



UNIVERSITY OF AMSTERDAM
Academy for Continuing Professional Development



Content marketing

UvA Academy

Prof.dr. Ed Peelen, UvA
e.peelen@uva.nl

Gartner hype cycle digital marketing and advertizing July 2016



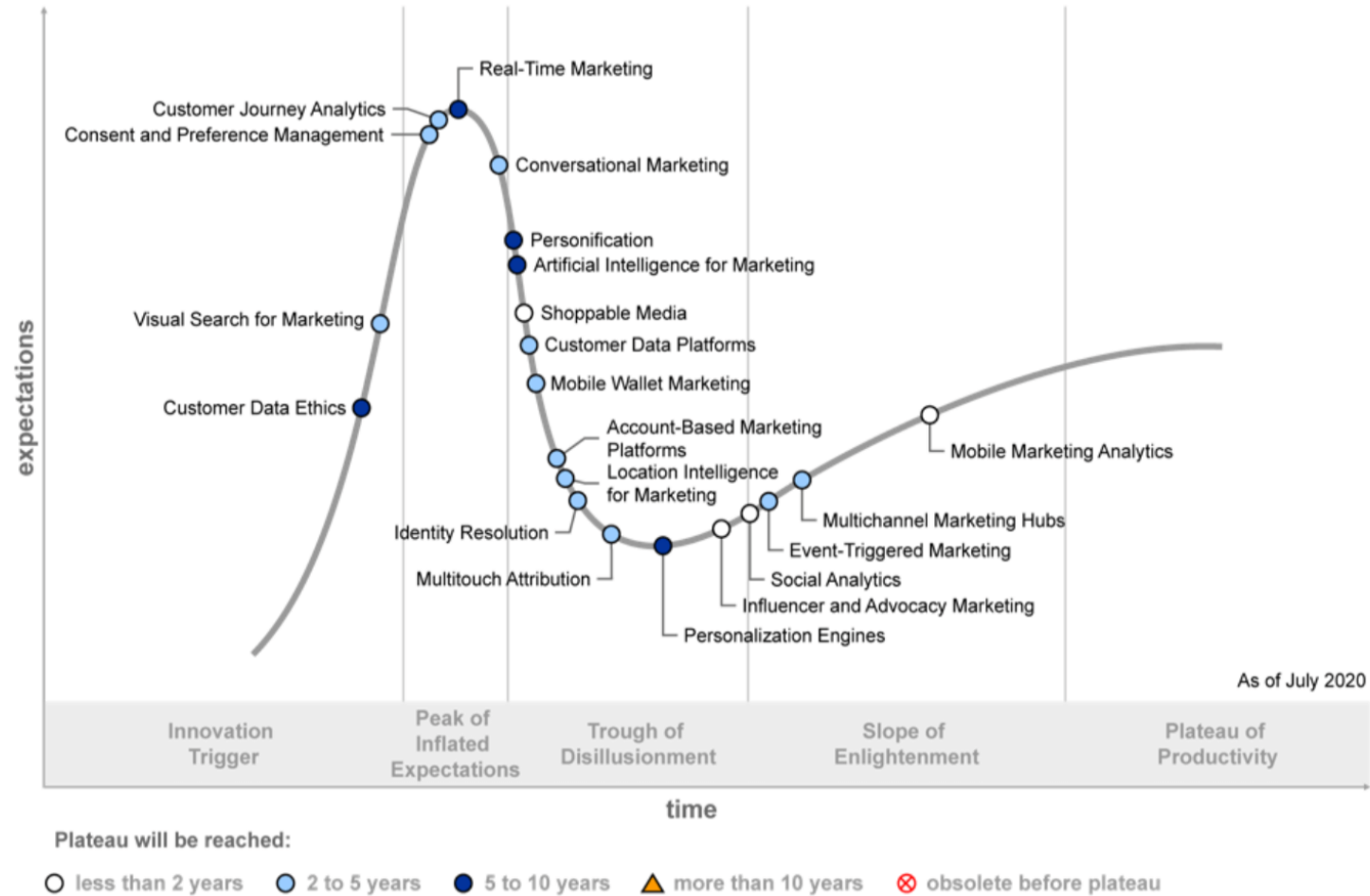
Plateau will be reached in:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Gartner hype cycle digital marketing 2020

Content marketing is geen emerging 'technology' meer sinds 2019

Hype Cycle for Digital Marketing, 2020





Feel the intensity with Ambilight gaming mode

Competenties mediabedrijf

- Begrijpen doelgroep (publiek)
- Bewezen format
- Multi of omnichannel
- Interactie en dialoog

Competenties mediabedrijf

- Digitale technologie
- Enorm veel tools beschikbaar voor verschillende functies
- Geïntegreerde tools, zoals hubspot:
 - Traffic genereren
 - Managen communicatie langs verschillende kanalen
 - Personaliseren content
 - Monitoren en optimaliseren conversies
 - Managen contentbibliotheek

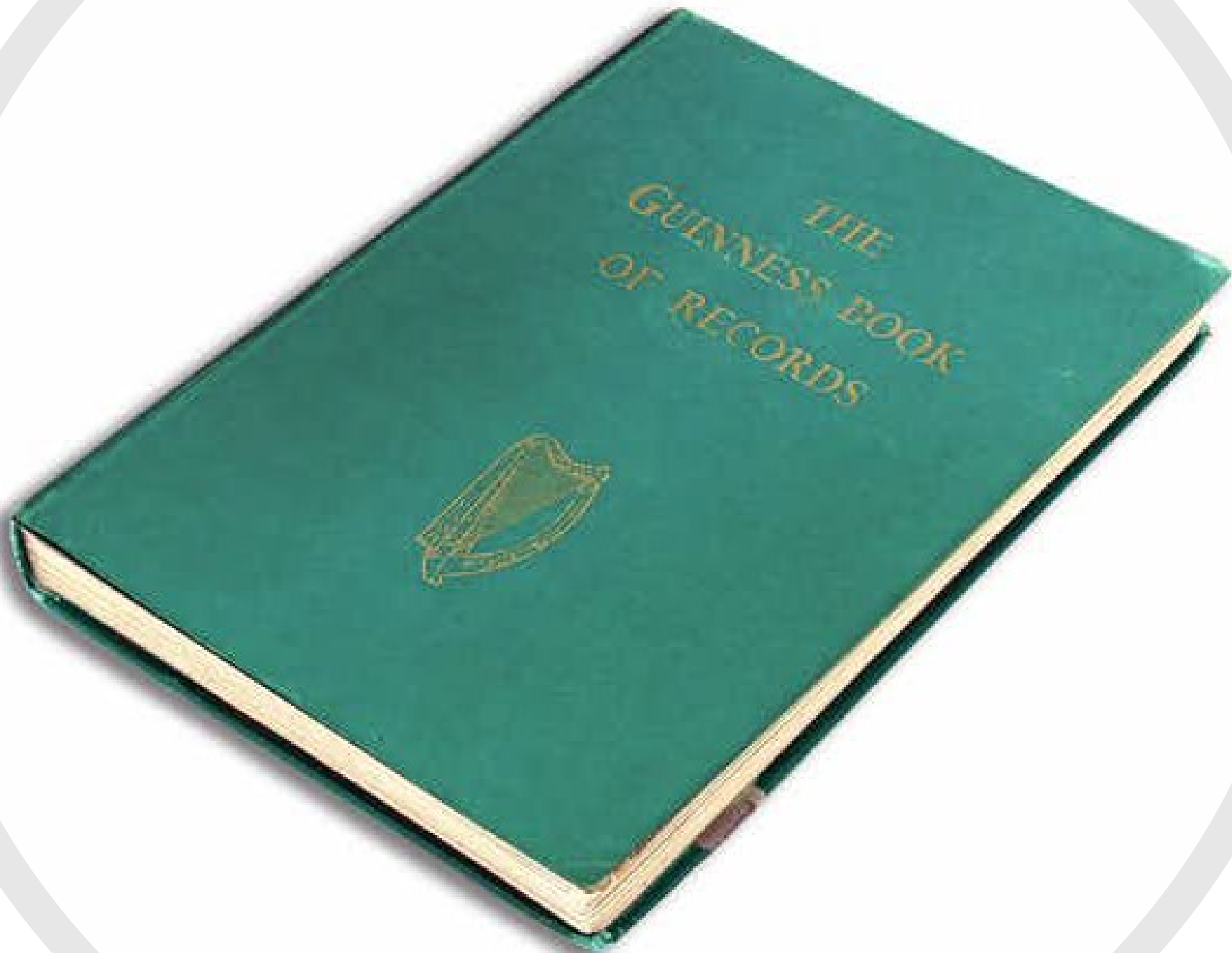


Uitwerken...

1. Competent om eigen media te ontwikkelen
2. Competent om eigen merkverhaal te ontwikkelen
3. Competent om te verbinden
4. Competent om resultaatgericht te werken

1. Competent om de eigen media te ontwikkelen







Augmented Reality

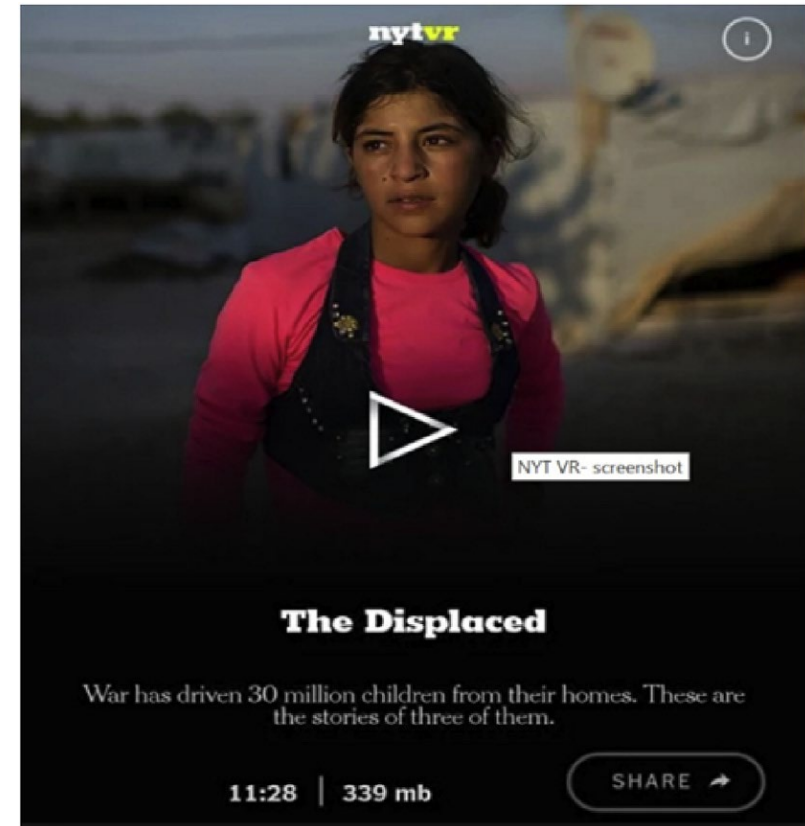




New York Times and VR

- Taking you into the life of three displaced children (South Sudan, Ukraine and Lebanon)
- Stimulate empathy
- Stimulate physical reality and thus credibility
- Convey a person's experiences and feelings to the viewer
- Feel a sense of embodiment or embodied cognition
- Embodiment: seeing yourself being part of the VR environment

Shin (2018)



Did A Robot Write This? How AI Is Impacting Journalism



Nicole Martin Contributor

AI & Big Data

I write about technology, data and privacy.



Robot concept or robot hand chatbot pressing computer keyboard enter industry photo credit: Getty.com

Ad closed by Google

Stop seeing this ad

Why this ad? ▶

GTP-3 – OPEN SOURCE ai

According to Matt Carlson, author of [“The Robotic Reporter”](#), the algorithm converts data into narrative news text in real-time. Many of these being financially focused news stories since the data is calculated and released frequently. Which is why should be no surprise that Bloomberg news is one of the first adaptors of this automated content. Their program, Cyborg, churned out thousands of articles last year that took financial reports and turned them into new stories like a business reporter.



TASTE THE FEELING™



WIN
1000s
OF TICKETS FOR
UEFA EURO 2016™

504 PRIZES OF 4 TICKETS
+ £400 TO BE WON
(2016 TICKETS TOTAL)

SEE PROMOTIONAL PACKS FOR DETAILS



2. Competent om je merkcontent te ontwikkelen: Merken met een verhaal





Social bridge: religie

https://www.bing.com/images/search?view=detailV2&ccid=kfRjBO%2fA&id=65335AFB6547BBDC3CD36E877227A491473FCB2D&thid=OIP.kfRjBO_AoK2INXTMP0kZRAHaDt&mediaurl=https%3a%2f%2fwww.marketingfacts.nl%2fimages%2fmade%2fc5017d38a4a2676a%2f6b35ea5001f1fec981723f64002c392c016c48df.jpg&exph=485&expw=970&q=coca+cola+vasten&simid=608021339549271227&selectedIndex=31&ajaxhist=0



OFFICIAL PARTNER

#viärsverige  



Social bridge: Tegen racisme

Tegen pesten



2. Hoe wordt het verhaal verwerkt?

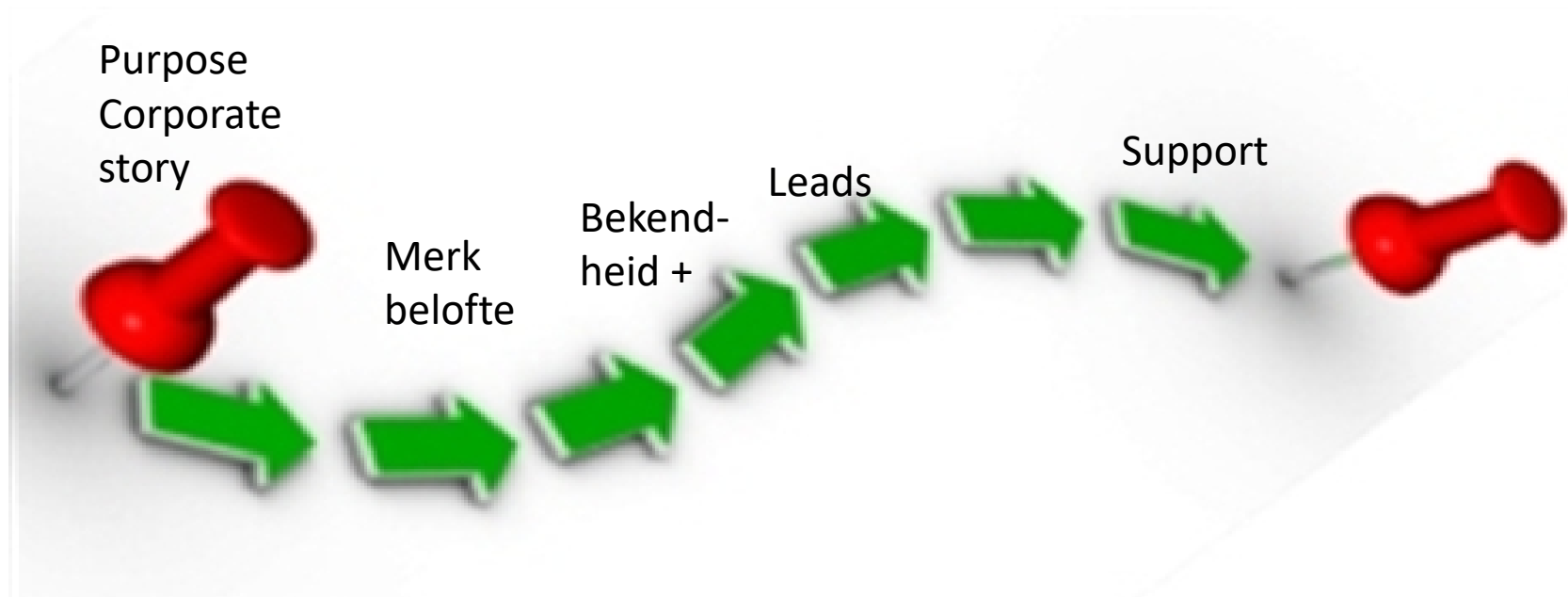
Analytical persuasion

- Overreding op basis van argumenten en feiten – hoge motivatie
- Eerdere ervaringen worden meegenomen

Narrative persuasion

- Ontvanger wordt verleid door het verhaal
- Geen duidelijke argumenten
- Verliezen in het verhaal
- Eigen interpretatie

3. Competent om te verbinden



Marketing en business proces

Alignment in organisatie

3. Competent om te verbinden



Marketing en business process
Alignment: consumer journey

4. Resultaatgericht: De balans opmaken

Toewijsbare inkomsten

Direct toewijsbaar aan geïdentificeerde contentmarketingacties

- Marktonderzoek: besparing kosten
- Marktentree: first users (besparing kosten)
- Bereik: GRPs (besparing op paid media)
- Besparing servicekosten
- ...
- Abonnementen: up front inkomsten
- Media-inkomsten (advertentie-inkomsten)

Direct toewijsbaar, waardebeoordeling schatting

- Leads: welke waarde vertegenwoordigen deze?
- Omzet
- Loyaliteit: life time value bijdrage

Indirect toewijsbaar, immateriële waarden:

- Merkwaarde, meerprijs

Toewijsbare kosten

Kosten: jaarlijks

Toerekenen aan de periode waarin de inkomsten vallen

Creatie, curatie, verspreiding

Tools

Infrastructuur

Paid media

Social media: vergoeding influencers

Bureaus

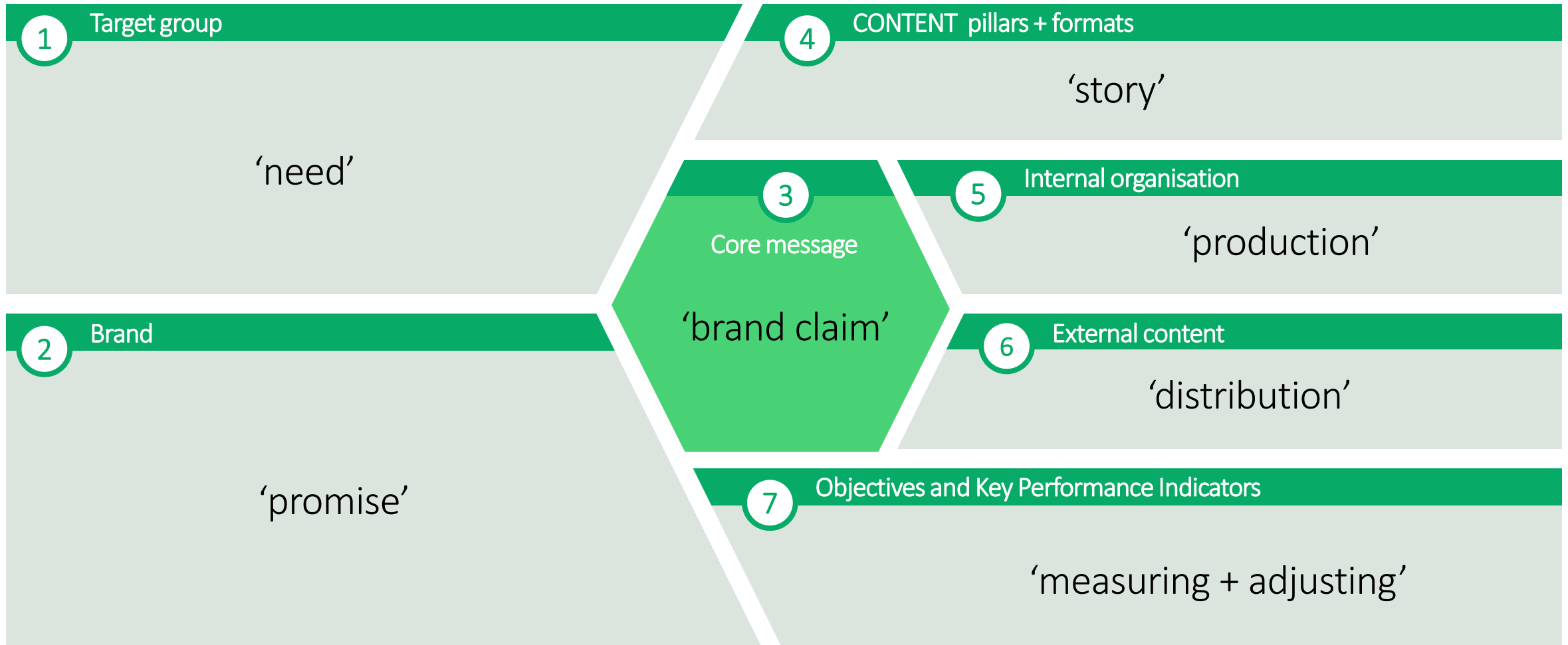
....

Investerings



Reserve

Content Marketing Matrix



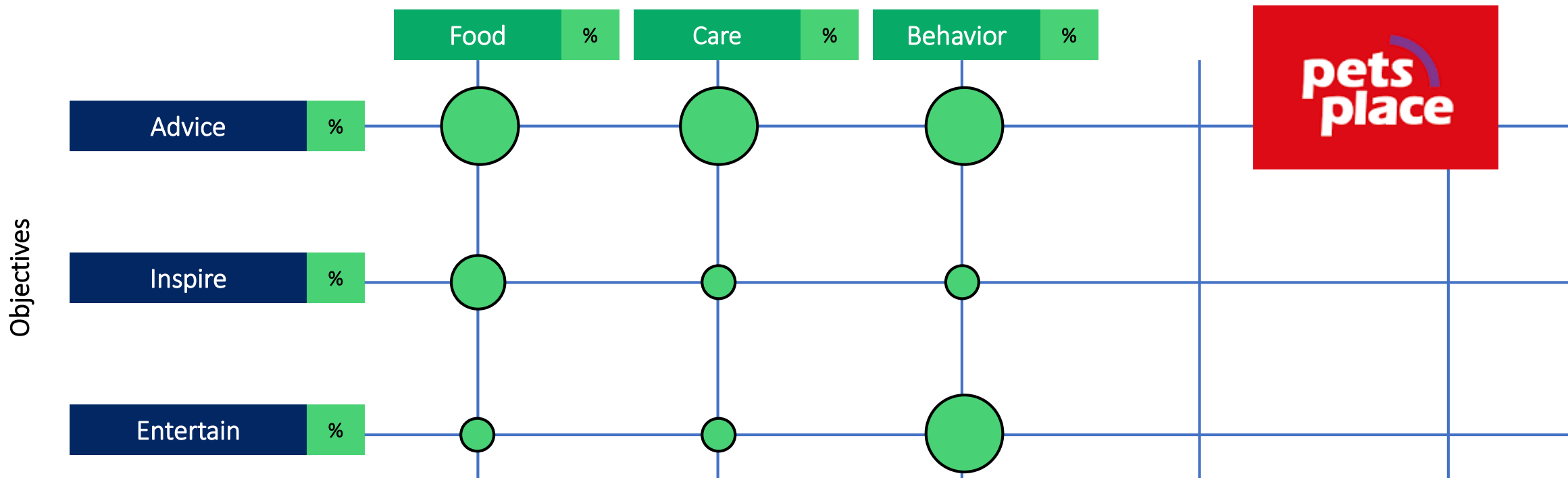


Where pillars and themes meet objectives

Productie

Themes and pillars

Pets Place



HHH Content Phasing

