Why Content Personalization is the Winning Formula For Growth

Content marketing is a priority for most businesses. Most B2B marketers have a documented content marketing strategy. But is this enough?

While having a documented strategy is linked to more successful outcomes, what happens when those results begin to stagnate? How can marketers pivot their strategy to continue the upward growth trend their team once enjoyed?

The answer is simple: Content personalization.

What is Content Personalization?

As defined by Technopedia, content personalization is a content marketing tactic used to tailor a digital product or experience to specific user needs.

Most content marketing strategies are organized to appeal to the masses. Content marketing channels such as blog posts and social media content are often developed to cast a wide audience net and attract a variety of individuals to a website.

However, this top-of-the-funnel approach works well to capture new website visitors' attention but doesn't necessarily work to retain or convert them into paying customers or retain them as existing customers and reduce customer churn.

Plus, multiple visitors come to a piece of content with different intents. Some may want to learn about the topic at hand while others are searching for that last bit of information before they make a purchase.

This is where content personalization tactics take the reigns.

How Does Content Personalization Work?

The Content Marketing Institute explains that content personalization "exploits visitor or prospect data to deliver relevant content based on the interests and preferences of the target audience."

Simply put, marketers use insightful data about website visitors to create personalized content experiences. Without that data, marketers would be back at square one—creating generalized content for the masses.

To leverage a content personalization strategy and experience significant growth, marketing teams need data points such as:

- Location

- Age

- Income

- Purchase History

- Previous Website Activity

- Job Title

- User Content Activity

- Industry

- Company Name

And, SmarterHQ found that 90% of consumers are willing to share their data if it made their shopping experience easier.

Using this data, marketers can create personalized experiences such as auto-generated "Recommended for You" content for website visitors.

This personal approach to marketing has a far bigger benefit than visitor satisfaction, too. A recent study found that 73% of customers prefer to buy from brands that deliver a personalized shopping experience.

And, Salesforce reported that 65% of business buyers are more likely to switch vendors if a brand doesn't personalize communications to/with their company. By failing to personalize content and communications with potential partners or B2B clients, companies miss out on a substantial amount of revenue and future opportunity.

Content Personalization, Not Web Personalization

Before embarking on developing a content personalization strategy, it's important to note that this is not the same concept as web personalization.

Web personalization is the practice of customizing the appearance of one's online experience to the

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individual. An excellent example of web personalization in practice is Netflix or Amazon's home pages. Each user has a homepage tailored to their previous search, purchase, or watch history.

On the other hand, content personalization focuses on delivering the right message with the right content to the right person at the right time.

While these tactics work differently to entertain an individual, they can also work hand-in-hand toward accomplishing a growth strategy.

For instance, after interacting with a personalized email message and being directed to a website, a user receives a homepage design tailored to their interests and that specific message.

3 Reasons Why Content Personalization Works

A 2018 study by Evergage found that the top five benefits of content personalization include:

- Increased visitor engagement (55%)

- Improved customer experience (55%)

- Improved brand perception (39%)

- Increased conversion rates (51%)

- Increased lead generation and customer acquisition (46%)

While these benefits all contribute to monetary company growth, they also boil down to three qualitative reasons to use content personalization:

1. Personalized Content Creates Authenticity

Consumers don't want to purchase from faceless brands. People buy from people!

Adding personalized elements to emails, social media posts, blog content, and other forms of content show potential customers that a business genuinely cares about their needs and interests.

After all, are customers more likely to make a purchase after watching a video ad targeted toward a group of people or an email sent directly to them based on their personal needs?

2. Personalized Content Humanizes a Brand

For most new visitors, a website's content is the first time they are interacting with the brand. Without some element of personalization involved, the website is just another big brand in a world of options.

The same concept applies to businesses looking for solutions online. Since business purchase decisions often come with fairly high stakes, buyers want to know they are being taken care of by the brand and can trust them with their decision.

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By offering personalized content, brands show visitors that there's a team of humans behind the content they see!

3. Content Personalization Establishes Trust

Since the beginning of marketing and advertising, businesses have used everything from radio spots to billboard advertisements to build trust with consumers. B2B marketers have also focused on generalized marketing and sales materials as part of their business development efforts. However, what was lacking from these older tactics is the ability to personalize messages to individual consumers.

Tailoring specific content to meet the needs and desires of visitors builds a trusting relationship between consumers and a brand. This trust is then transformed into brand loyalty. And, among millennials, brand loyalty has been shown to increase on average by 28% if personalized marketing communications are received.

Also, 71% of consumers report feeling frustrated when their shopping experience is impersonal.

B2B brands use content as a way of attracting the business of another company. Yet, if this content isn't tailored to the needs of that company, frustration occurs! When marketing to businesses and customers alike, alleviate this frustration and dissatisfaction by creating and executing a content personalization strategy.

How to Start Using Content Personalization in a Marketing Strategy

Ready to dig deeper and enhance the relationship with website visitors and customers? Start by implementing a personalized marketing strategy!

A content personalization strategy begins with the following steps:

Compiling Customer Data

Through tools like Google Analytics, companies can capture website visitor data—such as location, income, activity, etc.—and use it as part of a content personalization strategy.

Think critically about which information to collect, as it'll impact the strategy's personalization decisions down the line.

Analyze It

After capturing a significant amount of data, comb through it. What trends are emerging? Are certain groups of users exhibiting surprising behaviors when interacting with the content? Content tools such as Vestorly, can help you dig deep into the content data and organize the findings.

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Implement the Findings

Once clear consumer patterns and behaviors are evident, implement the findings into a personalized marketing strategy. This entails using types of content personalization such as:

•   Location-Based Content - Tailor the content messaging to speak to the user's location. This type of personalization can be used on targeted social media ads, landing pages, and emails.

•   Persona-Focused Content - Personalized content created for a brand's defined buyer personas. This is ideal for larger content pieces like newsletters, emails, and articles.

•   Real-Time Personalized Content - This type of personalized content is driven by AI and instantly updates content and web experiences according to each user's interests and needs.

As the personalization strategy is executed, keep track of the results. Ask:

•   Are the newfound personalization tactics driving growth for the marketing strategy?

•   Do consumers interact more or less with the personalized content?

•   Using this new data, what other elements of content personalization can the marketing team use to grow the business?

A Few Quick Ways to Use Content Personalization Today

Even if a brand doesn't have the resources to leverage a content personalization tool or AI, it can still create individualized content for customers by:

Using Subscriber's Names in Email Subject Lines and Content

Emails with personalized subject lines experience a 26% higher open rate than those without! Use merge tags to automatically include this information in branded emails.

Email Marketing Campaigns Triggered by Activity

Send emails with a personalized product or content recommendations to visitors who interact with a website.

Slowly Gain Customer Insight

No website visitor is going to fill out a 50 question survey after interacting with a website. Instead, start compiling customer data slowly but surely. On top of analytics, use a chatbot to ask a question or two every time users visit the website. After a while, the marketing team will have a wealth of information about website viewers.

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Key Takeaways

- Marketing growth can be accelerated through the use of content personalization.

- Content that is personalized to the audience increases engagement.

- Personalized content increase brand trust and authenticity.

If your marketing team isn't leveraging content personalization for company growth, it's time to hop on board. Content engines like Vestorly provide the features and tools marketers need to personalize content accurately and efficiently.

Try Vestorly out today and experience the benefits!

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