



ELEVATING YOUR *Brand Content*

Unlock the transformative power of branded content, forging deeper connections with your audience than ever.

Ready to turn your customers into brand advocates?

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WHAT MAKES BRANDED CONTENT STAND OUT?



One of the most common marketing tactics in the modern digital age is branded content marketing.

This can come in many forms but typically refers to written and visual content created specifically for “new media” outlets such as your company blog and social channels such as Facebook, Instagram, and YouTube.

Many marketers have found branded content to not only present a better return on investment (ROI) than traditional methods but it also has a much lower barrier to entry and can be implemented with limited teams.

Understandably, this makes brand and content marketing particularly appealing to startups and small businesses operating with limited funds.

Any business can participate in branded content marketing, something that was definitely not the case with previous marketing trends such as commercials or physical billboard advertisements.



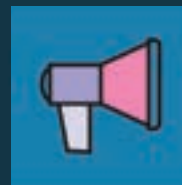
WHAT IS BRANDED CONTENT MARKETING?



Studies suggest that branded content makes audiences remember brands and products 59% better than other digital ad types.

With the added chance of “blowing up” and going viral, it’s one of the best strategies to incorporate into your marketing plan.

Ready to dive into the world of branded content marketing, exploring how you can practically begin to effectively implement it into your business’s core marketing efforts?



This style of marketing takes viewers on a much deeper, more meaningful journey with your brand. It shows them the “why” behind your products and services, telling them why you matter and why they should care rather than bombarding them with yet another over-the-top sales pitch.

Long-Term Benefits of Branded Content

Authentic marketing may take a longer time to convert viewers to paying customers than more direct sales approaches, but the ones that do convert will be more closely aligned with your brand’s core mission and values.

WHAT MAKES BRANDED CONTENT EFFECTIVE?



All effective branded content relies on two key components: **Authenticity and emotional appeal.**

A branded content strategy may feel like a complete shift away from how traditional marketing outlets work, which rely on tactics and convincing. Play on the core human aspects we all share to connect positive feelings with your brand and influence sales without selling directly.

Always remember, nobody likes to be overly sold to or preached at. Instead, you want to hook the customer or audience through stories that are interesting and do not feel like advertisements. Don't make your audience feel like you are trying to get something from them.



Subtly slip in information about your company, brand, and products in a way that isn't intrusive or distract from the storytelling that they came for. This will ensure viewers do not walk away feeling cheated or taken advantage of.

This is much easier said than done, of course, but is entirely possible with the right amount of research and overall market awareness. Think critically about the largest problems and deepest feelings bothering your target audience, and create a relevant narrative addressing them with a subtle link to your brand.



4 Actionable Branded Content Tips & Strategies

All it takes is one piece of content to resonate at just the right time to completely change the trajectory of your entire company. Try implementing our branded content tips² to improve the quality of your next campaign.

1

Understand Your Target Audience



When creating branded content, audience analysis is always where you should start. Because if you don't understand your target audience, it's that much harder to **identify and alleviate end user pain points**.

Some businesses take a templated approach to identify their ideal customer profile (ICP), but more detail and specificity make audience targeting much easier and deliver much stronger results.

2

Utilize User-Generated Content



Some of the best brand content materials come directly from the actual users of your product. This user-generated content (UGC) can serve as informal, unprompted testimonials and provide an incredible ROI with little to no additional ad spend.



Brands can encourage UGC by running contests or creating a campaign that asks its viewers a probing question or provides a fun or interesting prompt that they can respond to on their personal social media accounts.

3

Leverage Influencer Collaborations



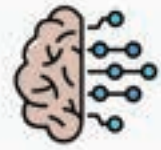
One way to “hack” growth and significantly increase your marketing reach is to partner up with relevant influencers within your niche. It is crucial, however, to always do your research before partnering with an influencer, as they become an extension of your company’s brand once they begin posting for you.

Anything negative or harmful that becomes associated with them could also have run-off effects on you and your business. This makes thorough vetting a top priority when considering any partnership with any influencer.



4

Don't Rely Too Much On Generative AI



In the past year alone, AI has become an important consideration for any marketing strategy. Generative AI tools like ChatGPT are incredibly tempting, but when done incorrectly, this can prove detrimental.

While AI technology is improving every day, many users are now digital natives who can easily spot something generated by AI rather than a human.

AI is best as a supplemental tool that lets you focus on creativity, authenticity, and finding/maintaining your voice.

BRAND CONTENT CASE STUDY: DOVE'S "REAL BEAUTY"

A great example of brand content done well was Dove's "Real Beauty" campaign in which a series of women describe themselves to a sketch artist, who then draws them based solely on the verbal description – without ever seeing them.

Then a group of strangers describes these same women to the artist, who produces another sketch.





MARIA
as described by
MARIA



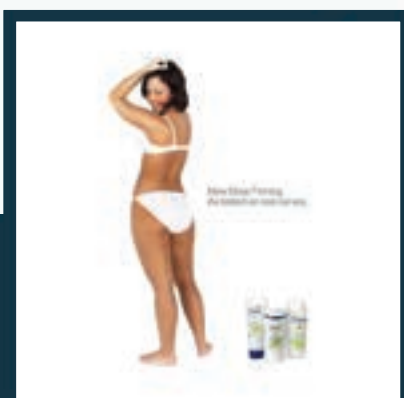
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as described by
A RANDOM STRANGER



The two sketches (see the examples on top section of this page) showed the disparity in how we view ourselves versus how the rest of the world sees us, and, coupled with the underlying message of self-love and acceptance, resonated incredibly well with the world at the time.

This campaign was a massive success for Dove, organically generating more than 70 million views on YouTube, with countless comments about how important the video was for them emotionally and how pleased they were that it was made.

While this might not have led to many direct sales upon release, the women moved by the video (many of which fell within Dove's ideal customer profile) are much more likely to buy Dove products in the future because of it.

Women moved by the campaign are more likely to buy Dove products in the future.

TAKE YOUR BRAND MARKETING TO THE NEXT LEVEL

Alan and Co. is a full-service marketing agency with decades of combined experience. If you need help introducing elements of branded content marketing into your campaigns, reach out today to schedule a 45-minute risk-free consultation.



For additional free resources like this one, be sure to follow us on social media to stay up-to-date on our latest media and offerings.



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Current & Previous Clients

The logo for DETOX LA, with 'DETOX' in a large, black, serif font and 'LA' in a smaller, gold, serif font below it.



The logo for NAR NEVER ALONE RECOVERY, with 'NAR' in a bold, blue, sans-serif font, and 'NEVER ALONE RECOVERY' in a smaller, blue, sans-serif font below it.



The logo for PURPOSES RECOVERY, with a stylized leaf icon to the left of the text 'PURPOSES RECOVERY' in a black, sans-serif font.





Branding + SEM/SEO + Social Media + Web Design + Lead Generation

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