Fuel for Thought
Thought Leadership in Content Marketing

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Solution Based Selling Is Dead

Analysis Paralysis

Basic Instinct

Let’s tickle the Reptile Brain
The Brain Approach

› Build Halo Effect
› Create an ingroup
› Build an emotional reward system
› Make people invest

We are Hardwired to Notice what’s Different

Halo Effect

Follow the Wise Guy

Agenda setting

Monkey See Monkey Do!
30 November 2011

We Stick With The Group

Conversion rate up 11.4%

Dopamine Rush

Comfort-eating

The Attention Game
Wednesday Cinnamon Bun

Investing

Your are seven times more likely to send a coupon if you have invested time in it beforehand

Seven Strikes – and You’re In...

The Reward Loop builds Profitable Habits

The most valuable thing in the world
The Content Marketing Matrix

From awareness to leads

Top selling items
- Items of personal interest / career advancement
- How to produce better business results
- Market insights
- Benchmark with competition
- Answers to questions they may be asked by superiors
- Easy access to the latest new fabs
- Future studies

Creating a buzz

A 12% increase in Net promoter Score correlates to a doubling of growth

Easy to share
Pushing for success with supplementing advertising

Link to other media

Types of campaigns

The Friday Book club

Dupont Design Lab
'New Ways of Working' blog, speaks and book

Global CEO Survey

The Expat Survey

Entrepreneur of the Year

Integrated content marketing campaigns

Sales process

- Identify behavior trigger
- Create relevant knowledge cloud
- Make the target visible
- Use all channels
- Sell

Reuse

- Make in-group worthy
- Make visible (SEO)
- Make shoppable
- Re-use and re-display

Dialogue Driven
Turn The Target Group Into The Experts
Let’s start the water fight

One year since major cloudburst 2 July 2011

First major cloudburst 2012

Citizen survey PR Advertising

Survey property owners Advertising PR Regional media

Erned – Paid – Own media

Products and sales

Why content marketing

› From push to pull marketing
› Cheaper than traditional marketing channels
› Makes you a thought leader
› Makes your followers into brand agents
   ‣ Inspires referrals
› Directs them to your website / digital platform – easier conversion of leads
› You can reuse content

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Thank you!

Full speed ahead