



**Eleven Pillars:**  
**Our Content  
Marketing  
Approach**

**Eleven.**

# No 'More' Content

## **More is not always the answer.**

In a climate of prolific messaging and choice, the connected customer is no longer a mere recipient of media messages, but an active player, and often your most valuable brand ambassadors.

With this power-shift, the need for a strong value proposition and engaging communications is evermore important.

Content must be considered to meet the needs of your audience first and foremost, and accurately reflect the positive strength of your brand.

At Eleven, we believe that credibility and trust are key principles often overlooked in content marketing strategies. We believe the most effective approach is to start with your target audience, and if your business service or product can add value to them, then we're on to a winner.

## **Eleven Pillars**

Our content marketing process spans four phases, in the beginning we assess then create, before we promote and finally learn.

Each phase of our process is broken down further into modules; our eleven pillars.

## **Do I Have to Do It All?**

Recognising that each business has its own journey, our approach is meant to complement what you already have in place, you may wish to work through all eleven, or you may be seeking support for just one or two.

# Let's begin.

## Phase One: **Assess**

**Your content will carry the message of your brand, whether that's in a press release or a research paper, it represents you.**

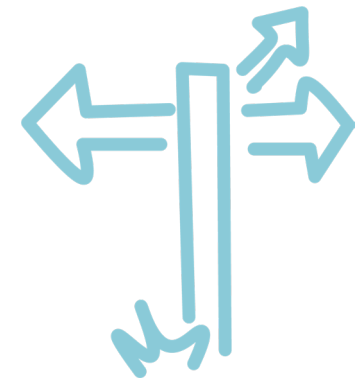
So, first-up we need to develop that understanding. Often, this phase will be as beneficial to the leadership team as it is to the content producers.

Assessment ensures that everybody is aligned with understanding the **business goals, the market,** and your brand's **unique selling points (USPs)** that will allow you to successfully compete in that market.

Understanding your target audience is crucial, identifying **target personas** their needs and frustrations puts you much stronger position to create valuable content with the right messaging. This must be done with a wider understanding of the market landscape to ensure that your messages stand out in the crowd of competitors.

We can support each step of your **customer's journey,** raising awareness through the appropriate channels, and providing the right information at the perfect point to ensure a smooth experience.

- 1 **Goals, USPs & market landscape**
- 2 **Target personas**
- 3 **Customer journeys**



# UNMADE

Brand Messaging Workshop  
19 March 2019

Insights Report provided by



Workshop findings  
9 February 2019

**Our partnership has been a critical part of our growth since 2015 - we have established a strong online credibility with our customers and stakeholders globally which we simply couldn't have done without Eleven.**

**Alan Foreman, B-Secur CEO**

## Phase Two: Create

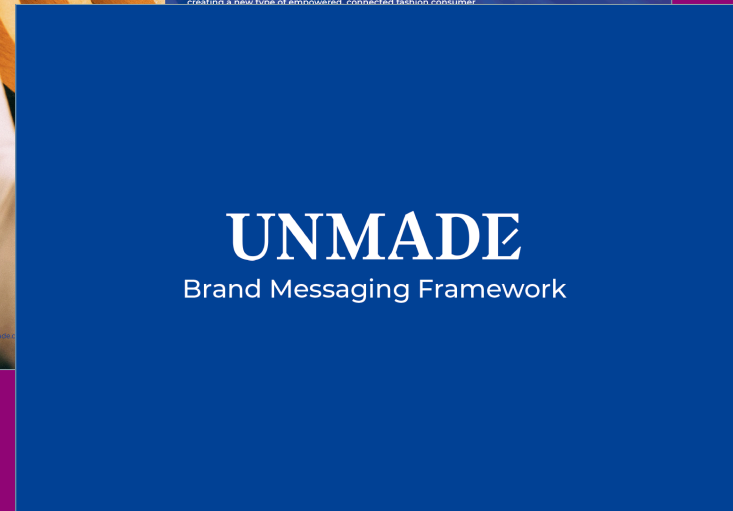
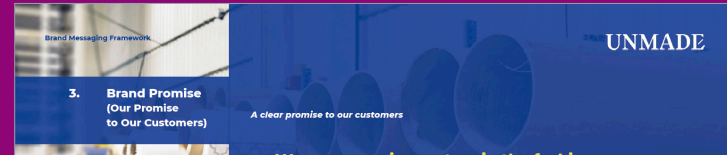
A **brand messaging framework** clarifies your defining characteristics and informs all further content production. The framework can be utilised by all areas of your business, from customer service to marketing to HR.

Ensuring your technical **infrastructure** is up-to-scratch will allow you to disseminate your messages at pace to the widest possible audience, reduce demands on staff, and improve the overall customer experience.

Most likely, your website will be the lead source of information for your audience. Even the best content can be missed on a site with a poor user experience, and no matter how strong your press release is, if it leads to a site not fit for purpose it will most certainly put off prospective customers. Other areas to consider are marketing automation platforms, social media and networking channels, and service integrations. We provide technical consultancy to ensure your digital presence evolves with your business and you stay ahead of the competition.

A **content roadmap** should not be set in stone, in fact, don't even let it near a laminator. An agile approach will allow you to forecast and set milestones, yet be reactive rather than restricted. Whether planning ahead for the quarter, month, or a shorter sprint cycle, a roadmap can focus resources for a greater impact.





## Phase Three: Promote

**Regular promotion is required to ensure your brand maintains presence in a competitive market, and building a brand means reaching the right people at the right time through the right channels.**

Effective promotion should be strategic, through well considered campaigns that can capitalise on existing initiatives. You may want to create hype around a particular product before presence at a key event, or show thought-leadership by contributing comment on a topical issue.

Your content roadmap will direct campaigns and combined with your persona understanding, map the channels through which to distribute your message.

Communications ought to be mapped to a goal, whether raising awareness of brand values, encouraging customer loyalty, or more directly driving readers to a conversion goal such as a purchase. We'll work with you to connect marketing and sales.

Don't wait for a new product, service or event to pick up on promotions. Brand promotion is never complete. Regular, thoughtful and engaging content is key.

# 7

Channels  
& campaigns

# 8

Connecting  
marketing & sales







**Transforming the Driving Experience**

- Secure, keyless ignition
- Personalisation
- Seamless payment connectivity
- Driver presence detection

**Enhancing Driver Safety in a Heartbeat with ECG Biometrics**

**Get vital driver health data**

- Drowsiness
- Heart rate
- Stress
- Cardiac activity

**Partner with B-Secur**

We partner with leading device and product manufacturers to embed ECG biometrics for a competitive edge. [info@b-secur.com](mailto:info@b-secur.com)

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**Enhancing Driver Safety with ECG Biometrics**

Expert Live Demo with Ben Carter, CCO



Car HMI  
June 27-29, Berlin

[b-secur.com](https://www.b-secur.com)

[@bsecurtech](https://twitter.com/bsecurtech) [#wCarHMI](https://www.instagram.com/bsecurtech)

**B|Secur**  
Next Generation Biometric Authentication

**Hello <<First Name>>,**


Car HMI in Berlin, June 27-29, is Europe's leading event for bringing together innovators in automotive HMI and UX development.

I'm delighted to reveal that B-Secur will be in attendance along with our valued partners, Analog Devices, on Stand 12.

We'll be giving live demos of our ECG biometric technology embedded into a steering wheel and sharing how we can uncover vital health data about drivers that could enhance road safety.

Learn more about our technology and book your personal demo today.

**Enhancing Driver Safety with ECG Biometrics**  
Expert Live Demo at Car HMI, Berlin June 27-29




[@bsecurtech](https://twitter.com/bsecurtech) [#wCarHMI](https://twitter.com/wCarHMI)

**Explore ECG Biometrics in Automotive**

**Brand New White Paper: ECG Biometrics for the Connected Car**

We've also teamed up with Google Intelligence to take an in-depth look at the potential for ECG biometrics to steer the future of driving.

ECG biometrics helps us determine not just who you are, but how you are.




**Get excited for the future of driving with insights including:**

- Latest automotive biometric applications
- Expert analysis and market developments
- B-Secur's role in the space

**Download White Paper Now**

Thanks for reading and please do get in touch with us directly to learn more about what we're doing in the automotive space.

Best wishes,  
Alan



Alan Foreman, CEO

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**B-SECUR AT CAR HMI: HOW ECG BIOMETRICS COULD STEER THE FUTURE OF DRIVING**

Car HMI is Europe's leading automotive HMI UX event, bringing together leaders in the technical and design fields for automotive HMI and UX development, which took place in Berlin June 27-29.

We were delighted to attend this event with our partners Analog Devices offering live demos of our ECG biometric technology in action in the space.


We've worked with ADI to create a powerful new automotive application - integrating our technology into the steering wheel of a car for ensuring new safety and security features, with vital health data unlocked.

With a simple touch, the car becomes a sophisticated health monitor.

**Read our latest articles to learn more about the response to our technology and what we learned about the future of driving.**

[READ NOW](#)

**Authentication and driver wellness data, in a heartbeat**



**Want to learn more about our automotive use cases?**

Get a health alert 'pop up' to learn more

[CONTACT NOW](#)

**White Paper: ECG Biometrics for the Connected Car**

We've partnered with research and consulting company Google Intelligence (GI) to explore how ECG biometric technology is being deployed in the automotive space in a range of uses that include identification, authentication and health, wellness and wellbeing.

Get insights including:

- Latest automotive biometric applications
- Expert analysis and market developments
- B-Secur's role in the space

[GET WHITE PAPER](#)

**Partnership Opportunities with B-Secur**

We partner with leading device and product manufacturers to embed ECG biometrics for your companies. Our ECG biometrics can help you get ahead.

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Join our mailing list for news, updates and press releases

Yes, send this newsletter and content we are being sent in our work to other business units.

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**Working with Eleven has created the voice for IPEX we needed, articulating our vision and helping us reach customers with authentic, credible content - beyond marketing to customer service and sales channels too. Our content partnership is a vital part of our business strategy.**

**Paul Sherlock, IPEX CEO**

## Phase Four: **Learn**

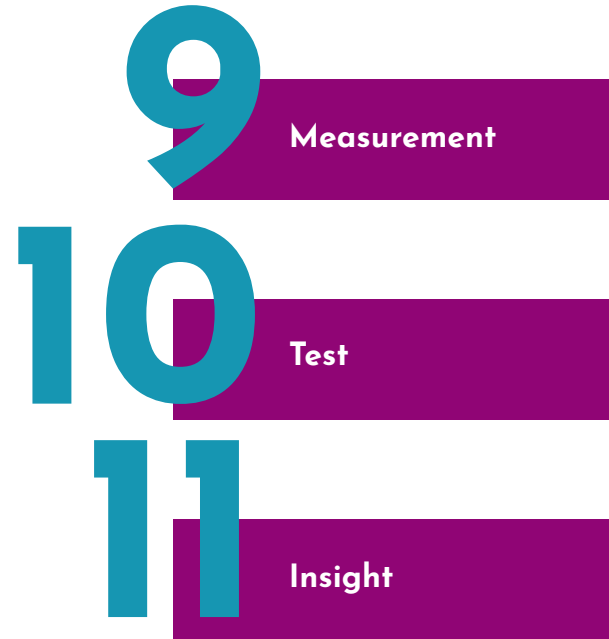
**Last but certainly not least, we place emphasis on learning.**

Recognising that all companies and customers are unique, it's crucial to continually evaluate any activities and make iterative improvements, with a little risk taking for good measure.

Key performance indicators (KPIs) are one component of **measurement**, but we can source valuable new **insights** from customer actions and engagements. From Google Analytics to social statistics, what can we learn from your customers' behaviour?

Not sure what strategy will perform best? Let's **test!** From on site A/B testing to segmenting audiences for different campaigns, we like to test to prove what works.

Reports full of statistics only tell us so much, we look to provide the context for worthwhile insight that allow you to make informed data driven decisions.



## Let's Collaborate

Want to create compelling, quality content as elevated as your goals?

Talk to us today to begin

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[hello@elevencontent.co.uk](mailto:hello@elevencontent.co.uk)

**Eleven.**