2020 CASE STUDY

A Global Top Five Technology Company Leverages AI/ML to Improve Content Marketing

INTRODUCTION

Fact-based marketing that resonates with the audience is the path forward.

Our client is an American information technology company that was looking for a way to build audience engagement and capture a larger share of voice in the market against some rivaling industry giants.

Headquartered in California, they were founded by two engineering grads with the grit and intuition to pursue their ambition and launch their own company.

Today their products are recognized worldwide and they supply a full range of hardware, security, software and other services that connect consumers, financial institutions, merchants, governments and business.

The problem is that sales and marketing noise levels are now at such a high level that they found it difficult to sift through the noise and settle on a messaging strategy.

Our client was wanting to capitalize on the increasing relevance of technology to business and create interest among leading influencers in order to drive more leads. They recognized that fact-based marketing that resonates with their audience was the only path forward.

In fact, 90% of B2B marketers say the leading attribute of content marketing effectiveness is "audience relevance."

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CHALLENGE

The management team realized that traditional approaches to content marketing were steeped in human biases and opinions leading to conflicting recommendations and less than ideal results. Industry assumptions weren't providing a clear path forward when it came to content strategy.

It's evident that quality content is one of the most critical factors driving leads. And when 82% of B2B buyers view more than five pieces of content from a vendor prior to purchase, quality can't be left up to chance.

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SOLUTION

On the hunt for an evidence-based approach to content strategy, the marketing team reached out to our sister company, ISMG, the leader in cybersecurity and IT media and the number one media sponsor of RSAC since 2007.

Learning that CyberTheory is a global marketing advisory firm, the team arranged a meeting. At that time we had just completed development of an innovative method to improve the effectiveness of content marketing. By using an AI/ML engine to leverage natural language processing we are able to rapidly measure, improve and evolve a company's content, which in many cases informs a new content marketing strategy.

We've dubbed this approach Darwin.

PROCESS

Darwin provides automated, objective analysis in order to cut through the noise and deliver results.

Darwin provides automated, objective analysis powered by AI/ML and empirical data in order to cut through the noise and deliver results. Each Darwin content analytics campaign begins with in-depth analysis of our client's target buyer/audience persona.

We identify where the target audience is consuming content; what topics, formats and questions are resonating; and what gaps our clients need to fill in order to capture and grow that audience.

After gathering this information and pinpointing who is competing for a share of voice in that space, the AI/ML enabled engine goes to work.

Our engine reads, tags and scores your content and a selection of content from other leading brands, publishers and competitors.

It then provides data-driven guidance on what our clients should be writing next to beat the competition.

The analytics are based on content gaps compared to what is trending right now, and whitespaces that offer upcoming opportunities.

Each base program runs for 90 days, producing monthly reports analyzing 20 content producers – including competitors and publishers – and generating four content briefs per month.

Content briefs recommend specific inputs on content development and usage to grow share of voice, including recommended article headline and writer bio, word length, top-performing market content, trending subtopics to cover and the top 3 best performing existing assets on a topic.

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OUTCOME

The result of the Darwin program has been clear, unbiased guidance that drives higher content engagement.

Working together to formulate the portfolio of internal and competing sources to track and analyze, our client's marketing team and the CyberTheory team created a hyper-focused program.

After the Darwin engine performed its data-driven analytics, the CyberTheory team then completed a competitive benchmarking review of the client's performance.

Upon analysis of our client's average monthly volume and correcting for the skewing against a major content-producing powerhouse, we discovered that although our client was only producing 4.5% of the industry giant, they gained 31,000 more engagements.

Through deeper analysis, we found one extremely high performing article driving 38,000 engagements in only 9 days. The topic of this article was especially popular and succeeded in showcasing the ways in which our client's products are making a positive impact.

By analyzing top trending topics, we were able to determine that our client engaged with 40% of the top trending topics that month, outperforming 30% and were the ranking topic leader for 20%.

We also isolated key topics that were underperforming and identified the key driver of this lack of engagement – oversaturation in the market. We then gave recommendations for further content creation.

We also took a close look at whitespaces, or the top trending topics that our client was not sufficiently engaged in.

After this analysis, we recommended that our client select the whitespaces that directly link to their product and take on the current share of voice leadership in that area. We also advised increased content volumes on specific topics in order to rival and overtake current leaders and competitors.

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ABOUT US

The ESPN of Cybersecurity.

CyberTheory is a full-service cybersecurity digital marketing advisory firm, providing advertising, marketing, content, digital strategy, messaging, positioning, event management, lead generation and media publishing.

Our sister firm, ISMG, has 20+ editors and 33 news, education and information desks around the world producing relevant and timely content 24/7.

In addition to our resident CISO team and 40 member CISO Customer Advisory Board, our extensive knowledge and exclusive access to the largest Cybersecurity membership network in the world allows us to personalize the targeting of each and every Cybersecurity buyer persona.

With strategic insights from our global education services, media providers, intelligence analysts, journalists and executive leaders, we're always aligned with the latest industry direction and demands.

More information at **www.cybertheory.io**

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