

No Idea?



Generating Ideas that Sell

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We do content for these guys...

Deloitte.

KPMG

RSA

Google

EY
Building a better
working world

**Haines
Watts**
Local Matters, National Strength.

Bupa

ARCADIS

Linklaters

ABN·AMRO

ups

bp

TRUTH BOMB

Good SEO is about good content...



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TRUTH BOMB

...and good content is based on good ideas



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**WE ALL KNOW
THAT WE NEED TO...**

ACCELERATE

**OUR SALES THROUGH
EFFECTIVE CONTENT MARKETING.**

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**BUT THERE'S
A BIG
DIFFERENCE
BETWEEN**

WINNING ...



...AND TAKING PART



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**WITHOUT AN EFFECTIVE
STRATEGY AND A BIG IDEA,
CONTENT MARKETING
CAN BECOME**

Man Bites Dog

A LESS THAN

**WELL-OILED
MACHINE**

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Why your content marketing is a non-starter

EVERYONE LOOKS ALIKE



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THE FIVE MOST COMMON REASONS FOR CONTENT **DISCONTENT**



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The five most common reasons for content discontent:

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1 Running out of gas

More time and money is spent on the "engine" (i.e. marketing automation tools) rather than the content and ideas that fuel it.



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The five most common reasons for content discontent:

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2 **Lack of clear direction**

When you put activity before strategy, content lacks purpose – it isn't well positioned to win.



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The five most common reasons for content discontent:

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3 **Backseat drivers**

Campaigns lack focus and consistency – they are steered off track by too many competing stakeholders.

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The five most common reasons for content discontent:

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4 **Chaotic pit stops**

Marketing, PR and sales teams are siloed and don't work together.



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The five most common reasons for content discontent:

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5 False start

Campaigns start with a bang but prioritise quantity over quality – content fails to attract the audience's attention.



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THE RESULT?

1

2

3

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How to create a lean, mean content machine

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The most effective campaigns
are based on one...



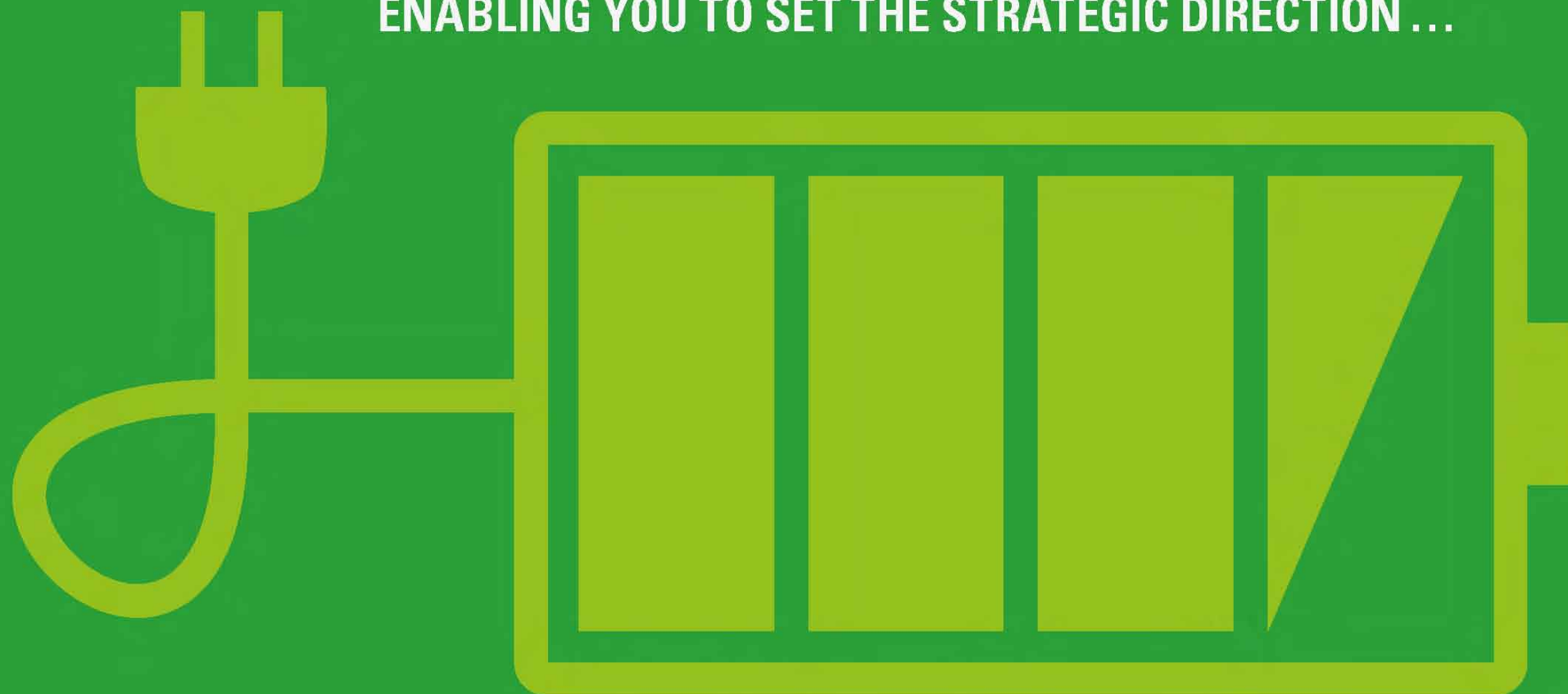
big idea

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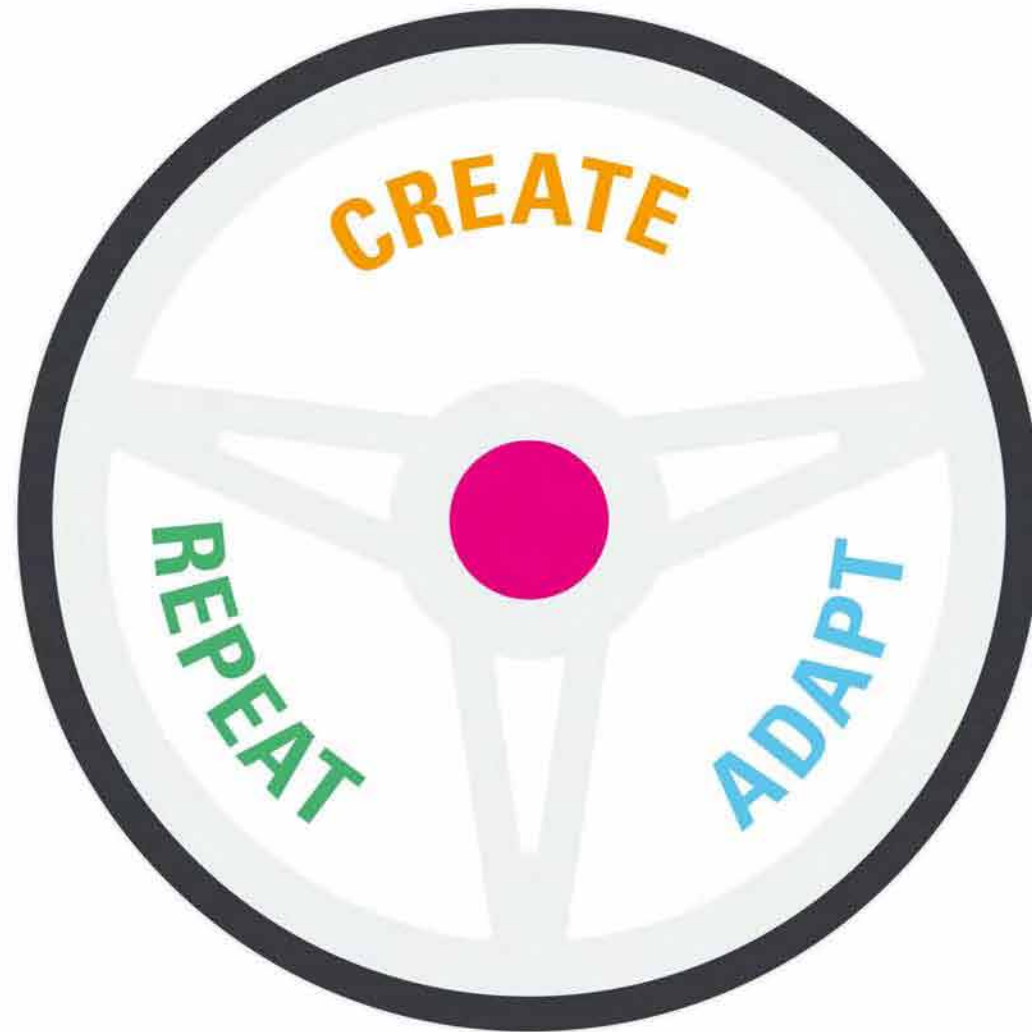


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AND PROPELS **LONG-LASTING**
MARKETING, PR AND SALES CAMPAIGNS,
ENABLING YOU TO SET THE STRATEGIC DIRECTION ...




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So, what does a great idea look like?

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But in practice, most
ideas rarely combine the
key ingredients needed to
be commercially effective.

[www.manbitesdog.com/
campaigns/no-idea](http://www.manbitesdog.com/campaigns/no-idea)

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To generate a commercially effective idea, you need to base your thinking on real knowledge and an understanding of four key areas:

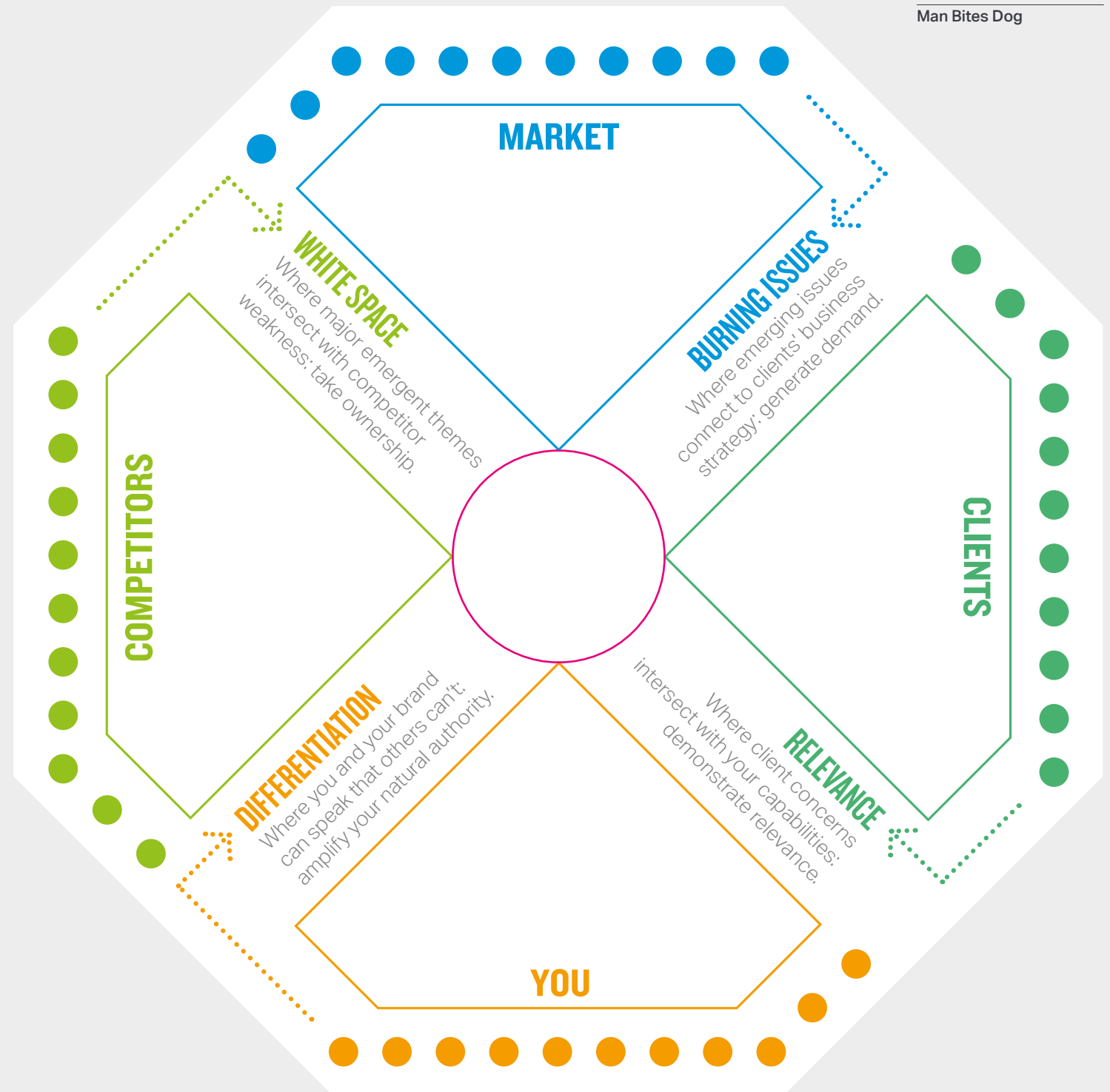
MARKET

CLIENTS

YOU

COMPETITORS

The 4D Thought Leadership Model is Man Bites Dog's tried and tested method for generating game-changing ideas.





**The DNA of a
commercially effective
idea has three strands...**

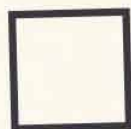


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The first rule of a commercially effective idea is that you must have an interesting thought in the first place. You need to make your audience think.

How does your idea score on the originality scale?



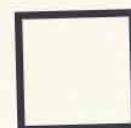
Level 1

At a basic level, does it articulate a non-original thought really well?



Level 2

At a higher level, does it look at an issue which is well worn from a new dimension – are you contributing to, or furthering, a debate?



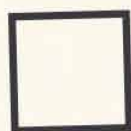
Level 3

At the top level, is it a truly original idea? Or can you combine existing ideas in a new way and create meaning where others see chaos? What can you take from other fields to make new combinations?



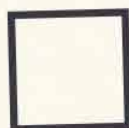
Great ideas are relevant. They speak to the person behind the organisation and job role. B2B buyers are not as rational as you would like to think. Don't underestimate the power of an emotional and personal connection.

How do your ideas score on the relevance scale?



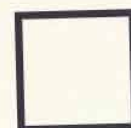
Level 1

Firstly, is your idea outward looking? Does it start with the big picture economic, social and technology trends shaping the business future?



Level 2

Better yet, can you "zoom in" on your idea to make it relevant to your audience's sector, business demographics and individual company?



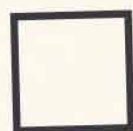
Level 3

Ideally, is your idea hyper-relevant? Does it relate to the individual? To their hopes and fears? How can it play a role in realising their career and personal ambitions?



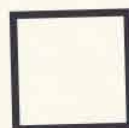
Commercially engaging ideas provoke a response. There must be a compelling call to action for the audience.

How does your idea score on the audience response scale?



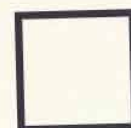
Level 1

Zzzzzzzzzzzzzzzzzzz.



Level 2

That's nice to know,
but so what?



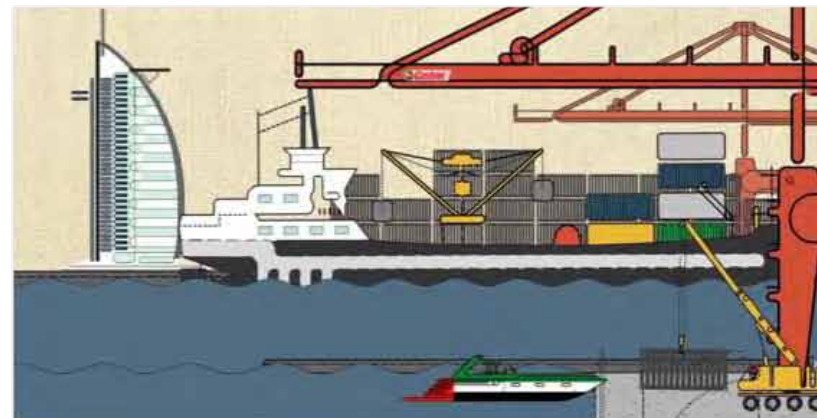
Level 3

My career / business /
life depends on this...
tell me more. Now!



Castrol: Mined Made Moved

Mined Made Moved



THE FIVE MOST COMMON DRIVERS OF CONTENT

SUCCESS

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The five most common drivers of content success:

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1 A finely tuned engine

Content is fueled by a big idea that perfectly aligns with your audience's interests and concerns.



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The five most common drivers of content success:

Man Bites Dog

2 Marketing in the driving seat

Content has a strategic purpose, based on clear objectives.

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The five most common drivers of content success:

Man Bites Dog

3 **Consistent performance**

Campaigns build a consistent sense of brand identity – content amplifies your message and creates cumulative impact.

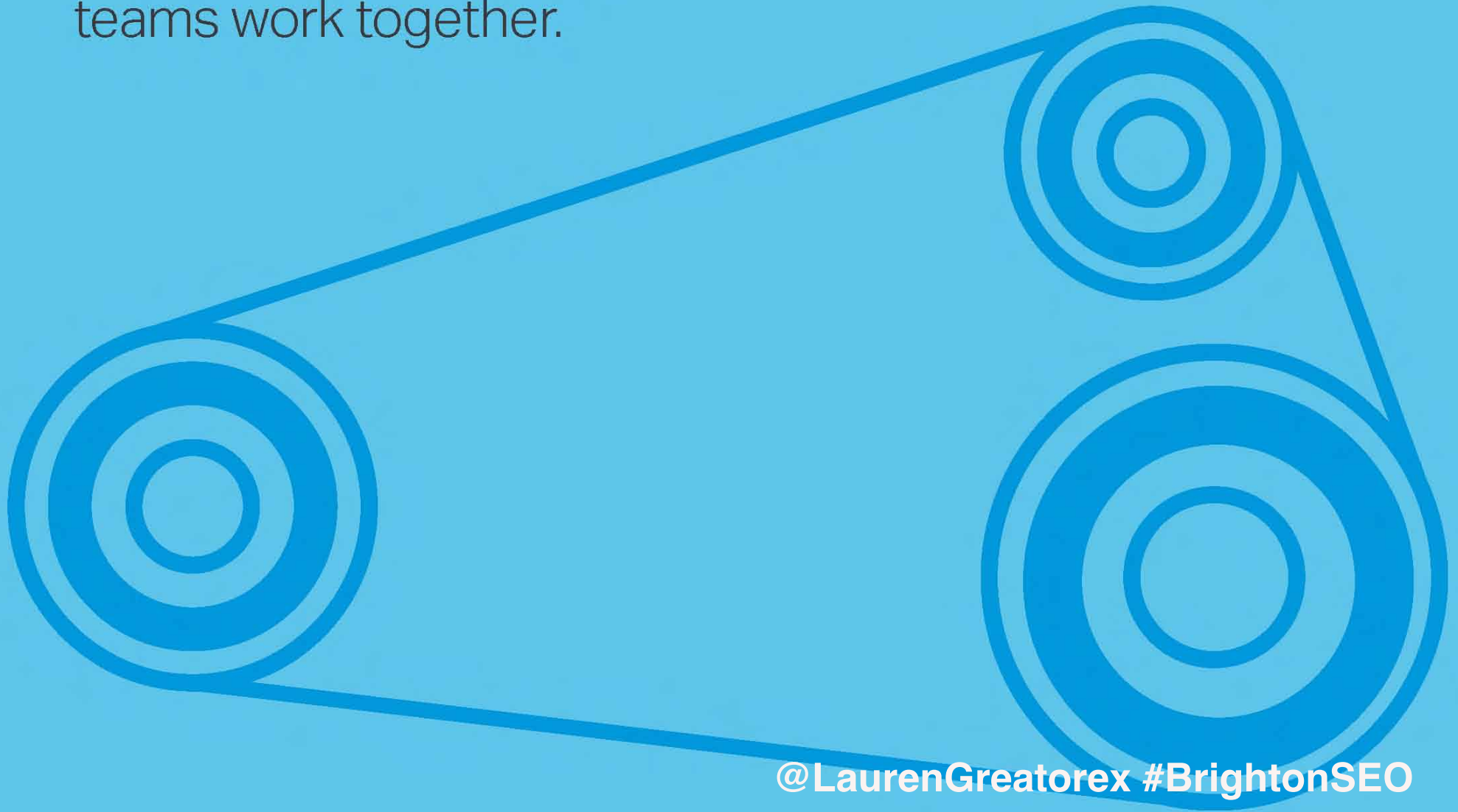
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The five most common drivers of content success:

Man Bites Dog

4 **One united team**

Marketing, PR and sales teams work together.



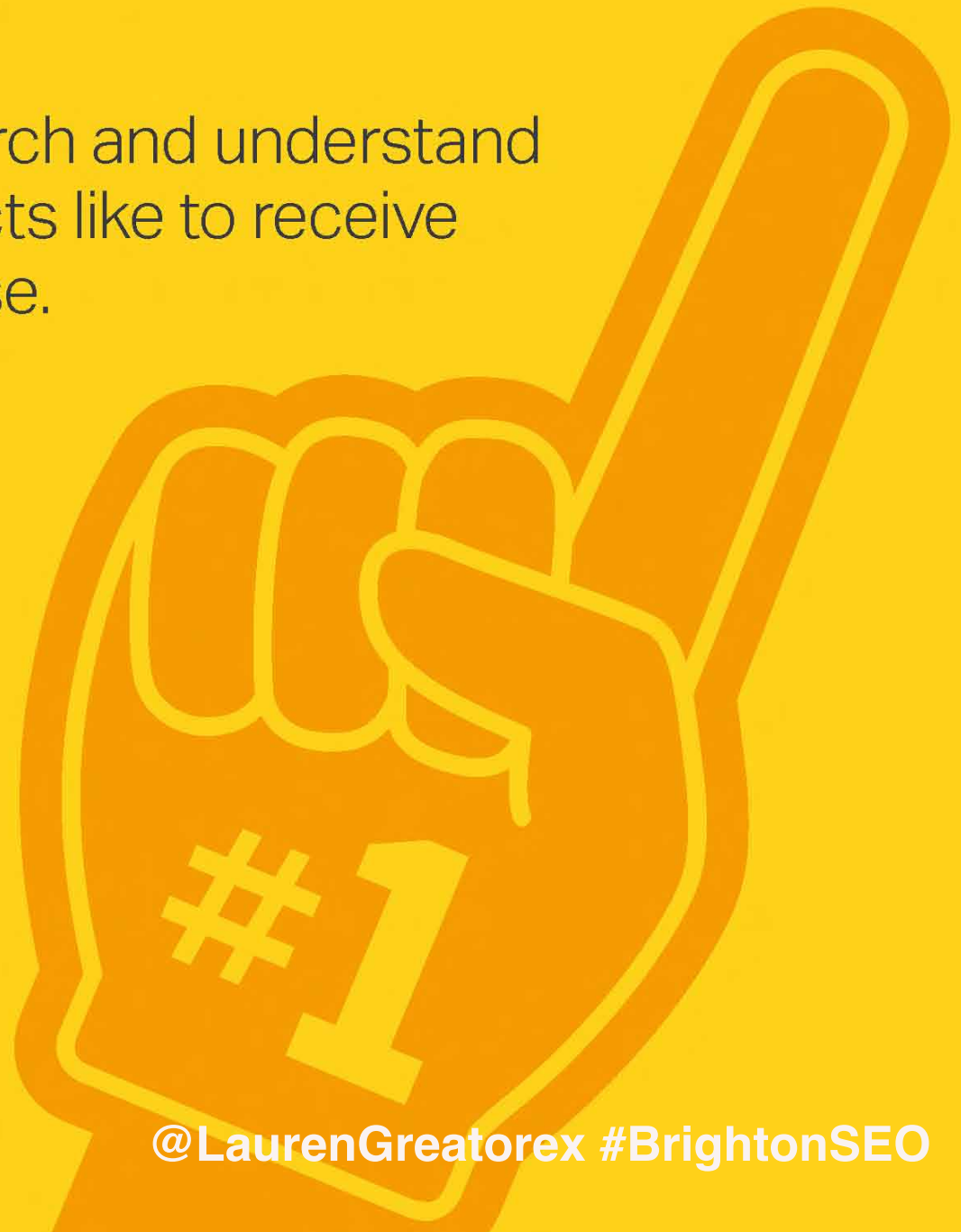
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The five most common drivers of content success:

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5 **Pleasing the crowd**

Marketers do their research and understand what clients and prospects like to receive and the channels they use.



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How To Make Ideas Travel

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How to activate a great idea

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MARKETERS MAKE SIMILAR

SUPERIOR CLAIMS ABOUT THEIR

BUSINESSES

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Are you planning ideas-led content that:

- ☐ Says something original and different?
- ☐ Demonstrates your expertise and insight?
- ☐ Promotes the problem you solve?
- ☐ Offers solutions to prospects' problems and challenges?
- ☐ Aligns with your product and service?
- ☐ Demonstrates success and proven results?
- ☐ Is visually appealing and eye-catching?
- ☐ Targets your audience via channels they use regularly?

If not, you will need to re-think your strategy and ensure you're generating ideas that sell.*

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*See our recent *No Idea* guide to generating marketing ideas that sell.

www.manbitesdog.com/we-think



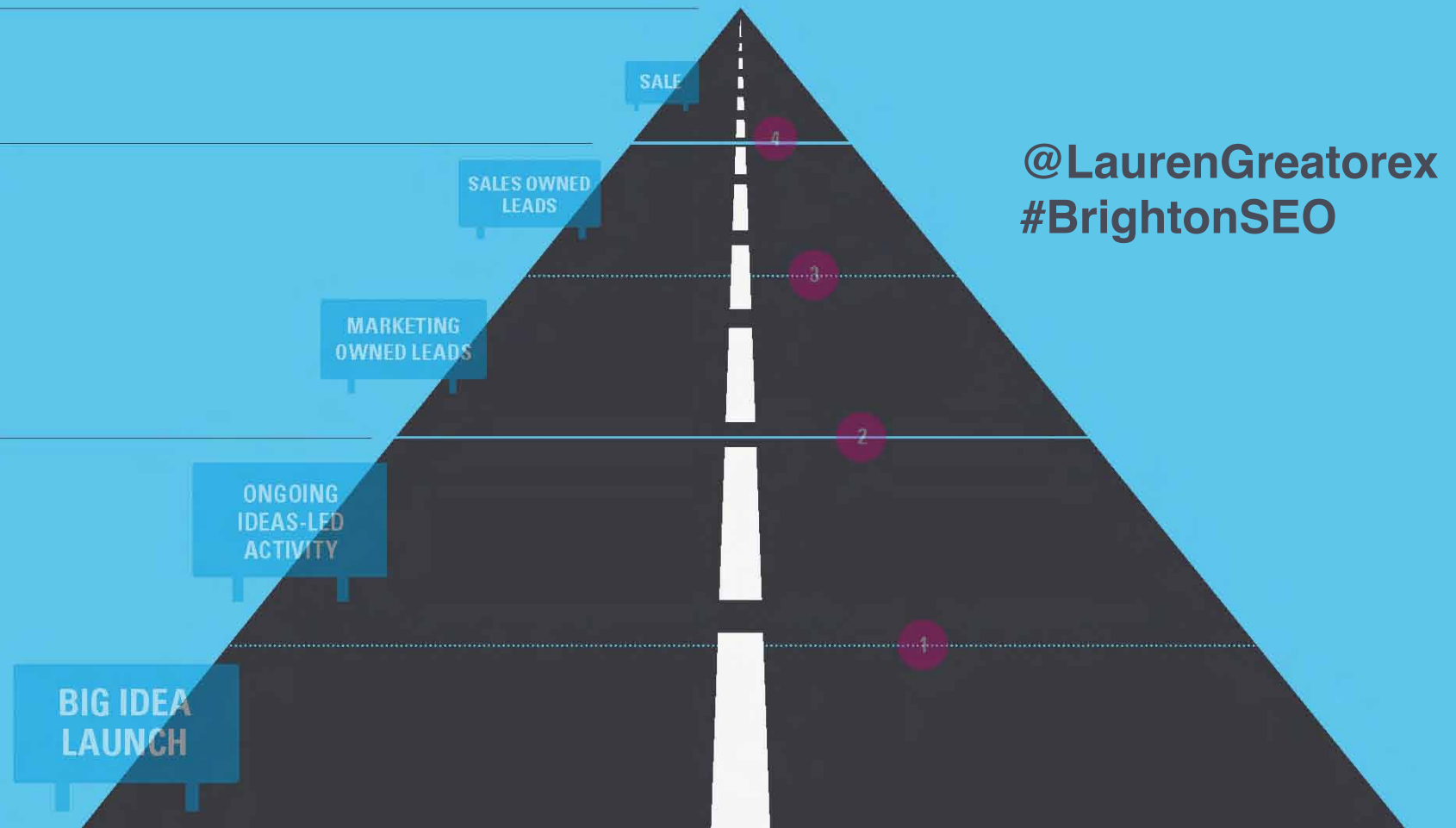
A simplified B2B buyer journey is split into three stages – early, middle, late – but it can be a bumpy road. Some prospects aim straight for a sale while others stay stuck at the 'awareness' stage.

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Late (purchase)

Middle (evaluation)

Early (awareness)



Early (awareness)

- Promote the problem you solve
- Say something original and different
- Demonstrate your expertise and insight

**BIG IDEA
LAUNCH**

**ONGOING
IDEAS-LED
ACTIVITY**

Middle (evaluation)

- Offer solutions to prospects' problems and challenges
- Identify forthcoming challenges and opportunities that your prospect is not yet aware of

**MARKETING
OWNED LEADS**

**SALES OWNED
LEADS**

Late (purchase)

- Align with your services
- Demonstrate success and proven results

SALE

**WILL YOUR CONTENT ACCELERATE YOU
AT EACH STAGE OF THE BUYER JOURNEY...**

AND

PUT

YOU

IN

POLE

POSITION?

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Is your content fit for purpose?

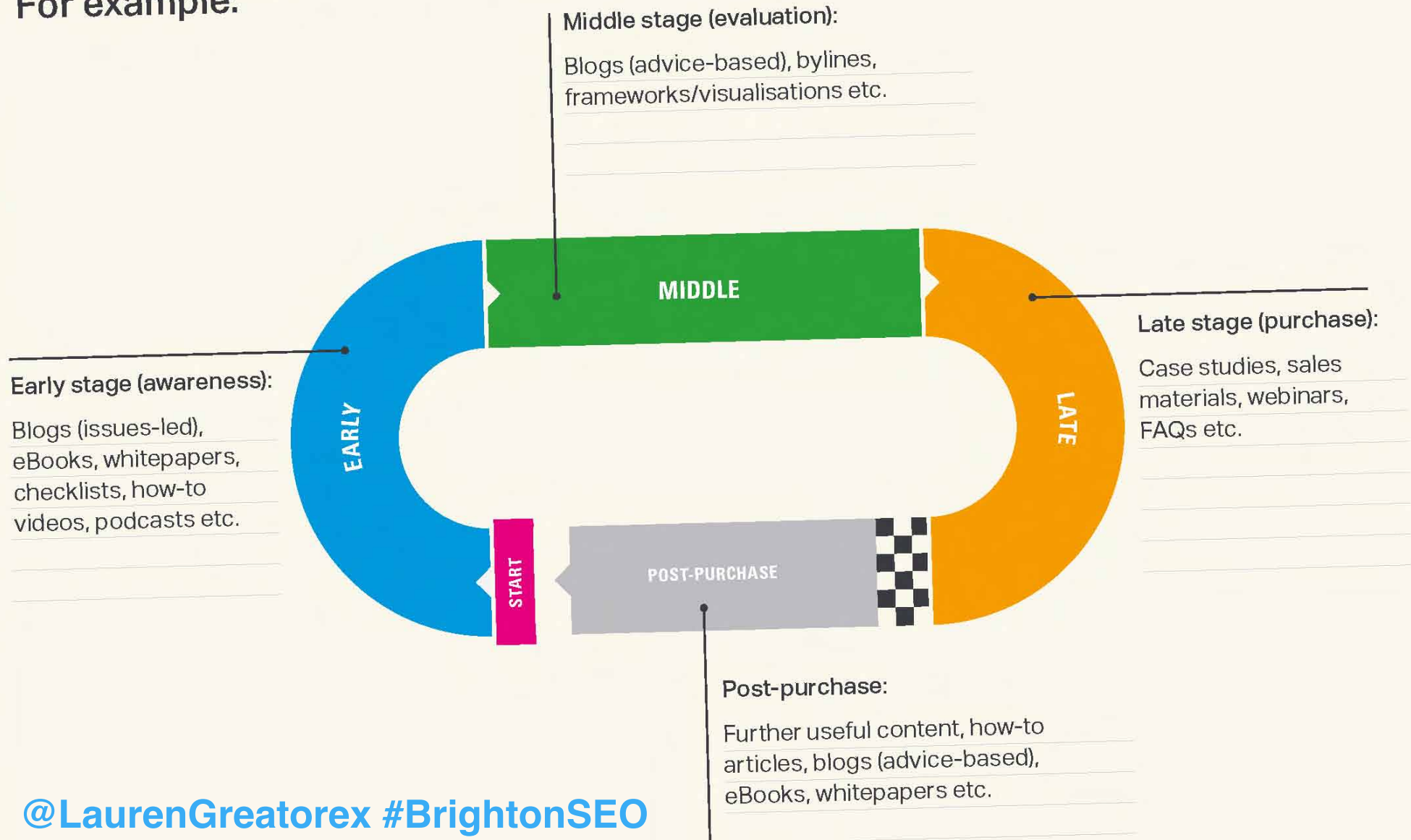
How will this content help engage your internal teams and nurture prospects at each stage of the buyer journey?

How will it provoke a response and ultimately a sale?



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When designing a campaign, don't be afraid to repeat some formats (e.g. blogs) but ensure you create, measure and improve content so that it enables interaction and profitable conversations. For example:



BEFORE PUTTING YOUR FOOT DOWN



you need to create interesting content,
based on an idea that plays to your strengths
and is relevant to your target audience.*

*For a framework on creating the big idea, see our recent
No Idea guide to generating marketing ideas that sell.

@LaurenGreator **#BrightonSEO**

www.manbitesdog.com/we-think

Generating ideas: www.manbitesdog.com/we-think/no-idea

Activating ideas: www.manbitesdog.com/we-think/no-contest



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