

Magazine for digital marketing, branding and design

Bloom



Content is King
The exciting world of content

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Editorial

They say the pen is mightier than the sword. And indeed, in the right hands, it can not only shape the course of history, create and destroy nations but also transform the whispers of the Muses into divine works of art. It can create magic. Hence it comes as no surprise that with its ability to inform, explain, entice and persuade, content is one of the power tools of marketing.

While written content in marketing can take on many forms, one of them, although relatively young, has become a staple. The reason is that it allows a different form of communication which covers a wider range of topics and builds better customer trust. Yes, it is the Blog. We will take closer look at this content form and also share our experience in a case study.

The power of content is no secret. The result is that there is now more content than ever before, taking on a myriad of forms from text and pictures to videos and infographics, and people are being bombarded with it. The selection is huge and audiences are becoming picky. The rising demands make it essential to produce high-quality content, customize it for different channels and keep coming up with new ideas and new content forms.

Words have been woven together into stories since the beginning of time. Storytelling is the most natural way to communicate to this day; that's why we are also going to dedicate space to it in this issue.

We invite you on a journey through the world of content – feel free to join us!



Pavo Kohler
Managing Director eMarket



Blogs – a perennial favourite

The little black dress among communication channels. It goes well with everything, always looks good and when you put it on, it fits like second skin – the blog. Here's how it emerged from the niche corners of the early internet to become a perennial favourite, what you need to consider and what you get out of it.

Even though corporate blogs can now be found on virtually every company's website, in the beginning they were still public diaries and journals of private individuals. It was only a few years ago that blogs came under the radar of marketing departments, which use them for external communication since then. A wide variety of topics are suitable, as long as the content generates as much direct added value as possible for the visitor.

This can range from instructions to interviews with CEOs or employees all the way to industry news. Only direct advertising messages do not belong in a blog. It is a de-commercialised zone that will hardly result in direct conversions. A sales-oriented design even diminishes the trust in the brand, which is actually supposed to be built.

Find inspiration...

Even though in principle (almost) every topic can be covered in a blog, you should not jump wildly back and

forth, but try to find a niche within your own topic area that appeals to your target audience. To do this, you can read other blogs and blog comments, as well as Facebook groups and forums. Here you can often find what readers are still missing in terms of content.

... and enjoy the benefits

And if these gaps in content can be filled, readers will come and generate traffic – the main goal, besides user loyalty, when running a blog. It is important to show competence and impart knowledge in the blog.

A blog also provides the perfect opportunity for search engine optimisation, or SEO for short. You can place such keywords here that do not naturally fit on the rest of the website. These include the "long-tail keywords" that are important for voice search, i.e. whole sentences around the actual keyword. A well-run blog is also a means of generating backlinks and thus an important SEO factor – however: you don't write a blog for the SEO first, but always the reader!



Case study: Migrol

A mineral oil company needs good content too

Our client, Migrol, is a Swiss mineral oil company based in Zurich. Its business areas not only include petrol stations with convenience shops, heating oil sales and related services but also alternative forms of energy for heat and hot water generation.

The project started in December 2020 and articles have been supplied monthly since January 2021.

What we did

Before kick-off, we took a look at the blog and read some of the existing articles to get a picture of the tone and user approach on the one hand, and to see which topics had already been covered on the other. At the kick-off, customers' wishes were discussed, ideas were collected and specified, and the first article topics were determined – there were enough for a few months to start with.

The actual article topics are determined at the beginning of each month and the finished articles are delivered towards the end of the month. In case there are requests for changes in individual texts from the client, these are incorporated.

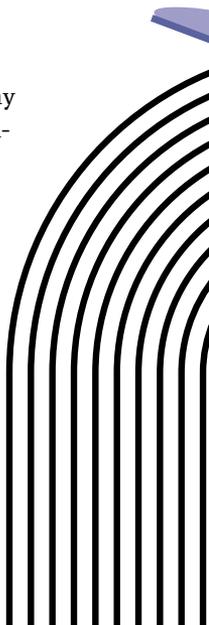
Challenges

When it comes to the topics, it is important that they are not politically charged – which in the energy sector rules out some things from the outset. Additionally, a relatively high amount of research is usually required in order to be able to present the topics in a technically correct and balanced manner.

Result

Since we started working on it, the company blog has been regularly filled with new articles. These include current topics such as new EU energy labels, future outlooks in which the "Energy Strategy 2050" is examined, and consumer information about renovation and its financing.

<https://www.migrol.ch/de/blog/>





Good behaviour depends on the context

Have you ever stumbled upon a video on YouTube that was produced for Instagram and then watched the video in portrait format on your computer screen? Or did you click it away again immediately? That's why it's important to optimise content for different channels.

How we communicate always depends on the context, i.e. with whom and where we communicate. This also applies when companies want to address their customers. While it can be tempting to spread content across all channels once it has been created, it is not necessarily recommended – you should always consider the specifics of the different channels in your strategy.

Even if the target group remains the same, they do not communicate the same way on all of the channels. Additionally, the possibilities of the channels vary – Instagram, for example, does not allow clickable links, which makes forwarding to another page impossible.

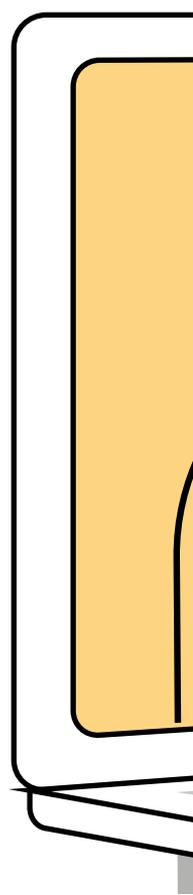
The right channels for each kind of content

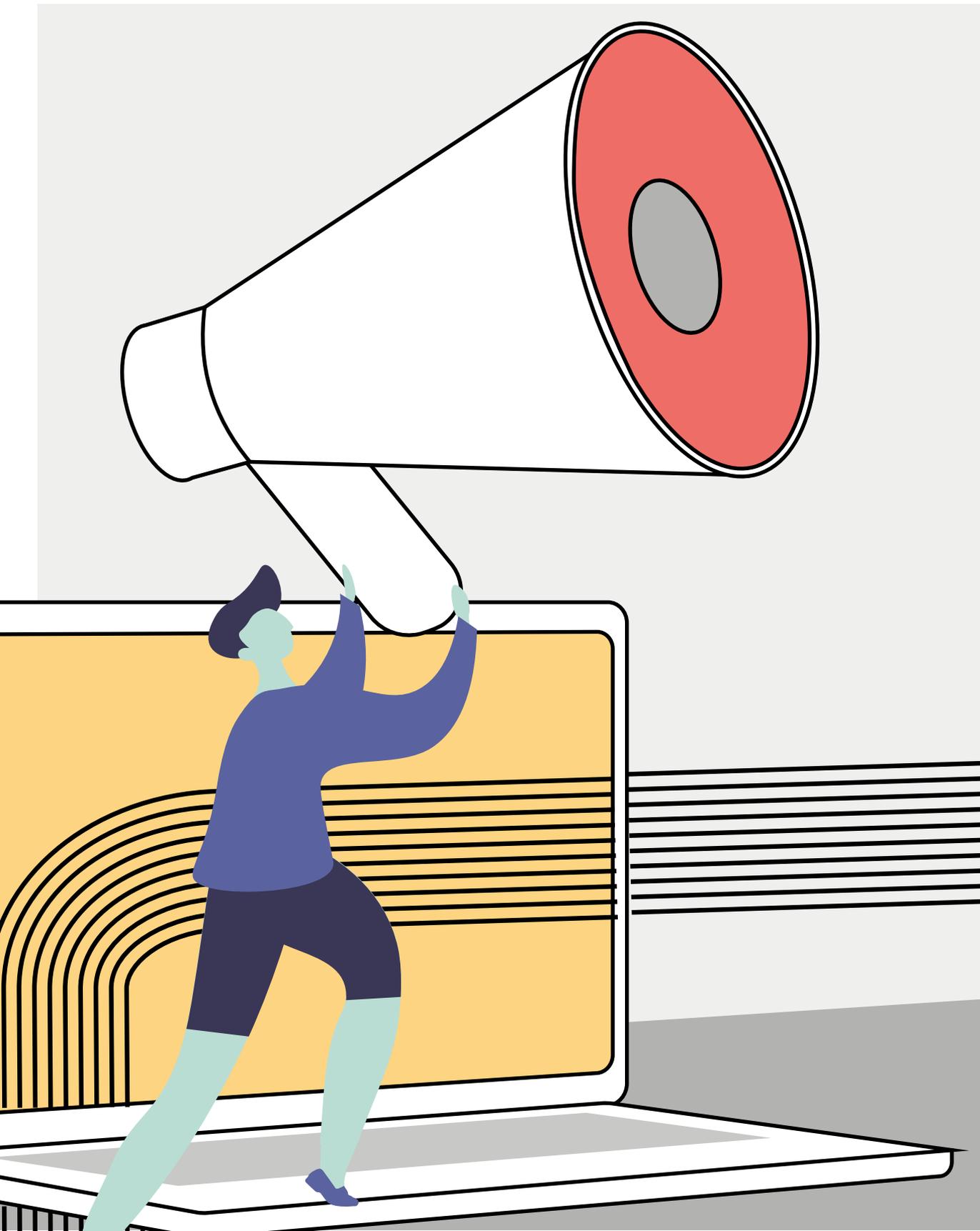
There are the obvious ones: Those who produce videos will post them on YouTube, photographers will post their work on Instagram and authors will post their articles on a blog. But it's not quite that simple.

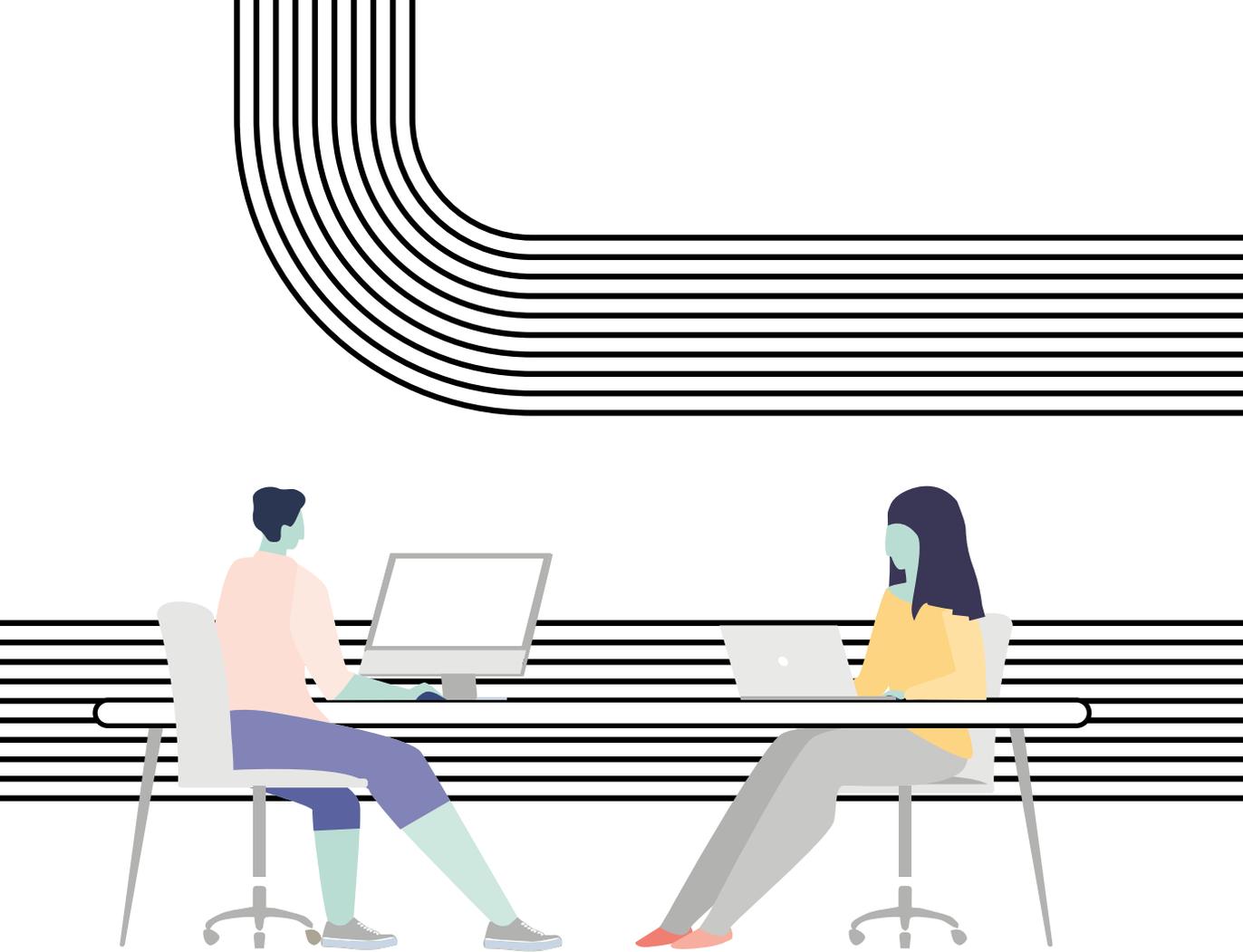
Because once a channel has established a new content form, it doesn't take long for the competition to catch up. When, for example, Snapchat had success with pictures that delete themselves after 24 hours, Instagram and Facebook quickly adapted with their Stories.

Nevertheless, it makes sense not to use just one platform. To illustrate which channel can be used for what, let's take a look at the king of cross-platform promotion:

Amazon cleverly uses different social media platforms without mirroring the content. On Twitter they interact with their customers. On Facebook they post company updates and drive a comprehensive video strategy. This is in keeping with the times, because videos generate a lot of engagement and are prioritised by the algorithm. On Instagram, they conduct interviews with artists and authors and pursue a video strategy analogous to Facebook, but with videos optimised for Instagram. And on Pinterest, they place product ads for different target groups.







The “rules of the game”

With a virtually unlimited budget, Amazon can hire experts for every channel. But even as a one- or two-person team, different channels can be optimally exploited. It's just a matter of paying attention to the specifics.

When designing emails, you should present offers - it's the channel for conversions! Because customers who have subscribed to the newsletter thereby show that they are interested in the brand. The subject line just has to stand out in the inbox. If it is followed by a well-written text and an exclusive offer, everything has been done right.

The website is the home of a brand; here you have a totally free hand and are only accountable to the target group. Also, every single customer will end up there sooner or later. So if you know your target group, you can tailor your website exactly to them.

Instagram is the high-gloss magazine among the social media platforms. This is where the most beautiful pictures belong. Preferably ones that convey what the caption says, even without text. Users are not looking for depth here; they want to spend some time immersed in superficialities.

On Twitter, users are looking for contact with brands, a dialogue and humour. It's about engagement, not consumption, so it's less about the content of the actual tweets and more about the interaction that follows. Anyone who wants to be present here cannot just drop a tweet, they also have to react to the users' responses - which actually applies to all social media channels!

The modest uncle in the social media family: LinkedIn. B2B audiences in particular spend a lot of time here



and want to be served professional, serious and valuable content. While on most social media channels, being on first-name terms has become the norm; here, being on second-name terms is the order of the day.

Facebook invented the game and even though it has lost popularity in recent years, there is no getting around it, at least not yet. From stories to videos and

pictures to texts, all forms of content are at home here or at least can be tapped into.

In the end, the mix of all relevant channels is crucial. What this looks like in each individual case depends, as always, on the target group. But don't rule any channels out from the very start, because even Audemars Piguet is doing Facebook ads today.

Our expertise

Content from Berlin

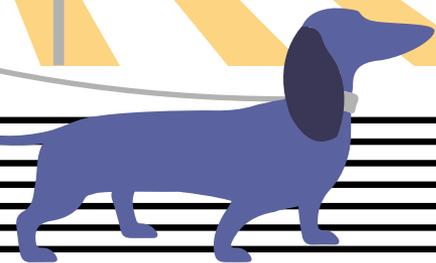
David Bowie, Mark Twain, Berthold Brecht and many more. They all came to Berlin in search of inspiration, distraction and new adventures – last year, eMarket did the same and landed in the heart of Berlin.

More precisely, in Friedrichshain. Less than 200 metres from the East Side Gallery, the longest remaining piece of the Berlin Wall where we have been producing content for our clients ever since. This includes articles for Opacc and Migrol, social media strategies and the corresponding content for Swiss Krono and DemoSCOPE, as well as texts for Bloom Magazine.

And if you think you don't have to associate yourself with Bowie, Twain and Brecht, there's a Berlin saying: "Modesty is a virtue, but you can get further without it."



Rotherstraße 18, Berlin



New content forms

First there were tales told orally, then (cave) paintings and then the first written texts. The way we package our content has always been subject to change and even today new possibilities are constantly emerging. Here you can find out how to make use of them and what to look out for.

Video

Videos are not really new, but their production has become easier and the necessary equipment cheaper in recent years – which has lowered the barriers to entry. However, expectations have also risen and it is important to maintain a high production quality – 4K resolution, good sound and, in an ideal case, professional lighting are all part of the deal today.

Overall, their production is more planning intensive and costly than most other formats. In return, however, they receive a lot of interaction and can generate a huge reach if one goes viral. When planned cross-medially, the scripts, individual video sequences and images can be recycled on different channels.

Videos also play an increasingly important role in customer decision making. For example, about 50% of online shoppers watch videos about products before buying them in order to get the most complete picture possible. Even in the B2B sector, videos have already caught on; DATEV, for example, offers tutorials for tax consultants. This is a great advantage of videos: complex content can be explained in a vivid way.

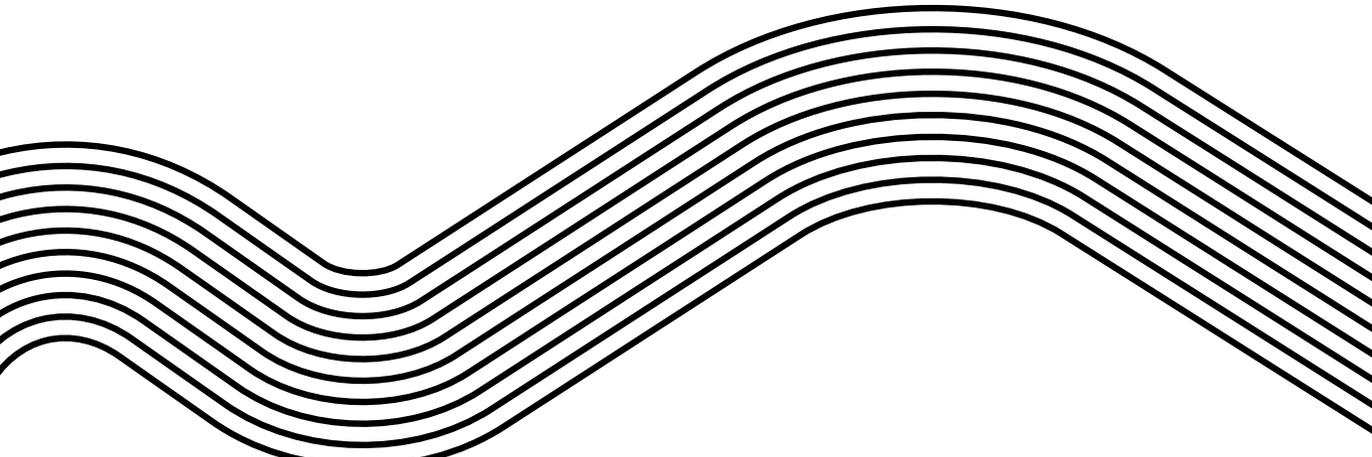
Podcast

One of the trendy formats at least since the first lockdown, and not only for live artists who are now lacking a stage. Many companies also use podcasts as part of their content strategy to deliver added value to their target group.

Similar to video formats, the production costs have fallen in recent years, while at the same time the consumption of audio content has increased. By being consumed without a screen, they can fit well within the lifestyle of the target audience. However, this also brings the danger that the audience only listens to the content casually without really paying attention to it. Another disadvantage is that individual points cannot be picked out quickly, as would be the case with texts – an accompanying blog article can remedy this.







Live

If you want to go a step further beyond videos and podcasts, you broadcast live. The requirements are more or less the same, except you also need a good internet connection to broadcast a live stream in the appropriate quality – especially with live videos.

The biggest advantage of live formats is that communication goes both ways – as long as there is a chat for the viewers. This promotes a direct exchange and brings customers and companies even closer together. The recordings can also be uploaded later as a video or podcast so they can be listened to or watched anytime. Individual sequences can also be recycled.

However, live also has a big disadvantage: if something goes wrong, it goes wrong in front of an audience – there is no second take! That means you have to master the technique. And if something goes wrong in front of the camera, “The show must go on!”

VR/AR

VR (Virtual Reality) allows people to immerse themselves completely into another world and AR (Augmented Reality) brings virtual objects into the real world. Both are a bit more niche, and in the case of VR also involves additional (expensive) technology, but they still offer interesting possibilities.

With VR glasses, products can be brought to life without actually being there. For example, a car can be viewed in the configuration desired by the customer even before it has been produced, real estate can be viewed before it has been built or holiday destinations can be “visited” before booking. A major disadvantage, however, is that the glasses are very expensive and simply not available in many households.

AR, on the other hand, can be used with most smartphones – we all remember the summer when Pokémon Go first appeared. In the meantime, some companies have started using it. So you can, for example, virtually decorate your room before you buy the furniture or virtually try on glasses and clothes when shopping online.

What both content forms have in common is that the production costs of the apps and 3D content are very high – especially if you want to do it right!

Storytelling

Success through stories

Stories have shaped humanity like little else. They have brought people together and torn them apart, triggered wars and inspired peace. They are powerful! Even in marketing and corporate communication.

After all, a well-told story about a product, company or brand can communicate a vivid image and remain in the customer's memory. Especially when promotional messages are kept in the background and the information is packaged in a likeable and relatable way.

However, what is likeable depends very much on the respective target group. Which is why it is important to know what the customer's decision-making process looks like when planning the story.

Once you have done a target group analysis, you can move on to the next step: the hero.



1. **Familiar world:** The everyday life of the hero.

2. **Call of the adventure:** He is called to adventure.

3. **Denial:** He still refuses to leave his comfort zone.

The hero's journey - relevant since antiquity

The hero has to be sent on a journey – the same one heroes have been sent on since antiquity. Depending on the interpretation, it has between 10 and 20 milesto-

nes, but we want to focus here on the hero's journey according to Christopher Vogler, which also serves as a guide for screenwriters:

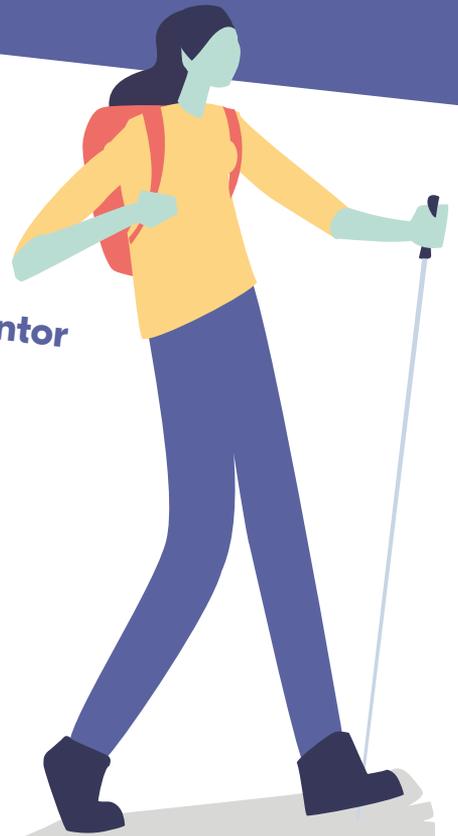
4. **Encounter with the mentor:**

In the end, a mentor persuades him to embark on the journey.

5. **Overcoming the first barrier:**

He takes the first step and the adventure begins.

6. **Trials:** The first challenge. Friends and enemies are introduced.



Stories can be found everywhere

How to build a story is now clear, but companies usually don't want to write an epic; they want to generate additional value for themselves and their customers, which is easier, because good stories are plentiful – you just have to see them and package them to fit the target group.

7. **Proceeding to the most delicate part:** He reaches the most dangerous point of the story, encountering and confronting the ultimate adversary.
8. **Decisive test:** The ultimate adversary is defeated.
9. **Reward:** He is rewarded, either with an object or personal growth.
10. **Return journey and rebirth:** He embarks on the return journey and emerges from the perilous world.
11. **Transformation of self:** The adventure has matured him – made him a greater character.

12. **Approval**
with rec



il: At home he is rewarded
ognition.

A good place to start is with the companies themselves, which did not just magically appear. They were built up by people, sometimes over generations. There were setbacks and low points to overcome in order to celebrate success again later. Whoever now assumes that communicating past weaknesses has a bad effect on the outside world, and thinks that they only want to talk about successes, is wrong – they make you relatable and likeable, because after all we all stumble from time to time. Apart from that, overcoming a setback is a success!

Stories can also be told about the origin of products, whether it is the story of the idea through to the finished product or how it can enrich the lives of customers. As with stories about companies, not only the successes but also the obstacles that have been overcome along the way should be a part of the story – remember the hero's journey: no obstacle, no story.

Who are the employees of the company and what are their stories? They are the ones who make up the company and are more tangible for customers than only thinking of a more or less faceless company.

It's through stories that children learn, which is why programmes such as Dora or Die Sendung mit der Maus are so successful. They wrap up sometimes complex issues in an exciting format. And adults can also learn through stories without having to suffer their way through boring stuff.

If this seems familiar now, it is because great creations of our time are also based on it – from Star Wars to Harry Potter. By the way, not all stations have to be dogmatically followed; they rather serve as guidance.

eMarket

We firmly believe that, if they want to be successful in the digital age, brands must use technology and emotive experiences to impress their customers across all contact points. In times when products are becoming increasingly similar, offering positive brand experiences and knowing how to reach customers via digital channels is crucial to success.

With our expertise in digital marketing, brand management and design, we provide companies with targeted support to help them improve their visibility and attractiveness in digital channels.

Let's talk about your challenges.

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