

What makes great Enhanced Marketing Content?

As with any good marketing campaign, good Enhanced Marketing Content (EMC) starts with understanding your consumer and why they are not buying your product. By understanding your consumer's purchase barriers, you can then develop a strategy to overcome these barriers in your marketing content.

This document outlines a couple of strategies to help you develop your enhanced marketing content.

Tell a relevant and compelling product story:

The goal of your EMC is not to talk about every single feature or every possible detail about the product, but rather, your EMC should provide relevant content that STOPS, HOLDS, and CLOSES your consumer via a compelling product story.

- STOP – Stop the consumer from browsing by providing a compelling reason for them to engage in your content.
- HOLD – You need compelling and relevant content to keep your consumer reading and interested.
- CLOSE – Close the deal by giving your consumer a reason to buy the product. What is the one single most important benefit they will get by buying this product? This benefit could be functional or emotional.

How do I craft a relevant and compelling product story?

To tell a good product story, you need to know your consumer. You need to understand their purchase barriers, and if you do, then you will be able to create engaging content to keep them reading - they will be nodding their heads “yes” as they interact with your content.

Examples of purchase barriers:

- Value – why is your product a great value? Remember, value is not the absolute price. A good way to think about value is:

$$Value = \frac{Benefit + Brand\ equity}{Price}$$

- Education – maybe your consumers do not understand how your product works?
- Believability – do your consumers believe that the product can deliver on the benefit?
- Complacency – maybe your consumer has bought the same product for the past 10 years, give them a reason why they should now pay attention to your product.
- Awareness – are your consumers aware of your product and of its benefits?
- Brand fit / lifestyle – Are you going after a new consumer segment that does not think your brand fits their lifestyle or image?

Putting it all together

Pick a couple purchase barriers to address in your EMC, also taking into account the look, tone, and feel of your brand. Avoid addressing too many purchase barriers as this can overwhelm your consumer and cause them to disengage. Remember, at the end of the day, you are a consumer too and if you do not want to engage in your content because it is overwhelming, then your consumers will not either.