The Loop Live

Easy Mode Content Strategy

How we implemented it at Cognism

Fran Langham, **Todd Clouser** and **Obaid Durrani**

Setting the scene: why did we need Easy Mode?

- We had the content team, and then the DG team.
  We knew we needed dedicated DG content execs within pods - but we were struggling to scale.

- DG content felt ad hoc, with a lack of clear direction and story telling

- We knew we needed to be doing more than just blog content - we wanted our content strategy to fuel our entire media machine.

  But how?

What is Easy Mode?

- A new way to think about your content strategy

- Helps you build a repeatable engine

- All about ensuring you have the right types of content for the right audiences with the right message in the right balance

- Easy Mode was the next step to progressing Cognism's media machine

Easy Mode Framework

1. Creator Manager
2. Mindset: Idea-Driven Content
3. Purpose: Content Journey
4. Strategy: 5 Pillars & Realm of Relevancy
5. Ideation: 4-Step Thought Process
6. Creation: Memorable Experiences
7. Distribution: Channels, Cadence, & Production
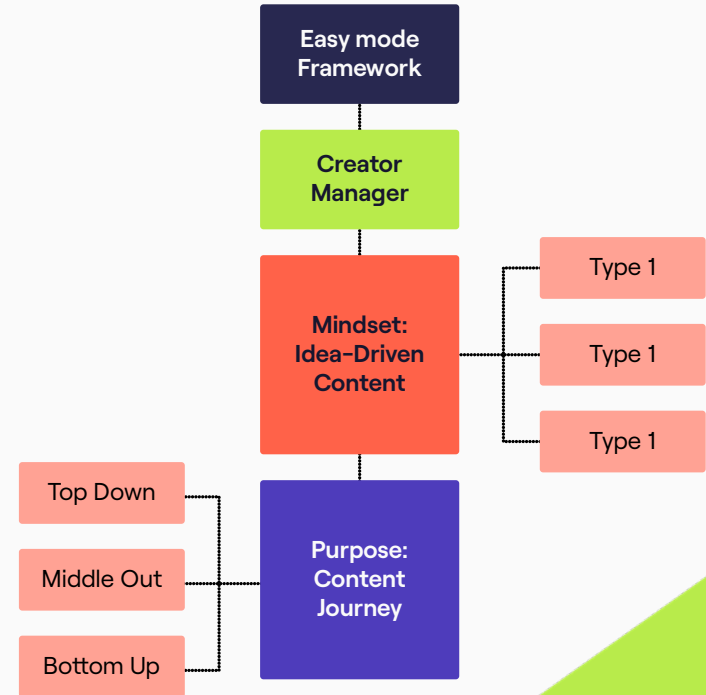8. Iteration: Performance, Analysis, & Refinement

An introduction to the framework: Part 1

Content Types (Idea driven content types):
- **Type 1** - Insightful substance
- **Type 2** - Insightful substance delivered through an interesting format
- **Type 3** - Insightful substance delivered through an interesting format and built on an entertaining concept

Navigating content audiences and content journey

- **Top-down Narrative:** Strategic POV with a purpose to drive strategic change in the mindset of your customers strategic decision makers

- **Middle-Out Implementation:** Tactical content that bridges the gap one level lower in the org where strategy needs to be implemented. *How-To content

- **Bottom-Up Evangelism:** Content with the purpose of turning current users into die-hard fans and non-users into aspiring users. *evangelize users of the product.

Easy mode Framework

Creator Manager

Mindset: Idea-Driven Content

- Type 1
- Type 1
- Type 1

- Top Down
- Middle Out
- Bottom Up

Purpose: Content Journey

Examples of content types from Cognism
Type 1

Cognism
44,306 followers
4d · 🌐

What should good brand marketing achieve?

Check out our handy diagram 👇

And if you're doing brand marketing right, it should have some positive impact on your wider company goals. For example:

- Baseline sales growth.

- Profit growth or resiliency against competitive pricing.

- More efficient in-market activity (since a growing number of people will already know, like, and trust you upon entering the market).

- Increase loyalty.

🕶 Link to our new blog on "How to Do Brand Marketing Right" in the comments.

#b2bmarketing #demandgeneration

REACH: Unique first impressions.

EMOTION: Not moving people to tears, but making them feel something positive about your brand. Emotion creates lasting memories.

ASSOCIATION: It's not enough that people know you exist; they have to know how you can help too. Otherwise you're wasting your money. TONS of B2B brands create awareness without associations. You want potential buyers to think of you in relevant buying situations. Which means you need to associate yourself with those buying triggers.

DISTINCTIVENESS: Non-negotiable. You have to do things that look like you and nobody else.

MEMORABILITY: It doesn't need to be meaningful all the time. The best brand work makes no sense but it's memorable.

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Examples of content types from Cognism

Type 2

Examples of content types from Cognism

Type 3
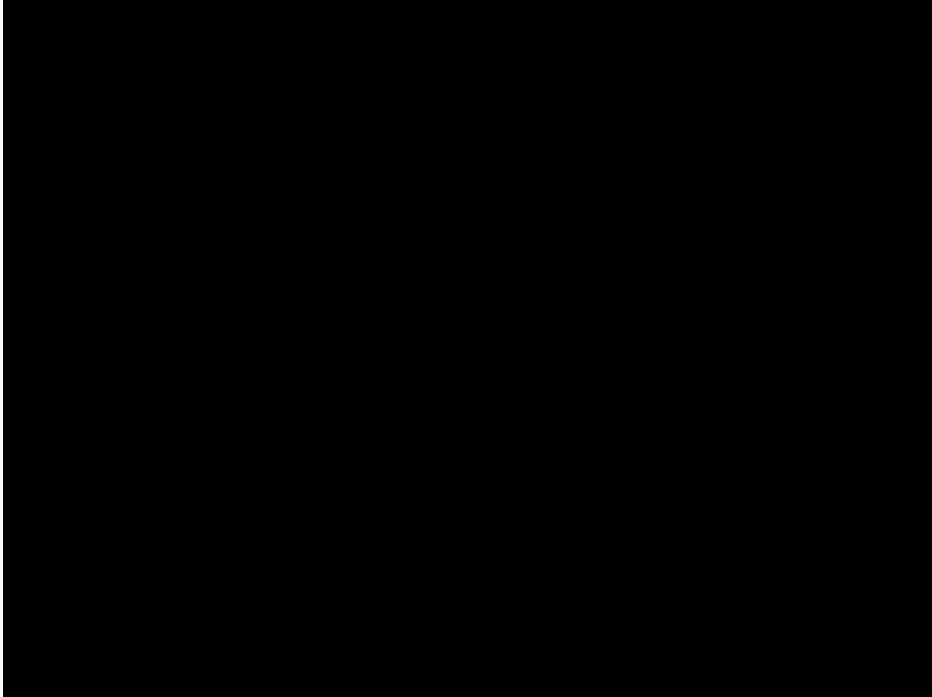
An introduction to the framework: Part 2

Strategy	Ideation	Creation	Distribution	Performance	Iterate
5 Pillars	4 step Thought Process	Substance & Delivery	Repurposing Plan	Performance Analysis	Refine & Repeat
Realm Of Relevancy		Effort & Payoff			

The Loop Live
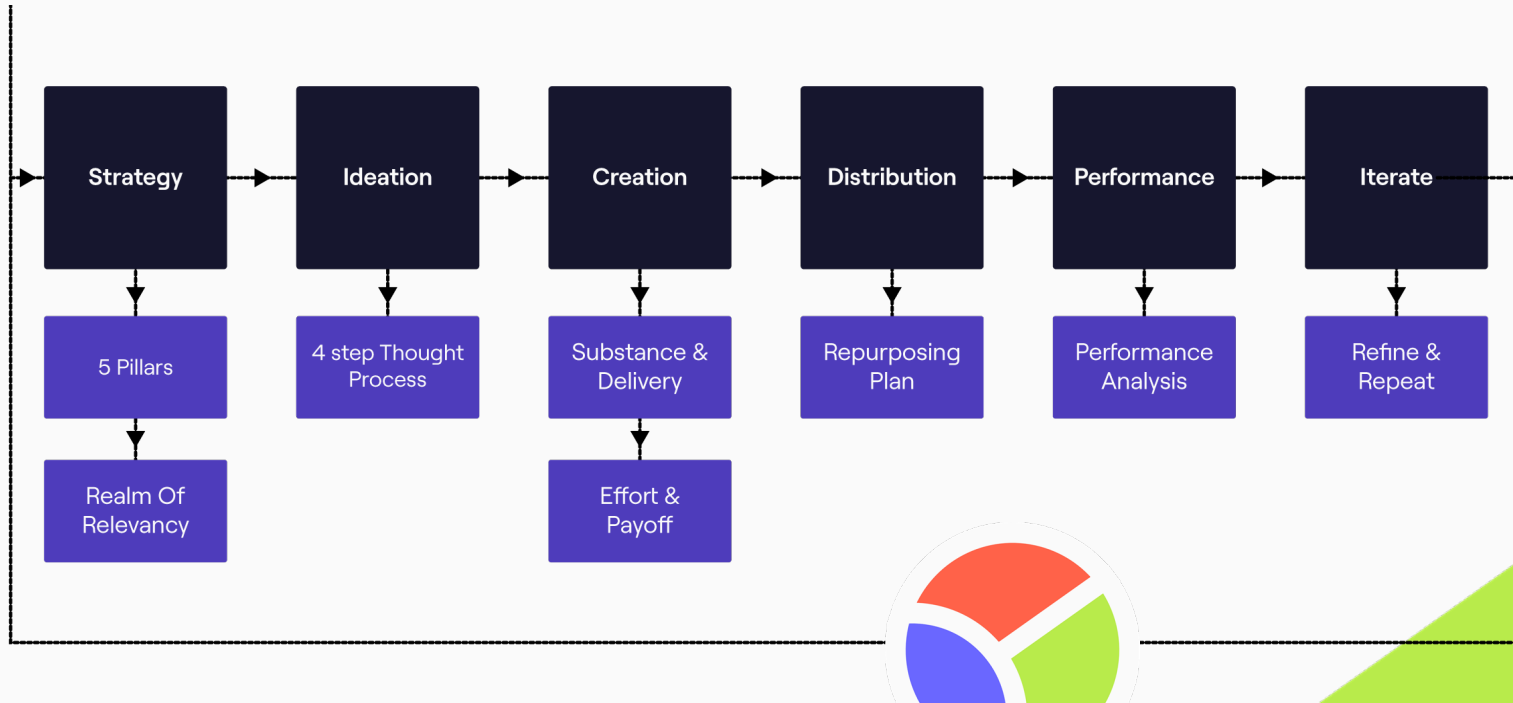
Strategy

5 Prerequisites

The 5 essential things you need to deeply understand before you can begin ideating

1. Product   2. Narrative   3. Audience   4. Objectives   5. Content Formats

Realm of Relevancy
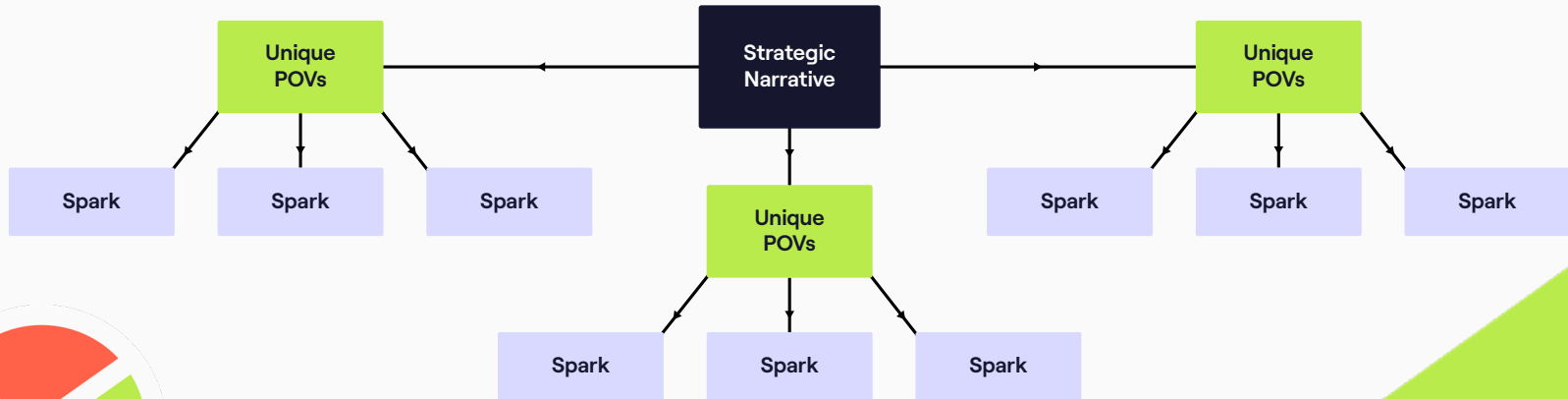A process to help you map your strategic narrative to content topics.

Example of marketing realm of relevancy

Narrative – B2B buying behaviour has changed

POV 1 - Marketers need to be more than just sales support
        Spark 1 - Marketers need to find the right places to create demand
        Spark 2 - Marketers need the skill to market to out-of-market buyers
        Spark 3 - Marketers can't rely on outdated tactics

POV 2 - Stop building fantasy funnels (be very specific about what this means in practise)
        Spark 1 - Marketing reliant on assumed intent doesn't work
        Spark 2 - Declared intent trumps assumed intent
        Spark 3 - Buyer journey's are not linear

POV 3 - MLG only works if it's memorable
        Spark 1 - Buyers need to think of you when they move in-market
        Spark 2 - Admiration over awareness
        Spark 3 - Find the right balance in your content and distribution

And off each of these sparks is a number of subject matter that we can use for content topics

How did we implement Easy Mode at Cognism?

- **Planning:** Narrative built out narrative and POVs for both sales and marketing
  personas - working on a third for our Rev Ops persona

- **Activation:** Activating through our podcast, webinars, organic LinkedIn, paid ads, SME content, newsletters, blogs

- **Testing:** Implementing one POV at a time, learning how each is received and if people engage

- **Iterating:** Answering specific questions received on POVs, doubling down on content that works,
  letting go of content that doesn't resonate, and moving onto the next POV.

Examples of Cognism POV content

Podcast

The Loop

Cognism

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▶ The importance of marketing to out-of-market buyers

Cognism's VP of marketing, Liam Bartholomew speaks to VP of marketing at Superside, Amrita Marthur about the changing nature of B2B buying behaviour. In...

Mar 28 · 41 min 17 sec

📺 WEBINAR

cognism

The Loop Live Episode: 1

with **Alice & Liam**

Alice de Courcy
Group CMO
@Cognism

Liam Bartholomew
VP of Marketing
@Cognism

Cognism
44,271 followers
5d

If you're thinking of shifting your approach towards brand marketing, here's the important question to ask 👇

...see more

B2B marketers need to evolve

B2B buying behaviour has changed. We're living in a self serve era. **1**

2 B2B marketers need to adapt to this change. They can no longer win by just carrying out a sales support role.

Instead, marketers need to be updating their tactics, experimenting with new activity that better serves the new buyer. **3**

4 Marketers need to be reaching buyers earlier in the buying process – creating brand affinity and trust – so they are first to mind when buyers move in-market.

And to do that, marketers need to be finding the right places to create demand. **5**

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TikTok for creating demand

Tips for using TikTok in B2B

How to Use TikTok for B2B Marketing (With Todd Clouser)

TikTok - a waste of time, or another useful channel B2B marketers can utilise to create demand? Click to read how you can maximise TikTok for B2B.

What is **real** brand marketing?

Why is it important?

What is real brand marketing?

Examples of greatness

How to Do Brand Marketing Right

Brand marketing is crucial yet misunderstood. Rather than just being logos and Pantone colours, real brand marketing can help you reach your future buyers

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How Can Marketing Support Sales? (Without Just Taking Orders)

B2B buying behaviour has changed, which means marketers are going to need to change to keep up. How can marketers support sales in this new world?

Benefits and challenges of implementing Easy Mode

Benefits

- Less time spent brainstorming content ideas as we have so many 'subject matter' through realm of relevancy to cover.

- All content is communicating a unified message and point of view.

- Expands your content past traditional B2B content formats, while still providing the substance need for your target market

Challenges

- Requires input and cooperation from wider team to get narrative, POVs, sparks and subject matters decided

How did we measure the success of Easy Mode framework?
How do we know if it's working?

- Engagement metrics: blog views, video views, page depth, watch rate, podcast listens, podcast subscribers, newsletter subscribers

- Increases in target audience percentage

- Self-reported attribution
  (people are telling us they found us through one of our EasyMode content pieces)

- Qualitative feedback/dark social

Just going to call out that this is easily the best B2B/Demand gen marketing newsletter I receive. Nice one Alice and team.

RE: Demand gen teams need structure

Today at 17:5

KG

To: **Cognism Marketing**

We're still going through the process of finding the right structure for the team, but I just wanted to say thanks for another great NL and for all the super useful content you guys put out there! 🔥

Kind regards,

T.S   5:53 PM
So good! Best content on Demand Gen I've seen. Chris Walker has competition!

3:24 PM
This is my first time joining one of your live events and I love the multi team approach from the chat and the speakers! Thanks so much guys!

Q&A

If you weren't to implement the full Easy Mode strategy, what's one lesson/one activity/one aspect you'd recommend experimenting with?

Can you still implement Easy Mode if you're running a lead gen playbook?

What's the next phase of Easy Mode for Cognism, how does this content strategy play out moving forwards?

What content types have you seen making the most impact?

Did you make any mistakes/try anything that didn't work?