## AMNT – come alive through digital!

AMNT summer conference | Stephen Willard Monday 13 June 2016



## #AINTConf2016

@AINTorg

#### 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)

#### This session:

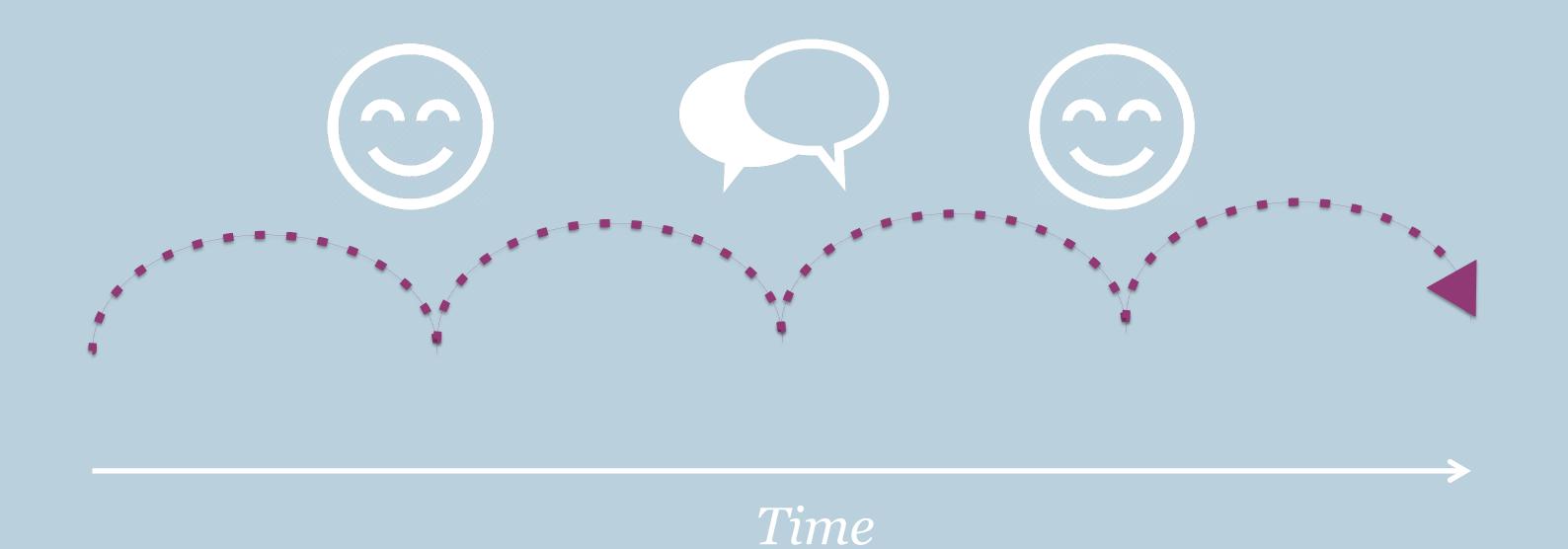
- 1 The digital world
- 2 What is content marketing?
- 3 What this means for the AMNT

### Digital yesterday



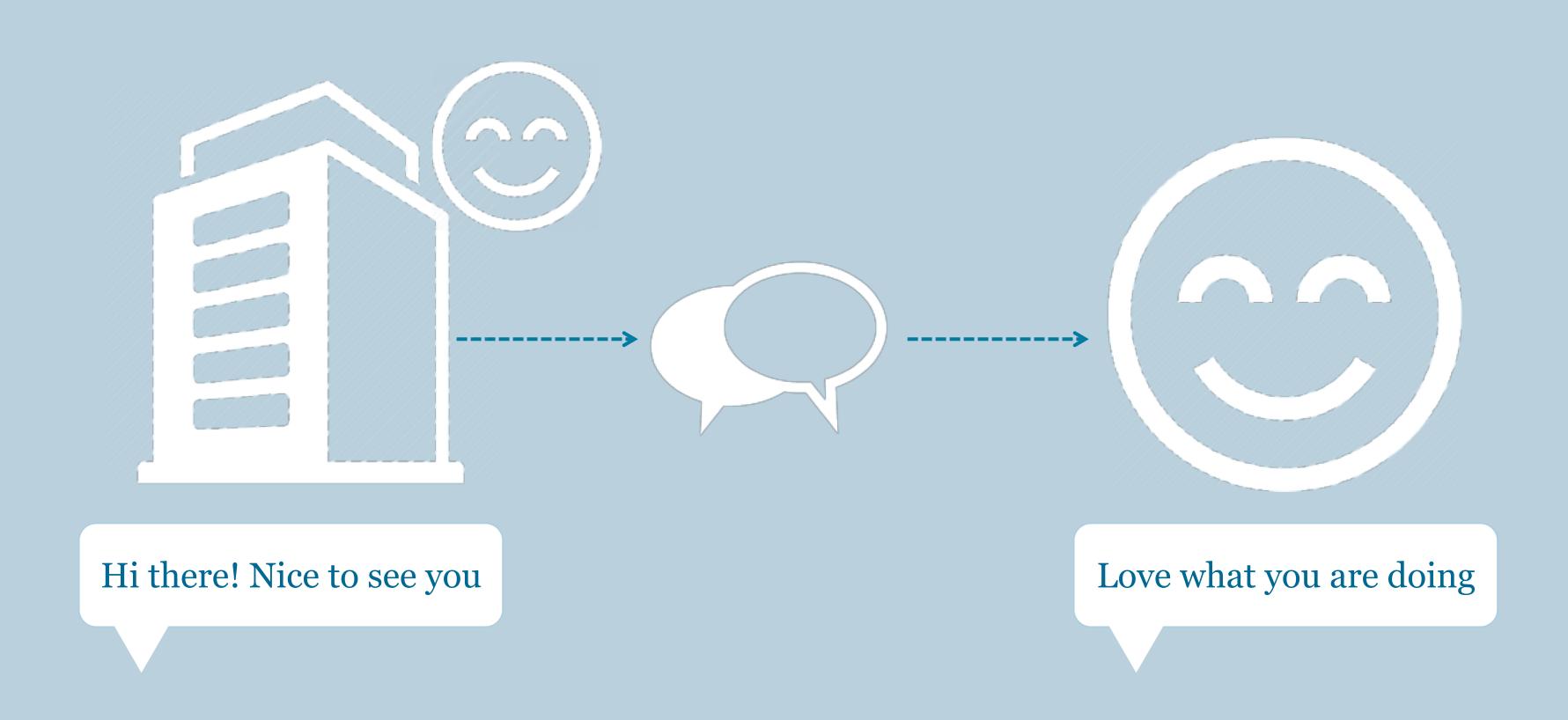
Time

### Digital today – alive!





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



#### The reasons



Changes in consumer behaviour



Evolving trends

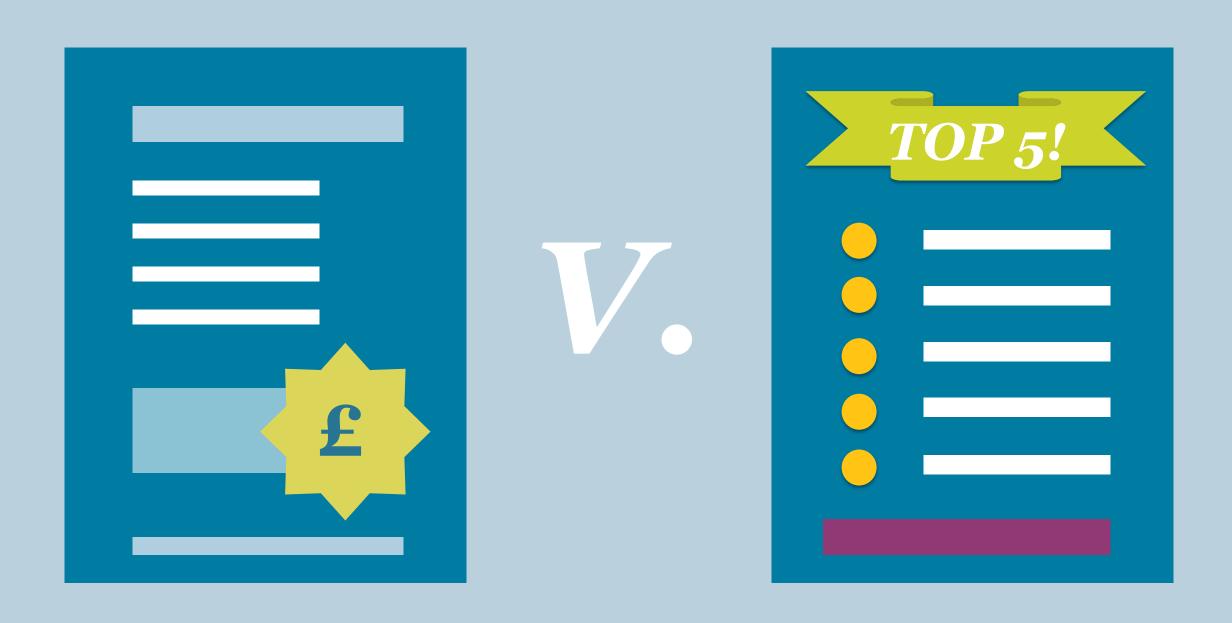


New devices and software

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- 11) The digital world
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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)

### My two friends



Mikey



Bob



In chief many is the started, which wrope its areas about the opens and forces the values upon with its first. The tastfe lases for hours, until the market is recognised with a good meak, but also, no Colomon

#### GUINNESS GUIDE TO OYSTERS





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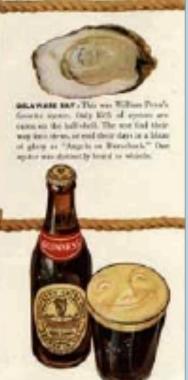
CRINCOTRACTOR : Many rates Chicarogues is the reprine advances of the order table, but man blook Court guarantee porter the Olympia sviers, which is no higger than your thundred. Both Chicarogues and Olympias are at their best with Guinness.



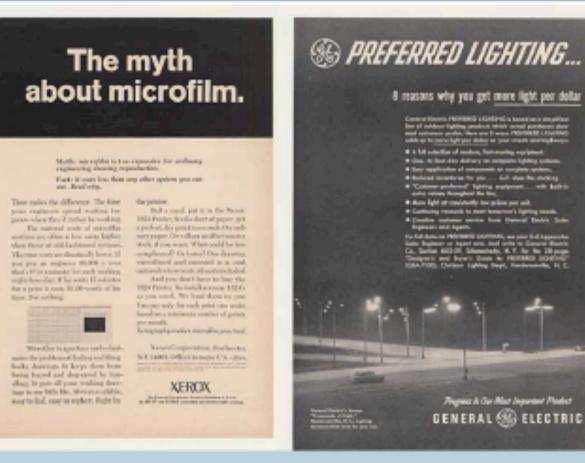
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All commo une their less when a weeked down with dealth of Guinness what Professor Salardary in "Notes On & Collar-Book" sailed that noble liquor-the conclust of black males," Most of the year must hy herwing Guirmens evenes from the Retile farms of Senthern Berkert, and the road is deceaded from the year. used by Galances in Bublis one hondeed and a new years upo.

See & Co., Inc., Long Island Cles. N.Y. orm









#### Content examples

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

### Infographics

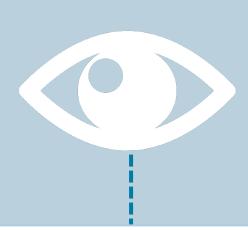


Shared on social media 3 times more than other any other type of content.

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.



60,000x faster than text

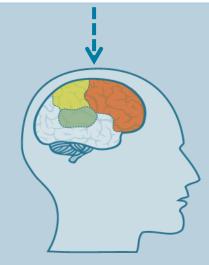


This is a picture of a black bird sat on a tree

The bird is looking to the left

Leaves on the tree are yellow, orange and red

It is Autumn

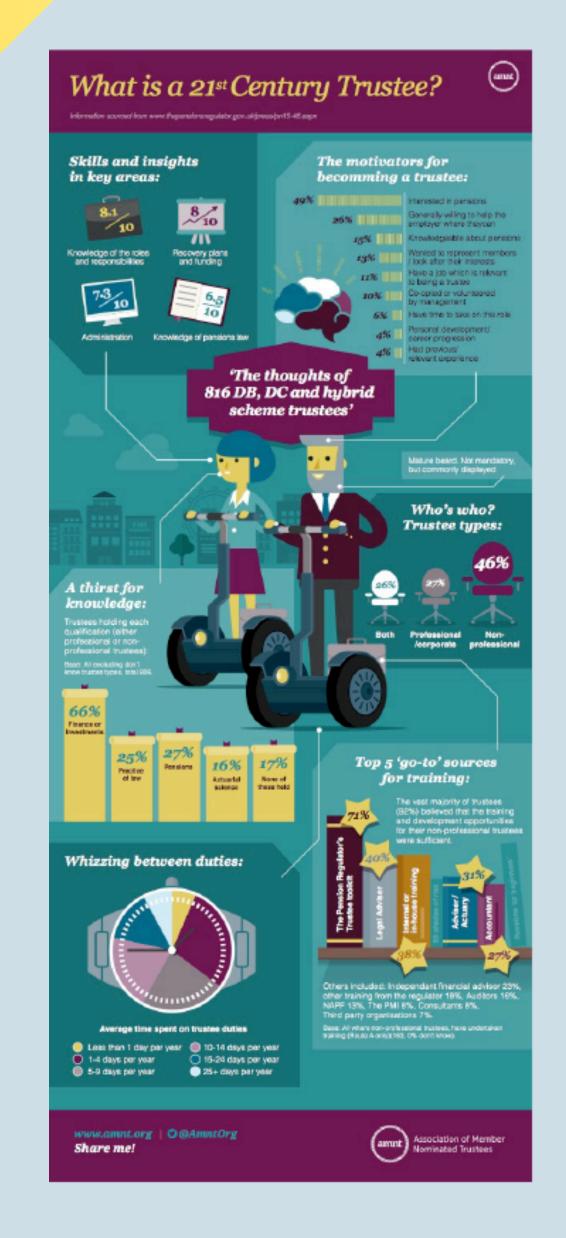


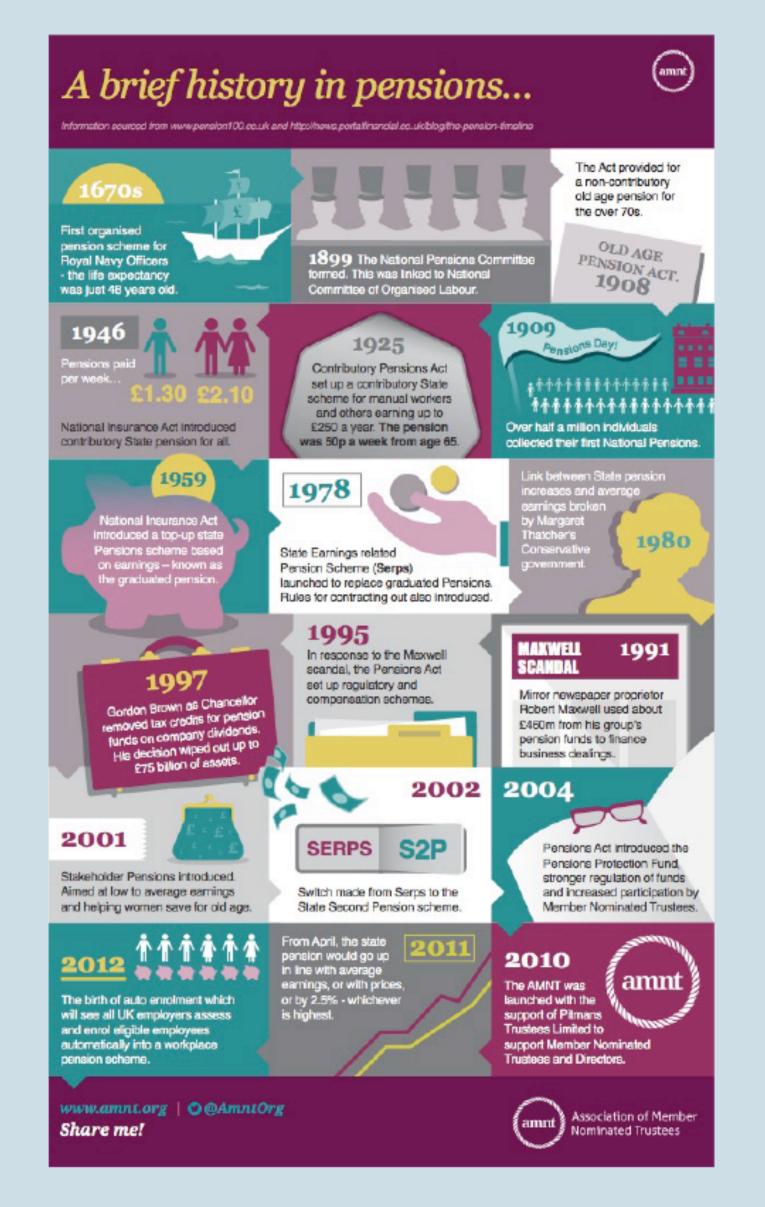
Most people remember

10-20% of what they read



# aniographics





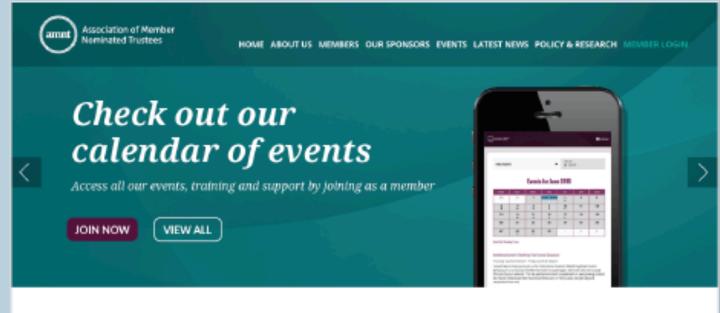


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### AINT's digital objectives

- V 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



#### 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 trustoes delegate too much?"

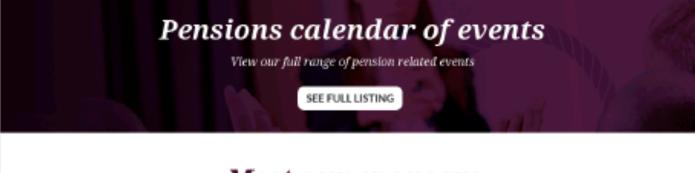
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#### Workplace Pensions Live

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 >



#### Meet our sponsors

Support us alongside our Premier sponsors:









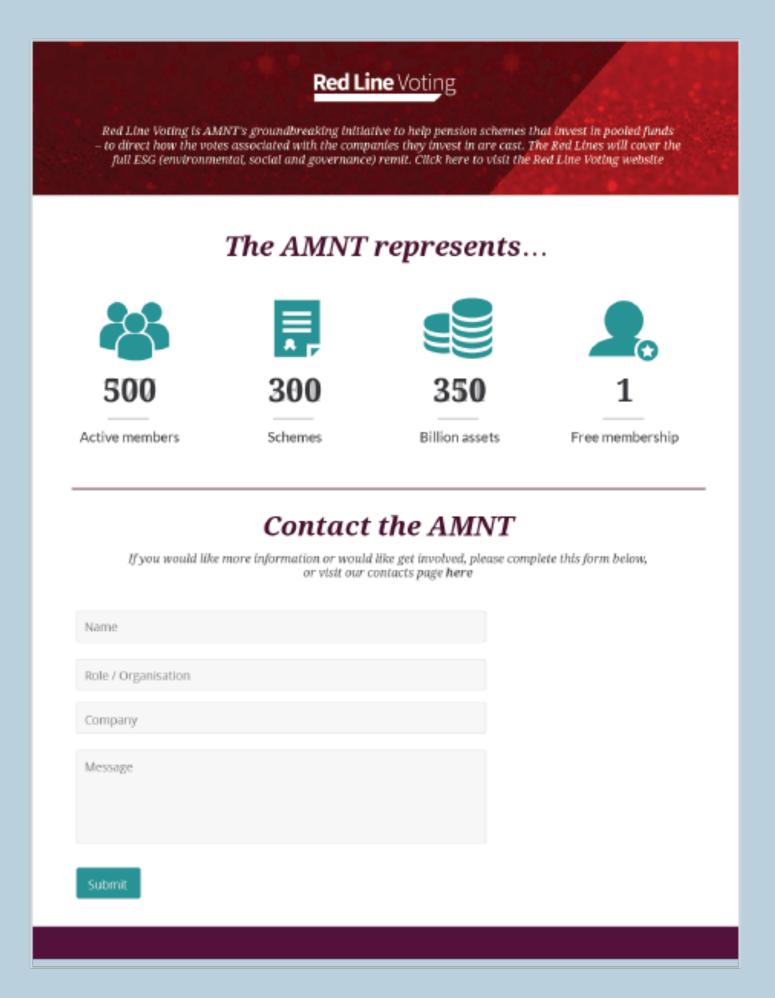








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