



IAB SA Digital Content Marketing Committee

DEFINITION OF CONTENT MARKETING

Task team:

Emma Odendaal, Digital Content Director, John Brown Media

Natalie Pool, Content Design Lead, VMLY&R

Sarah Browning-de Villiers, IAB Digital Content Marketing Chair & Chief Content Officer, Publicis_Machine

Contributors:

Committee:

Anelde Greeff, 2Stories

Brent Smith, New Media

Bronwen Bowley, Jellyfish

Helena Gavera, Cedar

Jerusha Raath, 24.com

Maxinne Mboweni, Digitas Liquorice

Nina Amri, FNB

Roxanne Marthinussen, Ogilvy

Zodwa Gunuza, HelloFCB

Zodwa Kumalo, Arena

Industry advisors:

Francois Uys, Head of Marketing & Communications, Sanlam Reality

Jessica van der Westhuyzen, Digital and Performance Marketing Manager

Matthew Smith, Head of Content, PR & Communications, Capitec

Mpume Ngobese, Co-Managing Director, Joe Public

Quanita Salie, Media Director

Shaun Frazao, Head of Digital and Content, Wavemaker

With special thanks to Rob John, CEO of the Content Marketing Association, UK.

Our aim:

Define digital content marketing as an independent, niche marketing discipline in South Africa. Our definition will be used as a basis for committee activities moving forward.

Introduction and background:

According to The Content Marketing Association, content marketing accounts for 20%* of marketing spend globally. South Africa is no different. Most agencies, brands and publishers in South Africa produce some form of 'content'. Yet the lines between advertising content, native content, brand content and content marketing are murky. There are no bodies in South Africa that benchmark, celebrate or drive a digital content marketing agenda.

So, in 2020, the IAB South Africa established a Digital Content Marketing Committee. Among its mandates is to recommend content marketing guidelines in South Africa that are relevant to agencies, brands and publishers.

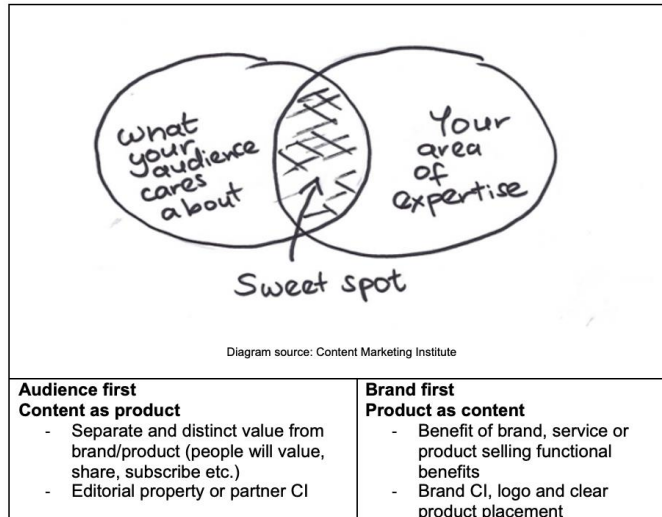
Content marketing, we believe, is a niche discipline and should be recognised and defined as such. What follows is a framework of what content marketing is (and isn't) and how it exists within the greater digital marketing landscape in relation to other specialisms will provide the base on which to begin a benchmarking process and build thought-leadership on the subject in South Africa.

Digital content marketing definition

A strategic marketing approach of creating and distributing relevant, consistent content *targeted to defined audiences to add value to their lives at specific points in the user journey, without using the brand or its product as the hero. Content marketing delights, educates, informs and entertains in order to build and engage owned, loyal audiences, thereby increasing their commercial value to the brand.*

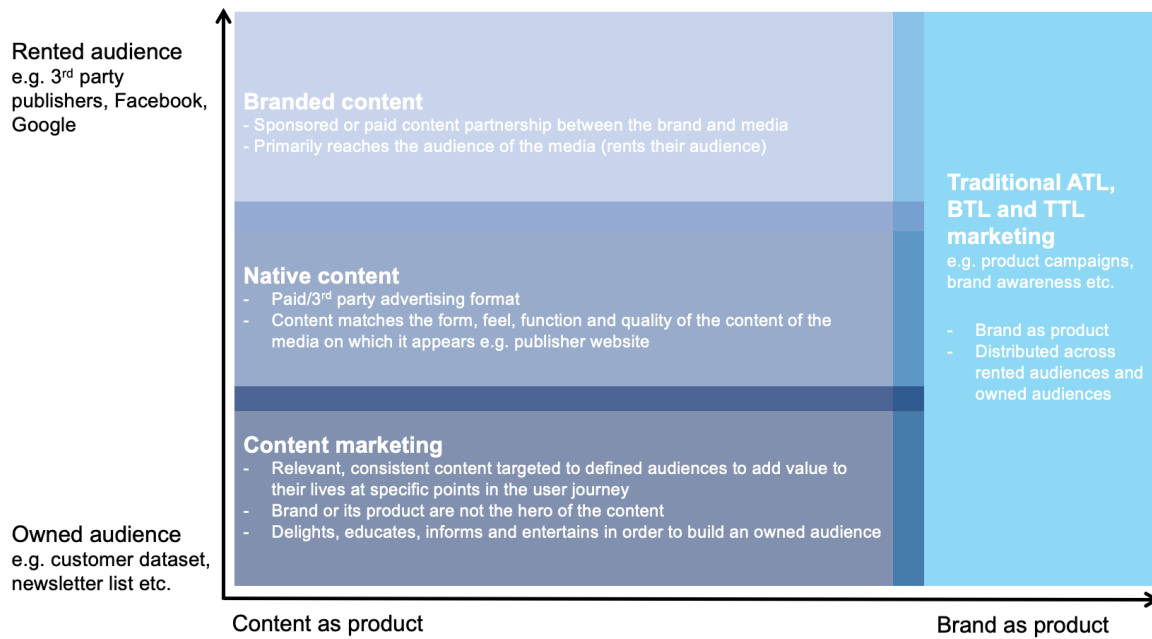
7 Principles of digital content marketing

1. Content marketing takes an **audience-first** approach. Content marketing requires an understanding of who the audience is, and addresses an audience pain point, challenge, interest or need.
2. Content marketing lies in the **sweet spot where brand expertise overlaps with what the audience cares about**. Instead of trying to push messaging onto audiences, content marketing responds to their needs in a way that is relevant to the brand.



3. Content marketing aims to grow a **long-term relationship** with an audience. It ultimately aims to build a community that is owned by the brand that can be monetised and retained to grow the lifetime value of the community, as well as to harness deepened insights.
4. Content marketing **builds an owned audience** by attracting them to an experience (or 'destination') that your brand owns and optimises to achieve its marketing objectives, although the content may be amplified on numerous paid and earned media channels.
5. Successful content marketing is **ongoing, iterative and consistent**. Typically, it is a level, constant strategy to underpin and amplify campaigns, distinguished by its longevity and its relevance.
6. It builds **relationships and loyalty**, drives business outcomes and return on investment with clear metrics and measures of success.
7. Content marketing is **channel- and medium-agnostic**; its most appropriate channels and forms are defined by the audience being targeted, not by the discipline itself. Content marketing **does not interrupt the audience**.

Where does content marketing fit in on the content spectrum?



Source: Adapted from 'Content Spectrum' by Content Marketing Institute
