

# Is 60% of your content a waste of time?

According to Havas Meaningful Brands report 2017, it is. They interviewed over 300,000 people and looked into 1,500 brands across the world to find that 60% of content that gets produced is almost useless.

Learn how you can avoid being part of this 60% and instead create content that cuts through the clutter.

# Key Learnings

1. 60% of content is failing to deliver **(Havas Meaningful brand reports)**, so brands of all sizes need to examine how they're investing in content marketing, to see if it's performing by driving revenue, not just by driving likes and comments.
2. The three key principles that help to deliver Champion Content are:
  - find an unconventional idea that goes against the norms of the category
  - create emotional acupuncture and strike an emotional nerve in customers' minds
  - let your content air, spend time testing your content with a small audience before publishing it
3. To find an unconventional content idea, look at what your competition is doing, and see what customers don't like about it. Produce content that will stand out from what's expected.
4. To create 'emotional acupuncture', it's critical to find a message that is specific, links clearly to your brand, and induces a strong emotion in your audience. The emotion that you choose doesn't matter (whether it's fear or joy, happiness or sadness), but it's important that it is a strong emotion nonetheless. If the emotional response is not strong enough, fewer customers will move further down the conversion funnel.
5. To let your content air, it's useful to do a soft launch with a smaller number of customers to cover the gaps in your content rather than rushing it out there to fill an empty content calendar. Customers can wait a few days longer.
6. Content that works best has an emotive, unconventional idea at its core, but it also needs to be balanced with less emotive, rational content that can be produced more frequently. Every customer needs to be wowed but they also need to learn about the features and benefits of what you offer.
7. To create Champion Content, we must interview customers, whether it's by free surveys shared on your Facebook wall, or having a cheap coffee with friends who are your target audience. Or, if you have budget, you can pay for 1:1 interviews and focus groups which will give you deeper levels of insight. The richer the qualitative insight that you gain from these interviews, the stronger the emotional reaction is likely to be when you create the content. If you rely on guesswork, a few Google Keyword tools, and sit behind your desk, don't be surprised if you don't get much response.

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If you require any further info or have any questions, please don't hesitate to contact [emily.ball@yoyodesign.com](mailto:emily.ball@yoyodesign.com)

Thanks!