

# *AMNT – come alive through digital!*

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*AMNT summer conference | Stephen Willard*

*Monday 13 June 2016*



branding and  
communications™

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# *#AMNTConf2016*

## *@AMNTorg*

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# *Jargon cheat sheet:*

- SEO*** – *Being found via Google*
- Content*** – *Relevant articles, opinions, graphics to share*
- Impressions*** – *How many people saw your content*
- Social*** – *Twitter and LinkedIN*
- Inbound*** – *Activity designed to grab peoples' attention*

*(He might also mention a bunch of other technical terms to make himself sound more clever than he really is)*

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# *This session:*

- 1 The digital world*
- 2 What is content marketing?*
- 3 What this means for the AMNT*

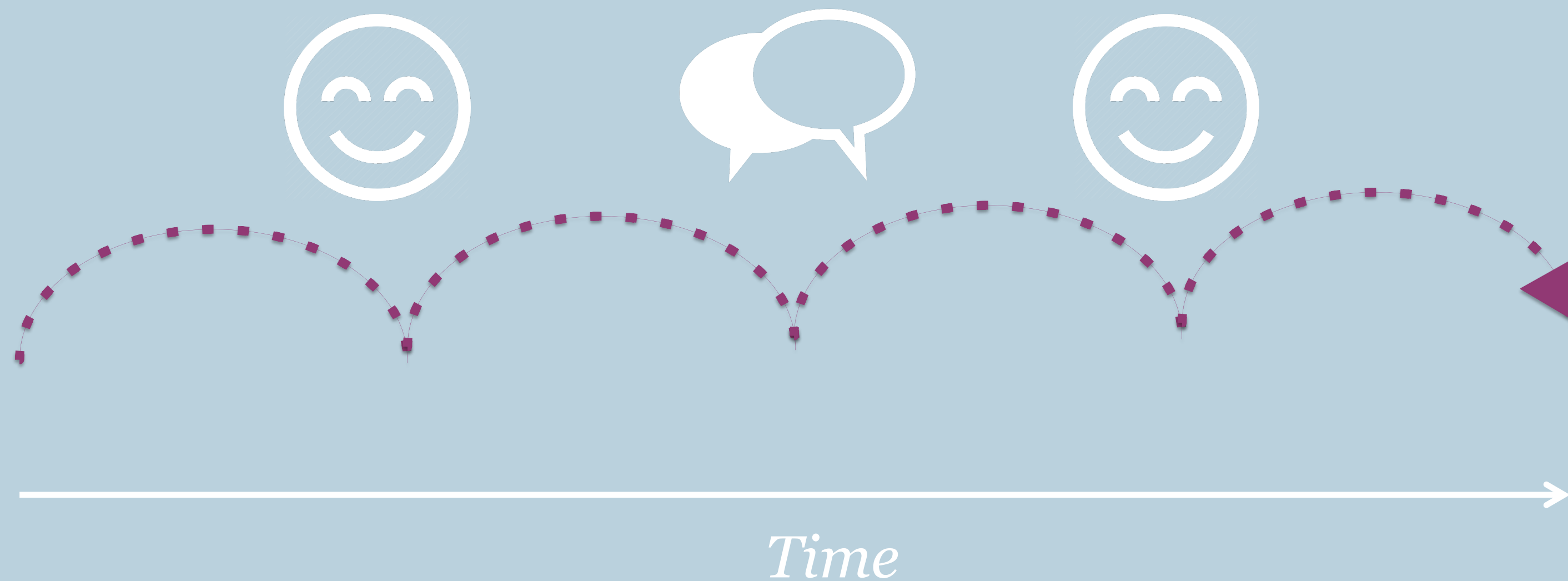
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# *Digital yesterday*



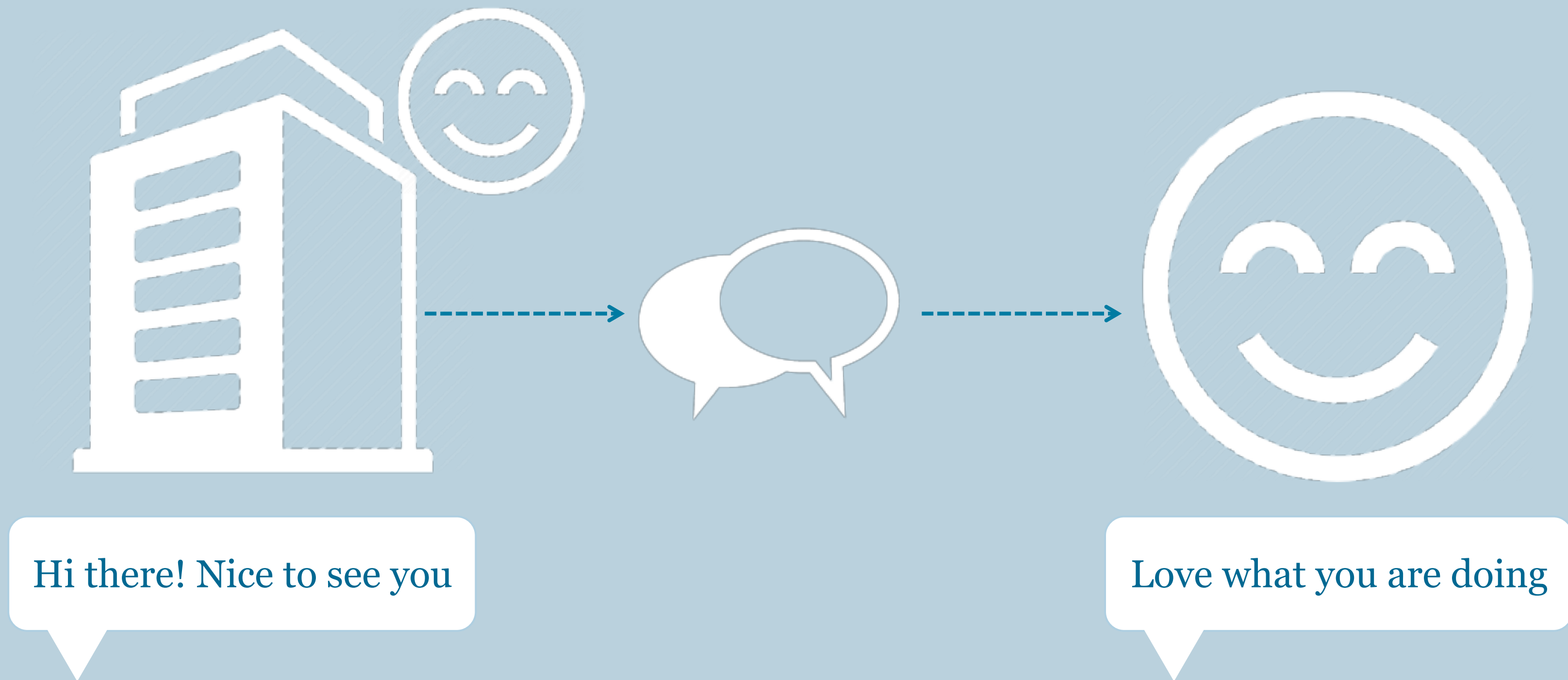
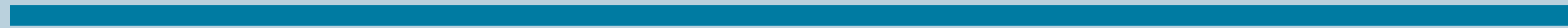
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# *Digital today – alive!*





I'm a shiny brand. Aren't  
I amazing. Buy from me





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# *The reasons*



*Changes in  
consumer  
behaviour*



*Evolving  
trends*



*New devices  
and software*

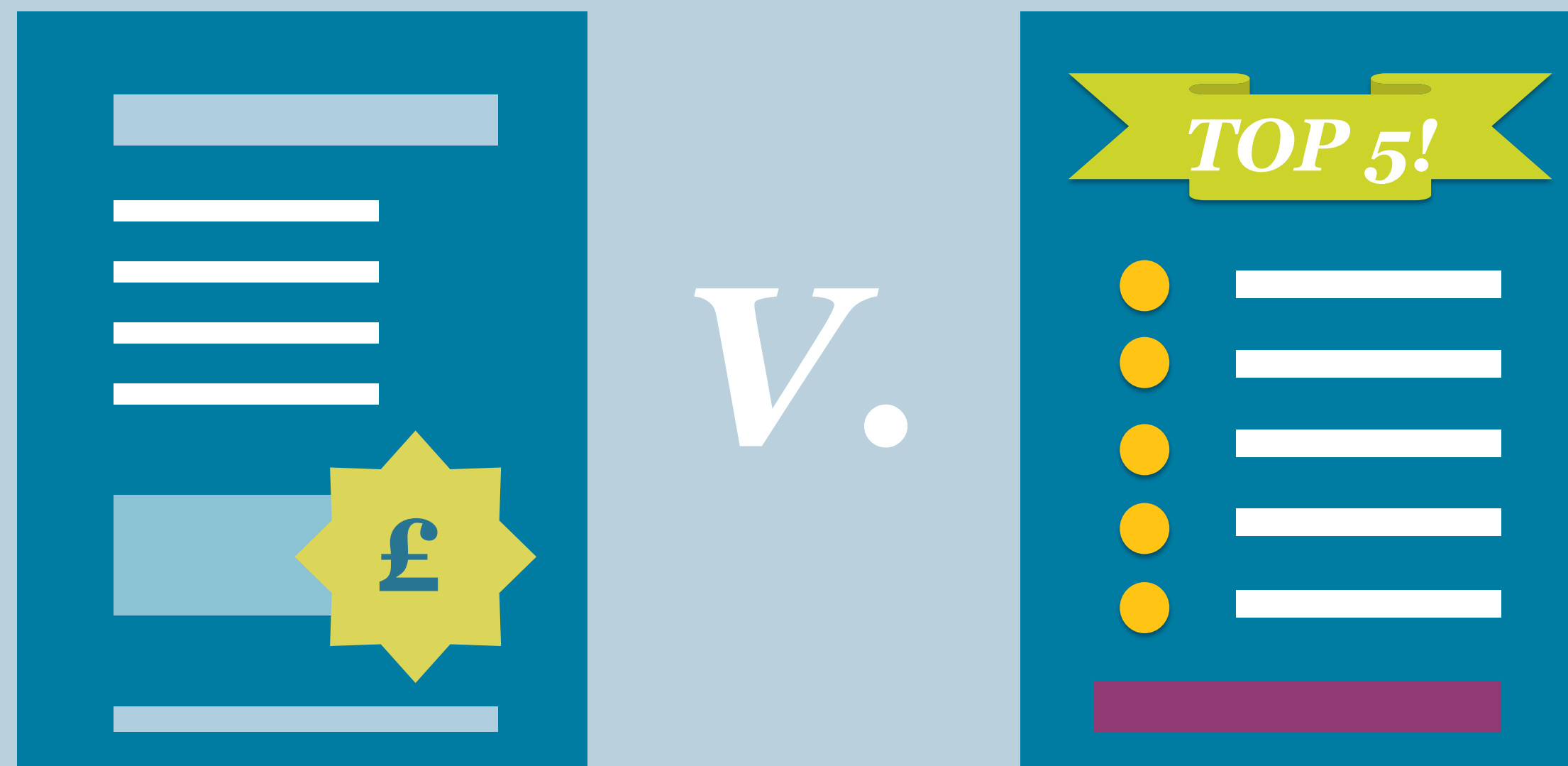
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# *Content marketing*



**Content marketing generates 3 times as many leads** as traditional outbound marketing, but costs 62% less. (*Source: Hubspot, 2015*)

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# *My two friends*



*Mikey*



*Bob*







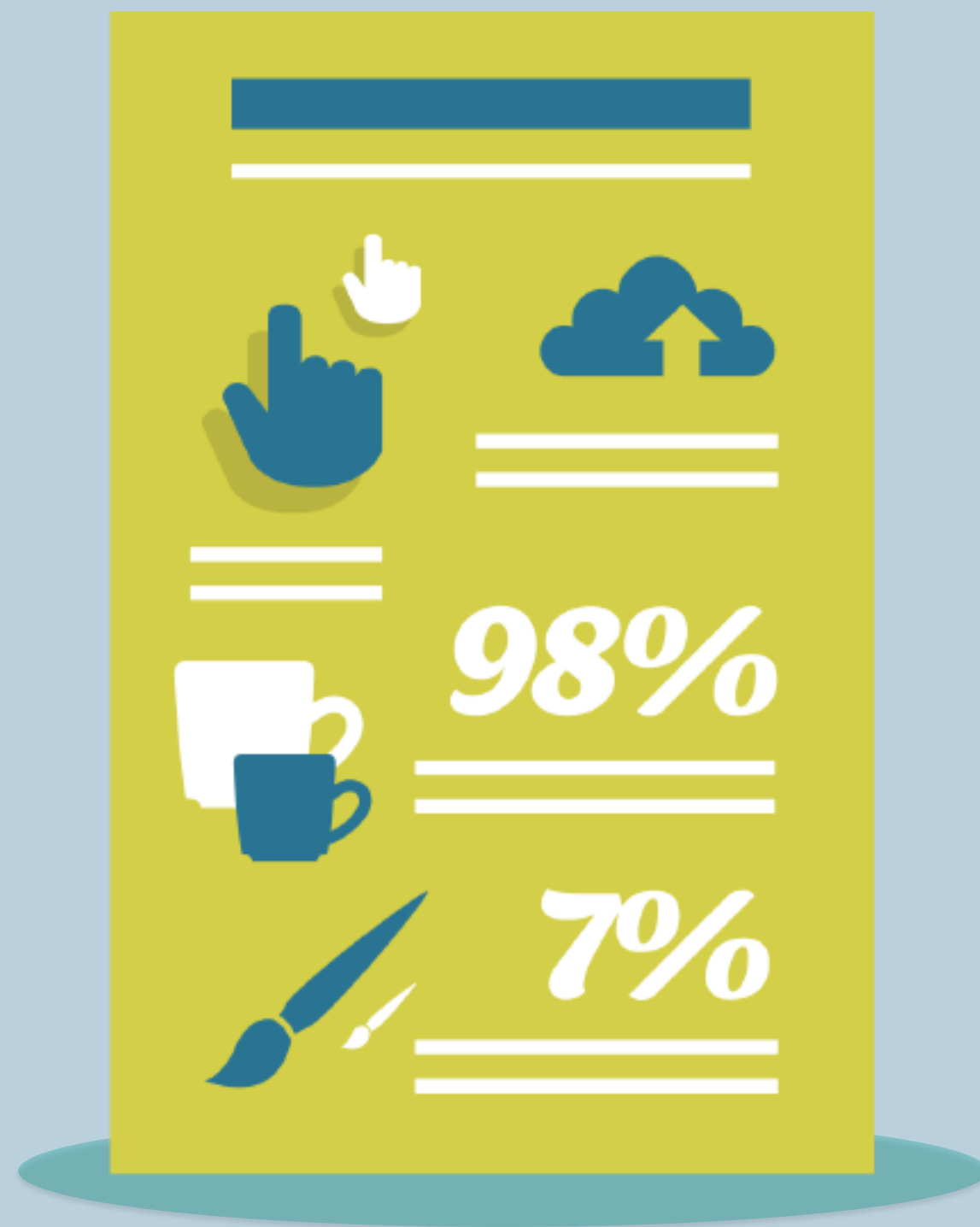
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# *Content examples*

- ✓ *Videos and animations*
- ✓ *Top 10 style lists*
- ✓ *Polls and research studies*
- ✓ *Surveys*
- ✓ *How-to guides*
- ✓ *Infographics*

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# *Infographics*

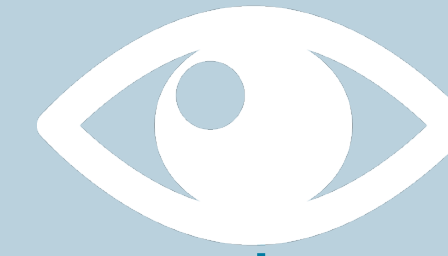


*Shared on social media 3 times more than other any other type of content.*

*Eye-tracking studies show internet readers pay close attention to information-carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.*



Visuals processed  
**60,000x**  
faster than text



This is a picture of a  
black bird sat on a tree

The bird is looking  
to the left

Leaves on the tree are  
yellow, orange and red

It is Autumn

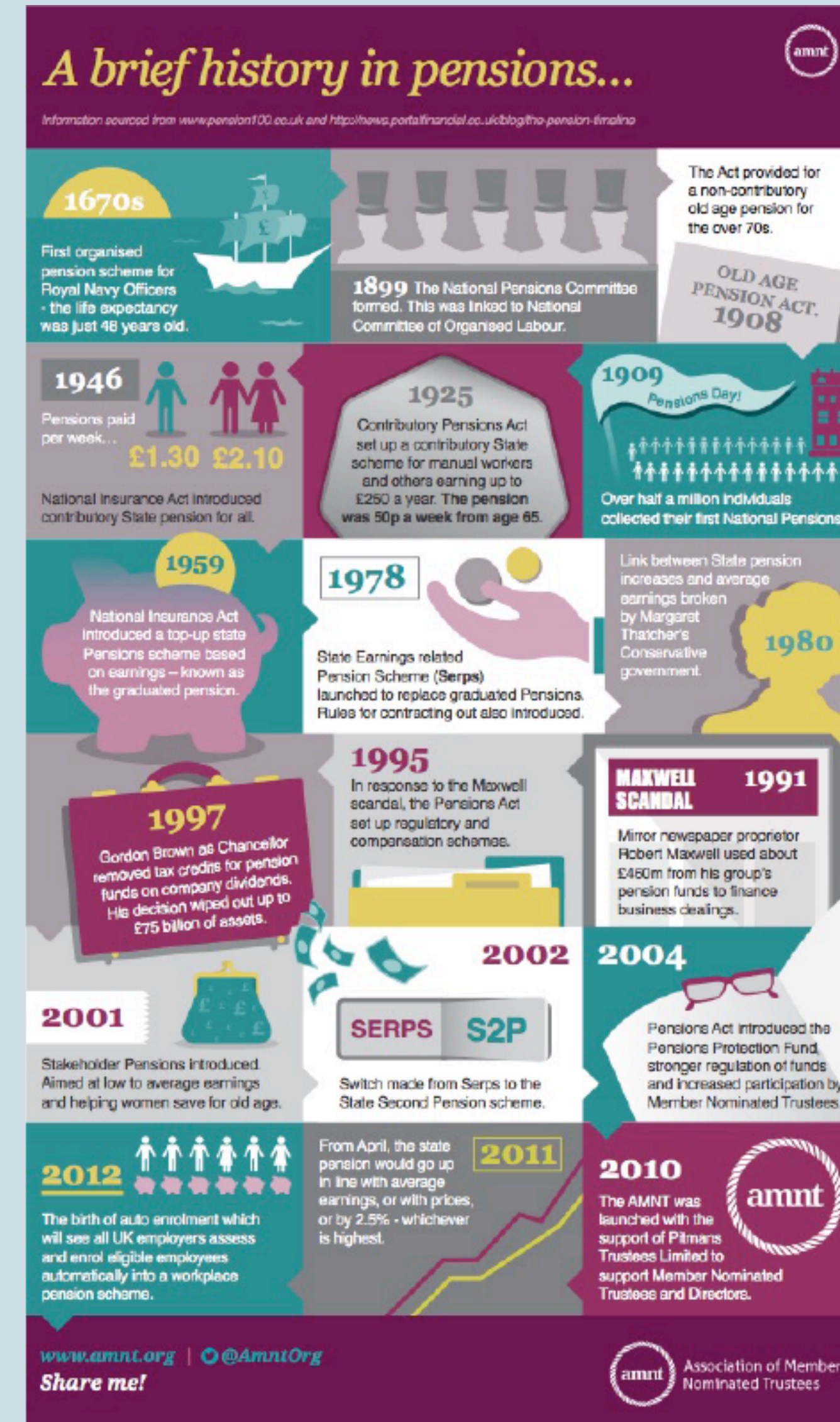
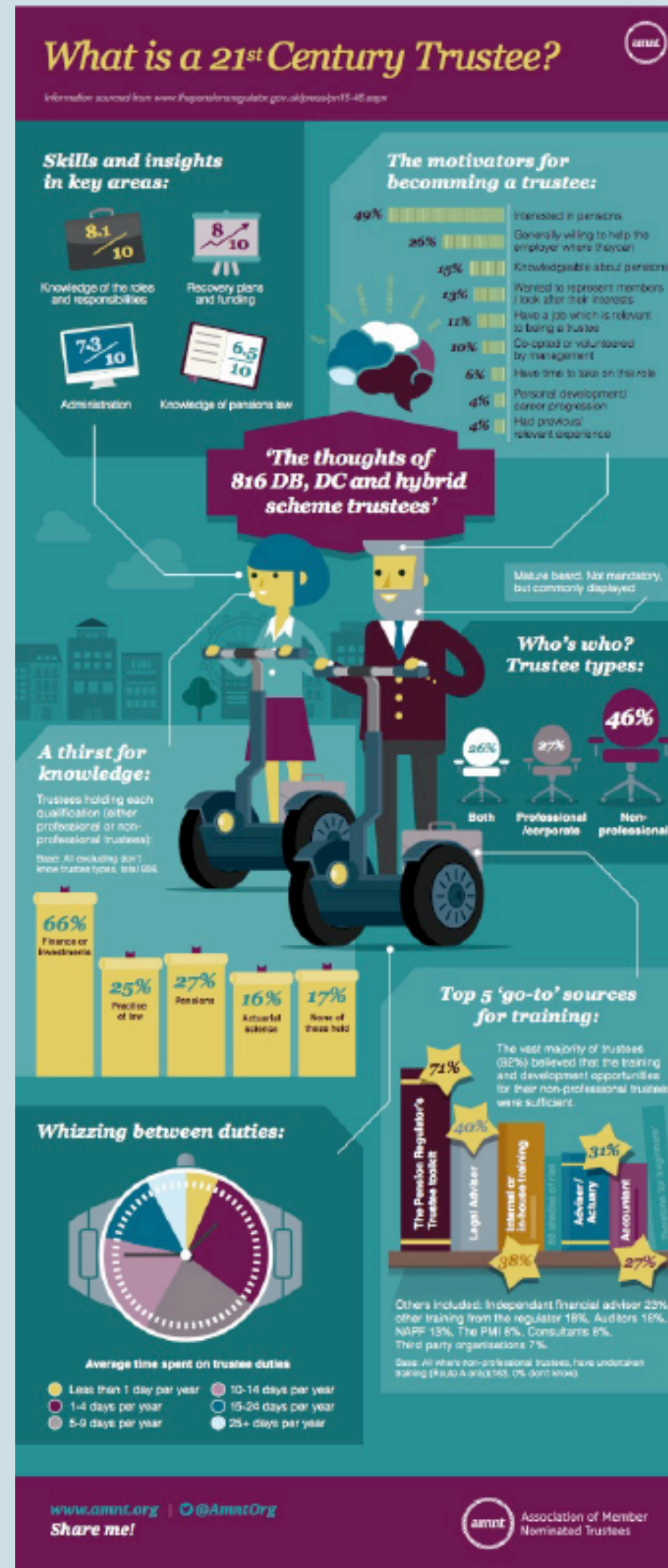


Most people remember  
**10-20%**  
of what they read











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# *This session:*



*The digital world*



*What is content marketing?*




*What this means for the AMNT*

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# *AMNT's digital objectives*

- ✓ *Create more value for members and sponsors*
- ✓ *Build a richer brand experience*
- ✓ *Reach into broader pensions community*
- ✓ *Raise the profile of the Association*
- ✓ *Create brand advocacy – set expectations*
- ✓ *Appeal to new sponsors*
- ✓ *Increase brand value to ease buy-in to any future AMNT pensions initiatives*



Association of Member Nominated Trustees

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# Check out our calendar of events


Access all our events, training and support by joining as a member

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## New at the AMNT


Scroll through to view our latest announcements and upcoming events ...



**David Weeks new Co-Chair**

I am most honoured that the AMNT committee has elected me as co-chair and I will do all that I can to live up to their expectations.


[READ MORE >](#)



**Summer Conference 2016**

We are delighted and excited that our Premier Sponsor Capita are kindly hosting our Annual Summer Conference on Monday 13th June. "Do trustees delegate too much?"

[READ MORE >](#)



**Workplace Pensions Live**

Bringing the sector together to explore the hottest topics and key challenges facing both DC and DB schemes, Workplace Pensions Live 2016 will focus on how to get better value for members.

[READ MORE >](#)





## Pensions calendar of events





View our full range of pension related events

[SEE FULL LISTING](#)

## Meet our sponsors

Support us alongside our Premier sponsors:







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# Red Line Voting

Red Line Voting is AMNT's groundbreaking initiative to help pension schemes that invest in pooled funds – to direct how the votes associated with the companies they invest in are cast. The Red Lines will cover the full ESG (environmental, social and governance) remit. [Click here to visit the Red Line Voting website](#)


## The AMNT represents...




**500**  
Active members



**300**  
Schemes



**350**  
Billion assets



**1**  
Free membership

## Contact the AMNT

If you would like more information or would like get involved, please complete this form below, or visit our [contacts page here](#)

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# *Thank you and look out!*

*For further information, contact us by  
emailing **[stephen@sjwbranding.co.uk](mailto:stephen@sjwbranding.co.uk)**  
Or visit **[www.sjwbranding.co.uk](http://www.sjwbranding.co.uk)***

