



# Marketing College Masterclass Series

## Connecting to your Consumers with Messaging that Matters



Your presenter today:  
**Olivia Cain**  
Sr Content Solutions Consultant, Customer Science



# We'll cover:

01. *The consumer journey today*
02. *Identifying your consumers buying situations*
03. *Creating messaging that matters*
04. *Quick wins to get started*
05. Q&A



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# The consumer journey today



Let's Look At A Fundamental Truth:

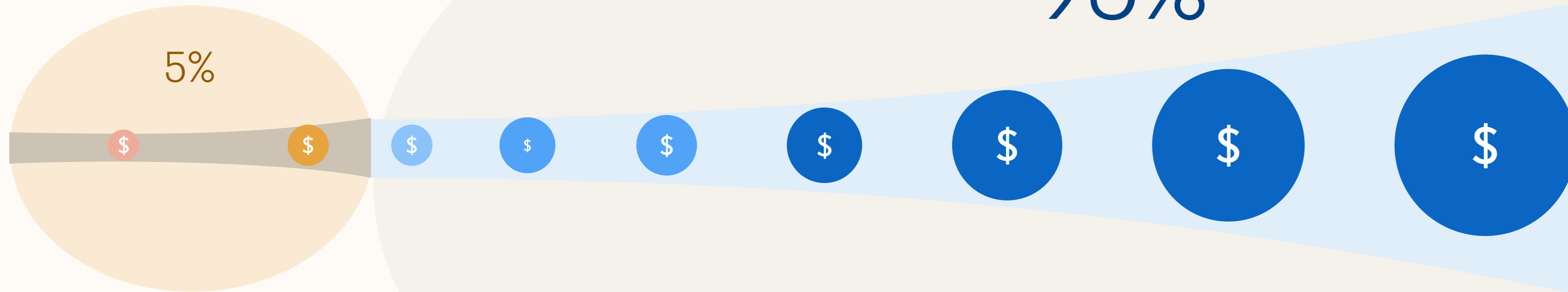
# Even In Good Times, 95% Of Buyers Are Future Consumers

Current Consumers

Future Consumers

95%

5%



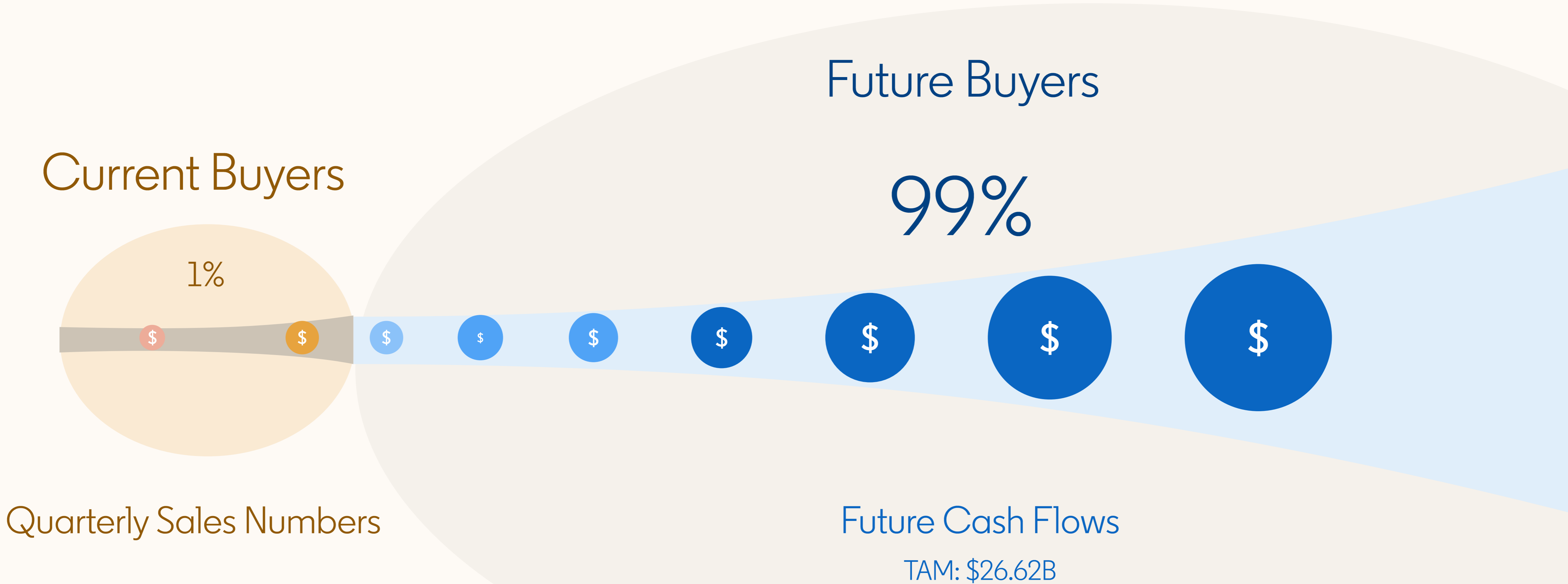
Quarterly Sales Numbers

Future Cash Flows

TAM: \$26.62B



# In Bad Times, Current Buyers Delay Purchases, **Further Shrinking The Number Of Consumers**



Source: Ehrenberg Bass Institute and B2B Institute Research

Have a guess 

# of pieces of content is  
consumed **before**  
contacting a vendor?

a. **5**   b. **9**   c. **13**   d. **17**

# 90% of the purchase process is completed before contacting a vendor



**13 pieces of content** are consumed in the process



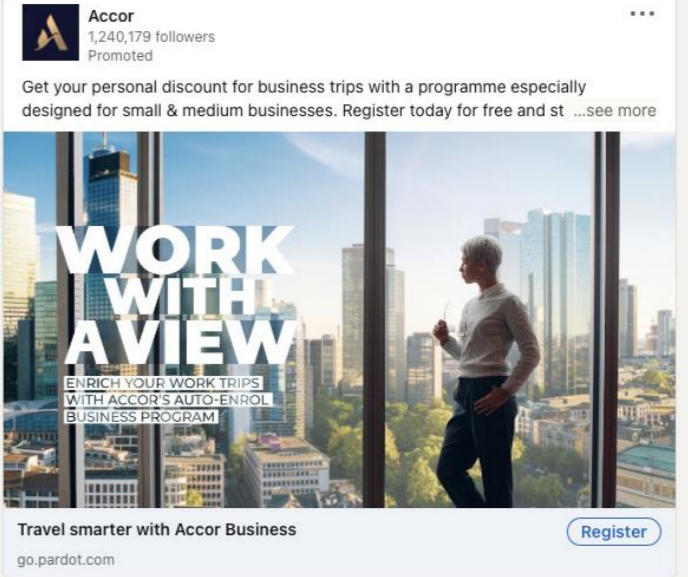
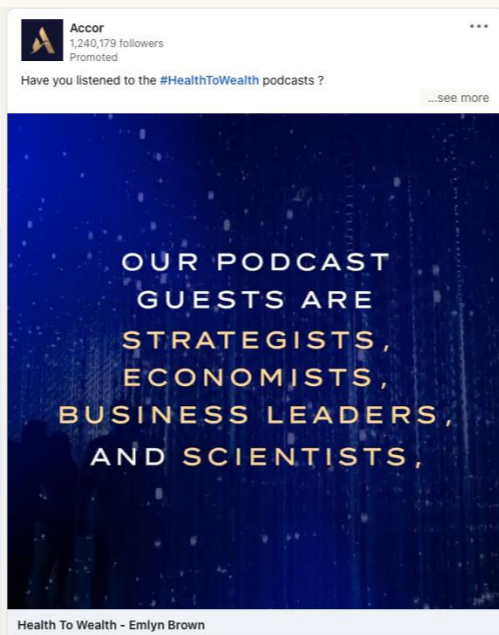
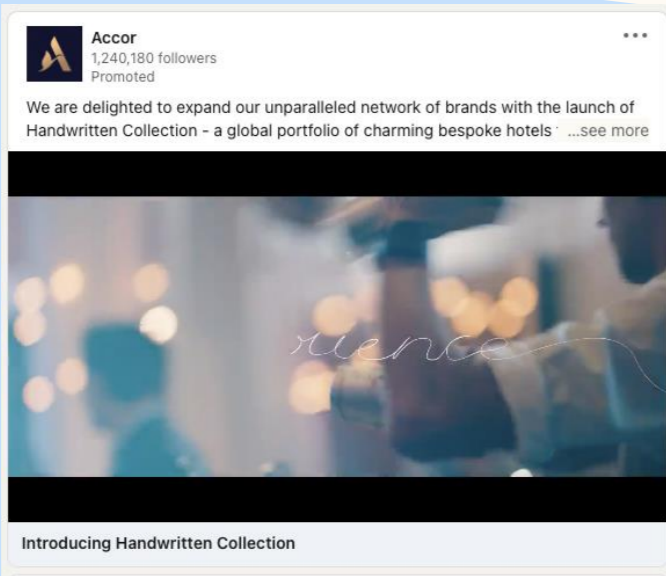
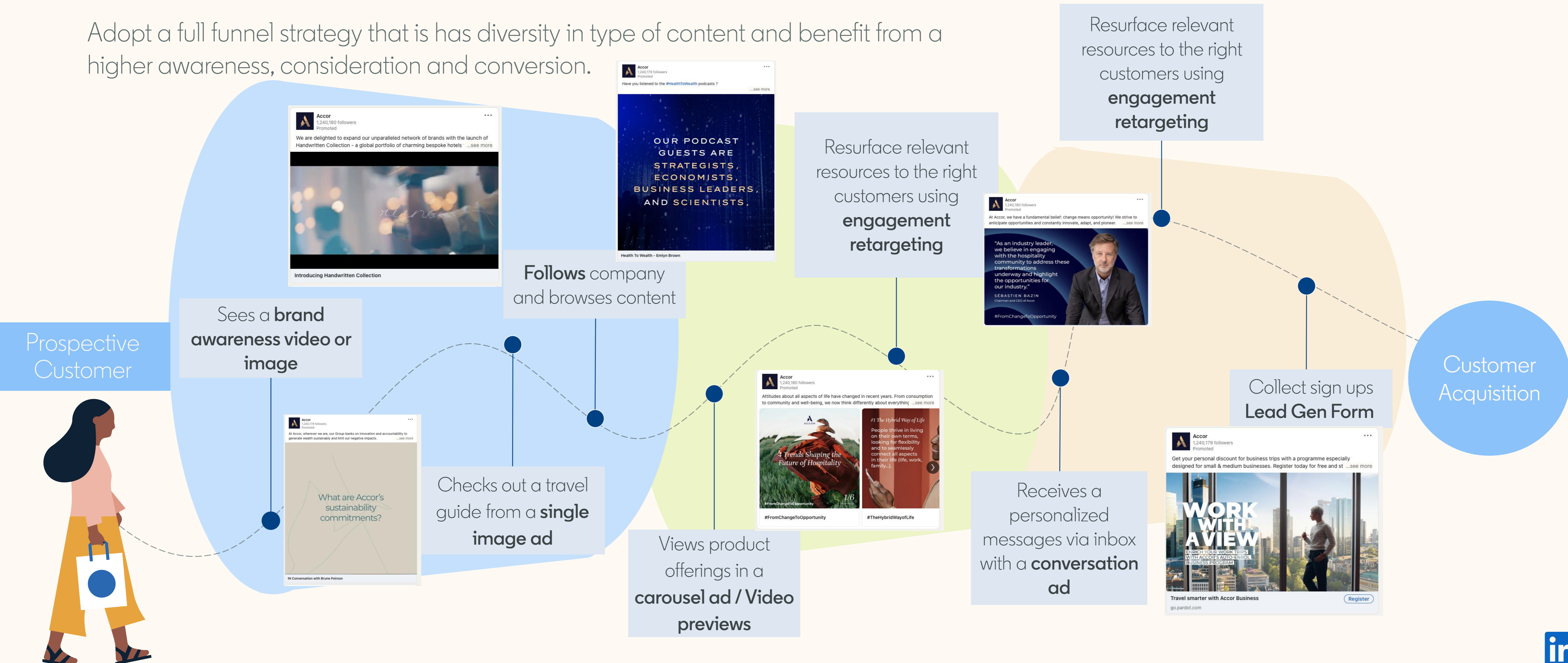
# Enrich your consumer journey

The reality is that members consume a mix of content on their journey through the consumer journey.

Adopt a full funnel strategy that is has diversity in type of content and benefit from a higher awareness, consideration and conversion.

Key

■ Typical customer touchpoint



# This is your cheat-sheet to map out the consumer journey

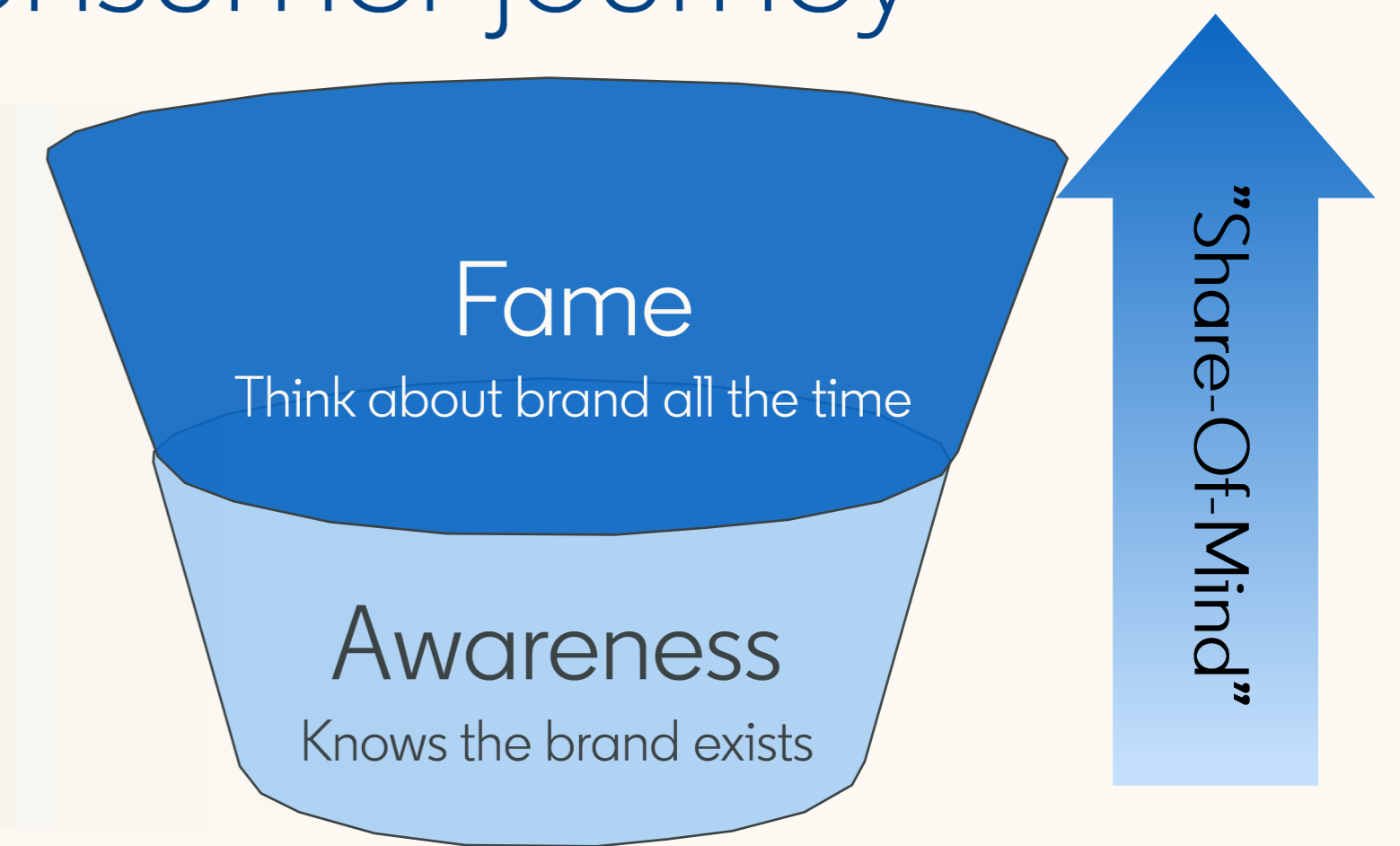
## Awareness

 Audience:  
Out-Market Buyers

 Budget: 60%

**Blockbuster & Unexpected Creative**  
Creativity above everything.  
Goal is to make everyone (not just customers) remember your brand.

**Always-on, Creatively-lead Distinctive Assets**  
Creatively repeat your distinctive brand assets over and over.



## Purchasing Triggers

## Activation

 Audience:  
In-Market Buyers

 Budget: 40%

**Category Entry Points**  
Build salience and mental availability through messaging across CEPs and customer pain & passion points.

**Tactics:** CEPs, Thought Leadership - FAQs, How To's and reports.

**Authority Bias**  
We follow the lead of credible, knowledgeable experts. Looking like a leader is just as important as being a leader.

**Tactics:** Thought leadership - industry commentary, industry leading reports, industry awards.

**Social Norms**  
We adopt the opinions and follow the behaviours of the majority.

**Tactics:** Reviews, Testimonials, Case studies, Influencer endorsements.

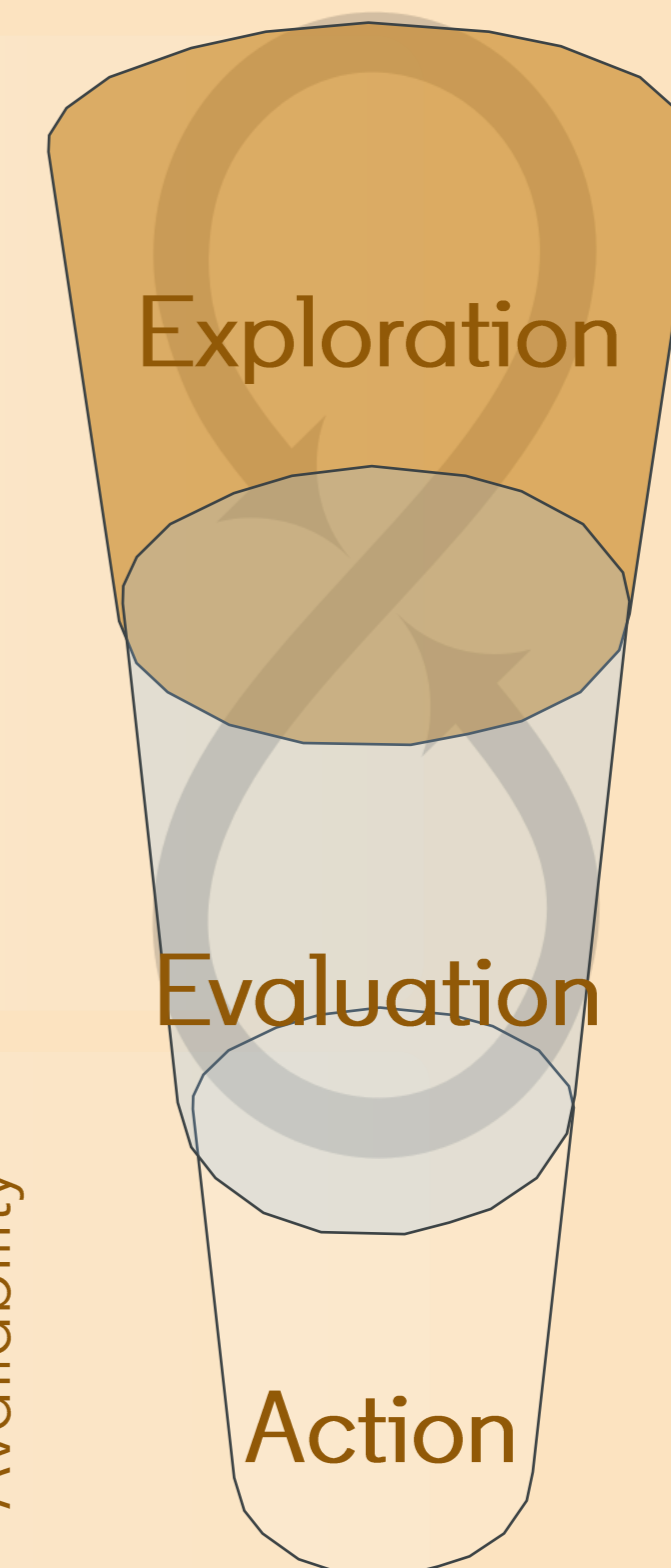
## Action

**Scarcity Bias**  
Scarce resources are more desirable.  
**Tactics:** Stocktake sale or a prestige price

**Power of Free -**  
Free things are immensely attractive.  
**Tactics:** Offers & promotions

**Power of Now -** There's no time like the present, Fear of missing out.  
**Tactics:** Limited timed sale, Call to Action

Pricing & Availability



"Share-Of-Wallet"



# Advertising During A Recession Can Help You **Stabilize Your Business In Short Term And Capitalize In The Long Term.**



“

Brand advertising is not about profiting in a recession, it is about capitalizing on recovery.

**Peter Field**





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## Identifying your consumer's buying situation



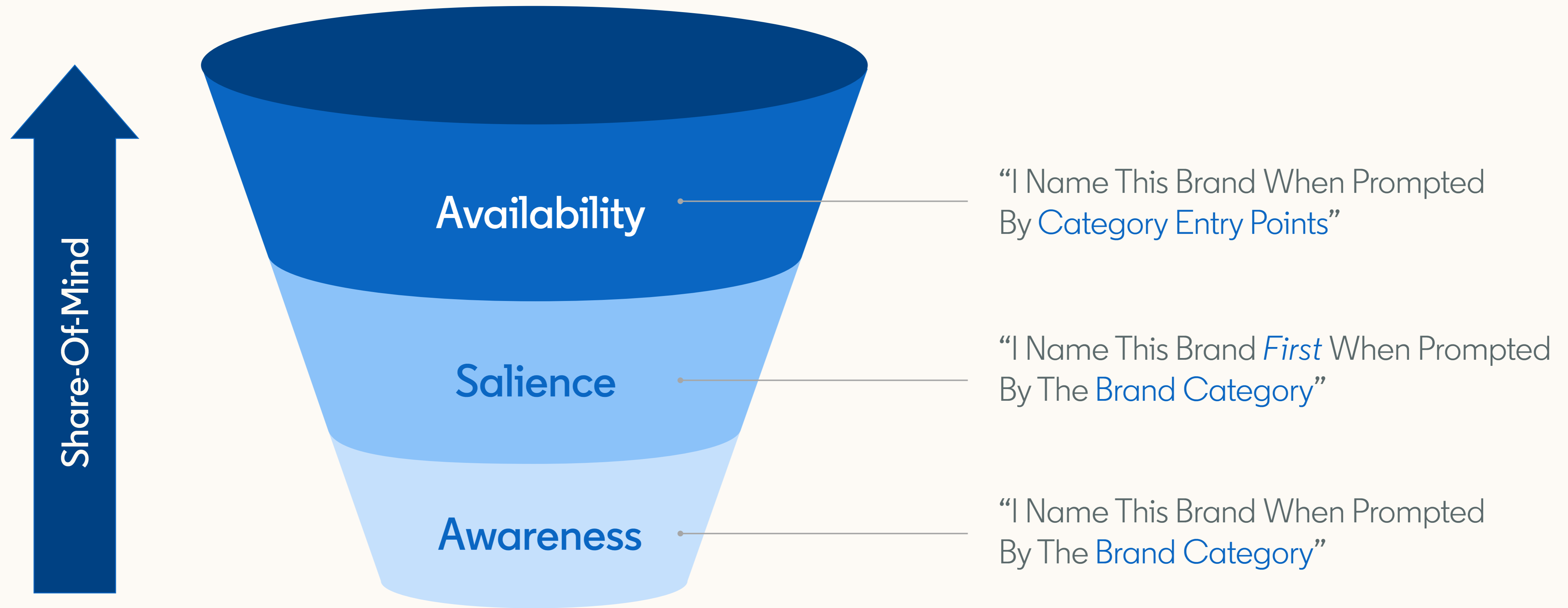
# CEPs Make Marketing Customer-Centric, Not Brand-Centric. And They Translate Marketing Inputs Into Financial Outcomes.



“Category Entry Points (CEPs) are the **cues that category buyers use to access their memories** when faced with a buying situation.”

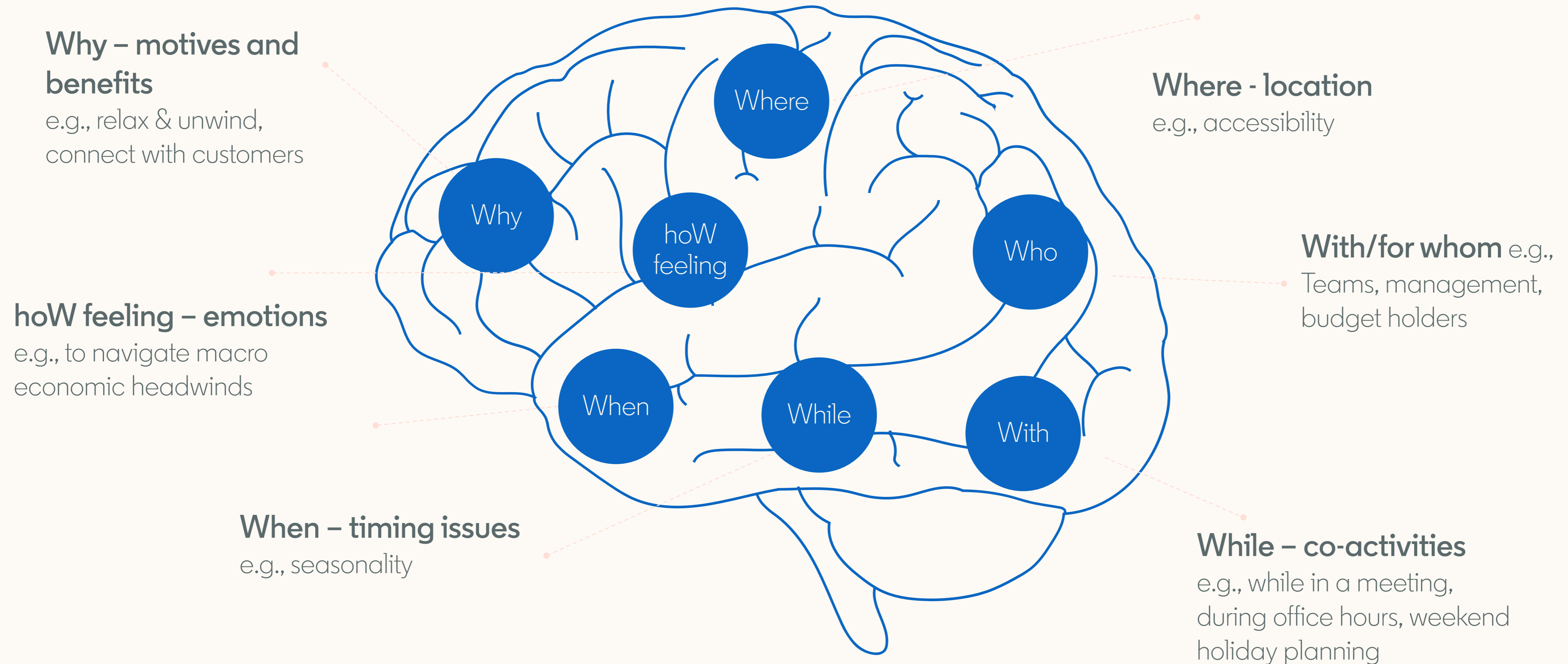
- Professor Jenni Romaniuk, Ehrenberg-Bass Institute

But Most Marketers Don't Measure Situations Today.  
Develop A Mind Map Of 'Category Entry Points'.





# The CEP Roadmap Starts With An Elicitation Exercise. Use The “W’s Framework” To Elicit All Key Buying Situations.



# “Via Negativa” Is A Famous Idea In Theology: To Improve Through Subtraction, Not Through Addition.



When asked by the Pope how he carved the statue of David, Michelangelo replied, “It’s simple. I just remove everything that’s not David.”

# Marketers Should Practice Strategy By Subtraction. Use The 3C's To Prioritize Your Category Entry Points.



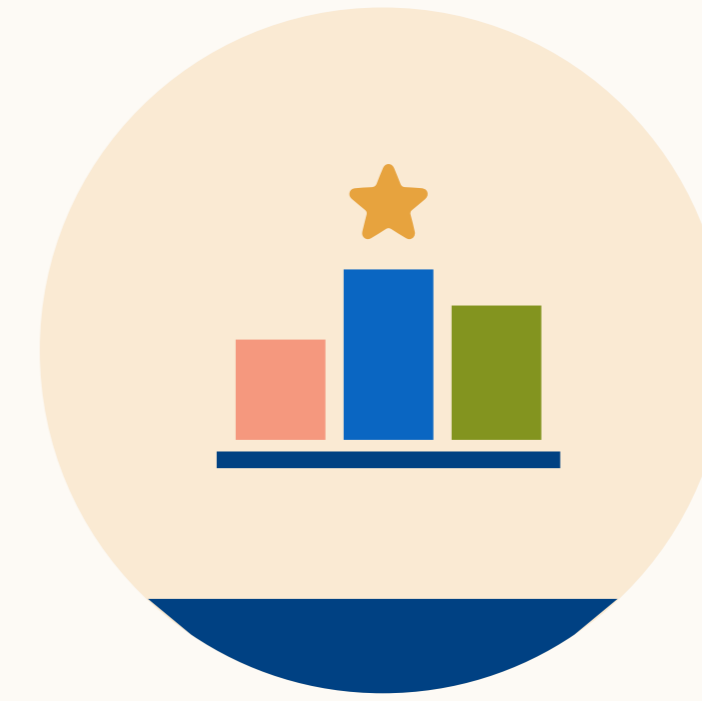
## Common

How commonly do buyers enter this situation?



## Credible

How credible is my brand and/or product in this situation?



## Competitive

How many companies compete for this buying situation?



# Subtract The Category Entry Points That You Can't Own, And Act on The Ones You Can.

Potential CEP For Microsoft Teams	Commonness	Credibility	Competition	Action
Want to call my colleague.	High	High	Medium	Build
Communicate with a friend.	High	Low	High	Ignore
Integrate with work applications.	High	High	Low	Build
Experience virtual stadium seating.	Low	Medium	Low	Ignore
Facilitate online education.	Medium	High	High	Build

# Microsoft Uses Situational Storytelling And Heavy Branding To Build Availability Around The Online Education CEP.



# What does this look like in the travel and hospitality industry?

## Let's examine



Targeting UK customers who seek the sun in dreary months

**American Express Global Business Travel** [+ Follow](#) ⋮  
198,136 followers  
2mo · Edited · 🌐

Struggling to figure out what's next for your travel program? Discover the importance of duty of care initiatives in difficult times.

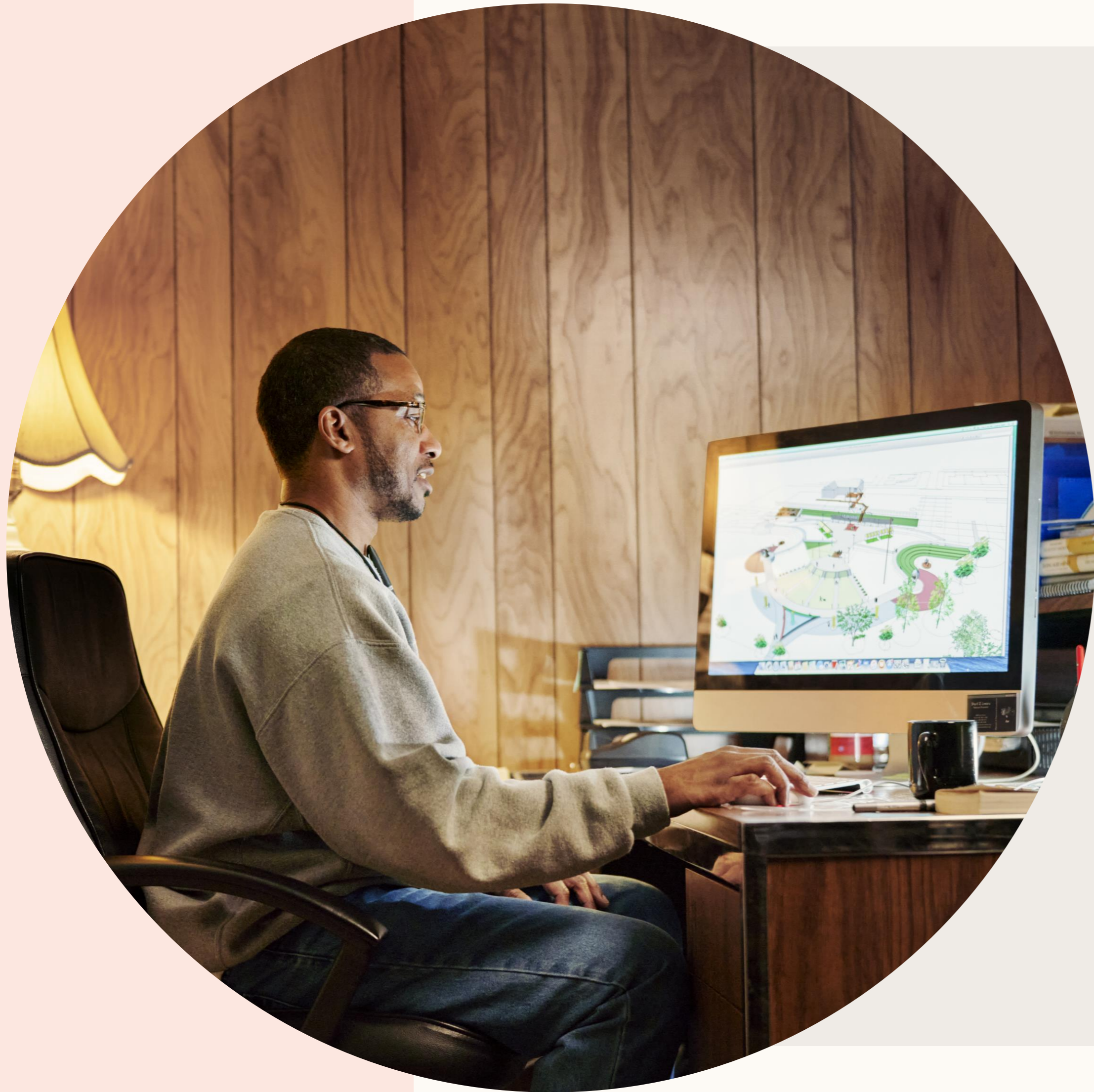


A guide to help organisations evolve their travel programmes in difficult times









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Creating  
messaging that  
matters

# So, what are consumers impressed by?





# A word of warning...

There is a **sea of sameness**

How can we differentiate?

Whether it's business or leisure that brings you to Jordan's bustling capital city, InterContinental Amman offers a quiet escape. [...see more](#)



**Hotel of the Month: InterContinental Amman (Jordan)**

ihgplc.com • 4 min read

Whether it's business or a city break that brings you to town, unwind in the sophisticated surroundings of The Lobby Lounge at InterContinental Wellington. ✨ [...see more](#)



**InterContinental Wellington**

ihg.com • 1 min read

Meetings don't have to look like meetings. Host your group at the new Mandarin Oriental, Boston, offering beautifully renovated event spaces overlooking the harbor. [...see more](#)



**Mandarin Oriental, Boston is the Perfect Venue for Business**

mandarinoriental.com

[Learn more](#)

Let Four Seasons Hotel New Orleans host your next meeting or event. Choose from indoor venues and outdoor spaces featuring modern comfort, state of the art amenities, and exceptional service. [...see more](#)



**Four Seasons Hotel New Orleans**

fourseasons.com

[Learn more](#)



While there isn't a single recipe to creating messaging that matters, here are 3 key ingredients we recommend



**01**

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Get  
Emotional



**02**

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Reuse &  
Repurpose



**03**

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Be Always  
On



# 01. Get Emotional

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5 research-based strategies to source fresh ideas from existing content





# LinkedIn Emotional Ecosystem

Community & Support sit at the heart of LinkedIn's culture






Tip #1

# Focus on

**British Airways**  
683,302 followers  
Promoted

Whatever the purpose of your visit, make this Diwali an Original. Save up to 10% in Business Class to the UK, USA and Canada

- Business.
- Leisure.
- Diwali.



**BRITISH AIRWAYS**  
A BRITISH ORIGINAL

0:00 / 0:12

Save 10% in Business Class

**KLM Royal Dutch Airlines**  
729,470 followers  
2w · 🌍

+ Follow

Flying above Ireland on St Patrick's day be like. 🍀 #KLM #ShamrockGreen #stpaddysday




@visualapproach.nl

66 comments · 69 reposts

Seasonal content that is simple and timely

**Tourism New Zealand**  
77,413 followers  
Promoted

Imagine working in a local town during the day and racing down the mountain at lunch or even working at our snow-capped mountains and enjoying all t ...see more



0:00 / 0:06

Work here. Play here. Winter awaits you. 📍 New Zealand [Learn more](#)

Show and tell through video



Tip #2

# Curate from history to nurture audiences and drive engagement



Evoke nostalgia to boost engagement



Tap into popular trends like #TBT to spark dialogue





Tip #3

# Repurpose popular social trends to drive connection, conversations and engagement

**the LEGO Group**  
698,011 followers  
47m · 🌐

How it started → How it's going. Dream it. Build it. Spaceship! 🚀

442 likes · 2 Comments

Like Comment Share Send

Humor via trending memes

**Ogilvy Greece**  
8,770 followers  
2mo · 🌐

Our IKEA "Get the look" post, goes viral around the world!  
[https://lnkd.in/eV\\_wc5s](https://lnkd.in/eV_wc5s) #BernieSanders #OgilvyGreece #clientwork

GET THE LOOK.

**GUNDE**  
Folding chair  
6,99€

**VARDAGEN**  
Oven glove  
3,99€

789 · 13 comments

**Tableau Software**  
623,782 followers  
1d · 🌐

When you have #AllHandsOnData, you're running a tight ship. What would your company's ship be called? (Data puns highly encouraged).

We're torn between Tableaui'n' in the Wind and Carpe Data.

NAME YOUR COMPANY'S BOAT

287 likes · 235 comments

Let your audience join the fun

**VMware**  
1,373,441 followers  
1w · 🌐

Tell us how you feel below. ↓

**VMware** @VMware  
Tell us you work in IT without telling us you work in IT

287 likes · 235 comments



## 02. Reuse

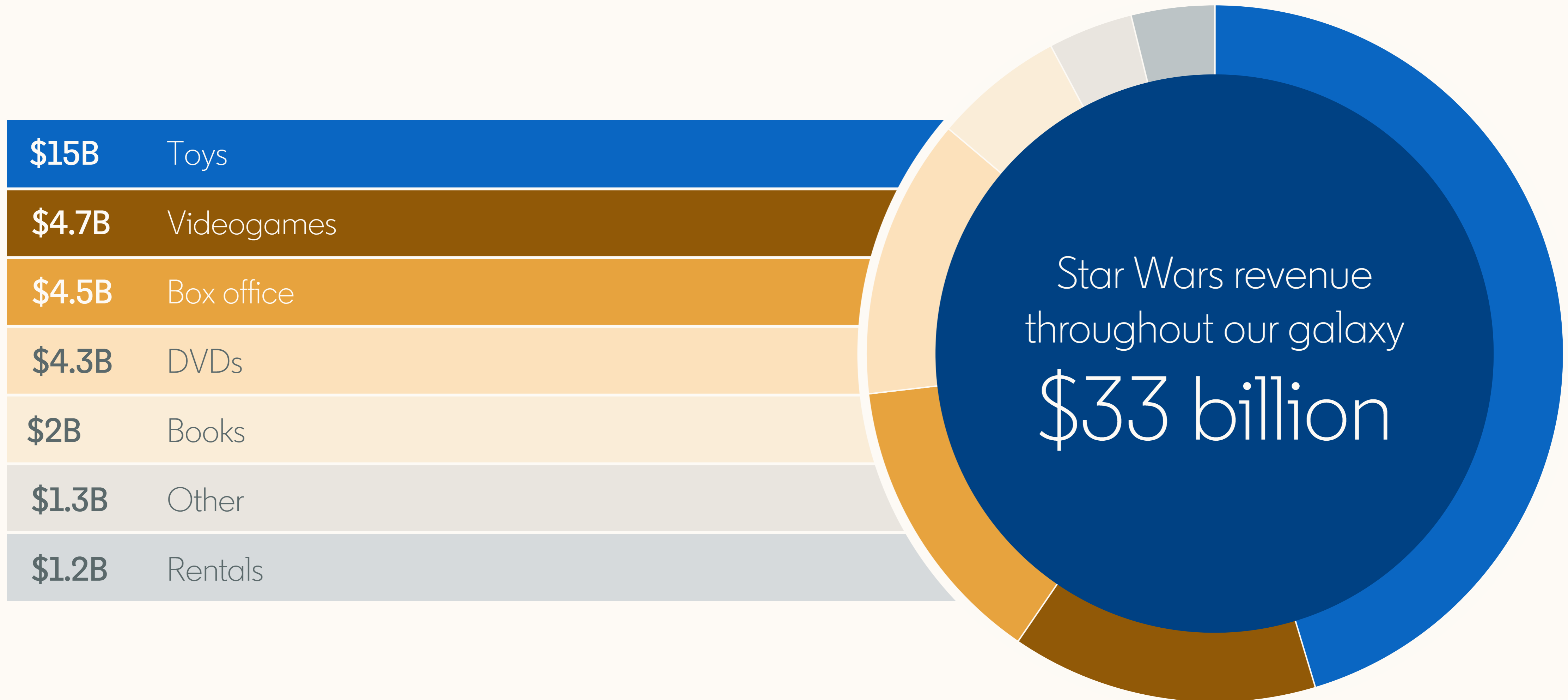
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3 ways to give new purpose to what's worked elsewhere





# Take a leaf out of Disney's book







# Sample from your own high-investment content

**GWI.** Our platform Our data Industries Resources Pricing About [Sign in](#) [Book demo](#)

Trends

## International vs domestic vacations: Where are consumers heading in 2023?

Hey there 🍌 Want to know why good consumer insights are so valuable?



**GWI**  
38,810 followers  
3mo · 🌐

International vs domestic vacations: Where are consumers heading in 2023? 🌐

Travel's flight path has been up in the air for a while. There's been various disruptions over the past three years – including the global pandemic, the war in Ukraine, the cost of living crisis, as well as the airport chaos during the summer.

For vacationers themselves, many have had cancellations and rebookings to navigate. In the uncertain world we live in today, we explore what's on the map for vacations in 2023. Using GWI Travel, we'll give some first-class answers to the following:

- 🌈 Are staycations still a thing post-pandemic?
- 🌍 What does demand look like for overseas vacations?
- 💰 What impact is the cost of living crisis having on vacationers' travel dreams?

Discover more in our latest travel blog  
👉 <https://lnkd.in/gqwnCiWq>

#GWI #Travel #Staycation

## Vacations, unpacked: 5 top travel insights

**GWI.**

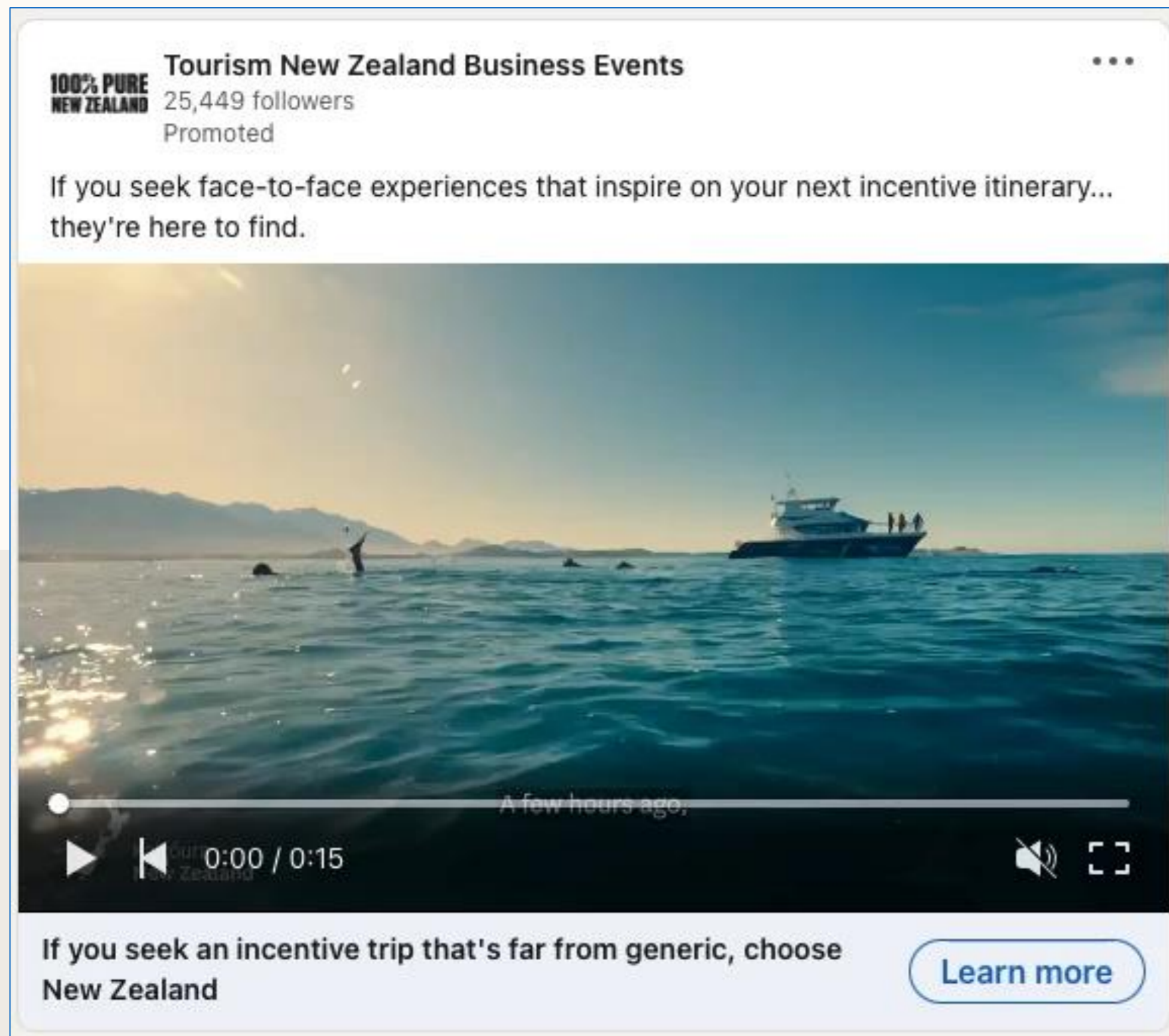
👍 9 1 comment · 1 repost

Create **snackable bites** from in-depth reports



 Tip #2

Play with formats and reuse the same idea



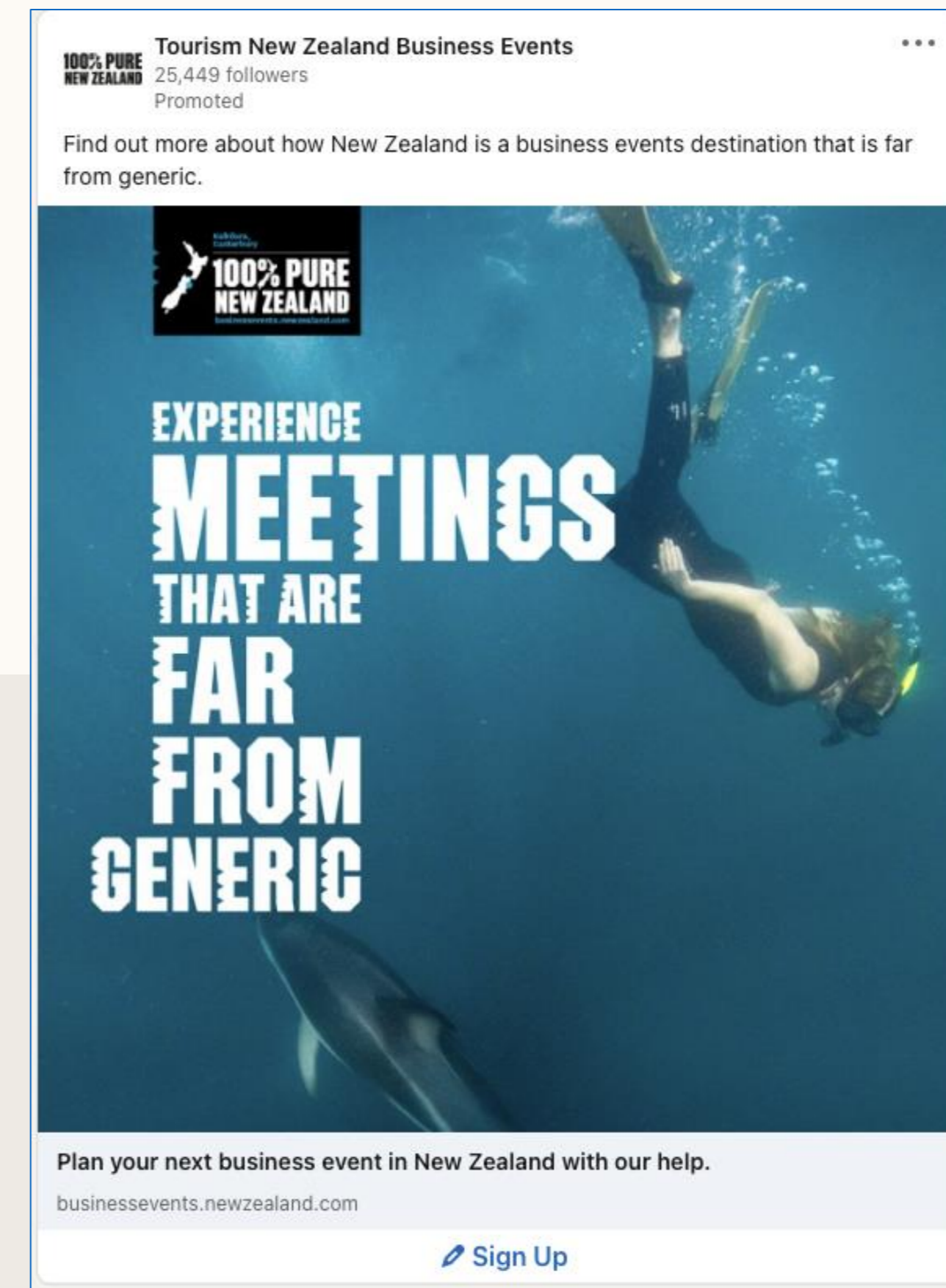
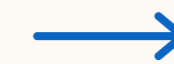
100% PURE NEW ZEALAND Tourism New Zealand Business Events 25,449 followers Promoted

If you seek face-to-face experiences that inspire on your next incentive itinerary... they're here to find.

A few hours ago, 0:00 / 0:15

If you seek an incentive trip that's far from generic, choose New Zealand [Learn more](#)

Awareness Video to attract attention



100% PURE NEW ZEALAND Tourism New Zealand Business Events 25,449 followers Promoted

Find out more about how New Zealand is a business events destination that is far from generic.

EXPERIENCE MEETINGS THAT ARE FAR FROM GENERIC

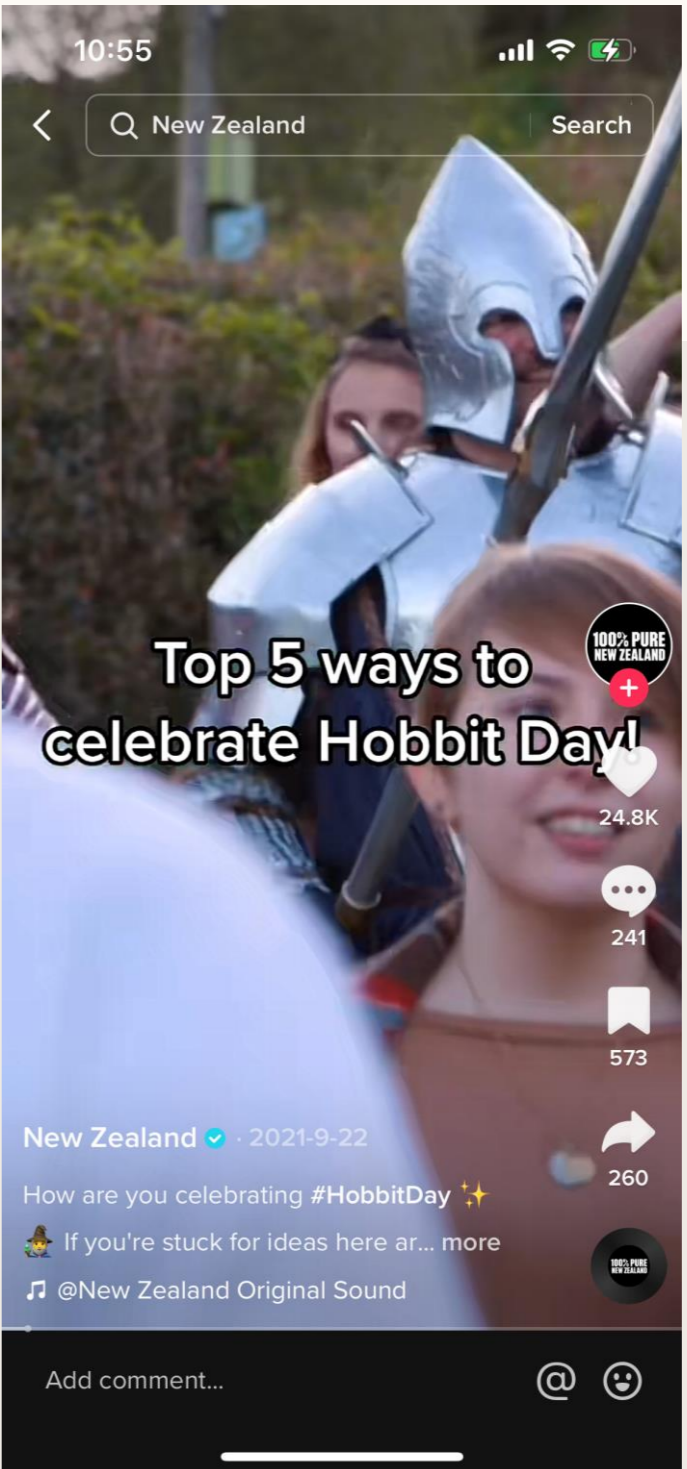
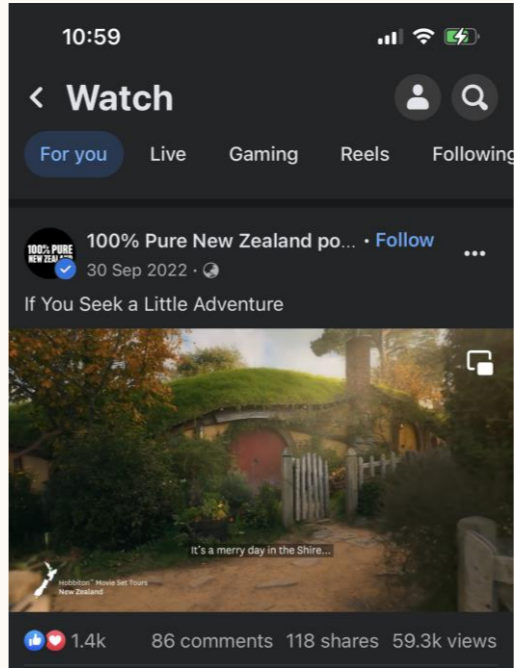
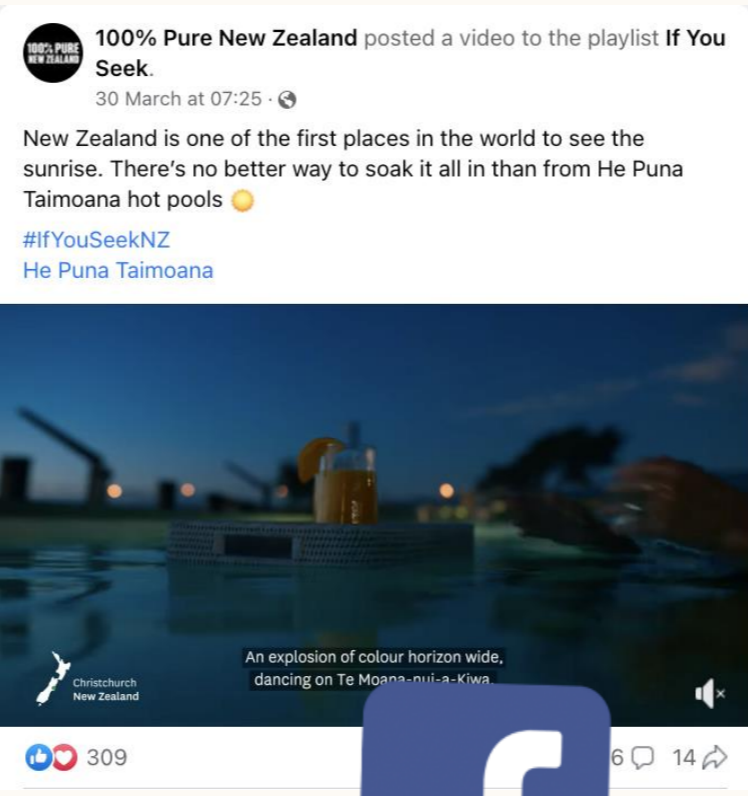
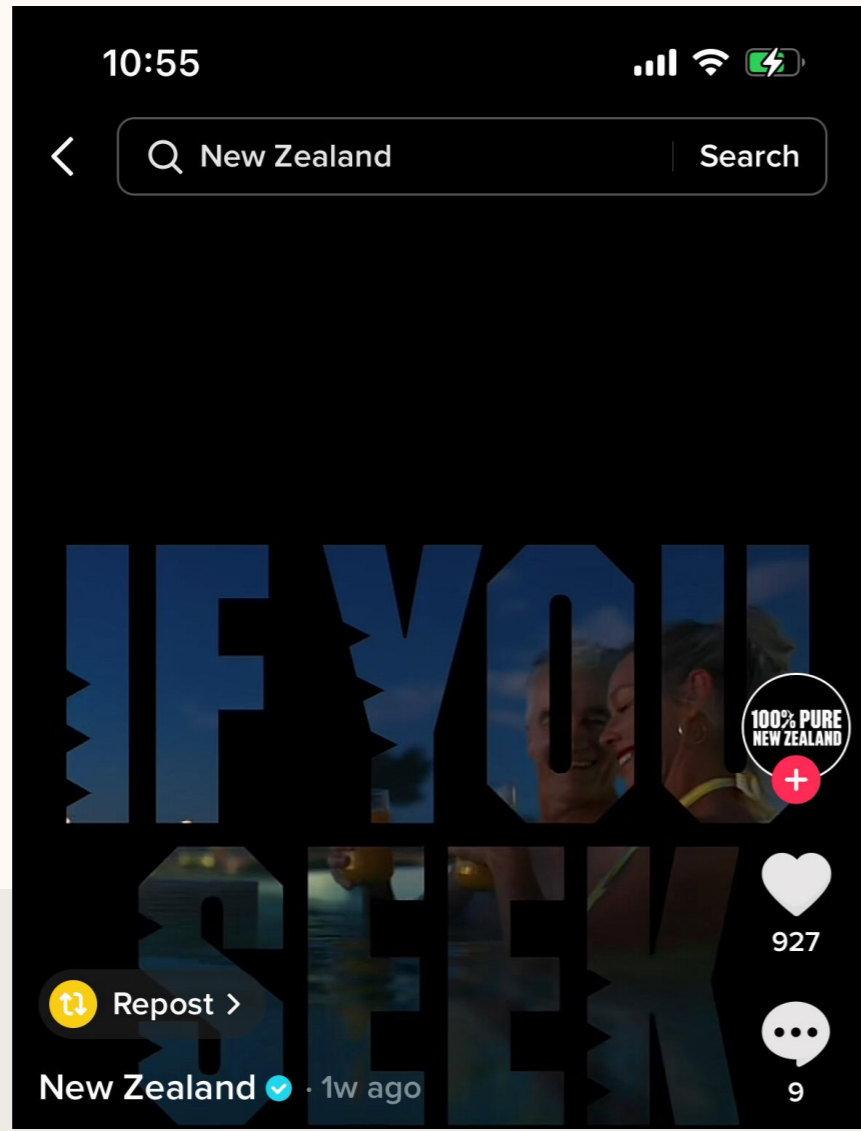
Plan your next business event in New Zealand with our help. [businesssevents.newzealand.com](https://businesssevents.newzealand.com) [Sign Up](#)

Unexpected static visual to drive leads



Tip #3

Repurpose from one platform content to suit the platform environment to match your audiences' intent







# Where to start: looking to refresh content ideas



Audit your website/company assets and also examine your competitors!

Where to look	What to look for	Specifics
Company website	Company blog	Industry news
		Insights and trends
		Tips
	Company resources	Videos
		Whitepapers
		Other media
	'About us' section	Leadership
		Innovation
		Links to other social sites
	Pr/news section	Company announcements
		News



# 03. Be Always On

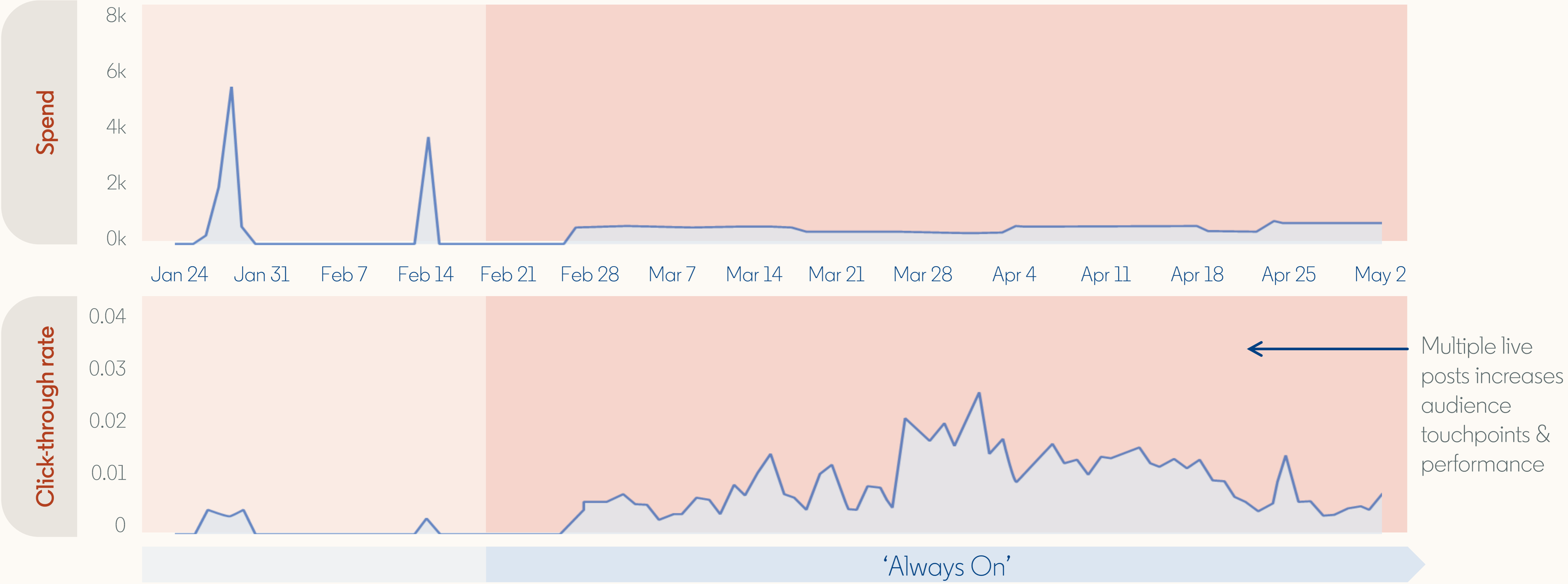
Be Always On



# Ensure you are always on

Build trust and manage reputation over time

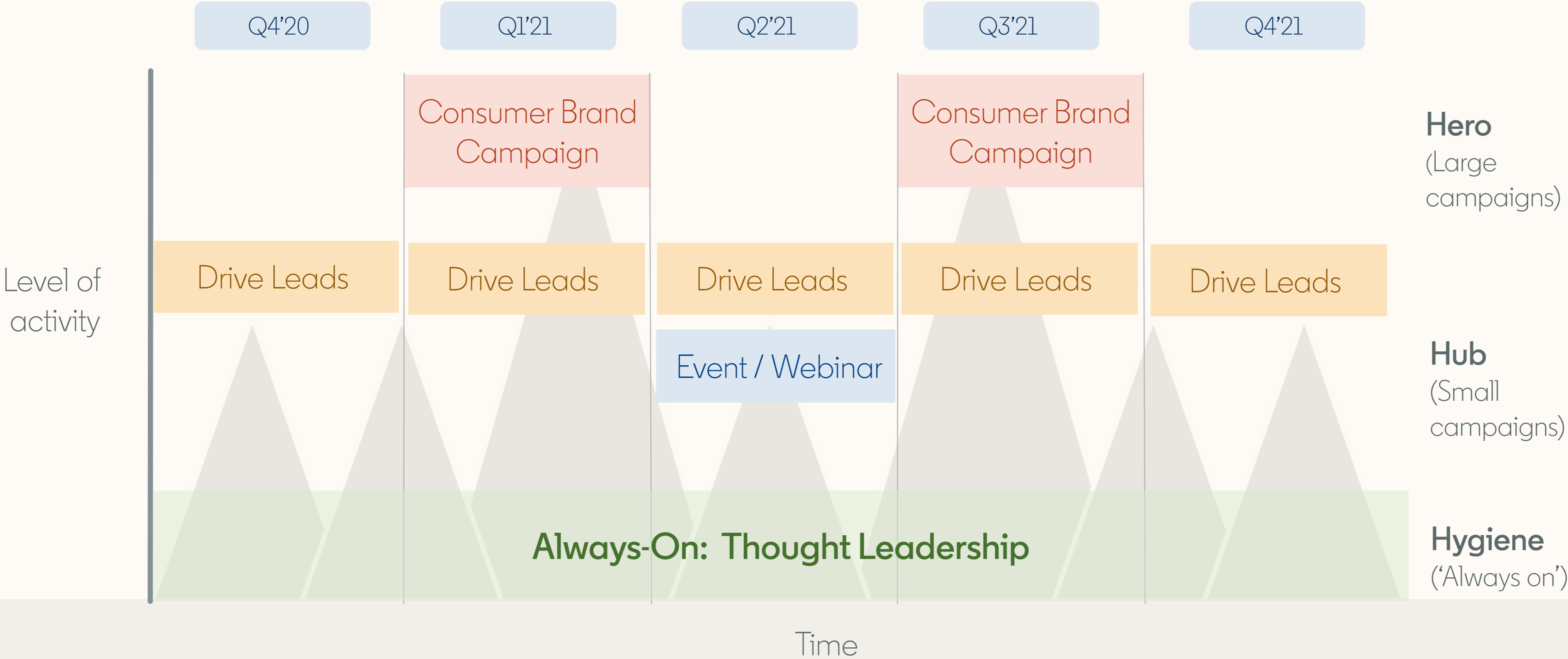
## Greater cost efficiency and better performance from 'Always On' campaigns





# Putting it all together - Example Always-On Strategy:

A comprehensive approach allows you to drive engagement, fuel positive perceptions and build their brand across, talent, corporate and consumer audiences.







Let's chat



What has grabbed your  
attention so far?





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## 3 quick wins

How to optimize your content strategy, right now.

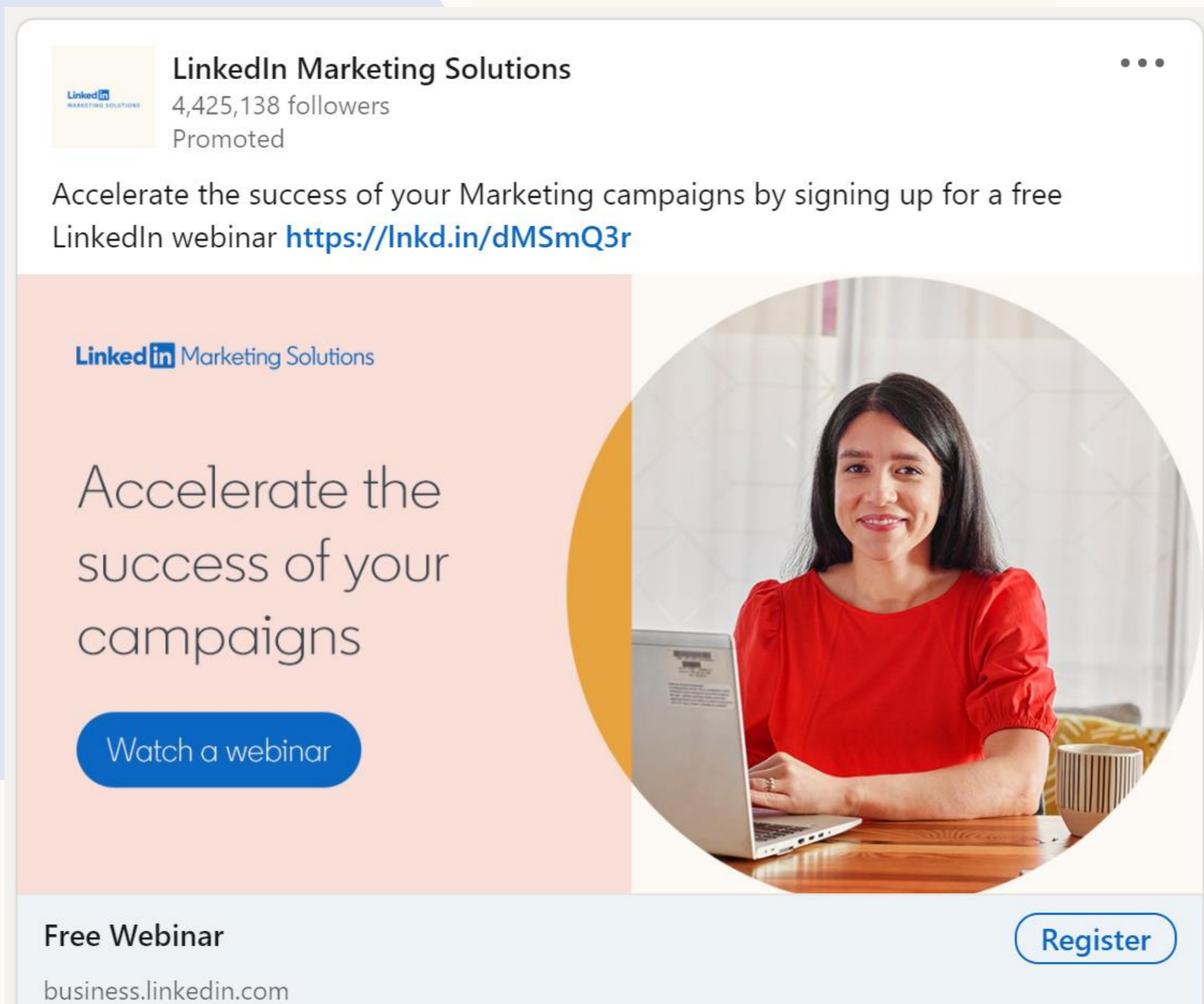


# 1 Calling your audience out has its benefits

Industry, Job Function, Job title, Skills, Company size

Version A

No audience call-out



LinkedIn Marketing Solutions  
4,425,138 followers  
Promoted

Accelerate the success of your Marketing campaigns by signing up for a free LinkedIn webinar <https://lnkd.in/dMSmQ3r>

LinkedIn Marketing Solutions

Accelerate the success of your campaigns

Watch a webinar

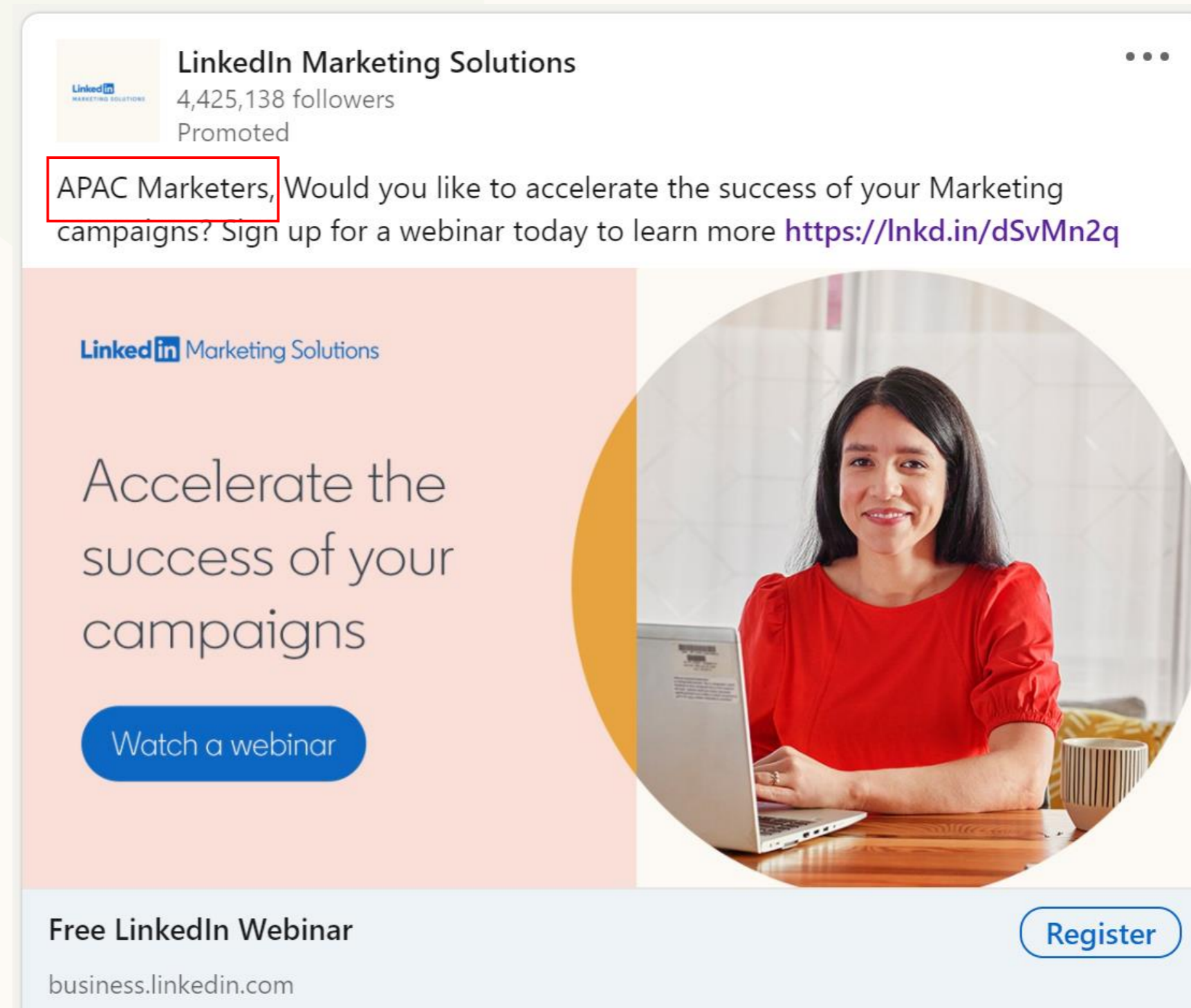
Free Webinar  
business.linkedin.com

Register

Version B

“Marketers”

53% Increase CVR



LinkedIn Marketing Solutions  
4,425,138 followers  
Promoted

APAC Marketers, Would you like to accelerate the success of your Marketing campaigns? Sign up for a webinar today to learn more <https://lnkd.in/dSvMn2q>

LinkedIn Marketing Solutions

Accelerate the success of your campaigns

Watch a webinar

Free LinkedIn Webinar  
business.linkedin.com

Register





# There are easy ways to do this

Who do you want to engage? Who do you want to attract?

**100% PURE NEW ZEALAND** **Tourism New Zealand Business Events** 25,449 followers Promoted

Apply for funding and support from Tourism NZ Business Events to host an international conference in NZ.



DR MINAS LIAROKAPIS  
HOST OF THE CONFERENCE  
ON ROBOT LEARNING

**CALLING THE FUTURISTS**

Join the world's best.  
businesssevents.newzealand.com

[Learn more](#)

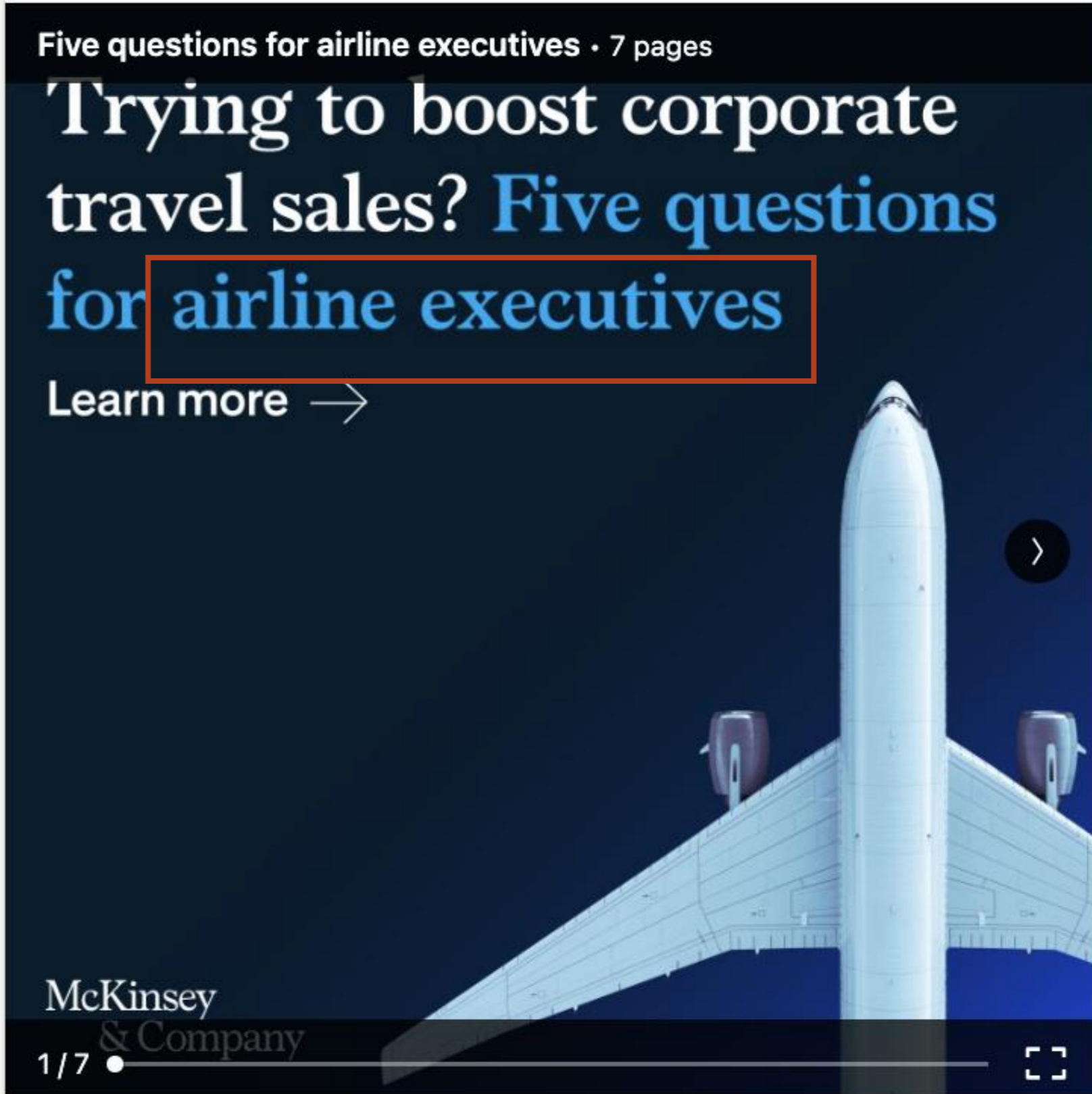
**McKinsey & Company** 5,120,187 followers 10mo

Despite making up only around 12 percent of air traffic before COVID-19, corporate trips accounted for about half of the airline sector's profitability in the United States. Discover the five common sales pitfalls airlines s ...see more

Five questions for airline executives · 7 pages

Trying to boost corporate travel sales? **Five questions for airline executives**

Learn more →



McKinsey & Company

1/7

109

2 reposts



# Make your creative distinctly yours!



Source: The B2B Institute, LinkedIn





# 2

## Create a distinct, ownable, repeatable look

Reinforce your branding

**EY**  
7,387,006 followers  
Promoted

Read how the EY Design Studio used human-centered methodologies and modern technology to help an investment advisor increase online customer acti ...see more

**EY**  
Building a better working world

How do you make future investments

The better the question

0:03 / 0:08

**EY** Must reads + Subscribe

**5 must reads for your weekend**  
EY on LinkedIn · 4 min read  
We keep our ear to the ground for the interesting stats, insights and discussion points you need...

**EY**  
7,387,004 followers  
1d · 🌐

Join our in-person event, co-hosted with BlackLine and SAP, to learn about the advantages of migrating to a cloud enterprise system and achieve greater agility by automating manual and non-value-added tasks. We will also discuss the ...see more

**Finance transformation**  
19 April 2023, 9:00 a.m. to 12:00 p.m. (GMT +8)

Learn about migrating your finance close process onto a cloud enterprise system

Register now #BetterWorkingWorld

Like Comment Repost Send

**EY**  
7,387,006 followers  
Promoted

Learn why younger generations taking cybersecurity protection less seriously on work devices compared to personal devices can put companies at risk. ...see more

**2022 EY Human Risk in Cybersecurity Survey**

Younger generations report taking cybersecurity protection less seriously on their work devices compared with their personal devices, potentially putting companies at risk.

**Percentage of respondents, by generation, who take cyber protection seriously on their work devices**

Generation	Percentage
Gen Z	52%
Millennials	61%
Gen X	70%
Baby boomers	73%

Join the Conversation #TransformationRealized

**EY**

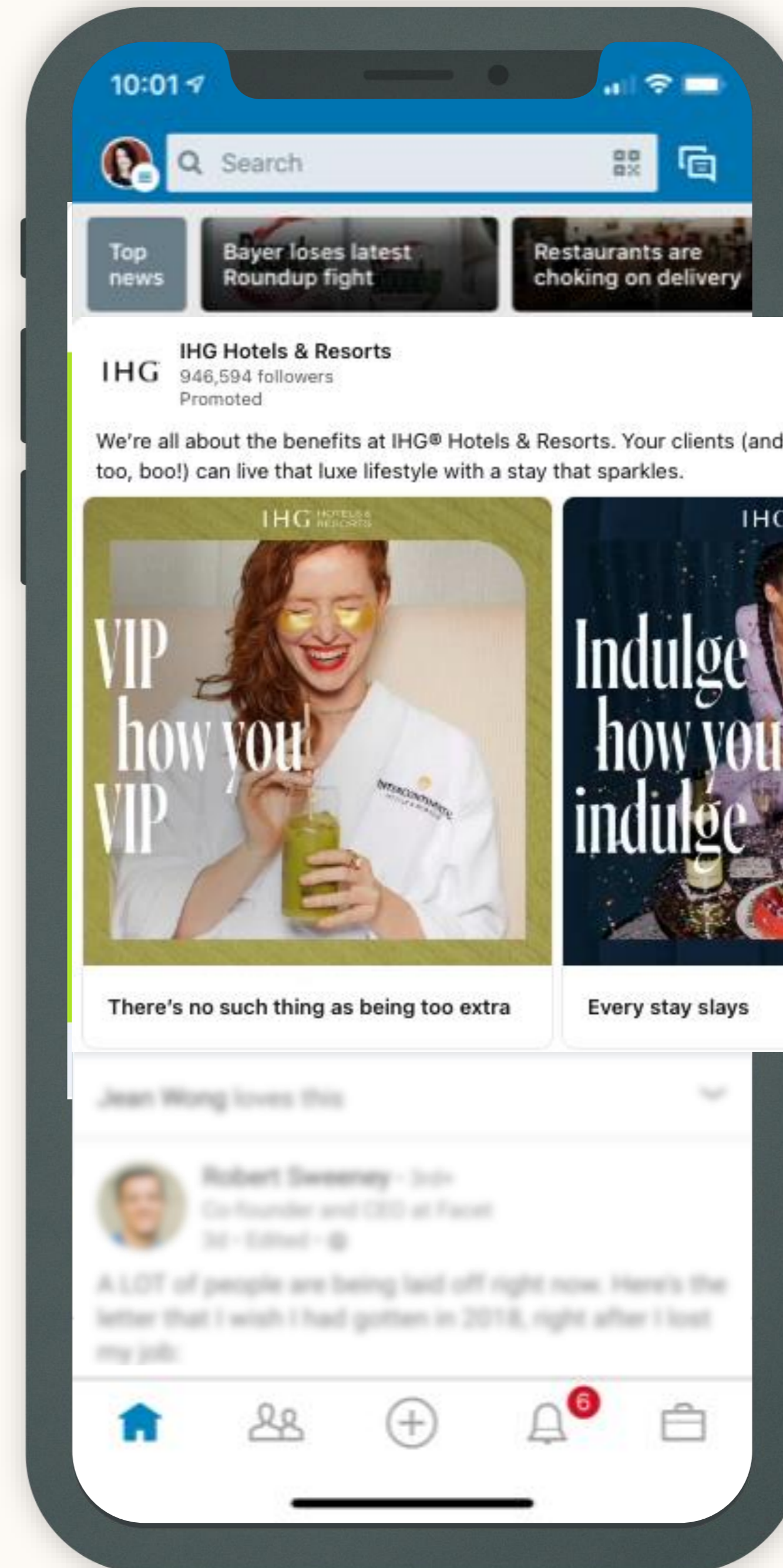


# 3

## Create thumb stopping visuals

Imagery is the biggest factor in engagement – so make sure yours is differentiated.

Avoid using stock imagery if possible; leverage real people or unexpected images.



Remember we don't only compete with our direct competitors.



Use larger images for up to 38% higher click through rates.



# Thumb stopping inspiration on a page

Non-direct competitors also compete for attention

**K. Klarna**  
192,872 followers  
Promoted

Millennials already love us, and Gen Z is just getting started. Get your brand in front of the next generation of shoppers by offering Klarna.



**75% of our Gen Z orders are repeat purchases.**

Meet the shoppers you want.

Grow with Klarna

**Klarna.**  
For Business

Reach more Gen Z shoppers with Klarna  
klarna.com



[Learn more](#)

**Walnut**  
9,597 followers  
Promoted

Walnut empowers software companies to increase sales by helping them easily create customized and interactive product demos that get prospects hoc ...see more

### Your product demo

Before Walnut.      After Walnut.




Supercharge Your Sales with Interactive Product Demos  
walnut.io

[Learn more](#)

**Figma**  
535,952 followers  
3w • 🔒

We did the research: working together is more than just meeting—it's about connecting better through co-creation, knowing when and how to give feedback, and reflecting on the work. Read the report to learn what makes collab ...see more




Find Out What Makes Collaboration Click      Find Out What Makes Collabor

👍❤️🗨️ 22      1 repost

👍 Like      💬 Comment

**A Cloud Guru | A Pluralsight Company**  
210,302 followers  
1d • 🔒

Put your org on the fast track to cloud fluency. Save 20% on all ACG business plans.



**Save 20% on all business plans**

Accelerate your team's cloud skills

**A CLOUD GURU**  
A PLURALSIGHT COMPANY

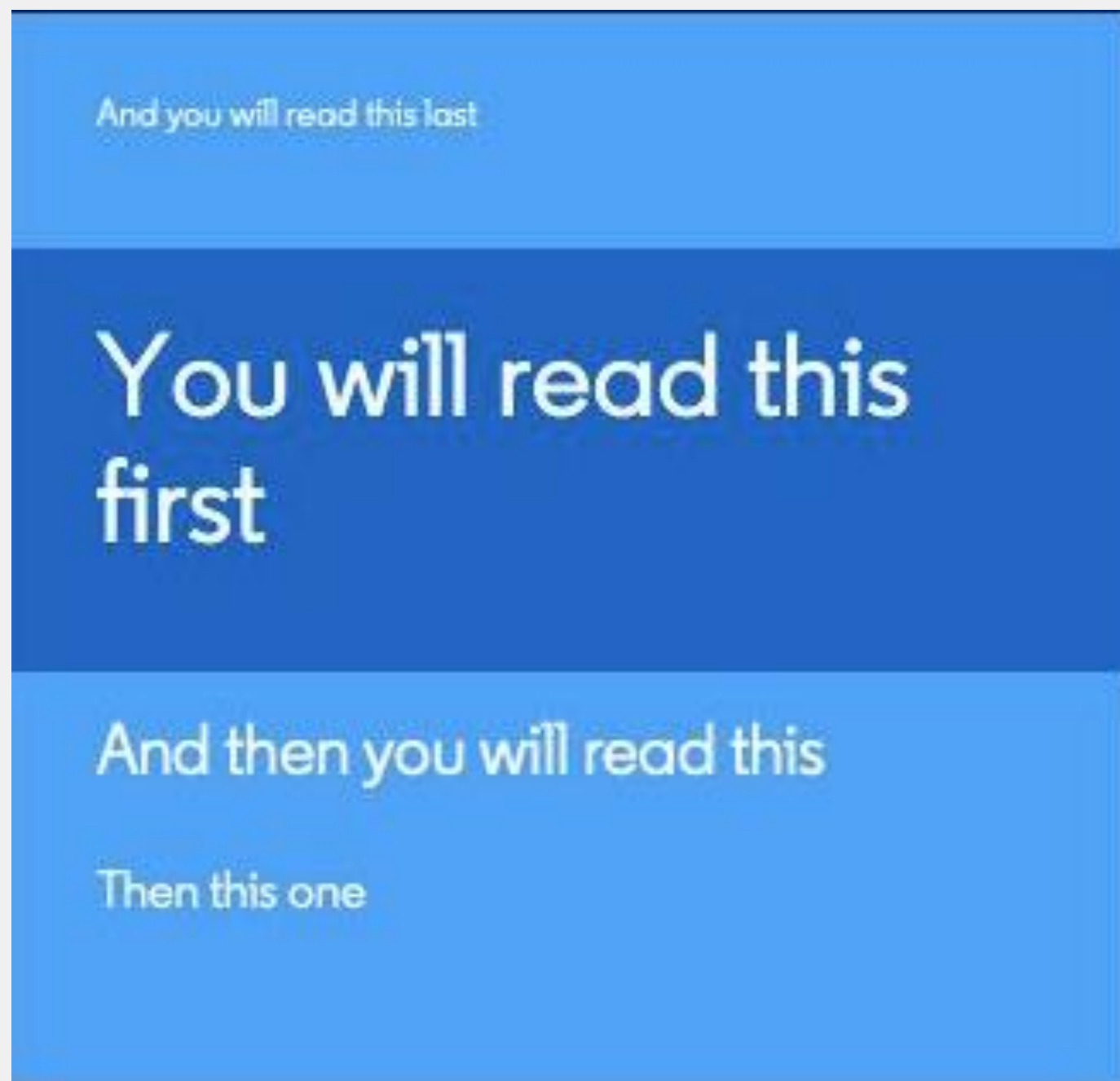
Grow your org for less  
acloudguru.com • 1 min read



# 4

## Leverage the visual hierarchy

Larger image formats provide more creative real-estate to play with

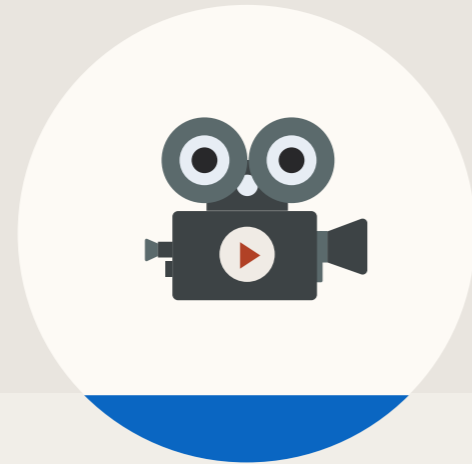


How people behave

A screenshot of a Facebook advertisement for Accor. The ad features a large image of a man in a white sweater and dark trousers standing by a large window overlooking a city skyline. The text "WORK WITH A VIEW" is overlaid in large, bold, white letters. Below this, in smaller white text, it says "ENRICH YOUR WORK TRIPS WITH ACCOR'S AUTO-ENROL BUSINESS PROGRAM". The ad includes the Accor logo, the name "Accor", "1,239,050 followers", and "Promoted". The main text reads: "Get your personal discount for business trips with a programme especially designed for small & medium businesses. Register today for free and st ...see more". At the bottom, it says "Travel smarter with Accor Business" and "go.pardot.com", with a "Register" button.

# Handy tools to help you diversify your content

## Video



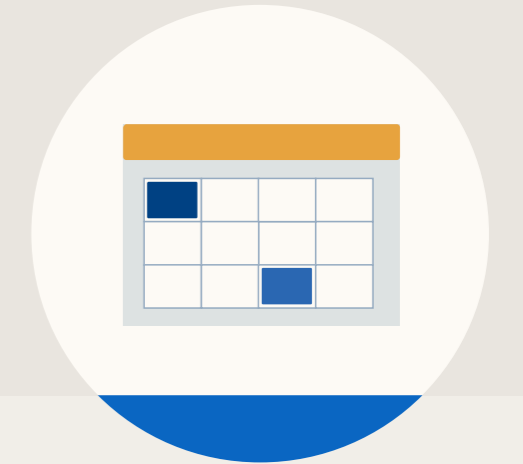
- [Lumen5](#): Creates videos from your existing content
- [Camtasia](#): Screen recorder for tutorials, demos, etc.
- [OBS Studio](#): For video recording and live streaming

## Design



- [Canva](#): Helps with a range of design projects
- [Venngage](#): Helps you create infographics
- [Pexels](#): Free stock images

## Content



- [HubSpot's Social Media Calendar](#): Content calendar template
- [Coschedule](#): Headline analyzer



# 5 tips to optimize current content

- 1 Create relatable and localized, creative, headlines & CTAs – Call out your audience!
- 2 Create a distinct, ownable, repeatable, consistently codified look
- 3 Start exploring the creation of thumb stopping visuals, test them!
- 4 Leverage the visual hierarchy of content and be mobile first
- 5 Repurpose content that already exists on your platforms and website





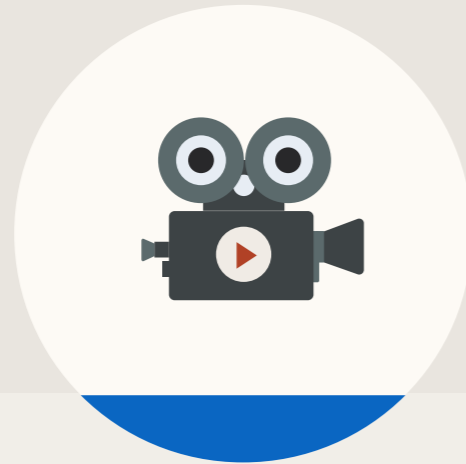
# Can AI help?

## Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT](#) [Read about ChatGPT Plus](#)

### Copywriting



- [Jasper.ai](#): Generate months worth of content in minutes
- [Copy.ai](#): Write blog posts, emails, and social media posts 10x faster
- [WriteSonic.com](#): Rewrite, paraphrase and summarise your content

### Design



- [AdCreative.ai](#): Helps create and optimize social media ads
- [Trypencil.com](#): Create new ad variations



Hi ChatGPT - I am an experienced travel and tourism marketer looking for content and social media marketing ideas and topics. Can you provide the latest content trends on Travel, tourism and hospitality?



Hi there! As a language model trained on a wide range of data, I can definitely help you with some content and social media marketing ideas and topics for the travel and tourism industry. Here are some of the latest trends in the field that you might find useful:

1. Sustainable tourism: One of the most significant trends in the travel industry is the increasing focus on sustainable tourism. This includes responsible and eco-friendly practices such as reducing carbon emissions, conserving natural resources, and supporting local communities. You can create content around this topic by highlighting eco-friendly hotels, sustainable transportation options, and local conservation efforts.
2. Off-the-beaten-path destinations: Many travelers are now looking for unique and lesser-known destinations that offer a more authentic experience. You can create content and social media campaigns that focus on these hidden gems, sharing insider tips and recommendations that highlight the culture and traditions of these places.
3. Personalized experiences: In today's digital age, travelers are increasingly looking for personalized experiences tailored to their specific interests and needs. You can create content and social media campaigns that offer customized itineraries, insider access to local experiences, and personalized recommendations based on traveler preferences.
4. Wellness tourism: With growing awareness of the importance of self-care and mental health, wellness tourism has become a significant trend in the industry. You can create content and social media campaigns that focus on wellness retreats, spa experiences,

Send a message...

Regenerate response

ChatGPT Mar 23 Version. Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts



Let's pause and discuss



What are you most  
excited to implement?

# Next Steps

- 1 Survey your audience and audit your competition to identify 2-3 CEPs you can own
- 2 Audit your content and competitors content to find existing assets to leverage that link to your CEP
- 3 Map out your consumers' touchpoints across the consumer journey
- 4 Use simple and free tools to create your creatives and messaging
- 5 Test, Retarget and Optimise!





# Thank you



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## Featured



Article



**3 Things I Un-learned as I Prepared for My Second...**

Olivia Cain on LinkedIn

As soon as I shared I was pregnant with my second baby, the first question was always "Is it a boy or a girl?" and shortly to follow... "What would you do differently second time around..."

Article



**Preparing for Parental Leave? Here are 5 Tips for a Smooth...**

Olivia Cain on LinkedIn

Starting or growing your family is one of the most wonderful and challenging life experiences. You have just shared the exciting news that you or your partner are 'expecting' to your manager, or...

Image



**Key Note Speaker - Tech Connect 2018**





Let's get the ball rolling

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# Q & A