



CONTENT IS KING

**How content
marketing can
work within
your PR strategy**



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**Victoria leads our
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client services.**



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**Jenny manages our
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Overview



Canadian landscape

- How Canadians are getting their information today and current trends



How content marketing works

- What is an integrated content marketing strategy?



Case study

- Elevating a functional brand into an aspirational one

What is content marketing?

It is an approach that **strategically uses content to provide insights and information to an intended audience**. Content marketing can be used by marketers and PR professionals alike.

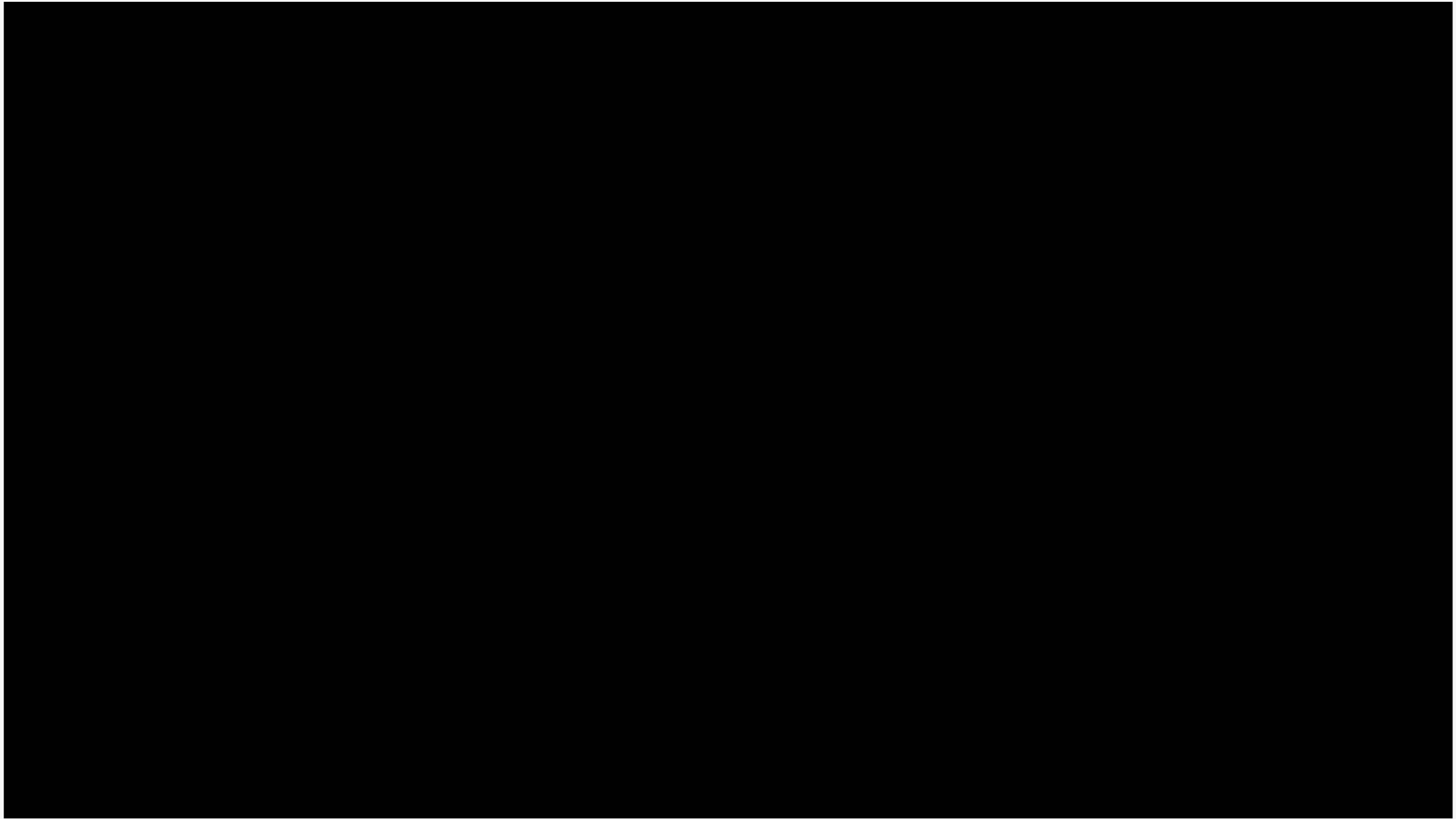
The content can be an article, a video and/or a photo published on your website, social media property or a news publication.

The **purpose of the content is to establish trust and rapport** with the audience so that they become familiar with the brand in relation to the topics covered in the content.

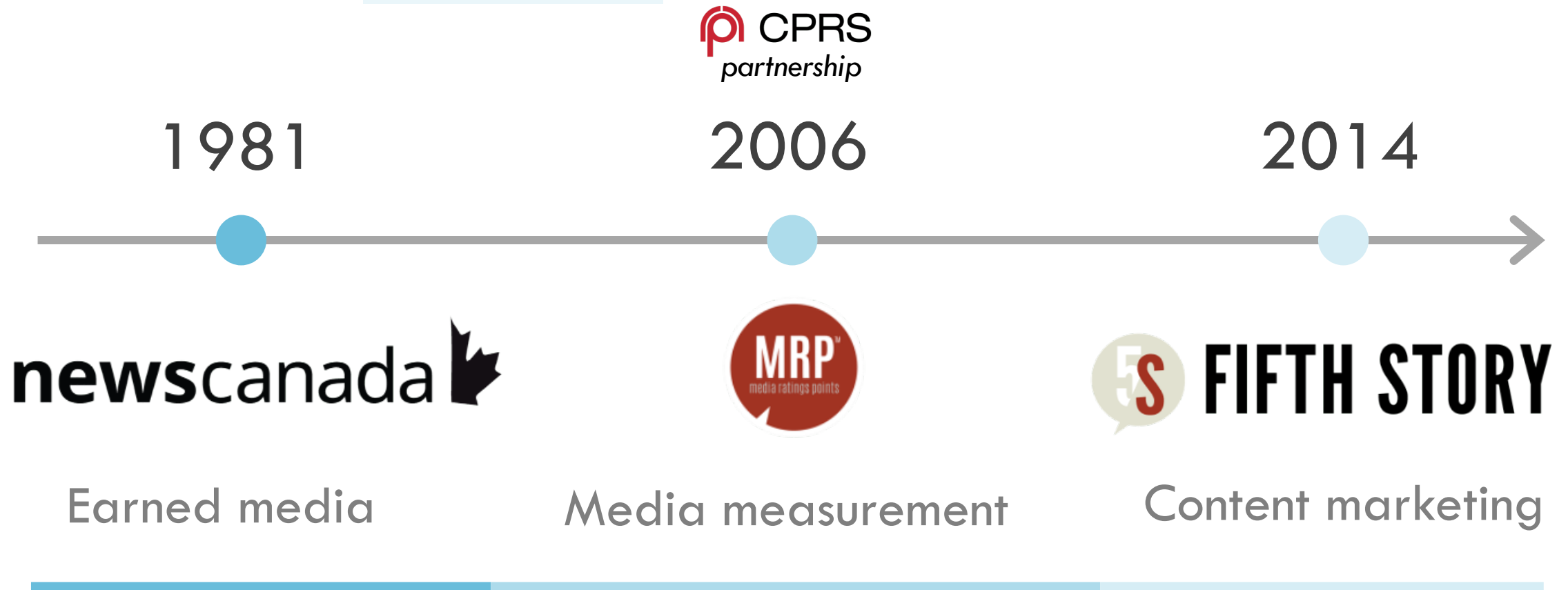
What does a content marketing agency do?

They help you determine the **best course of action** to reach your intended audience, help you choose the **right channels** and create the **right assets**, and measures results to **evaluate success**.





Evolution



Our partners





Reaching Canadians **in 2021**

Audience data and measurement



Media Ratings Points



**Win a
6-month
subscription!**

An online, subscription-based service to help communications professionals measure, evaluate and report on earned, paid, shared and owned media resulting from media relations campaigns.

Learn more at mrpdata.com

Data suppliers include:



Media measurement and analytics company providing marketing data and analytics.



Canada's authoritative source for insights on multi-media and consumer behaviour.

About MRP



Introduced in 2006 to fill a need for media analysis in the PR industry.



Created by the industry for the industry.



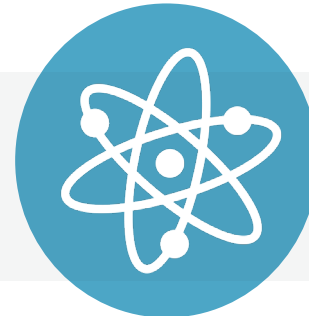
Created by the CPRS and endorsed by the Canadian Chapters of IABC and the Canadian Council of PR Firms.



Support and data provided by Fifth Story.



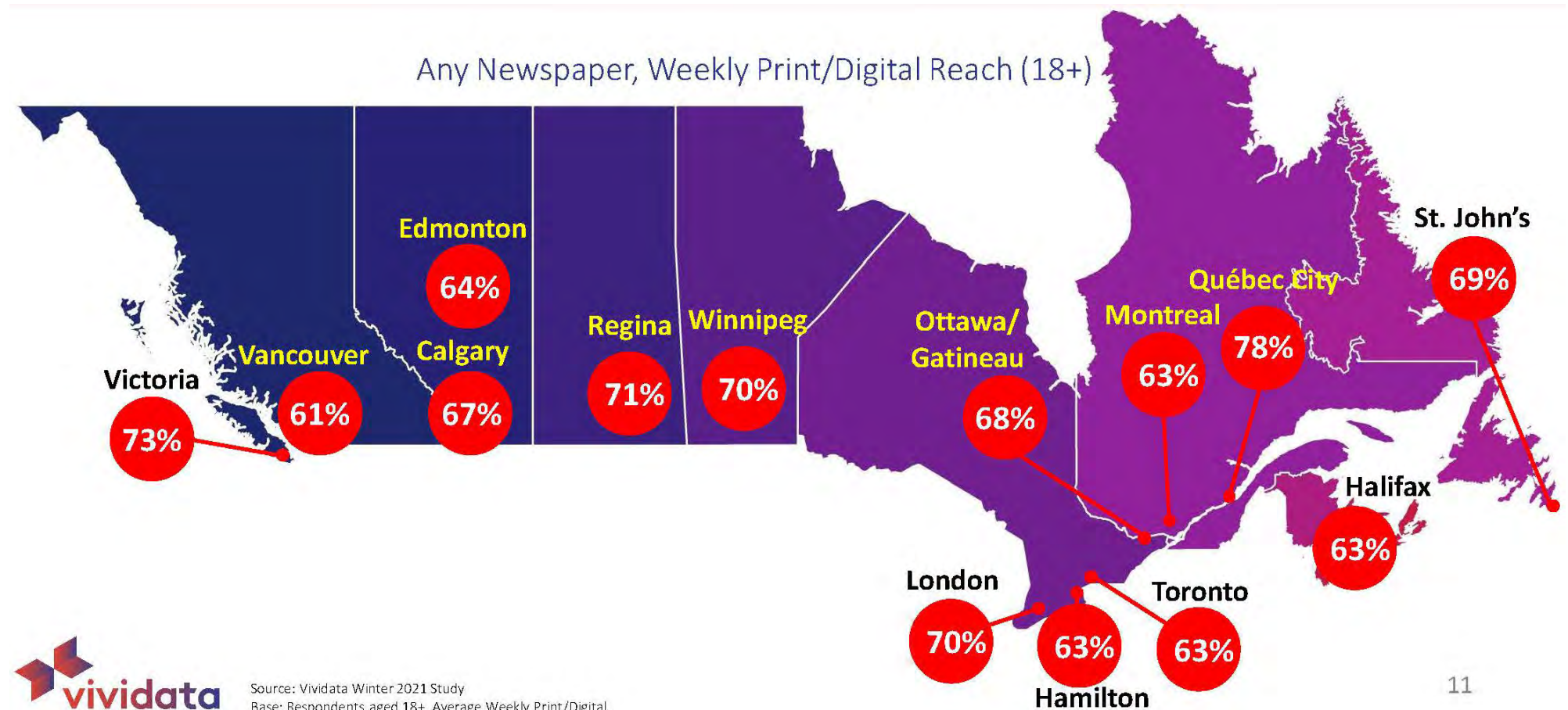
Managed and governed by the CPRS Measurement Committee.



Continues to evolve and improve in response to industry needs.

Newspapers

On a weekly basis, **daily newspaper brands** reach 3 out of 5 adults across Canada.

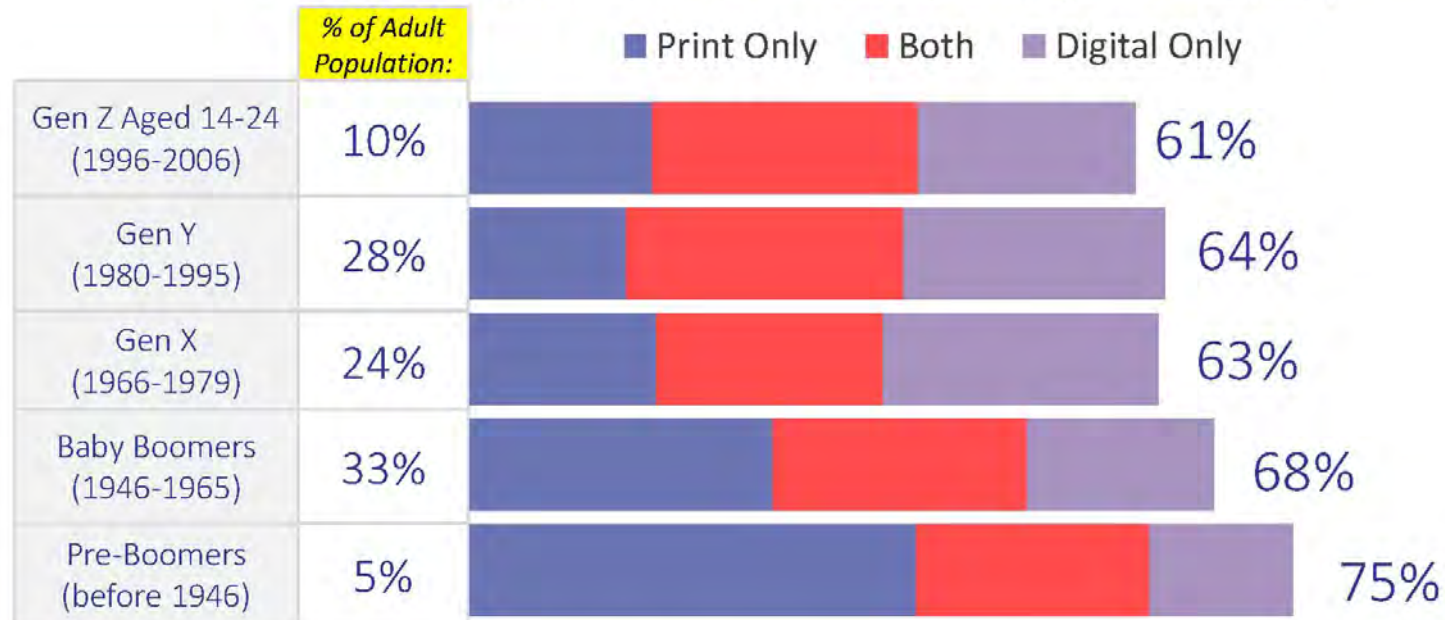


Print vs digital

Gen X, Y and Z have greater **digital reading** than older generations.

Interestingly, **Gen Z** are more likely to read print only than Gen Y. Cross-platform readership is fairly consistent for all generations.

Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, 21 Major Markets, Any Newspaper – Average Weekly Print/Digital, & La Presse Weekly Digital (Unduplicated)

15

Newspapers

Community newspapers achieve the highest weekly & monthly reach in British Columbia.

Reach of Community Newspapers (18+)

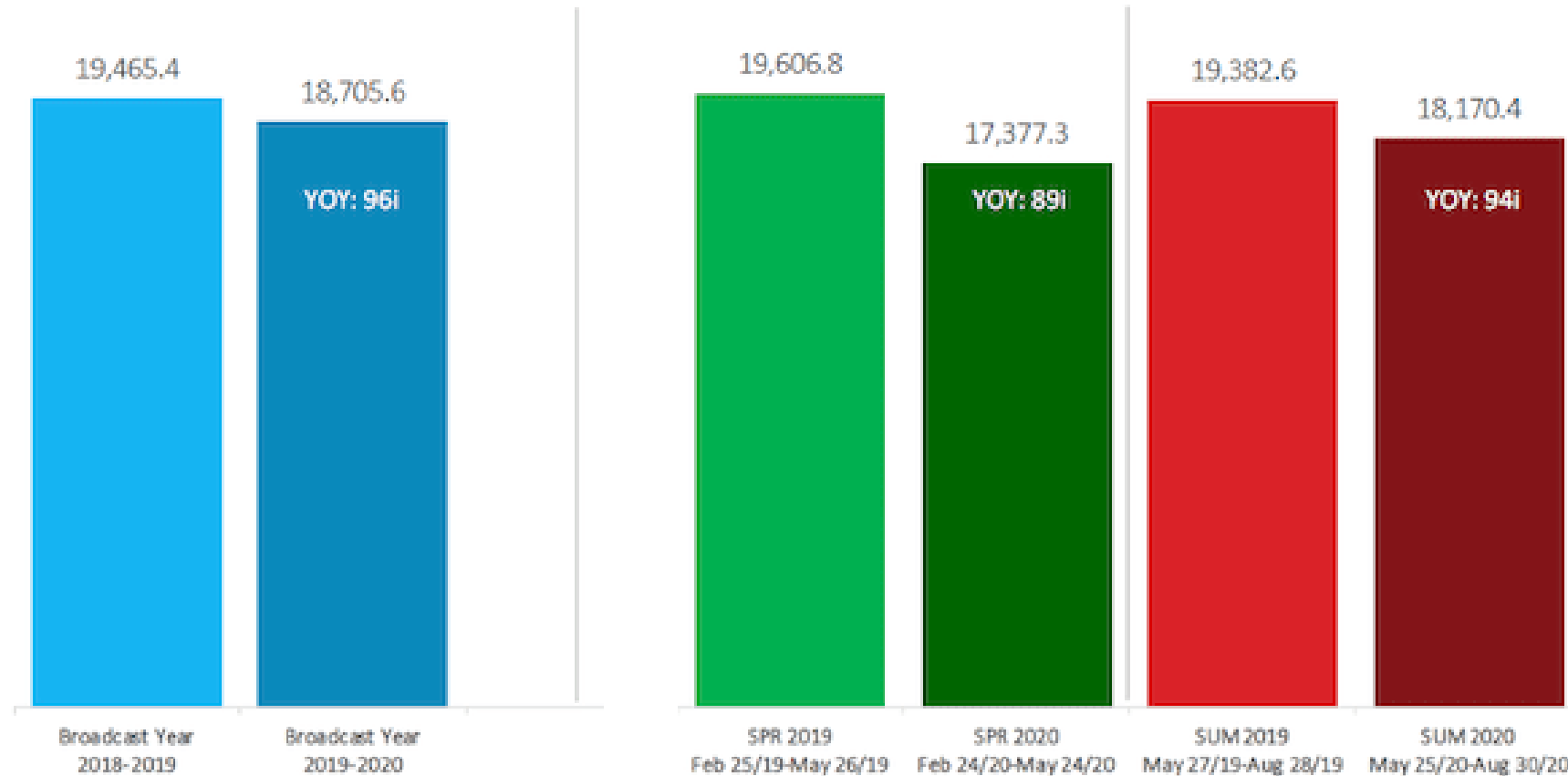
Community Newspaper Reach % (Adults 18+)	Total Canada	British Columbia	Prairies	Ontario	Québec	Atlantic
Weekly:	42%	53%	38%	44%	35%	38%
Monthly:	58%	68%	57%	58%	51%	55%
Longer Ago:	25%	21%	27%	25%	26%	26%



Source: Vividata Winter 2021 Study
Base: Total Canada 18+; Read a Community Newspaper (Print/Digital) Within the Past Week/Month/Longer Ago

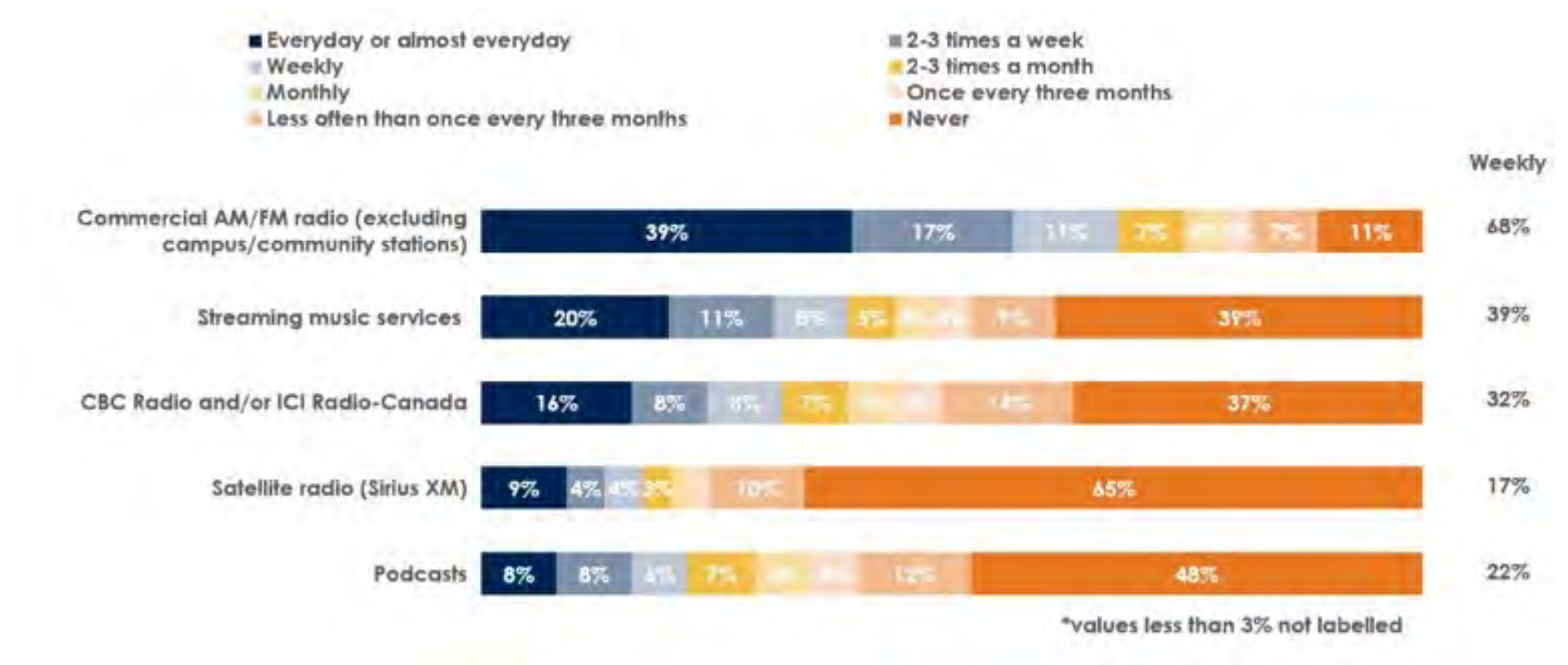
Radio

Year over year, AM/FM **radio's reach** (AMA '000) remains consistent and is returning to pre-COVID levels.



Radio

Nearly 7 in 10 (68%) Canadians report listening **weekly**, including 4 in 10 (39%) who listen **daily**.



Radio

Radio listeners are engaged consumers. Audio cues and frequency messaging connect with consumers.

45%

Helps me discover
stores or services
in my town or city

33%

Radio lets me
know about limited
time offers

27%

Reminds me of
brands or products
I might need

21%

Recommended
product/service
heard advertised
on radio

Online

The top methods for accessing news online remain visiting specific sites, Google searches and Facebook.

Only 3%

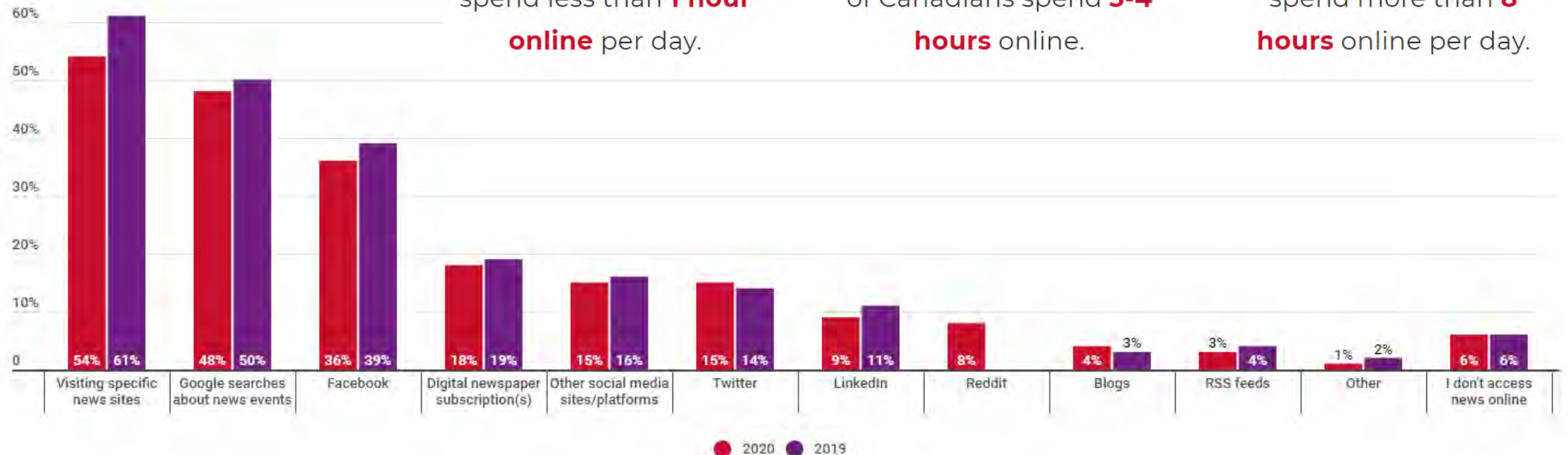
spend less than **1 hour**
online per day.

33%

of Canadians spend **3-4**
hours online.

15%

spend more than **8**
hours online per day.



Trends

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Earned distribution service to over 3,000 media across Canada in English and French including **newspapers, websites, blogs and broadcast outlets**. A source for articles, radio and videos.

The **top lifestyle categories** the Canadian media are looking for in 2021:



1. Real estate /
Home and
garden



2. Automotive



3. Financial advice



4. Seniors



5. Agricultural



6. Newcomers



7. Seasonal
content such
as Valentine's
Day and bridal

Trends

Canadians like to give a home advantage when shopping online.

Two thirds of Canadians prefer making online purchases from Canadian retailers when they have a choice.

HOW IT IS TRANSLATING INTO CONTENT

- 4 ways to build a stronger neighbourhood in 2021
- Community connections are key to recovery for local businesses
- Experts say knowing six neighbours can reduce loneliness
- 3 ways to discover local businesses in your community

“Shop local”



Trends

Home and garden

OFFLINE CATEGORIES HAVE GONE ONLINE

- Online shopping now the “new normal”
- Continued growth in search interest for home and garden products traditionally bought in store. For example, search interest for “buy seeds online” shot up by 8x last spring and has continued to grow this year.

RECOMMENDATION

- Use high-quality photos, videos, bundles and immersive experiences to help curate an online experience that resembles the in-store one.

NEWS CANADA

TOP CONTENT BY PICKUP IN 2020 (5,000+ clips)



Home

1. DIY home improvements
2. 3 things to know before you reno
3. Small budget, big impact: 3 powerful, low-cost ways to update your space
4. 5 tips for creating your own gallery wall
5. Easy ways to improve your indoor air quality

Integrated Content **Marketing Strategy**

WHAT is an integrated content marketing strategy?

- An integrated content marketing strategy works towards the **well-coordinated use of different promotional methods** that are intended to reinforce each other.
- It is crucial to tell your story **consistently** across every channel and platform for it to be **effective**, or you run the risk of committing random acts of content.
- A well-integrated content marketing strategy today requires **well-defined messaging, adaptation** to the context of each platform you use, and **unified goals** to measure the efficacy of your **program as a whole**.



WHY is it important?



- An integrated content marketing strategy ensures that you are broadcasting **a clear, consistent message** across all marketing channels.
- It establishes **authenticity** and **builds trust** with your audience through consistency.
- It **eliminates confusion**. When you pull your campaign into one nice, tidy cohesive package that has a clear message and clear objectives, your customers will be clear on who you are and what you have to offer.
- It puts your brand **top of mind** by building brand awareness and trust.
- It builds **internal morale**. Integrated campaigns require your internal teams to pull together to share talent, resources and communicate clearly, and work collaboratively towards a successful campaign.

HOW to launch a successful integrated campaign



1. Define your goal and KPIs



2. Build out consumer personas



3. Map out the buyer journey



4. Identify core promotion channels and create content



5. Launch, measure and iterate your campaign



HOW to launch a successful integrated campaign

1. Define your goal and KPIs

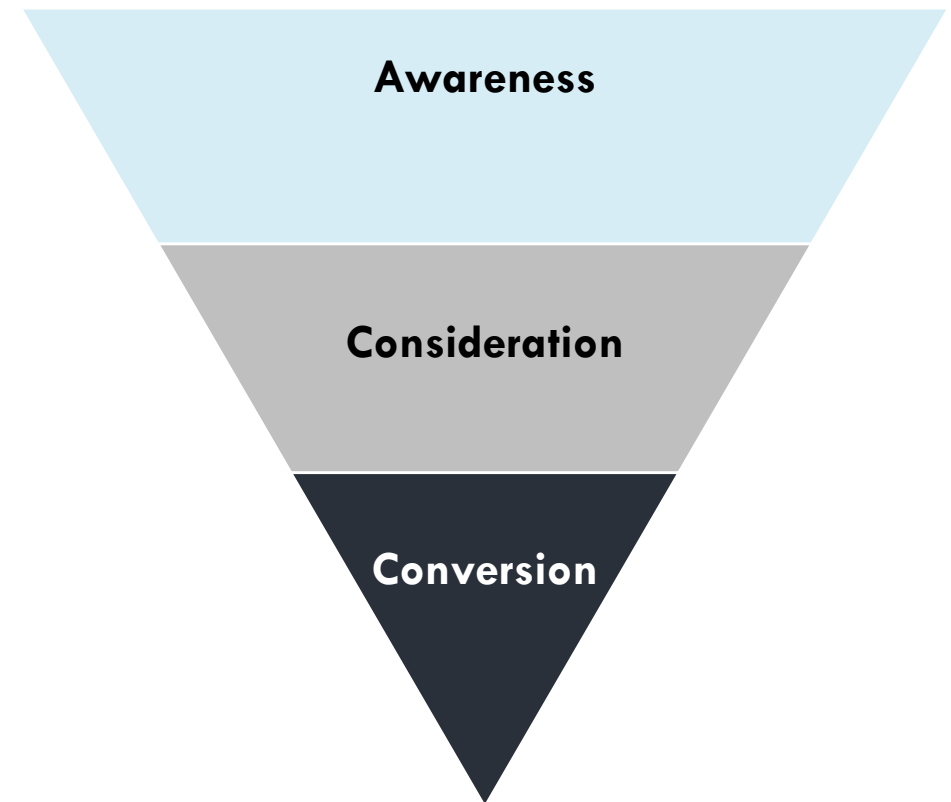


Each piece of content that you create must have a purpose in the marketing funnel.

E.g.

Brand awareness → Reach → Impressions

Conversion → Lead generation → Conversion rates



HOW to launch a successful integrated campaign

2. Build out consumer personas



Define different audience segments by understanding their objectives, problems, questions, information sources and preferred content form.



HOW to launch a successful integrated campaign

3. Map out the buyer journey

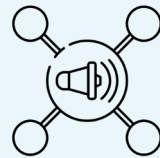


Review the different stages of the buyer's journey and highlight different types of content that will appeal to them at that stage: awareness, consideration and conversion.



HOW to launch a successful integrated campaign

4. Identify core promotion channels and create content



Your integrated marketing campaign should include a variety of marketing channels, following the PESO model. In order to reach the widest audience and drive home your campaign message, share content on:

Paid media such as digital advertising, radio ads, print ads

Earned media such as articles, news releases

Shared media such as organic social media, partnerships and tie-ins

Owned media such as your website, blogs, whitepapers, emails



HOW to launch a successful integrated campaign

5. Launch, measure, and iterate your campaign



Launch and track metrics each week, month and quarter (depending on how long your campaign is running) to see how successful it is at reaching your goal. Take what you learn from each integrated marketing campaign and apply it to future campaigns.



CASE STUDY:
Elevating a
FUNCTIONAL BRAND TO
AN ASPIRATIONAL ONE



CASE STUDY

Category: Home building material



We spearheaded a shift in brand perception from a **FUNCTIONAL BRAND TO AN ASPIRATIONAL ONE** by engaging with our audience in a more meaningful way and establishing thought leadership.

We built a **holistic marketing plan** that included:

- Developing new content that leads with inspiration prior to educating
- Exploring strategic partnerships and earned distribution
- Social media posts including user-generated content
- Inspirational blog posts
- Granular and hyper-targeted digital advertising tactics

CASE STUDY



Category:

Home building material



CASE STUDY

VIDEO CONTENT

WHAT

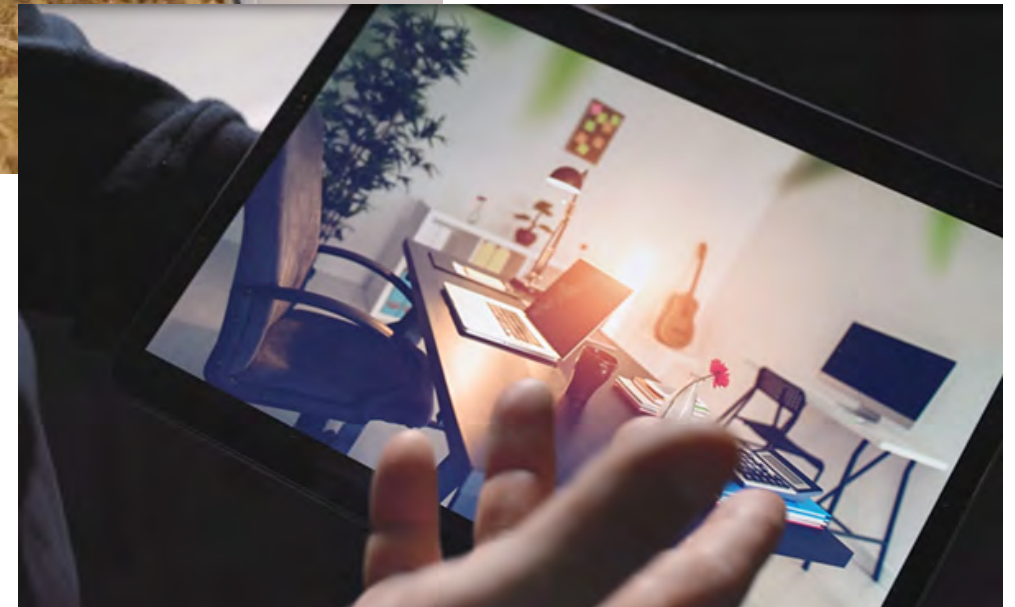
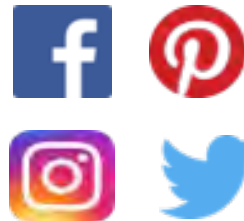
- Collaborated with industry experts to create inspirational content on renovation advice
- A series of "How-To" videos to serve as educational content

WHY

- This type of content helped establish our client as the market leader by building trust and authenticity

RESULTS

- Total views of 280,000+ and counting



CASE STUDY

ARTICLE DISTRIBUTION AND BLOG POSTS

WHAT

- National outreach of article content in the spring and fall to drive awareness through earned and paid amplification.
- A series of 12 blog posts (700 words each) produced and published throughout the year to boost consideration.

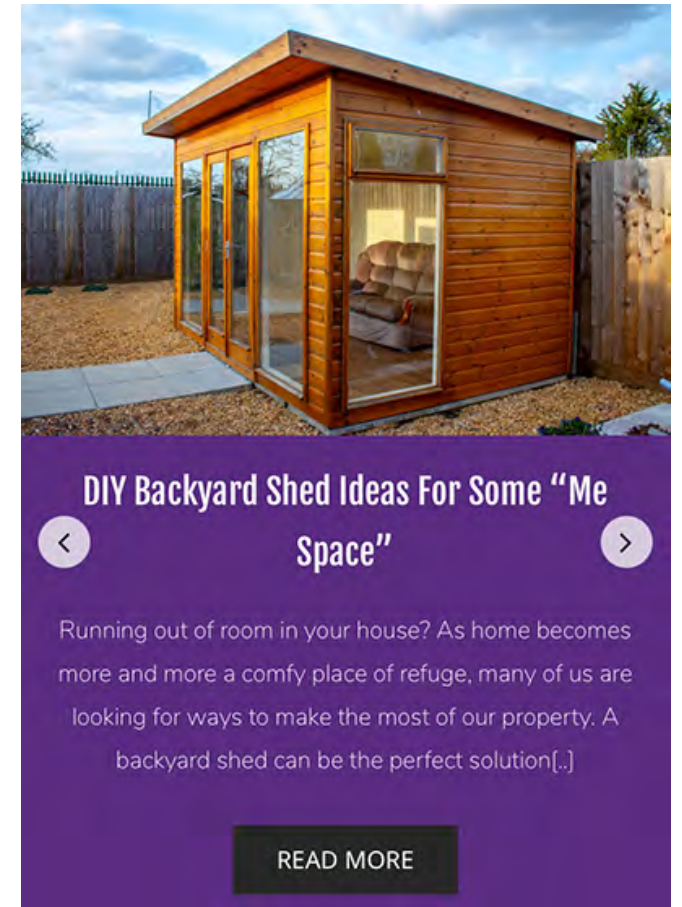
WHY

- This helped the brand reach local communities across the country, elevate awareness and heighten credibility by having the brand and company story shared by respected media outlets based on the merits of the content.

newscanada 



Google Ads



CASE STUDY

RESULTS

- Articles — 366 clips, 24M+ audience reach
- Blogs — 30M+ impressions, 386,555 click throughs



Outlet Name	Media Type	Reach	City	Province	Headline / Title
Kenora Daily Miner And News	Daily	14,820	Kenora	ON	How to maximize your investment on a basement re...
weeklyvoice.com	Website	50,000	Mississauga	CDN	How to maximize your investment on a basement re...
The Weekly Voice	Community Paper	51,000	Mississauga	ON	How to maximize your investment on a basement re...
The Weekly Voice (e-edition)	Digital	55,000	National	CDN	How to maximize your investment on a basement re...
lisanashhomes.com	Blog	1,000	National	CDN	3 key steps in basement renovation planning
lenskok.ca/blog	Website	1,000	National	CDN	How to maximize your investment on a basement re...
The Hamilton Spectator	Daily	298,000	Hamilton	ON	Avoid the # 1 mistake on your basement renovation
Hamilton Spectator Real Estate (e-edition)	Digital	50,000	National	CDN	Avoid the # 1 mistake on your basement renovation
foryourreno.com	Website	4,500	National	CDN	How to maximize your investment on a basement re...
foryourreno.com	Website	4,500	National	CDN	Avoid the # 1 mistake on your basement renovation

Real Estate Showcase

Avoid the # 1 mistake on your basement renovation

It's home improvement season, and that means it's time to start working on your next project. Whether you've recently moved or are fixing up your home, upgrading your basement is a great idea that's rewarding now and when it's time to sell. Finishing this space boosts your home's value and gives you plenty of extra livable square footage—for a rec room, in-law suite or even a rental unit.



essential to plan and protect against cold, hard concrete—creating a cozy arm and invit-

ing your base-
ll be glad to
ubfloor panels
all, and the in-
room can be
y. If you're hi-
to handle the
they use a
News Canada

CASE STUDY

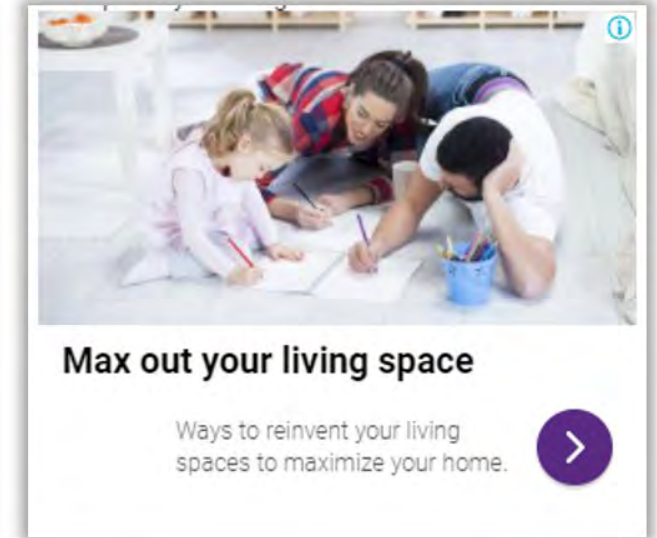
DIGITAL ADVERTISING

WHAT

- Paid digital efforts to amplify the content in front of a hyper-targeted audience based on geo-fencing and footprint tracking tactics.
- Digital marketing technique and analysis.

RESULTS

- 70% uplift in sales



CASE STUDY

SOCIAL MEDIA

WHAT

- Diverse mix of content formats — user-generated content (UGC), videos, contest and infographics — to reach the largest number of consumers possible.
- Complementing UGC with very brand-centric, high-quality content focused on brand education and FAQs
- We've also balanced the paid amplification over different streams of content including UGC and content developed through Fifth Story for the brand, for more overall brand recognition and a new customer development approach.

RESULTS

- 1.5M+ impressions and an engagement rate of 4-7%.
(Average rate is 0.89%)



CASE STUDY

INFLUENCER MARKETING

WHAT

- Influencer marketing campaign that included collaborating with industry experts.

WHY

- Great top-of-funnel PR initiative to increase brand awareness, audience, website traffic, leads, and drive potential sales.
- It has helped the brand establish itself as a pioneer in the industry by partnering with top influencers who amplified the brand.

RESULTS

- 9M+ impressions, 25% increase in website traffic and 78% growth in followers



PAUL SPRAUGE
@TOOLPIG
(Professional Contractor) Missouri

IG Followers: 234K
Avg. Engagement Rate: 1.35%
Organic estimated impressions:
450-500K



KALEIGH SULLIVAN
@FIXANDFLIP_KDESIGNS
(Renovation expert)
Maryland

IG Followers: 130K
Avg. Engagement Rate: 2.99%
Organic estimated impressions:
90-100K



@REALRENOVATIONS
(Home Improvement Contractors)
New Jersey

IG Followers: 58.3K
Avg. Engagement Rate: 1.31%
Organic estimated impressions:
45-60K



IREHABHOMES
(Contractor / Home Improvement
Influencer) Connecticut

IG Followers: 21.7K
Avg. Engagement Rate: 3.48%
Organic estimated impressions:
10-12K



@BRYANBAEUMLER
(Renovation expert + HGTV Host)
Toronto, CA

IG Followers: 202K
Avg. Engagement Rate: 4.52%
Organic estimated impressions:
70-80K

- ## FIFTH STORY

A top-down view of a wooden desk. On the left, there are several newspapers, including one titled 'Daily Eco' and another 'NEWS'. A pair of glasses rests on the papers. To the right, there is a white coffee cup filled with dark liquid, sitting on a matching saucer. A pen is visible near the bottom right. The word 'Questions?' is overlaid in large white text in the center.

Questions?

Win a 6-month subscription to MRP! Value of \$1785
<http://bit.ly/MRPcontest>



Thank you

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