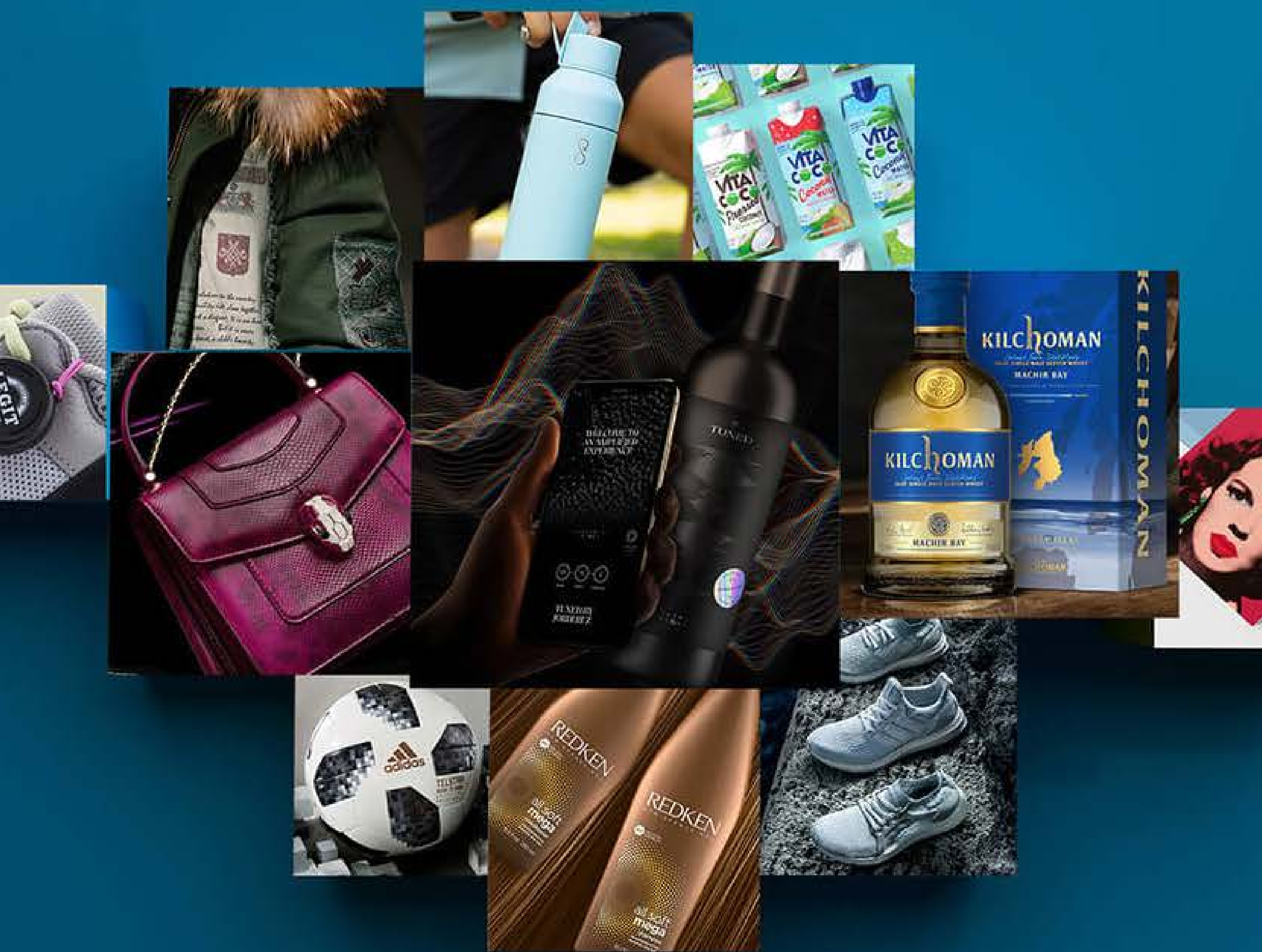


The New Digital Content Strategy



Blue Bite

The New Digital Content Strategy

The new digital content strategy meets consumers where they are with the **resources** they need, right when they need them.

New kinds of marketing and communication channels make this not only possible, but **simple**. A **personalized** approach to digital brand strategy **cuts through** the digital noise created by existing channels like social media and email.

What is Digital Content Strategy?

Content strategy, and particularly mobile content strategy, is often **ill-defined**.

At Blue Bite, we think of content strategy the same way Kevin P. Nichols of SapientNitro does:

“We define content strategy as getting the right content to the right user at the right time.”

Kevin P. Nichols, SapientNitro

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Personalization Made Easy

Content that adds value can be as **simple** as directions to the nearest store or when a prescription was last filled.

Innovative brands are combining this with a combination of existing content, third party content, user generated content and more, **eliminating** the need to create new content for another channel.



Successful Digital Content Strategy Examples

Use Existing, Underperforming Content

- Great content often goes **under-recognized** and **under-engaged** on social media and other platforms
- Blue Bite **cuts through** the social media noise and delivers content **directly** to consumers
- Repurpose previously **underperforming** social media content into content consumers want to **interact** with

Repurpose Content to Increase Ecommerce Sales

- Include **links** to other products and descriptions that allow consumers to find **complementary** products to purchase
- Remind consumers to **reorder** products

A Focused Approach

- Take a **quality** versus quantity approach and find more significant, long-term results that **resonate**
- Don't throw **every asset** you own into one constantly updated mobile experience, consumers are quickly **overwhelmed** in our world of constant content

Use Third Party Content to Build Consumer Trust

- Leverage resources like Google Maps for directions, weather apps and more provide **additional value**
- Provide a “you don’t have to take our word for it” **reinforcement** of **quality** with reviews from sites like Amazon and Yelp
- This is particularly important in-store, where **90%** of consumers are using their phone to research **potential** purchases

Content is a Two-Way Street

- Not **all** of the content has to come from your brand: what your **users say** is content, too
- Feedback, surveys, contests and more are all ways for consumers to **engage**, essentially creating their own content
- This **empowers** the audience and provides additional consumer **data** to the brand



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Gamification of Existing Content

- Blue Bite empowers **gamification** features that allow you to turn **existing** content into **engaging** gamification experiences
- This kind of **interactivity** is **proven** to keep consumers coming back



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