content marketing. The outcomes are based on metrics available through analysis of Facebook metrics (QORF has prepared an overview of ways to analyse facebook insights - later in this worksheet). If you are using other social media channels you may want to adjust the cells in your spreadsheet accordingly.
- Encourage your responsible staff/volunteers to print out the sheet monthly and make notes to inform an end of the month review. Pull the data together from across your team or organisation to identify wins, gaps and strategies for improvement. A once per month review meeting may sit with a monthly review of your editorial calendar.



CONTENT MARKETING SCORECARD	Performance Rating and Strategies Moving Forward
<p>Consistency Important part of creating a professional image and building relationships with the audience.</p> <ul style="list-style-type: none"> PROCESS: How often are you sharing content to attract and retain your audience? OUTCOME: Consider percentage of fan base growth or decline (i.e. derived from Facebook insights). 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Relevance A measure of audience engagement with your content.</p> <ul style="list-style-type: none"> PROCESS: Are you delivering the content your audience wants/needs? OUTCOMES: Consider percentage of active/hidden fans and audience comments on content. 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Style Your tone and ability to deliver key messages in a conversational way, style emerges over time.</p> <ul style="list-style-type: none"> PROCESS: Do you feel you are improving your ability to provide meaningful content in a conversational style? OUTCOME: Consider audience comments on content, and other referral statistics such as 'shares'. 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Efficiency Having processes to select topics, delegate, produce, edit and approve content on a timely basis. Ensuring content is designed to reach target audience. Efficiency should improve each month through refinements to your process.</p> <ul style="list-style-type: none"> PROCESS: Consider time dedicated per day to content marketing activities, deadlines met, number of item drafts. OUTCOME: Concentration of actual demographics and geolocation of fan-base compared to target market. How does page activity compare with investments being made in content generation? 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Influence The cumulative impact of individual content marketing outputs – extent influence should improve each month.</p> <ul style="list-style-type: none"> PROCESS: Do your various content pieces reflect component parts of a bigger picture? OUTCOME: Consider percentage of fan base growth or decline, whether links are moving up in Google searches and whether perspectives of your organisation are improving, compared to competitors, over the longer-term. 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Goals Content marketing should support your organisations short and long-term goals.</p> <ul style="list-style-type: none"> PROCESS: Is content marketing seen as small building blocks that can be repackaged and used in future major projects and business initiatives, or considered a distraction from core business activities? OUTCOME: Consider demographic/geolocation, percentage of fan base growth or decline, active/hidden fans, audience comments. 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>
<p>Challenge/Excitement</p> <ul style="list-style-type: none"> Your team/organisation should be challenged by content development – as opposed to complement and routinised. If your bored with the content – your audience will be too. PROCESS: Encouraging energy and creativity will help with setting your organisation apart from your competitors. OUTCOME: Consider percentage of fan base growth or decline, active/hidden fans, audience comments. 	<p>Unsatisfactory / Acceptable / Very satisfactory</p> <p>Strategy to improve this process component:</p>



INTERPRETING FACEBOOK INSIGHTS

Four key pieces of information have been identified to help monitor and evaluate your content marketing strategy and suggested ways to interpret this information. These are all easily accessible on your Facebook ‘insights’ tab.

- We suggest copying the suggested table into an Excel spreadsheet to get started.
- Set a regular time each week to plug in data into your spreadsheet – this will help track your progress, monitor the impact of your content strategy and enable you to adjust your approach where necessary.
- This spreadsheet should be brought to your monthly editorial calendar meeting and used to guide decisions about topics and publishing of content.

Percentage of fan-base growth or decline	Percentage of active fans and hidden fans	Fan base demographics and geo-location	Qualitative metrics – comments and wall posts
<ul style="list-style-type: none"> • Provides an indication of the average rate of increase or decrease of a fan base over time. • Metric for influence. 	<ul style="list-style-type: none"> • Provides an indication or of the engagement by the fan-base. • Note: we want active fans – hidden fans don’t see content in their feed. • Metric for relevance, goals, challenge/excitement 	<ul style="list-style-type: none"> • Provides an indication of how effective we are in reaching our target market. • Metric for efficiency and goals. 	<ul style="list-style-type: none"> • Provides an indication of how engaging our storytelling and content pieces are. • Metric for relevance, style, goals, challenge/excitement.
<ul style="list-style-type: none"> • Establish a benchmark, then track the number of new likes or unlikes each week against the previous week to determine a percentage of growth or decline. 	<ul style="list-style-type: none"> • Establish a benchmark, then track the average number of active fans compared to hidden fans to determine developments each week. 	<ul style="list-style-type: none"> • Choose 3-4 demographic variables related to your target market and audience persons. Establish a benchmarks and track developments each week against the previous week to determine change. 	<ul style="list-style-type: none"> • The emphasis here is on qualitative data as opposed to counting comments. Develop a bank of key quotes representative of various perspectives.



Find Out More

This fact sheet has been developed as part of **#GetLifelongReady**. **#GetLifelongReady** is a capacity building project carried out by QORF for the Queensland outdoor recreation sector, aimed at enhancing sector engagement with people in their 30s, 40s and 50s.

#GetLifelongReady was enabled through the support of the 2015 Medibank Community Benefit Grants.

To see other fact sheets and relevant resources, visit www.qorf.org.au and search for 'getlifelongready'.

Resources

- Content Marketing Institute: <http://contentmarketinginstitute.com/>

Notes

The Queensland Outdoor Recreation Federation (QORF) is the peak body for outdoor recreation in Queensland. Find out more about our work at www.qorf.org.au.

Acknowledgment: Thanks to brandless design studio, for advice and input into the development of this fact sheet.

Cover Image: Gustavo Yoshida
#mygirls image: #mygirls Instagram