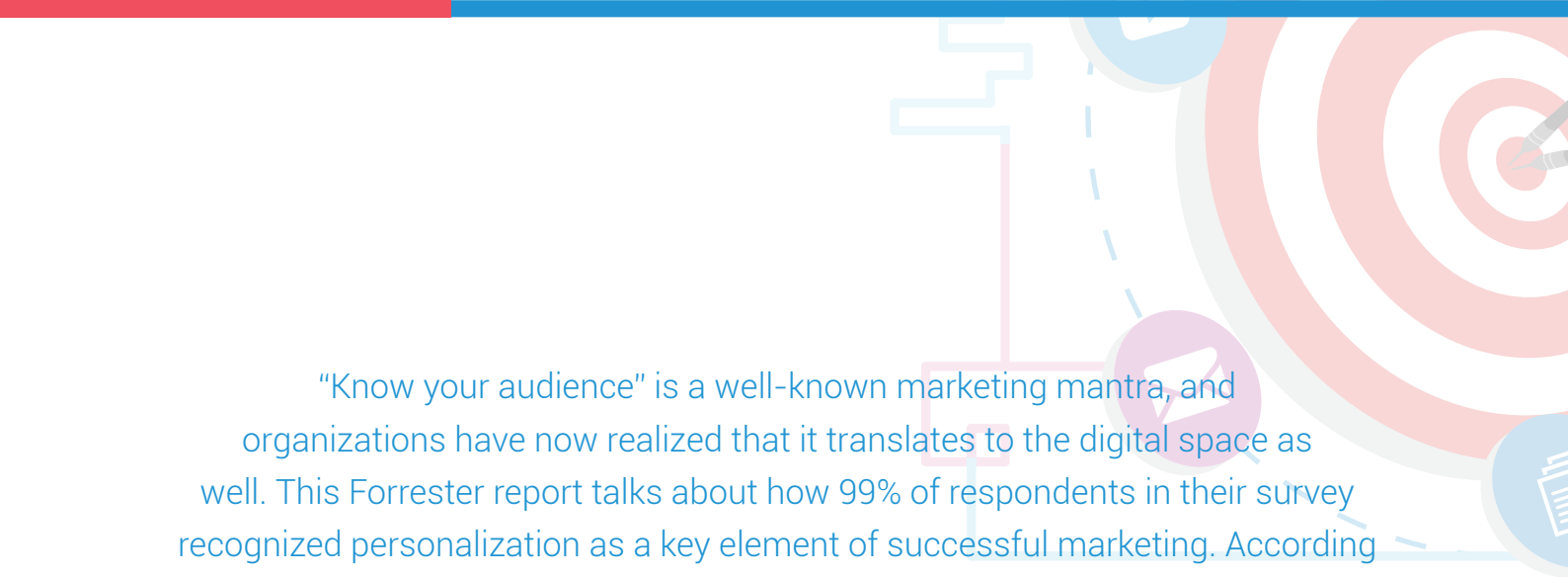


TARGETED CONTENT-

Everything You Wanted
to Know, but Didn't Know
Whom to Ask





“Know your audience” is a well-known marketing mantra, and organizations have now realized that it translates to the digital space as well. This Forrester report talks about how 99% of respondents in their survey recognized personalization as a key element of successful marketing. According to the report, while most brands have significantly improved on their interest in digital marketing personalization, they still feel that they need to do more.

This indicates that the personalized approach must pervade all the possible marketing channels to have the desired result.

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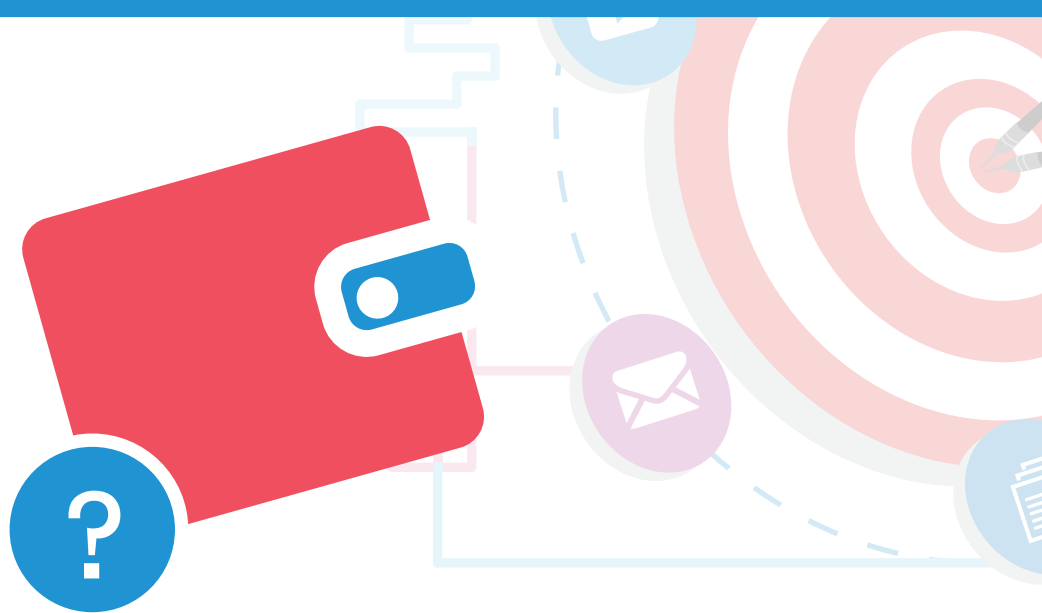
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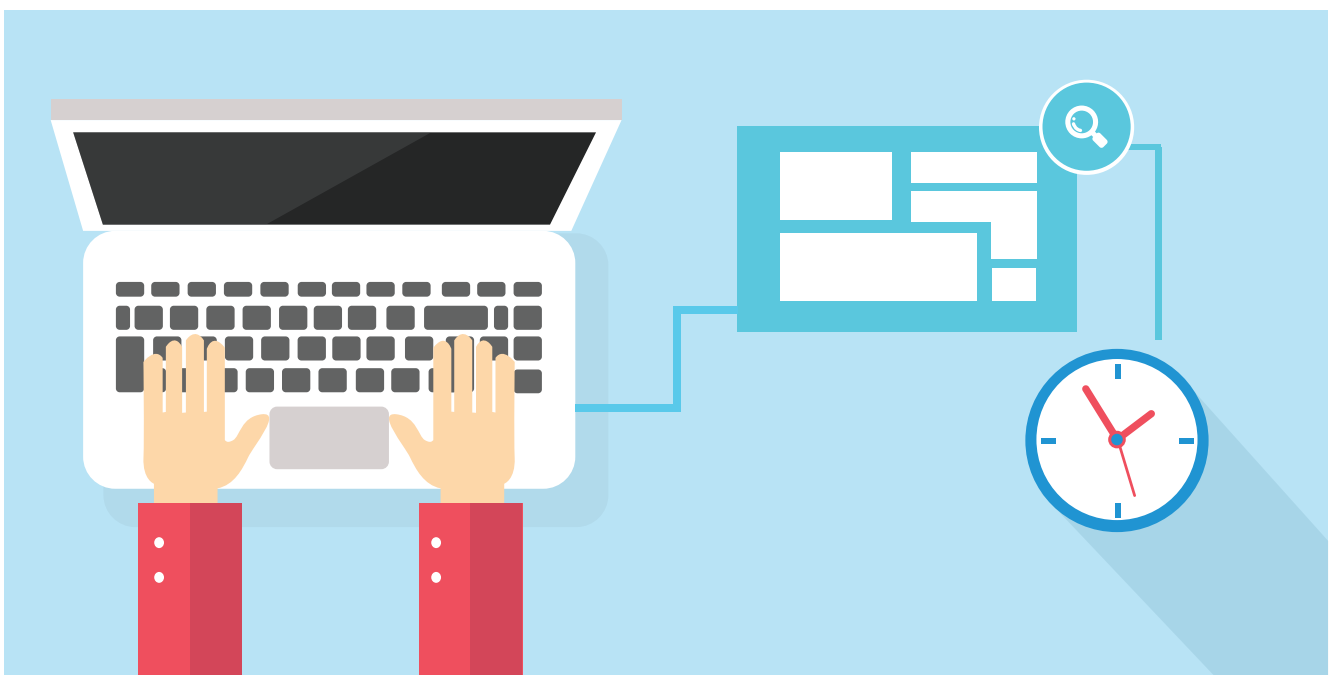
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The Benefits of Targeted Content:
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WHY PERSONALIZATION MATTERS

Your webpage is one of the most important channels that connect you to your customers. In this context, it is important to keep customers browsing on your site for as long as possible. What's more, experts speculate that Google uses the time a user spends on your webpage, specifically, the bounce rate, which measures how soon a user clicks the back button after landing on your site, to return to the search results page. With the amount of information available to us in the digital scenario, just using segmented groups of users for your marketing approach is no longer enough. Brands have to go deeper and understand more about their audience, in order to give them what they want. This paper will tell you how you could use targeted content to engage the attention of your customer.








Gathering User Information: Is your CMS up to the task?

When marketing face-to-face, your first step might be to look for the right way to approach the potential customer. In the digital space though, you have an advantage as your user has already come to you. It is also not necessary to ask a lot of questions to get to know your visitor better, as the required information is available with you as well. A CMS like Ektron could provide you with a lot of relevant data about the user that would help you plan the rules for your targeted content.



Some of the data required for personalization include:

-  The search terms that brought the visitor to your page that could help in assessing their general interests.
-  Location of the visitor that helps businesses display specific content, such as the branch of a restaurant that is in the same city as the targeted user.
-  Time of the day that would contribute to the behavioural profile of the visitor.
-  Customer profile and other demographics.
-  Social graph of the visitor.



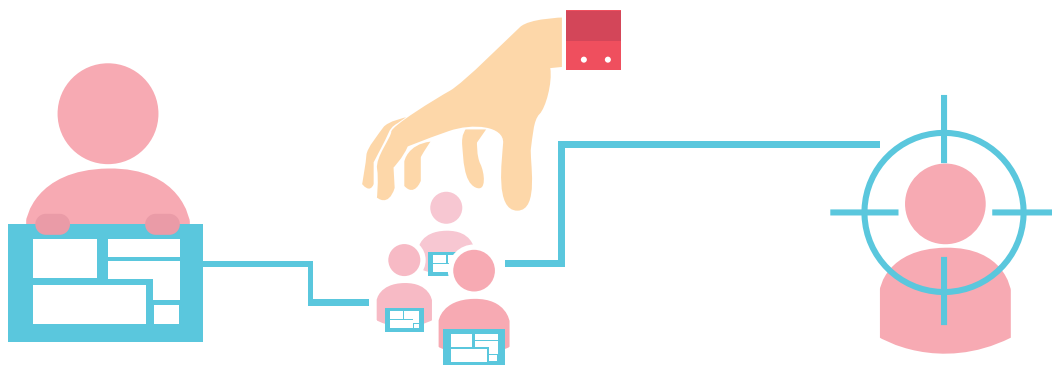
Some other useful data such as the intent of the visit and customer expectations could also be understood from analyzing the above. All this could help you with identifying your target audience, as it is definitely to your advantage to concentrate on an interested but smaller group of visitors. You could then move towards creating and displaying targeted content based on these sets of users.

In addition to the above, certain CTAs or forms with just a couple of fields could be used to categorize people into different personas.

Developing Personas: Define your Target Profiles

Creating personas is a key step towards connecting more effectively with your target audience. A persona is defined as a fictional person with a set of characteristics towards which your targeted content would be aligned. Some define the term to indicate your target buyer or customer as well. For example, persona David could be a middle-aged business user who lives in location X and has a particular type of browsing history and social media activity. His reasons for visiting your website and other such behavioural drivers would also be a part of the persona definition. While targeting a specific group is useful to your strategy, this does not mean that the visitors who might not match your main demographic are ignored. There should be some generic personas defined as well, that would indicate some generalized content to be displayed to such a user.

Your CMS might draw on marketing automation, CRM and analytics systems for the data required to create personas. It should also use a regular reporting mechanism to understand the efficiency of the personas. The success or failure of specific personas could lead to some redefinitions not just in the personas but in your marketing strategy as well.



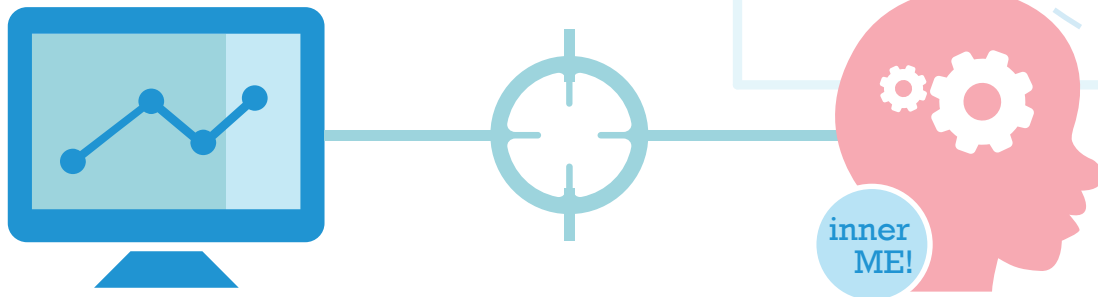
Some cautions:







- While a persona should be a complete definition in itself and could use an extensive amount of data, you must watch out that the number of personas don't become too numerous. This would cause your targeted content strategy to become very tedious.
- It is very important that the personas are based on real data and demographics, else they become meaningless. This means they should draw on the "here and now" and not any "could be" scenarios.

Creating Targeted Content: Personalize the User Experience

The rules that are used to create your targeted content are as important as the ones that went into your persona definitions. This is the crucial point when you find the right fit for each persona, which would help to retain the visitor's interest for as long as possible.

Here are some steps to go about it:



-  Perform a broad analysis of the personas to understand the needs of your target audience better
-  Decide the groups of content based on the interests and behaviours of your personas
-  Treat each set of content as a personalized experience for the targeted persona
-  Take time and location into account – when you display the content could be very important in cases such as timed campaigns for example.
-  Every layer of your targeted content should have enough substance to retain the interest of the visitor or user. Once you have captured attention, and caused the user to click on a link, not meeting expectations could cause a quick loss of interest.
-  Creation of targeted content is an ongoing process much like persona definition, and must keep constantly evolving to match customers' changing needs.

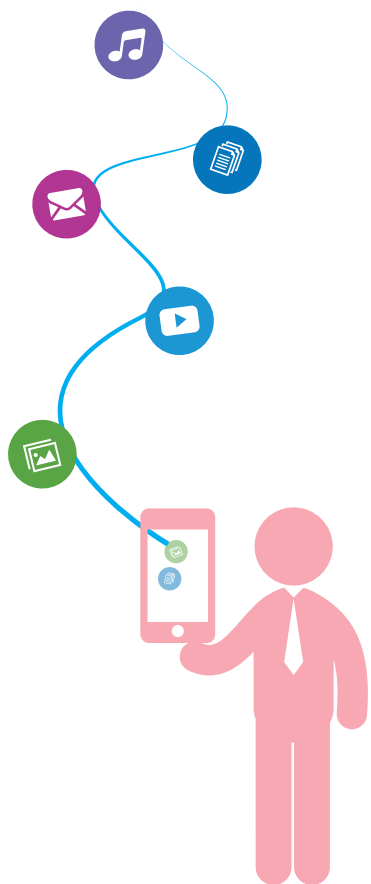
Personas are useful not only to organize existing content, but also to give the direction for fresh and relevant new content. Blogs, whitepapers and other interesting content could be tailored to match the most successful personas.

Displaying Targeted Content: Retain User Interest

As a visitor to a webpage, you are sure to browse for a longer time if something catches your eye, because it is relevant to you or your business. This is because the wheels that are turning in the background have ensured that you have been matched to a specific persona, and the information displayed on the page is specific to your needs and interests.

For example, a business user should be directed to a relevant link such as a webinar, while a technical user could be seeing a link to a whitepaper. Viewing such relevant information would result in visitors giving the page a closer look, and inviting them to browse around and find other interesting links and data. Depending on the look and tone of the page, graphics and pop-ups could also add to the visual experience of the user. A good content targeting strategy would achieve success for the brand, while satisfying the visitor's requirements as well.




When a visitor arrives at your webpage multiple times in a short timeframe, he should not be directed to the same content over and over again. This could lead to a reduction of interest, with the initial attraction not being followed through. This is why adding fresh and authentic content regularly is essential to retain interest and turn visitors into customers.



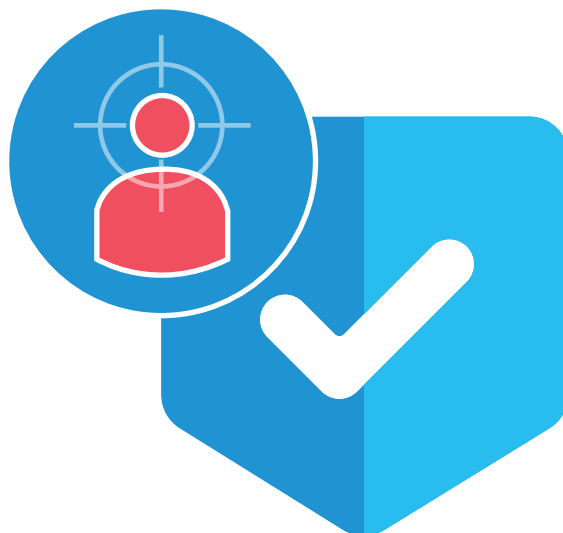
Taking Privacy into Account: How much is too much?

The frequent uproars over privacy policy changes in an entity like Facebook give a clear view of how important data privacy and security are to all online users. While planning your targeted content, remember that users should not feel startled or invaded by the use of their private profiles and information. Ensure that you create your personas and targeted content only on the basis of the data that is relevant for your marketing needs. A user should never get the feeling of being stalked due to your content marketing strategy! Remember, the digital world can be very fickle, and it is very easy to put off a potential customer if there is a perception of over-stepping into their space.

The Benefits of Targeted Content: Why You Need it for Your Business

-  Grabs the attention of your target audience by displaying interesting and relevant content.
-  Retains the interest of the visitor and keeps them longer on your page by engaging with them at every click.
-  Turns more leads into conversions – this could mean sales or downloads or other results based on the intent of your page.

Including targeted content in your digital marketing plan is an efficient use of your resources, as you would be identifying and connecting with your target customers instead of just a broad and diverse population. More organizations are recognizing the importance of targeted content. This makes it even more important to develop a comprehensive game plan and stay ahead of the game. If you need any more convincing, do head over to Ektron's page and read more about how the CMS could help you with implementing a targeted content strategy.





SUYATI TECHNOLOGIES

Suyati is a young, upwardly mobile company focused on delivering niche IT services to support myriad Digital Engagement strategies. Our expertise also includes integration and delivery of CRM, CMS and Ecommerce solutions.

We're well versed in persona management, targeted content, and Ektron's Digital Experience Hub (DXH). In fact, we've built a series of marketing connectors that Ektron offers along with their worldclass CMS. Do get in touch with us to know more.

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Sources:

<http://www.ektron.com/Blogs/Tom-O-Brien/Why-Content-Targeting-Matters/>

<http://www.ektron.com/Blogs/Tom-O-Brien/How-To-Make-Buyer-Personas-Actually-Increase-Leads-From-Your-Website/>