

WHITE PAPER

# Creating Content That Converts: **From Awareness to Loyalty**



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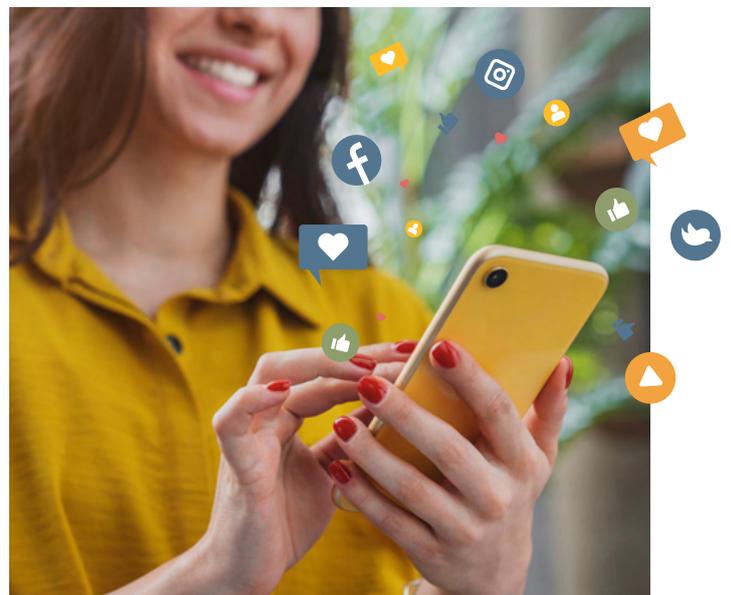
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## INTRODUCTION

Digital marketing has adapted in recent years with a changing world, and we've all had to adapt with it. Developing an efficient and quantifiable marketing strategy is no longer a choice, it's a must-do for any brand. But with ever-evolving marketing comes the opportunity for a more dynamic approach that gets you where you want to be, faster.

Learning about the facets of digital marketing and how to implement them is vital, whatever your long-term targets are. You can't rely on simply posting on social media or producing quality content and hoping it makes it to the right place. Gain an understanding of the methodology behind the most impactful content, how

to amplify it for exceptional conversion, and what you can do to work towards the most successful marketing.





Content Marketing:  
**How to Create  
Content That  
Converts**

## BRING INTENT

You interact with content daily. From online blogs to infographics to TikTok videos, content is omnipresent in our digital society. ***What tends to get lost in the shuffle is the intent behind content.*** Content isn't created to merely exist, it's created to drive conversions. As we break down how high-value content can actually move people beyond engagement toward increased conversion rates, you'll quickly find out that content is not simply entertainment, but a science.

## Different Content Marketing Formats

Before we launch off into optimizing content, it's important to define exactly what different types of content are. From SEO-optimized blog articles to influencer-driven social media videos, the world of content marketing is much larger than you would think.



## Popular Types of Content

When it comes to content, defining who your potential customers are can dictate which direction to go. Typically, a good content marketing strategy does not rely on a single content format, but rather an amalgamation of the following:

### Written Content

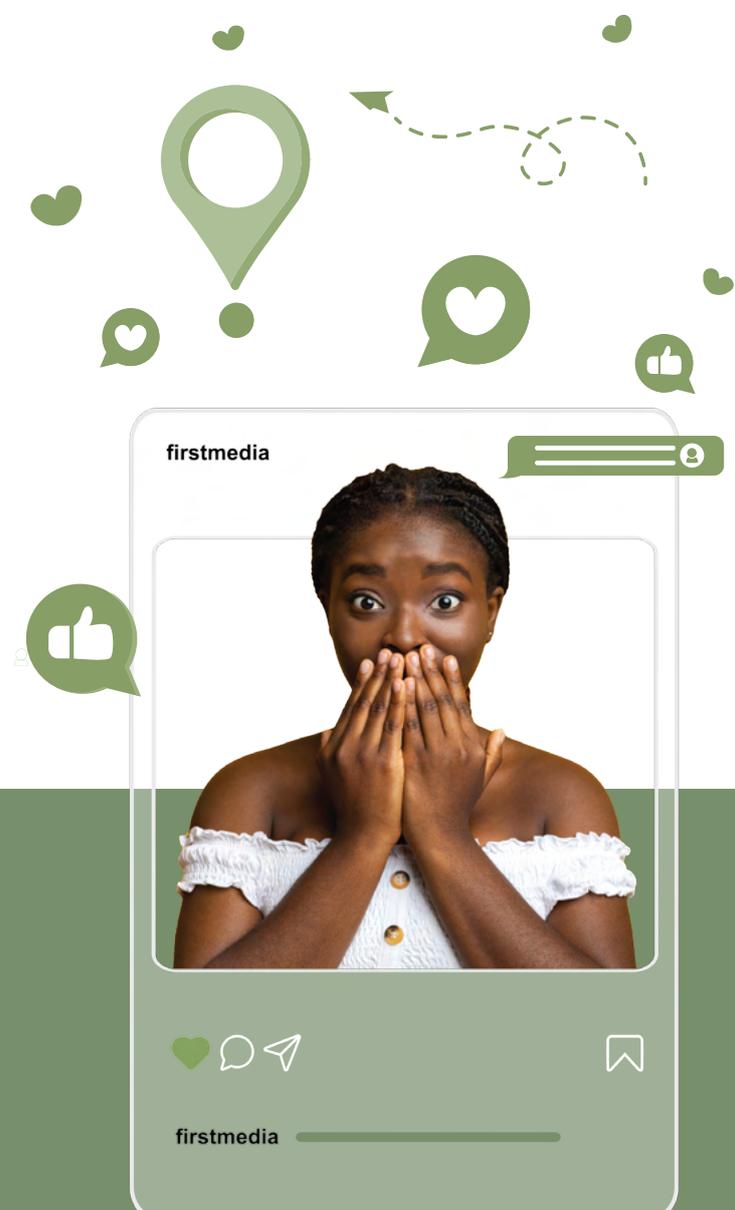
- 1 Blog Articles
- 2 Case Studies
- 3 Email Newsletters
- 4 White Papers
- 5 eBooks
- 6 Thought Leadership Pieces
- 7 Social Media Posts
- 8 How-To Guides

### Audio/Visual Content

- 1 Podcasts
- 2 Infographics
- 3 Social Media Videos (Think TikTok or Instagram)
- 4 Webinars
- 5 Videos

# Defining Different Types of Content Marketing “Actions”

The goal of any great content marketing campaign is to optimize your content so people convert. With multiple types of content marketing in mind, what should you consider a conversion? Conversions, also referred to as actions, can be defined in a number of different ways.



## Popular Types of “Actions”

When it comes to defining an action, you have to first think about your sales funnel. Is the goal of this piece of content to create brand awareness? Is the piece of content designed to get people to add a product to their cart? Depending on how you answer and who your target audience is, there are a variety of popular actions in content marketing:

### Form Submissions

when a user enters in their personal information to be contacted at a later date by your sales team (usually in order to receive something like a white paper or watch a webinar).

### Subscriptions (Sign-Ups)

when a user decides to opt-in for a newsletter. Can also be utilized with text messaging campaigns or YouTube channels.

### Impressions

when a user views your piece of content (i.e. seeing your infographic, looking at your blog article, encountering a landing page, etc.).

### Engagements

when a user comments, likes or shares a piece of content. These metrics can be very valuable when it comes to social media algorithms.

### Phone Calls

when a user picks up the phone and calls your business after interacting with content.

### Add to Cart

when a potential customer adds a product to their shopping cart on your website.

### Clicks

when a user physically clicks on an advertisement or organic listing. Think pay-per-click campaigns.

## Content Creation That Converts

Now that we have set the stage on different types of content and action types, we can begin diving into how high-quality content can play a role in multiple facets of digital marketing.

For this purpose, digital marketing can be broken down into three subsets: social commerce/shoppable content, influencer marketing, and performance marketing. In the next three sections, we will take a deep dive into each, helping define the best way to focus your marketing efforts and make sure you are creating content that moves

the needle on your bottom line.

Finding the mobility between engagement and conversion relies on the best execution of each subset of digital marketing. Building upon one another, each subset can function better with the others, encouraging you to pursue each with the right toolkit.

Starting with social commerce and shoppable content, you can develop an understanding of the foundational tools of digital commerce, what those will look like for you, and how to effectively use them to drive action.





# What Is Social Commerce and Shoppable Content?

## THE CONVERSION POINT

Social Commerce? Shoppable Content? These terms may have not existed 20 years ago, but they are here and more powerful than you know. With the emergence of social media in the early-2000s, social commerce has gained momentum, enough to convince Accenture (NYSE:ACN) that it will grow three times as fast as traditional ecommerce to the tune of \$1.2 trillion by 2025 (see fig.1). Fueled by the Coronavirus pandemic, *social media platforms have now matured enough to allow retailers to move from top-of-funnel engagement to bottom funnel purchase points.*

### Social Commerce Market Size (GMV, Billion USD)

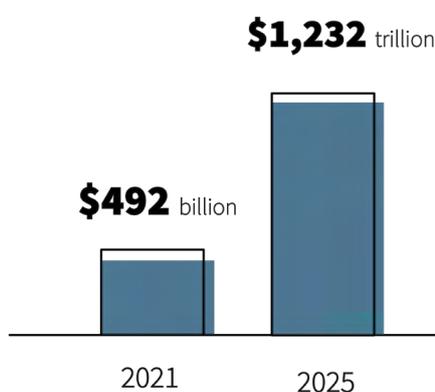


Fig.1. Graph from Accenture Newsroom, Shopping on Social Media Platforms Expected to Reach \$1.2 Trillion Globally by 2025, New Accenture Study Finds (Jan 2022)

## Social Commerce Defined

For simplicity's sake, social commerce can be defined as the conversion point between social media and online shopping. Social commerce brings together retailers and customers, all powered by a social media platform (i.e. Facebook, Instagram, TikTok, etc.). Typically, in social commerce, you'll find products featured in a photo or video, linked to that retailer's online store or website. Meta has led in this field by finding innovative ways to integrate shoppable content features into the Facebook and Instagram platforms. Some social networks are even starting to become social commerce platforms. Integrations with online retail platforms like Shopify and WooCommerce have made this even easier. The end game? Get people to click the "buy button" and hit the checkout as efficiently as possible.

### The Rise of Social Commerce & Shoppable Content

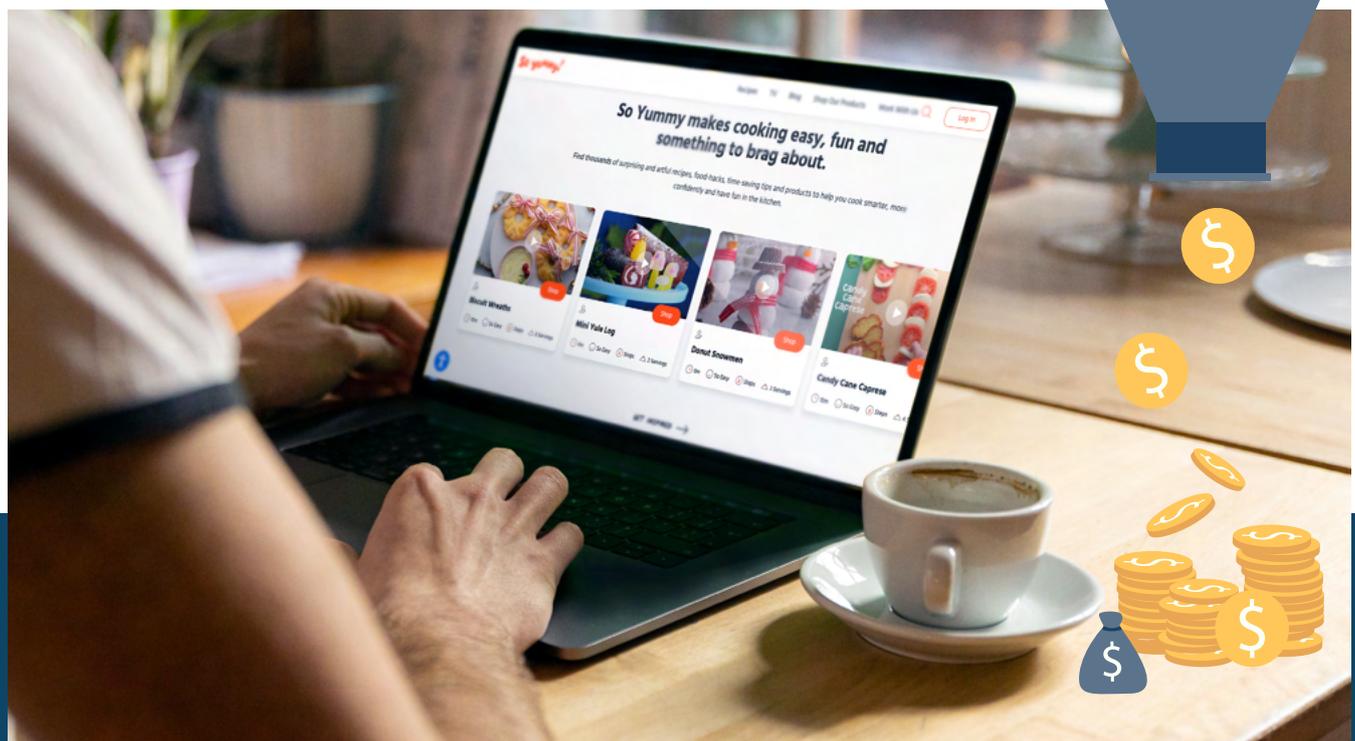
Maturation of social media platforms has given rise to social commerce. What first began as a way to stay in touch with friends and family, social media platforms like Instagram and Facebook, along with newcomers like TikTok and Pinterest, have transformed into ecommerce giants. New online shopping experiences like

Facebook Shops, Instagram Shopping, and social storefronts have created a market that converges physical items with virtual stores. The key point: messaging is crucial in social commerce. You need to set your brand apart from the crowd.

With the explosion of social shopping, a new digital marketing niche has taken hold: influencer marketing. Influencer marketing has become a booming industry, specifically for Gen Z. By leveraging a celebrity or social media user with a large following, brands can pinpoint users in their target market and position their products with unprecedented clarity. Later, you'll read exactly how uncovering and employing the appropriate influencer marketing for your brand is a key strategy tool.

## How First Media Approaches Shoppable Social Commerce

First Media's brands, So Yummy, Blossom, and Blusher, take content that fans are already engaging with and drive them to take action by making all content 100% shoppable. This new social commerce experience is accessible where potential customers already are - on TV, social media and even out-of-home - without any additional steps, hoops, or downloads. It's never been easier to take your standard social media marketing to new, shoppable heights.



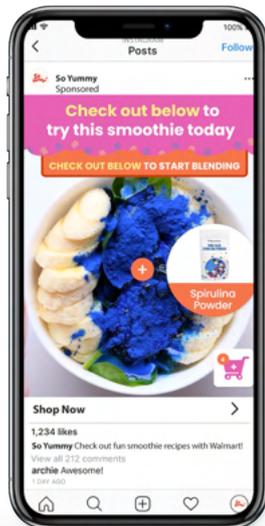
# First Media's Social Media Marketing Customer Journey

Potential customers are driven to the purchase point through a seamless customer experience, one of three ways: through So Yummy's shoppable partnership with Walmart, through any online retailer, or through a brand's ecommerce site. To highlight the journey, we'll follow a customer as they interact with So Yummy! (our food and beverage content brand) and the Walmart path to purchase :



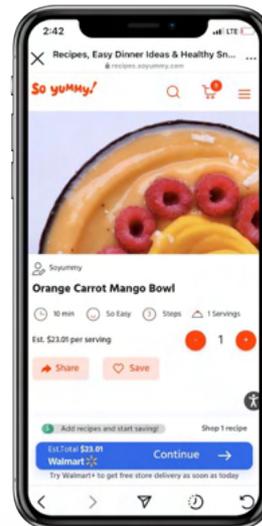
## Organic Social Feed

Customers land on a So Yummy social media post organically.



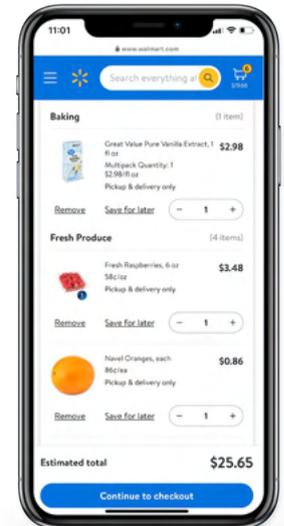
## Shoppable Ads

Retarget those who engaged with the organic content with CTA specific shoppable ads.



## So Yummy Shoppable Website

Through clickable links or "shop now" buttons, the customer is then taken to the So Yummy website, which correlates to the social media post, where every item needed to recreate the recipe or hack can be added to your shopping cart in just one click.



## Walmart Shopping Cart

From there, the customer lands on the Walmart ecommerce site where all items are in their cart thanks to an exclusive API connectivity between So Yummy and Walmart.



## The Omni-Channel Approach in ECommerce

Omni-channel marketing is designed with one goal in mind: find your potential customers and guide them down the sales funnel. The thing is, your potential customers can be encountered in a variety of different formats, and that's where First Media excels.

## First Media's Omni-Channel Distribution

### SOCIAL

Marketing audiences have grown exponentially on social media platforms. While the focus used to be on Meta's platforms, Facebook and Instagram, the social media universe has boomed to include Pinterest, YouTube, Snapchat,

Twitter, and TikTok. All platforms are ripe for optimization via a social commerce strategy. First Media has the tech to back up your future-focused social media vision. Our three-pronged technology approach utilizes social media platform data in ways you've never seen:

### ***CRAIG (Creative AI Generator)*** -

generate business insights and creative recommendations through our A.I. technology.

***SAMBA (Smart Automated Media Buy Algorithm)*** - optimize campaign's CPA targets at scale, based on automated optimizable rules.

### ***CAT (Comments Analysis Tool)*** -

automatically analyze thousands of comments and their sentiment, bringing a better experience to your potential customers.

## TELEVISION

While traditional commercial advertising used to be king, the television marketing channel has grown to include cord-cutters. From First Media's Babyfirst TV to So Yummy TV, there are no limits to reaching your target demographics. Your content can be featured on a wide variety of platforms, encouraging product discovery and purchase decisions:



## OUT-OF-HOME MARKETING

In an era of internet marketing, traditional, out-of-home (OOH) marketing is often overlooked. Advertising out of the home continues to be one of the best ways to increase brand awareness, and reach your target demographics. ***With the potential of 64 billion monthly impressions***, this channel has the capability to target those top-of-funnel customers, sometimes better than social networks can.

## Find First Media's content in...

### Malls



### Elevators



### Restaurants



### Subways



### Gas Stations



### Elevators & Lobbies



## Advancements in OOH Marketing

Techniques have even made content in this channel shoppable. Recently, So Yummy created an ad campaign targeting NYC subway riders that embedded QR codes, and similar technology, in print and video ads. By scanning the QR codes,

potential customers could immediately shop for new products and ingredients they saw in the advertising. With this type of technology, OOH marketing not only drives awareness, it can also drive traffic to immediate ecommerce sales or to a web-based product catalog.

## Social Commerce and Shoppable Content: Wrapped

No matter your thoughts or feelings on social media, the marketing potential and customer reach cannot be understated. One thing to remember in all of this is the importance of high-value content that potential customers will interact with and consume. Long gone are the days of utilizing social media sites for brand awareness. New technological developments and ecommerce platforms have taken traditional marketing and turned it on its head. Whether your online shopping audience is boomers or millennials, there is a social commerce niche for your brand.

Discovering the advantages that shoppable content and social commerce

sites can offer is a crucial step in refining your marketing ability. And, aligning technology with human-powered marketing is an especially valuable option that can give you added momentum. Though the process does not stop and start on the internet, it's well known that social media marketing is mutating into a universal marketing space. Before pushing back against any preconceived notions, challenge yourself to consider the value of influencer marketing, and how a deeper dive into social publishing can move you forward, as you'll see next.





# What Is Influencer Marketing and Why Is It Important?

## BRAND AWARENESS

Influencers. Some may scoff at the very mention of “influencer marketing,” but modern marketing strategies cannot afford to overlook this booming marketing campaign type.

Influencer marketing can find its roots in the early days of social media. What were then known simply as “brand ambassadors” have now exploded into a multi-billion dollar industry. According to a study published by Collabstr, influencer marketing spend is projected to hit \$15 billion by the end of 2022 (Collabstr, 2022 Influencer Marketing Report). When it comes to brand awareness and reaching your target demographic, influencer marketing is more complex than meets the eye.

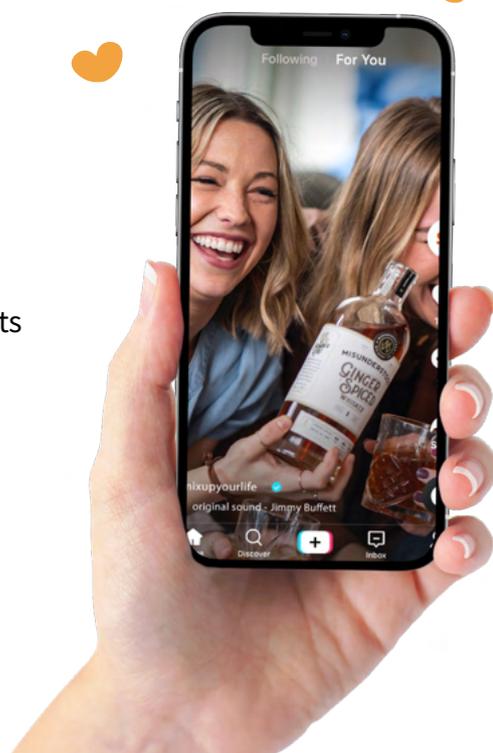
## Diving Into The Influencer Marketing Strategy

On the surface, influencer marketing looks like any other marketing channel:

- 1 Define your product
- 2 Identify your target audience (i.e. gen z, millennials, boomers, etc.)
- 3 Pay a blogger/influencer for product endorsements
- 4 Watch the conversions roll in
- 5 Pray for a good ROI

Continued digital transformation of social media platforms, though, is tightening the grip influencer marketing has on the marketing industry as a whole. According to internal Instagram data from 2019, **130 million accounts tap on shopping posts to learn more about products every month.** And that number has only exploded since the onset of the Coronavirus pandemic.

Looking at 2022 and beyond, the current state and future potential of influencer marketing are massive. For starters, newer social media platforms like TikTok, paired with industry mainstays like YouTube and Instagram, are only continuing to grow. Content is becoming less generationally-gated, new platform features are making it easier to create and share, and social commerce platforms (like Shopify) are making ecommerce integrations even easier. It goes without saying, influencer marketing is a viable and integral part of any sound digital marketing strategy.



## Types of Influencers

When considering your influencer marketing strategy, knowing what type of influencers to target is key:

**Celebrities** (popular influencer target, generally have a large social media following)

**Publishers** (websites or apps that have built a loyal following)

**Content Creators** (play well with YouTube videos or TikTok videos - create trends/informative or entertaining content)

**Employees** (people who know the product best, individuals who can speak from a position of authority about the product/service)

**Customers** (similar to testimonials, people who have benefitted from what you're selling)

It's easy to get swept up into the idea that more followers = more engagement/conversions. With the explosion of social marketing and the rise of social media influencers, niche influencer markets have emerged. Micro-influencers can have just as much, if not more, impact than macro-influencers. The key to a good influencer marketing campaign is ensuring your influencer has taken the time to build trust or already has established trust with your potential customers.

## The Importance of Influencer Marketing and Social Publishing

Social publishing is an oft-overlooked marketing tactic within influencer marketing. Most brands are quick to trust a popular Instagram influencer or celebrity with their partnerships, ***but social publishing can pack a heavier punch.***





With First Media, it's easy to see the mass reach we have with a very specific audience we've built trust with. For example, our Food & Beverage publishing channel So Yummy! earned twice the number of views with five times less post volume than the nearest competitor. The following are the engagement rates in 2021 on Facebook in the U.S. Food & Drink vertical:

**Top Partners on Facebook**  
Who's closing the most deals in sponsored content?

Partner	Videos Uploaded	Views	Engagements	Likes	Shares	Comments
321 Partners	2,100	523M	4.6M	2.7M	1.2M	195K
<b>So Yummy</b> FOOD & DRINK   US	32	165M	1.2M	762K	272K	25.7K
<b>Tasty</b> FOOD & DRINK   US	94	66.5M	543K	300K	164K	32.9K
<b>Derek Wolf</b> FOOD & DRINK   US	30	61.3M	590K	401K	127K	17.7K
<b>Delish</b> FOOD & DRINK   US	63	38.8M	432K	231K	139K	28.3K
<b>Food Beast</b> FOOD & DRINK   US	181	36.4M	432K	163K	128K	16.1K
<b>Tastemade</b> FOOD & DRINK   US	14	32.2M	136K	81.0K	31.4K	7,388
<b>Alia &amp; Radwa I Food Dolls</b> FOOD & DRINK   US	37	17.2M	84.4K	68.5K	27.8K	3,942

Source: Tubular Branded Content Facebook, 2021

Our second social publishing channel, Blossom, outperformed all other Home & DIY publishers on Facebook with fewer posts:

**Top Partners on Facebook**  
Who's closing the most deals in sponsored content?

Partner	Videos Uploaded	Views	Engagements	Likes	Shares	Comments
124 Partners	771	159M	1.5M	947K	270K	39.6K
<b>Blossom</b> HOME & DIY   US	11	85.6M	816K	490K	180K	17.8K
<b>HGTV</b> HOME & DIY   US	71	29.2M	174K	122K	21.0K	8,452
<b>Nifty</b> HOME & DIY   US	20	24.0M	149K	91.2K	42.2K	4,546
<b>5-Minute Crafts</b> HOME & DIY   US	10	3.6M	32.4K	26.3K	2,854	692
<b>HATIL</b> HOME & DIY   US	1	3.4M	195K	129K	8,257	1,323
<b>Tastemade Home</b> HOME & DIY   US	30	2.8M	6,839	5,164	870	191
<b>Interior Design Magazine</b> HOME & DIY   US	156	2.7M	3,891	3,159	353	107

Source: Tubular Branded Content Facebook, 2021

Sometimes the best content marketing approach isn't simply through influencer posts, but rather through a thoughtful social publishing platform that knows how to handle a brand's reputation.

First Media brands have built a loyal fan base of over 180 Million people, therefore it was only natural for them to enter the influencer space on a deeper level. Over the next year, First Media will roll out a proprietary influencer engine that takes real fans and transforms them into curated influencers. Brands will now have the opportunity to tap into First Media's army of highly engaged influencers and robust reporting capabilities.

## Influencer Marketing Wrapped

Social media marketing has changed. To increase sales, you can no longer rely on a simple social media post. Influencer marketing is nuanced. Finding the right influencers and knowing what kind of content will be popular has never been more important to a customer's purchasing decision. Whether you agree with the direction social media platforms are going or not, it's essential to understand the staying potential of this lucrative market.

Combining the powers of influencer marketing and social publishing grants a brand access to expansive options in a constantly growing area of marketing. However, halting your strategy at integrating effective content into social commerce using influencer marketing and social publishing cannot take you as far as you can go. Implementing performance marketing helps you efficiently expand towards what can be potent marketing versatility.





# What Is Performance Marketing?

## PERFORMANCE

Performance marketing? Influencer marketing? Social commerce? Marketing has enough terms to make even the most experienced marketer's head spin. And that's where we come in to help.

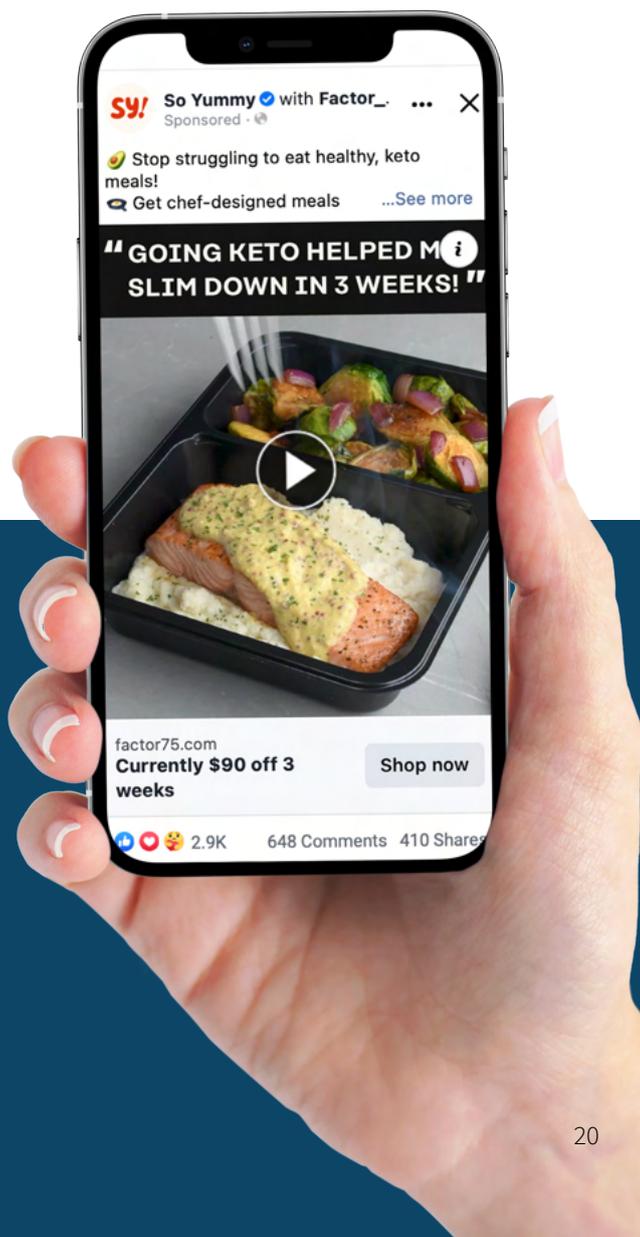
So what is performance marketing exactly? Most marketers will have their own definitions of what has grown to be a more comprehensive term, but it's a combination of paid advertising and brand marketing where advertisers pay once a specific action occurs (click, impression, lead, etc.).

Performance marketing works very simply: you create an ad, give it to a media platform, they serve it up to potential customers and your target audience, then

you pay for each interaction based on the ad types. Some common examples are:

***Google displays your advertisement on their Search Engine Results Page (SERP), then you pay for each click gained (Cost-Per-Click or CPC).***

***Meta displays your ad on a variety of their platforms (i.e. Facebook or Instagram), and you pay once you receive the desired action from that audience (display ads, sponsored video content, etc.).***



## Different Types of Performance Marketing Channels

With increased digital transformation, performance marketing has exploded across many channels. While not exhaustive, the following are common performance marketing channels most online marketers take advantage of:

### NATIVE ADVERTISING

Native advertising is material in an online publication (such as So Yummy or Blossom) that resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product. Native ads are a powerful tool that combines advertising with content marketing.

### AFFILIATE MARKETING

Affiliate marketing is an advertising model where a company pays someone (i.e. bloggers) to advertise their products or services to generate sales. The blogger or affiliate network gets kickbacks or commissions for hosting the ad(s).

### SOCIAL MEDIA ADVERTISING

Social media advertising is when a company pays a social network (i.e. Facebook, Instagram, LinkedIn) to show their advertisement on their platform. Social media advertising is great for generating key metrics like traffic, brand awareness, engagement, leads, and sales.

### SEARCH ENGINE MARKETING (SEM)

Search engine marketing is a form of performance marketing where a company pays a search engine (like Google, Bing, or Yahoo) to serve up an advertisement on their search engine results page. Campaign performance is generally judged on clicks, impressions, and conversions. Think Google Ads.

At First Media, we utilize data-driven strategies and in-house teams to make original user-focused creative and high converting performance marketing campaigns. All production, media buying and data analysis is done in house, taking the stress and work out of it for our partners. Our proprietary tools make the most effective media decision to bring new customers to brands at scale.

## How Performance Marketing Campaigns are Assessed

Optimizing your performance marketing strategy is important. Wasteful ad spend can be a death sentence for most brands. Return on investment (ROI) or return on ad spend (ROAS) are important to keep an eye on. Campaigns are typically evaluated and optimized by the following metrics:

### **COST-PER-CLICK (CPC)**

This one is pretty simple: advertisers pay based on the number of times their ads are clicked. This is a great way to drive traffic to your website if that is the goal of your marketing efforts. CPCs are made more effective by optimizing click-through-rates (CTR) with better ad copy or keyword targets.

### **COST-PER-ACQUISITION (CPA)**

Also known as cost-per-action or CPA, cost-per-acquisition is defined as the total cost of a user taking a desired action that

leads to a conversion. For example: form submissions, sales, downloads, etc.

### **COST-PER-SALES (CPS)**

Cost-per-sale is when an advertiser pays only when a sale takes place that was driven by an ad. This is similar to affiliate marketing.

### **COST-PER-IMPRESSIONS (CPM)**

Cost-per-impressions are measured by how many views your advertisement had. For CPMs, you typically pay per thousand views. This ties in with those banner ads you see on websites or display advertising on the Google Display Network.

Depending on your marketing strategy, different performance marketing goals can make or break your digital marketing strategy. Well-defined key performance indicators (KPIs) help your marketing budget go further and help your underlying business goals.

## Benefits of Performance Marketing for D2C Brands

*For direct-to-consumer (D2C) brands, leveraging performance marketing is key. From top to bottom, performance marketing allows you to take control of your sales funnel and optimize based on your marketing goals.*

### FOR EXAMPLE

If your goal is to get more brand awareness, you can launch a display ad campaign to get your brand and product out to your target audience.

If your goal is to gather email addresses to fill your email marketing list, you can launch a native advertising campaign in an established publication that grants the user access to the piece if they enter their email.

If your goal is to increase sales, you can run an ecommerce focused campaign on a social network (i.e. Instagram, Twitter, or Facebook) that leverages a CPS model.

In today's new marketing world, the benefits of performance marketing cannot be overstated for D2C brands. Ensuring you're leveraging the right platforms and optimizing for the KPI that will move the

needle the most can be the difference between success and failure for D2C brands.

We've outlined the importance of a well-rounded digital marketing approach using technological tools and man-powered strategy. You've seen how social commerce and shoppable content can be enhanced with the power of influencer and performance marketing. Keeping all of this in mind, where do you go next to move towards high-value content that converts to real-world action?

Our omni-channel approach gives us unique access to varied social commerce insight along with a thorough understanding of how to create content that converts, and how to execute it practically and thoughtfully. With the power of artful technology and a team of innovative individuals, our job at First Media is to guide you to an optimized digital program with branded content, performance marketing, shoppable content, and more. Become a partner to gain the knowledge and toolkit you need for independent success with a well-rounded marketing approach.



**Blossom So Yummy! .Blusher babyfirst™**

## We create content that performs and we deliver for our partners

**About Us...** First Media is an industry-leading digital media publishing and marketing company, at the intersection of content and commerce, driving the shoppable content revolution with more than 180 million fans, and over 2 billion monthly impressions across social media. Our proprietary blend of human ingenuity, experience, and constantly evolving AI delivers high-performing digital experiences that resonate deeply and drive real-world action. Our brands

Blossom, So Yummy, Blusher and Babyfirst inspire our global audience with organic and action-driven content to make every day extraordinary. Through these platforms, First Media is able to offer brand partners highly customized campaigns with unparalleled ROI at speed and scale. With an average annual growth rate of 50% over the past five years, along with multiple Fortune 500 partners, we are leading the next generation in shoppable content.

## How to Work with Us

We build, deploy, and optimize high-value 360 digital programs that deliver unparalleled ROI for our partners. <https://first.media>



Branded Content



Performance Marketing



Shoppable Content



TV Ads Sales