



the whitepaper series

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# New Year... Resolution?

“ Choose to make it easy  
for your consumers to keep  
their promises. ”



# 880%

## According to Wikipedia the word Resolution has nine meanings.

It is also used for four company titles, as the name of two islands and one town, four ships, a whole class of submarines, 15 songs and albums, two books and two films. All of which, although surprising, are quite small numbers when compared to the probable billions of New Year's resolutions that have been made this month. Most of which, it would seem, are simply wasted efforts.

A study by Richard Wiseman, currently "Professor of the Public Understanding of Psychology" at the University of Hertfordshire, undertaken in 2007, found that of 3,000 people surveyed some 88% failed to keep or achieve their New Year's Resolution.

### So why's this important?

People, like the word Resolution, are a complex group. They are your consumers. And, despite their best intentions, they don't always do what they set out to, no matter how resolute or earnest they are in their promises to themselves and to others. According to the newspapers, last year's Top Ten New Year's resolutions among British consumers were:

1. Read more books
2. Save more money
3. Lose weight
4. Re-decorate
5. Take better photos
6. I want to go travelling
7. I want to sell old stuff I don't need on eBay
8. Buy a tablet
9. Organise photos – either get them printed, and/or delete poor ones and save good pics
10. Do something for charity

# “ YOU CAN'T BE A HELPFUL BRAND PARTNER AND IMPROVE THE LIVES OF CONSUMERS IF YOU'RE NOT PRESENT IN THE MOMENTS THEY NEED YOU MOST. AND INCREASINGLY, THESE MOMENTS ARE HAPPENING ON SMARTPHONES. ”

Any marketer can quickly see the sales opportunities in each of these. Hence the usual flood of “No Joining Fee” adverts for the local gym and the proliferation of TV adverts for holiday companies throughout the Christmas and New Year break. Tradition dictates that bombarding the consumer at the point of thought will ensure that at least something sticks and that a sale or three are made.

But let's think a little more widely and apply a few of the ideas you can find in Google's excellent manual the “Zero Moment of Truth” (ZMOT) Handbook.

Type the search term “read more books” and not a single advert or sponsored listing appears. Top of the search page are images and the next three listings are all blogs. Similarly, the term “best books of all time” delivers 10% organic results and none from a bookseller on the first page.

Interestingly, terms such as “save more money” and “improve my savings” all return results that are heavily dominated by content providers (newspapers, blogs etc) and not by brands. The same applies to “lose weight” and “get fit”.

Google's ZMOT is, naturally, focussed on search and how your company can benefit from adopting the right search strategies and the best co-ordinated online advertising. But, Google's hypothesis has plenty to say about being relevant and being present.

Using search correctly can help you to learn what consumers are looking for, when and, to some degree, how importantly consumers are rating the particular issue, product or service. This knowledge can be translated into value by adapting your messaging and your advertising, adwords programmes and so forth.

In our view, there's a more important learning from ZMOT. And that's the dual thoughts of 1. Being present in the moments that matter and 2. Having something interesting, relevant or engaging to say. As Jim Lecinski, Vice President,

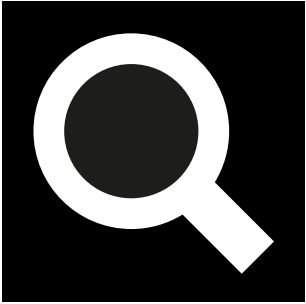
Americas Customer Solutions, Google says: *“You can't be a helpful brand partner and improve the lives of consumers if you're not present in the moments they need you most. And increasingly, these moments are happening on smartphones”*. He follows this up by explaining the value of rich content, both on your own web site and across the web in areas such as YouTube, blogs, vlogs, Facebook et al.

The fact is that being there and being relevant are equally important. Being there spans both the content presence and the device adaptability (or your need to have a fully responsive web presence). Being relevant requires that you think, much harder than was probably the case in 2014, about the topics of relevance for your consumer.

In the last issue of Runway, our house magazine, we spoke about our views on Connected Content. Our hypothesis being that:

*“While there's been much talk about the customer journey – in-store and online – understanding how the consumer buys, and laying the appropriate trail for him or her to follow, is just half the battle. To win the war the product, marketing, customer service and dotcom teams have to join in understanding precisely WHY the customer buys.*

*Connected Content facilitates this. It offers the consumer the chance to view the product as a still or a 360° rotation. It presents the consumer with a video showing them ‘How to’, supported by compelling copy describing features and benefits. It allows the consumer to share their purchase or, critically, their potential purchase and to seek the approval of their peer group. It shows the consumer product in connected areas – blogs, tweets and other shares – so that he or she understands who else is buying the product, why they like it, where's the best place to buy it and, very often, what it would look like in their home. The winners are those who help the consumer at every stage and who seek to appear in the consumer's online dreams, as much as in their everyday life.*



Using search correctly can help you to learn what consumers are looking for.

*We've done our homework and we can prove that more powerful content will lift sales by double digit percentage points. We can also show that content created for £100 can, for less than 20% more cost, effectively cover multiple applications which, in all probability, are being funded by different areas of your business at much higher cost.*

*Connected Content is clever content. In its creation we ask the same questions that any self-respecting advertising planner would. And we couple those questions with the inquisitiveness of a journalist and the pester power of a young child with an enquiring mind. This takes us to a place where we can see, at the start, every possibility for deploying Connected Content and for making a communications budget work much harder".*

Speaking on the TopRankBlog, Connie Benson, Global Social Content Strategy, Innovation & Governance at Dell Corporation, makes a prediction for Content in 2015. She says: *"My prediction for 2015 is that the digital marketer (aka Social Bizologist) will be asking for an end-to-end content solution. We need a tool that can facilitate content efforts from ideation to publishing while tracking the usage and performance of content across the customer journey".*

Turning back to our list of New Year's resolutions, you can imagine that, were you in the marketing team at Tesco you could tap into the consumer desire to 'lose weight' (number 3 in the top ten) by linking exercise equipment from the GM range, with sports clothing (either F&F or branded) and the retailers own brand

"My Fit Lifestyle" food range. Each of these product groups gives a legitimate reason to be present in multiple spaces and, if supported by carefully created content, can span a very wide range of independent, traffic driving outlets.

Similarly, if you were heading up the marketing for Nutmeg.com, the UK's first online discretionary investment management company, you might want to tackle the second most popular New Year's resolution ... 'Save more money'. Strictly speaking, people want to make money out of saving, rather than simply reducing their household costs (although one is often a benefit of the other). As a saving and investment business Nutmeg needs to create cut through in the highly competitive financial services market. Doing this by advertising is costly and far less believable than via an editorial route. Clever content, connected to the topics of relevance – from ISAs to fund management and savings to investments – can help to achieve this.

In short, wherever there's a consumer who's made a New Year's resolution to do something that will affect your business ... choose to make it easy for them to keep their promise. Be there with them. Be present in their lives, now and tomorrow. And engage with the dialogue that each of them is keen to share. Do all this instead of "SHOUTING" (advertising as it used to be called) for a fleeting moment when you think customers might be listening. Happy selling.

**To learn more about the approach we take, please contact Simon Peers on 07775 432450 or email at [simon.peers@hangarseven.co.uk](mailto:simon.peers@hangarseven.co.uk)**